

# A MORE THAN POSITIVE OUTCOME FOR MCB BY BEAUTÉ SÉLECTION EXHIBITION

## Paris, the world's Hair & Beauty capital: an investment that pays off!

With **50,631 attendees** (of which 9% of foreign attendees were visitors from more than **86 countries**) coming to Paris Porte de Versailles to find out more about a particularly rich and high-end creative offering, the 2018 show by Salon MCB by Beauté Sélection met its objectives and kept its promises. **280 exhibitors** and the key players from the Hair & Beauty global market were well and truly represented over the 3 days, presenting their latest collections, ranges, services and innovations. In addition to current trends and a wide choice of products, attendees also appreciated experts being on hand and the personalised care accorded to everyone, no matter what their line of business, the size of their salon or of their network.



## A PROGRAMME THAT MET EXPECTATIONS

**Eighteen ground-breaking** shows followed each other on the main stage for the delight of those viewers flocking to see them. Ludovic Geheniaux, Raphaël Perrier, Sandrine Ruiz, Beata Bourillon, Damien Roux, Leen and Bertus (Schorem), Gerry Santoro, Christophe Nicolas Biot, Bob Jeffy, Richard Ashforth, Raphael Perrier, Garance Delacour or even Morgane Hilgers, with her remarkable body painting demonstrations, offered unique creative and artistic highlights.

**Workshops** were all equally appealing, combining techniques and innovations in products and services. Brands and renowned retailers, such as Eugène Perma Professionnel, NYX Professional, Intercoiffure, Revlon Professionel, Make Up For Ever or even Manic Panic provided demonstrations and lavished their expert advice live.

**Conferences**, in their own turn, dealt with the topics of “Plus points of Made in France”, international development, jobs and training, etc.

Of particular note - the presence of **Mrs. Muriel Pénicaud**, Employment Minister, on the morning of Monday, 10 September, at the invitation of Mr. Bernard Stalter, President of the Permanent Assembly of Chambers of Trades and Crafts and Mr. Christophe Gabreau, President of Standing Events.

Following on from her visit to the show and her many encounters with the exhibitors and key players in Hair & Beauty, Mrs. Pénicaud conversed with young apprentices and leaders of the Vocational Training Centre.

This took the form of a worthwhile and reassuring exchange, in which the “Career Prospects” law, the methods and simplified procedures arising from it and apprenticeships as a “roadmap for excellence and success” were tackled. Mrs. Pénicaud was observed taking away with her a Hair & Beauty Pack, a distillation of the expertise from numerous brands and key players of the sector, especially prepared for HAIR & BEAUTY WEEK, a programme of the shows and information on services.

## NEW TRENDS

MCB by Beauté Sélection provided lots of colour! Certainly **COLOURATION** marks its ascendancy amongst the offerings (preparation, pallets/ranges, touch-ups and aftercare) and on the street. New technologies and approaches make their appearance,



such as the Color Complete **Moroccanoil** range (360° service and Colorlink™ patented technology: Chroma Tech in-salon pre- and post-colouration care + beauty follow-up at home, from shampooing and conditioning with Extended Colouration). The Swedish brand, **Maria Nila**, took its turn in presenting the new autumn tones of its gentle hair mask with Colour Refresh non-permanent colouring pigments.



Constituting more than just a trend, **HERBAL** labelling asserted its importance among many hair brands.

The French organic colouration specialist, **Marcapar**, made a convincing case. With a complete range of hair and care range, Marcapar champions the positive effects of plants, which allow the styling, colouring, hydrating and cleansing of hair and scalp: an alternative, which is 100% natural and in quality!

The hair care and styling range, “Collections Nature” from **Eugène Perma Professionnel** never stops evolving: the majority of products are organically certified and the range offers a complete hair care regime, combining performance and naturalness.

Herbal was also prominently featured in the face & body cosmetic offering at the exhibition. Selected for the 2018 Product Innovation Award, the whole new “La Peau” range of plant origin is a collection of specific creations called “cosmeceuticals”, with ingredients of 100% plant origin. This house has made its state-of-the-art biotechnology available for profound, true beauty and well-being. The cornerstone of the range’s philosophy is Ayurveda, with dynamics of Air, Water and Fire.



Another strong trend: **MALE GROOMING**. Barbers, male hairstyling, mature hair and beard extensions were at the event. Of note: the barbering demonstration on the main stage by Leen and Berthus from the salon of **Schorem** from Rotterdam, the XY range (grooming, hairstyling, oils, etc.) from the brand of **Subtil** or even the beard range from **Generik**...

## FOCUS ON HIGHLIGHTS

**THE EMERGENT TALENT**, created by MCB by BS and Estetica, paid tribute to “hairstyling’s Swiss Army Knife”, **Laurent Micas**, for his extraordinary efforts in response to wefts of coloured hair. On the stage, he progressively created an incredible floral hairstyle, in all the colours of the rainbow, replete with poetry and subtlety.

