

Saudi Health & Beauty

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Featuring الراعي المميز

MAISON DE
Joelle

٢٤-٢٧ نوفمبر ٢٠١٤

مركز جدة للمنتديات والفعاليات

24th - 27th November 2014

Jeddah Centre for Forums and Events

المعرض السعودي الدولي
الأول للصحة والجمال

Saudi Arabia's First International
Health and Beauty Exhibition

دليل العرض
POST SHOW REPORT

www.saudihealthandbeauty.com

Featuring الراعي المميز

MAISON DE
Joelle

Silver Sponsor الراعي الفضي



شركة مركز فقيه التكميلية للصحة
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Dr. Soliman Fakeeh Hospital

Collaborative Sponsor شريك تعاوني

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Organised By المنظمون

Reed Sunaidi Exhibitions

شريك معروف
Knowledge Partner:

EUROMONITOR INTERNATIONAL



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ORGANISER'S MESSAGE



Welcome to the review of the 1st edition of Saudi Health & Beauty - Saudi Arabia's only international exhibition dedicated to the health & beauty industry.

Organised by Reed Sunaidi Exhibitions and inaugurated by the regional make-up industry guru Joelle Mardinian, Saudi Health & Beauty took place at Jeddah Centre for Forums and Events from 24th to 27th November 2014.

The first edition of Saudi Health & Beauty hosted 100 exhibitors and 147 international brands from 16 countries, including Korea, South Africa, France, Germany, Lebanon, China and Russia amongst others.

The show welcomed more than 6,000 unique visitors and 58 hosted buyers from KSA's beauty, spa management and health sectors, who attended over 300 business meetings onsite.

Saudi Health & Beauty 2014 featured the Saudi Health & Beauty Forum, a dedicated platform discussing the development of the Saudi health & beauty market, education, management for spa and beauty centres, industry trends and innovations. The Saudi Health & Beauty Demonstration Zone allowed exhibitors to demonstrate the latest techniques and methods including bridal make-up and hair-do, permanent make-up techniques and botox injections in a comfortable and relaxed environment for beauty enthusiasts and salon / retail professionals.





EVENT HIGHLIGHTS

Dates: 24th – 27th November 2014

Place: Jeddah Centre for Forums and Events, Jeddah, Saudi Arabia

Gross Space	Unique Attendees	Exhibitors	Brands	Countries
9,800 sqm	6,365	100	147	16

EXHIBITOR INFORMATION

Saudi Health & Beauty 2014 displayed over a hundred local and international brands grouped according to the following sectors:

Exhibitor Profile:

HEALTH & BEAUTY LIFE ZONE	HEALTH & BEAUTY BUSINESS ZONE
Cosmetics, Hair and Fragrance Products	Professional Cosmetics and Equipment
Health and Pharmaceutical	Personal Cosmetics for Retailing and Distribution
Hair, Nail and Beauty Salons	Professional Equipment and Consultancies for Spa Beauty / Wellness / Fitness Centres
Health, Wellness and Fitness Clubs	Equipment for Medical Centres
Medical Centres and Cosmetic Surgery	Cosmetic Surgery Outlets

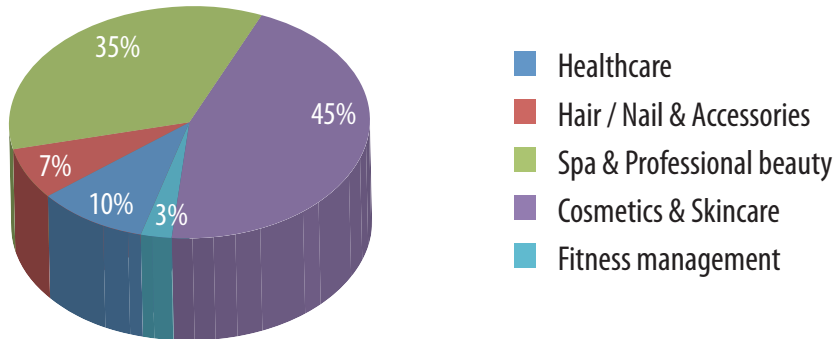


"The exhibition was very distinctive providing the most important brands. We are excited to be part of this exhibition. There was good variety of visitors and the activities were organized in a new way which help the visitors to know more about the shows."

