



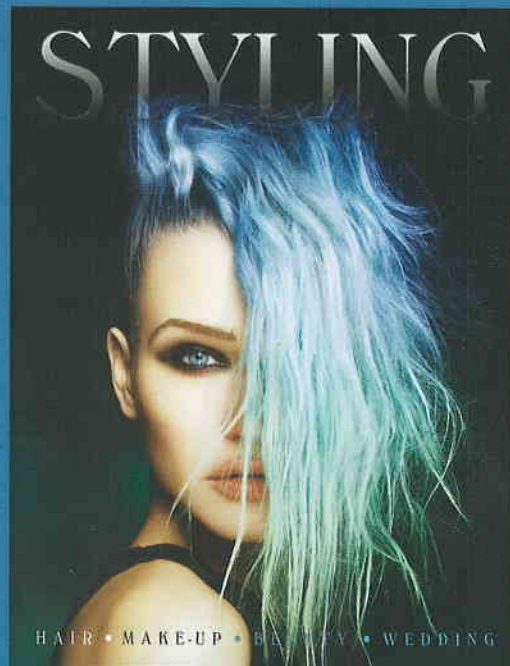
Bojana Radovanovic  
Editor & CEO  
bojana.radovanovic@hairmagazine.com.mk



Predrag Radovanovic  
General Manager  
predrag@hairmagazine.com.mk

Graphic Design  
Bojana Radovanovic  
bojana@hairmagazine.com.mk

**Publisher:**  
Styling Professional dooel  
Via Egnatija 24/1-3  
1000 Skopje  
Macedonia  
+38972 262873  
info@hairmagazine.com.mk  
www.hairmagazine.com.mk  
Bank account: IBAN MK  
07210701000843905  
SWIFT: TUTNMK22  
VAT ID No.: 4080011521230



### Cover Page No. 036

Hair – Joseph l'Anson & Lisa Graham at Mark Leeson  
Make up – Naoko Schintu  
Styling – Bernard Connolly  
Products – Goldwell  
Photographer – Richard Miles

