

# POST - REPORT

# SuluExpo 2019 Almaty

The 17th INTERNATIONAL EXHIBITION FOR BEAUTY INDUSTRY



4-6 April 2019

EC «ATAKENT», Almaty city, Kazakhstan



ОРГАНИЗАТОРЫ:

SuluExpo  
KAZAKHSTAN



[www.suluexpo.kz](http://www.suluexpo.kz)

This year (4<sup>th</sup>-6<sup>th</sup> of April), the beauty exhibition - "SuluExpo" crossed its 17th summer line. Our organizers achieved the significant result when beauty exhibition was recognized and talked not only in Kazakhstan, but also in abroad. Maximize all promotional opportunities, organizers managed to gather in one place more than 70 real-exhibitors including Germany, Turkey, Korea, Russia, Kyrgyzstan, Kazakhstan and a collective exposition of 8 Polish companies! The exhibition was represented by such sections as cosmetology and aesthetic medicine, nail service, decorative cosmetics, hairdressing, face and body care cosmetics, etc.

The "SuluExpo" exhibition expands the geography of international exhibitors annually. **So this year a collective exposition of 8 leading Polish manufacturers was presented.** Under the leadership of JSC Polish Investment and Trade Agency. The exposition included: "Inter Fragrances" - specializes in the production of hair care products of the brand Seboradin; "BIES" - one of the largest and most significant perfume brands in Poland; "Blux Cosmetics" - a manufacturer of high-quality cosmetics and household chemicals; Eveline - a manufacturer of body care cosmetics; Glov is a manufacturer of a unique makeup remover; "Herla" - a leading manufacturer of professional cosmetics for face and body care, premium; "LaQell" - a manufacturer of high quality nail polishes; "Miraculum" - development and sale of modern cosmetics for face and body skin care, perfumes, preparations for depilation and decorative cosmetics. As well as companies from Korea, Germany, Russia and Kyrgyzstan completed the composition of the participants.





## SuluExpo 2019 in facts:

75 exhibitors, including 16 companies not previously represented in Kazakhstan;

About 200 cosmetic brands representing by 4 countries of the world; 13 profile events took place in the business program of the exhibition;

The exhibition was visited by more than 5416 specialists from all the regions of the Republic of Kazakhstan: Almaty, Taldykorgan, Kapshagay, Karaganda, Issyk, Ridder, Talgar, Zharkent, Nur-Sultan, Ushtobe, Uzynagash, Almaty, etc. (with an increase up to 1200 people compared to 2018.) The heads of cosmetic companies from Canada, Azerbaijan and Russia also came to see the beauty exhibition as the visitors.

A huge selection of brands and a variety of products was widely represented literally in all sections of the exhibition: cosmetology, nail service, decorative cosmetics. The exception was the hairdressing sector, which this year was not as widely represented as previous years, but thanks to "Prosvirin Studio" and its wonderful masters who conducted master classes daily and shared their experience and skills with professional visitors in the exhibition.

A unique demonstration and discussion platform on the first day was the exhibition of several events: Seminar: "Managed Angiogenesis" from a doctor - cosmetologist, leading teacher - trainer, and speaker of the brand "Angiofarm" - Polivanova O. (Moscow, Russia). Organized by the Kazakhstan Society of Mesotherapy (COMTI) Presentation of brands: John Frieda, Biore, Merries, Bio-Oil and gift lottery from the organizers - Gradient company (Moscow). Seminar-presentation on the brands of products of the Miss Korea Company (Almaty).





Significant events of the first exhibition day on the stage were also: the presentation of “Aesthetic taping of the face and body” from PHITEN, which aroused great interest among specialists.

The make-up master-class of “Vivienne Sabo” and lottery gifts from the company “AKKO” (Almaty).

A master class in hairdressing art by Saida Negmetova, a teacher at the Pivot Point Academy since 2015, and the holder of a silver and gold Pivot Point diploma, was held at the stand of the Academy of Style.

