



beautyexpo towards its 15th Successful Years

Kuala Lumpur, Malaysia June 8 2015 -- **beautyexpo15** is proud to open its doors for the 15th edition of the largest beauty & therapeutic trade show in Malaysia taking place from 16 - 19 October 2015 at the Kuala Lumpur Convention Centre (KLCC), Malaysia.

Boasting over 500 leading international brands, **beautyexpo15** brings the latest beauty innovations and secrets all under one roof. This is an expo that guarantees unique showcases as well as innovative ideas to help businesses reach the next level.

This year's edition of **beautyexpo** will host 4 product zones – Beauty Salon Spa & Wellness, Hair Products & Equipment, Makeup & Education and Nail Products & Tools, as well as an Enrichment Zone enhancing visitor experience. Covering an area of 10,000 sqm, hundreds of beauty professionals from as far away as Thailand, Philippines, Australia, Korea, China and other Asian countries are on hand to demonstrate the uniqueness of their products to the market. Once again, the leading beauty product manufacturers from Korea, China, Singapore and Taiwan will be bringing pavilions offering plenty of choice for trade professionals keen to discover new beauty secrets.

Highlights of **beautyexpo15** include the professional education programme which is led by some of the industry's leading experts as they discuss the most topical trends for the beauty industry and engage in ground breaking discussion. Not only is **beautyexpo15** an international showcase but the strong content and knowledge sessions will further educate the market on the latest issues facing the industry.

beautyexpo takes place from 16 to 19 October 2015 and is held at the Kuala Lumpur Convention Centre. The show will be held alongside Asia's Esthetic and Skincare Expo.

Notes to Editors

1. About beautyexpo (www.beautyexpo.com.my)

beautyexpo 15 - the Largest Expo and Trade Platform for the Beauty and Therapeutic Professionals. It is the longest running beauty trade expo in Malaysia which reaches a wide cross-section of participants from the beauty trade industry. Exhibits are divided into 4 Exhibit Zones for buyers efficient sourcing of the latest trends and products from within all segments of the professional beauty, hair, make-up and nail industry.

2. About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 30 offices and 1,300 staff in 24 major cities. We operate in 20 market sectors with 230 exhibitions and conferences, 23 trade publications, 20 online products for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.

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