

**TECHNICAL SPECIFICATIONS**

<b><u>EVENT:</u></b>	SALÓN LOOK, International Image and Integral Aesthetics Exhibition
<b><u>EDITION:</u></b>	24
<b><u>OPEN TO:</u></b>	Professionals
<b><u>FREQUENCY:</u></b>	Annual
<b><u>DATE:</u></b>	From 21 to 23 October 2022
<b><u>OPEN HOURS:</u></b>	10 am to 8 pm, Friday and Saturday 10 am - 6.30 pm, Sunday
<b><u>LOCATION:</u></b>	IFEMA MADRID - Halls 12 and 14
<b><u>PARTICIPANTS:</u></b>	More than 300 exhibitors from 1,200 brands
<b><u>SECTORS:</u></b>	Hairdressing, Aesthetics, Well-being, Aesthetic Medicine and Technology, Natural Cosmetics, Make-up and Nails
<b><u>EXHIBITOR PROFILE:</u></b>	Manufacturer, wholesaler, importer, and distributor
<b><u>ACTIVITIES:</u></b>	Hair Look Catwalk, 3rd Ibero-American Congress on Personal Image; Hairdressing and Business Management Congress; 14th Aesthetics Congress; Naillympion Spain, international nail championships; Master Classes in Micropigmentation; Masajes del Mundo (Massages of the World), among others.
<b><u>TICKETS:</u></b>	No pre-registration required: €50
<b><u>ORGANISED BY:</u></b>	IFEMA MADRID

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# S A L Ó N **LOOK**

## Press pack

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## **Salón Look 22, the beauty sector's main event, opens its doors for the 24th time**

- **More than 300 exhibitors and 1,000 national and international brands will take part.**
- **The Hair Look catwalk will be back with top shows.**
- **Economic data: Spain ranks among the world's top ten perfume and cosmetic exporters.**

Salón Look, International Image and Integral Aesthetics Exhibition, organised by IFEMA MADRID, is opening its doors for the 24th time from 21-23 October in halls 12 (aesthetics) and 14 (hairdressing, barber shops, nails, and makeup).

This benchmark event for the national and international industry, with figures far higher than those registered in 2021 and similar to those registered in 2019, will feature 300 exhibitors and 1,000 brands, with 53 international exhibitors from 15 countries: Germany, Belgium, Korea, the United States, France, Ireland, Italy, Lithuania, Spain, Pakistan, Peru, Poland, Portugal, the United Kingdom, Singapore, and Switzerland. As far as IFEMA MADRID is concerned, these figures are evidence of the beauty industry's interest and support in promoting the trade fair as a springboard for business and internationalisation, and as a fundamental instrument for highlighting the latest developments, trends, research and staging of all areas of all-round aesthetics.

Among the more than one thousand firms that will be at this new Salon Look are important national and international brands from the image and integral aesthetics sector. In **aesthetics**, visitors will see Adipologie, BTL, Amour's Secret, LPG, Novasonix, Grupo DRV, Wonder and Termosalud; and in **Natural Cosmetics**, Naturnua, and Naturalmente, to name but a few. In **make-up**, Hrp Make up Artist; and in **nails**, CBeauty, Jimena Nails, Kapalua and Thuya. The **hairdressing** industry will be represented by 3 Claveles, Artero, Asuer, Kemon, Industrias Oriol, Kapyderm, Fama Fabré and Termix; and the **barbershop** sector, El Mirall, and Hey Joe and Ossion Spain. There will also be companies in the **software** sector, such as Dunasoft, Booksy, Treatwell and Square.

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The proposal will be accompanied by an exciting line-up of activities, with everything from the Hairdressing and Business Management Congress, with top-level speakers such as José Hierro, Óscar Mateo, Vicens Moretó, Albert Catalán and Gorka Zumeta; and the 3rd Ibero-American Image Consultancy Congress, entitled "Image Consultancy and Personal Branding", which will be attended by Mamen Abad, Mayte Garrote, Juan Delgado, Teresa Viejo, Clara Courel and Pablo Erroz. The event will be presented by Paloma Lago and advice from Gonzalo Zarauza. As far as training is concerned, Salon Look will include a series of Master Classes in Micropigmentation organised by International Master Teacher Dora Marcano and prestigious firm Euro-Touch.

