

BEAUTY DÜSSELDORF 2019 boasts New Record: Approx. 58,000 Trade Visitors attended the Industry's No. 1 Trade Fair

International Forum for Cosmetic Services

BEAUTY DÜSSELDORF 2019 drew to a close as the best-attended event in its history, thereby impressively underscoring its position as the leading trade fair in this industry. Commenting on this Michael Degen, Executive Director at Messe Düsseldorf GmbH, says: "The leading sectoral meeting point for the industry for Cosmetics, Nail, Foot, Wellness & Spa, has exceeded our expectations with highly satisfied exhibitors and some 58,000 visitors from 76 countries (2018: 55,000). BEAUTY DÜSSELDORF is the central forum for cosmetic service providers giving visitors a comprehensive overview of the entire new product ranges, care concepts, scientific findings and trend themes."

On three days a total of 1,500 exhibitors and brands were presented in five halls at Düsseldorf Exhibition Centre. Alongside innovations, novelties and demonstrations at the stands it was especially the high-quality expert and continuous education programme that was received very well with its balanced mixture of workshops and scientific lectures.

Also very well attended were the special shows, the Trend Forum & Medical Skincare as well as the award ceremonies. Gerhard Klapp, owner of KLAPP Cosmetics, received the "A Life of Beauty" Award. This year's "Golden Mask for Make-Up Artistry" went to Beni Durrer, one of Germany's most iconic make-up artists selling his own make-up line.

The re-organised make-up championships also went down extremely well with visitors. Sinem Cinar from Brühl / Germany was the winner of the Young Make-up Talent Award for young talents up to the age of 24. The BEAUTY Make-up Award for seasoned professionals with at least three years of professional experience went to Marta Wiola from Katowice / Poland.

For the second time, BEAUTY DÜSSELDORF also shed some light on fields like digitalisation and social media. In Hall 10 experts provided practice-driven workshops on the Internet, social media and online marketing at the Web S@lon.

Trade visitors praised BEAUTY for its high-quality and stylish setting as well as for the exclusive atmosphere offering ideal prerequisites for good conversations with exhibitors and expert exchange among colleagues.



29.-31.3.2019

DIE LEITMESSE
THE LEADING TRADE FAIR



Kosmetik, Nail, Fuß,
Wellness & Spa
cosmetics, nail, foot,
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www.beauty.de



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Mitgliedschaften der
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The global
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Exhibition Industry

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

The standing of BEAUTY DÜSSELDORF as a leading trade fair was underlined by satisfied partners from all fields as they took stock after three days filled with good discussions and contacts.

Alexander Drusio, Deputy Chairman of the association Verband Cosmetic Professional e.V.: "With their innovations suppliers in the professional cosmetics segment confirm Germany as a leading international location. This is also reflected at BEAUTY as the most relevant event of the year with high-profile trade visitor attendance and high-quality contacts. From the industry's perspective we very much welcome the careful development of the trade fair concept to include customer journeys and digital themes."

Manuela Denz, First Chairperson of the German Podiatry Association (Verband für Podologie (ZFD) e.V.) also took a positive stock: "BEAUTY was found to be even more exclusive than in previous years. We are delighted with the large number of high-calibre representatives from the podiatry field we talked to. In addition to numerous contacts with customers from German-speaking countries we also noticed a marked increase in international attendance. Many young people are taking an interest in this professional career, which can definitely also be attributed to the successful marketing strategy of manufacturing companies." She added that the special show "Ergonomie beim podologischen Hausbesuch" (Ergonomics for Podiatrists' Home Visits) likewise met with strong demand.

The practice-driven presentations delivered at Meeting Point Foot, devised and organised by Mechtild Geismann and her consultancy podo consulting went down well: "Meeting Point Foot again proved a key communications and continuous education forum for the entire podiatry industry," she said. The podiatry training centre also attracted many interested visitors who sought information about career options and further training possibilities with the colleges.

"The Wellness & Spa area in Hall 9 has developed into a meeting point for spa professionals. The sophisticated expert programme, attractive spa business exhibitors and our Wellness & SPA Communication Lounge have attracted to Düsseldorf a remarkable number of high-calibre visitors with budget decision-making powers from the up-market spa hospitality sector. BEAUTY DÜSSELDORF has become a fixture in the agenda of wellness and spa professionals," stresses Sylvia Glückert, owner of WellConsult, a consulting business specialised in spa and wellness facilities, and

responsible for organising the expert programme at the Wellness & Spa Meeting Point.

Karina Schulz of Bleiche Resort & Spa Burg in the German Spreewald region was named "Spa Manageress of 2019". This award was presented by Messe Düsseldorf for extraordinary spa management achievements for the eighth time now on the occasion of BEAUTY 2019.

"At the Trend Forum & Medical SkinCare renowned speakers presented a wide variety of aspects in professional cosmetics as well as current topics from medicine, science and practice. These sector experts shared background knowledge on expert counselling and treatment in cosmetic parlours. The lectures went down extremely well with the audience because solid professional skills continue to be key for professional success," says organiser Petra Winkler. Cosmetic and dermatological treatment or state-of-the-art medical beauty strategies were introduced as were the latest scientific findings on epigenetics and psychoneuroimmunology.

The next BEAUTY DÜSSELDORF will be held from Friday to Sunday, 6 to 8 March 2020; held concurrently on 7 and 8 March will be TOP HAIR – DIE MESSE Düsseldorf and the make-up artist design show.

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