



E. J. KRAUSE &
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EBIO: THE FASTEST GROWING LATIN AMERICAN BEAUTY EVENT
Products & Displays cover over 125,000 ft² of Exhibit Space

Bethesda, MD - July 6, 2012 - EBIO 2012 opened in style celebrating its 10th edition at Expo Guadalajara. Former Miss Mexico, Karin Ontiveros, was present to welcome attendees at **EBIO's** opening ceremony. The fastest growing beauty event in Latin America brought together over 21,000 beauty professionals searching for the latest products and tools in cosmetics, hair care, hairstyling, spa treatments, and nails. The two day event dazzled attendees as cutting-edge global trends were brought to the forefront.

Babyliss, Conair, Nail Factory, Paul Mitchell, Organix and O.P.I., were some of the 209 exhibitors showcasing over 330 brands. Education was paramount at **EBIO** as numerous high performance stages were set up throughout the exhibit floor for professional hair stylists and innovative make up demonstrations. The main stage engaged and entertained a packed audience with catwalks and 14 glamorous hairstyling and nail presentations. Further, interactive workshops from styling masters such as Antonio Bellver and Raphael Perrier instructed on the latest techniques.

Nails were highlighted at **EBIO 2012** as rising trends have propelled one of the fastest growing beauty segments. Nail color, length, shape, and design were presented as a fashion accessory. **EBIO** featured Mexico's first national *Nails Design Tournament*. Forty-five nail professionals competed for the honor of "Master Nails Champion" in three separate categories: Perfect French, Stiletto Style, and 3D Fantasy. **EBIO 2012** also hosted the grand finale of Beauty Awards Latin America.

Mexico continues to be a key growth market for innovative beauty products, tools, and trends. **EBIO** has established itself as a leader in the Latin American beauty market, satisfying the demand of thousands for beauty professionals in Mexico and Latin America from every sector of the beauty industry. Next year **EBIO** will be held on June 2-3, 2013 at Expo Guadalajara.

About E.J. Krause & Associates

Founded in 1984, E.J. Krause & Associates, Inc. (EJK) is one of the largest privately held conference and exhibition management companies in the world. With offices on three continents, EJK produces more than 80 events in 16 different industries. For additional information: www.ejkrause.com