

## **Prof. Michael Schmidt to receive Life of Beauty Award at BEAUTY DÜSSELDORF 2017**

Prof. Michael Schmidt will receive the Life of Beauty Award at BEAUTY DÜSSELDORF 2017. With this award, which is presented at BEAUTY DÜSSELDORF, Messe Düsseldorf honours personalities for their special merits in professional cosmetics and for being driving forces in the industry. The award ceremony will be held at the Meeting Point in Hall 10 on Friday 31 March 2017, at 16:15 hrs.

### **A sought-after professional expert**

Michael Schmidt is a sought-after professional expert in the cosmetics industry. The biochemist and skin physiologist gave his first professional lecture to cosmeticians in 1988. Since then he has written numerous professional articles and spoken at independent further training events, creating important stimuli in the cosmetics industry. Michael Schmidt has been the technical director and academic advisor of the BEAUTY DÜSSELDORF Trend Forum for over 10 years now.

Having studied biology, chemistry, biochemistry and science teaching at the University of Göttingen, Michael Schmidt started his scientific career with a focus on biochemical pharmacology at the Max Planck Institute for Experimental Medicine. After gaining a PhD and professorship, he taught at a variety of universities. His research interests include the functions of the skin barrier, skin and immune system, forms of skin cancer and the role of free radicals in the health theory of salutogenesis.

### **Development of his own cosmetics brands**

His profound fascination for cosmetic issues, coupled with his scientific interest, has been stimulated, above all, by his wife Antje. After studying to become a teacher, she took a course in cosmetics, followed by a job in practical professional training at the new State Cosmetics School in Göttingen. In 2000 the couple jointly set up Dermatolan GmbH and developed three cosmetic brands: Missing Link®, marineau® and NAMASKAR®. Their approach to skin care, called Integrative Cosmetics®, fulfils their vision of integrated, holistic and scientifically substantiated cosmetics.



31.3.-2.4.2017

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[www.beauty.de](http://www.beauty.de)



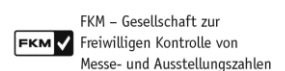
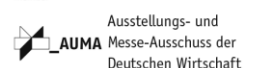
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Mitgliedschaften der  
Messe Düsseldorf:



Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

BEAUTY DÜSSELDORF 2017 runs from Friday to Sunday, 31 March to 2 April and is open every day from 9 am to 6 pm. All visitors must accredit themselves as trade visitors before purchasing their admission tickets. Visitors can register beforehand at [www.beauty-duesseldorf.com](http://www.beauty-duesseldorf.com). For all other information on BEAUTY DÜSSELDORF also go to the website or call the BEAUTY Hotline on +49 (0)211 4560-7602.

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