



The spring fair FOR BEAUTY 2022 met the expectations of visitors, exhibitors and organizers

Two-day spring fair FOR BEAUTY 2022 visited in total 9.126 people. Almost 130 exhibitors presented their products and services at the PVA EXPO PRAGUE exhibition center in Letňany. The most famous beauty fair has traditionally offered the most interesting items in the field of cosmetics, hairdressing, nail design and healthy lifestyle on 8-9 April, 2022.

One enjoyed the fair premiere at the spring fair one of the most experienced professional hair cosmetics brands in the world **Londa Professional**. They were not missing big name exhibitors, such as **Weleda, Orly, Ryor, Glamor Lashes, Bloom Hair, Venira, OPI, Color by Nikola, Havlík's Natural Pharmacy, Alessandro, Saloos, GIGI Laboratories, pHformula, Syncare Plus, Skinso, Enii Nails, BrillBird, Paese Cosmetics, Marilynails, Natinuel, Indigo Nails** and many more.



This year, the organizers have significantly expanded the offer completely free of charge of **beauty points**. Visitors made extensive use of the highly sought-after **make-up point**, in which professional make-up artists from **the Make-Up Institute Prague** provided with make-up completely free of charge. Professionals from **Glamour Lashes** in their lash & brow point offered free of charge hairlocking, colouring and application of nutrition to natural eyelashes. Many persons have tried the manicure of natural nails with Yokaba vegan cosmetics at the **Beauty Nails** stand without having to use a wallet. And last but not least, in the **Beauty Store** exposition, they extended eyelashes for free and performed eyebrow lamination, including colouring.

As far the 12th year of the professional competition in nail design and nail art **The Czech Nail Cup** already had its winner. Congratulations to the overall winner for advancing to the prestigious **London Nailympia 2022** competition in category Master **Pavla Neveklóvská**.

And we definitely introduce the absolute winner of the **3. edition of the international barber competition Barber Battle**. The man **Jakub Jánoš** is advancing to **the European Barbering Championship**.

It was also impressed to watch on the main stage **Charity Show by Czech Fashion Week**. The finalists of the prestigious **Man of the Year competition** conjured a smile on everyone's faces. **Superstar finalist** Adéla Krejdlová sang and well-known fashion stylist **Kája Pavlíček** presented fashionable summer trends.

"The distinctive singer and actress Bára Poláková has become the new face of the fair for 2022. Bára uses and adores Weleda cosmetics and we are honored that Weleda is now one of the main partners of the FOR BEAUTY trade fair together with the Make-up Institute Prague, " says Janica Ciglianová, director of the FOR BEAUTY trade fair.

The presentation of the **FOR BEAUTY** trade fair took place, among other things, on **TV NOVA**. In the live coverage of **Breakfast with Nova** representatives of cosmetic brands **Weleda** and **Natinuel** took part. And **Nikola Pavlíčková**, a top in her field, spoke in an engaging way about trends in hair colouring.

The fair is organized by **ABF, a.s., the Union of Beauticians** has provided with an auspice. The partner of the fair is **Association of Cosmetic and Hairdressing Branches**.

And what to say in conclusion? We firmly believe that we will meet you again at the autumn edition of the **FOR BEAUTY**, the beauty fair team is already working diligently and with love on the preparatory works. Therefore, mark in your diaries **7-8 October, 2022**.

We look forward to seeing you!

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