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Press release

## Beauty business **one step ahead:** **InterCHARM 2015** declares the success

*One of the world's leading beauty event, the largest in Russia, CIS and Eastern Europe exhibition of perfumery and cosmetics InterCHARM 2015 run 21-24 October in Crocus Expo, Moscow, with an incredible scale for business and trade visitors from all over the region to make sure that the market is still growing and accumulating the potential with its new products and competitive services.*

Russia economy is doing better than expected. There was no considerable reduction of industry size or expenditure level. This year Russia became #1 retail market in Europe overtaking France, which headed the rankings for over 40 years in a row. Russia's current budget surplus is expected to rise to \$70 billion (5.5% of the GDP) by the end of the year, up from \$59 billion (3.2% GDP) last year. The economic forecast for Russia has been updated this summer in a positive way in the IMF's World Economic Outlook. IMF expects the Russian economy's growth by 0.2% in 2016. According to Olivier Jean Blanchard, IMF Chief Economist, these improvements are due to increased commodity prices and the strengthening of business confidence.

Russia remains to be the 4<sup>th</sup> largest beauty market in Europe and the 6<sup>th</sup> most attractive region for investments. Its perfumery and cosmetics market estimated at RUB 555,1 bln (USD 14,6 bln) and it grows by 6-12% annually which is twice as dynamic as global market due to stable consumer demand, huge consumption and growing per capita costs on perfumery and cosmetics that are caused by the national peculiarities.

InterCHARM has been demonstrated for the 22<sup>nd</sup> time the scope of entire beauty industry achievements for **64665 visitors** to be the first to discover, test and compare procurement conditions of cosmetics and perfumery from all over the globe, to get acquainted with the new products and services, and profited with the exciting shows, master-classes, conferences and competitions.



## INTERCHARM: THE BEAUTY CAPITAL OF RUSSIA

- **919 exhibitors from 27 countries;**
- **64 665 unique business and trade visitors (+5,5% compared to 2014);**
- 12 country pavilions;
- Over 3500 brands originally from 76 countries;
- 20 show sectors, including 3 premiers: InterCHARMhome, InterCHARMaroma and InterCHARMvisage;
- 16 program events for business representatives and beauty professionals;
- Numerous presentations, master-classes and shows at stands.



## FROM INGREDIENT TO FINAL PRODUCT AND USAGE

InterCHARM as the leading Russian showcase for new perfumery and cosmetics products, trends and suppliers demonstrates all the market segments internationally. For the first time in the long history of InterCHARM the exhibition has presented the achievements from South Africa and Pakistan, which both marked by country pavilions. Performing with the same format, Chinese, French, German, Italian, Korean, Moroccan, Polish, Russian, Taiwanese and Turkish manufacturers showed their assortments for distributors and retail chains from Russia and other countries of CIS.

The exposition includes the following show sectors, including the specially marked sections:

- Perfumery and cosmetics
- Green Valley: Natural and organic cosmetics
- Farma+Beauty: Beauty and health products
- ZOOM: Innovative and niche products
- La Niche: Niche perfumery
- Hairdressing
- Nail service
- Beauty salons and institutes: Cosmetology, equipment, tools and services for beauty salons
- SPA
- InterCHARMhome: Home care
- InterCHARMaroma: Convenience products
- InterCHARMvisage
- Beauty franchising
- National pavilions
- InterCHARMpack: Package and labelling
- FormulAction: Raw materials and ingredients
- Beauty in Internet: Online stores
- Novelties gallery
- Garderobe: fashion jewellery and accessories salon

InterCHARM as project develops together with the industry and pursuits the excellence by branding new sections for sophisticated professional audience year by year. This year InterCHARM let to discover three of them:

- InterCHARMhome: Home care with manufacturers and distributors of household chemicals;
- InterCHARMaroma: Fragrant home filled with aromatic sachets, candles and diffusers;
- InterCHARMvisage with an incredible showcase of makeup and a space for presentations and master-classes for makeup artists.

**Marina Kaushan, PR-manager, Eveline Cosmetics (Poland):** "We participate in InterCHARM every year. We try to present our the most interesting novelties here. InterCHARM for us is interesting contacts, a saturated rhythm of meetings and business discussions, and serious agreements afterwards. This is very effective format!"

## UNIQUE COSMETIC PRODUCTS TO BE REVEALED AT INTERCHARM

InterCHARM 2015 presented a revolutionary product of Filabe of Switzerland – a set of wipes for complex skin care. This company received the Gold Medal of InterCHARM for this innovation. Every year, the show organisers award outstanding companies with this special distinction mark for their achievements.

In 2015, the laureates of the award are as follows: **JSC Svoboda (Russia)** – for the keeping and continuation of the Russian perfumery and cosmetics traditions through the centuries; **Eveline (Poland)** – for the successful development of trade relations between Russia and Poland; **Geka GmbH (Germany)** – for the innovation in packaging; **Cosmetic Export Council of South Africa (South Africa)** – for the development of partnership relations between Russia and South Africa; **Look Design Academy (Russia)** – for comprehensive development and innovation in the field of eye modeling; **Levrana (Russia)** – for significant achievements in the field of natural cosmetics in Russia; **Constanta Med (Russia)** – for the development of Russian-made beauty salon equipment; **ACSens (Russia)** – for the contribution to the development of Russian perfumery manufacturing; **Sashera-Med (Russia)** – for the active introduction of unique national natural ingredients in cosmetics manufacturing; **Scandi Line (Russia)** – for the best stand design.

