



## WORLD OF BEAUTY & SPA 2019

**The unique combination of the INTERBEAUTY PRAGUE and WORLD OF BEAUTY & SPA fairs was a success, as expected. The premiere was great!**

For the first time in history, the two largest cosmetics, hairdressing, nail design and healthy lifestyle fairs joined forces. Precisely 15,768 satisfied visitors could not resist such a colourful offer to draw inspiration, get pampered, shop at trade fair discounts and find out the latest news in many areas of beauty.

From 15 March to 16 March 2019, 348 exhibitors were present at PVA EXPO PRAGUE in Letňany, offering visitors more than 500 represented brands on an exhibition area of 15,400 m<sup>2</sup>. The organiser of the premiere joint fairs was ABF. And the same will be true for the coming years, which the organisers are already working on.

INTERBEAUTY PRAGUE presented the best from the world of nail design, hairdressing, cosmetics and other beauty-related fields. WORLD OF BEAUTY & SPA focused mainly on anti-aging, dermocosmetics, body modelling, wellness, relaxation, manicure, pedicure and healthy lifestyle.



Visitors were also presented with gifts. Professionals applied beautiful colours from the CND brand's Shellac Spring Collection to nails completely free of charge. Make-up artists from **Make-up Institute Prague** applied free make-up in the beautiful Make-up Point. As part of preventive healthcare, a trichologic examination with a hair camera from Kapyderm was available to all and the Refit masseurs relieved people with a stiff neck as another of the gifts on offer.

The accompanying programme attracted more than 15,000 visitors at the fairs, but it was also viewed by a huge number of television viewers on TV NOVA and FTV Prima. The TV crews were particularly interested in **BodyArt Czech 2019**, the International Championship of the Czech Republic in painting on the almost naked bodies of models. Other media covered the various celebrities at the event. Among those who didn't want to miss out were the 2018 Man of the Year Jiří Kmoníček, the new Miss Czech Republic 2019 Denisa Spergerová with her predecessor Miss Czech Republic 2018/2017 Kateřina Kasanová, also the TV presenters Sandra Parmová, Monika Leová, Kristina Kloubková with her daughter Jasmina, Gabriela Partyšová, Marie Tomsová, the singer and actor Milan Peroutka, the singer Kamila Nývtová, the actresses Ivana Jirešová, Anička Stropnická, the actors Roman Vojtek and Miroslav Etzler with his partner, as well as the successful youtuber and blogger Dominika Myslivcová and the hair magician Michal Zapoměl.



Lovers of nails enjoyed the nail design competition, **Czech Nail Cup**, and the fascinating **BarberBattle** barbershop competition met with great applause. Another exciting event was the **Fashion Island swimwear fashion show**, featuring beauty contest winners. The **Gold Lashes** eyelash extension competition and the **Czech Make-up Championship 2019** left an artistic impression on many.

The star of the stage was the much in demand make-up artist and hair stylist from the Slovak make-up scene Lucie **Lucid** Sládečková. The fashion stylist Kája Pavlíček with his guests were another success on the stage. The rap princess Sharlot also sang.

Simply put, the two-day programme at **PVA EXPO PRAGUE** in Letňany was really crammed full and diverse. Don't miss next year's event and be a part of it. We look forward to seeing you at **INTERBEAUTY PRAGUE** and **WORLD OF BEAUTY & SPA**.



You can find information about next year's event at [www.veletrhkosmetiky.cz](http://www.veletrhkosmetiky.cz)

**INTERBEAUTY WORLD OF BEAUTY  
PRAGUE & SPA 2019**

INTERNATIONAL FAIRS OF COSMETICS, HAIRDRESSING AND NAIL DESIGN

**27 – 28 September 2019**  
PVA EXPO PRAGUE, Letňany

*Denisa Spergerová*  
MISS CZECH REPUBLIC  
2019

MAKE-UP  
INSTITUTE  
PRAGUE

The advertisement features a black background with white and blue text. On the right side, there is a portrait of a woman with elaborate blue and black makeup on her face and neck. The text provides details about the event, including the dates, location, and a mention of the Miss Czech Republic 2019 winner.