

13<sup>th</sup> – 16<sup>th</sup> of February 2014

VIII specialized  
exhibition



ШОПМ®

Rostov-on-Don

EXHIBITION OF THE SPHERE  
OF BEAUTY INDUSTRY

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## ABOUT EXHIBITION

“Charm” is the largest exhibition of the beauty-industry in the South of Russia. The project is a leading platform for demonstration of novelties of beauty products, new technologies in the sphere of cosmetology and perfumery, nail service and hairdressing art. The exhibition “Charm” has a history of successful existence during 17 years. It is a significant event among specialists of the beauty industry and gathers about 8000 visitors on its platform annually.



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## ABOUT EXHIBITION

### Purposes of the exhibition:

- Merchandising of cosmetic and perfumery products of domestic and foreign production to the Rostov region's market;
- Demonstration of the latest achievements, products and services of the modern beauty - industry, getting acquainted with new methods and technologies in the sphere of cosmetology;
- Contribution to the development of the sphere of beauty industry and improvement of professional level of services, provided to customers;
- Afford an opportunity to get theoretical and practical knowledge in the sphere of hairdressing art, cosmetology, nail service and salon management.

### Support:

- Ministry of economic development of the Rostov region;
  - Department of Consumer Market of the Rostov region;
  - Russian Union of Hairdressing and Cosmetology;
  - Russian section of the International Committee on Cosmetology and Aesthetics CIDESCO.
- 
- Partner of the exhibition: "Club of Professionals".



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## EXHIBITION SECTIONS

Equipment for hairdressing and beauty saloons, spa-centers, tanning saloons and cosmetological clinics:

- equipment for hairdressing and beauty saloons and clinics;
- machine cosmetology (apparatus for body shaping, apparatus for face care);
- tools and consumables materials;
- equipment for spa-salons;
- equipment and products for permanent makeup and tattooing;
- equipment for piercing;
- tanning saloons and suntan products.

Nail service:

- products and tools for nail care;
- products for nail extension and correction;
- products and accessories for nail décor;
- services of nail masters.

Cosmetics for hair care (professional and mass market):

- products for hair care;
- products for hair treatment;
- hair coloring products.



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## EXHIBITION SECTIONS

### Cosmetics for face and body care:

- professional cosmetics;
- cosmetics for face and body care - mass-market;
- personal hygiene products;
- baby's cosmetics;
- men's cosmetics;

### Aesthetic medicine:

- plastic and aesthetic surgery, clinics, providing surgical services;
- programs for figure and appearance correction;

### Decorative cosmetics and perfumery:

- professional decorative cosmetics;
- decorative cosmetics of mass-market;
- perfumes and toilet waters;
- deodorants and antiperspirants;
- perfumed gels and body lotions.

### Provision of cosmetology, hairdressing and make up services:

- provision of cosmetology services;
- provision of hairdressing services (haircutting, hair coloring, hair extension and styling);



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## EXHIBITION SECTIONS

- provision of makeup services;
- permanent makeup, tattooing and piercing;
- massage.

### Management of beauty salons:

- training centers;
- training seminars, master classes;
- advanced training;
- internet-technologies.

### Pharma beauty:

- biologically active supplements;
- vitamins;
- medical cosmetics;
- medical devices and massagers for home use;
- products for weight correction;
- hygiene products.

### Accessories and associated goods. Optics:

- brushes, combs, hair accessories;
- crystals and jewelry for face and body;
- piercing accessories;
- optics.



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## ADVERTISING CAMPAIGN

- outdoor advertising in the city;
- banners in the city;
- TV advertising on the leading federal channels;
- broadcast on top radio stations;
- advertising in business and specialized press, more than 20 issues;
- advertising in the Internet: on specialized and exhibition portals, more than 20 portals, as well as on the web-site of the exhibition centre "VertolExpo" [www.vertolexpo.ru](http://www.vertolexpo.ru);
- context advertising on Yandex, 30 000 showing;
- cross-promo in beauty saloons and shops of professional cosmetics;
- expansion of poster advertisement in professional colleges and institutes;
- social networking websites;
- direct-marketing - more than 10 000 contacts:
- address dispatch to a database of companies of beauty-industry;
- direct mail of invitations for specialists in the SFO;
- telemarketing;
- targeted e-mail campaign;
- sms-campaign.



