

BEAUTY
DÜSSELDORF

INTERNATIONALE
LEITMESSE KOSMETIK, NAIL,
FUSS, WELLNESS, SPA

LEADING INTERNATIONAL
TRADE FAIR COSMETICS,
NAIL, FOOT, WELLNESS, SPA

www.beauty.de

31.3.-2.4.2017





- 51,000 cosmetics institutes / nail studios
 - 12,000 pedicurists
 - 3,000 podiatrists
 - 2,500 cosmetics cubicles in perfumeries
 - 1,200 hotels with appreciable spa and wellness facilities
- **105,000 employees generate an annual turnover of Euro 2.5 billion**





■ Assessment of the current economic situation

45% good

45% satisfactory

■ Forecast for the next 3–4 years

66% increasing

30% remaining unchanged

■ Plans to invest in the next 2 years

48% yes

38% undecided

■ Use of equipment in cosmetics institutes

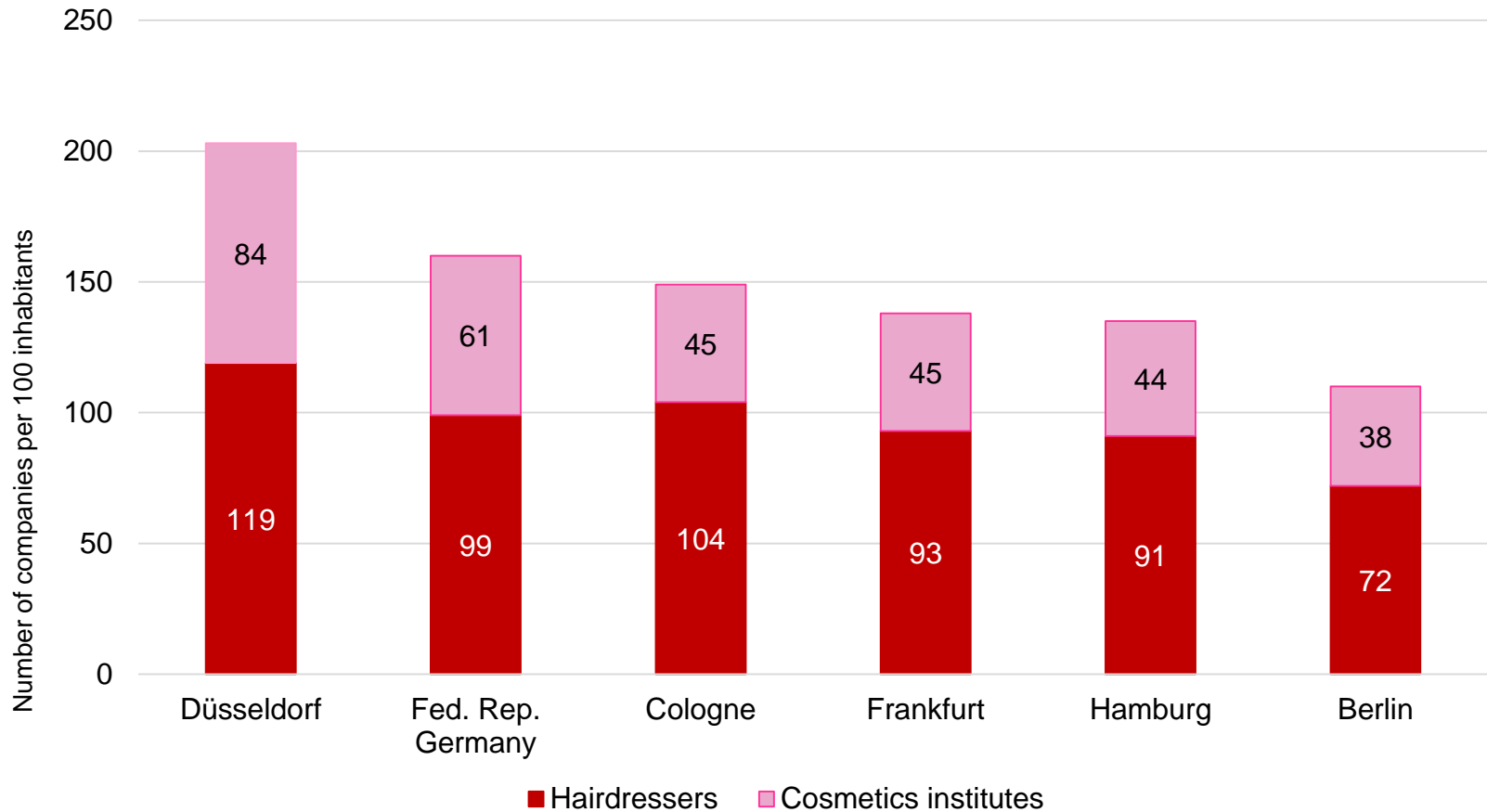
57%

■ Exhibitions are used for further education

74%



City comparison



- 1,500 exhibitors and brands
- 55,000 trade visitors from 60 countries
- 130 events in the ancillary programme free for all visitors
- Comprehensive market overview
- The only cosmetics trade fair with audited statistics (audited by FKM – German association for voluntary auditing of trade show and exhibition data)



