



APRIL 18-20, 2019  
CROCUS EXPO, MOSCOW

A decorative wreath of various flowers, including pink and blue blossoms, is arranged in a circular pattern around the central text. The background of the wreath is black, and the overall design is set against a blue gradient background with abstract pink and black shapes.

# BEAUTY IS OUR DUTY

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

- Professional cosmetics
- Cosmetology
- Aesthetic medicine
- Equipment and furniture for beauty salons
- Professional make-up
- Hairdressing
- Nail service
- Spa and aromatherapy
- Solariums and tanning
- Professional instruments and accessories



## Green Corner

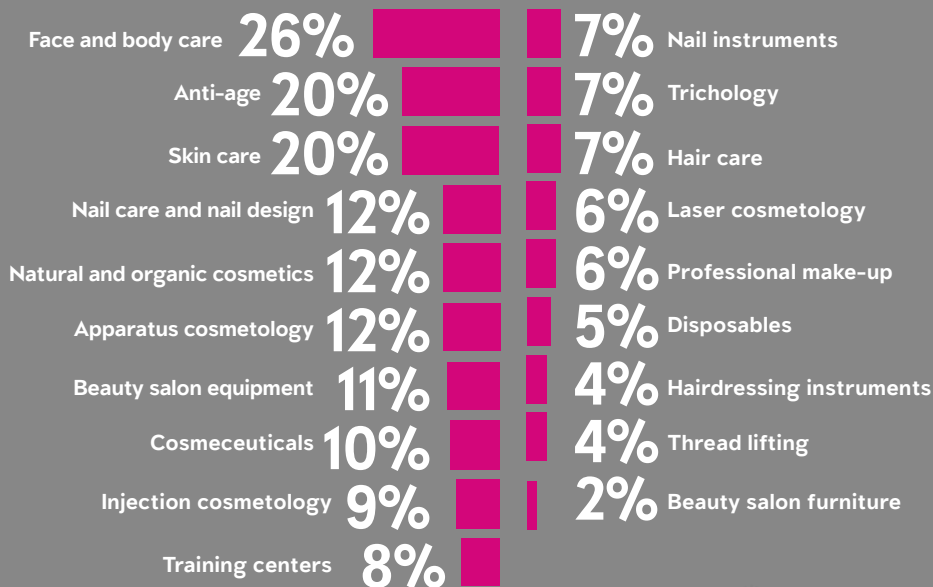
Special show section of natural and organic products. The origin of the products represented at this section confirmed by international certificates such as ECOCERT, BDIH and ICEA, or expected to be confirmed by these authorities.

# The largest specialized exhibition for beauty professionals and beauty salon business of 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.

- 500+ exhibitors from 19 countries
- 2500+ professional cosmetics' brands
- 10+ on-site events form specialized audience
- 40000+ professional visitors

