

Beauty Expo Melbourne leaves the beauty industry buzzing

Sunday 26 March 2017, Melbourne: Beauty Expo Melbourne 2017 has wrapped up day two of its boutique trade event, leaving Victorian beauty professionals inspired by a weekend of independent education, networking, and access to the industry's newest innovations – all under one roof.

Over the course of the weekend, there were more than 5,000 visits by hair and beauty professionals to the Melbourne Convention and Exhibition Centre (MCEC) for the event, which provided an opportunity for Victorian professionals to connect face-to-face with suppliers and learn about the latest product trends and technologies in the hair and beauty industries.

“The classes were great, the students... they love learning and while you keep learning, your work will always get better and business will improve because of that”, said Jazz Pampling, a prominent Australian eyebrow artist who held three education sessions at Beauty Expo Melbourne.

“What happens when you come to expos [is] you learn so much... there's always something new and you have to be here to get it”, Pampling concluded.

The floor was buzzing as exhibitors each set a distinctive atmosphere at their stands, with Napoleon Perdis hosting a live DJ while visitors shopped and sampled its range of professional makeup products; and TechnoTan demonstrating live spray tans in front of the crowds.

2017 highlights of Beauty Expo Melbourne (formerly known as Salon Melbourne) included:

- The HUB – an interactive stage dedicated to makeup, nails, anti-ageing and grooming, providing visitors with the latest tips and techniques in a live format. A free demonstration from Bodyography's makeup artist, Alarna Bell, on the HUB makeup stage, saw Miss Universe Australia, Caris Tiivel, as the canvas for the brand's products.
- Creative education from the likes of fashion makeup artist, Rae Morris; celebrity makeup artist, Michael Brown; eyebrow specialist, Jazz Pampling; dermal therapist, Sarah Hudson; and nail artist, Maria Vlezko; which gave visitors a chance to learn new skills from some of the most recognised names in the industry.
- The Skincare Sanctuary – returning for its second successful year, the Sanctuary allowed professional skincare brands such as Dermalogica, Elizabeth Arden PRO, Jean D'Arcel Cosmetique, O Cosmedics, PAYOT, and Pevonia to showcase their latest advancements in an area devoted to skincare – for instance, Dermalogica showed visitors its new Daily Superfoliant product.
- Business education from some of Australia's leading mentors and business advisors, including Julia Piantadosi, Justin Herald, Lisa Conway, and Kate Engler; providing visitors with business advice to give them a competitive edge.
- Hair Expo POP UP – this new, education-driven event for hair professionals made its debut alongside Beauty Expo Melbourne in 2017, giving hairdressers a pop-up-style event inspired by Hair Expo Australia. Visitors had access to both shows with the same ticket.
- A Hair & Beauty Welcome Party – hair and beauty professionals had the opportunity to celebrate, network and socialise with their industry peers at an exclusive party on Saturday night, held at Crown Metropol's 28 Skybar Lounge with beautiful views of the Melbourne skyline.

Those who weren't able to make it to Beauty Expo Melbourne and Hair Expo POP UP 2017 can instead look ahead to Hair Expo Australia, the hair industry's leading annual event, which will return to its Darling Harbour home over the Queen's Birthday long weekend (10-12 June) at the new International Convention Centre (ICC) Sydney; and Beauty Expo Australia, which will connect and inspire beauty professionals from around the country from 26-27 August, also returning to Darling Harbour at the ICC Sydney.

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