On April 5, the second day of the exhibition was also productive and rich in content: the heads of the salons were offered the opportunity to take a closer look at the young but ambitious cosmetologists at “Job Fair” organized by COMTI (Kazakhstan Mesotherapy Society) (g .Almaty).

Hairdressers provided author's workshops "Haircuts with the effect of Photoshop" and the technique of cutting with a razor "ILLUSION OF LENGTH AND HAIR VOLUME" from the author of the patented training programs for hairdressers - Shtatolkina O. Company "VaKo" (Moscow).

Make-up workshop “Spring makeup”. The trend for naturalness. ”From Aden Cosmetic (St. Petersburg) with the participation of an international class master, head coach and founder of the Beauty Way beauty academy - Olga Khalep (Almaty).

Another surprise awaited to the make-up artists. - a makeup show from MAKEOVER Paris (Almaty). Participation in master classes was free for all exhibition specialists!

Furthermore, on the stage was held special events novelties of





Kazakh cosmetic and preventive products based on natural materials from the company shungit G-Time Corporation - one of the most active and persistent SuluExpo exhibitors.

On the final day of April 6, Express Salon (Almaty) made a real sensation by holding a chic show of creative haircuts, trend coloring, evening and stage hairstyles as “Asian Beauty”. Which was presented as a completely theatrical performance and its creation was personally worked by the head of the salon, hairdresser, makeup artist, stylist in one person - Gauhar Alisha and her professional team.

The organizers of the exhibition daily-pleased specialists with a variety of prizes and gifts. The traditional Sulu Boom gift lottery took place on April 4 and 5 in the main podium of the exhibition. The lottery was provided among specialists of all beauty areas, takes place every year, and only among the masters of the beauty industry, registered at the website [www.suluexpo.kz](http://www.suluexpo.kz) or at the registration desk.

The organizers thank the partners who provided gifts: a network of multi-brand Korean cosmetics stores - CoKo; G-Time Corporation - the only manufacturer of shungite-based cosmetic products in Kazakhstan; Kazakhstan Society of Mesotherapists - COMTI; Alatau Center - the official distributor of the PEPTIDES brand; ELSEDA Almaty company - representing a professional paste for shugaring; AISULU company - a trading company for equipping beauty salons; Beauty Salon Express Salon; BioAlem.KZ - a representative of the Hyaluron N-Medical product brand; multibrand chain of Korean cosmetics stores MISS KOREA. In total, more than 20 sets of prizes were raffled, the top management of each sponsor company personally presented





each of which.

This year, gifts were received not only by beauty industry experts who visited the exhibition and registered, but also by active users of the Instagram network who correctly completed all the conditions of the competition. Winners received their prizes from the organizers!

An extensive advertising campaign, which included all the elements of Digital-activities and of course the official social pages of the exhibition on Instagram - [suluexpo\\_kazakhstan](https://www.instagram.com/suluexpo_kazakhstan) and Facebook - [@suluexpo](https://www.facebook.com/suluexpo). All this has allowed the organizers SuluExpo fully tell the residents and guests of Almaty on the upcoming exhibition. The exhibition organizers are always in constant online communication with experts from the Business-messenger on the official website of the exhibition - [www.suluexpo.kz](http://www.suluexpo.kz)

For the first time in the exhibition industry of Kazakhstan, SuluExpo provided the leisure of their participants. Specifically, city tour was provided on the third day of the exhibition. In addition, in the first day of the exhibition, SuluExpo organizers provides a gala banquet. Under of the official part of the gala dinner, the best companies that make a special contribution to the development of the beauty industry was awarded with diplomas and souvenirs.

On November 7-9, 2019, the 18th Specialized Exhibition of the Beauty Industry SuluExpo 2019 will be held in Nur Sultan (Astana), which promises to be even more successful and attractive for exhibitors!

Welcome to the autumn exhibition!

