

# THE BEAUTY HIGHLIGHT OF THE YEAR

**1.500**  
EXHIBITORS AND BRANDS  
FROM **32** COUNTRIES

Exhibitors from **abroad**

**28%**

Exhibitors from **Germany**

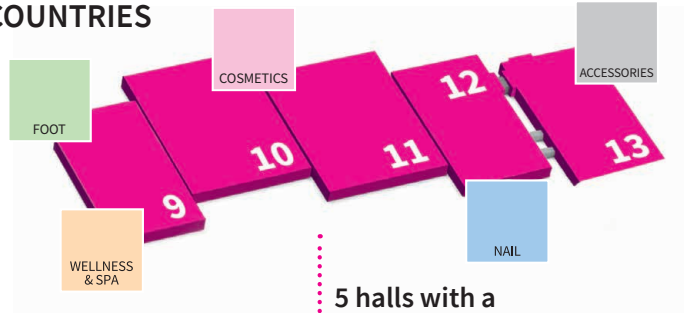
**72%**

**58,000**  
TRADE VISITORS FROM **76** COUNTRIES



Trade visitors from **Germany**

**90%**



5 halls with a total gross area

**63,000 sqm**

**Statements from exhibitors:**

**Gerhard Klapp, Owner, KLAPP Cosmetics:**

*I have been visiting BEAUTY for over 30 years. It has shaped my ascent tremendously. We got new contacts through Messe Düsseldorf, were able to show our innovations and present them at the meeting point. Messe Düsseldorf is a must for KLAPP.*

Exhibitors **recommending BEAUTY** to others

**84%**

Exhibitors using the trade fair as their **annual industry get-together**

**72%**

**POSITION IN COMPANY**

Trade visitors who are **owners** or **top managers**

**84%**



**Statements from exhibitors:**

*I found it really exciting. Here you can find everything about beauty, innovative, new things. I think women's hearts really beat faster here and a visit is definitely worth it.*

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**Statements from exhibitors:**

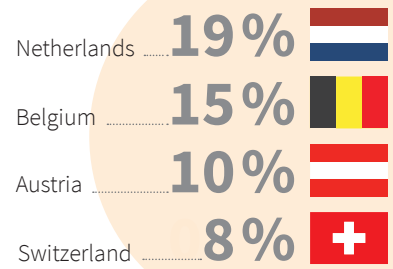
*I always like to come back to the fair because there are fundamental new developments and new companies here. So I always find something inspiring for further education.*

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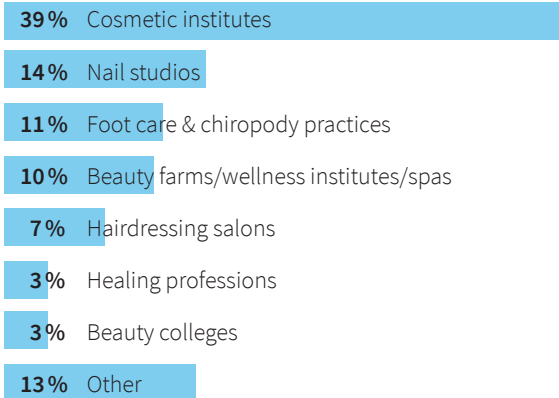
Visitors who **place orders** during and after the fair

94%

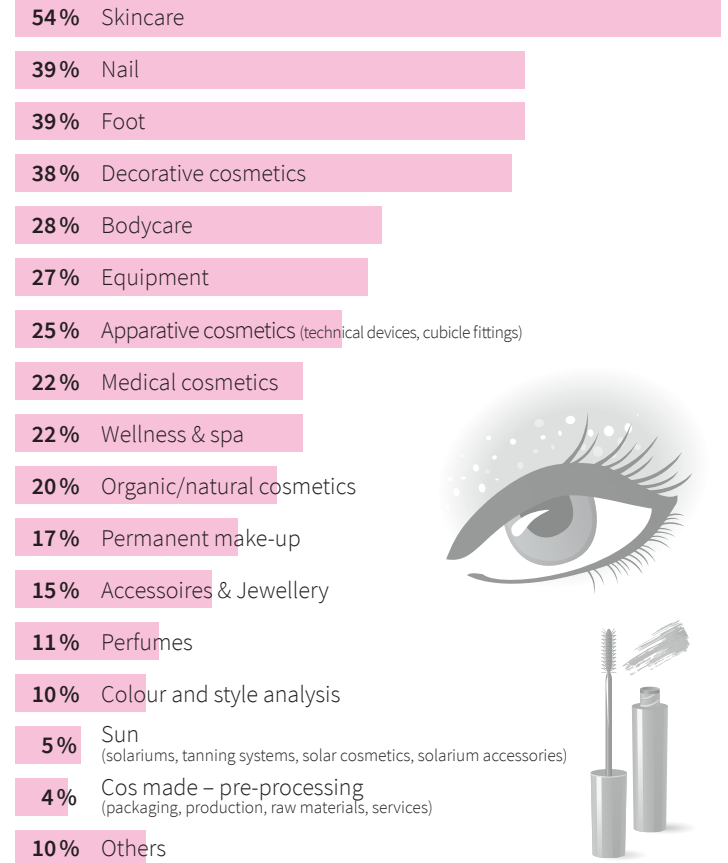
**TOP VISITOR COUNTRIES**



**ECONOMIC SECTOR**



**VISITOR INTERESTS IN PRODUCT RANGES**



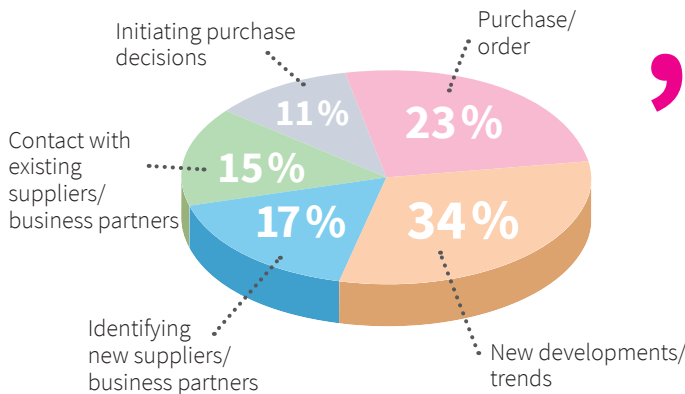
**PRESS**

**401** ACCREDITED JOURNALISTS



FROM **7** COUNTRIES

**MOTIVATION OF VISITORS**



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**Statements from exhibitors:**

**Andreas Blum, Head of Treatment Concepts, Gharieni Group GmbH:**

*The large number of visitors at BEAUTY and the many areas from which the visitors come make the show attractive for us. It is very innovative here and good for new developments. We started the company more or less at the fair and it gives us a lot of pleasure here - it's like coming home.*

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**We look forward to meeting you.**

[www.beauty-duesseldorf.com/application](http://www.beauty-duesseldorf.com/application)

**#weareBEAUTY**



Messe  
Düsseldorf