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*** Press release ***

Russia's InterCHARM Global beauty project to lead the industry out of difficulties

One of the world's leading beauty show, the largest perfumery and cosmetics exhibition in Russia, CIS, Central and Eastern Europe, InterCHARM 2016 successfully run on 26-29 October in Crocus Expo, Moscow. During 4 show days the show welcomed 69,864 unique visitors (+11.3% compared to last year's results).

Last year Russia has become #1 retail market in Europe, remaining to be the 4th largest beauty market. Its perfumery and cosmetics market grows by 6-12% annually due to stable consumer demand, huge consumption and growing costs per capita on perfumery and cosmetics that are caused by the national peculiarities.

INTERCHARM MOSCOW #CHARMSINTERNATIONALLY:

- 995 exhibitors from 36 countries (debuting countries: Jordan, Peru and Serbia)
- 11 country pavilions (China, Egypt, France, Germany, Italy, Morocco, Poland, S. Korea, Turkey, Taiwan, Thailand) and Russian manufacturers pavilion
- 404 new exhibitors onsite (41% of the exposition)
- Visiting record – 69 864 unique visitors (+11.3% compared to 2015)
- 20 unique events of professional and business show program for the beauty industry professionals
- Hundreds of master-classes, demonstrations and presentation on stands.

InterCHARM is a 4-day-event for the professional discoveries in the beauty industry and its specific sectors. There are more than 3,500 brands of face and body care cosmetics, anti-age, curative products, men cosmetics, baby care products, natural and organic cosmetics, perfumery, fragrances for home, hardware cosmetology, thread lifting (mesotherapy), injection cosmetology, peeling, parapharmaceuticals, cosmeceuticals, nutraceuticals, dietary supplements and vitamins, manicure, pedicure and nail care products, nail modeling and design, hair extensions, hair dyeing and hair care products, permanent make-up products (pigments, instruments), piercing (instruments, accessories), solarium and sun care products, depilation, trichology (cosmetics, equipment), podology,

aromatherapy, eyebrow design, eyelash extensions, professional accessories and clothing, equipment for beauty salons and institutes and spas, jewelry and fashion accessories, detergents were represented at InterCHARM in October.



LEGENDARY BEAUTY SHOW

InterCHARM is the leading beauty project in Russia which shows the brightest showcase of professional beauty from year to year: new products, market trends, premieres and all trends for the upcoming season, which inspire professionals.

Printer-iNail presented a new printer for nails, which creates elegant nail designs. *Perfumatic* is the only company in Russia which is specialized on manufacturing and sales of perfumery vending machines. *Sachera-Med* presented its new "Sachel" – native micellar bio-oil based on seeds and fruits of medicinal plants, juices and Kukui nut. *Dream Catcher* was demonstrated during the show by *Collagen cosmetics* - developer and manufacturer of Medical Collagene 3D professional cosmetics based on the native triple-helical collagen.

Elena Markevich, General Director at Planet Nails: "For us InterCHARM is the meeting place for entire professional audience, who have the real opportunity to get all the information and features of new products effectively and to inspire for creative ideas. Together with our numerous visitors and partners we are sure that InterCHARM is the main event of the beauty industry!"



INTERCHARM DELIVERS PROFESSIONAL & BUSINESS SUCCESS

The show program traditionally filled with educational and business activities for every beauty specialist to feel free to get acquainted with market trends and novelties, to learn more about companies and their brands, to see international and local suppliers and colleagues, their experience and ideas for development.

For the first time at InterCHARM 2-day *Retail Connect Summit* for suppliers and retailers run onsite the show as the main business season's premiere, which is making the real revolution in business projects' conducting by integration online and offline matchmaking instruments for increasing business negotiations effectiveness.

Retail Connect Summit is the unique combination of relevant conference program and high-tech online tools which are both created for productive personal negotiations on supplies between manufacturers and retail chains in a business space of the leading specialized exhibitions.

Exclusive matchmaking mechanics allows the participants to create the most convenient schedule of their short appointments, and to submit their initial proposals ahead of appointment time. Thus, when the exhibition opens, each participant has a list of "hot" contacts to discuss the details in a pre-scheduled time onsite the show.

Retail Connect delivered 422 onsite one-to-one meetings between 59 companies – 34 perfumery and cosmetics suppliers and 25 leading Russian retailers) – during 2-day event.

Roman Moskvichev, Moidodyr chain: "We always visit InterCHARM, but now we are visiting in this more specific format. It was really interesting to talk with our potential suppliers in this comfortable atmosphere. The important thing is that everything goes according to pre-scheduled plan during Retail Connect. We had effective schedule during both days with interesting companies, and I hope it will be reflected in the number of contracts we will negotiated.