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**Gradient (Russia)** - an exclusive distributor of cosmetic oils - "Bio-Oil" from scars, stretch marks, acne and pigmentation and one of leading distribution companies in Russia in the field consumer goods based in 1991 year. Brand Name: Bio-Oil

**AKKO (Kazakhstan)** - decorative cosmetics. Brand Name: Vivienne Sabo.

**Miss Korea (Korea / Kazakhstan)** - a network of Korean stores cosmetics and skin care products, founded in 2014. MISS KOREA company supplies Korean cosmetics throughout Kazakhstan and to neighboring countries.

**CoCo (Korea / Kazakhstan)** - Korean multi-brand network cosmetics in Kazakhstan, founded in 2015. Brands: Deoproce, Lador Eco, 3W Clinic, Cosrx, Mizon, the SAEM, Tony Moly, Secret key, Ottie, A \* PIEU, Holika Holika, Minnavi, Etude House, Laneige, etc.

**KMS (Russia)** is an exclusive distributor in Russia and Ukraine of South Korean manufacturers of laser systems and devices for aesthetic medicine and surgery. Brands: Laseroptek, Hironic, Meditech.

**DD Up Make Up (USA / Kazakhstan)** - official distributor original products of decorative cosmetics in Kazakhstan. More than 50 brands! Brands: MILANI, ANASTASIA BEVERLY HILLS, BECCA, CITY COLOR, COTY, DUO, HUDA, KIEHL'S, LA GIRL, MORPHE, THE BALM

**Prosvirin Studio (Kazakhstan)** - hairdressing studio. Brands: official representative of the BES brand in Kazakhstan.

**Sanico (Kazakhstan)** is a manufacturer of innovative and safe ear punctures. Brands: Invers

**Hitek Group (Russia)** is a large wholesale and retail Russian company distributing professional tools for hairdressers, professional cosmetics, tanning salons, as well as furniture and equipment for beauty salons.

**Boya (Russia)** - Wholesale and retail sales of manicure products. Company Brands: Boya, SML.

**BioAlem (Kazakhstan)** - official distributors of the drug "Hyaluron N-Medical" - an effective remedy normalizing body work at the cellular level. Designed by Czech scientists based on a special combination of low molecular weight and high molecular weight 100% pure bioactive hyaluronic acids.

**Comair Germany GmbH (Germany / Russia)** - is the most large and rich assortment of hairdressing companies profile in Europe, producing about 10,000 items for hair dressing, power tools, brushings and combs, for hairdressers, hair cosmetics, supplies, training mannequins.

**ERA LABORATORY (Russia)** - Exclusive Brands - RENAISSANCE injection unit and brand of therapeutic EVASION products.

**Aden Cosmetics (Russia)** - Aden brand of decorative cosmetics successfully exists since 1999 and won the love of millions girls around the world. Today more than 800 products help modern girls to feel more confident and to express unique beauty.

**G-Time (Kazakhstan)** - Kazakhstan producer of care products cosmetics based on natural shungite (a wide range of facial cosmetics, natural creams, soaps, peels).

**Aisulu (Kazakhstan)** - represents a wide range of goods and equipment for beauty salons and industry experts beauty.

**Artex (Kazakhstan)** - representative of the gel polish brand for nails "Artex" in Kazakhstan.

**TA International (Kazakhstan)** is an official partner of South Korean company Dermakor in Kazakhstan. Exclusive distributor of safe dermal filler e.p.t.q, PPC injection (lipolytic) for the body Lipo Lab and face V-line, PDRN meso- cocktail, Metoo Healer.

**BRITIQUE (Kazakhstan)** - official representative worldwide well-known brands: Beautyblender, Invisibobble, Tangle Teezer, Glov in Kazakhstan.

**Institute of Podology (Russia, Moscow)** - Center for Integrated

equipping pedicure rooms and foot care facilities.

**Public Association "Kazakhstan Society Mesotherapy »COMTI (Kazakhstan)** - in its activities pursues social and other socially useful goals in the formation and development of a scientific direction in aesthetic medicine, raising public status and the role of mesotherapy in general medicine, the spread of mesotherapy methods in the Republic of Kazakhstan. The official representative of the Gernetic brand in Kazakhstan.