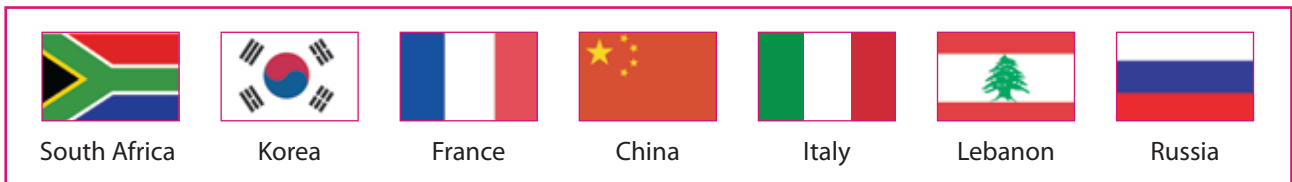
Ahmed El Saqa, Area Manager, Professional + Retail
Nazih Group

EVENT HIGHLIGHTS

Exhibitors by sector



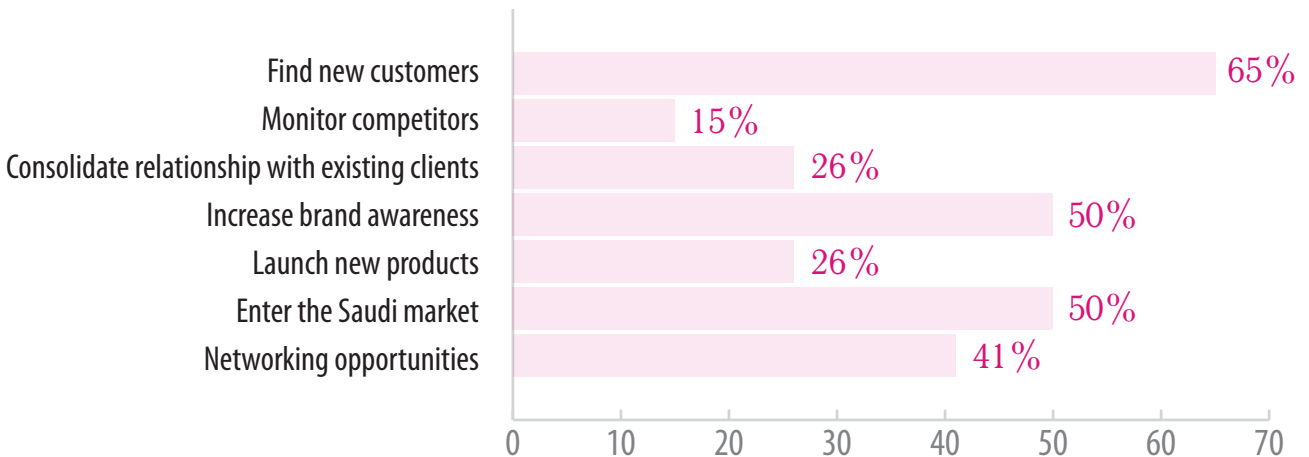
Saudi Health & Beauty welcomed Exhibitors from the following countries:



"We are so impressed and grateful for being part of Saudi's first Health & Beauty Expo. We received positive feedback from both visitors and exhibitors, and it makes us even more proud being a Sponsor of this event. I think this is a great event for Saudi Arabia and we are look forward to the 2015's edition.

Magdy Ghareeb, CEO
Dr. Soliman Fakeeh Hospital / Dr. Mazin Fakeeh Complementary Healthcare Co

Why Exhibit?



