

***Press release dated 17 May 2022***

**Successful return of the LOOK & beautyVISION 2022 Fair**

**On 7 - 8 May 2022, at the fairgrounds of MTP Poznań Expo, the most eagerly awaited event on the beauty market was held – the LOOK and beautyVISION Hairdressing and Cosmetics Fair, bringing together professionals from all over Poland. Thanks to the commitment of the exhibitors, event partners and organisers, as well as a large number of visitors, it was a successful return of the Fair, organised after a long break and changes that affected the entire service market. This year, the main focus was on face-to-face meetings, which everyone missed so much.**

LOOK and beautyVISION Fair, organised by Grupa MTP, for many years has been Poland's most important event in the beauty sector. During the two emotional days of the event, everyone had the opportunity to learn from experts, exchange experience, make interesting contacts, learn about new trends in hair cutting, colouring and styling, as well as in make-up or face care, and place orders. When observing this year's Fair – the intensity of the meetings at the stands and the interest in the accompanying events – we could once again feel the good energy.

Visitors could visit several sectors offering new products – persons interested in hairdressing could find, among other things, professional hair or beard care products, salon equipment and specialised appliances, state-of-the-art devices and accessories. The offer also included high-quality body and nail care cosmetics. Exhibitors presented Polish as well as foreign brands, showing the season's most fashionable trends. The shows at the exhibitors' stands were an additional attraction, where one could see well-known educators and stylists at work.

**Awards gala**

The most innovative products and solutions were awarded in the **Grupa MTP LOOK and beautyVISION Fair 2022 Gold Medal Competition**. The awards were presented on the Main Stage. Only five award-winning products, which fitted into the latest trends in the beauty sector, can boast the MTP Gold Medal.

**The Grupa MTP Gold Medal of the** beautyVISION 2022 Fair was awarded to:

* **MollyLac: NAIL FIX BUBBLE ELIMINATOR FOR GEL, ACRYLIC, ACRYLIC-GEL, HYBRID NAILS BY MONIKA MIELNICZUK**

MollyLac Michał Szewczyk / GNB LAB Michał Szewczyk, Piotr Malinowski s.c.

* **MollyLac: NAIL-BUILDING GEL WITH HERBALINE OIL BY GOSIA KRUŚ**

MollyLac Michał Szewczyk / GNB LAB Michał Szewczyk, Piotr Malinowski s.c.

* **EYEBROW LAMINATION SET**
GW Cosmetics GmbH / Przedsiębiorstwo Handlowe PROGRESS Daniel Więcek

**The Grupa MTP Gold Medal of the** LOOK 2022 Fair was awarded to:

* **COLOR ANGEL**

PANDA TRZEBNICA Sp. z o.o.

* **KOSSWELL TWO STEPS REPAIR**

Kosswell Cosmetic S.LI / Przedsiębiorstwo Handlowe PROGESS Daniel Więcek.

Among the MTP Gold Medal Winners, in an online voting, consumers could choose, in their opinion, the best product. The **Consumers' Choice Gold Medal of the LOOK 2022 Fair** was awarded to COLOR ANGEL by the PANDA TRZEBNICA Sp. z o.o. company

In this category, the winner of the **beautyVISION 2022 Fair, became** the product **MollyLac: Nail Fix Bubble Eliminator for Gel, Acrylic, Acrylic-gel, Hybrid Nails by Monika Mielniczuk,**of the **MollyLac Michał Szewczyk** company, submitted by**GNB LAB Michał Szewczyk, Piotr Malinowski s.c.**

During the fair, it is also important how the stand is presented and how modern expo marketing builds the company's image and business value. The jury of the **ACANTHUS AUREUS Competition** selected the best stands from among those submitted:

**beautyVISION 2022 Fair:**

* **OBSYDIAN Adrian Jakubek**

Stand 5, Hall 92

* **ITP S.A.**

Stand 5, Hall 87

**LOOK 2022 Fair:**

* **PROGRESS Daniel Więcek Przedsiębiorstwo Handlowe**

Stand 5, Hall 86A

* **JBS Beauty Sp. z o.o. Sp.k.**

Stand 5, Hall 9

**Competitions, championships, lectures by experts**

The advantage of the LOOK and beautyVISION Fair is definitely an extensive programme of events. On all days, participants had an opportunity to get acquainted with the latest trends in haircutting, make-up or face and body care, learn about new products, observe professionals at work, and support the best ones during professional championships and competitions.

The first day of the Fair started with **a workshop by the special guest – Leah Hayden Cassidy** – a specialist in men's haircuts and one of Europe's biggest barbering stars. The internationally renowned artist took participants through the process of creating the perfect haircut for each client. On the same day, all interested persons also had the opportunity to watch real image makers compete during the **KREATOR 2022 Competition**. The Award of the President of Grupa MTP in the amount of PLN 5,000 was won by Barbara Żółtak who created a fantastic styling and hairstyle entitled "Fire" in the ART & HAIR competition, the topic of which were the elements. The KREATOR Hairdressing Art Competition allows the participants to develop their imagination and present artistic works and original compositions while paying attention to the technical aspect of hairstyle making and the choice of styling.

On the second day of the Fair, as part of the programme of accompanying events, another edition of the **MASTER OF BEAUTY Polish Championship in the Hairdressing, Barbering, Hair Extensions, Professional Make-up and Eyebrow Styling categories** was held. During the competition, the best haircutting, colouring and styling specialists tested their skills competing for the Polish Champion Cup. On Sunday, participants interested in podiatry sector issues had the opportunity to enjoy the **Podiatry Congress Conference**, where top experts shared their knowledge of podiatry, medicine, cosmetology and physiotherapy. Moreover, a special conference for teachers training hairdressers was also held.

Throughout the weekend, the Fair participants could experience the excitement of the barbeRING gala event. After a two-year break, the professionals competing for the title of the Best Polish Barber returned to the ring and presented their skills at the **Polish Wet Face Shaving Championship**, continuing the show in an even hotter atmosphere.

True enthusiasts of masterful nail art were able to get a close look at the competition between top stylists at during the **Nails Olympic International Championship** – the largest professional contest. Starting from Friday, under the supervision of an international jury, the participants competed in over a dozen decorating competitions, both salon and artistic. Visitors also had the opportunity to gain a huge dose of knowledge and learn innovative solutions during the lectures given by exhibitors in the **Speaker’s Corner** and **on the Main Stage**, where the program included for example make-up and marketing training courses.

The Fair was also an excellent opportunity to see demonstrations by the best men's hairdressers from all over Poland on the **HAIR SCHOOL at the Barber Street** stage, while the open space allowed visitors to benefit from a series of lectures, observe the trends and the latest cutting and shaving techniques.

The organisers also prepared a surprise for all the ladies who wanted to feel special. During the Fair, there was a free photo shoot organized in front of the lens of a professional photographer, preceded by the selection and performance of a full make-up by professional make-up artists. There were also attractions for gentlemen organized, who could travel back in time and see accessories for the ritual of traditional face shaving during the **European Shaving Equipment Exhibition**.

The LOOK and beautyVISION 2022 Fair that has just finished showed that face-to-face meetings were the greatest value of this year's edition, and that the beauty sector is slowly starting to recover. As early as today, we would like to invite you to participate in the next edition of LOOK and beautyVISION, which will be held on 22-23 April 2023. Highlight this date in your calendar, and see you next year in Poznań!