



Baltic Beauty World 2008

Baltic Beauty World 2008 beauty care festival is over

From 31 October to 2 November, the International Exhibition Centre in Kipsala held the most splendid and inspiring beauty industry event of the year – Baltic Beauty World 2008 – where 265 companies from Latvia, Lithuania, Russia, Estonia, Ukraine, Poland, Germany, Italy, Pakistan and the United States of America showcased products from 37 countries. During the three days, 28,199 interested parties, including 15,903 industry professionals, visited the exhibition.

“The interest the participants, professionals, cooperation partners and attendees take in the exhibition attests to the fact that Baltic Beauty World 2008 is a significant beauty care event where one can gain inspiration, benefit from valuable professional consultations, find oneself appropriate beauty care products and services, as well as demonstrate one’s professional skills in contests and watch experts perform at master classes and demonstrations. I am satisfied that the annual beauty care festival has been a success, and I am convinced that as festival participants return to their daily lives, they will be attended by the positive charge obtained at the exhibition,” says Kristīne Čerņavska, project manager of the section The World of Beautiful Face and Body, which constitutes part of the Baltic Beauty World 2008.

The exposition was divided into two thematic areas located in two halls – The World of Beautiful Hair and The World of Beautiful Face and Body. The Baltic Beauty World 2008 project featured competitions, conferences, master classes, workshops, and demonstrations so that attendees and beauty industry representatives could find the latest information about hair, face and body care, professional and mass-market cosmetics, as well as implements, equipment and appliances for beauty salons, tanning salons, hairdressing salons and spa centres.

The next exhibition, the 5th Baltic consolidated beauty care project – Baltic Beauty World 2009 – will take place from 30 October to 1 November 2009.

The best make-up, permanent make-up, nail design, pedicure artists, cosmetologists and stylists were selected in the competitions.

During the exhibition, the Association of Stylists of Latvia organised the 4th International Stage Make-up Competition, the 7th International Body Art Competition and the 7th Associative Image Creation Competition.

The 7th International Body Art Competition winners

- 1st place – Naģežda Timahoviča, Jekaterina Ivanova
- 2nd place – Rita Andrejeva, Aļona Kamisarova
- 3rd place – Lelde Ivaņkova, Kristīne Alehno

The 7th Associative Image Creation Competition winners

- 1st place – Ginta Lejiņa, Violeta Buiķe, Aija Dilba
- 2nd place – Anete Šteina, Kristīne Danenberga, Zane Eikere
- 3rd place – Nelda Fogeļe, Jelena Spirina

With “Autumn Pearls” as the theme, the Union of Nail Care Trade organised the 7th Baltic Open Nail Art Competition and the 4th International Nail Design Competition. For the first time in the Baltic States, a competition was held for pedicure specialists. They competed for prizes in making a classic pedicure.

The 7th Baltic Open Nail Art Championship (according to OMC regulations) winners

Sculpture Design category

- 1st place – Helen Vesik (Finland)
- 2nd place – Laima Trapeckiene (Lithuania)
- 3rd place – Lidiya German (Russia)

Nail Painting category

- 1st place – Jurate Labanauskiene (Lithuania)
- 2nd place – Olga Zaglada (Estonia)
- 3rd place – Ilona Rudovska (Latvia)

The 4th International Nail Design Competition (according to OMC regulations)

Masters category

- 1st place – Paivi Kurman (Finland)
- 2nd place – Hanna Sokojarvi (Finland)
- 3rd place – Jevgenija Brehova (Latvia)

Juniors category

- 1st place – Sari Kantelo (Finland)
- 2nd place – Inese Romanovska (Latvia)
- 3rd place – Jekaterina Poleško (Latvia)

The 1st International Pedicure Competition winners

- 1st place – Diāna Hajeva (Latvia)
- 2nd place – Ieva Niedra (Latvia)
- 3rd place – Edīte Goldberga (Latvia)

In order to popularise, develop and strengthen historically established traditions of cosmetology in Latvia, as well as the status and prestige of beauty therapy professional within society, the exhibition hosted the 1st Open Competition for Beauty Therapy Specialists of Latvia. It had 19 participants in two categories, Face Care Treatment and Body Care Treatment. The competition was organised by the Latvian Association of Cosmetologists and Cosmeticians—CIDESCO Section Latvia.

Competition winners

Face Care Treatment category

1st place – Ilze Lieģe (Latvia)

2nd place – Irina Sazonova (Latvia)

3rd place – Rita Baumanė (Latvia)

Body Care Treatment category

1st place – Inga Millere (Latvia)

2nd place – Ella Sazonova (Latvia)

3rd place – Asja Tokareva (Latvia)

The 6th International Permanent Make-Up Competition – Perfect Line Baltica – organised by Galateja Ltd., was held during the exhibition.

Competition winners

1st place – Vladena Kolina (Latvia)

2nd place – Santa Vinkelmane (Latvia)

3rd place – Kira Lebedeva (Latvia)

Concurrent with the exhibition, the XIVth International Hairstyling Art Festival 2008 was held. It included various hairstyling championships, such as the Latvia Cup Open and the Latvian Hairdressing Art Competition, organised by OMC (*Organisation Mondiale de la Coiffure*); the Osis Cup organised by Henkel Latvia, a representative of Schwarzkopf Professional; hair dying and hair extension competitions organised by Wunderbar Color, Hair extension Art & Beauty, Incospel, Estel de Lux, and Alcina Professional Look. The results are available at the exhibition's homepage www.bt1.lv/bbw.

The 1st international Ayurvedic spa conference in the Baltic States

Latvian Spa & Wellness Federation organised the 1st international Ayurvedic spa conference in the Baltic States; it convened practitioners and experts in Ayurveda from Sri Lanka, Germany, Estonia and Latvia. They presented principles, standards and medicinal methods of Ayurveda, as well its practical uses.

The project Baltic Beauty World 2008 was organised by the International Exhibition Company BT1 and Beauty Hair Care Products in cooperation with the Latvian Association of Cosmetologists and Cosmeticians—CIDESCO Section Latvia, the Latvian Association of Hairdressers and Cosmetologists, Latvian Committee of OMC, Latvian Association of Stylists, Union of Nail Care Trade, and Latvian Spa & Wellness Federation.

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