

4 EVENTFUL RUSSIA



exhibited on the platform of 7 945 sqm. The exhibition was attended by 44 890 visitors and 12 200 specialists paid attention towards the professional events. 30% visitors increase says about high level of event organizing and the quality of educational program.

INTERCHARM professional successfully presented an exhibition project Farma+Beauty aiming at communication development



between pharmacy market representatives and beauty-industry specialists. The success towards Farma+Beauty was confirmed by a great interest of pharmacy chains. For the topical questions discussion the conference «Non-medicinal Pharmacy Assortment» was organized by publishing house Cosmopress. Pharmexpert, RMBC, L'Oreal, Aqua Pharm Medical, Johnson&Johnson, Natusana, Avanta, Staraya Krepost – cosmetic marketing, Unipharm, Unilever and other companies took part in the forum.

In 2007 International congress on aesthetics applied, organized by Russian edition of Les Nou-



velles Esthetiques magazine, celebrated its 10th anniversary. The congress laid the foundation of INTERCHARM professional and since has been remaining the most global scientific event of the show. This year the event was visited by such honorable guests as Pascal Coche (France), Luk Devandre (France), Hans Lautenschleger (Germany), Christine Zekhavy (Israel), Tatiana Korolkova (Russia), Vladimir Vissarionov (Russia), Tina Orasmae-Meder (France), etc. who conducted pioneer research in cosmetology. Some visitors attend congress annually for the latest 10 years.



This year not only SPA-salons and SPA-centers were among active participants of International SPA-specialists meeting SPA Institute, but also representatives of the Russian resorts that offer more and more SPA-service to their guests, combining medical aspect with pleasure and relaxing. Close contacts with National SPA Association and FEMTEC gave new opportunities for enlarging SPA-institute program and sharing experience with international SPA-industry professional.

Genetic aspects in longevity and quality of life, Psychological age, Age-related diseases and deficiency conditions associated with them and many other topics were among the questions discussed at

III International anti-ageing conference «Medicine of life quality and longevity».

VI Conference «Beauty Salon Management» was conducted under slogan «Beauty salon: how to earn more?» This time not only salon managers were involved in the discussion, but there was organized a special section for administration.

The number of visitors to Nail Service Studio, organized by Nail Service magazine, exceeded limit of the places. The reason of such a success is the event program. Educational program for nail-industry specialists offered a great variety of topics interesting and useful for nearly each person occupied in this business.

InterCHARM: a mirror of East European cosmetics industry

The 14th International perfumery and cosmetics exhibition InterCHARM will take place in Crocus Expo Exhibition Complex in Moscow on October 25–28, 2007.

Today InterCHARM is one of the leading global trade fairs and a vivid

example of a highly effective model of trade fair communications. The organizer of the event ExpoMedia-Group Staraya Krepost was among the first companies which gained the ISO 9001:2000 Certificate, which means that the company's services correspond to the highest international standards.



Nowadays InterCHARM is an absolute leader in Eastern and Central Europe among the beauty events. This is the place where the policy of Russian perfumery and cosmetics industry is formed and most of the strategic decisions are made. 80% of business contacts of Russian beauty industry are set at InterCHARM.

In 2006 InterCHARM represented 850 exhibitors from 23 countries at 18 000 sqm exhibition space. The event gathered 94000 guests including the main decision-makers of the industry, beauty professionals, first-rate businessmen and stars.



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