

BACK TO BEAUTY: Beauty must be experienced live - from 6 to 8 May 2022 in Düsseldorf

In Düsseldorf the whole world of beauty will meet in early summer 2022. From 6 to 8 May BEAUTY DÜSSELDORF as the No. 1. meeting point for Cosmetics, Nail, Foot & Spa, will invite cosmetic service experts and professionals to the sector's big festival. Next to innovations and trends, the various sector Meeting Points await visitors with a versatile and practice-oriented continuous education programme the wealth and diversity of which is unique to Düsseldorf.

Colourful trade fair experience and big industry festival

In view of the development of the Corona pandemic and in particular the spread of the Omikron variant in Germany and Europe, BEAUTY DÜSSELDORF could not take place in March as planned. "We are confident that the general conditions will have improved by May so that nothing will stand in the way of a successful staging of our trade fair. The exhibitors missed above all the personal encounters, good conversations and the colourful and lively live experience in the exhibition halls. As a meeting place for the professional beauty scene, Düsseldorf brings together people who successfully pursue the beauty business and also live it passionately. After the mandatory break visitors can look forward to a particularly high number of exhibitors' innovations just waiting to be discovered", says Michael Degen, Executive Director at Messe Düsseldorf. Visitor tickets already purchased will of course remain valid for the new date.

"By rescheduling the trade fair to May we managed not only allow our exhibitors and visitors to reliably but also to ensure clearly improved prospects regarding anticipated international attendance. Meanwhile, the current course of the pandemic – as well as the roadmap developed by policymakers to open up public life again – provide a very solid basis for the event to take place in May under the most positive conditions imaginable. We are very satisfied with the number of registrations and are particularly pleased that several exhibitors who had actually withdrawn for March will be back. The postponement has now added over 100 new exhibitors who are eager to present their innovations and new products live. The entire Messe Düsseldorf team and its partners are doing everything



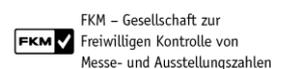
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland

Telefon +49 211 4560 01
Telefax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

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

they can with competence and enthusiasm to make the 35th BEAUTY an unforgettable experience. Our already well-tested hygiene concept under the motto "PROTaction" will serve as the basis for successfully and safely running a trade fair in Corona times," adds Director Hannes Niemann.



Continuous Education, Tips and Ideas for Daily Practice

The latest beauty products, trends and hip treatments - BEAUTY DÜSSELDORF 2022 showcases the entire spectrum of professional service cosmetics. The hall structure is geared entirely to visitors' needs; clear segmentation makes for fast orientation and presents each branch of this industry in its own, colour-coordinated setting. The exhibition segments Foot as well as Wellness & Spa (Hall 9), Cosmetics Order (Hall 10), Cosmetics C&C (Hall 11), Nail and Accessories & Bijouterie (Hall 12) provide a comprehensive and unrivalled market overview. One of the most important building blocks of the BEAUTY concept is the high-quality technical and continuous education programme. It conveys unbiased basic knowledge and presents the latest developments from the many diverse fields of cosmetic services. On the stages of the Meeting Points Foot, Nail as well as at the Meeting Point for Cosmetics, renowned speakers will talk about current trends and share key tips for daily salon practice.

The best in professional cosmetics

In Düsseldorf you will find the best the market for professional cosmetics has to offer. The ranges on display in Halls 10 and 11 encompass exhibitors of skincare, decorative cosmetics and cosmetic appliances and span products for demanding skin in need of regeneration, to innovative skin cleansing products, natural cosmetics and trending make-up products to new developments in technical devices and treatment procedures.

Interest in information and continuous education in cosmetics is particularly strong during pandemic times. The expert programme of BEAUTY provides orientation, delivers independent basic knowledge and presents the latest developments in the wide and varied segments of cosmetics.

Serving as a central event forum for cosmetics is the Meeting Point in Hall 10. Here exhibitors present their innovations and trends discussing current topics specific to the sector. Special highlights of the expert programme include the EUROPEAN MAKE-UP AWARDS as well as the presentation

of the “Golden Mask for Make-Up Artistry” and “A Life of Beauty” Awards. The current Healthy-Living focus at BEAUTY 2022 moves the topic “Living a Healthy & Beautiful Life Holistically” to centre stage. These topics will be covered by health expert Adaeze Wolf, specialist in healthy nutrition and coach for holistic well-being. Other items on the agenda include skin health, sustainability and naturalness as well as Clean Beauty with the Natural Cosmetics theme and various talks and panel discussions dealing with the protection and care of our skin. Entertainer, model, author and presenter Riccardo Simonetti will be talking about fashion, beauty ideals and share styling tips in the BEAUTY Talk on Sunday, 8 May, from 1.00 pm to 2.00 pm.