**Alta Moda Nails (Russia)** - presents on the Russian market materials for nail design: mirror shine, pigments, rub, rhinestones, as well as professional gel systems for beauty salons and individual applications. This brand is notable for high product quality, as it is a direct partner of leading manufacturers. We offer a wide range of gel polishes and modeling systems at an affordable price.

**MESOREAL Group of Companies (Russia, Moscow)** - over 18 years known on the Russian market and is official exclusive representative in the territory of the Russian Federation of leading European manufacturers in the field aesthetic cosmetology. Our company brings to your attention: preparations for mesotherapy, biorevitalization, solving the problem of hair loss and body shaping using injection and hardware cosmetology methods from the companies MESOESTETIC (Spain) and BIOFORMULA (Italy). Our assortment also includes accessories for mesotherapy, biorevitalization and contour plastics from the company "BIOTEKNE" (Italy).

**IMPULSE (Russia / Kazakhstan)** - official distributor JOICO, NEXXT, MILA, Chistovye, Depiltouch, Profcosmo in the territory of Kazakhstan. Everything for hairdressing salons, beauty salons, specialists, medical doctors, medical doctors, and for food industry and hotel business.

**Phiten (Japan / Kazakhstan)** - Authorized Representative Japanese corporation Phiten throughout Kazakhstan, Kyrgyzstan and

Uzbekistan.

**Gloryon-Almaty (Kazakhstan)** - specializes in the sale products for beauty and health. (decorative cosmetics, personal care products).

**Siberian cedars (Russia)** – natural products to preserve beauty, youth and longevity.

**Luminor (Kazakhstan)** - Multifunctional Center "Clinics regenerative medicine.

**Lashmaker Academy (Kazakhstan)** - studio and training center for eyelash extensions.

**Express Salon (Kazakhstan)** - a wide-profile beauty salon.

**Georgio Capacini (Kazakhstan)** - official representative of the 1st Russian manufacturer of professional products for nail service since 2010 in Kazakhstan.

**Artisfaber (Kazakhstan)** - a diversified company in the industry of beauty, is an exclusive representative in the Republic of Kazakhstan and the Republic of Kazakhstan: an exclusive partnership and a distributor in the Republic of Kazakhstan of many brands such as: HARUYAMA (Japan), INKI PROFI (Russia, Italy), YAR (USA), Velvet (Russia), Vinar (Russia), SunShine (China), etc.

**Makeover Paris (Russia, Kazakhstan)** – professional decorative cosmetics from the very heart of France. Brand has born in the capital of haute couture - in Paris, dictates modern fashion trends in the beauty industry.

**Shokonat (Russia, Kazakhstan)** - The Shokonat company is a leading manufacturer of natural CHOCOLATE, WINE, HONEY and GOLD cosmetics for salon and home cosmetic procedures.

**SAGITTA cosmetics (Russia)** - production and sale products for pedicure and nail service masters.

**Valentina Kostina (Russia)** - is a Russian manufacturer of cosmetics for



beauty salons. In early 2014, the production of two lines of professional cosmetics Dee Professional and VAKOS was launched.

**LLC NEC / STAX (Kyrgyzstan)** - Authorized Representative Russian brand of decorative cosmetics ELIAN / STAX in Central Asia and Kazakhstan.

**Strong & Marathon (China / Kazakhstan)** - is the official representative of STRONG\_MARATHON, Ice Nova manicure and pedicure machines in Kazakhstan.

**Staleks Pro (Ukraine / Kazakhstan)** - official distributor Staleks, the largest manufacturer of tools for manicure, pedicure and cosmetology. The company is represented on the market by two main brands: STALEKSPRO - professional tool for craftsmen and STALEKS - tool for home use.

**Sergey Gubanov EAU4U (Russia)** - high quality selective Perfumes based on essential oils made in France. The perfumery line includes 17 aromas, which are presented in many cities of Russia.

