BEAUTY Düsseldorf 2026: packed programme on six stages

Three days that move the industry: from 20 to 22 March 2026 BEAUTY Düsseldorf will become the centre for beauty professionals. Six themed worlds will provide answers to the decisive questions in every-day salon routine – from skingevity and female health to Artificial Intelligence in the salon to podiatry, nail design and permanent make-up.

The broad spectrum of topics will be covered in over 150 deep-dive Masterclasses, talks and live demos – delivering know-how that can be put into practice right away, without prior registration and at no extra cost. Individual sessions form part of the BEAUTY Düsseldorf Academy and close with an exclusive participation certificate. In addition, the trade fair provides room for collegial exchange, new cooperations and precisely the conversations that leave a sustainable mark on career paths.

Skin is more than surface – Skingevity in focus

The **BEAUTY full SKIN** Stage places skin health centrestage. The BEAUTY full SKIN Stage will be curated by cosmetics scientist Dr. Meike Streker. Under the key topic “Skingevity” the agenda links scientific insights with modern, holistic cosmetics. The focus is on female skin health, hormonal influences, acne, skin microbiome and neuro cosmetics, to name but a few. Experts such as Ann-Katrin Pause, Dr. Britta Kühlmann, Prof. Dr. Michaela Axt-Gadermann, Prof. Dr. Stute and Dr. Klaus Hoffmann will illustrate how current research can be translated into viable, professional treatment concepts.

Beauty is a business – and needs a strategy

Talent alone is no longer enough these days. The **BEAUTY Business Stage** picks up on topics that strengthen salons long-term – from placement and visibility to digitalisation and Artificial Intelligence to mindset and strategic further development. Speakers such as Felicia Simon, Yvonne Schönau and Antje Maul-Meyer shed practical light on how brand profile, processes and business models can be developed in a targeted manner.

High-profile podiatry – expert knowledge for healthy feet

The **BEAUTY full FEET** Stage brings together medical expertise and a hands-on approach. Dr. Alexander Risse, Dr. Robert Schleip, Oliver Derigs and

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Bastian Priegelmeir will be addressing the diabetic foot syndrome, how fascia relate to this, orthotic technology and preventive exercise approaches. Certified sessions enable participants to collect continuing education credits.

Nail design caught between technique and trend

On the **BEAUTY full NAILS** Stage creativity meets efficiency. Featuring lectures by amongst others David Fowler, Robert Giblett, Marlene Piplow, Sonja Landtrachtinger and Patricia Offergeld, the topics range from career paths in the nail business to the evolution of modern gel-polish systems to AI-assisted salon management and new potential revenue streams.

Permanent make-up: highest-level precision

The **Permanent BEAUTY Area** in Hall 11 pools international expertise, innovative techniques and immediate practical experience. On the Permanent BEAUTY Stage renowned artists will showcase current techniques and signature styles. Programme highlights include the likes of Oksana Martynenko with “CSHMR Brows”, presenting her hyper-realistic hairstroke techniques and deepening this in a subsequent workshop as well as the expert lecture “Medical meets BEAUTY – Correcting Facial Scars Aesthetically” by Prof. Dr. Dr. Dr. Robert Sader and Magdalena Bellmann. Here concrete treatment examples are used to comprehensibly outline the pathway from medical therapy to aesthetic reconstruction. This programme is complemented by the Permanent BEAUTY Masters with international artists providing proof of their skills.

BEAUTY PLAZA – glam, conversations and big moments

The BEAUTY PLAZA forms the communicative heart of the trade fair. Here expertise, creativity and community come together. Talks and live events address current industry issues and blend expert knowledge with attitude. Maxim Giacomo, beauty creator and product expert, and GlambyLonii, make-up and hair artist operating internationally, will talk about visibility and authenticity in the beauty business. Serena Goldenbaum, renowned hair & make-up artist, and Barbie Breakout, drag queen, activist and author, will make a strong statement for make-up as an expression of identity and social positioning with “From Transformation to Empowerment”. Marie Amière, model and presenter, will address hair and scalp health bringing her perspective from

the media and fashion world to the table. Glamorous highlights include the award ceremonies for the Permanent BEAUTY Masters, the Make-up ARTIST AWARD as well as the Lash Excellence Trophy powered by Miss Lashes.

Know. Connect. Think ahead.

Those wanting to understand the issues moving the industry and where to tap into new opportunities will find inspiration, orientation and genuine encounters at BEAUTY Düsseldorf. The trade fair combines expert quality, entrepreneurial impulses and community – making it one of the key “save-the-dates” in the agenda of professional salons and service providers.

For the complete programme as well as all information related to BEAUTY Düsseldorf go to www.beauty-duesseldorf.com.

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