

SuluExpo 2017 Almaty

The 13th INTERNATIONAL EXHIBITION FOR BEAUTY INDUSTRY

POST-REPORT



6-8 APRIL 2017

EC ATAKENT, Almaty city, Kazakhstan

ORGANIZERS:



www.suluexpo.kz

The 13th INTERNATIONAL EXHIBITION FOR BEAUTY INDUSTRY “SuluExpo - Almaty 2017” passed in Almaty city on **6-8 of April**.

There are took part foreign and home producers, distributors, specialists and experts of beauty industry in an exhibition, which presented different brands of professional and natural cosmetic, perfumery, equipment, innovative cosmetics, new types of services, last achievements in cosmetology and aesthetic medicine, hairdresser art, permanent make-up and tattoo.

Composition of participating countries was following:

- Jordan,
- China,
- Korea,
- Lebanon,
- UAE,
- Russia,
- Turkey,
- Uzbekistan,
- Kazakhstan.

There were distributors, specialists and visitors from Kazakhstan, Russia and Kyrgyzstan, including from Astana, Kostanai, Ridder, Taldykorgan, Taraz, Ust-Kamenogorsk, Moscow, Saint-Petersburg and Bishkek to become acquainted with novelties and be in a course all events of beauty industry.



Public association "Kazakhstan society of Mesotherapy (KOMTI, Almaty city), which is a representative of the Eurasian association of specialists of injection methods continued the project about informing to the population of Republic of Kazakhstan about effective and safe procedures in the modern world of "Aesthetic medicine", which has begun since 2016 all 3 days of the exhibition.

At the seminar next topics were discussed such as

- "Union of cosmetologist and patient";
- "Injection market of Anti - Age cosmetology";
- "Tendencies of demand on procedures";
- "Alliance: price + quality".

Michailov Vladislav Petrovich is a specially invited guest from Russia, who is a plastic surgeon, a dermatovenereologist, cosmetologist, teacher of medical centre "Martinex" provided training "Contour plastic".

Presentation of the safest and quality procedures was conducted by the certificated specialists of "KOMTI" on a main podium.

The special "capsule was built for this purpose and inside of which were the patient and doctor. The actions of doctor were translated for visitors on large Led - screen.

The program from leading hairdressers and residents of "Prosvirin Studio" (Kazakhstan, Almaty city) has become an unusual show.

Demonstration of a new collection of "Prosvirin Studio 2017"; Collection of hair-cuttings "Transformer"; Express methods of hair-



training "Contour plastic"



cuttings and piling for different types and length of hair;

Program of treatment and restructuration of hair by means of innovative products BES, subsequently all of it became bright embodiment of works of masters of style: Alexander Churikov, Aslanova Natalia, and certainly "guru" of hairdresser art - the judge and trainer of international class OMC, trainer of the combined team of Kazakhstan on a hairdresser art - Aleksei Prosvirin.

The specialists of the Educational center "Club of professionals" (Russia, Rostow-na-Donu) also demonstrated the professionalism and mastery on the Permanent make-up for the kazakhs colleagues on a podium on 6 and 7 of April.

Unforgettable and impressive master-classes were conducted by a Salon of artistic tattoo of "Dark Horse" (Kazakhstan, Almaty city) with a creative tattoo masters and master of the permanent make-up Uagiza Salykova all 3 days of exhibition on a main podium and on the stand.



Aleksei Prosvirin and residents of "Prosvirin Studio"



Salon of artistic tattoo of "Dark Horse"

The traditional lottery among the specialists of beauty industry "Sulu Boom", where played out different cosmetic sets "Premium class", certificates for visiting cosmetologist office, instruments for hair care o from the participants of exhibition.

"Hair Expert" (Russia, Sankt-Peterburg) is an exclusive representative of the Brazilian hair cosmetic for (TM Cadiveu Professional, TM Brasil Cacau Professional, TM Plastica dos Fios) on territory of Russia, Belorussia and Kazakhstan tirelessly conducted master-classes and enticed visitors with not only new products, but also with a beauty of stand, which first time took part in "SuluExpo" during all 3 days.

The specialists of company conducted series of master – class "The keratin straightening", "Botox and hair reconstructions" for models among visitors.

"Yazykov Group" (Russia, Moscow city) is a producer of professional cosmetic for wax and saccharine depilation successfully presented the product and showed master-class "Shugaring".