STYLING MAGAZINE

No. 036 - 2018



**SUBSCRIBE NOW  
& FOLLOW US**  
Styling Magazine

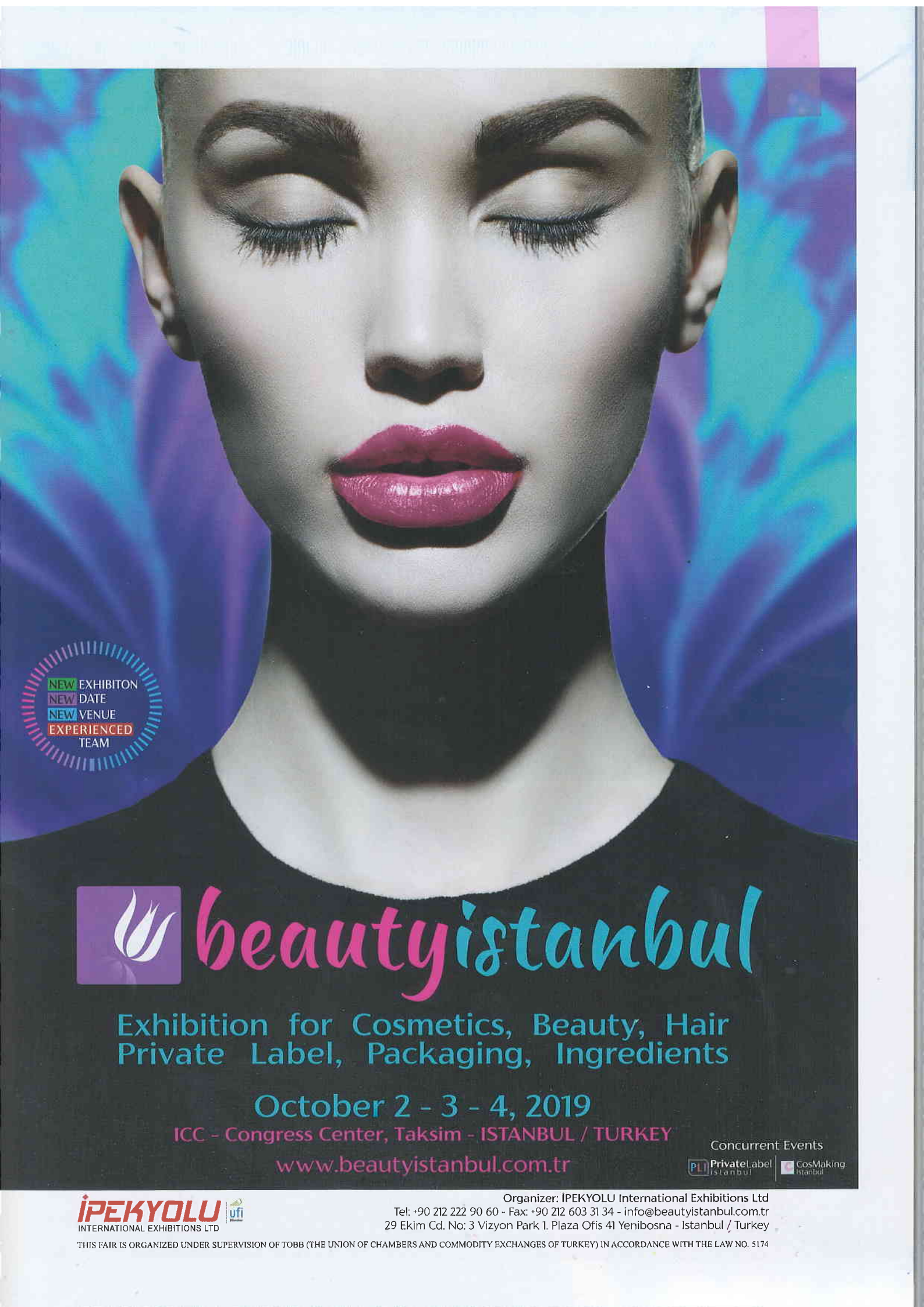


# www.hairmagazine.com.mk

STYLING is an international glamorous and specialized magazine for hair, make-up, beauty, fashion & wedding. Each edition is consisted of essential information, newest hair collections, news for important events and fairs, exclusive hair & fashion collections and important business news and advice. It is published 4 times a year, once in three months since the end of 2007. It is distributed in hair and beauty salons, make-up salons, spa & wellness salons, fashion stores, designer shops, hair accessories shops, at special events in Europe and all seminars, fairs in the Balkan.

## WORLDWIDE DISTRIBUTORS REQUIRED!

The logo STYLING is protected as property of Styling Professional. Its use is prohibited without the previous authorization of the firm owner. All photographs published in STYLING magazine are regulated by authorial rights, and every unapproved use will be considered as a violation of Styling Professional's rights.



NEW EXHIBITON  
NEW DATE  
NEW VENUE  
EXPERIENCED  
TEAM



# beautyistanbul

Exhibition for Cosmetics, Beauty, Hair  
Private Label, Packaging, Ingredients

October 2 - 3 - 4, 2019

ICC - Congress Center, Taksim - ISTANBUL / TURKEY

[www.beautyistanbul.com.tr](http://www.beautyistanbul.com.tr)

Concurrent Events

PLI PrivateLabel  
istanbul

CosMaking  
istanbul

**IPEKYOLU**   
INTERNATIONAL EXHIBITIONS LTD

Organizer: IPEKYOLU International Exhibitions Ltd  
Tel: +90 212 222 90 60 - Fax: +90 212 603 31 34 - [info@beautyistanbul.com.tr](mailto:info@beautyistanbul.com.tr)  
29 Ekim Cd. No: 3 Vizyon Park 1. Plaza Ofis 41 Yenibosna - Istanbul / Turkey

THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174





# beautyistanbul

IPEKYOLU Exhibitions with 20 years experience, is back to cosmetics, beauty industry trade show business with its new project: **BeautyIstanbul, October 2 – 3 – 4 2019;** with the motto of New Exhibition, New Date, New Venue, Experienced Team

**T**o recall. IPEKYOLU Exhibitions headquartered in Istanbul, has been in exhibition business almost for 20 years by organising exhibitions in Istanbul, Moscow, Almaty, Dubai, etc.. Moreover, Ipekyolu has a proven record of success with its previous events especially in cosmetics, beauty industry that is known as pioneer beauty exhibitions in the region.

Ipekyolu started its activities back in 1999 by organising Turkish Pavilions to overseas beauty exhibitions in Moscow, Ukraine, Dubai, Paris and several other destinations. Later in 2005 launched and run 10 years a beauty show in Istanbul cooperating with major international players of worldwide beauty trade shows business, and sold the event to a multinational exhibition company in 2014. Within this last 20 years Ipekyolu organised also several other international events in different industries in Istanbul, Kazakhstan, Tajikistan. Due to success of its events and quality of services, Ipekyolu has been awarded as UFI (International Exhibition Organisers Union) member status since 2007.

As a result of market needs, demands from cosmetics, beauty industry, after 3 years of repowering, refreshing and rejuvenating, IPEKYOLU

recently launched Beauty Istanbul event with new brilliant idea to become one of the worldwide pioneers in beauty exhibitions.

