

# WORLD OF BEAUTY & SPA

JARO – SPRING – FRÜHLING  
2014

# WORLD OF BEAUTY & SPA

PODZIM – AUTUMN – HERBST  
2014

March 14 – 15, 2014

Sept 5 – 6, 2014

NAIL ART MANIKÚRA CREATIVE MAKE-UP FOTO MAKE-UP MAKE-UP BEAUTY EXPO PRODUCTS AWARD INSPIRACE 2015 NAIL DESIGN

## PVA EXPO PRAHA PRAGUE 9 – LETNANY

### WORLD OF BEAUTY & SPA 2014 AUTUMN

18<sup>th</sup> cosmetics WORLD OF BEAUTY & SPA trade fair to be held once again at the PVA EXPO PRAHA – LETNANY grounds during the first week following the summer holidays – 5<sup>th</sup> and 6<sup>th</sup> September 2014.

The trade fair ties in with WORLD OF BEAUTY & SPA, held in spring which attracts more than two to three hundred exhibitors and over twenty thousand visitors. Hundreds of professional skin, body, hair and nail care cosmetics ranges are being presented at the trade fair, not to mention health farm, spa and hotel care including professional equipment for people working in these fields, products for sales and end consumers.

#### Anti-aging care, massages, relaxation, regeneration

A programme dedicated to beauty-enhancing methods and anti-aging care, aromatherapy, relaxation, regeneration, alternative healthcare methods and training in these fields to be held in three lounges. Professional partnerships include the largest associations in the respective fields such as the Union of Cosmeticians, the Czech Wellness Association, the Association of Regeneration Specialists, the Association of Czech Aromatherapists, the Czech Aromatherapy Society, Dexter Academy, the Czech Podiatric Society, the PROKOS Cosmetics Alliance and a wide range of other specialists providing consultancy services to professionals-cosmeticians, hairdressers, massage and physiotherapists as well as their clients who are looking for this kind of care. In terms of skincare trends, the latest know-how in regeneration will play a dominant role including stem cells, with natural skincare products playing an even more important role, supplemented by aromatherapy, relaxation procedures, detoxifying products and products designed for 'rebooting' the organism.

#### Trends in make-up, hairstyling, clothing for the autumn and winter season

In what has become somewhat of a tradition, make-up artists Pavel Bauer, Štěpánka Podroužková among others will be presenting the most well-known brands and trends. Current trends will also be reflected in the expert competitions – the most attractive of these to once again include the Czech Championship competition in make-up, the Czech and international competition in nail design, the European Championship Spa Manicure 2014, the hairstyling competition „INSPIRATION 2015”



[www.WorldOfBeauty.eu](http://www.WorldOfBeauty.eu)

