

BEAUTY EXPO & PROKOS PRODUCTS AWARD

**Awarding the best products on the occasion of
WORLD OF BEAUTY & SPA 2010 AUTUMN - trade fair
O₂ arena - Prague 9 - SEPTEMBER 3rd, 2010**

Ladies and gentlemen,

Nowadays it is no longer just the price that represents the main aspects influencing the sale of products and customers' satisfaction, but also the quality and packaging of the products together with consumer awareness of their use. On frivolity of costly TV-commercials the producers have the opportunity to draw attention to the quality of their products in forms of advertisements, papers, showing their products on company events, exhibitions, trade fairs etc. Evaluation of a product by an expert is also able to form one of the most decisive incentives for the choice of quality products.

This year BEAUTY EXPO in cooperation with PROKOS association announce a BEAUTY EXPO & PROKOS PRODUCTS AWARD. The basic philosophy of this competition consists in the evaluation of products belonging to the top range in their branch. Awarding these products shall become on one the hand an aspect supporting the marketability and salability of the product, on the other hand it shall provide a quality guarantee of the product to consumers. Awarding the products aims to facilitate the selection to customers, especially cosmeticians, visagists, pedicurists, manicurists, cosmetic or solarium studios or the end-users, particularly to these that do yet participate on the market only shortly and therefore feel uneasily oriented in the supply.

In order to make sure that the products satisfy the exacting criteria, the decision-making is done by a jury lead by long-standing experts RNDr. Soběslav Fiker, CSc (category A, C) and Vladimír Rafaj (category B, C). This jury evaluates not only the chemical consistence and effects of the product, but also the definiteness of their application, absolute dermatological unexceptionability, design within the consumers' products and last but not least their compliance with all requirements of laws and regulations imposed on them relating to their proper labeling, packaging and instructions.

As regards to the products intended to professional care, a great emphasis is placed on the forms of care for customers – training of cosmeticians, instruction of use etc.

Within this year's competition we are looking forward to finding again many high-quality products able to provide the consumers with maximum care and comfort.

Ing. Lenka Konečná
BEAUTY EXPO s.r.o.

Ing. Eva Štěpánková
association PROKOS

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CATEGORIES:

- A) Complex professional care - cosmetic products inclusive their application
(face and décolletage, bodycare), Biocosmetics
- B) Apparatus technique and equipment of cosmetic institutes
- C) Hairdressing products (apparatus and hair cosmetics)

APPLICATION FOR THE COMPETITION

Name of the Product:

Category:

Company, address, contact person, phone, fax, e-mail:

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Signature/stamp:

Needed: 2 samples of cosmetic products (small), two originally packed products, and directions for use. Products have to be adjusted to the Czech market regulations.

Apparatus technique: All documents with notice, where would be able to see and test the machine.

Application fee: EUR 120,-

Applications to be sent till June 30, 2010 via mail or fax to:

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Logo for awarding products:

