

MCB by BEAUTÉ SÉLECTION 2017

16th, 17th & 18th SEPTEMBER 2017, PORTE DE VERSAILLES, PARIS EXPO

REAL INTERNATIONAL BEAUTY MEETING PLACE



The MCB by Beauté Sélection is the reference event for the unveiling of the latest products, brands, services and techniques of the hairdressing and beauty sectors. A complete offer expressing the innovation, creativity and trends.

A RICH, INNOVATIVE, CREATIVE AND ARTISTIC OFFER OF TRENDS

- The brand shows

- Technical and trends demonstrations
- Business conferences & round tables
- 4 highlights: The Emergent Talent, What's up in Paris, Talent Starter, The Hairdresser
- Spaces dedicated to product innovations and new technologies

MCB BY BEAUTÉ SÉLECTION PRESENTS THE OMC HAIRWORLD

The 2017 edition will highlight in-

ternational talents by welcoming The Hairdressing Hairworld organized by the OMC, world's leading organization with more than 50 member countries. Two days of competition with hairdressing, aesthetic, nails and beauty challenge.

FOCUS ON THE EDITION 2017 :

- 260 exhibitors from hairdressing/aesthetic/nail/make-up sectors

- 550 brands presented
- 50 000 visitors expected
- 90% of visitors 2016 would like to participate to the édition 2017
- 1 500 international competitors for the OMC Hairworld
- 70 countries represented
- 50 000 visitors expected
- 18 hours of artistic shows
- 28 hours of workshops and conferences