Particular interest of the press was caused by the products of company "G-Time Corporation" (Kazakhstan, Almaty city) as a home producer, that engages production of facilities for face and body skin with using of mineral schungite. This company also actively presented their products on a stand and on the podium of the exhibition all 3 days. The company told about advantages of cosmetics that made using their own technology with mineral schungite.

"Nano Beauty System" (Kazakhstan, Almaty city) is an official distributor in Kazakhstan of Laboratory of cosmetic of Arcadia from Sankt-Peterburg, which actively attracted specialists - cosmetologists by realization of master – class directly on their stand.

Master-classes of Institute of Subology (Russia, Moscow city) is a Center of complex equipment of pedicure cabinets and enterprises of medical care of foot, that also first time visited an exhibition in Kazakhstan and caused large interest of specialists.



The Korean center of professional cosmetology, cosmetics and cosmeceuticals “Kor-AI Beauty Center” (Kazakhstan, Almaty city) presented the products and services firstly. Also showed the action of “gipseous” and “gold” mask from their assortment of products.

As well the professional Mass-Media were widely presented in “SuluExpo” such as:

- The First and exclusive magazine of beauty industry "Academy of Style";
- Specialized magazine in area of medicine, pharmacies and beauty "Academy of health of KZ"
- Professional edition for cosmetologists, dermatologists and dermatocosmetologists "Beauty Code";
- The Kazakhstan's free informatively-cognitive newspaper in the field of health and beauty "Vitamin".
- Specialized research and practice magazine "CosmoMed", intended for the practical doctors, Dermatocosmetologists, dermatovenerologists, plastic surgeons, directors of medical centers.

Also reporting about the events of exhibition and her participants was translated on the “31 Channel” of the evening program "InformBureau".

The participants of exhibition were able to admire of the panorama of Zailiiskii Alatau mountains, visiting specially organized excursion on Medeo and Shymbulak in the final third day.

In opinion of most participants, the exhibition "SuluExpo" went well. Companies found distributors, new partners, increased a client base and estimated a competitiveness of their products.

The results of exhibition infuse a hope by potential participants on further successful development of exhibition and transformation of "SuluExpo" in the leading exhibition of beauty industry in a region.



Academy of Health KZ (Kazakhstan, Almaty) – a specialized publication, addressed to both specialists in the field of medicine and pharmacy.

Academy of Style (Kazakhstan, Almaty) – the first and only professional magazine of the beauty industry in Kazakhstan and Kyrgyzstan.

Ahenk Kozmetik (Turkey, Bursa) – a manufacturer of skin care products for face and body, perfumes.

Aisaule (Kazakhstan, Almaty) – manufacturer of natural products for skin.

Aisulu (Kazakhstan, Almaty) – an equipment of beauty salons.

Akos Pharma/Leovot (Kazakhstan, Almaty) – a manufacturer of BAAs and products for beauty and health.

Alatau Herbs (Uzbekhistan) – a manufacturer of essential oils for beauty and health.

ALEXA (Kazakhstan, Almaty) – a distributor of professional Korean cosmetics.

Alpen Pharma (Kazakhstan, Almaty) – a representative of Italian natural organic cosmetics for hair based on phyto-extracts and phyto-oils “Insight”.

Arannati (Kazakhstan, Almaty) – the official distributor of “Phytozhen” (Italy), “Image Skincare” (USA), “YonKa” (France) in Kazakhstan.

Axiom (Russia, Moscow) – a manufacturer of professional scissors and supplies for hairdressers.

Beauty Code (Kazakhstan, Almaty) – a professional publication for cosmetologists, dermatologists and dermatocosmetologists.

Beauty Vita, Alpinka (Kazakhstan, Almaty) – an official representative of the brands “Beauty Spa” and “Alpika” in Kazakhstan.

BML (Kazakhstan, Almaty) – the official supplier of professional and decorative cosmetics brand Refan.

Britique (Kazakhstan, Almaty) – an official representative of world famous brands: Beautyblender, Invisibobble, Tangle Teezer, Glov in Kazakhstan.

Center for Aesthetic Medicine JSC Central Clinical Hospital (Kazakhstan, Almaty).

Choconut (Kazakhstan, Almaty) – a representative of natural chocolate, wine, honey and gold cosmetics for salon and home cosmetic procedures in Kazakhstan.

Club of professionals (Russia, Rostov on Don) – a training center for permanent make-up.

Cosmetics of Novosibirsk (Russia, Novosibirsk) – a manufacturer of cosmetics for facial skin care.

