



By Informa Markets

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PRESS RELEASE
For Immediate Release

BEAUTYLIFE BONANZA 1-3 OCTOBER 2020 *Malaysia's First Beauty & Lifestyle Exhibition POST-COVID-19*

KUALA LUMPUR, 7 SEPTEMBER 2020 – The inaugural of **Beautylife Bonanza** is scheduled to be held from 1-3 October 2020 at Kuala Lumpur Convention Centre. As the world's leading exhibitions organiser, Informa Markets launches **Beautylife Bonanza** with a mission to give back to the beauty industry by helping the beauty players return to the market with confidence.

Beautylife Bonanza provides a platform for beauty and lifestyle suppliers to penetrate local market while catering to Malaysian retailer and consumer buyers. **Beautylife Bonanza** let you discover extensive range of beauty and lifestyle brands with unmissable exclusive deals and curated product brands.

Over 80 exhibitors will be showcasing product categories ranging from Aesthetic, Beauty/Lifestyle Supplier, Beauty Salon, Cosmetics & Embroidery, Hair Salon, Makeup & Education, Nail Salon, Professional Beauty, Professional Spa & Wellness and Toiletries & Body Care.

Aside from great exhibitors' deals, there will also be variety of event highlights such as Spend & Win – products sponsored by over 20 exhibitor brands, exciting workshops and informative seminars by Asia Pacific Hairdressers & Cosmetologist Association (APHCA) Malaysia, Persatuan Anggun Menawan Malaysia (PAMM), Soy Wax Candle Workshop, Donation Charity Hair Cut, corporate makeup by Malaysian Bumiputera Makeup Artist Association (MBMUAA), uniquely therapeutic sessions in Sleep Therapy & Sound Healing Sleep by renowned Jojo Struys, and many more! Beautylife Bonanza will feature line-up of skincare star products collaborating with Steven Sunny, International Celebrity Beauty Guru in conjunction with 20 years #StevenSunny20 in Beauty & Makeup Industry through social media channel.

In additional to the event, Informa Markets is committed to promote a corporate social responsibility (CSR) initiatives through its Kind Malaysia project to connect corporate with civil society in effort of helping the community. Kind Malaysia - Beautylife Bonanza Edition under theme of 'Giving Back to Community' aims to help underprivileged community alleviate from poverty and to achieve and maintain a sustainable livelihood through economic opportunities. Among participating Malaysian Social Enterprise and Non-Government Organizations (NGOs) are The Asli Co., Women in Governance & Technology Association of Malaysia (WIGTA) and Business & Professional Women (BPW) Malaysia.

Informa Markets assures that all Informa events around the world will follow Informa AllSecure guideline and all necessary precautionary measures at the exhibition venue adhering to Standard Operating Procedures (SOPs) set by the Government will be taken to ensure the safety and wellbeing of all participants.

Visitor registration is made compulsory for proper contact tracing. Admission is free, visitors can now register online at www.beautylifebonanza.com.

www.beautylifebonanza.com



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A Return-to-Business Platform for the Beauty Industry

1-3 OCTOBER 2020 | 10am-7pm
Kuala Lumpur Convention Centre, Malaysia

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informamarkets



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Notes to Editors:

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world’s fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami serving the East coast and USA, South America and Caribbean Islands regions. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world’s leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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