Speakers at *Retail Connect* two-day conference were representatives of *Perfumery and cosmetics association of Russia, Euromonitor International, Ipsos Comcon, Nielsen, Gfk Rus, RBC* research agencies, Cannes Lions winning *Depot WPF* branding agency, and *iProspect* digital marketing agency, representatives of *NYX Professional MakeUp* and *Clarins*. The logical transition between the "theoretical" (conference) and "practical" (matchmaking) parts become professional trainings to improve the effectiveness of negotiations on supply and procurement.

Maxim Shushlin, Director at Innovator Cosmetics: "I was really fascinated with the lecture on marketing and its actual trends. All of us now trying to make our marketing activities more cost-effective and we have to investigate every specific marketing channel. We will definitely use the information we have received here in our work!"



InterCHARM's conference halls hosted many professional events covering most of beauty industry segments:

- *All-Russian convention* for beauty salons
- Special program *Step by step to your own cosmetic brand* organised by the Perfumery and cosmetic association of Russia together with InterCHARM
- *Nail Service School*
- Symposium and conference on trichology
- Symposium *Dermatology for cosmetologists*
- Seminar *Certified Natural Cosmetics. New products on the Russian market*
- Congress *Actual problems of podiatry*
- *Master-class on hair coloring* on the main stage

- *Russian Barber Day* with its celebrity barber Christina Goree, USA
- *Celebrity Makeup Artists Battle* on the main stage
- *3-day Championship for brow design and microblading*
- *Spa-sugaring championship*
- *Independent championship for hairdressers and stylists of Russia*
- *Championship for apparatus pedicure*
- *Championship of Russia on hairdressing, makeup, nail design*

EFFECTIVENESS IS #1 PRIORITY

Nadezda Kaburneeva, Nouvital Cosmetics (Netherlands): "InterCHARM is not just the show but a quintessence of beauty industry. We meet our partners, potential customers, our competitors and their products – it all helps us to feel the trends and current moods of the market. Definitely InterCHARM is unique".

Oleg Khudyakov, CEO at Kreativ Ltd.: "InterCHARM is the event we can't miss because all our partners and customers and competitors are here. There is no another event where we can meet so many professional visitors face to face. Therefore, we are exhibitors almost from the very beginning of our business which has grown significantly. We thank InterCHARM for all its opportunities: to increase brand loyalty, to introduce new product, to communicate directly with professional and trade visitors, to get their feedback".

Sung-min Choi, Ryan Company Co, Ltd. (South Korea): "InterCHARM is impressive in its scope, it is definitely one of the most exciting events which our company taking part in. This is a great opportunity to enter the market, to introduce brands to retailers, as well as take talks with different chains".



MAKE A DATE WITH THE BEAUTY

- *INTERCHARM professional St. Petersburg* runs on 9–11 February 2017 in Expoforum (St.Petersburg, Russia) with the demonstration of the unique knowledge and developments in the field of cosmetology, dermatology, trichology, aesthetic medicine, plastic surgery, related fields and an exclusive program of professional events with the Open Congress.
- *INTERCHARM professional Moscow*: 20–22 April 2017 in Crocus Expo (Moscow) – the largest specialized exhibition for beauty professionals and beauty salon business in Russia and CIS, *INTERCHARM professional* combines exposition of domestic and foreign developments in the fields of professional cosmetics and cosmetology, nail service, hairdressing, makeup, dermatology, aesthetic medicine, trichology, podiatry and permanent makeup, and a professional program – conferences, workshops and championships.
- Iconic *InterCHARM*: 25–28 October 2017 in Crocus Expo (Moscow) – the largest perfumery and cosmetics exhibition in Russia, CIS, Central and Eastern Europe which brings together in Moscow the Russian and international well-known and new manufacturers and distributors of perfumery and cosmetics, tools and

equipment for cosmetology, aesthetic medicine, hairdressing, nail service, as well as technologies for the salon business, raw materials, ingredients and beauty business services.

These years-proven effective platforms show all the current industry trends, its innovations, unique services, and defines the way of its development. The expositions of up to 3,500 brands within 3 and 4 days of the shows allow to solve all of the major business challenges, hold direct talks and determine the most favorable conditions for cooperation. Unique professional programs intent to improve professional skills, reveal the latest first-hand knowledge and share experiences with like-minded communities.

Details on the shows: www.intercharm.ru/en



*** End of press release ***

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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

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