



## 36<sup>th</sup> INTERNATIONAL FAIR AND CONGRESS OF COSMETICS, HAIR CARE, AESTHETICS AND HEALTH "THE TOUCH OF PARIS"

09<sup>th</sup> and 10<sup>th</sup> October 2021. Belgrade fair, Hall 2

**The Touch of Paris** is the largest beauty fair in the Southeast Europe.

Bologna's COSMOPROF, Moscow's INTERCHARM and Belgrade's **THE TOUCH OF PARIS** are the largest beauty fairs in Europe. **The touch of Paris** is an international fair and it is held twice a year, in spring and in autumn.

### The exhibition part consists of the following:

- manufacturers, importers and distributors
- skin care products for professional and home care
- hair care products for professional and home care
- hair extensions and products for hair extensions care
- hands care products and manicure products
- products for nails extensions
- feet care products and pedicure products
- beauty salons equipment, wellness, spa, fitness centers equipment
- wellness programme
- natural cosmetics
- make-up
- perfumery products
- pharmaceutical products OTC
- dietary products
- beauty salons
- cosmetic surgery
- dermatologic surgery
- dentistry
- fitness
- nutrition
- schools and educational centers for beauty care
- media representatives

### The visitors of the fair are:

- beauticians
- hairstylists
- pharmacists
- doctors
- aesthetics surgeons
- owners of the beauty and hair salons
- owners and managers of the hotels, fitness, SPA and wellness centers
- manufacturers, importers and distributors
- publishers
- students from schools and educational centers for beauty care

Visitors come from entire region: Serbia, Croatia, Montenegro, Slovenia, Macedonia; Bosnia and Herzegovina, Albania, Bulgaria and other countries. They come from abroad individually or in groups organized by travel agencies.

## Congress, presentations and competitions

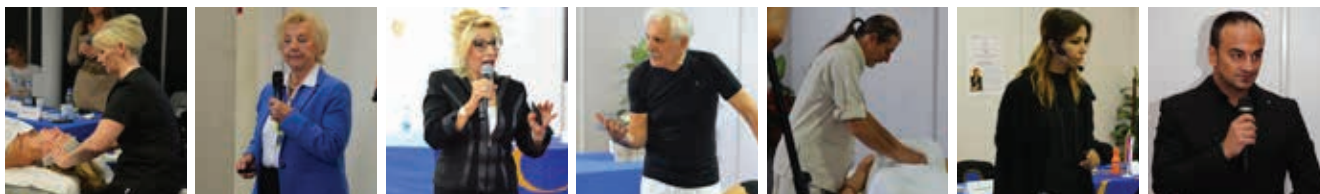
The Congress consists of many different activities.  
In the congress hall 25 and 50 minutes lectures are held.

Trainers from famous hairstylist's companies demonstrate the latest techniques in cutting, dying, hair extension and hair care.

Several competitions are part of fair:

- Magic & nails - nails design and nails shaping competition
- Bodyart Festival Serbia - international competition in body art
- Magic look - eyelash extensions competition
- Hair Cup Belgrade - hairdressers competition

**The CIDESCO congress of cosmetics** gathered a large number of eminent experts in previous years: Jacqueline Kennedy, senior official of CIDESCO International and CIDESCO professor, Josephine Wackett, former president of CIDESCO United Kingdom, Maria Enzabella, assistant and professor of aesthetics, creator of the method Enzabellataping, Giorgio Dionisio, international massage professor, Siro Cannarella, ayurveda swami; Jenny Modena, international aesthetist and permanent make-up artist, dr Andrea Bovero, president of CIDESCO Italy and others.



**Next, the 36<sup>th</sup> international fair and congress of cosmetics, hair care, aesthetics and health "The Touch of Paris" will be held on 09<sup>th</sup> and 10<sup>th</sup> October 2021. in Belgrade fair, Hall 2.**

We constantly promote our fair.

