

BIGGER COMPETITIONS

LIVE DEMOS

BEST BRANDS



StyleSpeak

NAILATHON India

India's professional nail championship

2016



Prepare to be enthralled as India's premier nail championship returns to cast its spell on you with bigger competitions, live demos and the best brands in town.

2015: A SNAPSHOT

NAILATHON 2015, the second edition of India's professional nail championship held on 10th February in Mumbai attracted scores of participants, esteemed guests and visitors to savour the competition and interact with top nail brands.

Event Highlights

- ◆ India's first & only nail championship
- ◆ International jury members from Nails & Toes Services Pvt. Ltd, LYN and Nubar India
- ◆ Elegant 'Golden Hand' trophies and certificates for winners
- ◆ Live 'Nail Trends' stage
- ◆ Bewitching live demos by international nail artists
- ◆ Latest product launches from top nail brands
- ◆ Unmatched opportunities for career growth
- ◆ Widespread publicity in StyleSpeak, trade and mainline media
- ◆ Networking opportunities with top salon owners, nail-techs and distributors

89
Contestants

13
Brands

08
Competition
Categories

NAILATHON 2016

After a stellar second edition, NAILATHON 2016 promises to be even more dazzling in size and special attractions.

- ◆ A bigger event with more visitors, brands and excitement
- ◆ Local & International nail brands and service providers
- ◆ Diverse competition categories for participating nail-techs
- ◆ Increased & superior nail creativity from contestants
- ◆ Global coverage of the event across various media





WHY NAILATHON?

Be There!

The energy and support of the participating brands made NAILATHON 2015 a huge success for trade distributors, contestants and professional visitors alike. The event saw a starry mix of nail industry professionals from across the country leading to increased networking and growth. Highlights of the event included:

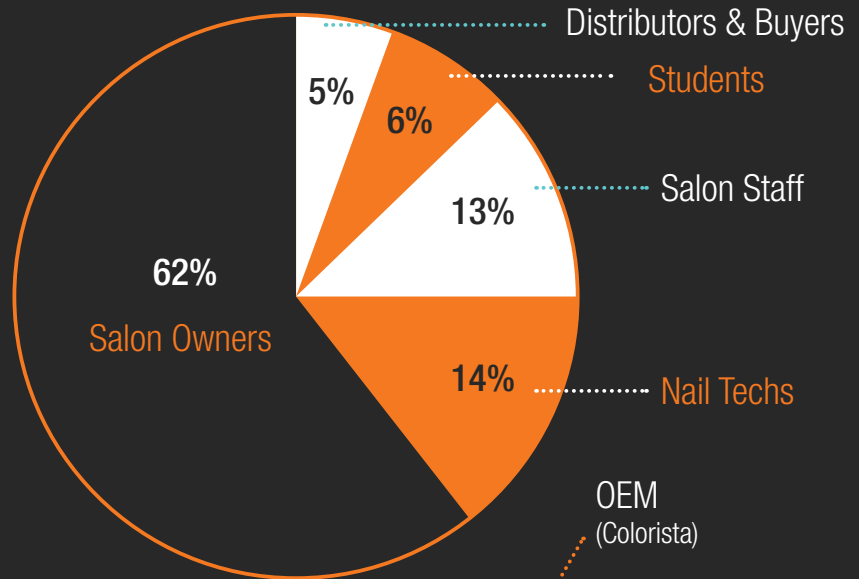
- ◆ 89 contestants from top salons and salon chains competing in 8 categories
- ◆ Participation of 13 exclusive professional nail brands
- ◆ Attendance by the who's who of the Indian salon industry

NAILATHON 2015 was supported by: LYN, Nail Lounge / Nubar India, Nails & Toes, Bluesky Shellac, Colorista USA, LTA – School of Beauty, R Nail Lounge, B&WSSC, Catherine, Living Colours, Peditrix, Sally Hansen, Toppers Nail Academy and Kryolan.

