

## BEAUTY DÜSSELDORF 2023: now open for entries to the EUROPEAN MAKE-UP AWARDS and Nailympia Germany

BEAUTY DÜSSELDORF is the leading industry meeting for the Cosmetics, Foot, Nail, Wellness and Spa sectors. From 31 March to 2 April 2023 the participating exhibitors and brands will be presenting innovations, trends and new products from the sector. The ranges on display will be accompanied by a programme of wide and varied side events. The highlights of this trade fair include live competitions on the stages. In the presence of a knowledgeable audience international professionals and young talents compete with each other in various make-up and nail tech categories. Here suspense, cheers and tears of joy and the high art of make-up and/or nail design are guaranteed. With immediate effect, all interested parties can now submit their applications for participation in the EUROPEAN MAKE-UP AWARDS and Nailympia Germany again.

### Make-up talents to compete on the 'Halo Color Pop' theme

At the EUROPEAN MAKE-UP AWARD *New Talent* career starters from the age of 18 are required to conjure up make-up under the theme 'Halo Color Pop' on the face of a model assigned by lot on the first trade fair day (Friday, 31 March). In this competition colourful entries are welcome as it revolves around colour. The talents are tasked with creating a radiant face using gaudy make-up colours and courageously striking combinations – and this challenge has to be met with an interplay of orange and pink.

Applicants must be at least 18 years of age and either undergoing training as make-up artists or have a maximum of two years' professional experience.

The first three places will be honoured with cash prizes and trophies (Winner: €1,000 + AWARD, 2nd prize: €750 + AWARD, 3rd prize : €500 + AWARD). In addition, the following year the winner will directly qualify for participation in the *Expert* category of the EUROPEAN MAKE-UP AWARD. Beyond this, all finalists of the EUROPEAN MAKE-UP AWARD *New Talent* will receive attractive prizes in kind as well as a free overnight stay incl. breakfast during BEAUTY DÜSSELDORF 2023.

### '80's SUMMER GLAM' for make-up professionals

The EUROPEAN MAKE-UP AWARD *Expert* is designed for nationally and



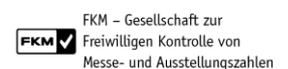
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internationally established make-up professionals with long-standing professional experience. This year's motto reads '80's SUMMER GLAM' and is inspired by the greatest and most glamorous 80s make-up looks. Full lips, radiant eyes with perfect eyeliner and a beautiful, healthy skin texture – this competition is to create a look that any lady would wish for to make the perfect appearance.

At the EUROPEAN MAKE-UP AWARD *Expert* held on Sunday, 2 April, true professionals will feature on stage, who are at least 18 years old, have completed their make-up artistry training and acquired at least two years' professional experience (also as freelancers).

The first three places will be honoured with cash prizes and trophies (Winner: €2,000 + AWARD, 2nd: €1,500 + AWARD, 3rd: €1,000 + AWARD). The winner will be invited to take part as a jury member in the NEW TALENT category of the EUROPEAN MAKE-UP AWARD the following year. Beyond this, all finalists in the EUROPEAN MAKE-UP AWARD *New Talent* will receive attractive prizes in kind as well as a free overnight stay incl. breakfast during BEAUTY DÜSSELDORF 2023.

Applications can be addressed to this website: <https://www.beauty-duesseldorf.com/european-make-up-awards>. The deadline for both make-up awards is 31 December 2022.

Exhibiting companies at BEAUTY DÜSSELDORF have the opportunity to present themselves as sponsors of the EUROPEAN MAKE-UP AWARDS in an attractive event and press environment. If interested, please contact us by e-mail to [congressinfo@messe-duesseldorf.de](mailto:congressinfo@messe-duesseldorf.de)

### **Nailympia Germany for the second time at BEAUTY**

After the successful debut the Nailympia Germany Nail Competition will enter its second round at BEAUTY DÜSSELDORF. "Nailympia is the leading and most prestigious global nail tech competition worldwide. We look forward to welcoming international top nail designers to Düsseldorf again," says Stefanie Lo Re of Signature Nail International (SNI), who have again taken over the organisation of Nailympia Germany. On the stage in Hall 12 the competitions for Novice, Apprentice and Master will be held in the following categories: Gel Polish Manicure, Gel Tip/Overlay, Gel Sculpting, Reality Nail Art, Salon Nails, Acrylic Tip/Overlay, Acrylic Sculpting, Joy of Nails, Stiletto Nails and French Twist 5 Shape Challenge.



At Nailympia products and brands have no influence on participants' placement. This international competition is above all about skills, dexterity and creativity. The scoring system, which has developed and honed over the course of time, stays true to its original concept: all competitions are rated blindly, in other words, the jury members do not know whose work they are assessing. This ensures fair and consistent scoring. And it also means that a contestant in Division 1 can win with a higher score than in the other Divisions. The individual Divisions cater to all skills levels of nail designers from beginners to professionals.

Applications can be addressed to this website: <https://www.signature-nail.com/en/home/>

## BEAUTY DÜSSELDORF

At BEAUTY DÜSSELDORF from 31 March to 2 April 2023 the whole world of service cosmetics will meet to find information and exchange on new treatments, products, care concepts, trends and innovations. Experts and professionals from the Cosmetics, Nail, Foot as well as Wellness & Spa fields can look forward to a high-class trade fair with a diverse programme and active togetherness in an exclusive atmosphere. The exhibition segments Foot as well as Wellness & Spa (Hall 9), Cosmetics ordering area (Hall 10), Cosmetics direct (direct sales area) (Hall 11), Nail (Hall 12) and Accessoires & Bijouterie (Hall 12) will provide a comprehensive and optimal market overview.

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