- ✓ **62%** of trade visitors are interested in **skincare, decorative cosmetics and equipment**
- ✓ Application or treatment areas
- ✓ New products and trends
- ✓ Exclusive order area (Hall 10)
- ✓ International Make-up Championships
- ✓ German Make-up Championships
- ✓ Meeting Point – Events centre
- ✓ Trend Forum – professional lectures from science and practice
- ✓ Live show



Colourful: hall for the nail sector

- ✓ **40%** of trade visitors are interested in the **professional nail sector**
- ✓ Dedicated hall / show within the show
- ✓ Meeting point Nail – events centre

NAIL



Many take to their feet: the professional foot sector

- ✓ **33%** of trade visitors are interested in the **professional foot sector**
- ✓ Meeting Point Foot – events centre
- ✓ Training centre for podology
- ✓ Further education / information programme

- ✓ Supported by the German association for podologists

FOOT



podo ZFD
deutschland ■



In harmony: professional wellness sector

- ✓ **21% of trade visitors are interested in the professional wellness sector**
- ✓ Meeting Point Wellness – events centre
- ✓ Special wellness show
- ✓ Innovation Gallery mit Wellness & Spa Innovation Award
- ✓ Supported by the German



Association

WELLNESS



- ✓ **21% of trade visitors are interested in the professional wellness and spa sector**
- ✓ Advice and communications platform
- ✓ Innovation Gallery with Wellness & Spa Innovation Award
- ✓ Spa sector exhibitor target groups:
spa brands, spa treatments, spa design
- ✓ SPA BUSINESS LOUNGE for the visitor target groups:
hotels, investment, spa facilities, spa management



Comfort and Ambience

- Professional and further education programme within the halls
- High-quality, individual design for each clearly defined show sector
- Ground-floor halls with colour-coded carpet according to sector
- Welcoming gastronomy and rest zones
- INCLUDING:
- 130 professional events, cloakroom and luggage facilities, tickets for public transport, voucher booklet with drink voucher



For you!

Trend Forum – lectures from science and practice

Meeting Point

Meeting Points Nail, Foot and Wellness

SPA BUSINESS LOUNGE

Championships

Each year a special show on a specific theme

Press club, VIP (Guest) club

INTERNATIONAL IMPORTERS CLUB

Internet portal / company news, 365 days a year

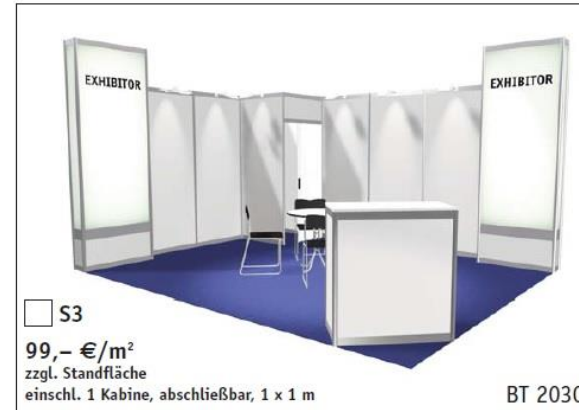
Award “A Life of Beauty“

Make-up Award “Golden Mask“ for make-up artists

Independent media centre

Participation costs

- Price floor space only: from €142/m²
- Price with stand construction (incl. furniture): from €231/m²



Visitor target groups:

- Cosmetics institutes
- Nail studios
- Footcare practices
- Perfumeries
- Drugstores
- Wellness institutes
- Spas
- Health retreats
- Professional cosmetics schools
- Cosmetics industry and sales
- Import / Export
- Doctors
- Health professionals
- Pharmacies
- Tanning studios
- Hairdressing salons
- Physiotherapy practices
- Hotels
- Clinics

INTERNATIONAL IMPORTERS CLUB - IIC

- Exclusive invitation to the major foreign importers
- Free, personalised show and club entrance tickets
- Exclusive access to the Club in Hall 10
- Special service for exhibitors and importers



Trade visitors to BEAUTY DÜSSELDORF were enthusiastic about their visit!

96% of visitors awarded BEAUTY top marks.

48% of visitors are looking to place orders.

75% of visitors were self-employed.

Further Leading Trade Fairs for Hairstyling and Make-Up Professionals April 1 + 2, 2017 in parallel with BEAUTY:



- Fachmesse für Maskenbildner und Visagisten



- TOP HAIR Trend & Fashion Days
Fachmesse – Show - Kongress für die internationale Friseurbranche

We look forward to seeing you!

31rd March – 2nd April 2017