



The FOR BEAUTY spring fair attracted more than nine thousand visitors to Letňany

Prague, March 28, 2023 – FOR BEAUTY Spring Beauty and Health Fair, which took place on March 24-25, 2023 at PVA EXPO PRAGUE, welcomed 9,183 visitors. More than 150 exhibitors presented their products, mostly from the Czech Republic. As part of the accompanying program, a number of professional competitions took place and the make-up points under the auspices of the main partner of the fair Make-up Institute Prague received a great response. The face of the event was model and Czech Miss 2015 Nikol Švantnerová. The official cars of the fair were FORD cars.



"156 exhibitors presented themselves at the PVA EXPO PRAGUE exhibition center and 9,183 visitors visited the fair. The accompanying program, which also included prestigious international competitions, received great attention." said director of the FOR BEAUTY fair, Janica Ciglianová.

From professional competitions, **the Body Art Czech 2023** event, which took place in the spirit of the fairy tales Alice in Wonderland Behind the Mirror, garnered admiration. In the Bodyart facepainting category, Radka Kunovská won, second place went to Marian Folga, and third place went to Julie Bohem. In the Bodypainting category, Julie Bohem won, second place went to Gesine Marwedel, and third place went to Kateřina Souhradová. In **the Czech Nail Cup** competition, Lenka Vrabcová qualified for the London Nailympia 2023 competition in the TOP MASTER category.

Visitors were also interested in **the International Beauty Festival** competition, Stefanie Süssenbecková won the title in the CLASSIC LASHES category and Marcela Bendová took the second place. Alexandra Klubalová won in the 3D VOLUME Category, Veronika Dvořáková was second and Natalia Demchuková finished third.

The winner of the LASH LIFT category is Marcela Bendová. Veronika Dvořáková won the BROW ARCHITECT category, followed by Natalia Demchuková. Livia Škriniarová took first place in the 3D Volume category, Ildikó Majeriková won in the MAXI VOLUME category, and Kristína Nováčiková took second place. Isabela Loska won the LASH LIFT category.

And we definitely also present the absolute winner of the 4th year of the **international Barber Battle** competition, Paris Purzitidis.

Important brands

From professional cosmetic brands, **Pevonia, Thalion, Medicalia, Biofor, Mii, Beauty Image, Phytocéane, 1944 Paris, HD Cosmetics, Afrodita, Profcosmetics Margo, ONmacabim, BEAUTY GROUP – GIGI, pHformula, Obagi, Phyris, mesoesthetic, Derma Institut, allstem, Macon Cosmetic and LPG Systems France** took part. There were also traditional brands **NuSkin, Saloos, Ryor, Tasha, Cadenza, Alpa, Plasma cosmetics, Glamor Lashes, Beauty Store, JB Lashes, Make-up Institute Prague** and others. **The NOTINO Partner** brand also participated in the fair, and model **Andrea Verešová** and singer **Monika Bagárová** also presented their brands.

Natural cosmetics were represented by the brands **Weleda, The Untamed, Pravajá, Natava, Ego Harmony, Saloos, Moroccan Sense, Havlík's natural pharmacy, Flowbase, Epiderma, Diochi** and **Humino Therapy**.



Professional nail brands included **Orly, Enii Nails, BrillBird, Marilyn Nails, Alessandro, Indigo Nails, Aglia, Lesia Nails, Lara Profinails, Verin, Didier Lab Czech, Nail Artists, Modena Nails, Laif, Glamlac, KODI, LUXIO, NAIL MIX, Verin**, etc. Foot care was represented by **Profi-pedikura.cz, CONETA, BIS BIS, Batavan, Allpresan**, etc. In the hair section, **Vlasová klinika, NATULIQUE, NATURIGIN, BLOOM ROBBINS, Paper not Foil, Barberco, Slickstyle, Pro Barber** or **BULLDOG SKINCARE** and others. More at

www.veletrhkosmetiky.cz.

Petra Hátlová, PR manager of the fair, phone: 606 35 85 08, email: hatlova@abf.cz