

The countdown is on! Only five sleeps to go until The Show Sydney opens its doors for the very first time. Showcasing the best in beauty, makeup, hair and wellbeing from around the world, tickets holders can expect to receive exclusive discounts on their favourite brands, a chance to try before they buy, get expert advice and of course time to hang out with other beauty lovers in the premium champagne bar. Eliza Campagna and Scott Lattimer, creators of The Show Sydney say, "The Show Sydney is not a trade show and is not limited to just hair and beauty professionals. It's for everyone who loves beauty, hair and lifestyle products at the best price plus tips from international and local experts who can demonstrate how to get the most of out your products at home, in the salon or on set! From professional to DIY beauty lovers this is the place to be next weekend." 5 reasons not to miss The Show Sydney include: 1. Exclusive Discounts: All brands exhibiting at The Show Sydney will be offering ticket holders the opportunity to receive exclusive discounts on their favourite brands with some up to 40% off (see attached for a selection of deals confirmed). 2. Hands-on experiences: Brands including; Real Techniques, 1000 Hour, Formawell Beauty X Kendall Jenner, DoTERRA, Temptu, Silk Oil Of Morocco, CR Luxury Cosmetics, Sydney College of Hair & Beauty, Egyptian Beauty, Global Body Paint, Renee Touma Makeup, CJP Beauty and Inglot will all be offering hands-on experiences with experts to demonstrate how to get the best out of their products. 3. Expert Key Note Speakers: General admission ticket holders will be able to hear from experts Natalie Anne, Mia Connor, Sally Obermeder, Dr Ginni, Darren Jinks, Brian Sipe and Nicole 'Pinky' Thompson live on stage over the two days, hosted by Shelly Horton. 4. Up Close and Personal Masterclasses: Limited spaces are still available for masterclasses with international and local experts including; Mia Connor, Lorna Evans, Chereine Waddell, Jenny Roberts, Natalie Anne, Chantel Rahme, Julie Tattam, Sarah Laidlaw, Penny Antuar and Melissa Gigliotti. 5. The Champagne Bar: A premium champagne bar with a LUXit Beauty & Wellness Bar nearby will provide complimentary express seated massages and Hair and Makeup touch-ups. About The Show Sydney: The Show Sydney, Australia's ultimate professional hair, makeup and beauty event. The brainchild of educational expert Scott Lattimer and industry professional Eliza Campagna, The Show Sydney is so much more than your typical trade show. It is an educational platform that will provide a unique retail experience showcasing the best in class brands and artists across hair, makeup and beauty. [theshowsydney.com.au](http://theshowsydney.com.au)

**Contacts**

Lisa Solomons

mailto:

Rachel King

9571 4448

mailto: