



FOR IMMEDIATE RELEASE

3-WORLD CLASS AWARDS ROAD SHOWS AND BRIEFING

KUALA LUMPUR, MAR, 2014: With the enthusiastic response and feedback from the contestants of **International Hairdressing Awards (IHA)**, **IBE Make-Up Artistry Awards**, and **IBE Nail Artistry Championship** at IBE (International Beauty Expo) on 19 & 20 May 2014, here we welcome you to join the road show and briefing to obtain the first-hand information about the awards! There will be briefing on awards rules and regulations, video presentation and live demonstration from professionals during this road show.

With this, contestants would know more about the dos and don'ts of respective awards. Besides that, professionals from MHA (Malaysian Hairdressing Association) and MNTA (Malaysia Nail Technicians Skill Development Association) would also do live demonstrations on site in order to provide contestants a better understand on the awards in terms of needed skills and techniques during the competition. In addition, there will also a Q&A section for contestants to ask question regarding on the awards.

We are now calling all participants and potential hairdressers, make-up artists and nail artists who interested in these 3 awards to join our road shows and briefing! This is a FREE admission road show so don't miss this chance!



International Beauty Expo
国际美容展

五月

17 - 20 MAY 2014

Kuala Lumpur Convention Centre, MALAYSIA



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

Below is the schedule of the road shows at Penang, Ipoh, Kuala Lumpur and Johor.

	Penang	Ipoh	Kuala Lumpur	Johor
Date	24/3/2014	25/3/2014	26/3/2014	27/3/2014
Time	3pm-430pm	3pm-430pm	2pm-330pm	2pm-330pm
Venue	PASSION SCHOOL OF HAIR DESIGN 9/A Ground Floor, Maclister Road, 10400 Penang	WAHL SALOON No. 2 Hala Bercham Timur 11, Bercham Height, 31400 Ipoh, Perak	A CUT ABOVE ACADEMY No,7-1, Jalan PJS 8/10, Dataran Mentari, Bandar Sunway, 46150, Petaling Jaya	EVOGUE HAIR & BEAUTY STUDIO ACADEMY Lot M7-02, Level 7, Johor Bahru City Square 106- 108 Jalan Wong Ah Fok, 80000 JB

For Media Enquiries:

Ms. Eva Tang

PR & Communications Department

T: (603) 5891 1157

F: (603) 5891 1147

M: (6016) 3247 909

E: eva@elite.com.my

W: www.elite.com.my