

LOOK Hairdressing Forum

26 - 27 April 2008

Press release, 17 April 2008

Splitting hairs...

The most fashionable hairstyles, the latest trends in hair colouring and many new products – all this will be admired at the LOOK Hairdressing Forum held on the grounds of the Poznań International Fair on 26 – 27 April 2008. LOOK will be organised simultaneously with the Cosmetics and Solarium Forum beautyVISION 2008. It is the largest event of this type in Poland. It will attract over 200 exhibitors representing 280 best brands.

Lustrous, well-groomed hair and a professional hairstyle – that is the basis for attractive looks and good well-being, which in turn significantly influences our better relations with people, our professional and personal success. The LOOK Hairdressing Forum will be an opportunity to deepen hairdressing knowledge and skills. Its exhibitors will present hair care cosmetics and decorations, ingredients for the production of hair cosmetics, wigs, hair lengthening products, specialist equipment and tools for hairdressing studios in two pavilions (MTP's Pavilion 7A and 8).

New products for spring

When the spring comes, everyone, especially all women dream of changing something in their looks. A new hairdo is the simplest and quickly visible change. All LOOK participants will have an opportunity to meet hairdressing professionals who will present the latest techniques of hair cutting, colouring and styling. The exhibitors have prepared over 50 new hairdressing products, such as professional hair cosmetics (silicone fluid, keratin treatment, regenerating serum, mask, silk line, shining oil, modelling gum, linen-based conditioners), hair dyes, hair thickening products, hairdressing tools (scissors, wireless cutters, dryers, straighteners, an ultrasound hydration machine), new collections of wigs and comfortable hair washing units for hairdressing studios. Each participant will most certainly find something to use in his or her work.

Unusual presentations

Visitors who will attend LOOK will not only see the expositions, but also participate in live shows at stands, including: a presentation of the new system for shaping hair – work with curly hair; methods to volumise and thicken hair; presentations of wigs; presentations of

updos; shows of the latest hairstyles from Golili Selective collections (with Cheli Vieri, an Italian stylist); Eurex – spring inspirations created by Pascal De Los Rios Revlon, a guest from France; hair cutting with hot scissors and hair cutters. Instructors from Laboratoire Ducastel Polska will create daily hairstyles for the Spring/Summer 2008 season, unusual hairstyles for the original and bold individuals, updos and fancy evening styles. There will also be presentations at GOLDWELL and POLWELL stands. Additionally, the visitors will have an opportunity to benefit from professional tips regarding application of professional hairstyling cosmetics and diagnosis of the condition of their head skin and hair thanks to a microcamera. **METAMORPHOSIS is a new offer at the show.** Make-up artists will prepare make-ups and hairstyles for all volunteers. Each person undergoing the metamorphosis will be photographed “before” and “after”.

The Main Stage Show

A true hairdressing show will be held on the Main Stage in Pavilion 15 on two days of the LOOK Hairdressing Forum. Stylists from the most renowned hairstyling companies will demonstrate how to design and style hairdos in accordance with the latest trends. The following unique shows will be organised: “Transcience” – Małgorzata Babicz (L’Oreal, Intercoiffure, Akademia Stylizacji Małgorzaty), Sweet Rebel Collection - Londa Professional, Black Angels by Babyliss Pro – Eurex, Stravaganza – Robert Wypych, Artistic Director for Vitality’s Polska, Dome Cosmetic, BH Poland. The event entitled Future Proof Subrina Professional organised to celebrate the 100th anniversary of Ilirja will be yet another unusual event. Its special guests include renowned stylists: Zoran Gajić, Lidia Buczek and Tomasz Sielecki.

JeanLuc Paris, an internationally renowned French-born stylist will be the Star of LOOK 2008. He will present the latest collection of hairstyles at a special show and hold a seminar entitled LOOK&LEARN.

For 15 years, Jean Luc has been considered as one of the most original and most interesting stars of “Haute Coiffure” (literally: great hairdressing). He has a hairdressing studio at one of the most prestigious Berlin streets.

Shows and presentations of this internationally renowned stylist are original spectacles that charm the audience with their breath-taking hairstyles and acting skills of their participants.

