

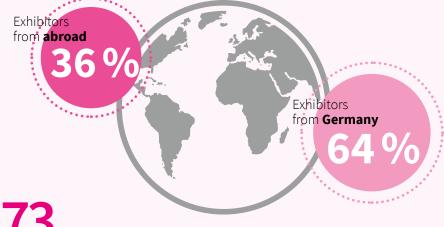
THE BEAUTY HIGHLIGHT OF THE YEAR

1,100

EXHIBITORS AND BRANDS

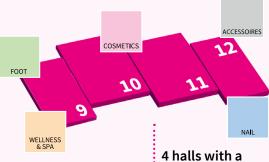
FROM 29 COUNTRIES

46,000 73 COUNTRIES









4 halls with a total gross area **57,000** sqm

Exhibitors

recommending BEAUTY to others

89%

Events with hands-on programs

130



POSITION IN COMPANY

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

74%



Visitors with buying intentions

87%

TOP VISITORS	
Netherlands 17 %	
Belgium 11 %	
Austria9 %	
Switzerland	
Italy 7 %	

ECONOMIC SECTOR

39% Cosmetic institutes

16% Podiatry & chiropody

13% Nail studios

3% Hairdressing salons

2% Beauty farms/wellness institutes/spas

2% Healing professions

2% Beauty colleges

2% Cosmetic/Pharmaceutical/Chemical Industry

14% Other

PRESS 241 ACCREDITED JOURNALISTS

FROM 6 COUNTRIES

VISITOR INTERESTS

46% Cosmetics direct sales area

41% Equipment

40% Foot

37% Cosmetics ordering area /BEAUTY exclusive

34% Nail

26% Make-up design

22% Wellness

17% Accessoires & Jewellery

15% Services

15% Spa

12% Perfumes

4% Sun

2% Cos made - pre-processing

11% Other



General rating of the trade visitors

89% of the satisfied of



We look forward to meeting you.

www.beauty-duesseldorf.com/application

#weareBEAUTY