91% of Exhibitors were satisfied with the overall quality of the show



BRAND LIST

Brand	Country	Stand No.
ALPHOGEE/ULTRASUN	KSA	B-40A
A.K.Saeed Group	KSA	C-65A
Adnan Akat Kozmetik	Turkey	C-46B
ADODREM	KSA	C-55A
Advanced Systems Group	KSA	D-40B
Al Alameya Group	KSA	
Al-Batool International Trading Co.	KSA	A-165A
Al-Kanaah International Trading	KSA	B-40A
Al-Rossais Group	KSA	A-80C
ALTA MODA	KSA	B-40A
Argan Green	South Africa	D-11C
Amadwala Trading 104 cc	South Africa	D-12C
Anfasik Dokhoun	KSA	B-32A
Appollo	KSA	D-22B
Banaja Pharmaceuticals Company	KSA	B-43A
Behar Trading (Basicare)	KSA	B31-A
Bellabaci - Soul Wellness Salon	South Africa	D-20C
Binzagr Company Beauty Unit	KSA	B-40A
Bourjois	France	A-135A
Brazilian Secrets Hair	KSA	C-41B
BTXA	China	A-112A
BTXA LIFTOX	China	A-112A
Buttercup Trading 47 CC	South Africa	D-14C
CASMARA	KSA	B-41A
Chamelle Plaza	KSA	G-50C
Cis Co., Ltd	Korea	B-36B
Claude Maxime	KSA	
Clear	KSA	B-50A
Close Up	KSA	B-50A
Conoche' Cosmetics	South Africa	D-10C
Cosmetic Export Council (CECOSA)	South Africa	D-10C
CRYO COMNCEPTS	KSA	C-55A

BRAND LIST

Brand	Country	Stand No.
Curves	KSA	A165A
CUTERA	KSA	C-55A
Dar Al Ameerat Co.	KSA	C-41B
Dar Al-Ameerat	KSA	C-41B
Dermacol	KSA	D-38B
Dermagentic - Meso	KSA	C-55A
DERMAROLLER	KSA	C-55A
Devahair	USA	D-37B
Dongguan Rui-Feng Yuan Packaging MFG. Co., Ltd.	China	A-102B
Dongguan Wellong Hardware	China	A-104B
Doublo Micool-A	Korea	B-24B
DRA Pharmaceuticals CC	South Africa	D-16C
E-Cool	Korea	B-27B
E-Cool, Nano-Q, V-Form	Korea	B-27B
Eed Clinic	KSA	C-60A
EGO/GAMMA PIU,	KSA	B-40A
Egyptian Co. for Cosmetics	Egypt	A-10C
Elim Spa Products	South Africa	D-14C
Ellman Cortex	KSA	C-55A
Ellman Medley	KSA	C-55A
Ellman Pelleve	KSA	C-55A
Eric Zemmour	KSA	A - 95 A
Essence	KSA	D-38B
Evania Spa - Park Hyatt Jeddah Hotel	KSA	A-43B
F&S Cosmetic Inc	USA	A-105B
Farouk Maamoun Tamer & Co	KSA	A-54B
Fino Cosmetics CC	South Africa	D-17C
Friesland Campina	KSA	A-43B
GTG Korea	Korea	B-27B
Guangzhou Beauty Vision Cosmetics Co., Ltd.	China	A-103B
Gulcicek Kimya	Turkey	D-45B
HABALAN	Korea	B-33B
HABALAN Med & Beauty Co., Ltd	Korea	B-33B
HairShine	KSA	D-38B
Hasan Mohammed Alammari Est	KSA	C-57A
Hasna Argan Oil Products (Pty) Ltd	South Africa	D-11C
Hind Al Oud	KSA	B-32A
Hironic	Korea	B-24B
Home Health Care	KSA	A-160A
Huaian Jinzhicheng Cosmetic Package Co.,Ltd	China	A-100B
Hugh Source International Ltd.	China	A-112A
Hydrafacial Tower	KSA	C-55A
I.C.O.N Hair products US	KSA	A-110A
IBITA (International Beauty Industry Trade Association)	Korea	B-24B
IEC Pharma	Egypt	C-50A
Irish Beauty Range	South Africa	D-18C
Illumina	KSA	A-54B