Our campaign for the fair goes in two directions. It is in one way directed to the potential visitors from Serbia and in other to people from this region and from Southeast Europe. The campaign consists of advertising in newspapers and magazines, on TV stations, web marketing and billboard adds. The promoting campaign organized in this way results with the increase of the number of visitors. Participating at **The Touch of Paris** gives You an opportunity to present yourself to a public, your potential buyers, distributors and clients. Considering the fact that **The Touch of Paris** is the largest beauty fair in the Southeast Europe and that the participating in this project is very prestigious. You can present your company as a successful and serious one, a company with a special image who follows the innovations in beauty industry.



### The price for exhibit space for foreign exhibitors:

- empty exhibit space 145 €/m<sup>2</sup>
- standard equipped exhibit space 160 €/m<sup>2</sup>
- exclusive exhibit space 220 €/m<sup>2</sup>

The electricity plug additionally costs 84 €.

Tax included in the prices.

The equipped space is a space with certain elements depending on the size of the space.

Unequipped space is only space with no additional elements.



## Previous fair

At the 34<sup>th</sup> **The Touch of Paris** which was held on 12<sup>th</sup> and 13<sup>th</sup> October 2019. at the Belgrade Fair in the Hall 2 it was a great pleasure for us to cooperate with more than 300 exhibitors from ten different countries who presented innovations from beauty industry on 14.500 m<sup>2</sup> of the exhibition space.

**This fair visited more than 19.500 people.**

At this fair were held: 6<sup>th</sup> fair of holism, 7<sup>th</sup> CIDESCO congress of cosmetics, Makeup master class by Svetlana Viznuk, 6<sup>th</sup> Bodyart Festival Serbia and other events.

## Digital and virtual Cosmetics Fair @TheTouchofParis

**@TheTouchofParis** - Digital and Virtual Cosmetics Fair and Video Congress was held from November 21<sup>st</sup> to December 10<sup>th</sup>, 2020. The fair showed great interest in the entire region.

Over 3000 professional visitors signed up and visited this digital event which gathered close 100 exhibitors from around the world.



## Exhibitors of previous fairs of cosmetics **The Touch of Paris**

ABELA PHARM  
ADEN COSMETICS - BARNA  
ALEKPHARM - ALEKDERM COSMETICS  
ALEKPHARM - ETARSKA I BILJNA ULJA  
ALOXXI  
ALTER EGO  
ANGEL BIO THERAPY  
ANNONA PRO  
APO DERMA  
AQUATONALE INTERNATIONAL  
BEAUTY ACADEMY  
ARCAYA GERMAN AMPULEN  
ARCOBALENO  
ARTIST  
AVANGARDA NAILS  
AYA BEAUTY ROOM  
BABYLISS  
BABYLISS PARIS - REFOT B  
BABYLISS PRO  
BANDI PROFESIONAL  
BE YOU TECHNOLOGY  
BEAUTY AT HOME  
BEAUTY TIME  
BECKER  
BELITA  
BEST QUALITY HAIR  
BIOBODY PARIS - PRIMAX  
BIODROGA INSTITUT  
BIOMASER  
BIO-TEO CENTAR  
BLACK PROFESSIONAL  
BLUESKY NAILS  
BODIPURE  
BODY ART ASOCIJACIJA SRBIJE  
BOREAL  
BOTANICA LINE  
BRASIL CACAU PROFESSIONAL  
- KSILK KERATIN  
BRAZZ CARE  
BURRA  
BYOTEA SKIN CARE  
CALIVITA  
CERIOITI  
CIDESCO INTERNATIONAL  
CIDESCO SRBIJA  
CLASSIC LINE GEL  
CLD CREATIVE LASHES  
C-MED  
CND CREATIVE PLAY  
CND SHELLAC  
COLORPHLEX  
COMBINAL  
CRYSTAL NAILS  
CUCCIO  
DAMB  
DAPLEX  
DBA LASHES  
DBA LIGHT  
DE COLORS  
DENTAMAX  
DEPIL MEDIC SHOP  
DEPIL ZONE  
DERMA MEDICAL  
DERMAHEAL  
DERMAOXY - OXY GLOBAL  
DI LASH PRO ACADEMY  
DIECI 10  
DIES  
DIPPING POWDER  
DR RENAUD  
DR TEMENT SKINCARE  
DR THEISS  
EBERLIN BIOCOSMETICS  
EDEN COSMETICS  
EFB BEAUTE PARIS  
EF EXCLUSIVE  
EIGHT STARS SURGICAL  
ELLA BACHE  
ERMILA  
ESENSA  
ESTETICA

