

Press

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Beautyworld Middle East
14-16 May 2017
Dubai International Convention and Exhibition Centre, UAE

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Hollywood hair artist Guy Tang headlines star act of professional stylists at Beautyworld Middle East 2017

Self-proclaimed 'hair activist' to showcase hottest hair trends and colouring techniques at Centre Stage by Nazih Group

Dubai, UAE: Guy Tang, one of the world's most recognised names in the professional beauty industry, is making a debut appearance in the Middle East, as he prepares to inspire thousands of stylists with his latest hair colouring techniques at the Beautyworld Middle East exhibition in Dubai.

The Hollywood hair artist has travelled the world delighting audiences with his perfectly crafted metallic tones, and stunning pastel hues. Using the hashtag #Hairbesties, Tang has attracted millions of followers on his YouTube, Instagram and Facebook social media platforms, with a unique style of providing education through entertainment.

The 35-year old self-proclaimed 'hair activist' will transfer those high octane, fun, and colourful sessions to the live stage when he headlines a star act of hair and makeup professionals at Beautyworld Middle East 2017, which runs from 14-16 May at the Dubai International Convention and Exhibition Centre.

Tang will share his techniques and tips for blonding and colouring using the Olaplex hair strengthening treatment at Centre Stage by Nazih Group – a three-day educational showcase at Beautyworld Middle East highlighting the latest trends and developments in the beauty industry.

He will show how he incorporates Olaplex in his hair art form, and believes the bond-building treatment is an indispensable arsenal that every hairstylist should have in their salon.

"I've been traveling the world with Olaplex sharing my knowledge, techniques, tips and tricks and I am so excited to be at the Beautyworld Middle East show in Dubai for the first time," said Tang.

Messe Frankfurt Middle East
P.O. Box 26761, Dubai
United Arab Emirates

“This will be my first stop in the region and I’ve heard so much great things about Beautyworld Middle East – grand, luxurious, the best of the best. I can’t wait to see all my Hairbesties at the show, where they’ll see me demonstrate live, step-by-step hair colouring techniques and show the hottest trends that I’ve created.”

Nazih Group, one of the Middle East’s largest beauty and cosmetic companies, is the region’s exclusive distributor for Olaplex and other professional haircare brands such as ghd, John Paul Mitchell Systems, Alter Ego, Indola, Macadamia Natural Oil, and Revlon.

Nazih Hamad, the Managing Director of Nazih Group, said: “Having Guy come to Dubai means a lot for the Middle East beauty industry, and he was so excited when we invited him since he’ll have the opportunity to share his artistic talents with hairdressers across the region.

“Salon owners will benefit massively from Guy’s appearance, and he’ll inspire hairdressers to be as international as he is. He loves sharing his secrets, tips, tricks and hair colour formulas, which will definitely add value to hairdressers’ knowledge and skills.”

Beautyworld Middle East is the region’s largest trade fair for beauty, hair, fragrances, and wellbeing. Now in its 22nd edition in 2017, the annual showcase has built a reputation of attracting the biggest names in the professional beauty business, having welcomed celebrity hairstylist Tracey Cunningham for the first time last year.

Ahmed Pauwels, CEO of Messe Frankfurt Middle East, the organiser of Beautyworld Middle East, said: “The Middle East is the world’s fastest growing market for beauty and personal care, and so it’s a wonderful opportunity when high-profile names such as Tracey Cunningham and Guy Tang come to the region to motivate and inspire industry peers.

“Guy Tang is a game changer for many in the industry, and his quirky style will ensure visitors to Beautyworld Middle East will come away rejuvenated and inspired to perhaps become celebrity hairstylists in their own right.”

Beautyworld Middle East 2017 will feature more than 1,500 exhibitors from 60 countries, and comprises the key product groups of Hair, Nails & Salon Supplies; Cosmetics & Skincare; Machinery, Packaging, & Raw Materials; Professional Equipment, Spa & Wellness; Fragrance Compounds & Finished Fragrance; and Personal Care & Hygiene.

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Other event highlights in addition to Centre Stage by Nazih Group include the Battle of the Barbers, Hair Education by ghd, Nail It! By OPI, Quintessence – the art of perfume, the Trend Forum, and the Business in Beauty Summit.

The dedicated platform is ideal for global players to launch their latest products and network with thousands of retailers, distributors, wholesalers, beauty professionals, importers and exporters from throughout the wider region and beyond.

The strong international flavour will be underlined by 21 country pavilions from Argentina, Bahrain, Bulgaria, Brazil, China, Egypt, France, Germany, Hong Kong, India, Italy, Korea, Morocco, Pakistan, Spain, Taiwan, Thailand, Tunisia, Turkey, UK, and the USA.

More information is available at: www.beautyworldme.com.

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Notes to editors:

Beautyworld Worldwide

Organised by Messe Frankfurt, the Beautyworld brand hosts trade shows at various locations around the world.

- **Beautyworld Japan Fukuoka**
6 - 7 February 2017, Fukuoka, Japan
- **Beautyworld Middle East**
14 - 16 May 2017, Dubai, UAE
- **Beautyworld Japan**
15 - 17 May 2017, Tokyo, Japan

Further information and photos in print quality can be found at the below sites:

www.beautyworld.messefrankfurt.com

www.beautyworldme.com

www.beautyworldjapan.com

Background information on Beautyworld Middle East

Beautyworld Middle East is the largest international trade fair for beauty products, hair, fragrances and wellbeing in the Middle East. The exhibition is the key networking and sourcing platform for the beauty and cosmetics industries. As the largest event of its kind, it ensures direct access to more than 1,500 exhibitors from 60 countries and welcomed 37,184 visitors in 2016.

With an amazing array of products and services from all over the world, it gives visitors the opportunity to source cutting edge products and services as well as learn about and discuss the latest market trends.

There is no other related trade exhibition in the Middle East that delivers the same quality and variety of buyers and distributors. The 22nd edition of Beautyworld Middle East takes place from 14-16 May 2017.

Show website: www.beautyworldme.com

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating over €640 million in sales and employing 2,364* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international sales partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.*

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

*Preliminary figures for 2016

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About Messe Frankfurt Middle East

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Dubai, Automechanika Jeddah, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Paperworld Middle East, and Prolight + Sound Middle East. The subsidiary also organises a series of conferences and seminars including the BOHS Worker Health Protection Conference, the Business in Beauty Summit, the Light Middle East Conference, Smart Traffic Middle East, and Future Mobility. For more information, please visit our website at www.messefrankfurtme.com

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