



**Julia Erben**  
Hair and Beauty  
Event Director

## Dear friends of Salon Melbourne, Beauty Expo Australia and Hair Expo Australia

Exciting times lie ahead with Hair Expo Australia 2017 and Beauty Expo Australia 2017 moving into Sydney's new International Convention Centre (ICC) in Darling Harbour. And for Melbourne, we've got even better news.

### Salon Melbourne is now Beauty Expo Melbourne:

For Salon Melbourne visitors we are creating a new, dedicated Beauty focused event called Beauty Expo Melbourne. This new show will offer diverse, independent education and a wide spectrum of quality industry suppliers to Victoria. Visitors to Beauty Expo Melbourne can expect an efficient, inspiring overview of products and trends and an opportunity to connect professionals with key suppliers in the largest beauty gathering in Victoria. Beauty Expo Melbourne will replace Salon Melbourne and will be held on 25-26 March 2017 at the MCEC, Melbourne. More information can be found at [www.beautyexpoaustralia.com.au](http://www.beautyexpoaustralia.com.au).

### Hair Expo Australia will alternate between Melbourne and Sydney:

After an overwhelming reception for Hair Expo in Melbourne in 2016, we can confirm that Hair Expo Australia will be alternating between Sydney and Melbourne. However the Hair Expo community in both Victoria and NSW will never have to go without a fantastic hair event. We have created a boutique new hair event called Hair Expo Pop Up. When Hair Expo Australia is in Sydney, as it will be in 2017, Hair Expo Pop Up will be in Melbourne and it will be appearing alongside Beauty Expo Melbourne. Hair Expo Australia will be held on 10-12 June 2017 at the ICC Sydney, Darling Harbour. More information can be found at [www.hairexpoaustralia.com](http://www.hairexpoaustralia.com).

### New hair event in 2017 - Hair Expo Pop Up:

New in 2017 will be our funky new hair event - Hair Expo Pop Up. Like a pop up store, it will bring the DNA of Hair Expo Australia - shopping, stages, styling stars and cutting comps - to Melbourne. But just like a pop up store, it will be raw and simple, and it will make you even hungrier for the glam and global impact of the flagship event that is Hair Expo Australia. With Hair Expo Australia being in Sydney in 2017, Hair Expo Pop Up will be in Melbourne and will be appearing alongside Beauty Expo Melbourne. Likewise when Hair Expo Australia is in Melbourne, Hair Expo Pop Up will feature alongside Beauty Expo Australia in Sydney (late August). Hair Expo Pop Up will be held on 25-26 March 2017 at the MCEC, Melbourne. More information can be found at [www.hairexpoaustralia.com](http://www.hairexpoaustralia.com).

### Beauty Expo Australia remains unchanged as Australia's leading professional beauty event:

That's right Beauty Expo Australia remains the flagship Beauty Expo event and will be returning to Darling Harbour at the new ICC Sydney. Beauty Expo Australia provides industry professionals with a unique forum in which they can try and touch new products and innovations in an experiential environment. Featuring the Nailympia Australia Competition, the Face2Face Makeup Awards and the Dermal Therapy Conference, makes Beauty Expo Australia a must-attend event for all beauty professionals. Beauty Expo Australia will be held on 26-27 August 2017 at the ICC Sydney, Darling Harbour. More information can be found at [www.beautyexpoaustralia.com.au](http://www.beautyexpoaustralia.com.au).

### What are the event dates for 2017?



25-26 March 2017  
MCEC, Melbourne  
[www.beautyexpoaustralia.com.au](http://www.beautyexpoaustralia.com.au)



10-12 June 2017  
ICC Sydney, Darling Harbour  
[www.hairexpoaustralia.com](http://www.hairexpoaustralia.com)



25-26 March 2017  
MCEC, Melbourne  
[www.hairexpoaustralia.com](http://www.hairexpoaustralia.com)



26-27 August 2017  
ICC Sydney, Darling Harbour  
[www.beautyexpoaustralia.com.au](http://www.beautyexpoaustralia.com.au)

### How do I stay informed about Hair and Beauty events?

**CLICK HERE** to subscribe to Beauty Expo Melbourne and/or Beauty Expo Australia news

**CLICK HERE** to subscribe to Hair Expo Australia and/or Hair Expo Pop Up news

**We thank you for your support and look forward to seeing you at the shows  
in 2017 for what will be an amazing year!**