BRAND LIST

Brand	Country	Stand No.
Imedeen	KSA	B-43A
Imperial Crown Trading 430 (Pty) Ltd	South Africa	D-13C
In Aus Flameless candles Italy	KSA	A-110A
Infrafitx	KSA	D-40B
IQueen	Korea	B-36B
Janssen Cosmetics GmbH	Germany	B-42A
Jawharat Perfume & Cosmetics	KSA	
JC	China	A-100B
Jean Louis David	KSA	A-161A
JH Cosmetic	USA	A-105B
Joelle Group	UAE	A-140A
KERATIN REVOULTION	KSA	B-40A
Kerstin Florian US	KSA	A-110A
Khaltat	KSA	B-32A
Ladies Corner	KSA	
Lantox	China	A-112A
Lanzox	China	A-112A
Le Medispa	KSA	A-195 A
Le Royal Cosmetic Center	KSA	D-16B
Le Soie Cosmetics	UAE	C-45B
Leader Healthcare	KSA	C-55A
LEQUIED ICE COSMEDICALS	KSA	C-55A
Lider Kozmetik	Turkey	A-90B
Lifeboy	KSA	B-50A
Lilian Terry International	South Africa	D-21C
Lipton	KSA	B-50A
Liquid Implant	KSA	C-55A
Long Time Liner	Lebanon	H-50C
L'Oreal	KSA	E-54B
LPG Endermolab	KSA	C-55A
LPG Hubermotion Lab	KSA	C-55A
Lux	KSA	B-50A
M.M.AWAN Surgical International	KSA	C-44B
MACADAMIA	KSA	B-41A
Maison De Joelle	UAE	A-140A
Maja Health Care Division	India	D-23B
Medica Group	KSA	A-130A
Metzger Ltd	Russia	A-65C
MIES	South Africa	D-13C
Mohamad Ali Al-Housami establishment	KSA	B-32A
Moroccan Hammam	KSA	A-110A
Mutteb Abdullah Al Masoud Est. (Triple M) Rawafid	KSA	
Nano-Q	Korea	B-27B
Nazih Group	KSA	B-41A
Nixion	KSA	A-54B
Noksibcho	Korea	B-25B
Olinia Naturals (Pty) Ltd	South Africa	D-15C

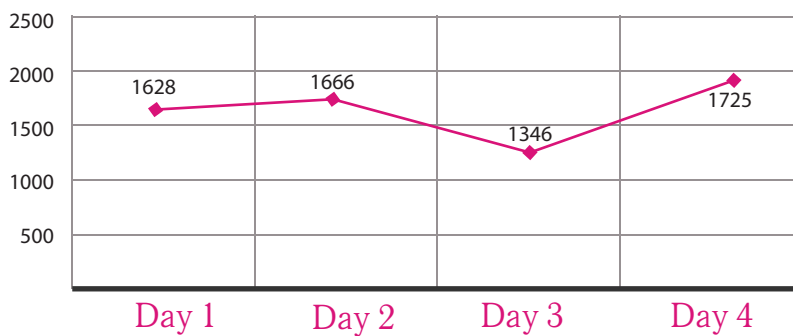
BRAND LIST

Brand	Country	Stand No.
Omelon	Korea	B-37B
Ondemand	KSA	A - 120 A
Oriental Modern Women Trading Co. (Oriana)	KSA	
Pheromone Perfumes	UAE	D-36B
Planet Beach	KSA	C-57A
Pobling	Korea	B-33B
Ponds	UK	B-50A
POYA	Korea	B-33B
Prosigne	China	A-112A
Quantificaire	KSA	C-55A
Radwa Trading Company	KSA	A-135A
Raskroy	China	A-112A
REDUX	China	A-112A
Regime	KSA	D-17B
Reve Bienetre	France	B-30A
Rêve-bienetre Cosmétiques Paris	France	B-30A
Rima Hair & Spa (Rima Center)	KSA	I-40C
Rodana International	KSA	A-110A
Rota Guzellik Mrkz	Turkey	A-30C
SADS	KSA	D-21B
Sarl AZ Export Import	France	B-30A
Sawen Cc	South Africa	D-18C
Sebastian	KSA	A-54B
Seoul	Korea	B-33B
Sferangs	Korea	B-25B
SG HEALTHCARE	Korea	B-34B
Shanghai Tuocheng International Exhibition Co. Ltd.	China	A-104B
Sister Jenny Jen-Til Healing	South Africa	D-19C
SKINTALK	Korea	B-34B
Soy Lights (Pty) Ltd	South Africa	D-10C
TANGUT	China	A-112A
Tebro Italy	KSA	A-110A
Thalassa Medical Company Ltd.	Hong Kong	A-111A
The Aromatherapy company UK	KSA	A-110A
The Skin House	Korea	B-25B
The Skin House, Sferangs	Korea	B-25B
TIGI BED HEAD	KSA	B-40A
Treedom (Thailand) Ltd.	Thailand	E-55B
Unilever	KSA	A-75C
Valcena Paris	KSA	A-110A
Vaseline	UK	B-50A
V-Form	Korea	B-27B
VI-JOHN Group (Maja Health Care Divison)	India	D-23B
Wella	KSA	A-54B
Xenical	KSA	B-43A
Yuyao Xinchao Plastic Products Factory	China	A-101B
Yves Rocher	France	A-165A
Zinaiti Al Dawliya	KSA	D-38B



