



Press release

Paris, July 2010

Beyond Beauty Paris 2010 From September 12 to 15

The future of beauty and wellbeing is now.

All the trends, from Europe to Asia, all the new brands, all sustainable innovations, all new generation organics, the whole future of the spa ... For its eighth edition, Beyond Beauty Paris projects, with three exhibitions and more than 50 conferences, the beauty of tomorrow.



12-15 Septembre



13-15 Septembre



12-15 Septembre

THE EUROPEAN SPA EXHIBITION & SUMMIT 2010

The Spa in a new version

With the steady growth of the market, the concept of the Spa is evolving very fast. EUROPEAN SPA offers the many investors, project developers, hotel professionals or spa managers, seeking high-quality solutions, the opportunity to meet the best representatives of this evolution and look forward to success.

Exclusive and original!

Spa & Wellbeing 2.0 - The Next Evolution

The spa of the future takes shape in this space of 100m2

At the heart of the EUROPEAN SPA exhibition that brings together almost 70 Spa players, an exceptional pavilion brings to life all the features of the spa of the 21st century for the very first time.

Spa & Wellbeing 2.0 sparks off, not unlike the advances made in IT, a series of new versions of the Spa, perfect combinations of luxury, ecology and profitability.

Aware and responsible, consumers of luxury know that protecting the environment is protecting themselves. For the most part, they want to invest in wellbeing that also has ethical benefits. For a long time, luxury tourism and hotels have been afraid of compromising the status and quality of hospitality an ecological approach could engender. Now, it can be a source of profitability.

How does one combine business and ideology? How does one make profit based on a mind-set and organization that is 100% accountable? This is the new challenge of the spa industry and the vocation of this space.

Motti Essakow, "Natural Capitalist" and organizer of the project, mobilizes his profound knowledge of the spa world and its social, economic and environmental challenges to display, with exclusive partners, the architecture of a new way of thinking Spa in all its forms.

The **Fitness Zone** is proposed by the Italian firm, Technogym, **The BUDDHA BAR** providing the music and DJ to create the **Treatment Zone** with BUDDHATTITUDE, its spa division.

The **Organic Aromatherapy Bar** is a creation of **Portico Design** (France) for the structure, and Biossentiel for the (health??) drinks.

The **Relaxation / Networking Zone** with **COCO MAT**, the supplier of furniture based on coir, and **Loop Ph**, London, for eco-friendly walls and lighting.

Stephano from Italy for the **Wet Zone**. ...

The solutions already exist. EUROPEAN SPA visitors will, for the first time, be able to discover them at this extraordinary venue, precursor of the new 2.0 generation.

THE INNOVATION AWARD

An unprecedented partnership to enter the German market



For the very first time, the foremost network of independent perfumeries in Germany, **BEAUTY ALLIANCE**, partners with the BEYOND BEAUTY PARIS event, in collaboration with **MERK VISION**, to create the INNOVATION AWARD. This prize will determine the most innovative brand that will be distributed exclusively through its network of about 1000 outlets.

An exceptional opportunity for the brands at Cosmeeting and European Spa to penetrate the German market. The competition is open, after enrolment, to all the brands participating in the exhibition, provided they are new, with a sound and innovative concept and are not yet distributed in Germany.

Thirty of them will try their luck but the winner will be revealed only in October after several stages of qualification.

EUROPEAN SPA SUMMIT 2010

Three series of conferences to progress even further

Investors, hoteliers, architects, spa Managers, Spa brands and Medi-spa players will be able to attend a conferences programme specially tailored to their expectations. Three conferences are proposed.

The Master Classes series

Aldina Duarte Ramos, SOFITEL RESORT, *Spa Brand Manager*, **Isabelle Charrier**, Editor-in-chief of *Emotion Spa* magazine and **Raoul Sudre**, Director of *Aspen Resort Inc.*, will organize a program of 9 half-day conferences, with a subscription, for a dense and interactive immersion in the heart of the various topics. For example:

For Spa Managers

- *All You Need to Know to Improve Your Spa Management.*
- *The problem of the consumer and the keys to his loyalty.*
- *"Spa Project: From Marketing Concept to Quality Process".*

For hoteliers

- *Spa = quel impact financier sur l'établissement hôtelier?* – with Philippe Coulibaly, Managing Director of the RITZ HEALTH CLUB, Paris, Denis Dupart, Managing Director of SOFITEL, London, Richard Schilling, Managing Director of the MARTINEZ, Cannes, Souhel El-Achbah, MANDARA SPA and Anantara Resorts
- *Ce que doit apporter un Spa à l'exploitation hôtelière, les pièges à éviter, les opportunités et la marche à suivre de A à Z !*
- *Comment gérer la délicate question de la sexualité dans un Spa ?*

For Project Promoters

- *Quel investissement pour quelle rentabilité ? Présentation et analyse de différents exemples de business modèle.*

For Architects

- *Keys to successfully design your Spa - 40 years of expertise.*

The Medispa and Anti-ageing series

A major theme impossible to ignore in the Spa world, has been added to the European Spa Summit programme. Under the patronage of EuroMediCom and Dr. Philippe Blanchemaison, specialized conferences led by Florence Bezy-Benvenuti, Emmanuelle Bassmann, Pascale Brousse, Dr. Valero, the Nelly de Vuyst and Skinceuticals brands, will treat, among others:

- *The phenomenon of medical Spas.*
- *Equipment for medical Spas.*
- *The new territories in Beauty: Issues and perspectives in aesthetic medicine and plastic surgery.*
- *Hot Trends in the U.S. and UK anti-ageing market.*
- *etc.*

Free conferences

In a shorter format and very pragmatic, these conferences are open to all visitors of the European Spa. Some examples of topics:

- *Best Practices & Secrets of Spa Managers* - with Jean-Guy de Gabriac, TIP TOUCH
- *"Adapting professional beauty in the New Economy"* - with Karen Doskow, KLINE
- *How to make your business a profit centre?* - with Dominique Pierson, DP TRAINING
- *In addition to the choice of a brand, choose an adequate support model for your Spa* – with Sophie Tomasi, TERRAKE, Laëtitia Vesperini and Franck Bouffioux, TSM

BEYOND BEAUTY PARIS 2010

COSMEETING – 12, 13, 14, 15th September 2010

EUROPEAN SPA EXHIBITION & SUMMIT – 12, 13, 14, 15th September 2010

CREATIVE – 13, 14, 15th September 2010

More information on BEYOND BEAUTY PARIS :

www.beyondbeautyparis.com

www.blogbeyondbeauty.com

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