1,500 EXHIBITORS AND BRANDS FROM 32 COUNTRIES

58,000 TRADE VISITORS FROM 76 COUNTRIES

Statements from exhibitors:

Gerhard Klapp, Owner, KLAPP Cosmetics:
I have been visiting BEAUTY for over 30 years. It has shaped my ascent tremendously. We got new contacts through Messe Düsseldorf, were able to show our innovations and present them at the meeting point. Messe Düsseldorf is a must for KLAPP.

Exhibitors recommending BEAUTY to others 84%

Statements from exhibitors:
I found it really exciting. Here you can find everything about beauty, innovative, new things. I think women’s hearts really beat faster here and a visit is definitely worth it.

5 halls with a total gross area 63,000 sqm

84% Trade visitors who are owners or top managers

POSITION IN COMPANY

Exhibitors using the trade fair as their annual industry get-together 72%

84% Exhibitors from abroad 28% from Germany 72%
**TOP VISITOR COUNTRIES**
- Netherlands: 19%
- Belgium: 15%
- Austria: 10%
- Switzerland: 8%

**VISITOR INTERESTS IN PRODUCT RANGES**
- Skincare: 54%
- Nail: 39%
- Foot: 39%
- Decorative cosmetics: 38%
- Bodycare: 28%
- Equipment: 27%
- Apparative cosmetics (technical devices, cubicle fittings): 25%
- Medical cosmetics: 22%
- Wellness & spa: 22%
- Organic/natural cosmetics: 20%
- Permanent make-up: 17%
- Accessories & Jewellery: 15%
- Perfumes: 11%
- Colour and style analysis: 10%
- Sun (solariums, tanning systems, solar cosmetics, solarium accessories): 5%
- Cos made – pre-processing (packaging, production, raw materials, services): 4%
- Others: 10%

**ECONOMIC SECTOR**
- Cosmetic institutes: 39%
- Nail studios: 14%
- Foot care & chiropody practices: 11%
- Beauty farms/wellness institutes/spas: 10%
- Hairdressing salons: 7%
- Healing professions: 3%
- Beauty colleges: 3%
- Other: 13%

**PRESS**
- 401 ACCREDITED JOURNALISTS FROM 7 COUNTRIES

**MOTIVATION OF VISITORS**
- Initiating purchase decisions: 11%
- Purchase/order: 23%
- Identifying new suppliers/business partners: 17%
- New developments/trends: 34%
- Contact with existing suppliers/business partners: 15%
- Identifying new suppliers/business partners: 23%

**Statements from exhibitors:**
- Andreas Blum, Head of Treatment Concepts, Gharieni Group GmbH:
  The large number of visitors at BEAUTY and the many areas from which the visitors come make the show attractive for us. It is very innovative here and good for new developments. We started the company more or less at the fair and it gives us a lot of pleasure here - it’s like coming home.

**Statements from exhibitors:**
I always like to come back to the fair because there are fundamental new developments and new companies here. So I always find something inspiring for further education.

**We look forward to meeting you.**
www.beauty-duesseldorf.com/application #weareBEAUTY