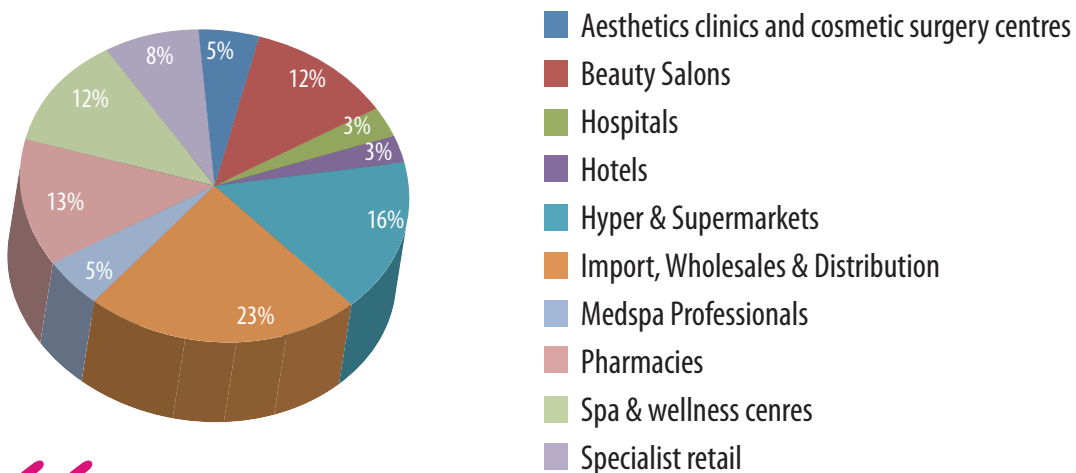
VISITOR INFORMATION

Saudi Health & Beauty 2014 Visitors



6365
Unique Visitors

Trade Visitors by Company Activities



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The quality of the show was really good - we've met a lot of buyers at this show and not only from Saudi Arabia. it's a very nice show, and we will definitely attend Saudi Health & Beauty next year. The people are very nice, we received positive feedback on our product.

Iqueen

76% of Exhibitors were satisfied with the quality of visitors



SHOW FEATURES

Saudi Health & Beauty Forum: Women's Health & Beauty in KSA

Delegate Arrival: November 24, 2014

DELEGATE & VIP ARRIVAL

- 18:30 Registration starts
- 18:45 Networking Tea and Coffee, then Prayers
- 19:15 Guests congregate for Opening ceremony

INAUGURAL CEREMONY ISF Saudi

- 19:20 Arrival of Chief Guest & Cutting of Ribbon
- 19:30 Delegate group: Tour of Saudi Health and Beauty though to VIP Area
- 20:00 Group Photograph
- 21:30 Canapés and Networking

DAY-2: November 25, 2014

Activity programme: Beauty Industry Investigation

Celebrity Appearance, Live Demonstration & Q&A with Joelle Mardigan, Clinica Joelle

- 17.00 - 17.30 Arrival at Exhibition
- 17.30 - 18.00 Networking Tea/Coffee in VIP Lounge
- 18.00 - 18.15 Arrival of Joelle, Official opening of Saudi Health & Beauty
- 18.15 - 18.30 Meet and Greet with Joelle in VIP Zone
- 18.30 - 19.00 Photocall in Joelle stand with Media
- 19.00 - 19.30 Prayer break then Networking Tea/Coffee
- 19.30 - 20.00 Seminar by Joelle in Demo Zone, then Q&A with Media, Delegates and the Public
- 20.00 - 21.00 Live demonstration by Joelle
- 21.00 - 22.00 Autographs & Photos with Joelle fans
- 22.00 - 23.00 Tour of Exhibition then return to Hotel

DAY-3: November 26, 2014

Activity programme: Beauty Industry Investigation plus Saudi Health & Beauty Conference

