

Mondial
SPA & BEAUTÉ
INTERNATIONAL SPA & BEAUTY EXHIBITION
Paris, Palais des Congrès
8, 9 & 10 March 2008
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PRESS RELEASE

Mondial Spa & Beauté

8, 9 & 10 March, 2008
Paris – Palais des Congrès

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Welcome to the third Mondial Spa & Beauté !

The third edition of Mondial Spa & Beauté exhibition is scheduled for March 8-10, 2008 in Paris, at the Palais des Congrès (Level 1).

Within **booming market**, this event dedicated to professionals of the Well-Being, Aesthetic, Cosmetic and Spa sectors will gather **almost 400 brands** and **12 000 trade visitors**.

Famous brands, manufacturers, distributors and cosmetic purchasing advisors, beauty salons, aesthetic schools, day Spas, city Spas, Spa resorts, hotels, doctors : all professionals whose business is related to the Beauty industry are coming to Mondial Spa & Beauté exhibition to meet, exchange and establish successful business relations.

Visitors will take advantage of two simultaneous conference cycles :

- *Spa Conferences* : they will deal with the Spa market, the development of Spa within beauty salons, how to get a new clientele and nurture client loyalty, highlighting the latest trends in France and abroad ;

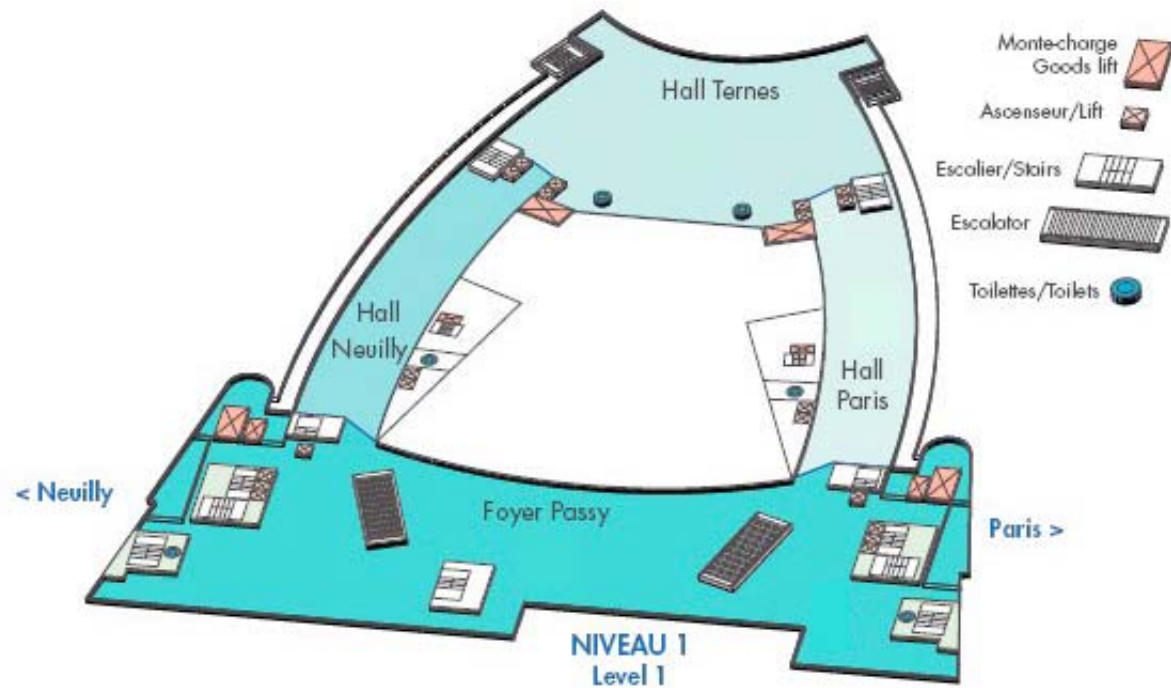
- *Beauty Conferences* : especially designed for aesthetic professionals, they will spotlight treatment techniques, specialists' advice, interaction with the medical sector.

Events

Make-up competition, body-painting, nail art... Visitors of the upcoming Mondial Spa & Beauté exhibition will have a wide range of activities to choose from. To connect professionalism, proficiency and conviviality.

