

# Estetist

## 4<sup>th</sup> AESTHETICS, COSMETICS & PROFESSIONAL HAIR CARE PRODUCTS FAIR

<b>DATE</b>	: 09 – 12 November 2006
<b>VISITING HOURS</b>	: 11: 00 – 20: 00
<b>VENUE</b>	: CNR EXPO, Istanbul, TURKEY
<b>FREQUENCY</b>	: Annual
<b>EDITION</b>	: 4 <sup>TH</sup>
<b>NUMBER OF EXHIBITORS</b>	: 152 (2005)
<b>COUNTRIES REPRESENTED</b>	: 35 (2005)
<b>NUMBER OF VISITORS</b>	: 25.320 (2005)
<b>EXHIBITION SPACE</b>	: 15.000 m <sup>2</sup> (2005)

**EXHIBITOR PROFILE** : Aesthetic Equipments / Devices, Solarium Machines, Cosmetic Products, Perfumery, Professional Hair Care Products, Professional Nail and Skin Care Products, Wax and Dermatological Personal Care Products, Natural Nutrition Products, Cosmetic Packaging and by Products Industry, SPAs and Wellbeing Centers, Beauty & Aesthetic Clinics and Hospitals, Coiffeur and Beauty Parlour Equipments, Fitness Centers

**PRODUCT GROUPS** : Aesthetic Equipments and Products , Cosmetic Products, Perfumery, SPA Chains, Beauty Parlour Equipments & Furniture, Professional Hair Care Products Equipments , Furniture for Hairdressers, Solarium Equipments, Alternative Medicine, Herbal Drugs & Natural Nutrition Products, Cosmetic Packaging, Cosmetic Accessories

**VISITOR PROFILE** : Aestheticians, Beauticians, Dieticians, Physiotherapists, Medical Doctors, Pharmacists, Hairdressers / Barbers, Cosmetics & Perfumery Chains, Buyers of Chain Stores, Wholesalers / Retailers, Sports Professionals, SPA Hotels, End Users

### WHY ESTETIST 2006?

- To reach thousands of professionals in involved sector
- To present your brand image and innovations
- To announce the market about the specification and advantages of your products
- To deliver your products and services to end buyers
- Acces to new brands, latest techniques and innovations on display

### WHY TURKEY ?

Paralell with the increase in living standards, the wish to keep a youthful and attractive appearance, the increasing number of working women and the young population of the country led to the development in the cosmetics sector in Turkey. The Turkish cosmetic products industry has shown very good performance in terms of quality, production capacity and variety. The increase in both domestic and world demand is major driving force for the fast development of the sector.

In conjunction with recent economical growth in Turkey, the consumption and production of cosmetics and personal care products are growing rapidly. The number of cosmetics and personal care products is increasing every year. Production of the Turkish cosmetics and personal care products industry in Turkey was worth US\$ 326 million in 2004. Hair care has the largest share of the cosmetics and personal care products market in Turkey. Shampoos represented around 59 % of hair care products. Men's grooming products, depilatories, bath and shower products especially bar soaps, lip and eye make-up, personal deodorants and antiperspirants, perfumes, cologne and other toilet waters, baby care products and dentifrices are the main products.

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