Session 1: An Introduction to KSA's Health & Beauty Industry

- 15.45 - 16:30 Networking Tea/Coffee
- 16:30 - 17:00 Health and Beauty – A Saudi perspective.
Eng. Hossam Al Qurashi, VP Marketing, AL NADHI
- 17:00 - 17:40 My Saudi Wellness
Dr. Hisham Abdullah Alomran MD, MPH, MBA, CPHQ, FACEP, KING FAISAL SPECIALIST HOSPITAL & RESEARCH CENTER
- 17.40 - 18.00 Prayer break then Networking Tea/Coffee
- Session-2: Clinical & Advanced Treatments
- 18:00 - 18:25 Body Contouring procedures after Massive Weight Loss – the gender difference
Dr. Adnan Gelidan, Plastic Surgeon, AJMAL CLINIC
- 18:25 - 18.45 Body Contouring and cellulite reduction
Adrian Myrick, Product Manager, MEDICA GROUP
- 18.45 - 19.10 Mesotherapy and Skin Health. Is Mesotherapy right for you?
Dr. Angelos Kanakopoulos, DERMAGENETIC
- 19:10 - 19.30 Facial Rejuvenation with sublative technology
Adrian Myrick, Product Manager, MEDICA GROUP

Session-3: Best Practices in Salon Management

- 19.40 - 20.10 Managing Multicultural Teams in Salon
Ms. Amani Al-Jezawi, Executive Manager, MAISON De JOELLE KSA
- 20.10 – 20.40 Salon Management – effective management principles
Madam Rena Garrabedian, General Manager, CLAUDE MAXIME MONDIAL

Saudi Health & Beauty Forum: Women's Health & Beauty in KSA

Session-4: Beauty Training & Application Techniques

- 20.45 - 21.30 Modern application for formation of hair using clamp in multiple styles
Sahar Ghareeb/Manal Asseeri, Cosmetology trainer, TECHNICAL COLLEGE for GIRLS in JEDDAH
- 21.30 – 22.15 French paint application techniques and modern nail decorating
Nouf Alotaibi/Rabab Aljedani, Cosmetology Trainer, TECHNICAL COLLEGE for GIRLS in JEDDAH
- 22.15 – 22.30 Networking Tea/Coffee

DAY-4: November 27, 2014

Session 1: Health & Wellness Sessions

- 15.45 - 16:00 Networking Tea/Coffee
- 16:00 - 16:30 You food is your choice and your health depends upon your decision
Dr. Rowaida Nihad, Executive Director, NUTRILIFE
- 16:30 - 17:00 "A breakthrough in the treatment of Diabetes and Obesity"
Dr. Salem Bazara, Consultant Gastroenterology/Hepatology & Interventional Endoscopy, DR. SOLIMAN FAKEEH HOSPITAL
- 17:00 - 17:30 "Vision Correction . . . LASIK and Beyond"
Dr. Hisham Hosny, Director of Ophthalmology, DR. SOLIMANFAKEEH HOSPITAL
- 17.40 - 18.00 Prayer break then Networking Tea/Coffee

Session-2: Cosmetology – A Saudi Perspective

- 18:00 - 18:20 Preventing and Treating Hair Loss in Women? Challenges
Tahani Shamma, Brand & Marketing Manager, WELLA
- 18:20 - 18.40 Botanical Beauty. Cosmetics and the Organic Revolution!
Abdulkareem Al Ansi, Training Manager, YVES ROCHER
- 18.40 - 19.00 Identify and diagnose common hair shaft and scalp disorders
Tahani Shamma, Brand & Marketing Manager, WELLA
- 19.00 - 19.20 Fat Burning Techniques, while strengthening core postural muscles
Topic TBC, LEADER HEALTHCARE

Session 3: Skincare & Beauty Sessions

- 19.30 – 19.50 Lifestyle & Beauty – Getting the right balance.
Dr Nihal Ahmed Affan, DERMATOLOGIST & COSMETIC SPECIALIST
- 19.50 – 20.10 Eyebrow Shaping and Eye Shadowing Application Techniques
Razan Al Jarrah, Cosmetology Trainer, TECHNICAL COLLEGE FOR GIRLS IN JEDDAH

Session 4: Beauty Training & Techniques

- 20.15 – 21.00 Hand Massage Techniques
Razan Al Jarrah/Sahar Ghareeb, Cosmetology Trainer , TECHNICAL COLLEGE FOR GIRLS IN JEDDAH
- 21.00 – 21.45 Eyebrow Shaping and Eye Shadowing Application Techniques
Razan Al Jarrah/Sahar Ghareeb, Cosmetology Trainer, TECHNICAL COLLEGE FRO GIRLS IN JEDDAH

Demonstration Zone

"The Health & Beauty Show 2014 was a big scale, well-organised event, and one of the best exhibitions that I have attended in the Kingdom. The level of media attention that the event, and my participation generated, is a clear indication of the growth and popularity of the health and beauty sector and I am pleased with the high rate of interest, and audience engagement—with 500 new images shared on my social media accounts—that was displayed by the attendees at Maison De Joelle's live demonstration of the latest hair and makeup tips."

