



FOR IMMEDIATE RELEASE

IBE 2016 TO GATHER TOP HAIR-MAKE UP-NAIL ARTISTS AT WORLD-CLASS AWARDS IN MALAYSIA

KUALA LUMPUR, MARCH: International Beauty Expo (IBE) will once again returns to conquer and to introduce the latest products, brands, apparatus & tools, machineries and etc to the industry that drenches in trends – Beauty, Hair, Cosmetics, Nail, and Spa!

This year, with the establishment of strong partnerships with World Hairdressing Federation (WHF), Malaysia Nail Technicians and Make Up Artists Skill Development Association (MNTA), and Hairdressing Skills Development Association (HSDA) who are the most established and influential associations in its related industry, we are all set to bring to you the three groundbreaking world-class awards in IBE 2016 – International Hairdressing Awards (IHA), IBE Make-Up Artistry Awards, and IBE Nail Artistry Championship.

Set to be the most challenging hair-designing competition among the experts, International Hairdressing Awards (IHA) 2016 is formed after OMC (Organisation Mondiale Coiffure, World Hairdresser's Organisation) HairWorld Championship's standards. IHA 2016 contain both Commercial and Technical categories and will be the ultimate platform for all hair designers to demonstrate their diverse skills, and to achieve greatest honor and awards in their hairdressing career. Its sophisticate and unusual concept of the creations had remained the biggest attractions of this competition, where it can only be found in IBE 2016.

Besides the awards for the hairdressers, IBE Make-up Artistry Awards 2016 has also all set to be the most exciting extravaganza in Malaysia's cosmetic industry by setting the stage for make-up artists to perform their skills and creativity. This year, the artists will compete in Bridal Category (Theme: Gorgeous Baroque) and Fantasy Open Category (Theme: Amazing Galaxy), Body Painting (Theme: Free Style), Special Effect Make-Up (Theme: Movie-Inspired 2.0). The Organizer and supporting association – MNTA wish to push the boundary to another higher level by bringing in new unconventional categories which are Air Brushing Make up and Eyelash Extension. The gather of these new categories vow to impress the industry with creative masterpieces by the professional artists.

Adding to our fantastic line up of awards, IBE Nail Artistry Awards 2016 will become the next most reputable nail art competition. In order to represent the diversity of the nail art industry, there will be more than 20 categories for the participants to breakthrough and to discover the skills and creative aspects.



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Kuala Lumpur Convention Centre,
MALAYSIA



Most Acclaimed Business Platform For Beauty . Hair . Cosmetics . Nail . Spa Professionals

“IBE 2016 have over 40 internationally well-recognized industry professional joining the force as our honorable panel of judges and this year we have expected a turn up of at least 40 entries for International Hairdressing Awards, 100 entries for IBE Make-Up Artistry Awards, and 400 entries for IBE Nail Artistry Championship, which would definitely surpass all previous records”, says Mr. Johnson Lim, the CEO of Elite Expo Sdn Bhd.

All 3 awards are now open for registration; contestants can get the participation form at: www.ibe.my or call 603-5891 1157 ext 118 for more information.

International Beauty Expo is open from 7 – 10 MAY 2016, 11am – 7pm, at KL Convention Centre. For admission inquiries, kindly contact The Organizer at

T: (603) 5891 1157; F: (603) 5891 1147;
E: info@eliteexpo.com.my; W: www.elite.com.my

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