

# InterCHARM 2018: 25<sup>th</sup> anniversary with record-breaking achievements

November 9, 2018. Moscow

Press release

*Record-breaking InterCHARM – the 25th International Perfumery and Cosmetics Exhibition, #1 in Russia, CIS and Eastern Europe – ran October 24-27 in Moscow with 1117 exhibitors from 38 countries. The show welcomed 71 686 unique visitors, being the largest in 25-year history.*

InterCHARM presents products and services of key segments of the beauty industry and reveals novelties of specific areas: perfumery and cosmetics, tools and equipment for cosmetology, aesthetic medicine, hairdressing, make-up, nail service, massage, as well as technologies for salon business, ingredients and packaging for cosmetic products.

Special sections are as follows: natural and organic cosmetics (section "Green Valley", supported by the system of voluntary certification of natural and organic perfumery and cosmetics products BIORUS), niche cosmetics and perfumery (section La Niche), products for health and beauty (Farma + Beauty), appliances for home care (Beauty Gadgets), cosmetic solutions for oral care (Smile), the full range of decorative cosmetics and accessories for make-up (InterCHARMvisage) raw materials and ingredients (FormulAction), packaging and labeling (InterCHARMpack), home care products (InterCHARMhome), aromatic goods (InterCHARMarome), and accessories (Garderobe).

## InterCHARM 2018 facts and figures:

- **25 years of influence** in the beauty industry
- **The world's Top 5** perfumery and cosmetics exhibitions
- More than **5,000 perfumery and cosmetics brands**
- Over **550 new companies**
- **23 onsite business and professional events**
- **71 686 unique visitors – record number!**
- **1,117 exhibitors from 38 countries**, representing Austria, Belarus, Belgium, Brazil, Germany, Hong Kong, Greece, Israel, India, Indonesia, Spain, Italy, Kazakhstan, China, Latvia, **Malaysia (new!)**, Netherlands, United Arab Emirates, Pakistan, Peru, Poland, Portugal, Russia, Romania, **Saudi Arabia (new!)**, Serbia, Singapore, USA, Thailand, Turkey, Uzbekistan, Ukraine, France, Croatia, Czech Republic, Switzerland, South Korea, Japan.

## Global beauty showcase:

- Color cosmetics, accessories for make-up artists, professional cosmetics, perfumery, home perfumery, personal care products, skin care products, household chemicals, environmental home care products, children's cosmetics, men's cosmetics, natural and organic cosmetics;
- Hair coloring, hair care products, hair and eyelash extensions, tools and accessories for hairdressers, equipment for hairdressers;
- Equipment for beauty salons and spas, solariums, products for hardware and laser cosmetology, trichology, permanent makeup, injections, eyebrow design products, aromatherapy products, anti-age cosmetics, furniture and equipment for beauty salons and spas, pigments and tools for permanent make-up, tanning, depilation, equipment for trichologists;
- Products, equipment and tools for manicure, pedicure, modeling and nail design;
- Components for manufacturing: from formulas and ingredients to packaging and labeling of finished products, as well as product promotion services.

- New special section SMILE dedicated to cosmetic solutions to hygiene and aesthetics of the oral cavity. The exposition includes toothbrushes, pastes, powders and gels, electric toothbrushes, mouthwashes, foams, whitening complexes, and irrigators.
- New special section Beauty Gadgets devoted to home appliances for professional salon care: ultrasound cleaners, portable skin care devices, LED light therapy face masks, mini solariums, laser and ultrasound cosmetology, cleansing face brushes, microfiber napkins.

The exhibition located on **two floors of Pavilion 3, Crocus Expo: Perfumery and Cosmetics** (Hall 13), *Cosmetology and Equipment* (Hall 14) on Level 1, *Nail Service* (Hall 17), and *Hairdressing* (Hall 18) on Level 3. Food court conveniently located between levels of InterCHARM for exhibitors and visitors to continue face-to-face meetings.

Since 2016, one of the key trends in the beauty market in Europe and Asia is the rapid sales growth in portable care products. Today, devices for skin cleansing and hair removal, as well as anti-aging ones take the largest market share. Such devices were introduced in Beauty Gadgets section. The most modern solutions for oral hygiene were presented in another premiere section - SMILE. Toothbrushes, toothpastes, powders and gels, rinses, irrigators and whitening complexes for home use were exhibited for four days in Hall 13.

Novelties of color cosmetics could be seen in Hall 18. Among the new products and brands: magic pouf made from the finest microfiber for easy makeup removal *MAGIC PUFF BHS*, fake arrows and temporary tattoos *Bijoux de Pele*, more than 40 shades of foundations and 20 shades of concealers and powders *Make-Up Atelier Russia*. Everything necessary for hairdressing this year was in Hall 18. Products for nail service were exhibited in Hall 17.