Joelle Mardinian



Hosted Buyer Programme

58
Hosted
Buyers

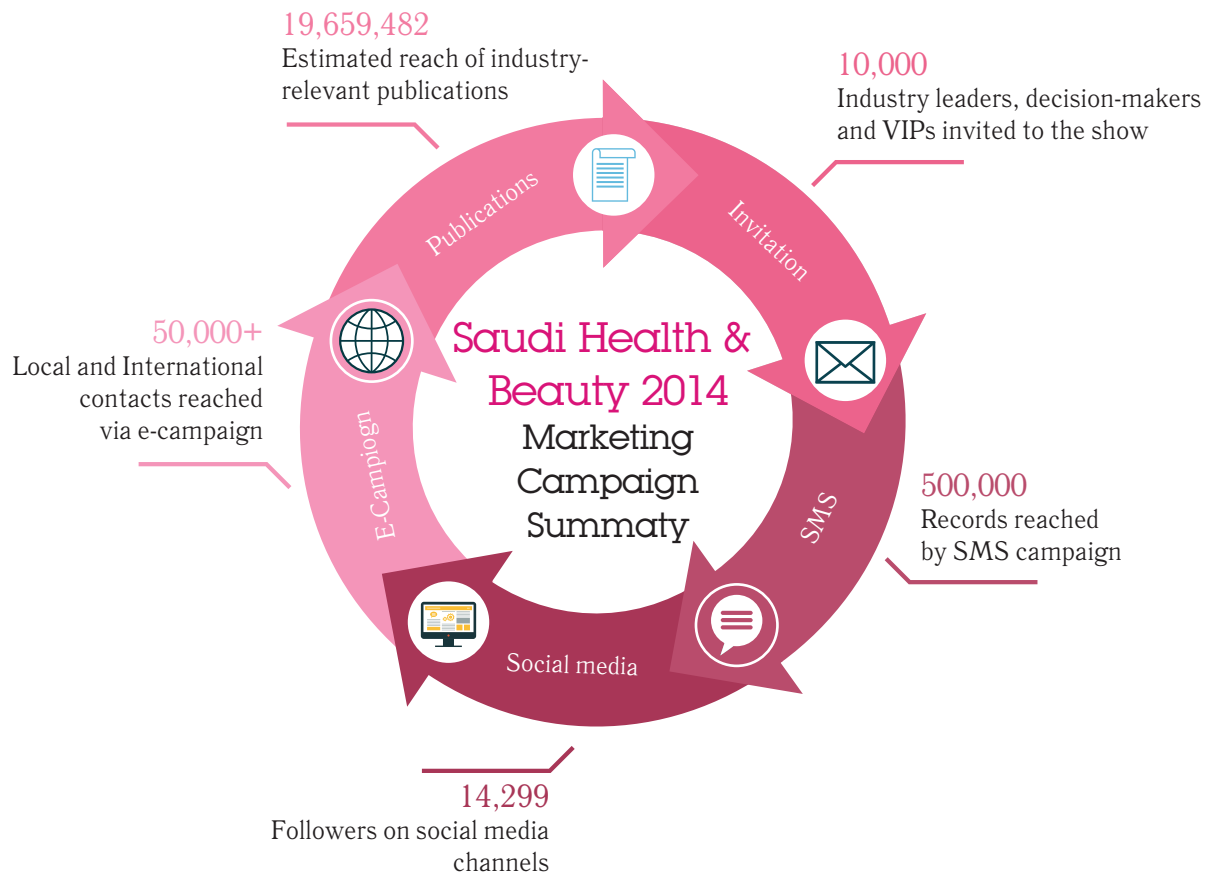
46
Exhibitors
participated
in the programme

364
pre-organised
meetings
took place





SAUDI HEALTH & BEAUTY 2014 MARKETING



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"The exhibition is very wonderful and there is good coordination of the exhibition and a great number of visitors. All the brands who participated supports the world of beauty. Media was very good and we hope to participate in the exhibition next year."