On the other hand, about aesthetics, the **14th Aesthetic Congress** will take place with leading personalities such as Rosa María Cruz, Estrella Pujol, Myriam Yébenes, Gonzalo Fuster-Fabra, Consuelo Silveira, la Dr Paloma Borregón, M. José Bordera and Yvonne López Balmaña. Lara Corrochano will present this Congress. As well as this meeting, there will be a training day by Masajes del Mundo (Massages of the World) when the guest countries, Colombia, Brazil, Romania, the Dominican Republic, and Peru, will share the different techniques they use in their massages. Among other activities, one of the world's most prestigious nail championships will also be part of Salon Look for the seventh time: Nailympion Spain.

What is more, the Hair Look Catwalk will be back at Salon Look, in the same venue as Mercedes-Benz Fashion Week Madrid, with the seventh edition of Effervescence, with big industry names like Manuel Mon, Experimento no name, and Rafael Bueno; and one of Spain's biggest hairdressing events of the year, the Kemon Fashion Show. Mauro Galzingnato will be part of the spectacle, as will Kermon Crew and his team, the Siëro brothers, with their team Siëro Creative Team. On Monday 24th, the 13th edition of Spanish Hairdressing's Figaro Awards will be the highlight of the edition.

### **2021, the year of the recovery**

Spain is now ranked among the world's top ten perfume and cosmetic exporters. It is also ranked second in the world in perfume exporters, behind France and ahead of Germany and the United States, with a positive result since 2006 and a balance of almost 1.74 billion euros.

Salon Look will take place from 21 to 23 October in Halls 12 and 14 of the IFEMA MADRID Recinto Ferial non-stop from 10 am to 8 pm, Friday and Saturday, and from 10 am to 18.30 on Sunday. For more information, click [here](#).

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## **Ten signs the Integral Aesthetics is booming**

Salon Look, the International Image and Integral Aesthetics Exhibition organised by IFEMA MADRID, will take place from 21 to 23 October in Halls 12 and 14 of the Recinto Ferial. The 2022 trade show will feature more than 300 firms representing 1,200 brands and will have an international flavour thanks to 53 companies from 15 countries. These data show clearly that things are looking good for Spain's integral aesthetics sector, a conclusion confirmed by the most recent report published by the Spanish Cosmetic and Perfumery Association entitled "**Stanpa: Snapshot of Spain's cosmetic and perfumery sector 2021**".

- Spain is among the world's top ten perfumery and cosmetic exporters, ranking second in perfume exports and fourth in European market share.
- In percentage terms, sales in the sector grew by 7.38% last year, breaking the €8.2 billion barrier.
- If there is one word that sums up the sector's performance in 2021, it is "recovery". Although the different categories have not yet achieved pre-pandemic levels, the skincare category is almost there, with growth of 11.7% compared to 2020 (1.7% lower than 2019).
- In the case of perfume, growth of 24.5% puts it just two points under pre-pandemic figures (2.2% less than in 2019).
- Colour cosmetics has also seen a significant improvement (up 22.1%), while haircare products grew by 3.57%.
- In percentage terms, sales in the sector grew by 7.38% last year, breaking the €8.2 billion barrier.
- Perfume and cosmetic exports had a sales volume of more than €5.384 billion. Not only was this an increase of almost 22.71% with respect to 2020, but it was also 3.14% higher than 2019 figures, in other words, a return to pre-pandemic levels.
- The balance sheet has been positive since 2006, reaching €1.7 million in 2021.

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- A total of 51% of exports went to the EU, and the remaining 49% to destinations outside the single market. The main markets outside Europe are the US, China, Mexico, Chile, Hong Kong, the UAE, Russia, Morocco, Turkey, South Korea and South Africa.
- Spain exports more perfumes, cosmetics and personal care products than it does wine, footwear and olive oil.

**Source: Stanpa: Snapshot of Spain's cosmetic and perfumery sector 2021**

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