Meeting point of the professional beauty industry: BEAUTY DÜSSELDORF 2023

Leading Düsseldorf trade fair to present the full range of service cosmetics from 31 March to 2 April 2023

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.

“BEAUTY DÜSSELDORF is the undisputed market leader in terms of business, quality and ambience due to its unique concept combining information, continuous education and entertainment. Jointly with our partners, however, we would also like to continuously develop the trade fair further and have several interesting new formats in planning. Here knowledge transfer is a topic earmarked to play a bigger role,” says Hannes Niemann, Director of BEAUTY. A special hallmark of the Düsseldorf event has been and will be the excellent and hands-on expert and continuous education programme. Here, expertise at the highest level is conveyed in a compact and informative format at no charge and many tips and ideas for daily work are shared.

Spurred on by increasing digitalisation more and more beauty professionals also look at the possibilities of new technologies and communication channels. At BEAUTY these topics had so far been addressed at Web S@lon. In future, the focus will be more on topics relevant to salon business management. At BEAUTY 2023 workshops will be offered for the first time that will provide visitors with valuable strategic impulses for their businesses – featuring the core themes Marketing, Salon Management, Corporate Governance, Sales, Canvassing or Recruiting. Addressed will be important details that can make the difference especially for service or customer care.

BEAUTY DÜSSELDORF
31.3.–2.4.2023
beauty-duesseldorf.com

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:

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AUMA Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft

FKM FKM – Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen

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

In addition, a SkinCare Forum is planned where various aspects of professional cosmetics as well as current topics from medicine, science and practice will be covered. Alongside cosmetic and medical content, complementing and overarching topics of importance to beauty, well-being and health will also be featured – such as sustainability, nutrition, natural cosmetics or “clean beauty”.

Certified podiatrists and chiropodists require a credit system for their continuing education and certification. At BEAUTY the stage programme at Meeting Point Nail is to be enhanced with new impulses: courses will be offered where participants can obtain these continuing education credits. “Our subjects are oriented towards the therapeutic segment of chiropody in terms of content and will comply with all required continuing education criteria,” says Niemann.

After the great premiere last year, the Nailympia nail tech competition will also be held at BEAUTY 2023. At this professional and highly acclaimed international competition the best nail designers from the international nail sector compete with each other.

With continuing education and knowledge transfer as well as the glamour factor and good entertainment also becoming more and more important, the plan is to develop the Meeting Point in Hall 10 more into an event stage. As in the past, fixed events at the Meeting Point will include the Golden Mask for Make-Up Artistry award-giving ceremony, the BEAUTY Talk with a celebrity as well as the EUROPEAN MAKE-UP AWARDS New Talent and Expert. In cooperation with publishing house ‘KOSMETIK international’ the “Gloria – German Cosmetics Award” will be presented as part of BEAUTY.

The Ticketshop for BEAUTY DÜSSELDORF will go online on 1 December 2022. To boost anticipation in the build-up to the trade fair we will offer a discounted Christmas price. More information on this will be available shortly.

BEAUTY DÜSSELDORF is open from Friday to Sunday, 31 March to 2 April 2023, from 9.00 am to 6.00 pm. For more and updated information go to www.beauty-duesseldorf.com or contact the BEAUTY Hotline on +49 (0)211 4560 7602. You will also find information on attractive hotel and travel packages here.

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