

## **BEAUTY DÜSSELDORF: Leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa**

**Messe Düsseldorf to become the World's Biggest Beauty Care  
Centre from 4 to 6 March**

### **Leading Event for Cosmetic Services**

BEAUTY DÜSSELDORF is the most important meeting point for professional cosmetic service providers. Every year in excess of 50,000 international trade visitors seek information here on new products, treatments, trends, innovations and services. With 1,400 exhibitors and brands BEAUTY DÜSSELDORF is the world's biggest "beauty parlour" making it a must-see event for industry professionals.

The Leading International Trade Fair Cosmetics, Foot, Nail, Wellness and Spa is THE platform for innovations, information and continuous education. The line-up of ranges and lectures meets the highest professional demands while a stylish atmosphere with chill-out zones, cafés and excellent infrastructure ensures a both pleasant and successful trade fair visit.

### **A Lively Industry / Promising Economic Outlook**

Exhibiting at the trade fair in Düsseldorf offers ideal prerequisites for good talks with exhibitors and professional networking with colleagues. Düsseldorf is known for its clear structure and segmentation of themes. The exhibition areas "Kosmetik exklusiv Order" (Cosmetics for Order), Kosmetik direkt (Cosmetics cash&carry), Permanent Make-up, Foot, Wellness and Spa as well as Nail and Salon Accessories in Halls 9 to 12 provide a comprehensive and optimum market overview. "Atmosphere, structure, professionalism and the professional quality of the ranges testify to the ambitious claim," says Director Helmut Winkler. The practice-oriented expert programme boasts over 130 events in total.

The beauty industry in Germany is alive and kicking and experiencing an economic upswing. To the tune of 95,000 employees generate annual sales worth approx. € 2.2 billion. This sound economic climate is also reflected in the satisfaction voiced by trade fair visitors: 67% of visitors in Düsseldorf are self-employed, 96% were satisfied with their previous year's visit to the trade fair and rated the future economic climate in their company as positive.



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Internationale Leitmesse  
Kosmetik, Nail, Fuß,  
Wellness, Spa

Leading International  
Trade Fair  
Cosmetics, Nail, Foot,  
Wellness, Spa

[www.beauty.de](http://www.beauty.de)



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Mitgliedschaften der  
Messe Düsseldorf:

The global  
Association of the  
Exhibition Industry

Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

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

### Cosmetics – Current Trends

The Cosmetics area is home to the exhibitors and brands of care and decorative cosmetics and cosmetic apparatuses. On display are products for skin care and cleansing, natural cosmetics and make-up trends as well as novel treatment methods and apparatuses. On all three days of BEAUTY DÜSSELDORF the central event forum for the Cosmetics area, i.e. the Meeting Point in Hall 10, will host exhibitor presentations on innovations and trends. Special highlights of the Meeting Point programme include the German and International Make-up Championships under the heading of “Urban Attitude” and “A Walk on the Beach” as well as the presentation of the “Golden Mask for Make-Up Artistry” and “A Life of Beauty” awards.

### Knowledge at the Trend Forum

One of the most important prerequisites for long-term survival on the market is continuous information and education. In 1-hour technical lectures from science and practice renowned speakers will disseminate compact knowledge. The lectures at the Trend Forum provide impulses and motivation, addressing selected topics concerning health promotion and beauty care as well as suggestions for practical work and first-hand expert know-how. This year the following issues will be covered: Signals sent by our Skin, Resilience – Factors helping against Overload and Burnout, Health in the Profession, Ways to Decelerate. The lectures can be attended without pre-registration and any additional cost.

### Comprehensive Ranges of Nail Designers

Nail designers will find a complete sectoral overview in a consistent, coherently arranged area in Düsseldorf. International exhibitors and brands present current trends, new application techniques and products as well as hand and nail care concepts. Here the complete spectrum of the industry will be on show: Gel processing, airbrush and nail art, natural nail care systems, UV-curing lamps for artificial nails, and lots more. The central touch point is Meeting Point Nail with its informative expert programme covering such themes as express-reinforcement of natural nails, airbrush at the nail studio, casual look – the renaissance of old-school looks, metalliser – colour chrome design.

