

29 March 2010

**Salon Educators Partners with
Epoc Messe Frankfurt and Madi International
At Beautyworld Middle East's Walk of Beauty**

**Tuesday 1 – Thursday 3 June 2010
At Dubai International Convention & Exhibition Centre**

Salon Educators, the practical training arm of The Hair Group will be one of the main attractions on the Walk of Beauty at this year's Beautyworld Middle East exhibition which will be held at Dubai International Convention and Exhibition Centre from Tuesday 1 to Thursday 3 June 2010.

Salon Educators has partnered with show organisers Epoc Messe Frankfurt and Madi International, the leading hair and beauty salon supplier and the regional distributor of the professional hair care brands to bring their artistic team to the show and offer interactive demonstrations on stage for hair cutting and colouring using presentation models on the Walk of Beauty.



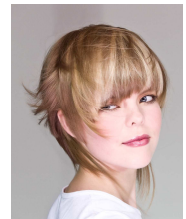
Salon Educators' Artistic and Education Director, Steve Turner, who has well over 20 years' experience in the business, will deliver six presentations, covering all aspects of hairdressing: cut, colour and styling. Steve will demonstrate and advise how to cut hair, while Bee Dixon, colour artist from myhairdressers.com will explain different colour techniques. The audience will be able to watch the



transformation progress and the innovative results.

The Walk of Beauty show will be held twice daily, at 11.30 and 16.30 and will be two hours in length.

In addition Salon Educators will be running a daily one hour business seminar in the Beauty Theatre on how to systemise a hair salon or business to optimise profitability within a salon and ensure customer loyalty and retention. The Beauty Theatre is host to a set of seminars taking place during Beautyworld Middle East to further develop educational features at the trade event.



Deborah Whitehead, managing director of Salon Educator said, "The Hair Group and our subsidiaries Salon Educators and myhairdressers.com are committed to providing independent education to the hair industry. We are passionate about improving knowledge, skills and standards in the hair sector across the region and encouraging hair professionals to stay motivated and get creative. This in turn will help their salons and business to increase business and retain customer loyalty".



According to Elaine O'Connell, Senior Show Manager, Beautyworld Middle East: "We have identified the need for increased education in the region's beauty industry and so have incorporated it as a key topic in this year's edition of Beautyworld Middle East. As in all industries, education is an essential component to success. We

are excited to be collaborating with Madi International as well as The Hair Group and its subsidiary companies Salon Educators & Myhairdressers.com to work towards implementing more educational elements within the beauty industry here.”



Salon Educators will also have their own exhibition stand, and staff will be available to talk about the various workshops and courses that they offer, from back to basics to the more advanced creative aspects.

About Salon Educators

Salon Educators, the practical training arm of The Hair Group, is dedicated to improving education within the hair industry and to raise the quality and creativity of hair professionals. It aims to add value to all companies involved in the hair industry, through workshops, roadshows and interactive training sessions, applying a “See-Do” technique to learning.

About my hairdressers.com

Myhairdressers.com is the online training arm of the Hair Group. The guest artists who contribute to the website are some of the finest in the world, spanning the many facets, genres and educational backgrounds of hairdressing to deliver a diversity of exceptional, directional work and teaching. They bring detailed step-by-step haircutting, and colouring, using the latest haircutting techniques from London.

Every month the website features four brand new streaming videos that subscribing hairdressers can watch over and over again whenever they wish. Each video is categorised within one of the hairdressing training categories; Basics, Classics, Creative, Advanced or Session, and can be used for ongoing practice and in conjunction with The Salon Educators workshops.

The Hair Group

The Hair Group is the holding company of Salon Educators and myhairdressers.com. It was set up to bring to the hair industry affordable and independent training, offering consistent standard, quality standards worldwide.

About Madi International

MADI International is the exclusive distributor for internationally reputed brands in hair care, skin care, nail care, makeup, salon equipment and furniture.

The company’s distribution in the Middle East covers the whole of UAE, Kuwait, Lebanon, and Qatar and is also currently building a new distribution network in Saudi Arabia’s beauty segment.

MADI International has been involved with Beautyworld since it unveiled the first Walk of Beauty in 2006.

About Beautyworld

Beautyworld Middle East is the largest international trade fair for beauty products, cosmetics, perfumery, wellness and spas in the Middle East. Now in its 15th year, it is the most successful beauty event in the region. As the largest event of its kind, it ensures direct access to over 650 exhibitors from 45 countries with over 15000 trade visitors expected from 100 countries. There is no other exhibition in the Middle East that delivers the same quality and variety of buyers and distributors. Beautyworld Middle East has played a major role in contributing to the growth and development of the beauty and wellness industry in the Middle East.