Cosmetics trade fairs WORLD OF BEAUTY & SPA

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Prokos



SOUKROMOPROKOS - Praha 8

Femina

www.femina.cz

studiozone

HAIR

časopis

HAARE

press21

KOSMETIKA

Fit

Managerka.cz

FRESH

HOBBYZAHRADA

ELIXIR

SALONYKRASY.sk

Sprivektae Vasej krasy

Stejna.info

BODYART

rozmarina

virtual dreams

JOY

wellness noviny.cz

Romanticke Pobyt.cz

ReGeNeRaCe

VAŠE DETI.cz

regiony24.cz

Chrudimka.cz

Health&Beauty

revue 50

Zpravodajství online.cz

fitstyl\*

freshWIN

PRAGUEOUT.CZ

PUL

WELLNESS MAGAZÍN

40+

UNIE KOSMETIČEK



topžena.cz

krasa-online.cz

ASOCIACE ČESKÝCH AROMATERAPÉUTŮ

www.kulturaok-eu.cz

cesty.sk

FANonline.cz

MUSCLE & FITNESS

Česká Asociace WELLNESS

mezizenamicz

Meduňka

revue 50

ŽENA-IN.CZ

Vivanness 2012

ESTETIKA

Svět zdraví

AHNE FRAT

CeskeModelky.cz

Svetem Nody.es

MOJE ZDRAVÍ

Dieta

ČESKÁ AROMATERAPEUTICKÁ SPOLEČNOST

VAŠE DETI.cz

regiony24.cz

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PRAGUEOUT.CZ

FASHION ISLAND

Wellness Life

SPAwellness

Dexter academy.cz

Česká Podiatrická Společnost

ASOCIACE PRAHOVŮ V REGNACI

ESTETICA

STUDENT POINT.CZ

NAVA

K ADEBNICKÁ OSMETICKÁ PRAXE

Linda

PROFI NEHTY

Alice in Wonderland CZ

BEAUTY BLOGGER

EUROEXPO

sliver.cz

AdActive

OBLIBENY.CZ

FITNESS

RadickyRecepty.com

LIVING.cz

svatebni.cz

VLASTA

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zdraví

Žena.cz

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BABY OFFICE

VELEIRHY

Žena Manažerka.cz

PRODAMY.CZ

Krásná & Zdravá

SVATEBNÍ KATALOG

svatebni katalog.cz

Mendit

FANTOM

KULTURNÍ MAGAZÍN

JÓGADNES

PRÁVO

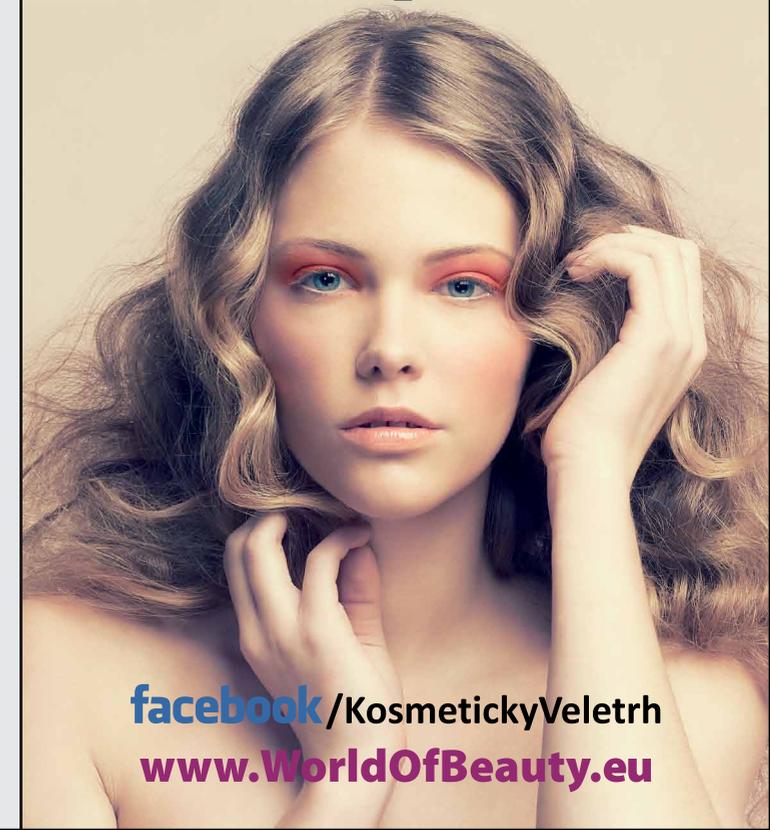
THE BIGGEST  
COSMETIC TRADE FAIR

IN CZECH REPUBLIC

# WORLD OF BEAUTY & SPA 2014

PRAGUE EXHIBITION CENTRE  
PRAGUE 9 – LETNANY

5 – 6 Sept 2014



[facebook /KosmetickyVeletrh](https://www.facebook.com/KosmetickyVeletrh)

[www.WorldOfBeauty.eu](http://www.WorldOfBeauty.eu)



