

Sunsilk Hair Prime Competition



The dressers Sri Lanka And Association Beauticians of Hair (SLAHAB) is organizing the ninth Sunsilk Hair & Beauty Fair at the BMICH on 26-29 January 2006. One of the highlights of the show is the 'Sunsilk Hair Prime 2006' competition, which was initiated last year to bring out the creative talents of Sri Lanka's hairdressers. The competition revolves around originality and creativity. Participants are encouraged to go wild and be as imaginative as possible. Fantasy styles are presented by hairdressers on any theme of their choice and modelled for the audience. The styles will be judged on inventiveness and creativity and each day five winners will be selected for the grand finale on 29 January. The winner will be awarded the Sunsilk Hair Prime trophy and an attractive cash reward.

"Sunsilk, Unilever Sri Lanka's leading hair care brand, has played a pivotal role in upgrading the island's thriving hair and beauty industry," said Ramani Samarasundera, Marketing Manager, Unilever Sri Lanka. "Through Sunsilk, the company has been instrumental in tying up with leading professionals in the industry to lift the awareness levels on hair care and also improve the quality of

personnel in the industry.’ Those attending the fair will be eligible for the live competitions that will take place on a daily basis with prizes awarded for Beautiful Skin, Healthiest Head of Hair, Longest Hair, Best Dressed Lady of the Hour, Lucky Couple, etc. There will be over 100 stalls specializing in jewelry, skin care, make up, accessories and some stalls by foreign hairdressing schools, including those of India and Thailand. “The Sunsilk Hair & Beauty Fair is organized for the benefit of both professionals and consumers,” said Dora Attanayake, President, SLAHAB. “It will showcase the talent and find business for the professional while simultaneously providing a shopping ground to the consumer, who can accumulate fashion ideas, purchase jewelry and other items, and partake in the special offers given each day.” Co-sponsors for the fair, Nature’s Secret, specialists in skin care products, will host a stall. “Having good skin is of great importance when looking at personal care. We are part of this event in order to create awareness about skin care and thus uplift the industry;’ said Irosha Weththasingha, Advertising Manager, Multichemi International (manufacturers of Nature’s Secret skincare products). Dances and fireworks are scheduled and each night will end with glamorous fashion shows consisting of bridal, flower and sari shows.