

Press Release Issued by NZ Beauty Expo
25 November 2014
For Immediate Release

NZ Beauty Expo Peels Back the Layers of Skincare

NZ Beauty Expo will be peeling back the layers of skincare to provide skincare professionals with the ultimate tools, know-how, products and techniques to lift their clients' skin to a new level of health. NZ Beauty Expo is New Zealand's largest professional skincare and beauty expo which will bring together more than 2,500 beauty professionals on **Saturday 4 and Sunday 5 July 2015** at the ASB Showgrounds.

An important element of skincare and a hot topic at present is Peels; What are the best ingredients for peels?, Who are the best candidates for peels?, Is one peel enough?, Can anyone have a peel?, Can the skin be over peeled?. "Clinical Peels are an important element of skin care. However, peels are not a 'one size fits all' treatment. Peels come in many strengths and forms and you must always seek the advice of a qualified skin professional before embarking on a series of chemical peels." says Terri Vinson, Biomedical Scientist, Cosmetic Chemist, founder/formulator of Synergie Skin.

Terri Vinson, supported by Beauty Care Ltd, is a confirmed speaker in NZ Beauty Expo's Business Summit, a two-day seminar series presented by renowned local and international industry experts. The Business Summit program aims to provide salon owners and managers with the knowledge, tools and leadership to take their business to the next level. Terri has a wealth of experience and knowledge which she regularly shares in informative blogs to educate and support the beauty industry.

In addition to a comprehensive seminar programme, Demonstration Pods will be run by exhibiting companies to demonstrate their products in an exclusive and intimate setting. One session, sponsored by dermaviduals, aims to change perspectives on conventional acid-based peels and consistently peeling the skin. "At last, a product range that allows you to follow the principals and beliefs that we, as professionals should preserve the integrity of the epidermis at all times", says Florence Barrett-Hill, International Ambassador for dermaviduals and Independent Technical Educator & author to the Professional Aesthetics Industry.

International makeup icon, Rae Morris has confirmed her attendance in 2015 to once again provide valuable insight and training live on stage. The amazing, fascinating and colourful world of body art will also hit the catwalk again with a show designed to introduce a completely new dimension of beauty and entertainment. Professional painters, models, prosthetics, mask and

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makeup artists will all come together to create a mesmerising live performance with a entirely new theme of "Beauty & the Beast".

Not only will show visitors be able to learn trade secrets direct from the industry's experts, they will have the opportunity to experience treatments first hand in a relaxed, quiet and calm environment. Following on from the outstanding success of the 2013 Indulge You Spa, arrow beauty are back again in 2015 promising to bring a bigger, better and more beautiful Indulge You Spa to the event.

Located conveniently inside the main exhibition hall, the 2015's Indulge You Spa will be high on attendees 'to-do list' with more sensational treatments to trial and learn about, more luxurious products to experience, and a whole lot more indulging and pampering to be done. "There will be something for everyone; a time to relax, an opportunity to refresh and a chance to recuperate. The 2015 Indulge You Spa offers an opportunity to re-establish harmony and balance in mind, body and spirit", says Michelle Gallie of arrow beauty.

The Indulge You Spa successfully raised \$2000 from all treatments in 2013 to donate to worthy charities. All money raised in 2015 will also be donated to charity. On-line bookings and information on treatment options will be announced in the new year.

For more information on what you can expect to see, learn and experience at NZ Beauty Expo visit www.nzbeautyexpo.com or follow NZ Beauty Expo on facebook.com/nzbeautyexpo.

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