**WHAT’S NEW IN PARIS**, organised in partnership with Éclaireur magazine: an Innovation Award has been presented to 8 innovative businesses with regard to their services and marketed products in 2018 and selected by a discerning jury of influential personalities in hairstyling. Among the 24 nominees, the winners are:

- in the category of Cosmetic Haircare Technical Products: **Laboratoires Ducastel** for Subtil Color Dose Néon
- in the category of Cosmetic Care: the Neia range from **Patrice Mulato**
- in the category of Men’s Grooming: **Défi pour Homme** for its Cire Texturisante barbe
- in the category of Face & Body Cosmetics: **Marc Inbane** for Perle de Soleil
- in the category of Materials and Tools: **Echosheads** for The Ping
- in the category of Mobile Hairstylist: **Gamma & Bross** - Miss Beauty Hairstylist
- in the category of Digitisation at Point of Sale: Software solution from **Wavy X**
- in the category of Associated Products: **Sas Comte Mirror** by Visioback

**THE HAIRDRESSER**: the competition created and organised by MCB by BS and Biblond has been won by **Evelyse Evrard** with 6 out of 7 votes. Aged 32, she obtained her PAC this year as an external candidate, after having been an official for the police for the last 10 years. She has therefore

**WHAT’S UP IN PARIS**, created by MCB by BS and Estetica Design, credited the salon of **Scissors Friseure** (Germany), which takes home the Award from the 10 other international salons in the competition.

## OMC HAIRWORLD

MCB by Beauté Sélection was awarded, for the second time running, the World Hairstyling Championship, organised by the World Hairdressing Federation (WHF), with more than **47 countries** represented and almost **1,300 competitors** internationally.

Once again this year, the French Hairdressing Team displays an impressive track record at the Hairworld 2018 Global Championships.

**17 medals in total with 8 gold medals, 5 silver medals and 4 bronze medals**



### WORLD CUP BY TEAM

Gold: Junior Technical Gold: Senior Technical

### JUNIOR GENTS COMMERCIAL CUT

Gold: Sarah Mazurkiewiez Silver: Axel Roussel

### SENIOR LADIES FASHION - EVENING STYLE

Gold: Matthieu Léger  
Bronze: Estelle Le Bouedec

### SENIOR LADIES TECHNICAL BY NIGHT

Gold: Victor Bazin Silver: Lisa Derossi

### JUNIOR LADIES TECHNICAL BY NIGHT

Gold: Quentin Desmars Silver: Margaux Geay Bronze : Damien Carniel

### SENIOR LADIES TECHNICAL CREATIVE

Gold: Victor Bazin Silver: Lisa Derossi

### JUNIOR LADIES TECHNICAL CREATIVE

Gold: Damien Carniel Silver: Margaux Geay Bronze : Quentin Desmars



### AESTHETIC COMPETITION organised by CNAIB-SPA

**1st Prize MCB by BS :** Coralie Verdier  
**2nd Prize MCB by BS:** Daniela Trestian  
**3rd Prize MCB by BS:** Marie-Boucher-Emond  
**1st Prize Makeup** Léa Cavazzini  
**1st Prize Facial Care:** Emma Fourmel  
**Benjamin Prize:** Céline Tribalat

## FAVORITE

The 2018 show from MCB by Beauté Sélection was once more to be the opportunity for delightful discoveries and discussions along its aisles...We particularly appreciated:

- The very recent brand **Mon SHAMPOING** with its unique concept of personalising haircare: six pre-dosed vials, with essential oil boosters and plant products, to be added to its shampoo and conditioner according to hair type (coloured, thick, fine, dry, etc.).
- Power Mask from **MYRIAM.K**, a woman of passion, who rethinks and reinvents deep haircare for 10 years now: a "capillary anaboliser", a true energetic supplement with an indispensable result for all women.
- The body scrub with Himalayan Salt of **VEGETALEMENT PROVENCE**, whose scent has the power to calm, even before receiving the care. Rich in micro nutrients, the Himalayan Salt has detoxifying and regenerative properties.
- The recent Jennifer Lopez Collection for **INGLOT COSMETICS** (launched at the end of April 2018) with 70 very tempting products: lipsticks with matt and satin finishes, eye shadow, mascara, varnishes, glosses and powders, without forgetting personalisable palettes.
- **MARLIE**, an association between Marion and Julie, two highly committed, motivated and responsible women. Over the last 2 years, they have worked upon the creation of the Marlie Bio range, composed of around a dozen products of plant origin, essential oils and vegetable oils. High-end hair products without synthetic dyes, silicone-free, sulphate-free and paraben-free for the whole family.



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