



The FOR BEAUTY autumn fair was more than successful - it exceeded the attendance limit of ten thousand people!

Prague, 26 October, 2023 – An endless amount of inspiration, expert advice as well as favorable discounts and purchases – all of this took place in one place, in just two days. The FOR BEAUTY fair, which took place on 20-21 October, 2023 at the PVA EXPO PRAGUE exhibition center in Letňany, 10,289 visitors who came to familiarize themselves with the autumn novelties in the beauty world did not miss it. A number of celebrities were also part of the FOR BEAUTY fair, such as Monika Bagárová, Taťána Kuchařová, Andrea Verešová and Tomáš Arsov. The accompanying program was also rich. The face of the fair was the well-known model and Czech Miss 2015 Nikol Švantnerová. The official cars of the fair were FORD cars.



"174 exhibitors presented themselves at the PVA EXPO PRAGUE exhibition center in Letňany, and 10,289 visitors visited the fair. There was an accompanying program that was very attractive to the audience, which also included prestigious international competitions." said director of the FOR BEAUTY fair, Janica Ciglianová.



Of the professional competitions, the BARBER BATTLE Junior competition of young students in barbering, which took place in three categories, attracted attention. Matěj Hofman took first place in the SCISSOR CUT category, Filip Vaněk took first place in the FAST FADE category, and Michal Havel won in the FREESTYLE HAIRCUT category.

In the BEAUTY FOOT CUP competition – the Czech Championship of Professional Pedicurists, Michaela Hůlková won the title and Henrieta Radicsová won the title of the best foreign participant.

The winner of the MAKE-UP Championship of the Czech Republic 2023 on the theme "DANCING FLOWERS", which was announced by the Union of Beauticians, was Sabina Doležalová.

The championship in nail art and design NAILPRO CZECH REPUBLIC also garnered great admiration. Lucie Šurkalová Juřenová was the winner in the TOP MASTER NAIL ART category and Miroslava Havířová took first place in the TOP MASTER TECHNICIAN category.

Important brands

From professional cosmetic brands, DermapenWorld, BEAUTY GROUP - GIGI, pHformula, Obagi, Totis Pharma, INGLOT, PROFI ESTETIKA, BTL, Esthemax, TASHA, UTSUKUSY JAPAN, AMBeauty/Global Nutrition, Clevercare.cz, Depilujeme.cz, GLAMOR LIFE presented their products – FR-HAUT, Oxynergy & CO, Doelis, Onmacabim, Lidee, NOREL, Mesoesthetic, Macon Cosmetic, Depiluj, s.r.o., Scimed Biotechnologies, Bionike and many others.

There were also popular brands Glamor Lashes, Beauty Store, JB Lashes, NuSkin, Make-up Institute Prague, Paese, Di Angelo Cosmetics, Herbai, Absolute Cosmetics and many others.

A number of celebrities also presented their cosmetic products at PVA EXPO PRAGUE in Letňany, among them, for example, model Taťána Kuchařová, who presented her ICONIC by Tatiana Kuchařová & Moroccan Sense hair care at the fair for the first time. Monika Bagárová once again presented her premium skincare brand Rummya Cosmetics by Monika Bagárová. The well-known Slovak model Andrea Verešová, who is behind the Swiss brand of food supplements, was also presented Naiada Beauty by Andrea Verešová, or star hairdresser Tomáš Arsov with his own products for professional and home hair care and, newly, for skin care.

The natural cosmetics section was represented, for example, by imk organics, Weleda, biOrganica, Sallie Cosmetics, Havlík's natural pharmacy, ATOK, Biomedica, Saloos, Hemnia and other great brands.

Products intended for professional manicurists and nail design were presented by brands such as Orly, Sparitual, Enii Nails, E.Mi, BrillBird, Marilyn Nails, Indigo Nails, Nail Mix, Kinetics, Verin, Didier, etc. For professional foot care, visitors could stop by stands of Profipedikura.cz, CONETA, BIS BIS, Medicia, feetcalm and Allpresan. In the hair care section, TOMAS ARSOV HAIR & BEAUTY INSTITUTE, Alpo, FarmaVita and Vlasová klinika presented themselves. Beard care products were offered by the brands Slick Style, ProBarber, Bulldog Skincare, BARBERCO and others.



We are already looking forward to the upcoming spring fair FOR BEAUTY 2024, which will be held on 5-6 April, 2024. Model Karolína Mališová became the face of the fair for the following year.

More on www.veletrhkosmetiky.cz.



Petra Štěpánková, PR manager of the fair, GSM: +420 739 439 702, E-mail: stepankova@abf.cz