



17TH EDITION OF COSMOBELLEZA & WELLNESS, FROM FEBRUARY 26 TO 28

New hairdressing shows on the Barcelona Hair Fashion catwalk

- ***The latest straightening treatments by renowned brands in the Hairdressing Technical Hall***
- ***Michael Shaun, hairdresser for the celebrities in Hollywood, between the protagonists of Barcelona Hair Fashion***
- ***The 17th edition of the Fair is coming up with an extended training offer for the hairdressing professionals***

Barcelona, February 26th, 2011.- Cosmobilierza & Wellness 2011 will be held from February 26th to 28th in Fira Barcelona (Gran Vía Fairground) and is coming with a lot of innovations for the professionals of the hairdressing sector. Training, business and the latest trends and launches are the elements which will attract thousands of hairdressers during these three days.

The latest innovations of the sector will be within reach of the visitors of the Fair in the exhibition zone. There, like every year, renowned brands of the hairdressing sector will meet to do live demonstrations and inform about their last products.

Regarding training, the **Hairdressing Workshops** has been organized for the professionals of the sector where small groups will attend sessions organized by the brands on hairdos, haircuts, color, etc. An attendance diploma will be handed to each attendee in all the workshops.

We can also emphasize the **Hairdressing Technical Hall** which will offer practical sessions during the three days of Cosmobilierza. This year, one of the star topics of these classes will be hair strengthening. The latest trends, and above all the use of keratin will be presented by one of the most famous companies of the sector.

Another interesting point in Cosmobilierza 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.



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.

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.

Barcelona Hair Fashion, the only free and open catwalk

Between the main points of interest of the event also stands out the Barcelona hair Fashion, the only catwalk free and open to all the professionals. All the visitors of Cosmobelleza & Wellness 2011 will be able to attend the shows organized during the three days on the fair to discover on live and directly the secrets of the great professionals, as for instance Michael Shaun, the hairdresser of celebrities in Hollywood who will be one of the protagonists of the catwalk from Arthica this year.

Barcelona Hair Fashion Program

Sábado, 26 de febrero de 2011

12.00am Dreams between heaven and hell



03.30om Awards and Gala
DESPUNTAN

TOCADO

05.00pm Stylist Party



Sunday, February 27th, 2011

11.00am Black



12.30am Show "Get the Look"
Red Carpet Styles





01.30pm Cordero Internacional



03.30pm Love Remember



05.00pm Power by Arthica



Monday, February 28th, 2011

11.00am Special Effects for movies by Poli Cantero



12.15am Rock & pin-up Show



01.30pm Show Back Stage BCN



04.30pm Awards presentation gala:
18th Body Make-up Contest

For further information: www.feriacosmobelleza.com