

BEAUTY Düsseldorf 2026: New Impulses, Strong Trends and Certified Training for the Professional Beauty Industry

From 20 to 22 March 2026, Düsseldorf will once again become the centre of the professional beauty world. Around 1,200 brands and exhibitors will showcase the latest trends, techniques and innovations in the fields of cosmetics, permanent make-up, foot care, nail care and wellness & spa.

BEAUTY Düsseldorf shines a spotlight on the driving forces behind the industry: genuine passion for beauty, outstanding craftsmanship and a commitment to continuous development. As a benchmark event, it brings together beauty professionals who want to deepen their knowledge, expand their network and strengthen their business – from solo studios and podiatry practices to nail salons and spa or wellness facilities.

“BEAUTY Düsseldorf offers the industry orientation, exchange and inspiration. In 2026, we will focus even more strongly on knowledge transfer, practical relevance and the topics shaping the future of the beauty sector. We look forward to three days full of energy, trends and exciting encounters,” says Hannes Niemann, Director of BEAUTY.

Training, Inspiration and Community – All in One Ticket

One of BEAUTY’s key strengths lies in its community: many beauty professionals work alone, run small studios or are self-employed. At BEAUTY, they find genuine interaction, encounters on an equal footing and practical inspiration that will directly support their day-to-day professional lives.

With more than 150 free masterclasses, workshops, lectures, talks and live demos across six stages, the trade fair offers a comprehensive training programme covering skin, feet, nails, PMU and business. Top experts and leading industry personalities share know-how, current trends, technical skills and scientific insights. BEAUTY combines practical, skills-based training with future-defining industry topics.



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New: BEAUTY Düsseldorf Academy – Certified Professional Training

With the BEAUTY Düsseldorf Academy, the trade fair strengthens its role as a high-quality knowledge platform. For the first time, trade visitors can complete selected sessions in the areas of skin, feet, nails, PMU and business with an exclusive advanced training certificate issued by BEAUTY Düsseldorf.

The Academy offers neutral, science-based content curated by recognised experts. It provides participants with high-quality, documentable training – a clear added value for studios, institutes and self-employed professionals. All certified sessions are clearly marked in the programme and can be conveniently booked online in advance.

Focus Topic 2026: “Skingevity” – Skin Health & Prevention

Under the thematic focus “Skingevity,” the BEAUTY full SKIN Stage 2026 is dedicated to long-term skin health and the interplay between science, prevention and modern active-ingredient technologies. Under the curatorial direction of cosmetic scientist Dr Meike Streker, experts from research, dermatology, nutrition and microbiome science as well as holistic beauty will provide a compact overview of the latest findings on skin ageing, longevity, hormonal influences and the skin-gut-brain axis. Once again, this makes BEAUTY the leading platform for evidence-based knowledge and scientific skincare trends.

LASH Excellence Trophy – Premiere of a New Industry Highlight

In 2026, the LASH Excellence Trophy, powered by Miss Lashes, will celebrate its premiere at BEAUTY Düsseldorf. The new competition brings fresh momentum to the professional lash segment and is aimed at lash artists from Germany and abroad. Selected experts will demonstrate their technical skills live in Hall 11 across four categories on 20 and 22 March. A renowned specialist jury will evaluate precision, technique and creative execution. Applications can now be submitted at <https://www.beauty-duesseldorf.com/en/lash-excellence-trophy>.

The competition complements established formats such as the Permanent BEAUTY Masters and the Make-up ARTIST AWARD and adds further emphasis to eye aesthetics and precision craftsmanship.



Ticket Shop Open – Christmas Special Until 31 December 2025

The ticket shop for BEAUTY Düsseldorf 2026 is now open – and a limited Christmas Special is available until 31 December 2025: for €28 instead of €38, trade visitors can purchase a day ticket granting access to all fair highlights – from masterclasses and workshops to live demos and the latest product innovations. More information and tickets: www.beauty-duesseldorf.com



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