

BEAUTY DÜSSELDORF 2025: industry highlight with strong impulses and top mood

Three days packed with innovations, networking and continuous education: BEAUTY DÜSSELDORF 2025 has proven to be the most important meeting point for the professional beauty industry yet again. From 28 to 30 March 2025 more than 1,200 exhibitors and brands from 27 countries exhibited the latest trends and products in the cosmetics, nail, foot, wellness & spa segments in Düsseldorf. Attracting some 45,000 trade visitors from over 68 nations the trade fair once again succeeded in underlining its pole position on both the German and international market.

Hannes Niemann, Director of BEAUTY, gives his positive verdict: "BEAUTY DÜSSELDORF has again proven an indispensable platform for experts from the world of beauty. The high international visitor attendance as well as the many innovative concepts presented at the trade fair show just how vivid and future-oriented this sector really is."

Continuing education and inspiration on six stages

Well over 150 Masterclasses, keynotes and workshops offered trade visitors ample opportunities for continuing education. On the six expert stages in-depth knowledge about current beauty trends was imparted. The Beautyfull SKIN Stage picked up on latest longevity research findings under the guiding topic 'A Longlife Beauty' and showed how modern skincare can consistently slow down ageing. Trends such as neurocosmetics, Green Beauty and science-based product developments placed skin health, sustainability and confidence in focus. The other expert stages also convinced attendees with a varied programme: the BEAUTY full NAILS Stage featured impressive nail design demonstrations while the BEAUTY full FEET Stage conveyed expert knowledge related to pedicure and podiatry. On the BEAUTY Business Stage valuable tips on social media, branding and successful salon management were shared. For the first time, the BEAUTY PLAZA served as a central meeting point for innovations, live demos and talks with industry insiders. In an inspiring Lounge setting visitors experienced thought-provoking discussions, creative shows and hands-on presentations on the latest beauty trends. The new stage went down well and quickly developed into the beating heart of the trade fair.



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www.beauty.de



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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

Contests ensured suspense and cheering galore

Highly anticipated was the first edition of the Make-up ARTIST AWARDS – proving a real highlight. International make-up artists competed with each other in various categories giving proof of their skills in front of a high-calibre jury. Renowned experts such as Val Garland and drag icon The Only Naomy added extra glamour to the competition. Alongside the Make-up ARTIST AWARDS the well-established contests also proved to be highlights: the Permanent BEAUTY Masters and Nailympia Germany provided impressive insights into the world of permanent make-up and nail design. The presentation of the Golden Mask for Make-Up Artistry to Florian Ferino was another of those special moments at the trade fair.

Exhibitors at BEAUTY DÜSSELDORF gave a positive verdict:

“The launch of our new Nova Pro pedicure device has been a resounding success. BEAUTY is a very good way to reach our target groups from podiatry, pedicure and cosmetics and the atmosphere at the stand was great with a noticeable increase in visitor numbers. We were very busy but still had enough time to give advice.”

Simeon Ruck, Managing Director of HELLMUT RUCK GmbH

“We have exhibited at BEAUTY for over 25 years. It’s just nice to see how the trade fair has developed over time. Especially this year we’ve seen some changes like the food trucks on the premises, an even more comprehensive stage programme and a more open stage concept – all making the fair even more inviting. To us as a Düsseldorf-based family business BEAUTY is a bit like playing on ‘home turf’ but – regardless of the location – it’s also always an important date to meet and exchange ideas with our customers and keep abreast of innovations and trends every year. This year we welcomed more visitors from abroad to our stand and – to our great delight – many young people visiting us from cosmetics schools, for example.”

Christina Drusio, Dermatologist and Board Member at Dr. med. Christine Schrammek Kosmetik

“At Craith Lab we’re very satisfied. We’re happy to be here every year. We invest heavily in our exhibition stand because we’re convinced this is the place where we can reach out to cosmeticians. Likewise, our colleagues’



high-quality exhibition stands prove we've returned to pre-Covid levels. This is important."

Peter Smeets, CEO of Craith Lab

"Our customers are here and networking with them is so important for us! It doesn't work the same way online, by telephone or via social media. We're definitely satisfied. The feedback received from our customers so far has been nothing but positive. What I like about BEAUTY is its size and that it also attracts an international audience."

Irina Yalcin, CEO & Founder of D5 Beauty & Lifestyle GmbH & Co. KG

"BEAUTY 2025 once again proved an outstanding opportunity to introduce our new launches to an expert audience. Being the biggest international cosmetics trade fair and most relevant B2B platform it's indispensable for us to pitch our exclusive products for specialist podiatry and pedicure retailers. These include our new patented and smart medical Protect foot wash and our contactless cold plasma device for treating fungal nail infections in podiatry. But we also especially appreciate the opportunity to exchange ideas with international partners allowing us to maintain existing relations and forge new cooperations for future innovations."

Timor Gerlach-von Waldhausen, Managing Partner at Eduard Gerlach GmbH (GEHWOL)



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<http://medianet.messe-duesseldorf.de/press/beauty>

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