






**BEAUTÉ  
SÉLECTION**  
{ NANTES }

**14 & 15 FEB. 2021 | EXPONANTES LE PARC**

   [beuteselection.com](https://www.beuteselection.com)

# TAKE PART TO THE MAIN WEST OF FRANCE EVENT IN THE HAIRDRESSING, MAKE-UP, AESTHETICS & NAILS INDUSTRY.

This awaited appointment of Global Beauty in the Great West presents the latest trends, innovations, techniques in hairdressing, aesthetics, nail design and spa.

## YOU ARE

Cosmetic brand  
Franchise Network  
Manufacturer of materials, furniture and equipment  
Distributor of accessories and small equipment  
training center  
Services Provider

## YOU MEET

Hairdressing and beauty professionals  
Buyers  
Distributors  
Retailers / Wholesalers  
Consultants / Trainers



## 9th edition

10 233  
professional visitors

80  
Exhibitors

200  
brands presented

73%  
of visitors are buyers



82%  
of visitors from the previous edition are satisfied with their visit and wish to participate in the 2021 edition

59%  
hairdressing visitors

41 %  
aesthetic visitors



44,5%  
CEO

38,5%  
employees

17%  
Students

## Hair & beauty salon

65% between 1 & 3 employees  
22% between 4 & 6 employees  
13% more than 7 employees



## BS EDUCATION

The Beauty Selection exhibition focuses on skills development and inspiration by developing BS Education which provides access to training and masterclasses offered by the best experts in the sector on topics such as :

Men's cut & beard, make-up, spa modeling, commercial ties, management ...

## INCREASE YOUR VISIBILITY

Generate contacts, develop your visibility and amplify your notoriety by benefiting of the support by a qualified target of professionals in the hair and beauty sector:

- > Mailing of personalized invitations
- > Media coverage in the professional press
- > Emailing campaign plan on our basis of qualified data
- > Communication on our website and social networks
- > Participation in the free Masterclass offered during the exhibition



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**JOIN US  
ON BEAUTÉ SELECTION**

Organization by Standing - Events  
47 avenue de Flandre - 59290 Wasquehal - france  
Tél : +33 (0)3 28 07 32 95  
Fax : +33 (0)3 28 07 32 25

**ORGANIZE YOUR PRESENCE :**  
[commercial@standing-events.com](mailto:commercial@standing-events.com)