



## Beauty industry insights:

### Highlights of perfumery and cosmetics exhibition InterCHARM 2020

Press release

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The 27th international exhibition of perfumery and cosmetics **InterCHARM 2020** ran on **October 28-31 in Moscow**. The exhibition became a place of a long-awaited meeting of the professional beauty community.

During **4 days** of the show, more than **20 000 industry professionals** met together to find new business partners, buy equipment for beauty salons and clinics, discover new brands, try beauty novelties, discuss issues connected to development of the cosmetic industry, present business projects, gain new professional knowledge and inspiration.

Being a business event for thousands of beauty professionals and hundreds businesses InterCHARM positively impacts Russia's economy. Due to high importance for the country and Moscow region economics, the International perfumery and cosmetics exhibition InterCHARM 2020 was announced as the Official event of the Moscow region. The industry was provided with an opportunity to gather and cope with different complexities in such challenging times. This year, it was especially important to bring together the best beauty industry experts and define the direction to move forward. The show united famous experts, market leaders, manufacturers, distributors, beauty business owners and the best industry specialists.



Participants confirmed the effectiveness of the show by sharing their opinion. "Of course, the exhibition is very important. We are taking part in InterCHARM three times in a row, here we found our clients," – said Ildar Bagautdinov, director of Koras Trade Company.

"If we are talking about the importance of the InterCHARM exhibition for the beauty industry, I probably won't exaggerate if I say that it is huge. For 16 years, every year, our company is taking part in the show. We were surprised that at InterCHARM 2020 we found 72 wholesale clients we didn't work before. It was a pleasant surprise for us," – said Veronica Ruban, founder of Nika Nagel Company.

"This year, I would like to notice that the number of visitors, for obvious reasons, was less than usual, but the quality of the audience was much higher. We have already signed several contracts. The exhibition was productive for us," – said Sergei Mileshekin, commercial director KitMed company.



This year InterCHARM exhibitors demonstrated products, accessories, beauty devices and services of various segments in 3 show halls. Visitors could find different products of the beauty market such as perfumery and cosmetics, hairdressing, nail services, cosmetology, equipment, tools for beauty salons.

Hall 13 was dedicated to perfumery and cosmetics, Hall 14 was dedicated to cosmetology and equipment for beauty salons, and Hall 15 presented products for professionals of nail service, make-up and hairdressing.

Companies' representatives were glad to demonstrate their products and services on the stands. 300 exhibitors presented their novelties and best sellers onsite. Nail service professionals could enjoy the variety of products from different brands such as **BPW Style, BeautiX Russia, Dance Legend**. Products for lash extension masters were presented at the stands of **Liu Mat, ARISON BEAUTY**. Visitors of **PRBrush, Artaius, Hair board** stands could find high-quality tools and equipment for hairdressing. **Kosmotrade, APTOS, CANDELA, CARE & BEAUTY, KN TECH, Laser MedSystems, Premium Aesthetics, RHANA** surprised attendees with exclusive technologies for injection and laser cosmetology. The products on **AmidaTrade** stand were interesting for connoisseurs of Korean cosmetics. It was worth to pay attention to the **R-Beauty** section, which included Russia's companies: **Ichthionella Laboratory, Geltek-Medica, Valentina Kostina**. During a break from shopping and networking, guests could relax in the **ARNEBIA Wi-Fi LOUNGE**. Full list of exhibitors is still [available on the website](#).



Visitors of InterCHARM 2020 could enjoy a [unique program](#) for professionals and business audience, from cosmetologists and makeup artists to marketers and business leaders.

On October 28, [Analytical conference "Cosmetics in Russia" \(Retail Connect\)](#) gathered together manufacturers and retailers specialized in cosmetics, perfumery, personal care and home care products. The program covered the biggest issues relevant to retail market, the main trends and changes in the market, the ways for promotion. After the conference, the series of personal matchmaking meetings within Retail Connect Summit ran between retailers and manufacturers. Participants could find new partners and discuss the details of future

The annual [Congress of Cosmetology and Aesthetic Medicine InterCHARM Med](#) which also ran on October 28 brought together well-known cosmetologists and doctors to discuss the latest achievements in cosmetology and aesthetic medicine. Experts discussed the classification of fibrosis, modern methods of lifting, physical parameters of laser radiation that affect the success of the procedures and other issues of modern cosmetology.

In addition, there was a special tour around the exhibition grounds with a professional guide for medical school students and young specialists – the participants of **InterCHARM Mentorship**



program. They had a chance to be acquainted with the main companies of Russian cosmetology market, specific features of the products and procedures, as well as to learn the latest trends in cosmetology and aesthetic medicine.

**Each day on the show** well-known beauty experts and celebrity artists ran **master classes for professionals of nail art, hairdressing and makeup on the InterCHARM Podium**. In addition, visitors could enjoy public talks about the latest trends with beauty editors of glossy magazines.



InterCHARM gives an opportunity for make-up artists, hairdressers and nail artists to show their talent in **online contest "Beauty Team"**. In total, 161 artists from 81 cities of Russia applied for the contest this year. **On October 28**, the winners received their awards at the ceremony on the main stage.

**On October 29**, professionals of permanent make-up could be inspired and gain knowledge at **master classes on permanent make-up and micro blading**. Leading teachers, specialists and trainers revealed the professional secrets, spoke about ways to overlap unsuccessful permanent makeup, to correct scars after mammoplasty and to remove pigments. Participants of the event learned how to create a sketch for permanent makeup and how to achieve a three-color gradient in eyebrow makeup.

