

## Expert Programme of BEAUTY DÜSSELDORF: Hottest Topics in the Industry and Latest Trends

The line-up of BEAUTY DÜSSELDORF, the leading international trade fair for cosmetics, foot, nail, wellness and spa, held from 31 March to 2 April 2017 includes not only the ranges of 1,500 exhibitors and brands but also a high-calibre continuous education programme boasting over 130 events in exhibition halls 9 to 12. The programme of supporting events is wide and varied, and helps visitors view their daily work from completely new angles. And at BEAUTY DÜSSELDORF the complete expert programme is included in the admission price.

Visitors can look forward to a special guest on Sunday, 2 April. The popular German TV presenter Barbara Schöneberger will be ready to answer questions during the BEAUTY Talk at the Meeting Point in Hall 10.

### All About Professional Cosmetics

At the Trend Forum renowned speakers and sector experts will address the various aspects of professional cosmetics. The issues addressed will also virtually get under everyone's skin again this year – because, needless to say, here the special focus will be on man's biggest sensory organ – since this is what our daily work is all about. In 1-hour technical lectures (Hall 10) speakers will inform visitors about such topics as "Modern Cosmetic Medicine", "The Skin through the Ages", "Connective Tissue, Fascia and Skin Health", "Fit and Healthy at Every Age", "Fascia Yoga – Rituals for Cosmetic Treatments" or "Progress in Cosmetic Research – Miracle Active Agents Put to the Test". Here visitors can learn from industry experts and take home valuable tips. Lectures can be attended without prior registration and at no extra cost. This year's Trend Forum is held under the expert direction of biochemist and skin physiologist Professor Dr. Michael Schmidt, who will also receive the "A Life of Beauty" award this year.

### Simply Authentic – Barbara Schöneberger

She is truly multi-talented and always cuts a fine figure on stage – be it as a presenter, singer or entertainer – Barbara Schöneberger is truly a household name in German TV. Both charming and funny, authoritative and quick-witted at the same time, she expertly puts other celebs in the limelight but always with a touch of self-irony. In Düsseldorf, however, Barbara Schöneberger will be answering questions at the BEAUTY Talk.



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

On this occasion the Munich TV host will also talk about her versatile charity work – like for the German Bone Marrow Donor Centre and her involvement in the Dreamball charity gala organised by DKMS LIFE. In Düsseldorf Barbara Schöneberger is the guest star of the BEAUTY Talk and will present her “simply authentic” self – on Sunday, 2 April, at 11.30 am at the Meeting Point in Hall 10.

### **Live Production complete with View Behind-the-Scenes**

In the Live Production area BEAUTY DÜSSELDORF will grant an interesting look behind the scenes of cosmetic product manufacturing. This year the manufacturing processes of lipsticks, active agent ampoules and hand creams will be demonstrated in cooperation with the producers KRYOLAN, Dr. Spiller and JEAN D'ARCEL in Hall 10. BEAUTY visitors can follow the production step by step and can take home and try the finished products.

### **The Best in Professional Cosmetics**

In Düsseldorf the cream of the crop is represented when it comes to professional cosmetics. The exhibits in Halls 10 and 11 comprise 970 exhibitors and brands of skin care, decorative and apparative cosmetics and range from products for demanding skin in need of regeneration to innovative skin cleansing products and from natural cosmetics and trendy make-up articles to new developments of technical devices and treatment methods.

The central event forum for cosmetics is the Meeting Point in Hall 10. Here exhibitors showcase their innovations and trends while panel discussions address current sector-specific topics. Special highlights of the technical programme are the German and International Make-up Championships as well as the presentation of the "Golden Mask for Make-Up Art" and “A Life of Beauty” awards.

### **Nail Expertise for Practitioners**

In the Nail area 210 international exhibitors and brands present current trends, new application techniques and products as well as hand and nail care concepts. The complete spectrum of the industry is on display in Hall 12: gel treatments, airbrushing and nail art, care systems for natural nails, UV curing lamps for artificial nails and much more. The Meeting Point Nail continues to be the central continuous education forum for the sector. Top



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experts will demonstrate current techniques and present new colours, trends and styles. A focal point this year is professional care for and optimisation of natural nails. Ralf Bartsch of the vocational training college Naildesign will, among others, provide an insight into “Japanese Manicure”, Pauline Feinauer presents “The Matching Product for Each Nail” as well as “Properties and Adhesion Problems with Natural Nails” while David Fowler will demonstrate “Refill and Backfill with Acrylic” as well as “Efficient Working in Everyday Studio Practice”.

