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THE FORUM FOR NAIL PROFESSIONALS SEPT 2011 £3.95
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Olympia Beauty

is back and it's bigger – *bigger and better*

This month, the UK's capital brings together the best beauty brands in the business, for a show stopping two days filled with exclusive industry talks and exciting salon solutions

KAYLEIGH BAKER REPORTS

The Olympia Beauty trade exhibition comes to London this month on Sunday 18 and Monday 19, in what can only be described as an exciting collation of the best brands in beauty. As the go-to event on the beauty calendar, this year surpasses expectations by bringing together education, trends, products, prestigious events and guests to help you keep ahead of the curve when it comes to your business.

Not only that, this year offers unrivalled guest speakers on *The Beauty Stage*, *The Nail Theatre* and *The Make Up Theatre*. Add to this the new and exclusive *Beauty's Got Talent* Q&A round table session and you can see why the show is a must-see event for trade professionals and beauty students. Whether you're hoping to keep an eye on changing trends and new innovations, looking to be inspired by the impressive guest speakers or simply browsing for new kit and products with fantastic show offers, Olympia is the place for all nail and beauty needs.

The Brands

Famed for its diverse range of carefully selected brands, Olympia brings together the crème de la crème of nail and beauty royalty. "Olympia Beauty 2011 will hold over 350 brands, 90 of which are launching at the show for the first time," says show director Ian Archbold. "This gives visitors the ideal opportunity to see all the new and exciting brands launching for 2012, while getting a taste for the products, styles and trends that are happening in the next year."

Making up the 350 strong companies, Lena White Ltd will be bringing the sought-after OPI, N'applique, Cavier of Switzerland and Vita Liberata brands to the floor, while Louella Belle returns with the ever popular Essie and Artistic Colour Gloss lines. Mini will be wrapping things up over at the Swee! Squared stand with CND and the Creative Nail Academy, as Gerard International showcases crowd-pleaser Jessica and gel polish system, GElteration.

Flocking from Europe and America to attend the trade show of the year are global companies including Cuccio and Euro Fashion, which will exhibit alongside British brands The Edge Nail and Beauty, Grafton International, Astonishing Nails and Ideal Beauty Products. Don't miss the chance to stock up on new products from favourites Dashing Diva, Hollywood Nail Supplies and Parisian brand Peggy Sage, as well as specialist brands Agio Beauty, Chroma Gel and ABP Nails, when the international and British-bred names come together and exhibit over the two day event.

Fusing the boutique and specialist brands in the industry with the large trendsetters, Olympia is unique in its commitment to offering the most exciting, highly-regarded and well-loved names. Whether it's the nail-station supplier Cosmetronic, the kind-to-nails company Nubar, or Hand & Nail Harmony's finely sourced products, Olympia's unprecedented list of exhibitors makes it the go-to show in the industry. Make-up artists will be drawn to the beloved MAC stand, which only exhibits in the UK at Olympia Beauty, as well as Art Deco, The Pro Makeup Shop and Stargazer. Bio-Touch is also showcasing its semi-permanent make-up collection, aimed to inspire the professional market, and Mi will proudly exhibit its 100% mineral make-up line. For salons and therapists looking for an innovative way to separate their business in the beauty area, Airbase proposes a revolution in professional airbrushing make-up application.

If your salon focuses on skincare, be sure to stock up on Elemis, Dermalogica and Celyem products, all exhibiting their latest innovations during the course of two days. Other names that will focus on skincare treatments include ProtoCiti, Zerio, Skinruth, and the revolutionary acne treatment Advanced Skincare LTD. Elsewhere for salons looking to expand their tanning systems, Sun Junkie, Vita Liberata, Sunless Solutions, Me-Sh, Infinity Sun and White to Brown are just some of the tanning brands exhibiting at the show.

Therapists hoping to add to their skillset could turn to one of the many lash brands exhibiting this year. Currently named the fastest growing salon service, trade guests and students may want to flutter over to Lash Perfect, Lash Doctor, ABX Lashes, Lash Belong and Nova Lash, where they can get information on training, starter packs and techniques.

For salons looking to re-brand their image or simply add to their existing equipment to feed a growing business, see what The Carlton Group has to offer with its choice of microdermabrasion products, electronic equipment and spa furniture. REM can also offer guests a choice of new top-of-the range ventilated nail bars and Cosmetronic is also showcasing its plumbed-in spa chairs. Also, be sure to stock up on essentials from Majestic Towels and Towels R Us, as well as relaxing music from The Feel good Collection.

The Talent

Do you have a burning desire to break into the world of celebrity beauty, learn some new tips or just hear some celebrity grooming gossip? Well look no further than the new and exclusive *Beauty's Got Talent* seminar only at Olympia Beauty. Seven fields of the beauty industry will be brought together for the first time to give you the opportunity to ask a panel of high profile individuals their take on what's hot in the industry right now. "It's a forum whereby visitors, guests, beauty therapists and nail professionals can go and be inspired by those who have really made it in the industry," says social events co-ordinator Helena Biggs. "Whether the experts have experience with celebrities or professional events and fashion weeks, people can ask them questions about their journey through the industry and how they managed to get where they are today."

With eight of the most well-known names in the industry on the guest panel, the seminar will be an exclusive look into the world of celebrity beauty. "It's star studded," says Helena. *Beauty's Got Talent* welcomes The hairdressing duo Richard Ward and his wife Hellen to the panel, whose business is one of the highest independent grossing salons in the UK and groomed none other than Kate Middleton for her wedding. "They will be joined by nail extraordinaire Trish Lomax, the first and only UK nail ambassador for Dior," enthuses Helena.