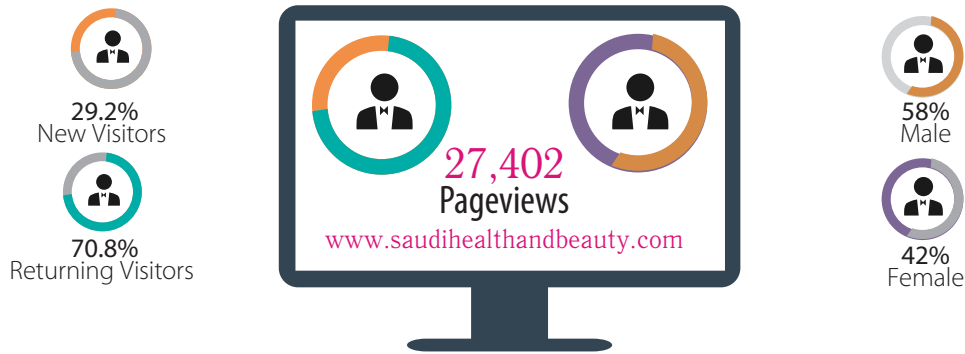
Shrouq Al Meshari, Trainer
Bourjois

SAUDI HEALTH & BEAUTY 2014 MARKETING

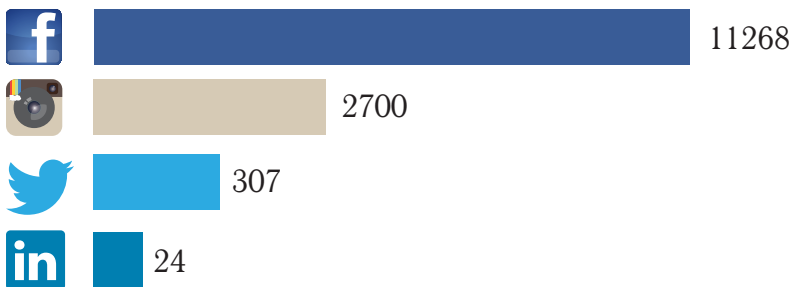
Online Marketing

The Saudi Health & Beauty 2014 website provides all show-relevant information in one place, consolidating social media activities with over 14,000 followers.

www.saudihealthandbeauty.com



Social media



Email Campaign

Monthly email campaigns were sent to over 20,000 Saudi Health & Beauty 2014 database records to update health and beauty industry professionals and exhibitors with the latest show, industry and exhibitors news.

Advertising

Saudi Health & Beauty 2014 was supported by over 40 print and online advertisements, online banners and outdoor advertisements placed in strategic locations around Jeddah.

FM Radio

The Saudi Health & Beauty 2014 visitor campaign included 35 advertising slots on MIX FM with an estimated reach of 2,000,000 listeners.

SMS Campaign

500,000 sms were sent to Saudi Health & Beauty 2014 mobile data across KSA.

Saudi Health & Beauty 2014 Flyers and Invitations Distribution

Saudi Health & Beauty 2014 VIP invitations were sent to 10,000 VIPs and industry professionals in addition to e-invitations and 150,000 flyers distribution across the country via leading local media and the beauty and spa centres and pharmacies.

SUPPORTERS AND PARTNERS

الراعي المميز
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Joelle

الراعي الفضي
Silver Sponsor



شركة د.مازن فقيه الطبية التكميلية المحدودة
Dr. Mazen Fakeeh Complementary Healthcare

فقيه.

مستشفى د. سليمان فقيه
Dr. Soliman Fakeeh Hospital

شريك تعاوني
Collaborative Sponsor

NIOXIN



شريك معروف
Knowledge Partner:



EUROMONITOR
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Media Partners:





Saudi Health & Beauty

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The **2nd** edition of **SHB** will take place on
25th - 28th November 2015
Jeddah Centre for Forums and Events


SAUDI ARABIA'S LEADING INTERNATIONAL HEALTH & BEAUTY SHOW

Exhibit today!





John Tappin
Show Director

Email: john.tappin@reedsunaidiexpo.com
Mobile: : +966 54 282 5583

Organised by:

 Reed Sunaidi Exhibitions

www.saudihealthandbeauty.com

    #saudihealth&beauty