The trade show and its exhibitors

Exhibition Sectors



Foyer Passy & Hall Neuilly : Spa, Beauty, Cosmetic products

Hall Paris : Spa equipments, architecture, interior décor & goods

Hall Ternes : Aesthetic equipments, tanning equipments, nails, make-up, accessories

Foyer Passy : Schools, associations, trade unions, press

Exhibitors list

2B Bio Beauty	Carole Franck	Essentials
2B Bright Light IPL	Cellex-C	Esthetic 2000
2B Epi Xcel	Cellulite RX	Ets B. Rossow & Cie
Action Promo Team	Cellu M6	Export magazine
Active 512	Cerisier Impérial	Face Up
Adriana Karembou Paris	Christrio	Gégé
ADN Informatique	Clair Azur	Genin
Aesthetimed LTD	Cinq Mondes	Germaine de Capuccini
Ahava	Cirepil	Globus Italia
AKD	Clinical Light Systems	Globus Physio Plate
Amenophis Cosmetics	CNAIB	G.M.P. 4.14 Gym
Apsara	CNEP	Métabolique Passive
Argile Eau Mer	Collin	Gontard Elégance
Artdeco	Combinal	Griffe d'Or
Art Nails & Cosmetics	Corpora	HEM Diffusion
Avantages	Cosmosoft	HTI Collection
Beauty Medic	Coton Blanc	Hot Topics Inc.
Beauty Prof's	Couleur Caramel	Hydro Concept
Beliflor	Crystal 512	Hydropool
Biodroga	Decléor	Icoone
Biologique Recherche	D.P. Training	IGC Systems
Bionatural	Dr Renaud	Ilios Bien-Être
Bio Sculpture Gel	Dr Roland Sacher	IMSA - International
Bios S.R.L.	Dr Temt	Medical Spa Association
B. Kamins	DSA - Day Spa Association	Ingrid Millet
BME FME	Ecole Elégance Gontard	Institut Esthederm
Body Sculptor	Electroporation	Institut Soskin
Bretagne Cosmétiques	Elégance Distribution	Inter-Beauté
Marins	Endermologie	IPL
BTEK	Eolys	Ishi
Cabines magazine	Epilar	Janssen Cosmeceutical
Cadentia	Ergoline	Jean d'Estrées
Capellissime	Ericson Laboratoire	Jemlab
Carita	Essensuelle	June Jacobs

Keonia
Klapp Cosmetics
Laboratoires Lilas Blanc
Laboratoire PAB
Lamp Fabrics
LED
Leo's Distribution
Libinvest
Liftmodelage
Linline
Lipomodelage
Liposculpt
Longs Monique Mathieu
LPG Systems
Luxomed
Lymphiris
Marion M.
Massor
Massothermie
Matis
Medicafarm
Medsculpt
Melting Dome Infra-Rouges
Melting France
Migun
Minceur 2011
Miss Noblex Paris
Mo Lash
Môlo Africa
Monte-Carlo Esthetics
Multi-Form
Multiwell
NARL
Nature Cos.
Ness magazine
Neuf Energie

NJK Medicafarm
Novalash
NSI / PND
Nymphaea
Observatoire des
Tendances
Occam
Omnisens
One Minute Manucure
Ophyto Spa
Opus Belle
Orlane
Paris Ax
Paris Beauty Academy
Payot
Perron-Rigot
Peter Thomas Roth
Pevonia
Philippe de Garrigues
Phyris
Physiosphère
Phyt's
Puraloe
Power Plate
Pristine
Reneve
R-Fréquence
Royal Effem
Royal Thermes
Sanyo Fauteuil
Savons Gemme
SB Systems
Schwa Medico France
Secrets of Beauty
Secrets of Paradise
Seisuke 88

Sensotek
Serge Louis Alvarez
Silicium+
Silicium+ Spa
Silly Stuff
Silverplate
Slimmer Plate 4S
Skin Flash
Soltron
Somethy
Spa Concept
Spa Jet
Spirale Argent
Stas Doyer
Sveltesse de Royal Thermes
Sybaritic
Tanda
Tauleto
Tek
Terraké
Thal'ion
Thalgoskin Expert
Thali'sens
Theraqi
Top Laser
Verre & Quartz
VIP Italia
Vunkuwa
XtremLashes

And many others...

Conferences & Demonstrations

Visitors of the Mondial Spa & Beauté will take advantage of two simultaneous conference cycles :

the Spa Conferences, and

the Beauty Conferences.

They will take place in two different auditoriums, located in the eastern part of the Passy Hall

(in front of the Press booths, the "Espace Presse" and the "Espace VIP").

Spa Conferences

Planned by Dominique Dethan, Managing editor of Ness Magazine, they will deal with the Spa market, the development of Spa within beauty salons, how to get a new clientele and nurture client loyalty, highlighting the latest trends in France and abroad.

