

For Immediate Release
Issued by NZ Beauty Expo
Date issued 4 August 2014

NZ Beauty Expo 2015 refreshed and revived

New Zealand's professional skincare and beauty industry will relish in a glorious weekend dedicated to their profession when the NZ Beauty Expo returns again next year to the ASB Showgrounds in Auckland. Held on **Saturday 4 and Sunday 5 July 2015**, the event is a two day trade showcase that will attract thousands of industry decision makers looking for inspiration and ideas to remain ahead of their competition.

The NZ Beauty Expo is a fast paced beauty event which positions leading brands and suppliers in front of industry buyers. Buyers who are serious about keeping up-to-date with the latest industry trends and emerging technologies will have the opportunity to meet and network with key industry contacts and view the latest beauty treatments, equipment and services, as well as be the first to witness new innovative products being launched at the show.

With eleven successful years under its belt, the NZ Beauty Expo has built a creditable reputation within the beauty industry and without resting on its laurels, the show organisers are determined to provide the industry with the largest event to date in 2015. The most recent NZ Beauty Expo, held in 2013, attracted well over 2500 show visitors and 107 exhibitors. Event organiser, Simon Gillson says, "The atmosphere at the last expo was just tremendous. The visitor feedback survey supports the new format mix of Catwalk Shows, Masterclasses, Education Pods and the Business Summit. Visitors have expressed their desires to experience more of the same format and that is what the 2015 event will deliver. It is our pleasure to now officially launch the 2015 NZ Beauty Expo."

There will be some exciting new additions and features to the 2015 expo alongside the popular hits from the last expo, with visitors eager to see more of the spectacular catwalk shows like the vibrant '*Time to Emerge*' or the amazing '*Welcome to the Circus*' body art performance. In 2015, the main stage will host a greater spectacle of

For Immediate Release
Issued by NZ Beauty Expo
Date issued 4 August 2014

professional catwalk performances blending the world of beauty, fashion, hair as well as something a little bit different.

The Indulge Me Spa will make its return in 2015 providing a place where visitors can relax and be styled by expert massage, makeup and nail teams. Show visitors will be able to treat themselves to a complete makeover including manicure, massage and makeup applications.

A first appearance in the 2015 NZ Beauty Expo will be exclusive Education Pods for exhibiting companies to demonstrate their products in an exclusive and intimate setting. The pods are ideal for those companies who want to either set up an exclusive mini treatment center or use the pods as an intimate new product demonstration zone. Simon Gillson says, "The new proven format brings new opportunities for suppliers and their brands to gain greater exposure at the expo. Not only will exhibitors benefit but visitors will experience a truly interactive event that will not only be informative but entertaining too."

Building a successful business is critical to the development of the New Zealand beauty industry so the NZ Beauty Expo 2015 will once again host the Business Summit. Renowned local and international industry experts will present seminars in a two day seminar program which will focus on providing the essential knowledge and skill needed to take a business to that next level. The Business Summit is dedicated to assisting all businesses to find the right information, knowledge and skills for effective growth and wealth generation.

Following on from the event, the annual NZ Beauty Industry Awards will take place on the evening of Saturday 4th July 2015. The night of nights will honour excellence within the beauty and spa industry and celebrate the passionate dedication evident within this great industry. The aim of this glamorous cocktail evening is to raise awareness of the potential within the industry and give all individuals a chance to strive for excellence and shine in their field.

For Immediate Release
Issued by NZ Beauty Expo
Date issued 4 August 2014

NZ Beauty Expo is also looking forward to enhancing its Facebook page (/nzbeautyexpo) which will feature the most recent show developments and news as it happens.

For more information on the NZ Beauty Expo or the Industry Awards, contact Simon Gillson; simon@nzbeautyexpo.co.nz or visit www.nzbeautyexpo.com.

END OF RELEASE