### **Continuous Education for Foot Care Professionals: Practitioners’ Topics**

BEAUTY is also an important communication and continuous education forum for medical and cosmetic foot care professionals. In Hall 9 170 exhibitors and brands are represented with comprehensive ranges for podiatry practices and cosmetic foot care with care products, technical equipment, practice furnishings and hygiene articles. Traditionally, the central point of contact is the Meeting Point Foot with its comprehensive, practitioner-oriented continuous education offerings. On display here are the manufacturing of prosthetic nails, treatment of mycosis, foot re-vitalisation by acupuncture, various bracing technology options, holistic nail fungus treatment and innovative products.

This year’s Hygiene Special Show focusing on instrument preparation is organised in cooperation with the Central Association of German Podiatrists and Pedicurists and provides information on the complex issues associated with hygiene.

### **Time to Relax in the Wellness & Spa Area**

Wellness products and treatments are centre stage at the Spa and Wellness area in Hall 9. A total of 150 exhibitors and brands provide information on current trends and treatments as well as therapy and cubicle technology. The technical programme focuses on wellness treatments, body treatments, oil massages with cupping glasses, or Balinese massage. Furthermore, international spa and massage trends are introduced and vividly demonstrated in the stylishly designed cubicles of the Wellness treatment worlds. Here feeling good and experiencing treatments with all the senses is at the forefront.



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The Special Show Wellness comes under the heading “World of Treatments” and presents a selection of international examples from three continents. The practical application of the treatments typical of various cultures around the globe is demonstrated and explained by a team of the German Wellness Association.

### **SPA BUSINESS LOUNGE: Expert Know-How and One-on-One Consulting**

The SPA BUSINESS LOUNGE is the exclusive consulting and communications platform for discerning trade visitors from hospitality, investment, spa facilities operation and spa management. Presentations, panel discussions, technical lectures and personal consulting revolve around such important success factors as efficiency, communication, selling and networking. With its accomplished mix of panel discussions with well-known spa managers, talks delivered by acknowledged industry experts and exhibitors of spa brands, spa design and spa treatments, the SPA BUSINESS LOUNGE covers a wide spectrum of valuable insider information.

A special highlight of the programme is the presentation of the Spa Manager of the Year award on Sunday, 2 April, at 2.30 pm. Messe Düsseldorf and the German Wellness Association intend to honour special personalities and achievements with this award. Moreover, the ten finalists will share their business practice in a roundtable discussion entitled “Learning from the Best – Spa Managers in Discussion” – also on Sunday, 2 April, from 1.30 pm.

For the fifth time now the German Wellness Association will present the Wellness & Spa Innovation Awards. In four categories the Association will honour innovations and pioneering ideas for the wellness and spa sector and present the awards on Sunday, 2 April, at 4.00 pm – again at BEAUTY DÜSSELDORF. On top of this, an audience award will be given across all categories.

### **Service is a Top Priority**

The trade fair is open exclusively to trade visitors who can already register in advance at [www.beauty.de](http://www.beauty.de). After this, the purchase of eTickets is also possible. Tickets bought online cost € 35 (day ticket) and € 50 (two-day ticket) while ticket prices on the day are € 5 higher. Day tickets for the



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congress start at € 125 (including a visit to BEAUTY). And the best: everything is included in the ticket price. Something only offered in Düsseldorf! Visiting the trade fair, participation in the trade fair's specialist programme, cloakroom and left luggage facilities, trade fair guide, childcare and public transport in the greater Düsseldorf area: one ticket – one price. BEAUTY DÜSSELDORF is open from Friday to Sunday, 31 March to 2 April 2017 from 9.00 – 6.00 pm. For more and updated information go to [www.beauty.de](http://www.beauty.de) or the BEAUTY hotline +49(0)211 4560 7602. This is also where to find information on attractive hotel and travel bargains.

**Please mention in your coverage that BEAUTY DÜSSELDORF is a trade fair only open to trade visitors with credentials. Private visitors and visitors from other industries will travel to Düsseldorf in vain.**

### **Three trade fairs in parallel**

In spring 2017 Düsseldorf will be all about beauty: BEAUTY DÜSSELDORF, the leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa, will be held from Friday 31 March to Sunday 2 April 2017. Overlapping for two days (on Saturday 1 and Sunday 2 April 2017) will be TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading trade fair for the hairdressing trade, and the make-up artist design show (mads), the only trade fair especially for theatrical and beauty make-up artists.

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