Pavilion of Russian manufacturers was eclipsed by really cosmic shaving cream "Piat Zvezd" ("Five Stars"), which is used by astronauts of the International Space Station since 2014.



Only natural products are presented in "Green Valley" section, where thousands of visitors have discovered the care products line made on the amber oil basis of "Verana". During InterCHARM professionals have seen the plenty different products at one place: from laser hair comb to toothbrushes from natural bamboo from Australia, from patches with microneedles to strips for instant eyelids lifting from the USA, from biocosmetics from Siberia and Altai to cosmetics based on black cummin oil to massage candles from soy oil and balneological spa cosmetics products. And this is only the smallest part of the discoveries, which generously shared by representatives of the companies at the exhibition stands.

**Polina Koroleva, "Lakodom" (Russia):** "We are new exhibitors at InterCHARM, because our company has just entered the market. We gathered a lot of fashion bloggers at our stand. Traffic is really huge! We've promising contacts from Russia regions. There are no doubts in terms of effectiveness of our participation!"

## PROFESSIONAL & BUSINESS EVENTS – BEAUTY & AESTHETICS OF INTERCHARM

Show's program is another hallmark of the project for decades. Market experts review InterCHARM as one of the most important beauty industry's components – according to statistics, up to 80% of all procurement contracts to be set as the result of this annual show. Contributing to this fact there are business events right here, in the heart of the Russian beauty – **Forum of the perfumery and cosmetics market directors** and **Wholesale Chains Center** with its face to face meetings of manufacturers, distributors and more than 30 federal and regional retail chains.

Under an unprecedented increase of natural cosmetics sector in Russia in 2014-2015, the special program organized during InterCHARM days in Moscow – **the conference "New perspectives for business: Natural products in Russia"** where the leading experts of Russian and international perfumery and cosmetic companies discussed the current situation in the sector and found the niches for its further development. The program was organized by the Perfumery and Cosmetics Association of Russia.

The premier highlight of InterCHARM 2015 business program is the unique **business conference "Beauty Trends: Marketing, Branding, Packaging, Product"** for top managers, marketing and brand directors of manufacturing companies, distributors and retailers. The conference presented the exclusive content had never been collected at one program before. Anna Lukanina, Vice-President of the European Association of Packaging Design (EPDA), Managing Partner of Cannes-winning Depot WPF branding agency has shared the world experience on "How to pack a beauty – brand design for beauty and personal care products". The conference provided an opportunity for business visitors to get unique knowledge of the current certification systems from first hands of Harald Dittmar, Managing Director, BDIH, a member of the Board of COSMOS AISBL (Association Internationale Sans But Lucratif) and Natalya Yarmolenko, Regional Director WELEDA, North, Central and Eastern Europe (NaTrue).



**Professional training activities** are indispensable for industry specialists. Just a few of them were as follows:

- Symposium on pigmentation and cosmetology;
- All-Russian Convention of beauty salons with the practical information on the realities of salon business 2015-2016;
- Nail service school has demonstrated a rich range of useful information about nail plates and nail care;
- Symposium on trichology.

Emotions and passion, hair and nails, scissors and razors, tears and sincere joy are all for the sense of victory. InterCHARM creates an incredible incentive for creative development and professional growth. A series of **spectacular shows and championships** is a part of the legendary InterCHARM:

- Independent hairdressers and stylists championship of Russia
- International makeup championship of Russia
- Championship of Russia on hairdressing, makeup, modeling and nail design

## BEAUTY STORY TO BE CONTINUED

**Svetlana Domracheva, Head of Marketing, "Farmaks", "Letim":** "At InterCHARM we always get a lot of useful contacts, the exhibition is very interesting for informing our potential customers about the products and the company. We realized that we must book our stand in advance, because the exhibiting demand is very high."

Three INTERCHARM shows in 2016 are anticipated:

- **INTERCHARM professional St.Petersburg:** 11-13 February, Expoforum. [www.intercharmspb.ru/en](http://www.intercharmspb.ru/en)
- **INTERCHARM professional Moscow:** 14-16 April, Crocus Expo. [www.intercharm.ru/en/professional](http://www.intercharm.ru/en/professional)
- **InterCHARM:** 26-29 October, Crocus Expo. [www.intercharm.ru/en/autumn](http://www.intercharm.ru/en/autumn)

## THE BEAUTY BEGINS AT INTERCHARM

More details about the show and catalogue are available at [www.intercharm.ru/en/autumn](http://www.intercharm.ru/en/autumn)

### NOTES FOR EDITOR

**InterCHARM** is the largest event of beauty industry in Russia and Eastern Europe connecting entire community of suppliers, manufacturers, distributors, retailers, beauty salons, clinics and independent professionals together in Moscow. An exemplary business platform to demonstrate products, services and technologies – everything from ingredients and packaging for cosmetics to finished products. With more than 3500 brands present InterCHARM offers a unique opportunity to identify new trends, get inspiration and training in a vibrant atmosphere, and make your business more efficient and attractive to growing needs of consumer. Educate and be educated, find and be found by new partners and nurture existing business relationships.

[www.intercharm.ru/en](http://www.intercharm.ru/en)

### Organiser

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