Saturday March 8, 2008

10.30 am – 11.10 am

The Spa today and perspectives on the European Spa

By Vladi Kovanic – Creator of Millenium Organisation

Creator of the International Spa Congress' Aqua-Expo Tradeshow since the 1990s, in Lisbon, Vienna, Istanbul, Berne, and Prague, Vladi Kovanic also organized the first International Water Bar in Paris and works directly with leading Spa specialists all over the world, on anti-aging and wellness.

11.15 am – 11.55 am

Adminstration and daily management in the Hotel Spa

By Katia Schaffhauser – Director of the Spa Impérial de l'Hôtel du Palais (Biarritz)

A description and analysis of a typical day in a Hotel Spa, where nothing is left to chance, is provided.

Katia Schaffhauser holds a long and rich experience in management and Hotel Spa development, and led the treatment development team for the Hôtel Ermitage of Evian. She also is the Director of the Spa Impérial de l'Hôtel du Palais (Biarritz).

12.00 pm – 12.45 pm

Spa & Marketing

By Eric Light – President of International Medical Spa Association

The ways to assure the success and profitability of your establishment : how to use emotion and sensory branding to drive business and client loyalty.

Strawberry Hill Group's President, Eric Light is an international expert well known in the Spa industry, and more specifically, in the Medical Spa domain and in wellness center development. He is also President of the International Medical Spa Association, and member of the American Academy of Anti-Aging.

1.30 pm – 2.10 pm

The importance of a global approach to the Spa concept

By Franck Trecco – CEO of Hydro Concept
And Brigitte Dumont of Chasart – Interior Architect

Trained under pioneers such as Allan and Tanya Wheway, and Spa developers like Champneyes (United Kingdom) and Chiva-Som (Thailand), Franc Trecco now heads the company Hydro Concept since 2000, a specialist in Spa conception and realization. With his experience he has developed a unique philosophy for each project, with a global view on Spa development, most notably for optimizing cost control.

Brigitte Dumont of Chasart has worked for more than twenty years on different exclusive and world-renowned projects in Europe and Asia in the Hotel Industry, Resorts, and in high-end boutiques. Her references include le Byblos (Saint-Tropez), le Mas Candille (Mougins), le Bellemare (Mauritius Islands), the Six Senses Spa (Ho Chi Minh City)...

2.15 pm – 2.55 pm

Does a Spa marketing model exist ?

By Thierry Poupard – Hotel Marketing Consultant

The extreme diversity that characterizes the Spa world is such that there are as many marketing models as there are establishments. Marketing strategy, positioning, and communication must be tailored to each different Spa type to take into account each specification. The objective is to build a model that will simultaneously increase customer satisfaction and Spa profitability.

With a Masters in Business Administration from the University of San Francisco, a speaker for HEC, and a trainer at IFHOR, Thierry Poupard is a marketing, sales, and service consultant for the restaurant and Spa domains. His main objective is to assist establishments and their networks to sell more and to sell better. He also assists companies with defining their marketing model's position and conception, their customer satisfaction assessment, and the organization of training seminars.

3.00 pm – 3.40 pm

Spa Concept or Spa Management : to know what not to choose

By Erwan Madec – Director of Thalgo Spa Management

A good concept is necessary, but not always sufficient for project development success. Regardless of the quality of service, the underlying operating costs are the determinate factors to the company's success. However, a strict, over standardized, or even copied plan can kill any originality or sense of evasion that is at the very heart of a Spa. Or, how do we find the necessary balance to create harmony in our project's development ?

Erwan Madec coordinates teamwork with a multi-disciplinary approach toward his twenty or so employees, professionals who are passionate and respected in their industries. Thalgo Spa Management's missions essentially relate to the development of new concepts, the architecture, the interior decor, the engineering, the commercialization, and management assistance or direct Spa management.

3.45 pm – 4.25 pm

Does the Spa integrate into a Hotel development strategy ?

By Alain Masazza – International Director of LeSpa Sofitel (Accor Group)

Alain Masazza rejoined the Accor Group in 2000, as the Marketing Director for Tourism and Leisure. His mission was to develop a global strategy for the Accor Group's leisure and wellness hotels, as well as to expand the Spa concept in these hotels and to define and standardize the operations (techniques used, products...). He developed the first Accor Spa, in 2003, at the Sofitel in Marrakech and in the Mauritius Islands. He is currently the International Director of LeSpa Sofitel.

