

## **BEAUTY DÜSSELDORF presents Trend Information, Background Knowledge and Innovative Methods**

**High-calibre continuous education programme boasting over 130  
CME offers**

BEAUTY DÜSSELDORF from 4 to 6 March 2016 encompasses not only the exhibits presented by well over 1,400 exhibitors and brands but also a high-quality expert programme. In excess of 130 events and topical panel discussions at the expert meeting points and the central Meeting Point shed light on the most varied aspects of professional cosmetic services. The ranges are wide, varied and versatile allowing visitors to benefit from diverse continuous education options. At BEAUTY DÜSSELDORF the complete expert programme is included in the admission.

### **Trend Forum with Expert Talks from Science and Practice**

At the Trend Forum in Hall 10 renowned speakers headed by bio-chemist and skin physiologist professor Dr. Michael Schmidt convey compact insights from science and practice. In 1-hour technical lectures the sector experts report on the latest developments from various fields of cosmetics. Dr. Birgitt Kassen, for example, provides insights into holistic dermatology and explains the underlying reasons for skin symptoms. Professor Dr. Michael Schmidt elucidates connective tissue and signals sent by our skin in his talk while make-up artist Diana Galante demonstrates the tricks she uses to make faces radiate. Other subjects addressed are: "Motivation – the Key to Motivating Yourself and Others", "Resilience – Factors against Overload and Burnout", "Insider Tip Deceleration – Measurable, Positive Impact on Skin and Bottom Line", or "Psychosomatics – the Soul Speaks, Body Follows". Furthermore, methods for beauty care and staying healthy are also presented. The lectures can be attended without prior registration or any extra costs.

### **Eva Padberg starring in the BEAUTY Talk**

Super model Eva Padberg started her impressive career in the mid 90s. Hailing from the German state of Thuringia at the age of 15 Padberg took part in the "Bravo Girl" beauty contest. Her appearance as a finalist earned her her first modelling contract with renowned agency Louisa Models – after which she conquered the catwalks of the world. Eva Padberg is not only one of the most sought-after German models of all times, but has also proven her talent in many other fields. The 35-year old



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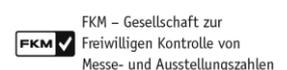
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Messe Düsseldorf:



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scored successes as a presenter, actress and musician (singer and songwriter) and acts as a Unicef Ambassador. At BEAUTY DÜSSELDORF Eva Padberg is the guest star at the BEAUTY Talk sharing her exciting projects and beauty secrets at the Meeting Point in Hall 10 on Sunday, 6 March.

### **Live Production including a Look behind the Scenes**

In the Live Production section BEAUTY DÜSSELDORF will present an interesting look behind the scenes of cosmetic products manufacturing. This year the manufacturing processes for eye shadow, ampoules and skin moisture creams will be demonstrated in cooperation with the relevant producers in Hall 10. Cosmetics firm KRYOLAN will present a product innovation with its “Eyes’ Ink” eye shadow, JEAN D’ARCEL will show trade fair visitors how active agent concentrates are filled into ampoules/vials and at Dr. Spiller they can see how principal ingredients like pineapple, mango and papaya are turned into a moisturising cream. BEAUTY visitors will also have a chance to interview company representatives on site about the manufacturing processes and can take samples and try out the finished products.

### **Nail Expertise for Practitioners**

In Hall 12 in the Nail area BEAUTY DÜSSELDORF provides a complete overview of new products, care concepts and application techniques. Inspiration for nail studios comes care of the Meeting Point Nail programme. Here top experts present current techniques and new colours, trends and styles. Frank Schäberle provides insights into express reinforcement of natural nails while the renaissance of old-school nail design is the topic covered by Ralf Bartsch; David Fowler will demonstrate acrylic-based refill and backfill techniques. Other subjects covered include metallisers – Colour Chrome Design, luxury manicures at the studio and effective solutions for damaged nails with Repair & Protect.

### **Foot Area with Special Show on Hand Hygiene and Podiatry Training Centre Activity**

Everything revolving around podiatry practices and cosmetic foot care including care products, technical equipment, practice furnishing and hygiene consumables will be on display at the Foot segment in Hall 9. With the expert programme at the Meeting Point Foot, ZDF, the Central



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Association of German Podiatrists and Pedicurists as partner of Messe Düsseldorf and headed by President Mechtild Geismann, offers a practitioner-focused continuous education option.

This year's Special Show "Skin Matters" addresses the multi-faceted issue of hand hygiene. It provides information on how the skin works, the risks it is exposed to during work, how to protect, clean and care for hands and how to prevent skin diseases.

Due to its resounding success last year this year will once again see a Podiatry Training Centre activity area. Here ten technical colleges will provide comprehensive information on the career prospects for podiatrists as well as career options, professional specialisations and development opportunities.

At the Meeting Point Nail medical/cosmetic foot care practices will be in focus. This year will see the following subjects covered: Ross Fraser brace, foot reflex massage, success through reducing or becoming self-employment by buying a practice.

### **Wellness Treatments for Wellbeing and Nature in Spas**

At its Wellness segment BEAUTY DÜSSELDORF always showcases the latest developments in the wellness and spa industry (Hall 9). The expert programme focuses on wellness treatments, body treatments, spa etiquette or quality management. This year sees the following themes on the agenda: Tui Na – the healing massage from Traditional Chinese Medicine, BEWEI vitality concepts, nature sounds at the spa, Ayur Yoga massage as well as the Gantke® Lomi massage.

The "Nature & Spa" Special Area uses hands-on and easy-to-translate furnishing and decorating examples to show how nature can be brought into the wellness areas of hotels and spas.

### **SPA BUSINESS LOUNGE: Expert Knowledge and Personal Consulting**

The SPA BUSINESS LOUNGE is the exclusive consulting and communication platform for discerning trade visitors from the hospitality industry, investment funds, spa operators and managers. Presentations, panel discussions, technical lectures and one-on-one consulting sessions deal with such key success factors as profitability,



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communication, sales and networking. Thanks to its accomplished mixture of panel discussions with renowned spa managers, trade talks by proven industry experts and exhibitors of spa brands, spa design and spa treatments the SPA BUSINESS LOUNGE provides a broad spectrum of valuable information for the sector.

A special highlight of the programme is the Spa Manager of the Year award ceremony on Sunday, 6 March, at 2.45 pm. With this award Messe Düsseldorf and the German Wellness Association would like to honour special personalities and achievements. The ten finalists will also share practical experiences from their operations in the panel discussion “Learn from the Best – Spa Managers in Discussion” on Sunday, 6 March, from 2.00 pm.

For the fourth time now the German Wellness Association will be presenting the Wellness & Spa Innovation Awards. In four categories the Association will honour innovations and forward-looking ideas in the wellness and spa industry. The awards will again be presented on Sunday, 6 March, at 4.00 pm as part of BEAUTY DÜSSELDORF. New spa treatments will be demonstrated live at a Treatment Center. Furthermore, the nominees will be presented at the Innovation Gallery in Hall 9.

### **BEAUTY DÜSSELDORF: One ticket, one price – all-inclusive**

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.**



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### **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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