### Beautiful Down to the Toes: Expert Information for Chiropodists

Beauty does not stop with the face and hands as feet also want pampering. Podiatrists and chiropodists use BEAUTY DÜSSELDORF every year to gather information on foot care products and apparatuses while using the technical lectures at the Meeting Point Foot for continuous education. Exhibitors present extensive ranges for podiatry practices as well as beauty pedicure including foot and nail care products, technical equipment, practice furnishings and hygiene articles. With the technical programme delivered at the Meeting Point Foot the Central Association of German Podiatrists and Chiropodists (ZFD) as a partner of Messe Düsseldorf focuses on a practice-oriented continuous education programme. It will cover such aspects as nail-correction braces, foot reflex massage or successful podiatrist treatment using various relief options. The Special Area "Training in Chiropody" organised in cooperation with the ZFD conveys in-depth information about the future of the podiatry profession as well as about career paths. The further training from chiropodist to podiatrist will be a special focus here.

### The Latest in Wellness and Spa

The stylishly designed Wellness exhibition area provides a comprehensive overview of current trends, various applications in the Wellness and Spa segment as well as therapy and in-cabin technology. Meeting Point Wellness also showcases and demonstrates international treatments such as Energy Floating Massage, Lomi Lomi Massage, TuiNa Massage and Ayuryoga Massage, positive communication and green smoothies.

### Successful Spa Management

The profitability of Spa operations is the focal theme at the SPA BUSINESS LOUNGE organised as part of BEAUTY DÜSSELDORF. Here successful spa management as well as spa planning and design are addressed from various perspectives in interesting expert lectures and panel discussions. For trade visitors from the hospitality and investment sector as well as spa operators and managers the SPA BUSINESS LOUNGE serves as an exclusive and high-calibre lecture, consulting and communication platform. 2016 will see, among others, such issues as salesforce motivation in spas or the conflicts between form and function in

planning spa installation being addressed. Furthermore, exhibitors will introduce ideas for spa treatments, spa brands and spa design.

The “Spa Manager of the Year” award presented for the fifth time in 2016 is a special highlight of this professional programme.

## **Special Themes**

### **New: Medical SkinCare Congress**

Held concurrently with BEAUTY DÜSSELDORF for the first time will be the Medical SkinCare Congress Düsseldorf. On Friday 4 and Saturday 5 March topical subjects from the fields of aesthetic dermatology and cosmetology will be discussed at Congress Center CCD Ost. On the first day expert talks will set the frame for the Congress. The international speakers and top-notch experts will cover such topics as dermacosmetics, plastic surgery and dermatology as well as cosmetics with active anti-aging ingredients, to name but a few.

The second day will focus on apparatus-based procedures in professional cosmetics and specialist retail alongside approaches for distribution and sales promotion strategies with the associated management concepts. Themes also include the new active agent developments from research and the introduction of state-of-the-art treatment concepts and administration formats. Also featuring on the agenda is the cosmetician’s role.

The Congress targets entrepreneurs and professionals from cosmetic institutes, perfumeries, pharmacies, hotel spas as well as interested dermatologists. The participation fee (from € 195) includes the admission ticket to BEAUTY, the Get-Together plus snacks and beverages.

### **beauty boutique – Accessories for Beauty and Bath**

Arranged as a part of BEAUTY DÜSSELDORF for the second time now, will be the beauty boutique Düsseldorf – an exclusive exhibition area showcasing accessories for beauty and bath. Here buyers from perfumeries, drugstores, department stores, pharmacies and concept stores will exclusively find the current trends and products to complement

their cosmetic ranges in a compact and easy-to-manage format all geared to retail.