Innovative products and devices for cosmetology and aesthetic medicine, as well as salon equipment could be seen in Hall 14. Visitors had an opportunity to receive professional spa-care from *D'Michaél* and get information about the device for non-injection mesotherapy and oxygen therapy *O2toDerm*. Also new products were presented by *NickOI*, *Sciton (USA)*, *UMA Unique Medical Aesthetic* and other well-known brands.

Novelties of perfumery were showcased in Hall 13. Among presented brands: *Tonka Perfumes*, *EMPER PERFUMES & COSMETICS*, *Grasse ARTHES Group* and others. Traditionally, in La Niche section, visitors had the opportunity to see such unique perfume brands as *M. Micallef*, *Profumi del Forte*, *the Harmonist*, *Urban Scents*, *Mauboussin*, *Comptoir Sud Pacifique*, *James Heeley*, as well as Russian indie perfumers: *Valerie Nesterova Exclusive Perfumes*, *Osmogenes*, and *Yanina Yakusheva Perfumes*.

## Unprecedented rich program in anniversary year

On October 24-25 annual key business event International **Summit for Supply and Retail - Retail Connect** - an unique combination of topical conference program and high-tech tools created for effective face-to-face negotiations about cosmetics, perfumery, household chemical and personal hygiene goods between manufactures and retailers (chains) within the same business space of the leading Russian perfumery and cosmetics exhibition InterCHARM took place.

22 retailers from **Top 100 Russian chains** and 43 manufacturers participated in the Summit in 2018. Unique conference traditionally ran at Retail Connect Summit as its integral part. Practical knowledge and current issues of the industry were reflected in the business program. Speakers were represented by leading research agencies (Mediascope, GfK Rus, Ipsos Comcon) and recognized experts from Association of Perfumery, Cosmetics, Household Chemicals and Hygiene of Russia, Perfumery and Cosmetics Association of Russia and others.

Same dates **InterCHARM Beauty Talks** was running in Hall 17. Editors of glossy magazines discussed with celebrities and bloggers topical issues of healthy lifestyle and useful habits, feminine self-assertion, fashion trends, fashion icons and other relevant topics. Moreover, October 24-25 InterCHARM hosted the **XIII All-Russian Convention of Beauty Salons**, where experts discussed how to calculate cost-effectiveness, what to do if a client is not satisfied with the service, other topical issues, and **Championship on Apparatus Pedicure FOOTPROFI**. Professionals either had a chance to attend the **III Congress on Current Problems of Podology**, where modern trends in nail design and apparatus nail treatment were discussed, and **practical conference Nail Service School** and to know about the tendencies in nail industry, the needed set of documents in order to open an own beauty salon. On October 25 special guests from MONE Academy ran **master-classes Commercial Haircuts**, and on October 26 visitors were offered to visit **MONE International Hair Show-Forum**, where participated Errol Douglas (United Kingdom), Christophe Gaillet (France), Rudy Mostarda (Italy), Brett MacDonald (United Kingdom), Santiago Rodriguez (United Kingdom) and James Akers (United Kingdom).

**InterCHARM Med Cosmetology & Aesthetic Congress** - a series of conferences dedicated to modern methods in cosmetology and aesthetic medicine – took place for the first time on October 24-26. The main mission of the event is to provide the cosmetology & aesthetic specialists with the newest, objective, and useful information about the cutting-edge tools, new preparations, and latest techniques in injection and therapeutic cosmetology

The Congress program is designed to embrace the most relevant subjects and is addressed to cosmetology doctors at the career start and to all those interested in the continuous learning of the most difficult issues of injecting and therapeutic cosmetology. Among the speakers: MD-PhD, Deputy Managing Director at Institut Krasoty na Arbate, cosmetologist, dermatologist Elena Gubanova, MD-PhD, professor, I.M. Sechenov First Moscow State Medical University (Sechenov University) and Pirogov Russian National Research Medical University (RNRMU), President of Interregional Public Organisation of Botulinotherapy Experts, Director of Central Institute of Botulinotherapy and Topical Neurology Olga Orlova, PhD in Pharmaceutical Sciences, medical advisor, Head of Clinical Research Group, Institute of Plastic Surgery and Cosmetology farm Ph.D., Medical Advisor, Head of the Clinical Research Group, Institute of Plastic Surgery and Cosmetology Ekaterina Chaykovskaya and other experts.

