

(PRE-SHOW PRESS RELEASE)

“Beauty With A Soul” debuts at the 15th edition of beautyexpo, Southeast Asia’s largest beauty trade show

Kuala Lumpur, Malaysia, October 8, 2015---Celebrating its 15th anniversary this year, the largest beauty event in Malaysia, **beautyexpo**, will showcase over 500 international brands, products and services from 16 to 19 October 2015 at Kuala Lumpur Convention Centre, Kuala Lumpur.

To commemorate this special year, **beautyexpo** will debut “Beauty With A Soul”, a charity event comprising a Power Cut Marathon by previous competition winners. To be held on 17 October 2015 from 12.00 pm to 4.30 pm, this event will see award winning stylists offering the public a hair trim for under 20 minutes for a fee of RM20. All proceeds raised during the session will go to charity.

As the first professional beauty trade exhibition to be held in Malaysia, **beautyexpo** was founded in 2001 and has continued to attract senior beauty professionals seeking new products and services to take their business to the next level. This year the show is expecting to attract over 25,000 trade visitors over the four days. Mr. M. Gandhi, Managing Director, UBM Asia, ASEAN Business, commented: “Today, this exhibition has become the annual, must attend event for the beauty industry as it is the most important networking platform for professionals from the skincare, hair and nail industries in the country.”

The exhibition halls at the Kuala Lumpur Convention Centre will be segregated into four product-based exhibit zones – Beauty Salon, Spa & Wellness, Makeup & Education, Nail Products & Tools and Hair Products & Equipment. Visitors to **beautyexpo** can expect to see a wide range of new product launches, competitions, stage shows, education workshops and product seminars. Not to be missed is the APHCA National Hair & Makeup Competition which will be held on the final day of **beautyexpo** and will welcome demonstrations from stylists showing off their skills for the coveted cash prizes!

For the first time **beautyexpo** will be held together with Asia’s Esthetic Skincare Expo (AES), a premium level event for both local and international members of the beauty trade industry.

More than 100 high end brands will be on show, displaying innovative new products that can help beauty businesses grow with new lines. The unique business matchmaking programme for buyers will also ensure that the right business connections are made. The event is by invitation only and designed to bring senior decision makers together in a focused and learning business environment. In addition to the hive of activity on the event floor the seminar programme is created to provide visitors with exclusive content to help them develop their businesses in the region over the coming years. Guest speakers include hairstylist extraordinaire, Datin Winnie Loo, who will talk about the merits of branding as well as well as the National

President of the SME International Trade Association of Malaysia, Ms Megane Soo, who will advise businesses on how to adopt more sustainable practices and build a stronger brand image. “AES is poised to catapult the premium sector to new heights and the opportunity to develop this segment is looking better than ever,” said M. Gandhi.

beautyexpo and Asia Esthetic Skincare Expo will take place at Kuala Lumpur Exhibition Centre from 16-19 October 2015 in Kuala Lumpur, Malaysia.

Notes to the editors:

Beautyexpo and AES Expo is organised by UBM Asia

About UBM Asia Ltd

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