ETI  
ETNO MREŽA BEOGRAD  
EURO STIL  
EUROPEAN ESTHETIC ACADEMY  
EUROPEAN ESTHETIC SHOP  
EUROSOCAP  
EUROVETROCAP ITALJA  
EUROWAX  
EVA KOZMETIKA  
EVA PRO FURNITURE  
EVELINE COSMETICS - TRADE EXPRESS  
EVLNRHOSE  
EXPERTIA PROFESSIONAL  
EXTRA NAIL GEL  
EXUVIANCE - MSF PHARM  
EZ TATTOO  
FADIAM  
FANOLA  
FARCOM PROFESSIONAL - KESSIDIS  
FASHION ROOM  
FKF  
FONEX  
FOR ART S SAKE  
FRENCH TRAKE  
FRIZERSKA AKADEMIJA VERGAŠ  
FUSION MESOTHERAPY  
GAMMAPIU  
GEHWOL  
GERNETIC INTERNATIONAL  
GIORDANO  
GLAMCOR  
GLAVZDRAV  
GOLD LASHES  
GUM  
HAIR WAY  
HARMONY CRYSTAL  
HEAN  
HEDERA VITA  
HELEN SEWARD  
HENBOR  
HERBA MARKET  
HERBAFAST  
HONEY BALM  
HONEY SLIM  
HVALA KOZMETIKA  
ILASH EXTENSIONS  
IMPERITY PROFESSIONAL  
INGENII PROFESSIONAL - BJB  
COSMETICS LUKASZ BILOS  
INKED PLANET  
PERMANENT MAKEUP  
INNOAESTHETICS  
INSTITUTE BCN  
ISODENT  
IZOHIT  
JAGUAR  
JANSSEN COSMETICS  
JEUNESSE  
JLUNA  
JUCHHEIM  
KARIKA GROUP  
KEDROVA PRIČA NATURAL  
COSMETICS AND CEDAR PRODUCTS  
KEENWELL  
KEEP YOUR HEALTH  
KIARA SKY SRBIJA  
KLAPP  
KOREJSKE MASKE  
LA DERME  
LACRIMA RUSKA KOZMETIKA  
/ SUFORS SUBOTICA  
LASTING COSMETICS  
LIKE SUGAR TREND WAXING  
LIPO COSMETICS  
LISAP - WOLFCO  
LIV DELANO  
LONG NAILS  
LUX KRAFT PROFESSIONAL NAIL  
SYSTEM BY LESJA KARIĆ  
LUXURY EYE  
LYCON