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## EXHIBITION HELPS TO

- establish direct contacts with customers, it gives an opportunity to find new partners;
- conclude mutually beneficial contracts;
- present new products, investigate its competitiveness and relevance;
- conduct monitoring of market developments and competitor activity, get acquainted with new developments within the industry;
- increase sales volumes;
- expand sales market for their products;
- reach the widest audience of professionals from all sectors of the beauty-industry;
- enhance the image of a stable, dynamic developing company;
- establish direct contact with regular customers.



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## BUSINESS PROGRAMME OF THE PAST EXHIBITION



Creative atmosphere prevailed within the days of holding the exhibition “Charm”: global brands, leading companies, innovative technologies, shows, competitions, master-classes, championship, exhibition and business programme.

The Semifinal of the XIX Russian Championship of Hairdressing, Decorative Cosmetics and Manicure took place within the framework of the “Charm”. It is annually hold within the framework of the specialized exhibition of the beauty industry, and it is a good possibility for exhibitors to demonstrate their talent, handicraft and fantasy, and also to get new knowledge and skills in their work. The Championship gathered specialists of the industry from the whole SFD. There were starting hairdressers, makeup designers, specialists of nail service and skilled professionals of the beauty industry. In the Final of the Championship within award ceremony, winners of the competition gained diplomas from the president of the Union of Hairdressers and cosmetologists of Russia, honoured arts worker of the RF Dolores Kondrashova, mugs and medals and also prizes from sponsors of the competition and possibility to take part in the Championship of Russia.



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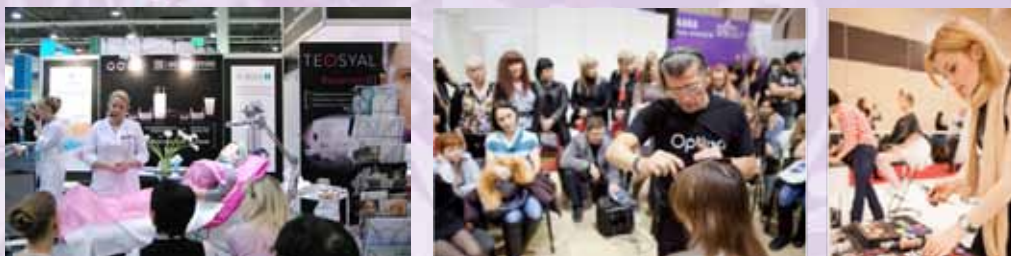
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## BUSINESS PROGRAMME OF THE PAST EXHIBITION



More than 200 masters from the Rostov, Astrakhan regions, Krasnodar and Stavropol territories represented their works on a competitive basis. The general professional sponsor of the Championship - Wella Professionals, the official sponsor of the Championship - Londa Professional, partners - "Industrii Krasoty". Era minerals, Company FNC.

The III-rd Open Championship of the South of Russia of Apparatus Pedicure DIAMANT FOOT was organized by the LC "Club of Professionals" within the framework of the exhibition. DIAMANT FOOT is a forward - looking championship for charging of which representatives of different professional schools of apparatus pedicure were invited. Judging command was represented the largest training centers of Russia. Experts from the Rostov region, Stavropol and Krasnodar territories took part in the championship. The III-rd Forum of Specialists of apparatus pedicure was a conclusion on the championship, where visitors could hear a lot of new information, ask questions and communicate with colleges, find like-minded men.

About 300 training events for specialists of the beauty industry from the leading hairdressers, experts of nail service, cosmetologists and makeup artists took place within the exhibition.



