

EVERYTHING PREPARED FOR THE 17TH EDITION OF COSMOBELLEZA & WELLNESS

## **94% of the beauty professionals will reduce costs in their business in 2011**

- ***“The beauty sector is resisting well against the crisis and commits to innovation to get out of it”, according to the General Manager of Cosmabelleza***
- ***Manicure and make-up, most interesting treatment for the companies considering to extend their services***

Barcelona, February 24, 2010.- The beauty sector is still suffering the effects of the crisis. In fact, the number of professionals considering reducing costs in their business this year has increased. That is what reflects the *“Cosmabelleza 2011 Barometer: The situation of the beauty sector before the crisis” (\*)*. This research was carried out between hairdressing, aesthetic and wellness businessmen in Spain by Cosmabelleza, main professional beauty communication group in Spain on the occasion of the next celebration of Cosmabelleza & Wellness International Beauty Fair, to be held from February 26<sup>th</sup> to 28<sup>th</sup> in Barcelona.

94% of those polled assure that, given the economical situation and the evolution of their business, they will have to reduce costs in their centers during 2011, which means 25% more than the ones considering this option last year. According to Jordi Julve, general manager of Grupo Cosmabelleza, “the sector is still expecting a hard year, with a more or less steady turnover and without increase on the frequency for a client to visit the salon. There is no clear forecast on the way out of the crisis for the sector, it will happen when recovering the internal consumption and the confidence in economy.

In fact, only 1 out of 2 of those polled assures that 2011 could be a better year for their business than the last one, supported by the offer of new services and in the mentioned reduction of costs. Therefore, they are still committed to innovation, since 61% think they will have to invest in innovation to face the crisis during the next month. However, only 26% of the professionals of the sector consider using lower range products or equipment than the ones they have now in their business to adapt to the crisis.

Regarding training, the number of professionals committing to attendance to classes this year has slightly decreased compared to last year. Only 40% participated in a professional training while they were 70% in 2010.

*\* The Cosmabelleza 2011 Barometer has been created via online surveys submitted to more than 900 professionals of the hairdressing, aesthetics and wellness sector.*



## **Expand services to adapt to the crisis**

The expansion of services keeps being a great exit to increase the turnover for the professional of the beauty sector. The main part of those polled, 60%, think it is the most viable way to do it at this time through agreements with other professionals. Make-up and manicure or pedicure keep being the most interesting sectors for the professionals considering to expand their services this year.

Regarding treatments, haircut keeps being the most requested service in hairdressing in spite of the crisis. "People prefer saving in color because having a haircut has become a necessity for a majority of people in Spain", Julve declares. However, in aesthetics, those polled emphasize liposuction or facial rejuvenation are the most requested treatments in spite of the crisis.

Even if women keep being the main clients of hairdressing, aesthetics or wellness centres, they are also the ones who most reacted before the crisis. 84% of professionals think they are the ones who stopped going to their centers on a frequent basis. Therefore, the great majority of those polled think that beauty treatments increase self confidence, which is why they are convinced that the sector has a greater recovery potential than others.

## **ABOUT Cosmobelleza & Wellness**

The new edition of Cosmobelleza & Wellness will be held on February 26, 27 and 28 in the fairground Fira Barcelona Gran Vía (M2). The International Fair of Hairdressing, Aesthetics and Wellness is organized by Grupo Cosmobelleza.

Las marcas comerciales más importantes del sector presentarán las últimas novedades en belleza profesional. Además, en el certamen se celebrará también las Salas Técnicas de Peluquería y Estética, Jornadas Profesionales de Termalismo y Wellness, el XXV Congreso de Estética, el XVIII Concurso de Maquillaje Corporal, Cosmofitness, las Aulas Taller de Peluquería, las Rondas de Negocios, Jornada: Un día con la franquicia y la Barcelona Hair Fashion, la pasarela de peluquería abierta y gratuita a todos los visitantes de este certamen profesional.

The main commercial brands of the sector will present the latest innovations in professional beauty. Moreover, other events will be held during the event: the Hairdressing and Aesthetics technical Halls, the Spa & Wellness Congress, the XXV Aesthetics Congress, the XVIII Body Make-up Contest, Cosmofitness, the Hairdressing Workshops, the Business Rounds, the Congress: One day with the franchise and the Barcelona Hair Fashion, free hairdressing catwalk opened to all the visitors of this professional event.

***For further information: [www.feriacosmobelleza.com](http://www.feriacosmobelleza.com)***

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