



INTERNATIONAL HAIR STYLISTS  
ON STAGE  
**23-24 OTTOBRE 2016**  
MiCo – FIERA MILANO CONGRESSI

## ON HAIR MILAN EDITION BY COSMOPROF MAKES ITS DEBUT IN MILAN

**On Hair Milan Edition** makes its debut in Milan. The event, organized by **Cosmoprof Worldwide Bologna**, the leading hub for the beauty world, collects the most famous international hairstylist under one roof. Starting from 2011, it is a not-to-be-missed initiative for hair stylists from all over the world, who can attend exclusive live shows and performances.

This year the format appears for the first time in Milan, the Italian fashion capital and the expression of the *Made in Italy*, on **October 23rd and 24<sup>th</sup>, 2016**, at the **MiCo – Fiera Milano Congressi**.

On Hair is a landmark event for the hair industry, a perfect contamination of fashion and beauty and an excellent expressions of the *Made in Italy*. In Milan visitors will have the opportunity to discover the latest fashion trends, the original cuts and the cutting-edge hairstyles thanks to the presence of international hair stylists.

Ideal stage for the show will be a theater with a capacity of over 4,000 people, location of the catwalks of the major fashion houses, with a cutting edge direction and the presence of fashion photographers known throughout the world.

Among the protagonists of the show, **Igor Rago**, art director of **GHD**, **Franco Curletto** and **Carlo Bay** of **L'Oréal Professionnel**, **Mimmo Laserra** and **Mod Salons** for **Alfaparf Milano**, **Mauro Galzignato** for **Rockandrollhair**, **Toni&Guy**, **Balmain**, **Vitalitis** e **Hair Company**.

Exclusively for **On Hair Milan Edition by Cosmoprof**, the **Hair Products Award** is the first award dedicated to **'technical and professional products'** selected by hairdressers and to **products for resale in the top rated salons** chosen by consumers. Organized by *BeautyBit* in collaboration with *estetica.it* and *parrucchierando.com* and with the patronage of *Cosmetica Italia* and *Camera Italiana dell'Acconciatura*, the contest allows hairdressers as updated and competent professionals to declare the excellence of the products. The hairdressers can express their preference for 19 categories of products for professional use, rewarding both the innovation of the product and the appreciation recorded in the salon during use. The hair products for resale can be voted by consumers for three categories: shampoo, treatment, styling. The winning products in each category will have the opportunity to make use of the title of **BEST PROFESSIONAL PRODUCT OF THE YEAR** for the next 12 months. The winning products will be presented during a ceremony on Sunday 23 October, which will be followed by a cocktail celebrating the most voted companies.

**Creativity** and **training**: these are the key words for the show, with hair-stylists engaged in live performances that will make the audience speechless, but also in workshops and seminars that will deepen their techniques.

In addition to the events dedicated to the shows, a wide exhibition area will be available to professionals in the industry, with the biggest hair companies presenting their new product.

In the rooms dedicated to workshops, exhibitors can organize presentations, training sessions and update courses for their clients and for the hairdressers attending the event.

**On Hair Milan Edition by Cosmoprof**: "the place to be" for the hair sector.

For further information: <http://www.cosmoprof.com/on-hair-milan-edition/>

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