## 500+ exhibitors





# 40000+ visitors

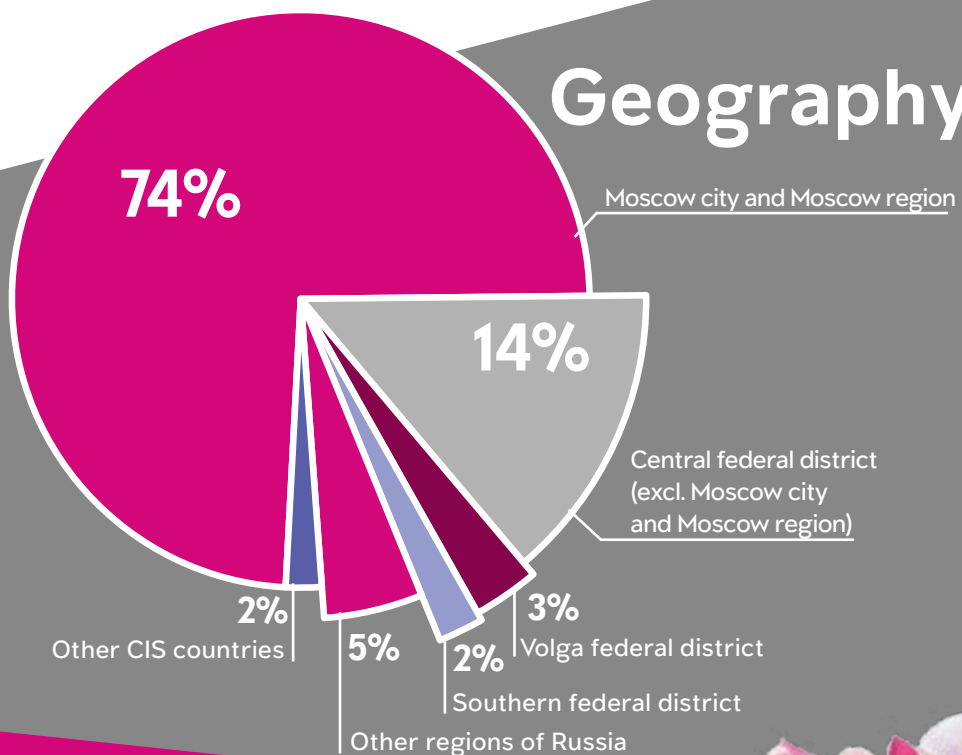
|            |                      |                                   |     |
|------------|----------------------|-----------------------------------|-----|
| <b>93%</b> | <b>Service</b>       | Beauty salon                      | 70% |
|            |                      | Nail studio                       | 8%  |
|            |                      | Hair salon                        | 7%  |
|            |                      | Medical institution               | 4%  |
|            |                      | Spa center                        | 2%  |
| <b>26%</b> | <b>Distribution</b>  | Fitness center                    | 1%  |
|            |                      | Other                             | 1%  |
|            |                      | Professional cosmetics            | 14% |
|            |                      | Perfumery and cosmetics           | 10% |
|            |                      | Beauty salon equipment            | 2%  |
|            |                      | Offline shop                      | 5%  |
| <b>17%</b> | <b>Trade</b>         | Wholesale company                 | 4%  |
|            |                      | Non-specialised retail chain      | 3%  |
|            |                      | Online shop                       | 3%  |
|            |                      | Specialised retail chain          | 2%  |
|            |                      | Pharmacy                          | 1%  |
| <b>9%</b>  | <b>Manufacturing</b> | Professional cosmetics            | 4%  |
|            |                      | Perfumery and cosmetics           | 3%  |
|            |                      | Beauty salon equipment            | 1%  |
|            |                      | Ingredients for cosmetic products | 1%  |



## Position / job title

|                              |     |
|------------------------------|-----|
| Nail master                  | 23% |
| Managing director / Owner    | 21% |
| Beautician                   | 21% |
| Hairdresser                  | 14% |
| Make-up artist               | 3%  |
| Sales                        | 3%  |
| Supply                       | 2%  |
| Procurement                  | 2%  |
| Administrator                | 2%  |
| Doctor (excl. beauticians)   | 3%  |
| Marketing / Advertising / PR | 1%  |
| Masseur                      | 1%  |
| Consumer                     | 4%  |

## Geography



Specialists  
**69%**

Top and middle management  
**31%**

**NEW!**

**InterCHARM MENTORSHIP**

New program to support young certified professionals: beauticians, hairdressers, nail masters and make-up artists

★★★★★  
**INTERCHARM PREMIUM**

Business forum and premium service program for beauty salons and clinics' top management, business owners



Job center: cosmetologist and business leaders



## + Professional on-site events

- Congress "Combined technologies of aesthetic medicine"
- Business laboratory "Risks of aesthetic medicine"
- Conference "Injection cosmetology: present and future"
- Conference "Beauty salon management"
- International Congress on Applied Aesthetics
- "Nail service" School
- The championships of Moscow on hairdressing, make-up and nail design
- Master classes, seminars and presentations at the stands



## Contact us

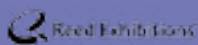
We speak your language!

Get more details from our representative in your country  
[www.intercharm.ru/world](http://www.intercharm.ru/world)

Or contact Alexander Kalyagin  
[Alexander.Kalyagin@reedexpo.ru](mailto:Alexander.Kalyagin@reedexpo.ru)  
Tel. +7 926 520 8470



Organiser:



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