



2006

COSMEETING

International  
Exhibition  
of Beauty  
Brands

11-13 SEPTEMBER

2006

SPA & INSTITUT

International Exhibition  
dedicated to Beauty Care  
Products and Equipment  
for Beauty Salons and Spa

10-12 SEPTEMBER

2006

CREATIVE

International  
Exhibition  
of Beauty  
Suppliers

11-13 SEPTEMBER

2006

INGREDIENTS

International  
Exhibition  
of Beauty  
Ingredients

11-13 SEPTEMBER

Press release  
February 2006

## BEYOND BEAUTY PARIS The international marketplace for the beauty industry

In 2006, **ITEC France** aims to continue expanding the **Beyond Beauty Paris** trade shows, already the leading international forum for the beauty industry. For **ITEC France**, this original idea is intended to offer a trade show that gives international visitors (35% of visitors are foreign and all distribution segments of the market are present) a 360° view of the beauty industry's professions.

To provide a global solution to the concerns of all production chain managers, **ITEC France** has grouped 4 specific trade shows together in one location. Visitors and exhibitors can thus share their expertise, do business, find new markets, find out about the latest packaging technologies, new European cosmetics directives, and the hottest trends in the booming spa market. Young brands can present their new products and will have the opportunity to meet distributors.

**Beyond Beauty Paris** now groups 4 professional trade shows together in Paris:

- **COSMEETING, INTERNATIONAL EXHIBITION OF BEAUTY BRANDS**
- **SPA & INSTITUT, INTERNATIONAL EXHIBITION DEDICATED TO SKIN CARE PRODUCTS AND EQUIPMENT FOR BEAUTY SALONS AND SPAS**
- **CREATIVE, INTERNATIONAL EXHIBITION OF BEAUTY SUPPLIERS**
- **INGREDIENTS, INTERNATIONAL EXHIBITION OF BEAUTY INGREDIENTS.**

In 2005, **Beyond Beauty Paris** attracted 738 exhibitors and 15,067 visitors, including 35.1% from abroad. In 2006, **900 exhibitors and approximately 20,000 visitors** are expected to make beautiful things happen in the beauty business in mid-September.

### ABOUT ITEC France

**ITEC France** is the organizer of **BEYOND BEAUTY PARIS**, an event which over the last four years has established itself as the leading international, all-encompassing forum offering a 360° view of the beauty industry through its four trade shows: **COSMEETING, SPA & INSTITUT, CREATIVE** and **INGREDIENTS, all held on the same site.** Set up in 2002, **ITEC France** today numbers approximately twenty staff, all of whom are professionals in the international beauty industry.

**ITEC France's** aim in holding these events is best conveyed by its Beyond Beauty hallmark: to offer an effective, global tool for gathering information, identifying new customers, doing business, exchanging and communicating. "With these four trade shows held together in the same location in Paris, we hope to offer a unique venue for meetings and exchanges, a forum of expression for the latest trends and innovations, for the international beauty industry," explains David Bondi, President of **ITEC France**.



**JOINT EFFORT BETWEEN ITEC France/FRENCH FEDERATION OF FRAGRANCE, COSMETICS AND TOILETRIES**

In addition, the French Federation of Fragrance, Cosmetics and Toiletries (**Fédération des Industries de la Parfumerie, the FIP**) and **ITEC France** announced their joint effort in 2005 to organize the conferences held during the **Beyond Beauty Paris** trade shows. **ITEC France** is committed to making **Beyond Beauty Paris** a must event for all (already, 35% of visitors are international and all segments of beauty distribution and the beauty market are present). The FIP provides its legal expertise and market knowledge to better protect exhibitors and their products against counterfeiters.

**[www.beyondbeautyparis.com](http://www.beyondbeautyparis.com)**

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