

ESTETICA ASIA

the HairMagazine since 1946



PRO NEWS

Salon design, new techniques, events

LIVESHOW

Revlon Professional Style Masters 2016

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Success for Cosmoprof exhibitors

For four days in March this year, Dancoly Cosmetique France was present alongside other top-class brands at the 49th Cosmoprof Bologna event in Italy. This international trade fair, centred around the hair, beauty, nail and spa industries attracted almost 250,000 visitors this year, all eager to find out the latest innovations in the way of products and services. And Dancoly was there to welcome them, with the Dancoly Angle II Provence range proving a huge attraction, thanks to its natural ingredients, environmentally-friendly concept and the use of advanced micro-molecule extraction technology.



Four days of international trade fair - Dancoly Cosmetique France, an important presence at Cosmoprof Bologna 2016.

Drying hair in Italian style

Parlux, the Italian market leader in salon equipment, has been travelling the world recently to spread the word about its latest hi-tech products. The Parlux 385 PowerLight® hairdryer and Melody Silencer were both spotlight products in events such as the Nevskie Berega International Beauty Expo 2016 in St. Petersburg, Russia, and Top Hair International 2016 in Germany. At the first event, Italian hairdresser Fulvio Furcas was on hand to demonstrate all the benefits of Parlux dryers (innovative motors, Ceramic & Ionic system, ergonomic design and reduced noise as he recreated his S/S 2016 collection on-stage, whilst in Germany the local Tony & Guy Academy team were joined by other international hairstylists to show off the Parlux dryers and Melody Silencer.



They work well and they look fabulous - Parlux dryers are blowing up a storm worldwide.

Estetica aims for digital leadership

Never one to rest on its laurels, Estetica is constantly introducing new innovations and technologies to its portfolio. The growing EsteticaNetwork is reflected in the evolving Estetica digital network - the collection of websites headed by thirteen flags signalling localized content - and includes the recent additions of pages for Romania, Czech Republic and Slovakia, Mexico and the Netherlands. These personalized sites provide coverage of local events, products and brands, as well as collections, trends, runways and much more. Other particular features include portals with direct access to social media (Mexico) and the chance to interact with the editorial team (Bratislava). The Estetica digital team, BeautyBit, constantly check the number of hits on each of these sites, thus registering the most popular features and adapting/developing the sites accordingly for maximum client satisfaction and to maintain the EsteticaNetwork's position as an industry leader.



Spectacular new showroom in Japan

The Takara Belmont brand continues to grow in size and prestige, and now the company is opening a new showroom fitting of its status. Located right in front of the Takara headquarters in Osaka, the new showroom is destined to serve as a "Landmark of Beauty", educating professionals in the fields of hair and beauty. Visitors are expected to arrive not only from the local pool of Japanese hairdressers but also from further afield, from the international community of hair professionals. The new building boasts five floors, for an overall area of around 4,600 square metres, making it one of the biggest showrooms in the world.



A showroom befitting its international prestige - the new Takara Belmont showroom in Osaka, Japan.