"Louise Page, the make-up artist who has groomed the likes of Kate Winslet, Brad Pitt, Keira Knightley and Johnny Depp is also answering questions on the panel. Then from the permanent cosmetic make-up arena there will be the infamous Karen Betts, who has just co-founded HD Brows," divulges Helena. For the tanning sector, *Beauty's Got Talent* brings global expert James Read to the seminar. Having bronzed the bodies of Lady Gaga and Rosie Huntington-Whiteley, James will be giving top tips and advice from his celebrity-filled experiences. "You name them, he's tanned them," Helena notes.

"*Beauty's Got Talent* is also very privileged to welcome skincare specialist Nichola Joss to the panel. She's assumed as one of the few therapists that can really improve the tone and texture of skin with a mere wave of her hand. Then finally we have the fabulous Christina Jenkins, who will transform lashes and give top tips on how to incorporate eyelash extensions and treatments as an all round perfect addition to your salon," confirms Helena.

For the chance to gain access to this exclusive event and win one of the 50 pairs of tickets on offer, construct up to three questions for one of the speakers. The best questions will be asked at the *Beauty's Got Talent* seminar, where winning guests will receive a goody bag filled with beauty treats. "We've got a fantastic star-studded panel and we hope there will be a lot of insightful questions to make the most of this great opportunity." To win tickets email helena.biggs@olympiabeauty.co.uk with your questions no later than 11 September.

The Education Arena

The Nail Theatre is an ideal platform for therapists wanting to keep their fingers on the pulse of innovation and brush up on their knowledge of business and nails, as Olympia Beauty invites prestigious guest speakers to share their knowledge with trade visitors.

Dedicated to nail education, training tips and advice, *The Nail Theatre* brings internationally esteemed nail professionals to the masses for a series of professional seminars. Packed with famous industry names, including Tom Bachik, Kirsty Lund, Catherine Wong, Viv Simmonds, Martin John and keynote speaker Naja Ricketts, the stage is a hotbed for educational learning and inspirational talks.

Both exhibition days are packed with exciting speakers, as *The Beauty Stage* also holds seminars for guests interested in other aspects of the industry. Sunday kicks off with an inspiring talk by Dermalogica's Kerry Nicholson, followed by Sugah Khalia from Amwerch Consultancy and Beaubronz founder Abi Gleck. Another lively day follows on Monday, where The Beauty Stage welcomes founder of The Pro Makeup Shop, Antonia Hawke, and Sienna X founder Elaine Freeman, between a line-up of other international and un-missable guest speakers.

For those with an interest in cosmetics, educational talks will be held at *The Make Up Theatre*. MAC Cosmetic's Louise Constad will be joining Airbase professional John Woodbridge at The Make Up Theatre on Sunday, with Monday welcoming Evyca Freemantle and Zal Kristal to share their expert take on the beauty industry. Covering aspects of editorial make-up and celebrity secrets as well as educational information and tips on application, *The Make Up Stage* is not to be missed by those interested in brushing up on their techniques and training.

The Products

Trend forecasting is important to any professional business, which is why Olympia Beauty promises the latest products and offers to keep your salon in tandem with the consumer's needs.

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At the show, ArtDeco will showcase its new *All About Lacquers* range, a combination of lip and eye make-up designed to match the range's bevy hued polishes. OPI will highlight the new autumn/winter collection, with the exclusive Shatter shades available over the weekend. Other great product lines available at the event include Bio Sculpture's new African-inspired gel range Vintage Africa and trendy Nail Wraps' new thinner double ended wraps, designed to give a one-wrap-fits-all service.

Other nail essentials include Marcela's Gelric and Lemon Nail Strengthener, a dynamite combination which acts as an antiseptic to even the hardest of nails. Use this new formula in-salon with the company's ever-popular curved foot files for the ultimate in pedicure-perfect products.

For management systems and bookings, Salon Advance will be demonstrating its unique booking systems, which not only look chic, but perform an excellent service.

For tanning solutions, Beaubronz is offering a new face cream, body scrub and body shimmer cream over the course of the weekend, and skincare giant Dermalogica will be showcasing the latest addition to its range, the *Conceiving Spot Treatment*. New therapies will be on display also, such as the new Glacia Shell Treatment brought to you by Shared Beauty Secrets. CACI's Ultimate CACI Facial, and the revolutionary anti-ageing LPG Cellu Systems. Perfect Feet Fish and Beauty Spa will even be bringing its friendly fish along to demonstrate the benefits of a Garra Rufa pedicure and how it can change your business for the better.

But if the education, beauty stages, talks and hands-fast to draw you to Olympia, the exclusive offers certainly won't. Salons stocking and using Essie will be pleased to hear there is a great 20% discount on all orders over £50 + VAT. Pro Impressions will also be treating guests to any one colour polish for £1, and its whole 12-piece collection can be bought for the price of 11 over the event. Offers on training packages are also available at Olympia Beauty, with eyelash company Novocash offering training from just £250, which is inclusive of the starter kit. Airbase is also offering discounted packages on training with expert John Woodbridge demonstrating the system on the stand.

Register now for free entry to the show and see for yourself the exciting offers and previews available.

www.olympiabeauty.co.uk

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