



## **Beauty Fair Trends: For the first time, Brazil will have an exclusive report with the top beauty trends**

Report is the big news of Beauty Fair 2019, which - at the age of 15 - brings the document with elaborated by BEAUTYSTREAMS, an international online trend research platform.

Beauty Fair - The largest fair of the sector in the Americas and the second-largest event of the sector in the world - celebrates its 15th anniversary with the launch of a pioneering project in the Beauty sector, the Beauty Fair Trends. This is an annual report on trends in this market, which will be prepared by the new partner of the fair, BEAUTYSTREAMS, the international online research platform.

The digital version of this book can be downloaded for free by all visitors of Beauty Fair 2019, during September 7th and 10th, at Expo Center Norte (SP), and will point out the top trends involving the sectors of Beauty (hair, nails, make, skincare, among others) in Brazil. The products chosen to compose the Beauty Fair Trends trend book will be exhibited throughout the fair in an exclusive booth in the Business Sector, G/3 street.

“Our commitment is to maintain the pioneering spirit that Beauty Fair has achieved in the market and with our target audience. The trend report that we are going to release certainly emphasizes our desire to stay ahead and to present new challenges for the industry”, said Cesar Tsukuda, superintendent director of the Beauty Fair.

### **What is Beauty Fair Trends?**

This is the first edition of the annual report on beauty trends in Brazil, which will present Beauty Fair 2019 exhibitors' most innovative products. The company responsible for the book is BEAUTYSTREAMS, a renowned international beauty trends agency, and related market sectors. The report will include a detailed analysis of information on new product launches, revolutionary packaging and formulas, highlighting the market solutions offered by high technology and performance products.

More than 80 brands from various beauty segments that will exhibit their news and best sellers at the 15th Beauty Fair have registered their most innovative products at Beauty Fair Trends, to be reviewed by BEAUTYSTREAMS. On September 5th, the chosen brands and products will attend an event closed to the press, invited influencers and professionals selected by Beauty Fair, to get to know, at first hand, the result of this study.

“The content reviewed by BEAUTYSTREAMS can be seen in the annual reports we release to the beauty market since they inspire the areas of Marketing, Product Development, and Consumer Research. Our team is present on five continents, so we have built a multicultural network of information in sectors such as makeup, hair care, and coloring, skincare, personal and male care, retail, consumer behavior, among other areas,” Said the Global Director of BEAUTYSTREAMS Marketing, Fernanda Pigatto.

### **About Beauty Fair**

Known for organizing the largest professional beauty fair in the Americas, the company is also a business and education platform for the entire industry production chain - beauty professionals, industry and specialty retail.

The fair is in its 15th edition in 2019 and will take place from September 7 to 10 at the Expo Center Norte. With approximately 186 thousand visitors, 500 exhibitors and 2,000 brands that generated approximately R\$ 690 million in 2018. Beauty Fair has also been developing international projects focusing on the industry. (internationalization of Brazilian brands with a pavilion at Cosmoprof Italia), specialty retail (NRF Big Show Delegation in New York) and beauty salons (courses in international academies).

For registration and more information about the event, access: <https://beautyfair.com.br/>.

To follow the preparations for Beauty Fair 2019, access:

**Instagram:** <https://www.instagram.com/beautyfairprofessional/>

**Facebook:** <https://www.facebook.com/beautyfairprofessional/>

**YouTube:** [https://www.youtube.com/channel/UCv7WoRulGRo\\_db8uvYNIgXQ](https://www.youtube.com/channel/UCv7WoRulGRo_db8uvYNIgXQ)

When posting any content about the fair, use the hashtags **#beautyfair2019 #beautyfair**.

### **Media relations management**

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