Guests and participants of the show could enjoy the atmosphere of celebration during the **InterCHARM Gold Medal Award Ceremony**. The God Medals were given to the companies that distinguished themselves in the perfumery and cosmetic market this year. The winners were selected by an expert jury consisting of representatives of the industry press and InterCHARM experts in the following nominations: Launch of the Year – **Savonri**, Trend of the Year – **Sensatia Botanicals**, Contribution to the development of R-Beauty – **Geltek-Medica**, Contribution to the development of the professional community – **APTOS**, Innovative approach to brand promotion – **Alabino (Happy Skin)**, Effective regional promotion – **PROFIT**, Contribution to sustainable development – **RHANA**, Innovative approach to creating and launching unique products and marketing solutions – **Ichthyonella Laboratory**, Best Anti-Crisis Case – **AKRIKHIN**, Best Instagram Promotion during COVID-19 – **Nika Nagel**.





The award ceremony for the best beauty influencers **NAME INFLUENCE AWARDS 2020 by InterCHARM** also ran on the main stage that day. 11 winners received their personalized NAME INFLUENCE trophies. The winners were selected according to maximum number of audience votes in each nomination. In total, 116 401 people voted for the nominees in 2020. The best influencers received prizes in the following nomination: Iconic Makeup, Glorious Hair, Beauty Readers' Choice, Remarkable Breakthrough, Unique Talent, Eco Friend, Skin Care, Micro Power, Astonishing Nails, Valuable Beauty Business, Quarantine Hero. Moreover, 5 Influencers who received Gran Prix Awards will visit the world's largest Cosmetic Ingredients Show – in-cosmetics Global 2021.

Salon executives met together on the popular conference **"Business cases for beauty salons and clinics management"** which ran on **October 30**. The authoritative experts and representatives of top management of leading beauty salons talked about financial management, legal aspects and promotion channels after a pandemic. They shared their experience, solutions and tips for business development during the crisis related to COVID-19.

Another remarkable event at InterCHARM was the round table **"The market of professional cosmetics"** which brought together the owners of cosmetics' store chains. The experts discussed how COVID-19 affected to Russian beauty market, how to distribute products, the ways to attract clients in new reality, how to make the store more profitable and other important industry issues.



On October 30, **Business forum "Building a beauty brand"** involved marketing professionals, owners and managers to find out new ways of creation and promotion of perfumery and cosmetics brands. Representatives of well-known brands such as Natura Siberica, ARAVIA Professional, SHIK cosmetics, Vivienne Sabo, M.Aklive, PROMAKEUP laboratory and independent startups shared their experience and brand building, spoke about trends of launching new beauty brands in 2021, talked about SMM-promotion and showed real brand cases.

At the end of the day **Elena Koval** – international expert of natural and organic cosmetics – ran public talk **"Behind the scenes of natural cosmetics"**, where she spoke about aspects of creating the right formula of organic product and necessary parameters in the brand concept.

All 4 days of the show experts shared the beauty tips and demonstrated how to create audacious looks while **Saint Spring** – the official water partner of the show – helped to maintain the beauty from the inside and keep the water balance of guests and exhibitors.

INTERCHARM projects are taking care about the environment and the saving of its resources. Bins for separate waste collection provided by **Hartiya** were installed in 3 exhibition halls. The



recyclable materials will undergo additional sorting into categories and manufacture of secondary raw materials and goods.

The most important priority of the organiser is the event's effectiveness for all participants, as well as onsite comfort and safety. The organiser provided safety measures on the site such as mask regime and thermal screening, access to the use of hand sanitizers, regular airing of the premises, social distancing and control the number of people in the halls. So all participants and visitors of the show could feel comfortable and safe.

Contactless business card exchange technologies were available in the [Reed Click app](#), which gave many additional opportunities for a comfortable stay at the show and even after it. Exhibitors and visitors could create their own individual schedule of attending selected events, meetings with company representatives and receive individual recommendations about the exhibiting companies based on their interests.

Annually InterCHARM brings together thousands of professionals of beauty industry to interact with market leaders, gain and share innovational knowledge, start and grow businesses. This year has been challenging for the entire industry. From March to August, during the period of self-isolation, InterCHARM team was constantly creating useful educational content to support specialists and to keep develop professional community. The project's online resources such as [Instagram](#), [Facebook](#), [YouTube](#) and others become platforms for professional dialogue and information exchange. It will continue to provide the most up-to-date information about the beauty market after the show and 365 days a year so thousands of professionals from different cities could take the opportunities to grow with InterCHARM.

The InterCHARM team is looking forward to meet **on April 22-24 at [INTERCHARM Professional 2021](#)** and **on October 27-30 at [InterCHARM 2021!](#)**

\*\*\*End of press release \*\*\*

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#### **Notes for editor**

**InterCHARM** is the largest event in the perfumery and cosmetics market of Russia, CIS and Eastern Europe bringing together all the participants of the beauty industry. Since 1994, the exhibition has served as an effective business platform for professionals and a steppingstone for international companies willing to investigate new growing markets. The combination of show, contests, business and training programs make this event indispensable to all those working in the industry. Representing over 3,500 cosmetics brands, InterCHARM is the largest event in Russia, CIS and Eastern Europe, which provides a complete picture of the perfumery and cosmetics market over a period of four days, bringing together all the industry's professionals. New contacts, suppliers, the industry's new arrivals, information, fresh ideas and latest trends—everything you need to achieve even better results!

[www.intercharm.ru/en-gb.html](http://www.intercharm.ru/en-gb.html)



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