

FOR BEAUTY

COSMETICS & HAIR & NAILS & FOOT

7-8 Oct 2022

PVA EXPO PRAGUE, Letňany



Bára
Poláková
MAKE-UP
INSTITUTE
PRAGUE

The FOR BEAUTY fair attracted a lot of interest, with almost nine thousand people visiting it

The autumn fair FOR BEAUTY, which took place on October 7 - 8, 2022 at PVA EXPO PRAGUE, welcomed 8,956 visitors who came to familiarize themselves with the autumn novelties in the beauty sphere. Domestic and foreign exhibitors presented themselves at the exhibition center in Letňany. As part of the accompanying program, a number of professional competitions and professional workshops took place, and the popular make-up points under the auspices of the fair's main partner, the Make-up Institute Prague, received a great response. The face of the autumn fair was actress and singer Barбора Poláková, who personally visited the fair on Saturday.



The fair of cosmetics, hairdressing, nail design and foot care FOR BEAUTY brought the latest trends from the entire beauty sphere in two exhibition halls. *"The products of 145 exhibitors and 367 brands were presented at the PVA EXPO PRAGUE exhibition center in Letňany, which 8,956 visitors came to see and buy in Letňany. The accompanying program, which also included prestigious international competitions, also received great attention,"* said the director of the FOR BEAUTY fair, Janica Ciglianová.

Of the professional competitions, the **BARBER BATTLE junior** barbering competition of young students attracted attention, which took place in three categories. In the category **FREESTYLE HAIR CUT AND CLASSIC CUT** Viktorie Rakovecká took first place, in the category **FAST FADE** the first place went to Jakub Pošík, who also became the winner of the Grand Final. Both represented the Prague Hairdressing Academy.

Zuzana Juhászová won the **BEAUTY FOOT CUP** – Czech Championship of Professional Pedicurists. The winner of the **MAKE-UP Championship of the Czech Republic 2022** on the theme "PINK BEAUTY", which was announced by the Union of Beauticians, was Klara Alba, who was modeled after Běla Kupková.

Three competition categories were dedicated to hand and nail care as part of the **CZECH NAIL CUP** nail design and nail art competition. Monika Ouhřabková won the **SOAK OFF MANICURE** category, Jitka Hlávková took first place in the **SALON NAIL ART** category, and Petra Fofová won the **REALITY NAILS** category.

Famous brands and manufacturers

Among the 145 exhibitors, brands such as **NaniNails, INDIGO NAILS, BrillBird, Marilynails, Enii Nails, Sparitual and ORLY** presented their products intended for professional manicurists and nail designers. Eyelash care materials were presented by the exhibitors **Glamour lashes, Beauty Store and JB lashes**.

Professional hair care was offered by **NATULIQUE, Elgon Cosmetic, hairtalk and FarmaVita** brands. Preparations for pedicure practice were presented by, for example, the brand **Profi-pedikura.cz, CONETA, Allpresan or BisBis**. A hair clinic specializing in hair growth innovation had its premiere at the autumn fair.

Among the exhibitors were also companies with products for professional cosmetic care, such as **GIGI Laboratories, pHformula, Obagi, BMED, Aventa Beauty, Afrodita** and others. The natural cosmetics section featured the brands **KLARA ROTT, Ego Harmony, Puaree, PO-ETI-KO, Moroccan Sense** and from decorative cosmetics **KORFF, ERRE DUE and PAESE** offered their products.

We are already looking forward to the upcoming spring fair **FOR BEAUTY 2023**, which will be held on **March 24 - 25, 2023**. Model **Nikol Švantnerová** has become the face of the fair for the following year.



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24–25 Mar 2023
PVA EXPO PRAGUE, Letňany

Nikol Švantnerová
MAKE-UP INSTITUTE | **clavines**
ASSOCIATION OF BEAUTICIANS

The advertisement features a woman with long, wavy brown hair and dramatic eye makeup. The text is arranged in a clean, modern layout with a mix of bold and regular fonts. The date and location are highlighted in a red box.