BeautyIstanbul expects to host more than 400 exhibitors from 40 countries, main parts of exhibitors are expected from Turkey, European, Asian countries. Personal care products, perfumery, hair products, spa & wellness products, make up, dermocosmetics, nail care, hair & beauty salon equipment and products, home care and cleaning/hygiene products will be showcased in the exhibition. The important focus of the exhibition will be for growing trends of Natural/Organic Cosmetics as well as Halal Cosmetics especially recently being more and more important in Islamic Countries.



## Hosted buyers - B2B – Matchmaking

**B**eautyIstanbul is investing for international hosted buyer program to make sure the success and quality of international buyers at the first addition and targeting to host 1.000 international buyers from all around the world.

BeautyIstanbul will bring much more results with using new developments in technology, softwares and mobile applications. There will be a b2b platform and matchmaking program to bring together targeted buyers with exhibitors and to meet expectations of buyers & sellers.

New date, BeautyIstanbul's October 2 – 3 – 4 dates specially were chosen to meet the expectations of both manufacturers and buyers. Being away from spring which other similar events are organized specially in Europe and Middle East, will give buyers and distributors more chance to

visit the show. Similarly less tight international exhibition schedule in October will make it easy for exhibitors to exhibit. Moreover, after a long off summer period; buyers will be more eager to order their new season purchases. New venue, Istanbul Congress Center is at the heart of city, just less than 10 minutes walking distance from main Taksim Square and close distance to all attractions in Istanbul, like Bosphorus, Istiklal Street-Taksim, Old City – Sultanahmet – Grand Bazar Area, Nisantasi shopping district and several other shopping malls





# beautyistanbul

## Concurrent Events: PLI - Private Label Istanbul, CosMakingIstanbul

**B**eauty Istanbul will not only be a platform for finished products, but also will be a gathering place for retail chains to source their own brands with concurrent event Private Label Istanbul.

Additionally, from ingredients to packaging, all the process of manufacturing cosmetics, beauty products, machinery, labelling will be displayed at concurrent event CosmakingIstanbul.

So BeautyIstanbul will be a 3 in 1 platform bringing all segments of industry together.

More than 8 000 professional trade visitors expected from 100 countries being at least 35 % international to BeautyIstanbul. In terms of buyers, the exhibition is not only targeting traditional sub-regional markets but also is focusing much on new destinations. In addition to local buyers, all CIS - Ex Soviet Areas (in Kazakhstan, Tajikistan, Uzbekistan Ipekyolu has its own offices), Eastern Europe and Balkans, Middle East, Gulf & Arabic speaking countries, North Africa and Magrib, and new undiscovered markets of all African continent covering about 50 countries, Central - Latin America and Carribean countries, and South & South East Asian-ASEAN countries will

be the main areas where buyers, distributors comes. As an indication of this, BeautyIstanbul team recently had a roadshow trip to Panama, Ecuador, Costa Rica and Mexico to introduce the event to distributors, beauty industry professionals.

Importers, distributors, retail chains, department stores, pharma chains, hair and beauty salon & spa professionals, manufacturers, buyers of private label products, buyers of packaging, raw materials ingredients are main visitors of BeautyIstanbul.

To assure this targets, BeautyIstanbul's multilingual big team started its activities for the event, almost 2 years ahead, making roadshows, direct face to face contacts and visits all over the world, using conventional and online as well as social media, some of which almost no other organisers do.

In addition to organiser-IPEKYOLU Exhibitions own efforts, the magic city Istanbul itself with its



business, history, nature, culture, leisure contributes to convincing buyers to come to Istanbul and event. Additionally Turkish Airlines with its transit hub Istanbul, is the number 1 airlines flying much more destinations throughout the world makes it easy for both exhibitors and visitors.

Hope to see you at Beauty Istanbul, October 2 – 3 – 4 2019, Istanbul, at one of the world's most attractive cities, [www.beautyistanbul.com.tr](http://www.beautyistanbul.com.tr) T. + 90 212 222 90 60



# beautyistanbul

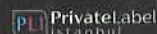
## Exhibition for Cosmetics, Beauty, Hair Private Label, Packaging, Ingredients

### October 2 - 3 - 4, 2019

ICC - Congress Center, Taksim - ISTANBUL / TURKEY

[www.beautyistanbul.com.tr](http://www.beautyistanbul.com.tr)