Innovations and concepts for perfect nails

In the Nail segment BEAUTY DÜSSELDORF provides a complete overview of new products, hand and finishing concepts as well as nail design techniques. The complete cross-section of the sector will be on display in Hall 12: gel finishing, airbrushing, acrylic nail design, sophisticated nail art, hand and nail care products, care systems for natural nails, electric files or UV-curing lamps for artificial nails to name but a few.

Inspirations and helpful tips for daily practice at your nail studio come care of the exciting programme at the Nail Meeting Point. Professional practitioners and renowned companies will be showcasing trends and innovations here alongside novel product presentations and impressive live nail art demonstrations.

Offering a special highlight this year will be the Nailympia Nail competition. This professional and internationally acclaimed competition will see the best international nail designers compete. The daily award ceremony will take place at 5.00 pm at the Nail Meeting Point (Sunday at 4.30 pm).

Comprehensive ranges for foot specialists

Thanks to its comprehensive exhibition and continuous education ranges BEAUTY is a must-go event for podiatrists and pedicurists. In the corresponding Foot segment in Hall 9 participating exhibitors will offer extensive ranges for podiatry and pedicure with care products, technical equipment, practice furnishings and hygiene articles. In this segment trade visitors find out about current products and innovations such as foam



creams and nail sprays, foot care equipment, grinding devices, nail burrs, luminaires, hygiene articles or disinfectant sets for podiatry treatments.

In addition to this, experts will share detailed insights into the latest podiatry practices and address professional policy and business administration questions at the Foot Meeting Point. The practice-driven presentations organised by trained podiatrist and industry expert Mechthild Geismann cover the most important foot conditions and other issues that podiatrists and pedicurists face on a daily basis. This year will focus on themes currently trending in the sector such as "Active Agents in Podiatry", "Light-Curing Plastics", "Self-Employment", "Skilled Labour Shortage" and "Aesthetic Foot Surgery" and place emphasis on the cross-sectoral therapy of hallux valgus. Several top-class high-calibre talks will be dedicated to this striking foot displacement.

Body Treatments for Well-Being

Products and treatments for well-being are in focus in the Specialist Segment Spa and Wellness in Hall 9. Exhibitors here will provide information on current trends and treatments as well as therapy and booth technology.

The focal points of the specialist programme, which this year will take place on the Meeting Point stage in Hall 10, include the lectures "Beauty & Skin Foods - Eat yourself beautiful & happy" (6 May, 12.30 p.m.), "Clean Beauty and Natural Cosmetics - What is it actually and what do I have to look out for?" (7 May, 10.45 a.m.), "Wellness & Spa - An industry in transition: how can we successfully shape the future?" (8 May, 10.45 a.m.), "Wellness Trend Gua Sha - The rediscovered massage form of traditional Chinese medicine" (8 May, 11.30 a.m.), "The Art of Ageing well - Panel Talk Healthy Living" (8 May, 12.15 p.m.) and "Radiantly beautiful: With the 21-day Easy Detox Programme" (8 May, 2.45 p.m.).

Digitalisation at the BEAUTY Web S@lon

Digitalisation and online marketing will again be centrestage at BEAUTY DÜSSELDORF. In Hall 10 the BEAUTY Web S@lon will feature high-quality workshops revolving around online and influence marketing, SEO and SEA, Google Analytics and Social Media. In six workshops daily visitors will be given concrete recommendations and best-practice examples to find



their bearings in the digital jungle and to optimally market their salons.

BEAUTY DÜSSELDORF is open from Friday to Sunday, 6 to 8 May 2022, from 9.00 am to 6.00 pm. For more and updated information go to www.beauty.de or contact the BEAUTY Hotline on +49 (0)211 4560 7602. You will also find information on attractive hotel and travel packages here.



BEAUTY DÜSSELDORF: The No. 1. meeting point for Cosmetics, Nail, Foot & Spa.

6 to 8 March 2022, daily 9 a.m. - 6 p.m.

Messe Düsseldorf GmbH

Stockumer Kirchstr. 61, 40474 Düsseldorf

Entrances North & East, Halls 9-12

Day ticket (online only): € 38.00 eTicket

www.beauty-duesseldorf.com

BEAUTY hotline +49 (0)211 4560 7602

Please mention in your coverage that BEAUTY DÜSSELDORF is a trade fair with admission strictly limited to trade visitors with relevant credentials. Private visitors and those from outside the industry will travel to the Exhibition Centre in vain.

Press Contact:

Alexander Kempe

Marion Hillesheim

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

Mail: KempeA@messe-duesseldorf.de

HillesheimM@messe-duesseldorf.de