



The FOR BEAUTY spring fair broke records in the number of visitors

Prague, 10 April, 2024 – An endless amount of inspiration at every step, the latest from the world of beauty, bargain shopping, a number of famous personalities, lots of friendly meetings and new acquaintances – all this and much more happened during two days at the spring edition of the FOR BEAUTY trade fair . The fair was held on 5-6 April, 2024 at the PVA EXPO PRAGUE exhibition center in Letňany and a record 10,646 visitors did not miss it. A number of well-known faces also appeared at the fair, such as Ornella Koktová, Adam Raiter, Kristýna Kloubková, Andrea Verešová, Aleš Lehký and Tomáš Arsov. The accompanying program was also rich, which all visitors enjoyed with enthusiasm. The face of the FOR BEAUTY fair this year is the model and influencer Karolína Mališová, who also attended the fair in person.



*"This spring, 184 exhibitors presented themselves at the PVA EXPO PRAGUE exhibition center in Letňany, and an incredible 10,646 visitors visited the fair. There was a very attractive and entertaining accompanying program, which also included prestigious international competitions,"*said director of the FOR BEAUTY fair, Janica Ciglianová.

Among the professional competitions, the international barber competition of the Czech Republic, Barber Battle CZ, which took place in four categories, received a great response. Jitka Mullerová took first place in the Freestyle Haircut category, Boris Vincek won first place in the Fast Fade category, Marek Melichárek won in the Creative Beard category and Miroslav Semkiv won first place in the Scissor Cut category. Jitka Mullerová won the winning trophy in the Grand Finale.

The open championship of the Czech Republic, BodyartCzech, welcomed artists from Slovakia and Poland as well. Renáta Bončková won in the Facepainting category and Marian Folga took first place in the Bodypainting category. In the autumn round of BodyArt Czech, artists will create on a theme *"Venice"*.

In the Czech Nail Open Cup international competition in nail modeling and nail art, records were broken this year. A total of 107 contestants took part in this competition in 16 nominations and two categories, i.e. a total of 240 entries. The winner in the TOP Master category was Romana Kuchyk, who will represent the Czech Republic at the prestigious Nailympia competition in London. The European record with 112 posters was also set in the domestic Poster nomination.

International competitions organized through the International Beauty Festival also attracted attention *"To be the best for the best"* with a total of 268 participants. Monika Naimanová-Marečková won first place in the Nails-freestyle category. Jana Hecl won in the Golden Lashes-Maxi Volume category and Lucie Jurčová won first place in the Golden Lashes-Lash lifting category. Renáta Vašáková and Naděžda Machová took first place in the PMU permanent make-up and small tattoo category.

Important brands

From professional cosmetic brands, BeautySense, Derma Institut, BEAUTYGROUP (GIGI/pHformula/Meder/Rhea/Dermoaroma), Body & Care Clinic, SYNCARE PLUS, Totis Pharma, Tarsio Medical, BTL, TASHA, N-Medical, Oxynergy & CO presented their products, Afrodita Cosmetics, BEAUTYPONTE, renew, Mesoesthetic, Scimed Biotechnologies, Macon Cosmetic, Lefeem, simplyskin, DermaOXY, Madisson, Evolution Beauty Institute and many others.

There were also your favorite brands Make-up Institute Prague, Glamor Lashes, Bloom Robbins, Beauty Store, JB Lashes, NuSkin, Di Angelo Cosmetics, Herbai, Mary Kay, Absolute Cosmetics and many others. Natural cosmetics were not left out, represented by brands such as imk organics, PURE DISTRICT, biOrganica, INVITY, Sallie Cosmetics, Havlík's natural pharmacy, Real Beauty, Moroccan Sense, Atok, Vřídlo, Dr.Pharma, ARGITAL and others with fair premiere of the DeaDia Cosmetics brand.

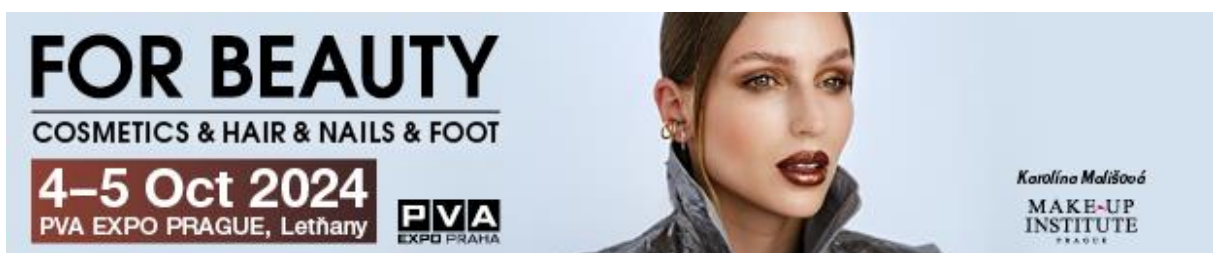
Professional nail brands presented by AGLIA, E.Mi, Moyra, Staleks, BrillBird, Marily Nails, Indigo Nails, Unique Style, Nail Mix, Kinetics, Verin, Didier Lab Radka Kopciová / MODENA NAILS, STELLA'S nail materials, Lesia Nails & Beauty, Alessandro, LUXIO etc. For professional foot care, visitors could stop by the stands of Profi-pedikura.cz,

CONETA, BIS BIS, BATAVAN, Medicia, feetcalm and Allpresan and PODOLAND. In the hair care section, TOMAS ARSOV HAIR & BEAUTY INSTITUTE, Mago Hair, Monati and HAIR BY MARK presented themselves. Beard care products were offered by the brands Slick Style, ProBarber, Bulldog Skincare, Kosciuschko and others.



A number of celebrities also presented their cosmetic products at PVA EXPO PRAGUE in Letňany. You could personally meet the model Andrea Verešová, who is behind the Swiss brand of dietary supplements Naiad Beauty by Andrea Verešová. Star hairdresser Tomáš Arsov was also present with his own products for professional and home hair care and skin care. And an absolute novelty at the fair was the brand Boobee, which was presented by Ornella Koktová.

We can't wait for the upcoming autumn fair FOR BEAUTY 2024, which will be held on 4-5 October, 2024.



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