

BEAUTY DÜSSELDORF: Leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa from 27 – 29 March 2015

Successful in the Service of Beauty: BEAUTY DÜSSELDORF in its 30th Year

BEAUTY DÜSSELDORF has set standards for cosmetics trade fairs and has been working successfully in the service of beauty for 30 years now. The Leading International Trade Fair Cosmetics, Foot, Nail, Wellness and Spa has stood for quality and professionalism for three decades now and has become the leading communication meeting point for the sector.

50,000 international trade visitors will come here from 27 to 29 March 2015 to gather information on new products, treatments, trends, innovations and services. "We are proud of this success story. With its 1,400 exhibitors and brands BEAUTY DÜSSELDORF is the largest beauty parlour in the world so to speak, and has therefore become an indispensable event for professionals in the sector. In particular, the high-quality specialist programme with over 100 events offers many opportunities for further training as well as inspiration for everyday working routines," explains Director Helmut Winkler.

BEAUTY DÜSSELDORF is known for its clear structure and appealing atmosphere. Its exhibition segments Cosmetics Exclusive Ordering, Cosmetics Direct, Permanent Make-Up, Foot, Wellness and Spa as well as Nail and Salon Accessories all featured in Halls 9 to 12 of the exhibition centre offer a comprehensive and ideal overview of the market. The setting, structure and specialist nature of the range along with a strict trade visitor registration policy make BEAUTY DÜSSELDORF the discerning event it is today. This exclusive setting allows professionals in the sector to meet, exchange ideas and go about their business.

Cosmetics – Comprehensive Know-how

Represented in the Cosmetics segment are exhibitors and brands offering skincare, decorative and apparative cosmetics. Presented here are products for skincare and cleansing, natural cosmetics and make-up trends as well as new treatment methods and devices. On all three days of BEAUTY DÜSSELDORF the central event forum for the Cosmetics segment, the Meeting Point in Hall 10, will feature exhibitor presentations on innovations and trends. Special highlights in the line-up at the Meeting



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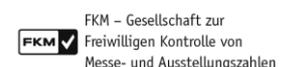
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Point will be the German and International Make-Up Championships with the themes “Special Event” and “Today’s Bride” as well as the presentation of the “Golden Mask for Make-Up Artistry” and “A Life of Beauty” awards.

Nail – All Aspects of Nailcare

Exhibitors in the specialist Nail segment present current trends, new treatment techniques and products as well as hand and nail care concepts. The entire sectoral range is on show here: gel treatments, airbrushing and nail art, care systems for natural nails, UV curing lamps for artificial nails and much more. The central focal point here is Meeting Point Nail with its informative specialist programme. New in the range is the Nail Star Academy where international stars in the sector will, in two-hour units, present new trends and professional techniques and give tips for everyday work in the nail salon. Visitors can become actively involved at their own work stations and watch their idols at work at close hand.

Good for Feet: Specialist Information for Foot Care Professionals

For both medical and cosmetic foot care professionals BEAUTY DÜSSELDORF is an important communication and further training forum. Participating here are exhibitors with a comprehensive range for podiatrist practice and cosmetic foot care with foot and nail care products, technical equipment, salon furnishings and fittings as well as hygiene products. The practice-oriented presentations at Meeting Point Foot, organised in cooperation with the Central Association of German Podologists and Podiatrists (Zentralverband der Podologen und Fußpfleger Deutschlands – ZFD) as partners of Messe Düsseldorf, are devoted to the most important foot conditions and other issues that podologists and podiatrists face on a daily basis. This includes the treatment of nail, pressure mark and skin problems, children’s and teenage feet, the podo-taping concept or the legal security of documentation.

Wellness – Current Trends

The stylishly designed Wellness segment offers a comprehensive overview of current trends, different treatments in the wellness and spa segment as well as therapy and treatment cubicle technology. At Meeting Point Wellness international spa and massage trends are also presented and vividly demonstrated. These include wellness ceremonies, detox programmes and salon furnishings and fittings.



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Spa – Innovations and Individual Consultation

One focus at the SPA BUSINESS LOUNGE at BEAUTY DÜSSELDORF is the efficiency of spa operations. Here the topic of successful spa management as well as the planning and designing of spas from a variety of perspectives will be dealt with in interesting specialist lectures and panel discussions. For trade visitors from the hotel trade, investment, facility operation and management sectors the SPA BUSINESS LOUNGE offers an exclusive and discerning lecture, consulting and communication platform. A special highlight in the programme is the voting of the Spa Manager of the Year, awarded for the fourth time now in 2015.

Special Themes

Compact Know-How at the Trend Forum

One of the most important factors for staying on the market long term is continual information and further training. In one-hour specialist lectures renowned speakers from the field of science and practice will be conveying their compact know-how. The lectures at the Trend Forum (Hall 10) offer impulses and motivation, selected themes from health and beauty as well as ideas for practical work and specialist knowledge first hand. Themes include "The Body in its Best Shape – How Metabolism Works", "Cosmetics – Trigger for, or Protection against, Allergies?" or "Cosmetics in Prevention – Maintain Health and Beauty". The lectures can be attended with no prior registration or additional costs.