4.30 pm – 5.10 pm

Thalasso & Spa : the keys to Wellness

By Jean-Luc Pleuvry – Operational Director of Thalazur Group

Thalasso-therapy centers have learned how to integrate the benefits of Spa treatments with specific cures, in order to bring their clients optimal wellness. A true success story !

After several years working at the heart of Club Med, Jean-Luc Pleuvry rejoined the Accor group as Director at the Novotel Sénart in November 2000. With the acquisition of Thalazur Antibes, he returned to the SCIH team as Director of the site, consisting of a 164-guestroom hotel and Thalasso-therapy Center. In July 2007, he was nominated as Operational Director for Thalazur Group.

5.15 pm – 6.00 pm

Organic silicon : a different Spa experience

By Adriana Karembou and Professor Jacques Hayo – AKD
With contribution from Madame Régine Ferrère

Organic silicon is an element naturally present in the cutaneous structures that decreases with age. It is an important element for cellular rejuvenation, regeneration, and hydration. In cosmetic use, it provides principal actions that bring different products unique benefits.

Top model, muse to many photographers, and Ambassador to the Red Cross, Adriana Karembou has dedicated herself to the creation of her new line of cosmetics that respond to all of our skincare needs : the line Silicium+.
Doctor and pharmacist Jacques Hayo, known for his scientific studies on solar skincare products, holds a degree in Dermo-cosmetics. With Adriana Karembou, he has helped develop the Silicium+ skincare line.

Sunday March 9, 2008

10.30 am – 11.10 am

Sustainable development : the future of the Spa universe

By Véronique Brégeon – Director of the Hôtel Le Coq Gadby (Rennes)

Sustainable development should be taken into account at the conception stage in Spa development, and existing Spas should establish a charter of good principals to follow. How do you integrate sustainable development into a Spa from its conception, into your treatment menus, and that responds to your customers' needs and your practitioners' demands ? By establishing strict specifications that reflect the project's philosophy ; in seeking a simple story that elicits dreams and voyages ; and by meeting the client of today's needs that are looking for - 80% of the time - relaxation, simplicity, and a natural experience...

Owner and Director of the Hôtel Le Coq Gadby, and a C.C.I. Tourism commission member in Rennes, Véronique Brégeon is attentive to the evolving needs of businesses and families and the future innovations that are likely to impact these two groups. At Coq Cadby, 14 suites open onto the newest addition, a Spa built completely on a High Environmental Quality principle of "sustainable development".

11.15 am – 11.55 am

Is the « Spa Business » in France profitable ?

By Erwan Madec – Director of Thalgo Spa Management

In a period of ten years, the « Spa Business » has become a veritable industry in Anglo-Saxon countries. France is a bit behind but, with the impact of globalization, the Spa wave is sweeping across the fitness and cosmetic universes with certitude. Beyond the novelty mirage and a certain exotic sensationalism, the following question can be answered in the positive : is the Spa "bankable" ?

12.00 pm – 12.45 pm

The impact of the treatment menu choices in the Spa conception

By Jean-Louis Poiroux – Creator and Director of Cinq Mondes

The treatments you choose create a specific path in your Spa conception, assure a fluid traffic flow, and increase profitability in your treatment cabins.

Jean Louis Poiroux, after ten years developing new cosmetic products, decided in 1999 to search the planet for the best beauty products and massages. In two years of travels, he was able to dive into the heart of wellness and beauty traditions within five cultures : India, Siam, Maghreb, Japan, and China. In 2000, the fruit of all this research naturally led to the creation of the first Cinq Mondes Spa in Paris, followed by the cosmetic line "Rituels de Beauté du Monde".

1.30 pm – 2.10 pm

The Spa accessible to all : Italy adopts a playful concept

By Régis Bourdon-Doris – Beauty & Business

For those who have the space and investment necessary, adapting an aquatic treatment playground can notably increase Spa frequentation, treatment demand, and allow for an increased clientele palate for your Spa. A guaranteed recipe for success.

Make-up Artist and Art Director for several different international brands, Régis Bourdon-Doris created his first Spa concept in 1992 at the Riccione Natural Hot Springs in Italy. After only three years, with his Spa as the most profitable in the country, he founded his own company : Beauty & Business that assists in Spa development and leans on a team of international professionals.

2.15 pm – 2.55 pm

The Spa profitability passed on by the team

By Jean-Eric Kneicht – Elégance Gontard School

Team skills, organization, ratios, and consistency... How to plan your Spa's human resources ? How to target the skills required, the position and role definitions, to optimize the equipment and structure efficiency ? How to fine tune performance and stabilize your team through continued staff training ?

