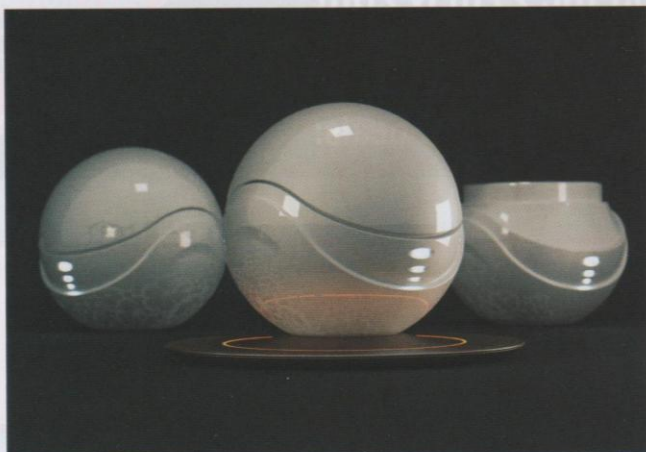


PROFESSIONAL BEAUTY 2011 27 & 28 February 2011, ExCeL London



In with the new

As well as established brands launching new lines, there are plenty of first-time exhibitors at the show who will be introducing either brand new ranges or overseas-based products that are new to the UK.

Sppliance, the brainchild of Jane Scrivner and Kevin McWilliams is a brand new company that will launch at Professional Beauty, showcasing its first piece of spa equipment - The Orb.

The Orb is a portable warming chamber that can be used to heat skincare products. Sppliance says it can heat product to optimum delivery temperature within ten minutes and maintain heat for up to an hour while a therapist performs a treatment. Sppliance has so far applied for five patents for additional appliances it plans to launch this year.

House of G will launch **Just Nail**, a Taiwanese brand that will be on show for the first time in the UK at Professional Beauty. The collection features products for a range of systems including gel, acrylic and nail art. There is also a wide collection of nail accessories and tools, polishes and salon essentials. The latest product is Just Nail Poligel, a gel-polish hybrid.

Scala will use the show to introduce the **Dr Hans Schreuder** range of skincare to the UK market. This Dutch brand features seven hypo-allergenic products including Scar

Treatment Cream with vitamin E, rice and chamomile, Body Cream with oat extract and Morning Cream with vitamin E and yeast extract.

Holy Lama is a family-run business founded in India in 1946. With manufacturing based in Kerala the products are based on the traditions of Ayurveda and aromatherapy. Holy Lama is an all-female enterprise, where

most of the employees are from disadvantaged backgrounds. Products include massage oils, scrubs, soaps and hand cream.

Meder Beauty Spa is also new to the UK. It will launch its spa product line that includes massage honeys and oils, body lotions, bath nectars and aquagel body wraps. Key ingredients are Mexican chocolate and guarana for their anti-cellulite properties, Scandinavian cranberries for rejuvenation, and French lavender and rose in the slimming formulas.



Circadia UK is the distributor for both Circadia skincare products and Mattioli equipment. The company is promoting the dermo-electroporation machine, which is a needle-free mesotherapy machine, for use in collaboration with Circadia products. See page 90 for more details.

SpaStaff.com has exhibited before but will relaunch at the show with an entirely new concept. The spa recruitment website will now invite job seekers to create a free PDF CV. Employers search anonymous CVs for free and only pay a nominal fee for the contact details of the ones they pick once the candidate has confirmed interest. Spstaff will also post jobs online for free with employers only paying if they chose one of the candidates who apply. **PB**

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