



The FOR BEAUTY autumn trade fair broke the attendance record

Prague, 14 October, 2024 – Agáta Hanychová, Ornella Koktová, Tat'ána Kuchařová, Sasha Isar or, for example, star hairdresser Tomáš Arsov. All of them were a direct integral part of the autumn fair FOR BEAUTY, which took place on 4-5 October, 2024 in the presence of 186 exhibitors and 11,326 visitors as well.



Domestic and foreign exhibitors presented themselves at the fair with the largest selection of brands from the world of beauty in one place. We are happy for the participation of professional brands GIGI, pHformula, Obagi, PRIMAVERA ANDORRANA, BTL, Medexy, Make-up Brands, Totis Pharma, Mandario, ItaiWax Česko-Slovakia, Mia Cosmetics, Oxynergy&Co., La Skin Esthetic, Atrmediz, Esthemax, Macon Cosmetic, Renew, Allstem, Lefeen, etc., which were located in Hall 1. However, there were also popular and already traditional brands, such as NuSkin,

Tasha, Cadenza, Alpa, Bloom Robbins, My Wave, Glamor Lashes, Beauty Store, JB Lashes, VELKOOBCHOD-SALONY.CZ, Make-up Institute Prague and many others.

Natural cosmetics were not left behind either, which were represented by the brands Weleda, biOrganica, ÉMINENCE ORGANIC, Jabushe, Mokosh, Deadia Cosmetics, Durance, Saloos, Moroccan Sense, Havlík's natural pharmacy, ATOK, Sallie Cosmetics, Dr.Pharma, Jannii, Kesem, Pulpe de Vie, El Tendre, Ringana, Liri, etc.

The program of the largest beauty fair in the Czech Republic was more than interesting even in autumn. Two exhibition halls offered the presentation of Czech and foreign brands, and a number of professional competitions were on display, which visitors (as well as exhibitors) are traditionally used to. There was no shortage of interesting workshops or, for example, professional presentations directly at the exhibitors' stands, where visitors could try everything on their own, or discuss your questions directly with the experts at their word.

In Hall 6, professional nail brands such as Orly, BrillBird, Marily Nails, Aglia, Indigo Nails, Didier Lab Czech, Modena Nails, Stella's nail materials, LUXIO, Unique Style, Saute Nails, Nails4You, IQNAILS etc. were presented. Professional care of feet were represented by the brands CONETA, BIS BIS, Batavan, feetcalm, PODOLAND, MEDICIA, etc.

In the hair section, TOMAS ARSOV HAIR & BEAUTY INSTITUTE, Vlasová klinika, Salon Magdalena, LAIFEN, Kaapo and others presented themselves.

Regular competitions were also a great success. "The FOR BEAUTY fair and professional competitions are inextricably linked, and even this fall, all the competitions, and especially the contestants, were amazing. We congratulate all the winners and wish them the best of luck in their future careers," said FOR BEAUTY fair director Janica Ciglianová.

Among the professional competitions, the BARBER BATTLE Junior competition of young students in barbering, which took place in three categories, received a great response. Adam Hoang took first place in the SCISSOR CUT category, Markus Zweck won first place in the FREESTYLE HAIRCUT category, and Adam Hoang won again in the FAST FADE category. The absolute winner of the Grand Finale was Markus Zweck.

Marcela Vráblíková won the title in the BEAUTY FOOT CUP – Czech Championship of Professional Pedicurists, and Henrieta Radicsová defended the title of best foreign participant.

The championship in nail art and design NAILPRO CZECH REPUBLIC also brought great admiration. In the category TOP MASTER NAIL ART, Veronika Koutecká became the winner, and in the category TOP MASTER TECHNIQUE, Veronica Chifiriuc took first place.

A number of products that were presented at the FOR BEAUTY fair could be tried on and subsequently purchased by interested parties at unique and unbeatable fair prices. We must not forget to mention the accompanying program, which ran almost

throughout the duration of the FOR BEAUTY autumn fair on the main stage. The voice of the fair was the traditionally popular presenter Aleš Lehký, who together with Agáta Hanychová won the FOR BEAUTY STAR award.

We already can't wait for the upcoming spring fair FOR BEAUTY 2025, which will be held on 11-12 April, 2025.



FOR BEAUTY
COSMETICS & HAIR & NAILS & FOOT

11–12 Apr 2025
PVA EXPO PRAGUE, Letňany

Veronica Biasiol
Miss Grand Czech Republic 2024

MAKE-UP INSTITUTE | TOMAS ARSOV

PR manager of the fair

Petra Štěpánková, GSM: +420 739 439 702, E-mail: stepankova@abf.cz