



BEAUTY
D Ü S S E L D O R F

22.-24.3.2024
ONLY FOR PROFESSIONALS



The hotspot for cosmetics, nail, foot, wellness & spa.



Messe
Düsseldorf

BEAUTY-COMMUNITY

More than **1,100**
EXHIBITORS AND BRANDS

FROM **29** COUNTRIES

46,000

TRADE VISITORS

FROM **73** COUNTRIES



BESUCHER:

Owner /
Top management

74%

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



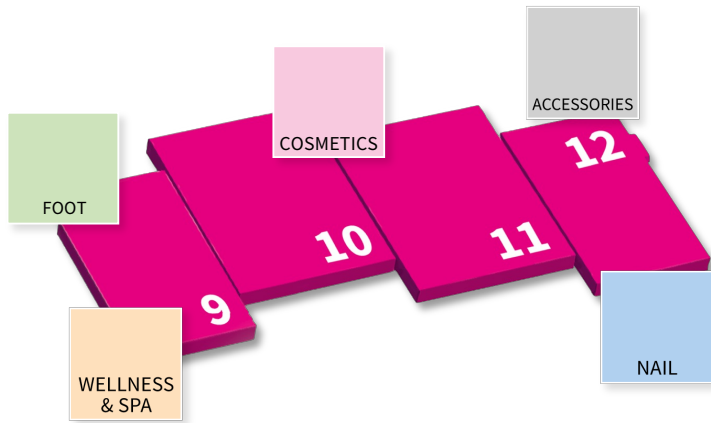
BEAUTY



MOTIVATION OF VISITORS

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





4 MAIN FOCUS AREAS

- Cosmetics
- Nail
- Foot
- Wellness & Spa

BEAUTY
DÜSSELDORF

AUTY
SELDORF

BEAUTY



56%

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

COSMETICS

Order area: Hall 10 **Direct sales:** Hall 11

Programme:

- Meeting Point
- BEAUTY Business
- BEAUTY full SKIN Stage

EUROPEAN MAKE UP AWARDS

Permanent BEAUTY Masters



42%

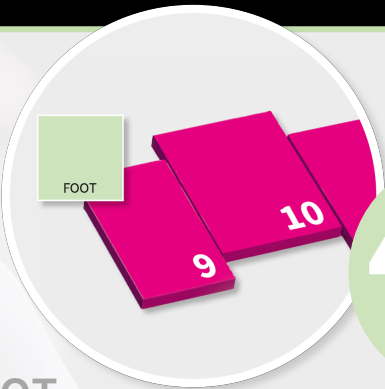
Of the trade visitors
are interested in
the nail sector

NAIL

Specialist and training program

BEAUTY full NAILS Stage

Nailympia



46%

Of the trade visitors are interested in the **foot sector**

FOOT

Specialist and training programme/training centre for podology

BEAUTY full FEET Stage



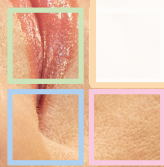


37%

Of the trade visitors are interested in the **wellness & spa sector**

WELLNESS & SPA

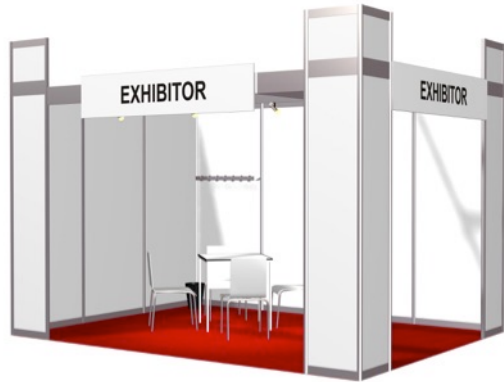
Specialist and training programme



BEAUTY STAND TYPE

STAND TYPE A1

□ EUR 109.-/sqm, plus stand space from EUR 169.-/sqm



STAND TYPE S3

□ EUR 128.-€/sqm, plus stand space from EUR 179.-/sqm



STAND TYPE P1

□ EUR 138.-/sqm, plus stand space from EUR 185.-/sqm



STAND TYPE S1

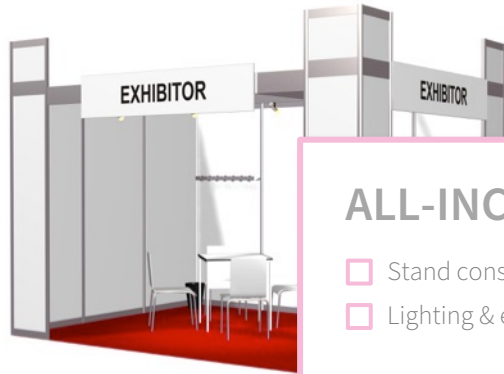
□ EUR 168.-/sqm, plus stand space from EUR 199.-/sqm



BEAUTY STAND TYPE

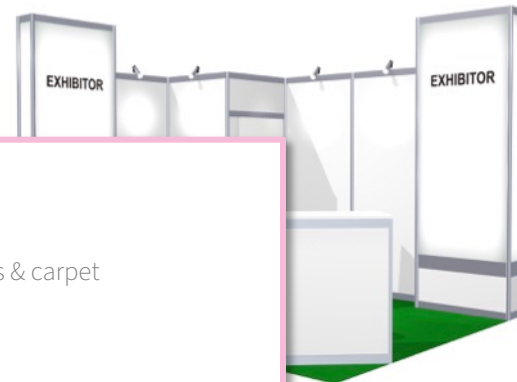
STAND TYPE A1

□ EUR 109.-/sqm, plus stand space from EUR 169.-/sqm



STAND TYPE S3

□ EUR 128.-€/sqm, plus stand space from EUR 179.-/sqm



ALL-INCLUSIVE-PACKAGES

- Stand construction
- Furnishing
- Walls & carpet
- Lighting & electricity
- starting from 15 sqm

Possible as row or corner stand

STAND TYPE P1

□ EUR 138.-/sqm, plus stand space from EUR 185.-/sqm



STAND TYPE S1

□ EUR 168.-/sqm, plus stand space from EUR 199.-/sqm





PARALLEL TO BEAUTY

TOP HAIR – DIE MESSE



The leading international trade fair for the
hairdressing industry: **23 + 24 March 2024**

EXHIBITORS **400** EXHIBITORS &
BRANDS
FROM **17** COUNTRIES

VISITORS **26,000** TRADE VISITORS
FROM **48** COUNTRIES







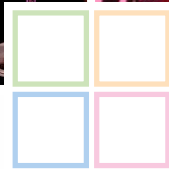
Differentiated
focus areas –
for targeted
customer approach





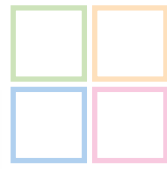
The **hotspot** for innovations and trends in the industry – to keep you **up-to-date**





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

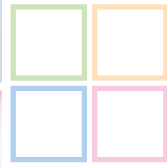
International
attractiveness for
all industry players –
for your **business success**





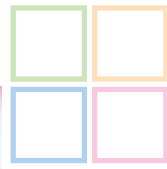


Extensive reporting
in print & online –
to **increase your**
brand awareness



The leading trade fair of the BEAUTY industry:

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





High recommendation rates:

- 89% of exhibitors recommend the show to others and 72% see the fair as their annual industry get-together
- 87% of visitors with buying intentions

– for a trusting partnership



Exclusive ambience –
all **industry leaders** gathered
at one place for perfect
networking and **successful
business deals**

Insights into BEAUTY Düsseldorf:
<https://vimeo.com/848339778?share=copy> —



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Sign up now:

www.beauty-duesseldorf.com/application



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