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# PHOTO GALLERY



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# STATISTICS OF THE PAST EXHIBITION

## Qualitative visitors' profile in 2013

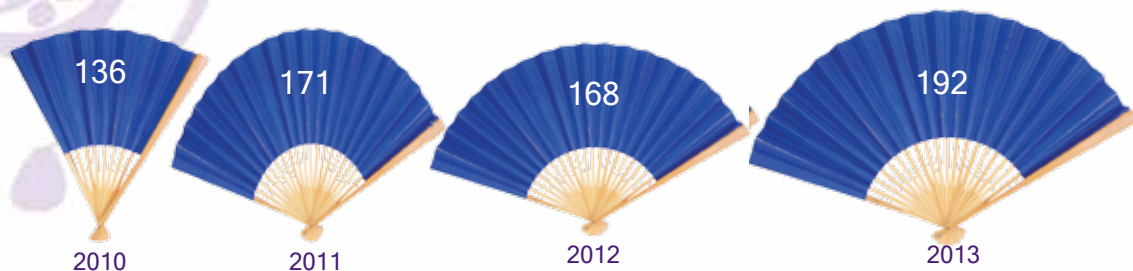


SPECIALISTS  
 INDIVIDUALS

## Gained purposes of participation in the exhibition 2013



## Number of participants:



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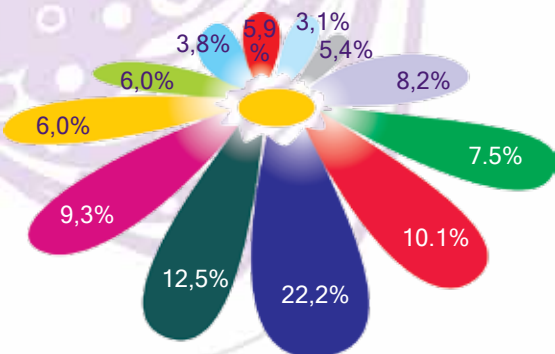
# STATISTICS OF THE PAST EXHIBITION

## Exhibitors' geography



- ROSTOV-ON-DON AND REGION - 67%
- MOSCOW AND REGION - 17%
- LENINGRAD REGION - 3%
- KRASNOGAR TERRITORY - 6%
- VOLGOGRAD REGION - 0,5%
- NOVOSIBIRSK REGION - 0,5%
- STAVROPOL TERRITORY - 3%
- NIZHNIY NOVGOROD REGION - 0,5%
- TULA REGION - 0,5%
- TVER REGION - 0,5%
- KOSTROMA REGION - 0,5%
- FOREIGN PARTICIPANTS - 1%

## Analysis of represented sections



- Decorative cosmetics and perfumery (combined section)
- Cosmetics for face and body care

- Aesthetic medicine (including plastic surgery)
- Representation of cosmetological, make up, hairdressing services
- Cosmetics for hair (professional and mass market)
- Nail service
- Equipment of hairdressing and beauty saloons, solariums and cosmetological clinics
- Accessories and complement products
- Management of beauty saloons
- Pharma Beauty (including health products)
- Mass media
- Other (photos, online shop)



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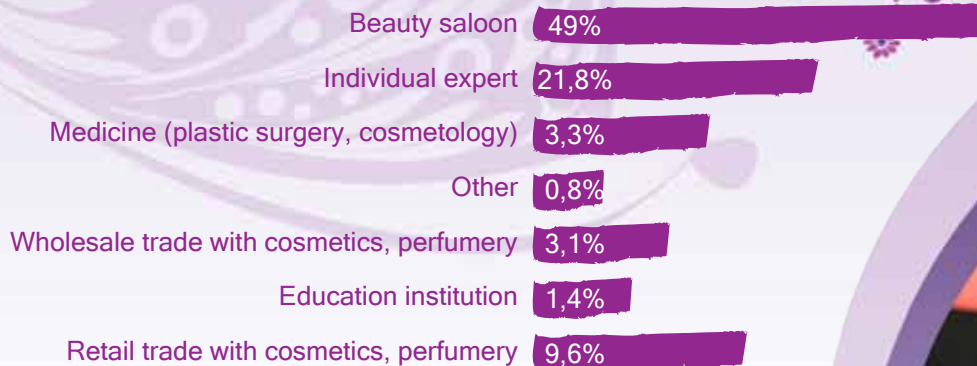
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## Sphere of activity of visitors - specialists