3.00 pm – 3.40 pm

The Medi-Spa affirmation

By Doctor François Niforos – Creator of the concept Médi-Spa

The Medical Spa assimilates medical cosmetic treatments into their centers and takes care of their clients in a global manner. This innovative approach increases the treatment's effectiveness and proposes a range of Spa skincare that is complementary to their medical treatments, all while respecting the current medical regulations.

Cosmetic surgeon Doctor Niforos has created a medical doctor and cosmetic surgery unit in Lyon that operates similarly to a deluxe hotel. This is the first Medi-Spa in Europe. François Niforos is a pharmaceutical expert for laboratories such as Laboratories Allergan (Botox, hyaluronic acid...). Elsewhere, he acts as a consultant for large cosmetic groups and has brought a new vision to his industry and a different approach to beauty care, in integrating medical procedures with the Spa.

3.45 pm – 4.25 pm

The Spa : a polysensorial universe

By Sha – Artist

The basic principals of holistic art will be provided through demonstrations and concrete examples. Artistic creation, in a holistic manner, can be an essential part in the planning, realization, and exploitation of a Spa well before it becomes a part of the Spa's identity.

Sha, an artist from Vienna, has worked for ten years on a multidisciplinary approach to art where the focus is on different perceptual states of the conscience. With the completion of several visionary projects, Sha has opened new territory between art, research, and economics. These holistic art pieces are displayed in museums as well as in public, and recently in hotels, resorts, and Spas across the world.

4.30 pm – 5.10 pm

To manage and bring a service tailored to each client

By Brigitte Boussuat – Psycho-sociologist

How to identify the state of mind and compartment of a client (or that of your colleagues) from first contact, with a playful and efficient approach ?

Brigitte Boussuat has fifteen years of experience in teaching, public speaking, training and coaching. She is a teacher for the Chamber of Commerce in Paris where she is responsible for coordinating the educational curriculum. She also is an expert in work experience validation and a coach for the National Sales Competition, winning four times.

5.15 pm – 6.00 pm

Medical Spas – Global trends and effective marketing

By Eric Light – President of International Medical Spa Association

Dr Light will discuss medical aesthetic trends - what is popular with consumers today and what consumers say that they want in the future. He will be sharing data from interviews with 1200 consumers worldwide. He will also discuss ways to market a medical spa, and how a day spa or skin care clinic can compete against medical spas effectively.

Monday March 10, 2008

10.30 am – 11.10 am

Ki-Spa : a culture of a better being

By Denis Tran – Creator of the Ki-Spa

According to Denis Tran, we swim in an ocean of pure energy called Ki. This Ki conditions our actions, our humors, our health and appearance. Wellness is not enough, and the search for a Better Being has become an evolutionary approach. This is what the Ki-Spa provides, in a place where you discover your true profound nature. Through diagnostic tools and proven traditional treatments, the Ki is identified, tamed, controlled, and monitored.

Veteran Spa Manager Denis Tran is a graduate of both the HEC School in Montreal and the Elégance Gontard Beauty School in Nice. A speaker, teacher, and practitioner in Internal Energetic Arts (Traditional Chinese Medicine, Qi-Gong, Feng-Shui, Chinese Astrology, etc.), he is the creator of Ki-Esthetique, Ki-Spa, and other concepts that gravitate around a Better Being.

11.15 am – 11.55 am

Energetic medicine, an added value in the Spa's future

By Martine de Petter – Estar

Energetic medicine, fundamentally redefines health by considering the body as an entity composed of organic and physical functions. Integrated into diverse therapies and aesthetic-techniques, such as Acupressure, brings an added wellness value to the Spa, ensuring the organism a revitalization that everyone seeks in the Spa experience.

Martine de Petter, member of the Asian Martial Arts Federation, is a Qi Gong Master, a Traditional Chinese Medicine Doctor, a graduate of the University of Shanghai (China), and a massage therapist in Reiki and Kuatsu. She is certified by the European Traditional Chinese Medicine Foundation (PEFOTS) and is the founder of the Estar Company.

12.00 pm – 12.45 pm

Why create a Spa, and how to manage your project ?

By Caroline Marcoux – Coach Omnium & Spa

The decision to include a Spa in a hotel, or to modify your Beauty Institute into a Spa, is fraught with consequences. How to avoid the pitfalls and vagaries of this new profession and transform your business into a profitable activity ?