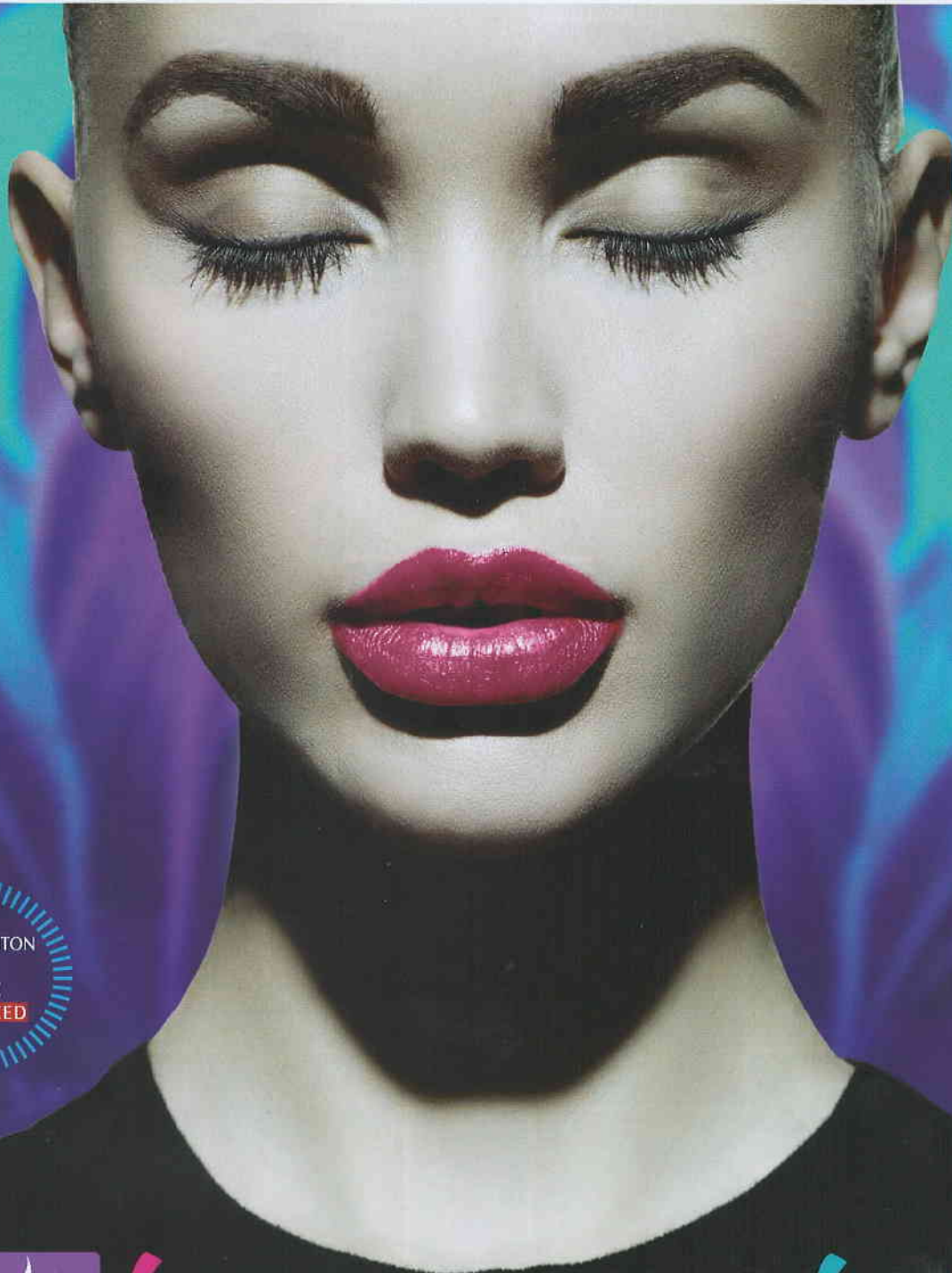
Concurrent Events



Organizer: IPEKYOLU International Exhibitions Ltd  
Tel: +90 212 222 90 60 - Fax: +90 212 603 31 34 - [info@beautyistanbul.com.tr](mailto:info@beautyistanbul.com.tr)  
29 Ekim Cd, No: 3 Vizyon Park 1, Plaza Ofis 41 Yenibosna - Istanbul / Turkey

THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174





NEW EXHIBITION  
DATE  
NEW VENUE  
EXPERIENCED  
TEAM



# beautyistanbul

Exhibition for Cosmetics, Beauty, Hair  
Private Label, Packaging, Ingredients

October 2 - 3 - 4, 2019

ICC - Congress Center, Taksim - ISTANBUL / TURKEY

[www.beautyistanbul.com.tr](http://www.beautyistanbul.com.tr)

Concurrent Events

PLI PrivateLabel  
Istanbul

CosMakana  
Istanbul

**İPEKYOLU** ufi  
INTERNATIONAL EXHIBITIONS LTD

Organizer: İPEKYOLU International Exhibitions Ltd  
Tel: +90 212 222 90 60 - Fax: +90 212 603 31 34 - [info@beautyistanbul.com.tr](mailto:info@beautyistanbul.com.tr)  
29 Ekim Cd. No: 3 Vizyon Park 1. Plaza Ofis 41 Yenibosna - Istanbul / Turkey

THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174