JeanLuc combines top quality hairdressing techniques with the latest market trends in his work. He frequently sets new hairdressing trends himself. Masterly cutting and colouring skills, strengthening individual personalities through soft lines and forms, smart classics or visionary styles – this is Jean Luc Paris. The show of the LOOK Star will commence on the Main Stage in Pavilion 15 on Sunday (27 April) at 1 pm.

Competitions

The visitors of LOOK will be able to witness the competition of juniors and seniors participating in the **Polish Open Hairdressing Championships**. Ladies’ hairdressing will include such events as: creative hairstyles, wedding and evening hairstyles, wet wave styling, long hair braiding and plaiting, and updos. Men’s hairdressing will include the following events: long hair styling, fashionable cutting and styling, classic styling and decorative cutting.

Winners of the Polish Championships will represent Poland at international events. Moreover, winners in specific categories will be exempt from the practical part of the apprentice examination in the category they won.

The Championships are organised by: the Polish Hairdressing and Cosmetics Committee of the Polish Craft Association and the Wielkopolska Craftsmanship Chamber in Poznań.

Participants of the **Polish Open Championships in Hair Lengthening and Thickening** will present innovative hair extension and thickening techniques combined with fashionable hair styling and various colour contrasts.

The Championships are organised by: the Polish Hairdressing and Cosmetics Committee of the Polish Craft Association, the Wielkopolska Craftsmanship Chamber in Poznań and the Poznań International Fair. The competition is co-organised by Pierre Balmain, a distributor of hair lengthening products.

The **CREATOR competition** aimed at selecting the most talented hairdressers will be held at LOOK **for the sixth time**. The competition is open: any persons with hairdressing skills and a feel for shape and colour can participate in it. Before the competition the contestants dye their models' hair. They can use any number of dyes. The selection of colour to fit the model's beauty type and the style of the whole image is evaluated. Hair cutting is the other element that is assessed by the judges. The model's hairstyle should be adjusted to her beauty type and should be able to be worn directly on the street. Innovative ideas in hairstyle creation matching the style of the whole image are highly evaluated.

CREATOR is co-organised by Agencja Promocyjna Dana Puciłowska (Dana Puciłowska Promotional Agency).

Seminars and training sessions

Shows and rich offers of exhibitors will be supplemented with seminars and training sessions held by top quality professionals from the hairdressing sector.

A talk on "**Silicone glycols as modern ingredients to improve hair shampoo quality**" will be held by Małgorzata Zięba from the Department of Chemistry, Radom University of Technology.

salonfryzur.pl will discuss the **Internet as an advertising medium in the hairdressing sector**, while Zuzanna Sumirska will focus on **exams and teaching methods in hairdresser training**.

The seminars will take place in Pavilion 8A, Speaker's Corner.

Trade fair awards

The following awards will be presented at LOOK and beautyVISION:

the Poznań International Fair Gold Medals for the best products with the latest technological solutions and of the highest quality,

ACANTHUS AUREUS – awards for the best designed stands that are prepared to implement corporate marketing strategies.

The award ceremony will take place in the Exhibitors' Club in Pavilion 15 on 26 April at 6 pm.

For more information visit: www.look-beautyvision.mtp.pl

For media enquires contact:

Marta Romaniszyn

Product PR Team

Poznań International Fair

Phone: +48 61 869 20 88

e-mail: marta.romaniszyn@mtp.pl

OPENING HOURS

26 – 27 April 2008 (Saturday, Sunday) 9 am – 5 pm
Poznań International Fair
Pavilions 7, 7A, 8, 8A,
Main Stage: Pavilion 15

TICKETS

16 April – Saturday

Regular ticket: PLN 20
Ticket for professionals*: PLN 15
Ticket for students**: PLN 10

27 April – Sunday

Regular ticket: PLN 30
Ticket for professionals*: PLN 25
Ticket for students**: PLN 20

* for professionals following registration online or on the spot upon the presentation of a business card or a company stamp, for individual students of specialist schools upon the presentation of a school ID

** on the basis of a list of at least 15 people confirmed by MTP's employee