

BEAUTY Düsseldorf is the international meeting point for the beauty industry

More than 28 nations to exhibit at the trade fair, including several joint stands

At BEAUTY 2023 five joint stands, from Latvia, China, Malaysia, Korea and Thailand, will provide insights into the trends and products of the respective local beauty sectors.

From 31 March to 2 April 1,100 exhibitors and brands from 28 countries will present the complete spectrum of new trends and product highlights at the trade fair for cosmetic services. The line-up ranges from skin care products and innovative active ingredients to natural cosmetics and currently trending make-up products, plus treatment accessories and technical devices for skin, hand and foot care and general wellness.

Latvia (Hall 10 / D30)

The national Latvian pavilion brings cosmetics producers to BEAUTY DÜSSELDORF 2023 who manufacture innovative professional cosmetics for salons as well as home rituals and corneotherapy products for sensitive skin, to name but a few. In addition, companies that use natural agents based on the latest scientific findings and wholesale suppliers, exporters and manufacturers of bath and body care cosmetics or hand-made ecological cosmetics will be represented. Latvia boasts many spring waters but also peat and freshwater slurries (sapropel).

Malaysia (Hall 10 / G61)

Malaysia will be represented with a stand at BEAUTY for the first time, aiming to raise awareness for halal products that include not only food but also lifestyle products related to beauty, wellness and nails. Malaysia is the worldwide leader in halal cosmetics, in part because of its modern Islamic identity and its hygiene traditions. Furthermore, halal beauty products are on the rise all over the world. The Malaysian companies will exhibit halal-certified beauty care composed of high-quality, natural and plant-based ingredients.



31.3.–2.4.2023
www.beauty.de



Messe
Düsseldorf

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:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

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

Republic of Korea (Hall 10 / D22)

Created in response to the great interest in and demand for K-Beauty in Europe, the joint Korean stand provides information about the high quality of and trends in the Korean beauty market. Here products revolving around basic skin care will be showcased alongside the functional cosmetics of K-Beauty, which has long focused on healthy skin and natural beauty. Next to cosmetics there will also be devices presented for home beauty care as well as appliances that permit providing professional care services even during the Covid era. Of particular interest are active cosmetics that work with raw materials derived from nature, such as pearls, propolis and snail mucus.

China (Hall 10 / B30 & F29; Hall 12 / A47)

China will be represented with an impressive total of three joint stands at this year's trade fair. They were organized by BeautySourcing, an online marketplace for beauty products. The Chinese firms exhibiting at the joint stands will showcase their product ranges from laser beauty equipment and packaging to light-curing units, eyelashes, facial masks and accessories for manicure and/or pedicure equipment.

Thailand (Hall 9 / F43)

The co-exhibitors at the Thai national pavilion will showcase a whole series of local products, including herbal balms, essential oils, organic skin care and coconut and aloe-based cosmetics. Furthermore, the Thailändischer Heilbäderverband (Thai Spa Association) in Germany will present a Thai spa and massage demonstration where visitors can experience the products and services offered "hands-on". Thai herbs look back on a long tradition and are appreciated for their therapeutical and medical properties as well as their relaxing and rejuvenating characteristics.

BEAUTY DÜSSELDORF 2023 will be open from Friday to Sunday, 31 March to 2 April 2023, from 9.00 am to 6.00 pm. **All visitors must submit trade visitor credentials before purchasing tickets.** Pre-registrations can be made at www.beauty-duesseldorf.com. For all other information on BEAUTY DÜSSELDORF visit the website or contact the BEAUTY Hotline on +49 211 4560-7602.

Press contact:

Yvonne Manleitner, Alexander Kempe, Marion Hillesheim

Tel.: +49(0)211/4560-577/-997/-994

Mail:

ManleitnerY@messe-duesseldorf.de

KempeA@messe-duesseldorf.de

HillesheimM@messe-duesseldorf.de



31.3.-2.4.2023

www.beauty.de