MAGIC CRYSTALS  
MANASTIR SVETE JELISAVETE,  
MINSK, BELORUSIJA  
MARINA & SOFIA BEAUTY  
MARRAKESH  
MARTA MATILDA HARPER  
MATAL COSMETIQUE  
MAX2  
MAXIMA  
MAXLAB NATURE'S LABORATORY  
MEA NATURA  
MEDICA AESTHETICA  
MEDICO PHARM SERVIS  
MEILAB  
MESMERIE VACUSLIM48  
MEZOESTETIKA  
MICROBEAU  
MILD  
MIRIS NOĆI  
MODNI ATELJE MODIANO  
MODUM  
MONDO 33  
MONTEBEAUTY  
MONZA  
MOSE  
MUSTER E DIKSON  
MYSTIC NAILS  
NAKIT DI  
NARA CELLULITE EXPERT  
NARCISA - SOFTVER ZA SALONE  
NATURASSO  
NIKA HAIR  
NO LOGO  
NOOK  
NSP - NAIL SYSTEM PRIMA  
NUGENESIS  
O-P-I  
OLIVIA GARDEN  
OMEGA  
ORLY  
OVOTARIS  
PACO PACO MADRID  
PAESE  
PALCO PROFESSIONAL  
PARISIENNE ITALY  
PARLUX SRBIJA  
PČELARSKI CENTAR BATINIĆ / SOKOLAC  
PIAVE  
POLAROID  
PONZINI  
PREMIUM LASHES  
PREPOROD ŽIVOTA  
PRIMA ESSENTIALS  
PRIMA HAIR  
PRIMA KOZMETIKA  
PRO HERBA  
PROFI KOZMETIKA  
PRO4U  
PRO-CUT  
PROFESSIONAL BY FAMA  
PROFY TEAM  
PROFY TEAM PLUS  
PRONAILS - HOLLIDAY  
PRORASO  
PROSTYLE  
PROTON SYSTEM  
QUICK  
RICH  
ROYAL LINE  
RR LINE  
RUCK-PECLAVUS  
RUSPA RUSKE SAUNE  
SAKS INTERNATIONAL  
SALON MISS  
SENSUS MAN  
SEPHORA LEK  
SERICAL  
SHOT  
SIBERIAN WELLNESS  
SILVER CARE  
SKIN SYSTEM

SKINOLOGY  
SMILESOFT  
SO/CHECK KONEKTOVANA PLATFORMA  
ZDRAVSTVENE PREVENTIVE  
SOFRI  
SPA ABYSS  
STALEKS  
STAR OPTIC DOO  
STYLAGE  
SUBBRINA PROFESSIONAL  
SUNRISE CASE  
TEPE  
TERA BEAUTY GMBH  
TERMIX  
THALGO  
THE LASH SHOP  
TOPAXEN  
TOPFACE  
TOSKANI  
TRINITI LASER CENTAR  
TRIO TIME P. R  
TRUE KERATIN  
TUPPERWARE  
TUTTO COLORS  
UDRUŽENJE OSOBA SA  
INVALIDITETOM FENIKS  
UNIKATNI RUČNO RAĐENI NAKIT  
UNITECH  
VACUUM 65 BODY  
VACUUMFIT 100  
VDM DOO  
VECOM APARATI  
VEGA NAILS  
VERTONA - KOZMETIČKI APARATI  
VINARIJA ČOKA  
VITEX  
VIZ CONNECTION  
WAHL  
WBA - WORLD.BODYPAINTING.  
ASSOCIATION  
WET BRUSH  
WINNI'S  
WORLD DERMIC ŠPANIJA  
- NANO PRO MEDIC  
XANITALIA  
XENIA AINEX  
XION  
ZD DRIM  
3D PUZZLE  
3DELUXE  
4NAILS  
22 INSTITUTE

### 6<sup>th</sup> FAIR HOLISM

AMELLES  
AROMAKOZMETIKA KLEMENTINA  
ART SOAP COSMETICS  
BENATURAL AROMAKOZMETIKA  
BELONA COSMETICS  
DK KOZMETIKA  
DR TARA COSMETICS  
FLORIENT NATURAL  
GREEN FOR SKIN  
IJADA MINERALOGIE  
KALON COSMETICS  
KOKO BEAUTY COSMETICS  
MACROVITA  
MAGIC TOUCH NATURAL COSMETICS  
MILES HAIR ORGANIC PRODUCTS  
NAIABLANKA CANDLES  
NATURA PANONICA  
OLIVE COSMETICS  
ORIŠA PRIRODNA KOZMETIKA I  
B NATURAL  
PRIRODNO LEPI I BUNAR ZDRAVLJA  
REVITA  
SAPUNI 4 YOU  
SPARKLE COSMETICS  
TIENS  
VITAMINCHE



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