# PUBLIC PROGRAMME MAIN STAGE

- FRIDAY 5<sup>TH</sup> SEPTEMBER 2014**
- 10.10 Charity concert, launch of day-long hair show by the SOU Hair College Prague 8
  - 10.15 **Vladimír Mazal:** Ayurvedic Tibetan bowl foot massage
  - 10.30 **Vita Liberata** – „Healthy tanning“
  - 10.45 **APR:** Rolf therapy from the USA to the Czech Republic – presentation of the method
  - 11.00 **Artdeco:** Autumn-winter 2014 trends – make-up by Štěpánka Podroužková
  - 11.20 **Reviderm:** professional ultra-sound treatment CellJET in the comfort of your home
  - 11.40 **College of Fashion Design Praha-Holešovice** – „Nature“ student fashion show.
  - 11.50 **Invitation to the Czech Podiatric Society**
  - 12.00 **SpaRitual (Veronika Mořkovská)** – Jeff Pink, owner of Orly: history of the „French manicure“, Diagnostics of natural nails by SpaRitual
  - 12.20 **TANA Cosmetics – 24. carat gold range,** Hair wonder: miracle for thinning hair
  - 12.40 **Tasha: Dr. Pilmaierová** – micro-pigmentation: brows, eyelashes, hair tattoo...
  - 13.00 **The National Fashion Chamber – the results of the designers competition**
  - 13.10 **Anna Menzelová: Why be part of the Union of Cosmeticians**
  - 13.20 **BEAUTY EXPO & PROKOS PRODUCTS AWARD for high quality products**
  - 13.30 **GERnétic:** Trick to achieving beauty fast, how to become beautiful quickly. Presented by Vojtěch Bernatský, Alena Kimlová
  - 14.00 **Arabesque:** autumn/winter 2014 trends – Vladimíra Krajníková
  - 14.15 **Pavel Bauer: Announcing the topic for Creative Image Team 2015 Fashion designer Luděk Kellner: collection „Without a name“**
  - 15.00 **Czech MAKE-UP Championship on the topic of „CANDY GIRL“.** General partners: The Union of Cosmeticians. Main sponsors: Eva Garden, GERnétic, Vizart, Matrix, Dermalogica, Christina, Wimpernwelle, TANA
  - 16.00 **Turmeric,** not just as a spice but for a beautiful complexion too

- SATURDAY 6<sup>TH</sup> SEPTEMBER 2014**
- 10.00 **Launch of the Czech and International NAIL DESIGN competitions**
  - 10.05 **Launch of the EUROPEAN CHAMPIONSHIP IN SPA MANICURE**
  - 10.10 SOU Hair College Prague 8 Hairstyling Show
  - 10.15 **Avita Beauty & Fitness Cup 2014**
  - 10.35 Fashion show by [www.CeskeModelky.cz](http://www.CeskeModelky.cz) – autumn-winter 2014 collection
  - 10.50 **Avita Beauty & Fitness Cup 2014**
  - 11.15 **Jan Špilar:** „And here we go!“ hairstyling show
  - 11.30 **Fashion Island – Autumn/winter 2014 headed by Miss CR Lucie Křížková, 2<sup>nd</sup> CR Vicemiss Veronika Procházková and Taťána Makarenko**
  - 12.00 **Yasminka.cz** – PhDr. Hana Khlaif, „Skin and body therapy using herb powders“
  - 12.25 **Avita Beauty & Fitness Cup 2014**
  - 12.45 **Romana Topinková,** winner of the 2<sup>nd</sup> category of the 2013 Hairdressing Awards
  - 13.00 **Jan Cigáňik, Jan Hlaváček, Martin Loužecký, Blanka Hašková, Romana Topinková: „INSPIRATIONS 2015“ competition the hairdressing world**
  - 13.45 **Tigi show from Honza Hlaváček and Martina Loužecký's teams**
  - 14.00 **Štěpánka Podroužková: Photo make-up 2015** – introducing the topic for 2015
  - 14.25 **Natali sings with Karol Komenda (from the Superstar show)**
  - 14.45 **Announcing the winners of INSPIRATION 2015,** fifty thousand Czech Crowns of prize money for the winners
  - 14.55 **Announcing the winners of the EUROPEAN CHAMPIONSHIP-SPA MANICURE**
  - 15.00 **TANA Cosmetics – 24. carat gold range,** Hair Wonder: miracle for thinning hair
  - 15.15 Play what you want – brain exercises for all generations – ing. Pavlína Boučková
  - 15.30 Fashion show by [www.CeskeModelky.cz](http://www.CeskeModelky.cz) – autumn-winter 2014 collection
  - 15.50 **Vita Liberata** – „Healthy tanning“
  - 16.05 **Enii nails: News**
  - 16.30 **The Czech and International Competition in NAIL DESIGN – announcing the winners**

(The organisers reserve the right to make changes to the programme and trade fair participant logos, more details on [www.WorldOfBeauty.cz](http://www.WorldOfBeauty.cz))