Live Production

With various cooperation partners BEAUTY DÜSSELDORF will be presenting the "Transparent Workshop" in Hall 10. At this special show visitors can experience close up the development of various cosmetic products from their manufacture and production through to application and sales. The Live Production feature thereby provides an interesting view behind the scenes of the professional cosmetics industry.

International Brand Café

The brand universe in the cosmetics sector is becoming ever more comprehensive. Cosmetics, nail, foot, wellness and spa exhibitors count numerous national and international brands. But who belongs to whom and where do we find what? At the International Brand Café in Hall 10 visitors to



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BEAUTY DÜSSELDORF can find the right answers and information over a refreshing drink or aromatic coffee.

Future Spa Special Show

In cooperation with the German Wellness Association BEAUTY DÜSSELDORF has been realising innovative special shows for many years. A group of ambitious architecture students at Düsseldorf Polytechnic under the guidance of Professor Harry Vetter will be presenting different design and space concepts for spas of the future at the Future Spa area in Hall 9.

Wellness & Spa Innovation Awards and Innovation Gallery

For the third time now the German Wellness Association will be awarding the Wellness & Spa Innovation Awards. The association honours innovations and forward-looking ideas in the wellness and spa sector in four categories and will be presenting these awards for the first time at BEAUTY DÜSSELDORF on Sunday, 29 March, at 4 pm. The nominated entries will also be on show in the new Innovation Gallery in Hall 9.

Podology Training

Organised in cooperation with the Central Association of German Podologists and Podiatrists (Zentralverband der Podologen und Fußpfleger Deutschlands – ZFD) the special area “Podology Training” conveys comprehensive information on the future of the podologist’s profession as well as training methods, professional focuses and development options. The further training from podiatrist to podologist is centre stage here.

Gloria – German Cosmetics Prize

After its successful premiere last year, 2015 will also see the presentation of the German Gloria Cosmetics Prize. The publishing house KOSMETIK international presents awards to personalities and companies for their merits and services in six categories. The presentation of the Gloria Prize will be held as part of a gala on Friday evening. The sectoral award is supported by renowned companies in the sector, the association VCP Verband Cosmetic Professional and Messe Düsseldorf.



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Medical SkinCare Congress

Held for the first time in parallel with BEAUTY will be the Medical SkinCare Congress Düsseldorf. On Friday, 27 and Saturday, 28 March, topical scientific trends in the field of aesthetic dermatology and cosmetology will be discussed at the Congress Centre CCD Ost. In focus here will be solutions for sales implementation and increasing turnover at beauty salons and in bricks and mortar retail. Specialist scientific lectures from the fields of aesthetic dermatology and cosmetology will be centre stage at the congress. The international speakers and top-notch experts will talk about topics such as dermatocosmetics, aesthetic surgery and dermatology, apparative procedures in professional cosmetics and management concepts in professional cosmetics and the retail trade. The congress is aimed at entrepreneurs and specialist personnel from cosmetic institutes, perfumeries, pharmacies, hotel spas and interested dermatologists. The participation fee (from € 195) is a complete price incl. BEAUTY admission, a get together, snacks and drinks.

DKMS LIFE – "Look Good Feel Better"

The cosmetics programme at the non-profit company DKMS LIFE is called "look good feel better". The company has set itself the task of encouraging female patients to adopt a life-affirming attitude during the difficult time of cancer therapy. Throughout Germany DKMS LIFE organises some 1,200 cosmetic seminars a year at more than 250 institutions for female cancer patients in therapy. Its appearance at BEAUTY DÜSSELDORF is aimed at helping to win over more cosmeticians to collaborate at patient seminars.

Service with a Capital "S"

The trade fair is restricted to trade visitors who can register at www.beauty.de beforehand. After registration eTickets can be purchased. 1-day tickets cost € 35 (Online-Ticket € 30), 2-day tickets € 50 (Online € 45). And what is even better: ticket prices are "all-inclusive". This is unique to Düsseldorf! Access to the trade fair, attendance of the technical lecture programme, cloakroom and luggage storage, trade fair journal, childcare facility and local public transport in greater Düsseldorf: One ticket – one price.

BEAUTY DÜSSELDORF is open from Friday to Sunday, 27 – 29 March 2015, from 9.00 am – 6.00 pm. For further up-to-date information go to



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www.beauty.de or contact the BEAUTY-Hotline on +49(0)211 4560 7602.

Here you will also find information on attractive hotel and travel offers.

Would you please mention in your report that the BEAUTY DÜSSELDORF is intended for trade visitors only and that tickets are subject to suitable credentials.

Three Trade Fairs running in Parallel on the Last Weekend in March

The last weekend in March 2015 sees Düsseldorf very much in the beauty mood when it hosts BEAUTY DÜSSELDORF, the leading international trade fair for cosmetics, nail, foot, wellness and spa, from Friday, 27 to Sunday, 29 March 2015. Overlapping with this on two days is the parallel event TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading hairdressing trade fair, running on Saturday, 28 and Sunday, 29 March. Also held on Saturday, 28 and Sunday, 29 March is the sixth make-up artist design show, Germany's only trade fair for make-up artists.

Press Contact:

Alexander Kempe

Assistant: Marion Hillesheim

Tel.: +49(0)211/45 60-997/-994

Email: KempeA@messe-duesseldorf.de

HillesheimM@messe-duesseldorf.de



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