

INTERCHARM-UKRAINE: HIGH-CONCENTRATION BEAUTY



High-concentration beauty – this is the right definition to describe the X Anniversary International perfumery and cosmetics exhibition InterCHARM-Ukraine 2011, which was held in October 13 – 15, 2011 in Kyiv.

Almost 59 thousand of visitors from different world countries as well as from all the regions of Ukraine could familiarize themselves with various beauty products presented by 495 companies, which took part in the exhibition. They had also a chance to visit 22 professional training events, to support the colleagues who participated in different competitions and to learn a lot of new things at 10 open events, as well as to become inspired with a spirit of ecological compatibility and care of environment reigning at InterCHARM-Ukraine, to find suppliers or distributors, to save on purchase of products and a lot of other things.



Covering all directions and displaying all variety of the beauty industry, the **exhibition has traditionally been divided on subjects:**

- The hall No 1 presented hairdressing art and nail service;
- The hall No 2 showed the exposition of cosmetics, perfumery, pharma cosmetics, household products, raw materials and packaging;
- The hall No 3 traditionally presented everything for cosmetology and applied aesthetics.

Business and educational program for the beauty industry experts has been presented by a following complex of conferences, seminars and workshops:

- International Conference of Applied Aesthetics
- Author's seminar by Yana Yutskovska «Botulinum Therapy. Combination with other methods»
- Seminar «Non-surgical face modeling»
- Theoretical and practical seminar «Acne and post-acne: moot cases in dermatological practice»
- Symposium «Scientific grounds and practical use of anti-age methods in European and American medical practice»
- Seminar on permanent make-up
- Forum of massage technologies
- Massage Academy
- Conference «Beauty salon business: risks and perspectives...»
- Conference «Beauty salon management»
- Seminar for beauty salon administrators
- Round table «Recreational rest. New possibilities»
- Conference «Administration of brands portfolio»
- XVI International Forum of Nail Industry Specialists
- Image seminar
- Professional make-up seminar



- You Professional Show
- Conference «Beauty TECH. Innovations in production: raw materials and technologies»
- Conference «Internet-commerce in perfumery and cosmetics field»
- Pharma Beauty Conference
- Seminar «The market of household products in Ukraine»

In addition to educational tracks there were a lot of competitions for graduates of educational institutions, young masters (juniors), as well as experienced specialists. The championships proved to be a great possibility for young talents to achieve their targets and to get recognition of their skills.

Among the championships the most significant were the following ones:

- Cup of Kyiv – the selection round of the Open Championship of Ukraine on hairdresser's art, nail aesthetics and make-up
- V Championship of Hairdressing Art - Your Hair Awards
- Style and Visage Championship Style Art
- Beauty Nails - VIII Selection Nail Championship of Ukraine
- SPA-massage Open Championship of Ukraine



This year, specially for the 10th anniversary of InterCHARM-Ukraine, there was conducted **the Buyer's program** with support of the magazine Cosmetic Market TODAY. The clients of this magazine and the exhibitors of the second hall of the exhibition were given an additional chance to meet with 139 companies-purchasers from different regions of Ukraine. Among them there were representatives of specialized perfumery-cosmetic retail chains, supermarkets, pharmacy chains, as well as wholesale and retail companies.

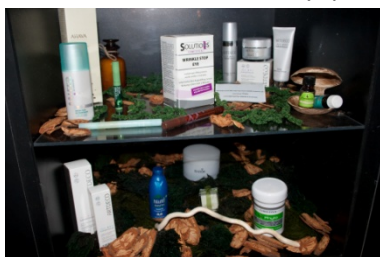
As usual, the exhibition presented new brands and products in the **Gallery of Novelties**. In total at InterCHARM-Ukraine 2011 there were presented more than 100 new companies, among them – a new cosmetic portal for experts and ultimate customers “pomada.ua”.

The glamour show-window of cosmetic trends **Trend Zone** has drawn attention of many visitors. This project has visually shown to visitors and participants of the exhibition some new tendencies, which will be observed in the near future.

Here are some of them:

“Mood Beauty” creates a new beauty space, intersecting psychology and wellbeing with beauty products that offer psychological benefits and ingredients that act on people's neurotransmitters. Expect manufacturers to make use of textures, temperatures or sounds that affect the mood.

“Nu Natural” is a new vision of natural that is less focused on certification and more focused on results, efficiency and safety. In future beauty products will evolve from today's trend towards organic ingredients, revisiting attributes like authenticity, provenance and local production.



“Pro-Tech't” shows a renewed emphasis on protection, one of the basic functions of skincare, hair care and color cosmetics. Beauty products offer increasingly powerful shields against not just UV rays, but also physiological and man-made factors.

“Turbo Beauty 4G” continues to capitalize on advances in biochemistry for higher-tech beauty products. Expect more quasi-medical results and “mix-it-yourself” solutions: at-home kits and cures that offer alternatives to cosmetic surgery and non-invasive procedures.

On the 15th of October there was conducted **InterCHARM Triumph 2011**, the second ceremony of awarding the players of the domestic beauty market. The organizer of the ceremony was the magazine Cosmetic Market TODAY.



As a result of serious two-day competitive struggle there were determined the products, which now could be legally called the best ones:

- In the nomination «*The best children's cream*» the victory was gained by a children's cream "*Multi-Pulti*" by the company *Velta Cosmetics*;
- In the nomination «*The best female eau de toilette*» the first prize was given to the perfume *Un secret femelle* by the company *Aromat*;
- In the nomination «*The best antibacterial hand gel*» the first prize was given to the hand gel «*Stop Microbe*» by the company *Alliance Of Beauty*.

Annual exhibition and educational event InterCHARM-Ukraine has its special mood. This year it was Eco-mood. Economy and restoration of natural resources – these are the major principles of dialogue between the up-to-date human being and the nature. The digital catalogue, which did not demand paper for its production, decoration of exhibition halls with original ornaments made of the utilized materials, small expositions of hand-made products of art created of used plastic and other materials, and also abundance of green, "natural" colour pleased the eyes of visitors and participants of the exhibition and made them think over the true value of nature once again.



Every year the organizers of the exhibition trace the changes occurring in the industry. For this reason the company Estet had decided to mark the companies capable to introduce the corrective amendments in market conditions with **golden medals of InterCHARM-Ukraine 2011**. For the whole period of InterCHARM-Ukraine conducting there were handed 49 golden medals in total.

Ten years is a long term, allowing to sum up the results. Looking back, both organizers and constant partners of InterCHARM-Ukraine can speak only about achievements and be proud of the fact that Ukrainian beauty industry now is indissolubly associated with InterCHARM-Ukraine. For the period of 10 years the exhibition has grown by 3,4 times. Totally for this period 4 271 participants have taken part in it, 366 thousand of visitors have visited the exhibition and this quantity corresponds to the population of such cities as Simferopol, Zurich or, for example, the whole country of Malta.

Join InterCHARM-Ukraine next year! 2012 will be remarkable not only for the World Football Championship, but also for even higher concentration of beauty!

See you again!

The organizer of the exhibition – the company Estet