Certified by the ESSEC and strong in fourteen years of experience in the Four Star Hotel Business and cosmetic industry, Caroline Marcoux brings an expertise desired by hotels to Coach Omnium & Spa.

1.30 pm – 2.10 pm

On-line Spa marketing in Europe

By Kevin Turnball – Spa Finder Europe, Middle East & Africa

What are the consumers looking for ? What is the competition doing ? How do we make on-line marketing easier ?
What are the latest trends in the market ?

With SpaFinder's success and his experience in the American Spa market, Kevin Turnball shares his knowledge on Spa marketing.

2.15 pm – 2.55 pm

The Beauty and Wellness market : The CREDOC study funded by the CNEP

By Régine Ferrère – General Delegate of the CNEP,
Laurent Pouquet – Dynamic Marketing Director for the CREDOC,
Audrey Capron – Research and Development Director for CREDOC,
Emmanuelle Franck – Future Development and Prospecting Department Director of Opcalia,
Yves Hinnekint – General Director of Opcalia

To develop the Wellness and Spa professions, the CNEP (Confédération Nationale de l'Esthétique et de la Parfumerie) created a comprehensive study to have a better gage on the economic weight the Wellness and Spa networks bring and to evaluate the evolution in professional competence in the sector.

They assessed the results in light of their four objectives :

- to highlight the profound change in the economic fabric, namely from a traditional artisan culture to a management culture ;
- to highlight the necessity for Wellness professionals to become true entrepreneurs, in order to respond to the consumer's demands ;
- to provide a "snapshot" of the employment, the profession, the qualifications, the training, to effectively track the changing market fluctuation.
- to clarify the defined roles of aestheticians, by placing wellness, form, and beauty at the heart of the field.

3.00 pm – 3.40 pm

Architectural conception in the Spa in accordance to energetic medicinal principles

By Daniel Carras – Archiline

Alternative and energetic medicine have a core notion of wellness and better health. The layout of the space needs to be handled by an appropriate and rigorous interior architect.

Architect Daniel Carras has thoughtfully conceived and realized living spaces with his company Archiline for the past twelve years. He has worked for prestigious brands such as : Carita, Decléor, and Payot. His latest creation is the Spa de l'Hôtellerie Bérard in the Var region.

3.45 pm – 4.00 pm

Water and the Spa : what equipment, what treatments ? Concrete answers to your questions

By Jean-Claude Bozou – Spa Institute (Pevonia & Gemology)
And Laurent Besson – Sales Director of Clair Azur

Doctor and biologist, Jean-Claude Bozou created a biotech company in 1989, a manufacturer of ingredients for the cosmetic industry (Laboratory Bomann). He participated in the creation of new product concepts for several big cosmetic brands. He is one of the forerunners in the neuro-cosmetic and micro-encapsulation domains. Since 2004, at the insistence of Chrystelle Lannoy, creator of the Gemology skincare line, he worked on the formula for the first jewelry line for the skin, and participated in the Gemology launch as the scientific director. Since 2007, he joined the Spa Institute's management team, which markets Gemology and the cosmetic Spa line for Pevonia.

After his business studies and an installment in the heart of the Electrolux Company, Laurent Besson met Stéphane Barralis, the President of Clair Azur, in 1994. He became their Sales Director in 1996, and then, a shareholder in 2000.

Beauty Conferences

Planned by Aude Pierre, from Cabines Magazine, and especially designed for aesthetic professionals, they will spotlight treatment techniques, specialists' advice, interaction with the medical sector.

Saturday March 8, 2008

10.30 am – 11.10 am

Dermography risks and failures

By Elodie Perona – Elégance Gontard School

Dermography has unfortunately been insufficiently defined with specific regulations and it is true that « illegal » training is pervasive, which can lead to catastrophic results for clients, who find themselves extremely disappointed with their results, even almost disfigured, and psychologically traumatized. The professionals confronted with these situations are not always prepared nor trained to handle the situation but, for the first time, the Elégance Gontard International School has put in place a training program for long-term corrective make-up application. A richly illustrated demonstration.

11.15 am – 11.55 am

DEMONSTRATION

Wellness Massage : know-how and know how to be

By Samir Saliba – Vice-President of the Fédération Française of Wellness Massage

As a Wellness Massage specialist, Samir Saliba presents a massage technique according to three fundamental axes :

- Consciousness, perceptual interaction, and information exchanged in non verbal communication between the giver and the receiver ;
- Relational qualities and benevolent touch (presence, attention, intention, intuition...)
- « Centering » parameters (self work, body work in movement, postures, healthy lifestyle...).