# PROFESSIONAL PROGRAMME LOUNGES

- CONFERENCE HALL S1 – FRIDAY 5<sup>TH</sup> SEPTEMBER 2014**
- 11.00 **Beurer:** „Getting your skin ready for the winter months“
  - 11.30 **The Association of Regeneration Specialists:** Regeneration and health prevention at an active age
  - 12.30 **Reviderm:** solutions to skin problems – acne, spider veins, pigment spots, stretch marks, scars
  - 13.00 **Workshop by the Czech Podiatric Society (4 hrs) – [www.podiatrie.cz](http://www.podiatrie.cz)**
- CONFERENCE HALL S1 – SATURDAY 6<sup>TH</sup> SEPTEMBER 2014**
- 10.00 **THE CZECH PODIATRIC SOCIETY** – course for beginners – [www.podiatrie.cz](http://www.podiatrie.cz)
  - 14.00 **DEXTER ACADEMY** – seminar on learning how to give a Indian head massage
- LOUNGE S2 – FRIDAY 5<sup>TH</sup> SEPTEMBER 2014**
- 10.30 **DEXTER ACADEMY for the public** – demonstration of the very best massages and therapy techniques – Lava stone massage, Bamboo stick massage, Original Bali massage, Kinesio Taping and practical demonstrations
  - 14.00 **The Association of Czech Aroma-therapists – [www.aromaterapie.cz](http://www.aromaterapie.cz)** **Aromatherapy and man's way of life:** How aromatherapy can help when you're standing at one of life's crossroads. Option for individual questions. Aromatherapist AČA Ing. Radka Loja
  - 15.00 **DEXTER ACADEMY** – Vacuum massage with cupping glass, I want to become a massage therapist (the difference between health and sport massage therapists), Chinese medicine in practice and how to study it

- LOUNGE S2 – SATURDAY 6<sup>TH</sup> SEPTEMBER 2014**
- 10.30 Milan Gelnar: The stellar path or how to take life into your own hands
  - 11.30 Hanna Mária Scents in psychology. Presenting scents for enhancing the psyche
  - 12.30 Medicolux: How Ramission products have a positive impact on our health and life
- The Czech Aromatherapy Society – [www.aromaspol.cz](http://www.aromaspol.cz)**
- 13:00 Marie Noe, [owp.cz](http://owp.cz): Aromatherapy in the household, Aromatherapy in your pocket“
  - 14:30 PhDhr. Hana Khlaif, [Yasminka.cz](http://Yasminka.cz): Aromatherapy and Physiotherapy in cosmetics
  - 15:15 Jiřina Vichová, [kvetinyprozdrci.cz](http://kvetinyprozdrci.cz): Natural alum like you've never seen it before

- HAIRSTYLING STAGE: FRIDAY and SATURDAY – SOU Hair College Prague 8 Karlín**
- COMPETITION STAGE 2:**
- FRIDAY 5<sup>TH</sup> SEPTEMBER 2014:**
- 10.00 Competition in eyelash extensions and thickening
- SATURDAY 6<sup>TH</sup> SEPTEMBER 2014:**
- 10.00 The Czech and International Competition in NAIL DESIGN (to qualify for Düsseldorf)
  - 10.00 EUROPEAN CHAMPIONSHIP IN SPA MANICURE 2014 (organised by SPARITUAL)

- PROGRAMME ON EXHIBITORS' STANDS**
- CHRISTINA stand:** Presentation of a new natural range Chateau de Beauté – wine therapy!
- Tasha stand:** demonstrations in micro-pigmentation and permanent make-up
- Alessandro stand:** attractive programme with well-known personalities
- The Czech Podiatric Society stand:** Friday and Saturday – foot check-up
- Beurer stand:** Workshop: Skincare
- Spanish cosmetics stand KEENWELL:** competition to win interesting prizes
- Nobilis Tilia stand:** mixing personal therapeutic perfumes, held daily every other hour (always odd numbers i.e. 1 pm, 3 pm) Consultancy in using unique natural enzymatic regeneration [www.nobilis.cz](http://www.nobilis.cz)
- APR stand:** practical demonstrations in rolf-therapy – Ida Rolf reorganisation of connective tissue, massages
- Children's corner for your children provided by BABY OFFICE and DOMELIE.CZ** – offering supervision for children from 2 years of age free of charge, creative workshop, nappy-changing and breastfeeding area.
- We look forward to seeing you here. [www.babyoffice.cz](http://www.babyoffice.cz) a [www.domelie.cz](http://www.domelie.cz)

