

PRESS RELEASE

Wellness Aphrodite honored at BEAUTY FORUM MUNICH

Karlsruhe, 27 January 2010 - Wellness Aphrodite the industry award for spa hotels in German-speaking Europe, will 2010 first be honored in cooperation with BEAUTY FORUM, the trade magazine for beauty professionals and the well-known hotel journal Top hotel.

October 16, 2010 the award ceremony for highest performance of wellness and spa in the hotel industry takes place. BEAUTY FORUM MUNICH, on October 16-17, 2010 will cover the ceremony of the Wellness Aphrodite initiated by Top hotel. In its 25th anniversary year BEAUTY FORUM MUNICH first hosts a hotel congress. The award ceremony takes place on Saturday evening, October 16 probably at the Sofitel Munich Bayerpost.

Strong Partners for the Future

"The Wellness Aphrodite appreciated the work of the wellness hotel industry. With Health and Beauty, expert in the fields of cosmetics and beauty care, we found a strong partner that will assist us significantly at the annual award ceremony" says Thomas Karsch, general manager of Freizeit-Verlag Landsberg GmbH and initiator of the Wellness Aphrodite. Health and Beauty with the BEAUTY FORUM trade magazines and trade fairs in the field of cosmetics, wellness and spa, medical esthetics and nail design supports the ceremony with an exceptional congress on issues as cosmetics and wellness in the hotel industry. "The outstanding wellness and spa exhibition program presented in the modern exhibition halls of Messe München International (Riem), bridge to the hotel industry's holistic wellness offers. Product innovations, trends and treatments emphasize the offer of BEAUTY FORUM MUNICH" founded Juergen Volpp, managing director of the Health and Beauty Holding (Europe) GmbH.

Background BEAUTY FORUM MUNICH

The BEAUTY FORUM MUNICH is Europe's No. 1 autumn cosmetics trade fair. October 16-17, 2010 the industry highlight celebrates its 25th anniversary. The steadily growing numbers of exhibitors and visitors from home and abroad have made the event to one of the most important trade fairs for cosmetics. With over 38,000 visitors and more than 800 exhibitors and brands the BEAUTY FORUM MUNICH takes the next step and moves under direction of Juergen Volpp into a new era and changes from the M, O, C, (Munich Order Center) to the fairgrounds of Messe München International (Riem). www.beauty-fairs.de

Background Wellness Aphrodite

The "Wellness Aphrodite" was founded in 2004 by Freizeit-Verlag Landsberg. The Wellness Aphrodite is awarded in eight categories. An expert jury evaluated who will be honored with the coveted prize. Basis for the award is the guide " Ausgewählte Wellnesshotels zum Wohlfühlen ". Hotels have to apply or can be proposed. A multi-phase selection process will determine whether the hotels meet the strict assessment criteria or not.

The author

Health and Beauty Trade Fairs GmbH is based in Karlsruhe and a leading organizer for cosmetics trade fairs, licensors, idea generator and developer of new, successful exhibition concepts that will be implemented in various European countries. The Health and Beauty Trade Fairs GmbH is member of the Health and Beauty Holding (Europe) GmbH that works in many foreign countries. www.health-and-beauty.com

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