

## **MORE THAN 24,000 HEALTH & BEAUTY PROFESSIONALS VISIT WELLNESS SPA&BEAUTY EXHIBITION**

*Milan, 28<sup>th</sup> October 2009* – The fourth Wellness Spa&Beauty Exhibition, the health and beauty industry's trade fair organised by Fiera Milano Expocts and held 23-27 October at fieramilano (Rho), was a great success. As in past years, this year's attendance figures confirmed the high expectations. More than 24,000 trade visitors explored the two Spa and Beauty areas, which this year were strategically located next to Hotel Emotion, an offshoot of the Host contract services and hotel industry fair.

This result rewards the efforts of the organisers, who are particularly gratified by the high quality of a selected audience of professionals and potential business partners, many of whom came from abroad to see the fair. Wellness Spa&Beauty Exhibition's vicinity to Hotel Emotion attracted cross-industry targets to both fairs, a reciprocal benefit.

One of the most outstanding attractions at this year's Wellness was Spa Design, which amazed everyone with its display of five fully operational, high quality spas, each with a different character. This unique display was the fruit of collaboration between a number of the most brilliant spa designers on the market and leading wellness-industry brands.

In addition to the exhibition itself, another highly appreciated aspect of Wellness Spa&Beauty Exhibition was its range of conferences held in the Summit areas, with contributions from many of the industry's most respected figures, giving a 360° overview of the wellness universe: from treatments to massages, from spa-centre planning to management, not forgetting the importance of training skilled staff.

It is on this basis of an assurance of success that Wellness Spa&Beauty Exhibition is preparing, after four years, to hand over to two prestigious fairs, sure in the knowledge that the experience acquired up to now will be put to excellent use. In fact the fair's two sections will separate as from next year and integrate with even bigger, more comprehensive shows.

On the one hand, the Spa section will become part of the biennial Hotel Emotion fair: a particularly winning move in view of the two shows' strategic synergy, which was clearly seen in their vicinity this year. On the other, the heritage of the Beauty section will be absorbed and optimised in Intercharm Milano, a new beauty-and-cosmetics event organised by Reed Exhibition.

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