**Ilox Beauty (Russia)** - presents in a large assortment sequins of different sizes and configurations for nail service.

**Leovit (Kazakhstan)** - is the largest Kazakhstan manufacturer of biologically active food additives (BAA) - natural complexes of biologically active substances that are extremely necessary for human life.

**Polska Agencija Inwestycji I Handlu S.A. (Poland)**, represents collective stand of 7 Polish companies in the beauty industry. Inter Fragrances, LARA Edyta Pawluskiewicz (Poland) – company specializes in the production of hair care products, available through the pharmaceutical channel, in pharmacies and a professional sales channel.

**Miraculum S.A. (Poland)** - development and sale of modern cosmetics for face and body skin care, perfumes, preparations for depilation and decorative cosmetics.

**LaQell (Poland)** - hybrid nail polishes are the flagship product of the company. The company also offers you dry shampoos, classic varnishes, and soon decorative cosmetics.

**GLOV (Poland)** is a comprehensive skin care product, which replaces up to five cosmetics.

**BluxCosmetics (Poland)** - one of the largest manufacturer's high-quality cosmetics and household chemicals in Poland

**Bi-es (Poland)** - one of the largest and most significant perfume brands in Poland. The company also offers skin care cosmetics for children and adults.

**HERLA (Poland)** - production of professional cosmetics for face and body care of high quality directions SPA & Wellness.

**ELSEDA (Kazakhstan)** is an official distributor of sugar paste producer in Kazakhstan.

**Beauty Guide LLP (Kazakhstan)** - official distributor GKhair / Global Keratin in Kazakhstan.

**MakeUMake (Russia)** - offers a wide range premium cosmetics and makeup cosmeceuticals class.

**Luch (Kazakhstan)** - represent a wide selection of tools and accessories for the nail industry.

**Miami beauty (Kazakhstan)** - the official distributor of the brand without injection rejuvenation NANOASIA in Kazakhstan.

**PAESE Cosmetics (Russia)** - world-famous Polish brand of professional decorative cosmetics.

**City Nail (Kazakhstan)** - a varnish palette of over 380 colors

**Veles (Kazakhstan)** - the company is engaged in direct deliveries of cosmetics based on Shark Fat from Moscow.

**Alatau Center (Kazakhstan / Russia)** - Official Representative of the St. Petersburg Institute of Bioregulation and Gerontology of the

Northwestern RAMS, the developer of "Havinson peptides."

**Nail Art Studio Svetlana Fedorova (Kazakhstan)** – is the official representative of such famous brands as Cuccio, NSI, Vivienne, Marathon, Kodi, Naomi in Kazakhstan.

**JN nails (Russia)** - manufacturer of products for paraffin therapy, nail industry, depilation, as well as skin care products.

**Rujuvital (Kazakhstan)** - products for preserving youth and the health of our body (meso-coctails, balms, milkshakes, peptides, sprays from alcohol and nicotine addiction and stress, drops for eyes and ears).

**Apraksin (Russia)** - distribution, wholesale, manufacture of toothbrushes and razors.

**Euopharma (Kazakhstan)** - a network of pharmacies.

**Standard Company (Kazakhstan)** - professional SPA cosmetics.

**POSH (Russia)** - high-quality decorative cosmetics from Germany category Lux.

**Sugar Life (Kazakhstan)** - manufacturer of sugar paste for Shugaring, beauty studio.

**Aisaule (Kazakhstan)** - manufacturer of cosmetics for face and body.

**Irina Dosumbekova Academy of Permanent Makeup Art (Kazakhstan)** - training in the art of permanent makeup and the sale of tools and supplies.



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# SuluExpo 2019 Astana



**7-9 NOVEMBER**

KAZAKHSTAN, Nur-Sultan city  
EC «KORME», 3, Dostyk st.



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**We invite you to take a significant  
part in the beauty exhibition!**

ORGANIZERS:

**SuluExpo**  
KAZAKHSTAN



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