Cosmomed (Kazakhstan, Almaty) – is the only specialized scientific and practical journal in Kazakhstan and Central Asia intended for practitioners of dermatocosmetologists, dermatovenerologists, plastic surgeons, directors of medical centers.

Dark Horse (Kazakhstan, Almaty) – Salon of tattoo and permanent make-up.

Eco Shop (Kazakhstan, Almaty) – a representative of natural organic cosmetics brand “Makosh” in Kazakhstan.

Enorjin Kimya (Turkey, Istanbul) – a manufacturer of skin care products for face and body and perfumes

Global Intellect Service (Kazakhstan, Almaty) – is a software company for the development of beauty salons.

Gloryon-Almata (Kazakhstan, Almaty) – specializes in products for beauty and health.

Gold Time (Kazakhstan, Almaty) – a manufacturer of skin care products for face and body.

HairExpert (Russia, Saint-Petersburg) – exclusive representative of premium Brazilian hair cosmetics TM Cadiveu Professional, TM Brasil

Cacau Professional, TM **Plastica dos Fios** in Russia, Belarus and Kazakhstan.

Households Munira (Jordan, Amman) – a manufacturer of skin care products for face and body, for personal care.

Hylands (UAE, Sharjah) – a manufacturer of skin care products for face and body.

Institute of Podology (Russia, St. Petersburg) – the center of complex equipment of pedicure rooms and the enterprises of medical foot care.

Kamali Kazakhstan (Kazakhstan, Almaty) – a distributor of cosmetics brand "KAMALI" in Kazakhstan.

Lepsi tabigi baly (Kazakhstan, Astana) - a production of special honey for beauty and health.

Magiray (Kazakhstan, Almaty) – a representative of professional Israeli cosmetics for skin care of face and body.

Nanobeauty System (Kazakhstan, Almaty) – a representative of Russian professional cosmetics Arcadia in Kazakhstan.

Nutripharm Eurasia (Kazakhstan, Almaty) – the leading Kazakhstan free information and educational newspaper in the field of health and beauty.

Organic Thai (Russia, Moscow) – an owner of the trademark "OrganicTai" and offers a collection of natural SPA handmade products from Thailand OrganicTai premium quality.

Perfect Beauty (Kazakhstan, Almaty) – engaged in the sale of cosmetic preparations, preparations for mesotherapy, contour modeling, biorevitalization, treadlifting procedures.

Prosvirin Studio (Kazakhstan, Almaty) – a training center of hairdressing.

Siberian cedars (Russia, Novosibirsk) – a manufacturer of essential oils, BAAs.

Siberian health (Kazakhstan, Astana) – Produces and sells products to maintain health and beauty.

Spaquotia (RK, Almaty) – an official representative of professional and natural cosmetics in Kazakhstan.

Suzhou Ermay Imp & exp co., Ltd (China, Zhangjiagang) – manufacturer of high-quality glass packaging for perfumery and cosmetic products.

Terme de Caracalla (Kazakhstan, Astana) – a representative of the professional line of SPA cosmetics in Kazakhstan.

The Kazakh Society of Mesotherapy "KOMTI" (Kazakhstan, Almaty) - the training center of cosmetology and laser surgery with the support of the group of companies "TEKOM".

Valerie D (Russia) – a manufacturer of professional brushes for make-up and mineral cosmetics.

Veles (Kazakhstan, Almaty) – specializes in the sale of professional and decorative cosmetics.

VS Shinbi (Kazakhstan, Almaty) – a representative of Korean cosmetics in Kazakhstan and other companies.

Yazykov Group (Russia, St. Petersburg) – a manufacturer of sugar paste for shugaring.

YM Cosmetics (Kazakhstan, Almaty) – a distributor of premium Korean cosmetics.

AKM Trading (Kazakhstan, Almaty) – the official distributor for Kazakhstan and Central Asia of the world brand AQ Skin Solutions.

Kor-AI (Kazakhstan, Almaty) – a korean center of professional cosmetology, cosmetics and cosmeceuticals.

Charafeddine (Lebanon) – a manufacturer of skin care products for face and body.

Coverderm (Kazakhstan, Pavlodar) – a distributor of professional cosmetics brand Coverderm.

The 14th INTERNATIONAL EXHIBITION FOR BEAUTY INDUSTRY

SuluExpo 2017 Astana



9-11 NOVEMBER 2017

KAZAKHSTAN
Astana city
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www.suluexpo.kz

You are kindly invited to participate in the Exhibition.



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