

BEAUTY  
D Ü S S E L D O R F

DIE LEITMESSE | THE LEADING TRADE FAIR



Der führende Branchentreff für  
Kosmetik, Nail, Fuß, Wellness & Spa.

#weareBEAUTY



Messe  
Düsseldorf

BEAUTY-COMMUNITY

More than **1,000**  
EXHIBITORS AND BRANDS  
FROM **24** COUNTRIES

**32,000**  
TRADE VISITORS  
FROM **60** COUNTRIES



BEAUTY

## BESUCHER:

owners /  
top management

76%

## MANAGEMENT SECTOR

- ☐ Cosmetic institutes
- ☐ Cosmetics industry and distribution
- ☐ Nail studios
- ☐ Foot care & chiropody practices
- ☐ Beauty farms/wellness institutes/spas
- ☐ Investors in the hotel industry/  
spa facilities/spa
- ☐ Import/export
- ☐ Beauty colleges
- ☐ Physicians/healing professions/clinics
- ☐ Pharmacies
- ☐ Physiotherapeutic practices
- ☐ Hairdressing salons
- ☐ Tanning salons



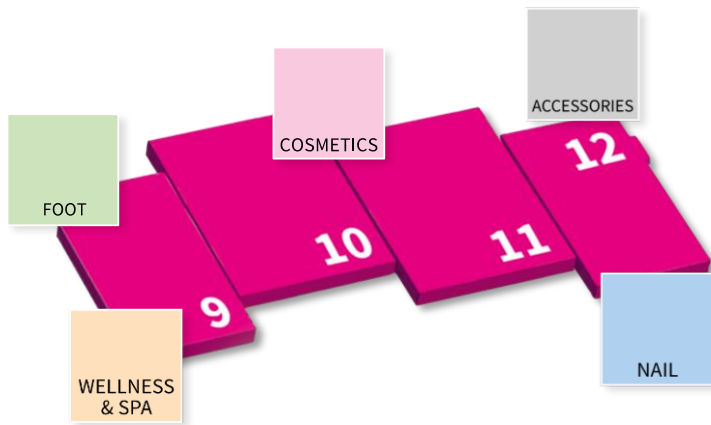




## MOTIVATION OF VISITORS

- ☐ News & trends
- ☐ Buy & order
- ☐ Search for new suppliers & business partners





## 4 MAIN FOCUS AREAS

- ☐ Cosmetics
- ☐ Nail
- ☐ Foot
- ☐ Wellness & Spa

BEAUTY  
DÜSSELDORF

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BEAUTY





**51%**

of the trade visitors  
are interested in  
**cosmetics**

## COSMETICS

**Order area:** Hall 10

**Direct sales:** Hall 11

**Specialist and training programme:**

Meeting Point/Web S@lon

**BEAUTY Make-up Masteries/awards**





**36%**

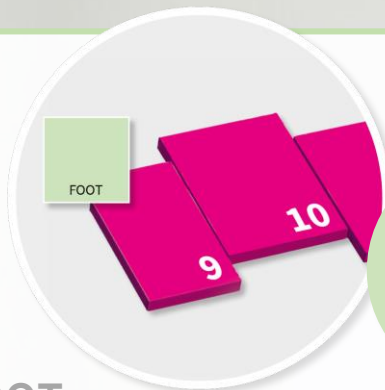
of the trade visitors  
are interested the  
**nail sector**

## NAIL

Specialist and training program

Meeting Point Nail

Nailympia



37%

of the trade visitors  
are interested the  
**foot sector**

## FOOT

Specialist and training programme/training centre  
for podology

Meeting Point Foot







28%

of the trade visitors  
are interested the  
**wellness & spa sector**

## WELLNESS & SPA

Specialist and training programme

Meeting Point Wellness & Spa





PARALLEL TO BEAUTY

# TOP HAIR – DIE MESSE



The leading international trade fair for the  
hairdressing industry: **1 + 2 April 2023**

EXHIBITORS **350** EXHIBITORS &  
BRANDS  
FROM **11** COUNTRIES  
VISITORS **19,000** TRADE VISITORS  
FROM **30** COUNTRIES











Differentiated  
focus areas –  
for targeted  
customer approach

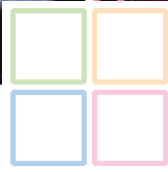




The hotspot for  
innovations and trends  
in the industry –  
to keep you up-to-date







First-class specialist  
programme and shows for  
a large audience –  
for your **inspired progress**







International  
attractiveness for  
all industry players –  
for your **business success**









Extensive reporting  
in print & online –  
to **increase your  
brand awareness**





The leading trade fair of the  
BEAUTY industry:

- the only show with certified visitor numbers
  - 35 years on the market
  - only for registered trade visitors
- pros among themselves







High recommendation rates:

- 94% of visitors and 84% of exhibitors recommend the show to others
  - 72% of exhibitors use the fair as their annual industry get-together
- for a trusting partnership







Exclusive ambience –  
for your **networking**  
and **successful**  
**business deals**



**LIVE EXHIBITOR STATEMENTS:**  
**PLAY NOW: <https://vimeo.com/726741461>**

BEAUTY  
DÜSSELDORF

DIE LEITMESSE | THE LEADING TRADE FAIR

Sign up now:

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



The leading sector meeting for  
cosmetics, nail, foot, wellness & spa.



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