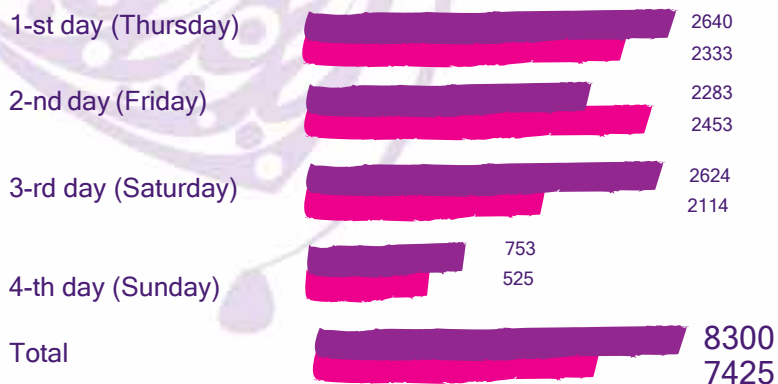


- BEAUTY INDUSTRY
- AESTHETIC MEDICINE
- HEALTH, MEDICINE

## Specific of sphere of activity of visitors - specialists of 2013



## Number of visitors



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## STATISTICS OF THE PAST EXHIBITION

Annually the exposition of the exhibition is formed by more than 180 companies from different regions of Russia and neighboring countries. The following companies took part in the exhibition "Charm": "METZGER" (Moscow); "Martines Image" (Moscow); Ole Haus (Moscow); "GM System" (Moscow); "LAIMA - LYUKS RUS" (Moscow); Centre of aromatherapy "Iris" (Moscow); "Esculap" (Rostov-on-Don); Training centre "Beauty Industry" (Rostov-on-Don); ALPIKA (Stavropol); "Allergan SNG SARL" (Moscow); "Zelenaya liniya" (Moscow); "Tatu 3000" (Moscow); LTD "SmartBay Don" (Rostov-on-Don); LASH Russia (Moscow); SPA RESOURCE (Moscow); "TSPK Kosmedeks" (Rostov-on-Don); "Eleron" (Moscow); "Naveus" (Krasnodar); Nika Nagel (Tula); Academy of Beauty Business (Krasnodar); "Verteks" CJSC (St. Petersburg); UNHWA Europe (St. Petersburg); "Kamilfo" (St. Petersburg); "Paradoks" (St. Petersburg); LTD "Velerii - D" (Novosibirsk); "Belkosmeks" Minsk, Belarus.

Rostov-on-Don:

School of nail design of EKATERINA MIROSHNICHENKO; NOU NPO "Training Nail Centre FNC"; TC "Kosmetik-Yug"; TC "Master"; RUNAIL; "ESTIKOM"; "Kaaral - Yug"; "Klimeda"; Belli Capelli; BAREX ITALIANA; Nails SHOP; "Hitek", Academy of Science Beauty - Rostov-on-Don; "AKO-YUG" and other large manufacturers and suppliers of products of high quality.



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## EXHIBITORS' FEEDBACKS

“We are satisfied with participation in the exhibition: we discussed prospects for cooperation with current customers, met new partners, made monitoring of the regional market. We will definitely participate in the next year!”.

*Sales Manager of LTD Metzger  
Nikiforova Irina Stanislavovna*

“The exhibition “Charm” is establishment of long-time relations with partners, perfect advertising campaign, possibility of testing of products”.

*Director of “Gran Vie Tsyguleva” Mariya Semenovna*

“The Exhibition “Charm” is a vital and significant event in the South of Russia”.

*Director of “Studio of nail’s aesthetics”  
Akulenko Nataliya Sergeevna*

“Thanks to support of events, providing assistance to development of the industry”.

*Development Director of Club of Professionals  
Zmeeve Anna Vladimirovna*



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## EXHIBITORS' FEEDBACKS

“Perfect organization of the exhibition. Everything is very good! Thanks a lot!”

*Director of European Academy of Beauty Experts Grinko M.I.*

“The exhibition gains momentums with every day! This implies increase of volume of sales and positive mind. It’s necessary to meet more often!!!”

*Territory Manager “Diarci Centre”  
LTD “Diarci Centre” Mishchenko Aleksandr*

“Everything is super!”

*TC of Yana Kovylna, LTD “Visma Lux”*

“Everything is good! We like the “Charm”!

