

BEAUTY DÜSSELDORF remains the most important meeting place for professional beauty service providers

Relaxed trade fair experience and good business contacts

BEAUTY DÜSSELDORF 2022 successfully returned after a two-year forced break and proved that there is a great yearning for encounters and direct exchange. Over the three days of this in-presence format, 32,000 visitors from 60 countries visitors were welcomed to the exhibition centre. "We are glad that BEAUTY finally took place again and drew to a satisfactory close. After a long period of virtual meetings, a great relief was also perceptible among service cosmetics professionals that personal meetings and sales negotiations in direct eye contact were possible again. Our exhibition halls are real places of experience, because treatments and services are presented live here. The atmosphere was very relaxed and pleasantly positive on all days. Many exhibitors reported excellent sales talks," says Michael Degen, Executive Director of Messe Düsseldorf.

From Friday to Sunday, more than 1,000 exhibitors and brands presented themselves in four halls at the leading industry get-together for cosmetics, nails, feet, wellness & spa. Industry professionals praised BEAUTY for its stylish ambience and exclusive atmosphere, which provided ideal conditions for good networking and professional exchange among colleagues. "BEAUTY is not only a trade fair, but also a colourful and multifaceted event that visitors want to experience with all their senses. Trying things out, smelling, feeling and seeing are particularly important. This year's trade fair was the 35th time that the heart of beauty was beating, and everyone involved found new impulses and inspiration here," adds Project Director Hannes Niemann. This was reflected above all in the highly demanded professional programme. Many people took part in the practice-oriented continuing education programmes with around 100 events to bring their knowledge up to date. This year, the focus was particularly on the topics of "clean beauty", natural cosmetics and sustainability.

The special shows and the award ceremonies were also very well attended. Sammy Gharieni, founder and CEO of the group of companies of the same name, was presented with the "A Life of Beauty" award. The "Golden Mask for Make-up Artistry" went to the likeable German-Kosovar Dafinë Neziri. In the BEAUTY Talk, Sami Slimani, one of the leading and most successful



6.–8.5.2022
www.beauty.de



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digital influencers in Europe, spoke about fashion, beauty and lifestyle.

This year at BEAUTY DÜSSELDORF, the areas of digitalisation and social media were once again highlighted. In Hall 10, experts presented practical workshops on the topics of internet, social media and online marketing at the BEAUTY Web S@lon.

Nail competition Nailympia celebrated its premiere at BEAUTY. 49 participants from 13 countries took part in this professional and internationally highly regarded nail competition. "We are overwhelmed and happy. It was a great experience to bring one of the most renowned and biggest nail competitions to Germany for the first time. We would like to express our sincere thanks to Messe Düsseldorf for the outstanding cooperation with SNI and the global Nailympia management," said the delighted Signature Nail International organising team led by Stefanie Lo Re and Ivonne Voigt.

The relevance of BEAUTY DÜSSELDORF as a leading trade fair was underlined by partners from all sectors when they took a positive stock after three days of good discussions and contacts.

Dr Helmut Drees, 1st Chairman Verband Cosmetic Professional e.V. (VCP): "We are still feeling some restraint after three years of the pandemic - there are fewer exhibitors on site and visitor footfall is also somewhat lower than at previous fairs. Nevertheless, the desire to exchange ideas in person again in the sector is enormous. The quality of the talks was first-class and there is a positive mood of optimism. BEAUTY has seamlessly resumed its pioneering role in Germany after the Corona-related break."

Manuela Denz, 1st Chairwoman of the German Podiatric Association (ZFD) e.V., also drew a positive conclusion: "Our entire team is very happy to be back here at the trade fair in Düsseldorf and we welcome the new start. In such a pleasant and relaxed atmosphere as here at BEAUTY, it is wonderful to cultivate old and new contacts from the trade public and the industry. It is important for us to simply show a presence again for our members and our profession. After a very challenging time, it is great that we were again able to present ourselves to a broad audience in presence and in exchange with each other. We sum up the three days of the trade



fair with a very good feeling and that makes us optimistic about the next time."

The Meeting Point Foot, which was conceived and organised by Mechthild Geismann and her consulting firm podo consulting, was also well received: "The exhibiting companies that designed the programme here were positive and confident after the two-year break from the trade fair. They agreed: it was good that BEAUTY DÜSSELDORF could take place again. The personal exchange that decisively characterises a trade fair as a communication forum for the industry is valuable and indispensable", says Mechthild Geismann.

At the "Gloria - German Cosmetics Award light" gala on Friday evening at BEAUTY, the publishing house KOSMETIK international belatedly presented awards to Germany's best cosmeticians from 2020. In addition, the "Survival Work 2020/21" prize was awarded to Susanne Liewald from Bad Neuenahr-Ahrweiler, who lost her entire cosmetics institute in the flood and still did not give up.

The next BEAUTY DÜSSELDORF will be held from Friday to Sunday, 31 March to 2 April 2023.

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