

## THE BEAUTY HIGHLIGHT OF THE YEAR

**1,100**  
EXHIBITORS AND BRANDS  
FROM **29** COUNTRIES

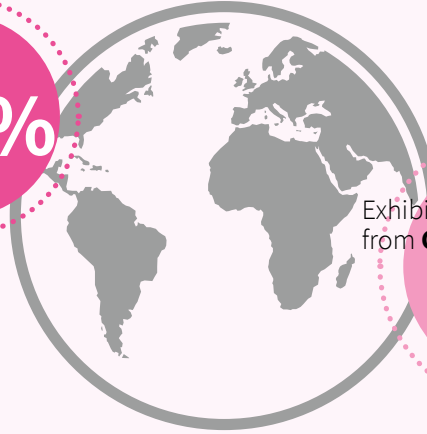
**46,000**  
TRADE VISITORS FROM **73** COUNTRIES

Exhibitors  
from **abroad**

**36 %**

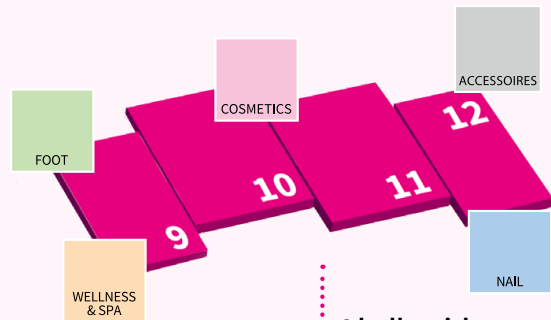
Exhibitors  
from **Germany**

**64 %**



Trade visitors  
from **Germany**

**88 %**



4 halls with a  
total gross area

**57,000 sqm**

Exhibitors  
**recommending** BEAUTY to others

**89 %**



Events with  
**hands-on programs**

**130**



POSITION  
IN COMPANY

Trade visitors who are **owners**  
or **top managers**

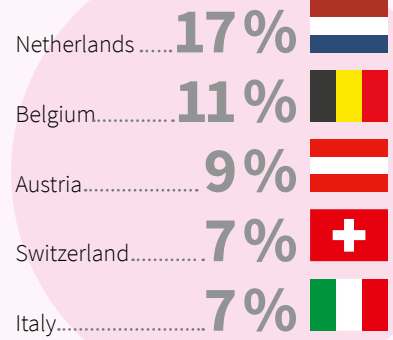
**74 %**



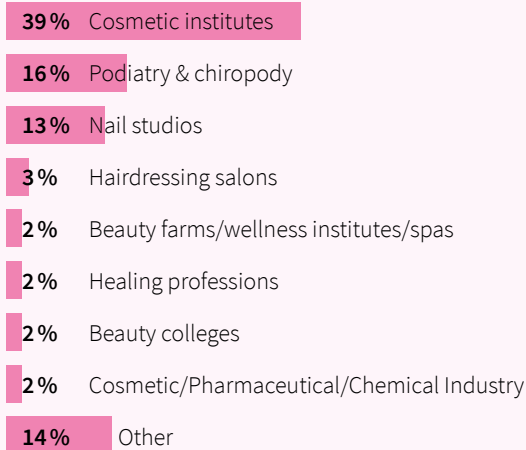
Visitors with buying intentions

**87%**

**TOP VISITORS**



**ECONOMIC SECTOR**



**VISITOR INTERESTS**



PRESS

**241** ACCREDITED JOURNALISTS

FROM **6** COUNTRIES

General rating of the trade visitors

**89%**  
satisfied



**We look forward to meeting you.**

[www.beauty-duesseldorf.com/application](http://www.beauty-duesseldorf.com/application)

**#weareBEAUTY**



Messe  
Düsseldorf