*LTD “Nails - South” - training centre of Yakumev Andrey Anatolevich*



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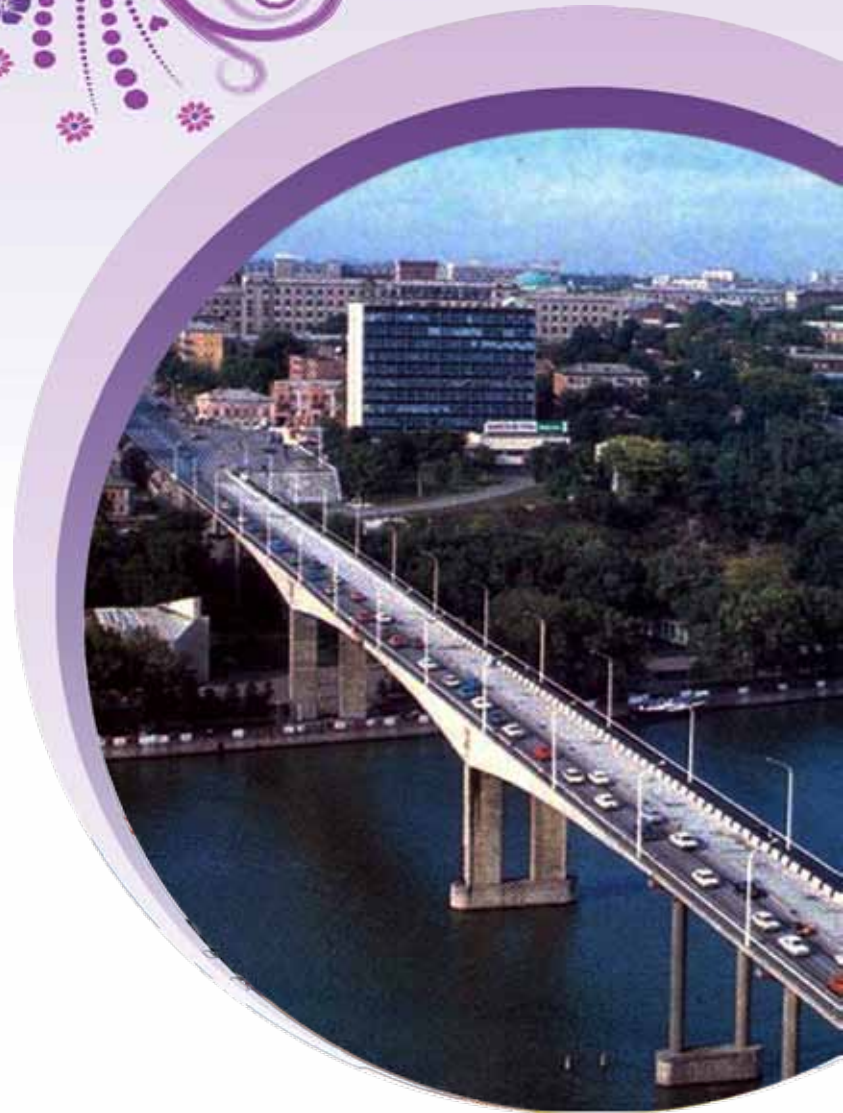


## INFORMATION ABOUT INDUSTRY IN THE ROSTOV REGION



One of the most popular sections of consumer market of Rostov-on-Don and the Rostov region is the market of personal service activities, among which hairdressing and cosmetological services are the most popular.

According to the director of the Department of Consumer Market of the Rostov region A.N. Ivanova about 3 000 companies will lead their activity in 2012 on the territory of the region, that will provide hairdressing and cosmetological services, that is 22% from the whole number of companies of service. These services are provided by about 10 000 people, that is why one of the main tasks is personal training, improvement of their professional skills, particularly by means of participation in exhibitions, competitions, championships of professional skills.



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## INFORMATION ABOUT THE EXHIBITION CENTRE

In Rostov-on-Don the exhibition centre “VertolExpo” is a successful operator in the Russian market of exhibitions and exhibition services. Annually it organizes about 30 exhibitions, collecting on its site more than 3000 exhibitors and about 100 000 visitors every year.

