

FROM FEBRUARY 26TH TO 28TH IN BARCELONA

## **The countdown** **to Cosmobelleza & Wellness 2011 is starting**

- ***The 17<sup>th</sup> edition of the event is coming up with an extended training offer for the beauty professionals***
- ***The latest hairdressing, aesthetics and wellness trends are concurring with business in this international fair which keeps committing to internationalization.***
- ***To mark the 25<sup>th</sup> anniversary of the Aesthetics Congress, the entrance will be free for all the public of the Fair.***

Barcelona, February 21<sup>st</sup> 2011. – Thousands of professionals will meet one year more in the 17<sup>th</sup> edition of Cosmobelleza & Wellness, Hairdressing, Aesthetics and Wellness International Fair which will be held from February 26<sup>th</sup> to 28<sup>th</sup> in the fairground Fira Barcelona Gran Via (M2).

The main novelties of the hairdressing, aesthetics and wellness sector will be presented during these three days by the prestigious brands of the sector taking part in this great professional meeting of comprehensive beauty in our country, which keeps going for internationalization, training and business.

Organized by Grupo Cosmobelleza, besides the exhibition zone, the 17th edition of this event will also be the framework of many other parallel events which have become references: the Barcelona Hair Fashion, the Hairdressing & Aesthetics Technical Halls, the Spa & Wellness Professional Congress, the Aesthetics Congress, the Hairdressing Workshops, the Body Make-Up contest, the Business Rounds, Cosmofitness and the Non-Stop Nails Demonstration zone. More than 3.000 sqm of demonstrations, shows and training sessions where the hairdressing, aesthetics or wellness professional will be able to find anything he needs in a single place.

### **Training & business, keys of this edition**

This year the Fair will focus on training, and at the same time keep offering to the attendees the opportunity of generating business during all the days of the meeting. To achieve this aim, an important training program has been prepared, which will include specialized **Technical Halls** – for Hairdressing and Aesthetics - , Hairdressing **workshops** and specific congresses of each of the beauty sectors, with advanced training sessions imparted by prestigious experts. Moreover, other classic events of Cosmobelleza & Wellness will be held, as the hairdressing catwalk **Barcelona Hair Fashion**, which will be free again for all the attendees, the **Body Make-Up Contest** or the **Non-Stop demonstration zone**.

One of the major pillars of the training, the **Aesthetics Congress**, will celebrate its 25<sup>th</sup> edition this year. On this occasion and with the aim of supporting the professionals in this time of crisis, it has been decided that for the first time in the Fair history, its access will be free to all the visitors who would like to have a first-hand information about trends and deepen their knowledge on the latest aesthetic techniques coming up on the 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.

Apart from anything else, the 2<sup>nd</sup> **Spa & Wellness Congress** is consolidating this year, welcoming important figures of the sector as from the private field, with the attendance of agents from the best installations of the country, as the public field, with notable national and international authorities.

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.

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