On October 26 took place several premieres - **Beauty Franchise Conference**, where the experts discussed the current stage of beauty franchise market development, how to retrain specialists and do not lose clients after a leading specialist has gone, how to choose a right place for a beauty salon, Business Forum **Building a Beauty Brand** where the discussion was devoted to media market of beauty industry, the best strategy for brand development, dealing with Gen Z audience, measurements of competitiveness of a brand via Instagram, **Conference Business Cases for Salon Managers: Business Diagnostics** where opinion leaders discussed relevant topics of the beauty business in details: finance (taxes, salary, legislation), team (motivation, competitiveness, team building), design (interior, workspace, health and safety norms and regulations), services (selection, pricing, popular services), service (customer loyalty, special programs, expansion of client base), advertising (promotion, social nets, bloggers, media) and **International Championship on Applied Aesthetics at the Center for Training and Development of Massage Therapists** the visitors could see and compare the latest achievements in massage and aesthetic cosmetology, as well as the results of the work of participants of the championship in correction, rejuvenation, restoration and recovery.

Over 280 entrances participated in 2018 and gathered 14 000+ votes **in all-Russian competition Komanda Krasoty**. This year work submissions have been assessed not only by other industry professionals, but also by recognized beauty experts who have summarized the results of the competition and award the winners in each category. Visitors and the winners of the competition had a chance to attend master-classes by recognized beauty experts: top make-up artist at Prive7 Academy Daria Komarova, blogger and official make-up artist at L'Oréal Paris Mila Klimenko, nail artist at worldwide know nail studio Nail Sunny Natalia Baranova, founder and ideologist at design and art painting school VSEYA RUSI NAIL ART Tatyana Kashlyayeva, international art director at TONI & GUY Academy Moscow Olga Nesterova and the author of the innovative hair coloring method #Airtouch Vladimir Sarbashev. On October 27 **Anna Eshwood and Anna Eshwood Art Team** performed three demo-shows on the basic rules of creating of hair design like from construction material.

For professional masseurs a **workshop Massage Ergonomics** ran on October 27, discussion was devoted to the "golden rules" of working with a client and the basics of working in order not to harm your health. One more premiere event took place that day – **EcoDAY** the visitors were invited to attend a round table Natural Cosmetics: Behind the Scenes that covered hot topics related to the production of natural cosmetics, conference Halal Cosmetics and Muslim-friendly Spa, and conference Eco-Trends in Salon Business.

Among other events: practical conference Nail Service School (October 24-25, conference hall, organizers: Staraya Krepost company and Nail Service magazine), master classes of the "Nail Team" (podium 2 in exhibition hall 17, organizers: Elena Shanskaya, Veronika Ruban and InterCHARM), awarding the winners and of the "My Cosmetics 2018" Award (October 25, 2018, organizers: Russian Perfumery and Cosmetic Association (RPCA) together with InterCHARM).

## **Appreciate visitors' opinion and change for the better**

Every year the organiser collects and carefully analyzes the questionnaires in order to make the project more convenient. Among this year improvements:

- entrance to any hall on the "fast track" system
- autonomous service for each exhibition hall
- InterCHARM MED congress
- 9 absolutely new special events that are included in the ticket price
- new handy map for each hall.

## **Anniversary year as a milestone for new record-breaking achievements**

This autumn InterCHARM was held for the 25th time and was marked by record achievements. The organiser of the legendary project constantly improves the accumulated experience and knowledge and apply it to all INTERCHARM events:

The V international exhibition of professional cosmetics and equipment for beauty salons and institutes INTERCHARM Professional will be held on February 7-8, 2019 in St. Petersburg.

The XVIII international exhibition of professional cosmetics and equipment for beauty salons and institutes INTERCHARM Professional will be held in Moscow on April 18-20, 2019

The 26th InterCHARM – the International Perfumery and Cosmetics Exhibition, #1 in Russia, CIS and Eastern Europe - will be held on October 23-26 in Moscow and promises to be grandiose!

## **Welcome to InterCHARM #CharmsInternationally!**

*\*\*\*end of release\*\*\**

InterCHARM is 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.

This years-proven effective platform shows all the current industry trends, its innovations, unique services, and defines the way of its development. The exposition of more than 3,500 brands within 4 days of the show allows to solve all of the major business challenges, hold direct talks and determine the most favorable conditions for cooperation. Unique professional program intends to improve professional skills, reveal the latest first-hand knowledge and share experiences with like-minded community.

Global high-tech communication tools create, maintain and strengthen the relationship between all participants of professional beauty community throughout the year.

More details: [www.intercharm.ru](http://www.intercharm.ru)

Organiser: Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2014 Reed brought together over 7 million event participants from around the world. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events.

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