12.00 pm – 1.00 pm

DEMONSTRATION

Body massage for the pregnant woman

By Catherine Leroy – Creator of the body massage for pregnant women

Fifteen years of research has allowed Catherine Leroy, graduate of the Medical University in Shanghai, to develop and perfect her movement techniques, effleurage, and to focus on the specific pressure points and body trajectories that are essential for the mother to be. The objective : to avoid certain physical and psychological troubles associated with pregnancy, and to assist the mother in communicating with their baby.

2.00 pm – 2.40 pm

Ethics in Aesthetics, or the issues involved when sustainable development enters into the Institute

By Carol Cassone – Editor of Cabines magazine Switzerland

Ecological common sense is increasingly forced on all of the different professional activities, including cosmetics, to bring unification for the betterment of our planet. From here, how do we incorporate sustainable development into our business ? What are the values, problems, and the different aspects relative to the beauty industry ? What is an organic cosmetic ? What does the label signify ? What discourse should we adopt for our consumer's questions ? What is the interest of a real Ethical Aesthetic practice ?

2.45 pm – 3.25 pm

Developing your own protocols and product lines

By Laurence Huck – Creator of the Dermo Vitalia line
And Reza Ghafoorzadeh – Co-creator of Laboratoires Lilas Blanc

Why create our own methods or product lines ? What are the different steps involved in product development ? How to expand the communication around these projects ?
Personal experience and testimony from two product and treatment protocol creators.

3.30 pm – 4.10 pm

DEMONSTRATION

The Brazilian Slimming Body Massage

By Elaine Garcia – Trainer at Tip Touch

For Brazilian women, « the body is fashion », and its beauty, essential. It is true that Brazil is a tropical country where the body is often exposed, where we dress in light clothing that sometimes reveals a body silhouette that is not always perfect. Consequently, Brazilians use many techniques to conserve their youth and skin appearance : cosmetic surgery, fitness, diets, and massage, of course !

A presentation is given on the slimming Brazilian body wrap that combines the powerful slimming action with the gentleness of drainage.

4.15 pm – 4.45 pm

SHOW

Body-Painting : water in all of its forms

By Le Centre International d'Esthétisme de l'Etoile.

Le Centre International d'Esthétisme de l'Etoile, at five different tables, evokes water in all of its forms : the rain, the river, the sea, the ice, and the hot springs of Southern Japan. Through abstract body painting, and a releasing of pure imagination, we can appreciate all of the different subtleties the students artistically convey.

Sunday March 9, 2008

10.30 am – 11.10 am

DEMONSTRATION

The Vunkuwa, Africain massage

By Carol Rahaba Mathebula – Founder of Vunkuwa International

This demonstration articulates around the idea that the manner, in which we think, when breathing for example, affects our physical state. Vunkuwa is a unique massage technique, created by Carol Mathebula that integrates ancient South African traditions. This ancestral savoir-faire uses oils and creams created from medicinal African plants with traditional massage techniques.

11.15 am – 11.55 am

Cutaneous rejuvenation and pulse-light treatments

By Doctor Guy Haddad – President of Le Syndicat National de Médecine Plastique

The SNMP informs and educates the general public on the different non-surgical techniques practiced in cosmetic surgery, in medical aesthetics, and morphologic and anti-age medicine. Doctor Haddad presents the differences between the laser and the pulse-light, and the actions and benefits from the latter, notably on the rejuvenation of the cutaneous layer.

12.00 pm – 1.00 pm

DEMONSTRATION

The Vata Muri Abyangam body massage

By Sarah Cosnac – Director of the Ayurvedic Training Center

With the delicate and precise maneuvers of the Vata Muri Abyangam, the body articulations (knee, ankles, etc.) are mobilized, stretched, and unblocked. The Vata Muri Abyangam also helps to release tension, as well as in the removal of toxins accumulated in the articulations.

2.00 pm – 2.40 pm

Marketing operations for a Beauty Institute or Beauty Spa : how to create fidelity and develop your clientele ?

By Alexandre Briet – General Manager of OCCAM

After a brief summary on marketing concepts, Alexandre Briet will address the essential points needed for their implementation. What are the keys to retaining and developing your clientele base ? How to understand the economic environment, identify the developmental sources, and evaluate the performance of your marketing tools ? Concrete answers, advice for success, examples and personal experiences, to give you the tools you need to succeed.