#### Live Production

DÜSSELDORF presents live manufacturing of products with various cooperation partners. Here visitors can watch the “birth” of various cosmetic products step by step – be it moisture creams, active agent ampoules or decorative cosmetics. This allows visitors to take an interesting peek behind the scenes of professional cosmetics production.

#### Special Show Nature & Spa

In cooperation with the German Wellness Association BEAUTY DÜSSELDORF has organised innovative Special Shows for many years now. Nature has been a permanent trend for quite some time, not only in the field of natural cosmetics but also in the furnishing and design of Wellness operations – be this at hotel or day spas. The Special Show Wellness “Nature & Spa” gives practical and easy-to-implement fitting and furnishing examples for bringing nature into the Wellness areas of hotels and spas.

#### Special Show on Hand Hygiene

Podiatrists and chiropodists are obliged by law to comply with the strictest hygiene rules. In addition to meticulous instrument preparation, hand disinfection and protection are of the highest priority. BEAUTY has addressed this issue with its Special Show “Main Thing Skin Matters”.

#### Gloria – German Cosmetics Award

For the third time now the coveted German Cosmetics Award Gloria will be presented. Publishing house KOSMETIK international honours personalities and companies for their achievements and performance in six categories. The Gloria award-giving ceremony will be embedded in a gala on Friday evening. This industry award is sponsored by renowned industry players, the VCP Association Cosmetic Professional and Messe Düsseldorf.

### Wellness & Spa Innovation Awards and Innovation Gallery

The Wellness & Spa Innovation Awards will be presented by the German Wellness Association for the fourth time now. The Association honours innovations and forward-looking ideas in the Wellness and Spa industry in four categories – presenting the awards at the Meeting Point Wellness at BEAUTY DÜSSELDORF on Sunday, 6 March, at 4.00 pm. In addition to this the nominated entries will also be on show at the Innovation Gallery.

### DKMS LIFE - "look good feel better"

Messe Düsseldorf supports the cosmetics programme of the non-profit organisation DKMS LIFE "look good feel better", which aims to encourage female patients to take a positive attitude on life in the tough times when undergoing cancer therapy. Across Germany DKMS LIFE annually organises some 1,200 cosmetic seminars for female cancer patients undergoing therapy at more than 250 establishments. This, its now second participation at BEAUTY DÜSSELDORF is aimed at winning over more cosmeticians for cooperating in such patient seminars.

### Service is Highest Priority

Admission to the trade fair is exclusively restricted to trade visitors, who can already register beforehand at [www.beauty.de](http://www.beauty.de). Only then can eTickets be purchased. A 1-day ticket ordered online costs €30, the 2-day ticket is €45 (tickets purchased at the ticket office are €5 more expensive). The ticket price is all-inclusive – unique for Düsseldorf – including admission to the trade fair, participation in the professional programme, use of cloakroom and luggage store, a copy of the trade fair journal in addition to child care and the use of the public transport in greater Düsseldorf: one ticket – one price. BEAUTY DÜSSELDORF is open from Friday to Sunday, 4 – 6 March 2016 from 9.00 – 6.00 pm. For more and updated information go to [www.beauty.de](http://www.beauty.de) or the BEAUTY hotline +49(0)211 4560 7602. This is also where to find information on attractive hotel and travel bargains.

**Please mention in your coverage that BEAUTY DÜSSELDORF is a trade fair only open to trade visitors with credentials. Private visitors and visitors from other industries will travel to Düsseldorf in vain.**

### **Three trade fairs in parallel on the first weekend in March**

In 2016 Düsseldorf's first weekend in March will be all about beauty: BEAUTY DÜSSELDORF, the leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa, will be held from Friday 4 to Sunday 6 March 2016. Overlapping for two days (on Saturday 5 and Sunday 6 March 2016) will be TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading trade fair for the hairdressing trade, and the seventh make-up artist design show (mads), the only trade fair especially for theatrical and beauty make-up artists. New in the trade fair portfolio is the Medical SkinCare Congress on 4 and 5 March. Here trend themes will be discussed from the viewpoints of aesthetic dermatology and cosmetology.

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