



SUNDAY 27 OCTOBER

10:30-11:15

TRAINING (Italian language only)

VA-YA: THE INCREDIBLY EFFECTIVE ANTI-AGE MASSAGE

A facial massage with lots of manual techniques: facial muscles revitalization, Malaysian rejuvenation and bucco massage.

Curated by Bojan Miric, Winner of European Massage Championship 2019

11:15-12:30

TRAINING (Italian language only)

AESTHETICS, COSMETOLOGY AND DERMATOLOGY: THE PERFECT SYNERGY FOR PROVIDING THE BEST SERVICE TO CUSTOMERS

The aesthetician as "sentinel of health" with the proper knowledge of the composition of cosmetic products make essential to oversee the possible side-effects in case of dermatological problems.

Curated by Umberto Borellini, Cosmetologist and Elisabetta Fulgione, Dermatologist

12:30-13:30

TRENDS



MAKE UP FORUM: TRENDS FROM EUROPEAN CITIES OF FASHION: MILAN/PARIS/BERLIN

Round table with: Fabio De Stefano/ Milan, Angelik Iffennecker/Paris, Beni Durrer/Berlin.

Moderator: Daniela Fedi, Il Giornale

13:30-14:15

TRAINING (Italian language only)

ONCE UPON A TIME... AND NOW WE HAVE HASHTAGS

How to tell a story and be recognized on Instagram.

Curated by Caterina Panzeri, Owner of KPCommunication 5.0

14:30-15:30

TRAINING (Italian language only)

AESTHETICIANS AND COMMUNICATION

(Everybody has the customers they deserves).

Curated by Davide Manzoni, General Manager of Comfort Zone

15:30-16:30

DISCUSSION (Italian language only)

EUROPEAN REGULATION 2017/745 ON MEDICAL DEVICES: A "CHANGE OF PACE" FOR PROFESSIONAL AESTHETICS

The technologies involved and the proper use of devices.

Curated by Fapib

16:30-18:00

TRAINING



INNOVATIONS IN DERMOPIGMENTATION

Round table curated by ATEC ITALIA with: Nataliya Yeremenko, Owner of NY Masterclass Estonia; Melisa Ferriola, President of Society of Permanent Cosmetics Professionals USA.

Moderator: Claudia Magnani, President of Atec Italia

MONDAY 28 OCTOBER

10:30-11:00

DISCUSSION (Italian language only)

NEUROCOSMETICS AND COSMETOGENETICS: 2 KEYWORDS FOR SKIN LONGEVITY

Curated by Umberto Borellini, Cosmetologist

11:00-11:40

TRAINING (Italian language only)

MINDFULNESS AND BEAUTY

The achievement of a Mindful inner wellbeing state is the added value for the quality of service provided.

Curated by Monica M. Cavallo, Co-founder of Manage Your Life

11:40-12:30

TRAINING (Italian language only)

KEEP YOUR BEAUTY SALON "IN GOOD SHAPE"

How to generate revenue and longevity of your activity and enhance your economic condition.

Curated by Manuela Ravasio, Head of Beauty&Wellness Coaching Academy - Ekis Small Business

14:00-14:30

TRENDS (Italian language only)

THE "SUPER" MODEL: THE NEW ERA OF WELLNESS

Awareness, innovation and connections, these are the keywords to create high-quality beauty treatments.

Curated by Andrea Bovero, President of Lifexcellence and Cidesco Italia

14:30-15:00

TRENDS (Italian language only)

WEB OR DIGITAL DETOX?

Analysis of the consequences of new digital technologies on our lives, with the disadvantages of Internet abuse.

Curated by Paolo Crepet, Psychiatrist and Writer

15:00-16:00

TRENDS (Italian language only)

WELLNESS TREND: AROMATHERAPY AND FOOT MASSAGE

Round table with: Giuseppe Mazzocco, Inventor of Podostrigiles® and PMP-Phytomassopodia® method, Luca Fortuna, Aromatherapy and Psychoaromatherapy expert.

Moderator: Daniela Fedi, Journalist of Il Giornale

16:00-17:00

TRENDS (Italian language only)

THE FOOT: INSTRUCTION AND MAINTENANCE MANUAL

Curated by Ivano Burello, Founder of Podocuria



= In English, with simultaneous translation in Italian