

## **BEAUTY DÜSSELDORF: Leading international Trade Fair for Cosmetics, Nail, Foot, Wellness and Spa from 9 to 11 March 2018**

As beautiful as it gets! The leading international trade fair for cosmetics, foot, nail, wellness and spa BEAUTY DÜSSELDORF from 9 to 11 March 2018 will be the most important appointment of the year for some 1,500 exhibitors and brands as well as over 55,000 international trade visitors. The varied ranges displayed in exhibition halls 9 to 12 offer experts from all over the world a comprehensive market overview. In addition to presenting new products, treatments, and services the practice-focused expert programme features over 130 events offering varied continuous education options.

### **Expert Programme with Fresh Accents**

There will be a number of changes and developments at BEAUTY 2018. Explaining why Michael Degen, Executive Director at Messe Düsseldorf, said: "To keep the trade fair as highly attractive as it has been we will inject some new ideas, set fresh accents and increasingly pick up on trends in the industry."

A unique feature is the outstanding expert programme at BEAUTY DÜSSELDORF. This year the spectrum of topics covered at the Trend Forum will be extended to include the field of Medical SkinCare. Here high-level expertise from medicine, science and practice will be shared in a compact and informative format free of charge and many tips and ideas will be provided for daily work. "By integrating the medical skincare themes we are adding double value. For one thing, visitors have the opportunity to listen to especially sophisticated medical lectures, and for another, the expert programme at BEAUTY will present a wealth of subjects that is unrivalled," delights Michael Degen. In addition to cosmetic and medical content you can also find complementary and cross-sectoral issues addressed at the Trend Forum that are important to beauty and health. The lectures can be attended without prior registration and admission is included in the trade fair ticket.

Thanks to a streamlined concept the Spa and Wellness areas will move even closer, thereby reflecting the current market trends. At the Spa & Wellness Meeting Point experts will provide information on current trend themes. In addition, treatment methods, massage techniques and



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



Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Hans Werner Reinhard  
Joachim Schäfer  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



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

international treatments will be introduced and demonstrated in lively presentations.

### **New: BEAUTY WEB S@LON**

For the first time BEAUTY will also place a special focus on digitalisation and social media. At the new “BEAUTY WEB S@LON” in Hall 10 complimentary workshops are offered that cover topics such as the Internet, social media and online marketing. “We offer visitors various levels of training – from creating a website for beginners to targeted online advertising for advanced users, for example. With these high-quality workshops we provide real “development aid” for the sector,” stresses Degen.

### **Premium Quality and Upmarket Atmosphere**

A key element of the successful BEAUTY concept is its ambition to offer both national and international trade fair guests prime quality in every aspect. The trade fair in Düsseldorf is known for its high-quality and stylish ambience as well as the extensive range of services rendered. In an exclusive setting industry professionals can meet and network. This is guaranteed by professional trade visitor registration already in the run-up to the trade fair. The hall structure of BEAUTY DÜSSELDORF is geared completely to visitors’ needs; clear segmentation permits fast orientation. The exhibition areas Cosmetics “exklusiv Order”, Cosmetics “direct” (C&C), Services, Furnishings and Accessories, Foot, Wellness and Spa as well as Nail and Accessories provide a comprehensive and optimum market overview catering to just about every wish.

### **Glamour and Recognition at Awards and Championships**

At BEAUTY two of the most renowned industry awards are presented – the “A Life of Beauty” and “Golden Mask for Make-Up Artistry” awards. Make-up and fashion will be in focus at the German and International Make-Up Championships (which focus on the “Athleisure Wear” and “Urban Summer” themes respectively).

Special glamour will also be guaranteed at the Gloria-Gala. The publishing house KOSMETIK international awards personalities and companies with the “Deutscher Kosmetikpreis Gloria” for their merits and achievements. The Gloria award ceremony will be held as part of a gala at the Düsseldorf



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Hilton hotel on Friday evening of the BEAUTY weekend. This industry award is supported by renowned companies from the sector, the Cosmetic Professional association (VCP) and Messe Düsseldorf.

### **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. 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, 9 to 11 March 2018 from 9.00 – 6.00 pm. For more and updated information go to [www.beauty.com](http://www.beauty.com) 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 on the second weekend in March**

In the second weekend of March 2018 Düsseldorf will be very much be the meeting point for beauty: BEAUTY DÜSSELDORF, the Leading International Trade Fair for Cosmetics, Nail, Foot, Wellness and Spa will run from Friday 9 to Sunday 11 March 2018. With a two-day overlap Saturday 10 and Sunday 11 March 2018 will see the concurrent holding of TOP HAIR – DIE MESSE Düsseldorf, Europe's leading hairdressing event as well as the unique make-up artist design show exclusively for stage and beauty make-up artists.

#### **Press Contact:**

Alexander Kempe

Marion Hillesheim

Tel.: +49(0)211/45 60-997/-994

Mail: [KempeA@messe-duesseldorf.de](mailto:KempeA@messe-duesseldorf.de)

[HillesheimM@messe-duesseldorf.de](mailto:HillesheimM@messe-duesseldorf.de)



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