2.45 pm – 3.10 pm

SHOW

Make-up & Fashion

By l'Ecole Internationale d'Esthétique Régine Ferrère
In partnership with l'Ecole d'Arts Appliqués de Condé de Paris

3.15 pm – 4.10 pm

The pleasure of the sale

By Dominique Pierson – Director of DP Training

A presentation on the positive aspects of selling, which plays a crucial role in the Beauty Industry. Sales are not only about monetary exchanges, but also a transmission of advice and know-how.

4.15 pm – 5.10 pm

The Chroma-Dermy

By Doctor Jean-Luc Levy - Dermatologist

The past fifteen years, more than fifty scientific publications have shown that the application of a specific part of light on the skin visibly corrects certain physiological cutaneous disorders. Doctor Levy, Dermatologist in Marseille, famous for light and laser treatments, presents the aesthetic properties of LEDs (light-emitting diodes).

5.15 pm – 5.45 pm

SHOW

Runway show and the Body-Painting Pro competition results

An event organized by Serge Louis Alvarez and Cabines magazine.

Monday March 10, 2008

10.00 am – 10.40 am

The CAP : a review on the recent enacted reforms

By Régine Ferrère –General Delegate of the CNEP
Accompanied by representatives of the Éducation Nationale

10.45 am – 11.25 am

Morphopsychology and its limits

By Josianne Monharry – Editor of Cabines magazine

Morphopsychology relates to biological and osteological traits, and analyzes the way in which they are perceived : whether a large or small body frame, a face shape that is square, oval, triangular, or long ; the form can be a visible characteristic in how others perceive your personality. In essence, morphopsychology is a useful tool to understanding oneself and others, which provides first impressions without a valued judgment. Thus, it is conducive to the enrichment of interpersonal communication and relationships.

11.30 am – 12.30 pm

DEMONSTRATION

The Mana massage

By Annalisa Gramellini – President of Day Spa Association Europe

The Mana massage, of Polynesian origin, is a deep massage that is derived from the virtues of tropical flowers and plants (jasmine, Java vanilla...) and stimulates the blood and lymphatic circulation in the body. It also favors oxygenation of the tissues, cell nutrition, and the elimination of toxins.

1.30 pm – 2.10 pm

Marketing approach to the conception of a bottle

By Thierry Lecoule – Designer

The designer plays a major role in the creation of a new product. A true artist of beauty, the designer is the interpretation of the brand's concept, the visionary of an innovative perfection, the technician in a multi-leveled industry, the creator of dreams and emotions.

2.15 pm – 2.55 pm

DEMONSTRATION

Eyelash extensions

By Marinella Popescu – XTremeLashes

Marinella Popescu provides advice and tips during a demonstration of semi-permanent eyelash extensions with the innovative XtremeLashes line, which allows the possibility to change the physical facial appearance with thicker, longer, and more elegant eyelashes, all while keeping a completely natural look.

3.00 pm – 3.55 pm

Video presentation of the Mòlo body treatment and massage –Dr Temt Society/ Mòlo Africa

Gilles Horclois created Mòlo body treatments. A highly skilled massage therapist, he oversees the treatments at the Forte Village Spa (Sardinia, Italy) and provides training on this technique at the Milan and Rome Universities. The Mòlo body treatment deeply exfoliates the entire body in order to bring relaxation and tone the skin through an extensive massage combining skin polishing, vibrations, compressions, and percussions...to the rhythm of Africa.

4.00 pm – 4.30 pm

SHOW

Runway show and the results of the Student Body-Painting competition

An event organized by Serge Louis Alvarez and Cabines magazine.

Practical information

Hours of opening :

Saturday March 8, 10.00 am – 6.30 pm
Sunday March 9, 10.00 am – 6.30 pm
Monday March 10, 9.00 am – 5.00 pm

Place

Palais des Congrès
Place de la Porte Maillot
Paris, 17^e arrondissement

Access

By car : Périphérique, Sortie « Porte Maillot »
By bus: Lignes 82, 73, 43, 244 & PC 1, 2, 3
By metro : Ligne 1, Station « Porte Maillot »
By RER : Ligne RER C, Station « Porte Maillot »

Roissy Charles de Gaulle airport
Air France bus, Terminus « Etoile », Stop « Porte Maillot »

Orly airport
Air France bus, Terminus « Invalides »,
and RER C, Station « Porte Maillot »

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The next Mondial Spa & Beauté is scheduled for 14, 15 & 16 March, 2009.