

For Immediate Release
Issued by NZ Beauty Expo
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NZBEAUTY EXPO
THE PLACETO BE SEEN IN 2015

NZ Beauty Expo 2015 - Like a kid in a candy store

The industry hype and excitement surrounding the 2015 NZ Beauty Expo was finally realised when the event opened its doors to 2,500 beauty, spa and hair professionals on the weekend of 4 & 5 July 2015. The biennial event had been eagerly anticipated since the most recent exhibition was held in July 2013. Event organisers are in the midst of compiling results from the visitor post show survey but early analysis looks positive and encouraging.

Meeting experienced experts seemed to be the trending highlight from this year's NZ Beauty Expo with feedback on social media highlighting the vast amount of expert advice, knowledge and inspiration available at the event. Show visitor, Tegan Frost, and Runner Up of NZ Therapist of the Year 2015, shared on social media, "I'm having the most amazing weekend jam packed full of amazing speakers, beautiful people full of passion for the beauty industry and more knowledge than you can shake a stick at! I'm like a kid in a candy store!".

And like a candy store it was. Each year exhibitors seem to outdo themselves with their well designed, colourful and interactive displays, and this year was no exception. The two large halls at the ASB Showgrounds were packed out with the latest industry products, product testing, expert advice, demonstrations, and that was only the exhibition. Show visitors also immersed themselves in the hype of activity surrounding the Main Stage which featured informative demonstrations and captivating performances by Rae Morris, the Scruples Design Team, NZ Body Art Trust and M·A·C New Zealand. Also within the main exhibition hall, were Demonstration Pods hosted by DMK and Derma Aesthetics, as well as Master Classes by international guests, Rae Morris and Jazz Pampling.

Jazz Pampling was in hot demand this year with her 2 hour private class on Saturday selling out quickly. Jazz Pampling commented on the enthusiasm of New Zealand makeup and beauty therapists saying, "New Zealand beauty therapists and makeup artists are dedicated, talented artists who come with an open mind and fabulous energy. It was an awesome weekend and I was honoured to be a part of the expo."

If the bustling exhibition and master classes weren't enough to satisfy the taste buds, the 'candy store delight' continued upstairs to the Business Summit where local and international industry experts presented in a two day seminar program focusing on fundamental topics suitable for Owners and Managers. The most popular seminar this year was Janine Tait's

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'Nutrition - the missing ingredient for anti-ageing' which addressed the nutrient requirements of the body's cells.

Judy West, President of The New Zealand Association of Registered Beauty Therapists Inc said, "Every year that the expo is held I find it fascinating to see all the new products and equipment that have popped up out of the woodwork for the beauty industry. It is an important opportunity for the beauty therapists to improve their knowledge and to see any new equipment available that can enable them to improve their skills. I have had great feedback from people who attended the expo. The speakers were of a particularly high calibre and I am sure everyone would have gained valuable knowledge."

The 2015 visitor statistics are on par with the 2013 event with similarly just over 2,500 visitors and a 1% increase in the percentage of Owners and Managers attending the event, a rise from 60% in 2013 to 61% in 2015. The positive feedback so far has left Event Organisers enthused and excited about the next expo. Organiser of the event, Simon Gillson says, "Walking around the exhibition and seeing the delight on visitors faces was hugely gratifying and the early feedback received verifies the high quality event we strive to provide the industry. A big credit goes to our exhibitors for their creative approaches to stand designs and the innovative ways they demonstrated their products and services this year. The exhibition hall looked incredible. We would also like to thank all our catwalk show partners, sponsors, seminar and demonstration pod speakers, master class presenters and everyone who pitched in to support the industry and make this event such a resounding success. We are looking forward to putting on another spectacular event in 2017".

Exhibitor at the 2015 event and sponsor of the Best Business Model Award at the 2015 NZ Beauty Industry Awards, Timely, were more than happy to share their enthusiasm on the success of the 2015 event. Larissa Macleman, Business Development & Marketing at Timely, said "The NZ Beauty Expo was hugely successful for us. Despite the bad weather we had a really busy time. The people who came to see us were hugely engaged and we had lots of sign ups over the weekend. Sponsoring the awards was also a highlight and supporting small businesses in New Zealand strive for excellence is something we at Timely also strive for."

The Indulge You Spa, organised and supported by Arrow Beauty, SUNDĀRI, Elite Beauty School and Cut Above Hair and Beauty offered show visitors a time to relax, an

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opportunity to refresh and a chance to recuperate with treatments from as little as \$10 all going to charity. In 2013, the Indulge You Spa raised \$2000 for charity and once again, all those who indulged themselves with treatments at the Indulge You Spa contributed to a further \$2,000 raised for St John.

Show dates for the 2017 have been confirmed by NZ Beauty Expo Organisers and the event will be taking place at the ASB Showgrounds once again on the 8 & 9 July 2017.

For more information on NZ Beauty Expo and to see photos of the 2015 event go to www.nzbeautyexpo.com or visit the NZ Beauty Expo facebook page www.facebook.com/nzbeautyexpo .

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