Advanced engineering solutions of enclosed pavilions with the total area of 8600 sq.m., fully meet the growing demands of exhibition business, allow to implement the most challenging projects of our exhibitors, to hold outstanding presentational programs and promotions. 15 000 sq.m. of open areas in the EC “VertolExpo” make possible to organize large-scale events, demonstrations of large-size equipment and multi-storey buildings.

On the territory of the convention-exhibition centre “VertolExpo” there is a hotel “VertolHotel” that has 125 comfortable rooms of various categories. At disposal of hotel guests there are: congress hall, information and customer service, which provides services for rental of conference rooms, transfer, reservation of railway- and air-tickets, guided tours; as well as a restaurant, lobby bar and a shopping center “VertolCity”.

The convention-exhibition centre “VertolExpo” offers you mutually beneficial cooperation in the sphere of organization of national exhibitions, national blocks, as well as individual participants in the specialized exhibitions of the EC “VertolExpo”.



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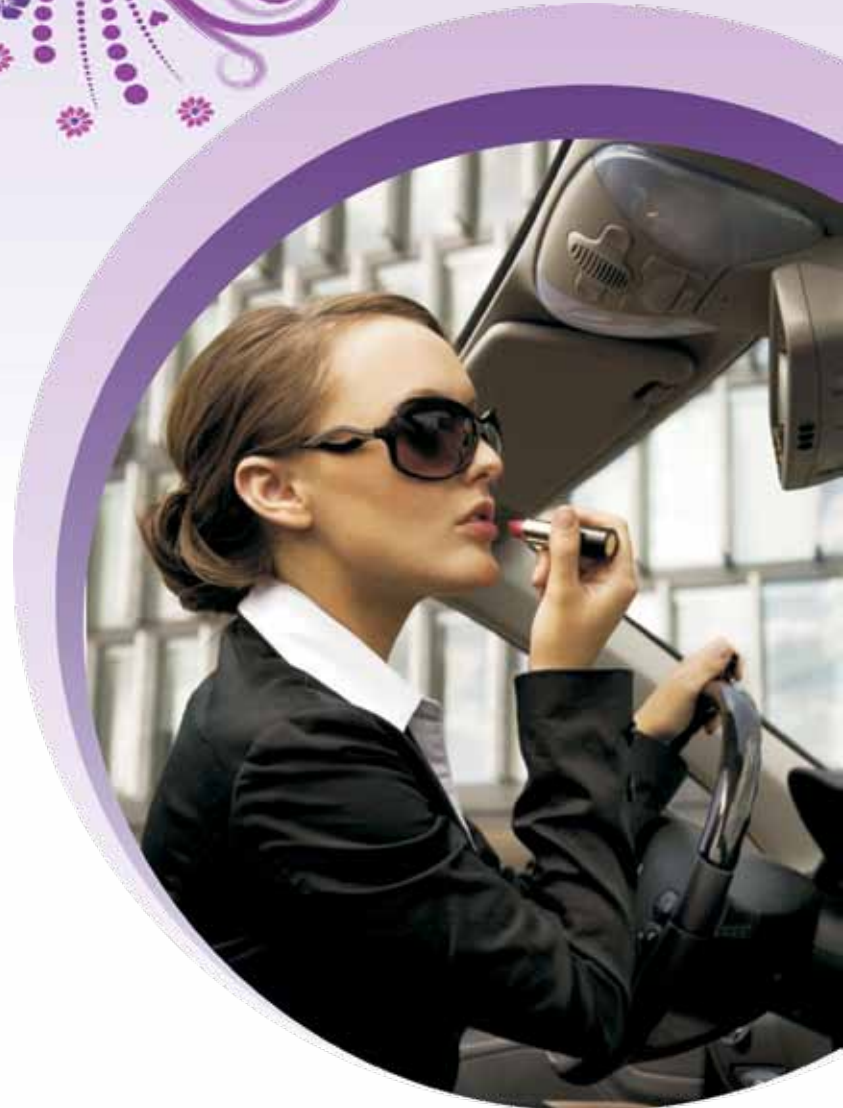
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For all questions according participation please contact:

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Additional information you may find at [WWW.VERTOLEXPO.RU](http://WWW.VERTOLEXPO.RU)



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