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FROM FEBRUARY 26TH TO 28TH IN BARCELONA

Cosmobelleza & Wellness 2011 is celebrating the 25th anniversary of the Aesthetics Congress

- *The 17th edition of the event is coming up with an extended training offer for comprehensive beauty professionals*
- *For the first time, all the visitors of Cosmobelleza will be able to attend the Aesthetics Congress for free*
- *The Nails Demonstration Room will offer the trends in manicure, one of the sector with major increase*

Barcelona, February 26th, 2011. - The next edition of Cosmobelleza & Wellness will be held from February 26th to 28th in the fairground Gran Via II in Barcelona. It will be a very special edition, as the 25th anniversary of the Aesthetics Congress will be held, a classic event for the professionals of the sector. To celebrate the quarter of century of this event, all the visitors in Cosmobelleza will be able to enter the Aesthetics Congress for free and follow the presentations or the practical workshops.

The **Aesthetics Congress** which will be held in the mark of Cosmobelleza will offer the possibility of improving traditional techniques and treatments, and at the same time keeping up with the innovations of the market. Massages, make-up, treatments, techniques and marketing applied to salon will be the main components of these three days which has already turned this event into a professional aesthetic training reference in our country.

Regarding training, we can also emphasize the Aesthetics Technical Hall which will offer practical sessions during the three days of Cosmobelleza on topics as ultrasounds and cavitation, neocollagenesis, metabolitics, photoepilation with IPL diodes, etc, for the professionals to learn the latest aesthetic techniques from prestigious brands.

Besides the training, for the fifth consecutive year, buyers of the beauty sector will meet sellers looking for specific profiles to develop their business during 20 minutes private meetings. Worldwide sellers (manufacturers) and buyers (importers/distributors) will participate again in the **Business Rounds**. This initiative has become one of the greatest opportunities offered by the Fair to promote commercial exchange, being the only event of the sector with these characteristics.



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Another great novelty this year will be the conference **“One day with the franchise”**. Organized by Tormo & Asociados together with Cosmobelleza, it is the perfect meeting for the professionals owning their own business and willing to value the advantages of joining a franchise system.

Manicure, one of the sectors with the main increase

Another interesting point in Cosmobelleza this year will be the **Nails Demonstration Room**. The main brands specialized in manicure and pedicure will present there the latest trends in nail decoration, the keys of care and treatment or the innovations in gels and nail polishes. Undoubtedly, the increase of exhibitors from this sector and the great diversity of topics which will be shown in this demonstration room prove that manicure is one of the segments with the major increase over the past years on the aesthetics Spanish market.

Another classical event of Cosmobelleza is **The Body Make-up Contest**, which will be held on Monday 28th. It is the main body make-up contest in Spain, and has an international recognition. This year will be celebrated the 18th edition.

For further information: www.feriacosmobelleza.com