

Beat: Arts

## **MCB BY BEAUTE SELECTION & HAIRWORLD 2019 (Omc World Cup)**

**PARIS PORTE DE VERSAILLES, Sept.14-15-16**

PARIS - PORTE DE VERSAILLES, 25.01.2019, 13:09 Time

**USPA NEWS** - Will be held an Unique Event at Paris - Porte de Versailles on September 14-15-16, 2019, gathering in One Place Professionals coming from the Beauty Industry such as : Hair Business, Shopping Hair, Body Care, Aesthetic Material, Nails Products....

Visitors will be able to enjoy :

- \* The Exhibition Zone with +550 Brands displayed
- \* New Collections and Trends on Stage with 15 Hours of Show
- \* Experts taking part in Workshops and Conferences
- \* Future Talents with +1300 Competitors through the Hair and Make Up Contest.

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MCB by Beauté Sélection offers a Unique Meeting dedicated to the World of Beauty. This is a Singular, Unique and Professional Event devoted to the Beauty Business and offers Unavoidable Entertainments to understand the New Challenges of the Profession and understand Innovative Practices.

### THE PROGRAMME

#### \* Creations and Trends Show

The New Collection in Live, Stage Performance, Artistic Shows. French and International Professionnals who give their View of Haidressing and Make-Up. During 3 Days, the Best of the Hairdressing and Make Up A schedule of 15 Unique Shows on a Great Stage in Paris with over 3000 Seats.

#### \* Workshws

Thanks to the Two Areas for the Workshow Visitors can discover Workshops, Presentation of Trends and Innovation.

#### \* Conferences

Three-Days Conference to meet Leading Experts and talk about Expectations and Terms of Management, Marketing and Business Development

#### \* Competition : Talents are honored

Spaces will be dedicated to the Competitions : OMC Hairworld, Make up, Lashes and Body Care

#### \* Highlights

Creative and Detonating Hustles will be there to punctuate these 3 Days for the Satisfaction of the Visitors.

#### \* 280 Exhibitors

#### \* OMC HAIRWORLD 2019

The Edition 2019 will propose for the Third Time the Hairworld in Paris , organized by the OMC. This is the Opportunity for MCB by Beauté Sélection to highlight 1 300 Talents and International Competitors.

The Cosmetic Industry (Beauty Industry or Personal Care Industry) can be broken down into 5 Segments : Hair Care, Skin Care, Fragrance, Make-up, Other. About 20% of all Cosmetic Products sold are for the Hair. Shampoos make up the Vast Majority of this Market since almost everyone uses Shampoo. Other Significant Market Segments include Conditioners, Styling Products, Hair Color, and Relaxers. The Range of Products that are offered for the Skin Care Market are much more diverse than the Hair Care Market. Skin Care makes up about 27% of the Total Cosmetic Industry and includes Skin Moisturizers, Cleansers, Facial Products, Anti-Acne, and Anti-Aging Products. Of all the Cosmetics, Skin Care Products can be some of the Most Expensive.

The Color Cosmetic Market represents about 15% of the Cosmetic Industry and includes anything from Lipstick to Nail Polish. Included are things like Blush, Eyeshadow, Foundation, etc. The Array of Products is vast and the Number of Color Variations are Practically Infinite. You can spend a lot of time as a Cosmetic Chemist working on New Shades of Familiar Products. The Fine Fragrance Market Segment has really taken a Hit in the last few years but it still makes up about 10% of the Cosmetic Industry so some Companies are still making Money. The "Other" Category represents 23% of the Cosmetic Industry and is made up of Things like Toothpaste, Deodorants, Sunscreens, Depilatories, and other Personal Care Products not yet mentioned. Actually, many of these Products could fall under one of the Categories already mentioned.

The Cosmetics Industry is one of the Rare Sectors in which France continues to be a World Leader. French Perfumes and Cosmetics are among the Best French "Ambassadors" abroad, where "Made in France" has a Cachet of Quality and Desirability. Two Key Players, L'Oréal and LVMH (Louis Vuitton Moët Hennessy), dominate this Very Competitive Market. The High Level of Demand is matched by Constant Innovation in the French Cosmetics Market. France spends more on Cosmetics Research and Development than any other European Country. New Trends and Brands are continuously entering the French Market aiming to attract and acquire New Consumers. This is why, Companies should put Enormous Importance on Product Updates and Presentations with a High Level of Quality. Although this is a Very Difficult and Competitive Market, there are some Market Opportunities for U.S. Niche Brands.

Organic Cosmetics are a Booming Market in France. Initially, many Organic Cosmetics were designed for People suffering from Skin Problems, such as Eczema or Allergies. Increasingly, Organic Cosmetics are positioned as High Quality and Premium Products and draw a Wide Range of Consumers. Sun Care Products have become much more Complex, now including Spot-Prevention, Tinted Creams in addition to the expected UVA and UVB Protection. The Competition between Manufacturers has increased over the past few years in order to gain Market Shares. The Ethnic Cosmetic Market appears to be a Great Opportunity in France due to an increase in the Purchasing Power of Ethnic Communities. The Well-Known Brands are beginning to dedicate more Products to this Growing Market. Men's Products : more Men are purchasing Beauty Products and Anti-Aging Treatments. The Male Grooming Market has experienced Double Digit Growth Rates in Several Segments over the past Decade. Spa and Wellness Products still remain one of the Most Dynamic Markets with a significant Increase over the past few Years....

OMC is the Largest Professional Hairstylists' Organization in the World and is responsible for hosting the "Hairworld OMC World Cup Paris 2019". This is a Special Competition for those who thrive both in their Careers and in the Competitive Hairdressing Realm. With over 50 Member Countries and over 2,000,000 Individual Members Worldwide, this is a Competition that will lure 1,000 of the most Competitive Participants in the Industry on a Global Scale. OMC was founded in 1946 and offers a Global Platform to all Organizations in the Sector of Hair & Beauty Worldwide. It is the Official Global Organization to organize World Championship in the Sector of the Hair & Beauty and present the Title WORLD CHAMPION. The Registration Deadline is June 1, 2019 and the Competitions will be held during the MCB Event in Paris-Porte de Versailles, September 14-15-16, 2019.

A Brief Press Conference was held at Capital 8 (Paris) on January 17, 2019 by :

- \* Bernard Stalter : Co-President of MCB By Beauté Sélection & President of UNEC
- \* Christophe Gabreau : Co-President of MCB By Beauté Sélection and President of Standing-Events
- \* Salvatore Fodera : OMC World President

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