Who Should Participate?

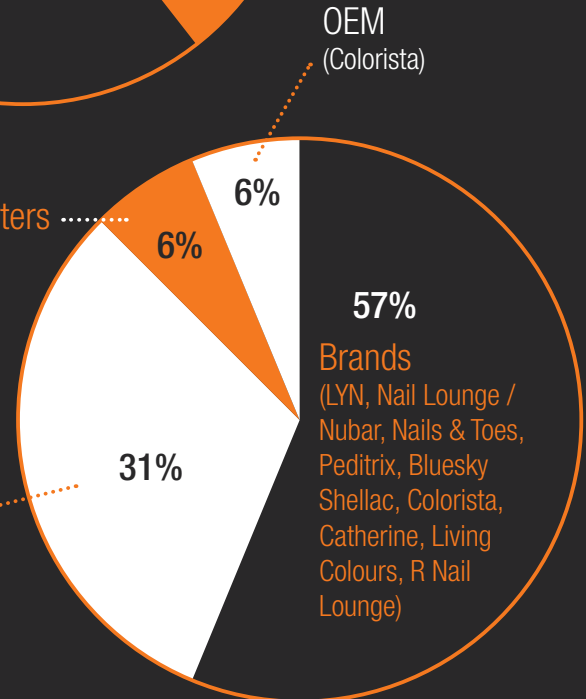
Suppliers of nail products, services, education, and nail-techs must be present for NAILATHON 2016

- ◆ Nail polish, colour gel and nail reconstruction
- ◆ Nail stickers, nail accessories
- ◆ Artificial nails
- ◆ Cutting tools
- ◆ Hand and Foot care
- ◆ Manicure & Pedicure equipment, instruments
- ◆ Nail Schools



Distributors & Importers
(Sally Hansen)

Schools
(Nail Lounge / Nubar,
Nails & Toes, LTA School
of Beauty, Toppers Nail
Academy, R Nail Lounge)



SPONSORS & PARTNERS

Opportunities

- ◆ NAILATHON 2016 will offer all brands present at the event a unique opportunity to closely interact with nail technicians and salon owners
- ◆ Exclusive sponsorship opportunities available in categories such as:
Title, Diamond, Platinum, Gold, Silver and more.



"Nailathon provided a great platform for users to share in our dream and fulfill their own. We unveiled our high definition nail lacquers at the event and celebrated the fierce, fun, flirty, fiery and funky spirit of women with 100 gorgeous shades."

- Sheetal Nangalia, LYN

"Happy to see such growth at NAILATHON from last year. The level of competition and the interest in the nail category is a promise for the beauty industry in India going forward."

- Biju Antony, Sally Hansen

"The 2nd edition of Nailathon has taken us to the next level of post graduation in the Nail Industry. Thanks to StyleSpeak for providing a platform to aspiring nail technicians for displaying their skills. This has set the pace for the culture of Nails in India. Very soon we will see India as THE Nation for Nails. Certainly there is talent and skills available in India and NAILATHON contributed in uncovering the talents of our Nail technicians through this competitive platform. We will always be a part of NAILATHON."

- Kavita Bathija, Nubar India / Nail Lounge

"The whole event was executed well and I was impressed. NAILATHON is a great platform for nail technicians and people from the nail industry. It was our first time and it truly was a great learning experience for us. The nail competition was fabulous."

- Dipen Patharkar, Catherine

"NAILATHON was an excellent event for all nail professionals as a platform to learn, grow, get inspired, exchange experience and meet interesting people in the nail industry! Thanks to StyleSpeak magazine!"

- Dina Singh, Bluesky Shellac



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StyleSpeak NAILATHON is organized by C&E Media, a division of Conferences & Exhibitions Pvt Ltd. The company also publishes StyleSpeak - The Salon & Spa Journal, SpaMantra - India's Spa & Wellness Magazine and Glamstar - Hindi Magazine for The Salon Industry



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