

BEAUTY DÜSSELDORF continues the Success Story, also on its 30th Anniversary

Ending on Sunday, BEAUTY DÜSSELDORF continues the success story crowning its 30th anniversary with an exceptionally fruitful trade fair. "For three decades now BEAUTY DÜSSELDORF has been the most important meeting place for professional cosmetics service providers. Underlining its importance as a platform for innovations, information and further training also in 2015 were the 51,000 trade visitors from 60 countries," explained Joachim Schäfer, Managing Director at Messe Düsseldorf GmbH.

Over three days a total of 1,400 exhibitors and brands were showcased at Düsseldorf Exhibition Centre in four halls. "The stable exhibitor and visitor numbers show that BEAUTY DÜSSELDORF is firmly established as the leading event for cosmetics services," delights Director Helmut Winkler.

More than 130 events in the supporting programme focusing on the Cosmetics, Nail, Foot, Wellness and Spa themes as well as a plethora of innovations and trends made for happy faces both amongst visitors and exhibitors alike. The supporting programme with national and international make-up championships as well as various award ceremonies rounded off the varied line-up at the fair.

Underlining the importance of BEAUTY DÜSSELDORF as a leading fair were exhibitors from all areas who were very satisfied with results after three days of good discussions and contacts.

Commenting on this, for instance, Dr Christian Rimpler, First Chairman at the association Verband Cosmetic Professional e.V. said: "VCP members have noticed significantly more international visitors at their stands. We are delighted that the significance of BEAUTY has risen again abroad. The quality of trade visitors is at a high level and the great concept of the fair is going down fantastically well with visitors and exhibitors. As always, BEAUTY DÜSSELDORF is an extremely high-quality event."

Mechtild Geismann, President of the Central Association of German Podologists and Podiatrists (Zentralverband der Podologen und Fußpfleger Deutschlands e.V. – ZFD) also drew a positive conclusion: "BEAUTY is simply the most important event for the entire sector. It is well known that the ZFD provides independent advice here so visitors specifically come to us with questions. We are very satisfied with the interest and the enquiries at the stand." The special "Podology Training"



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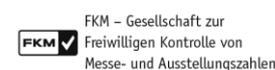
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area was very popular.

Also highly rated was the attractively designed Wellness exhibition area. "Overall, I am thoroughly satisfied with audience response. We have received lots of attention and compliments from all sides. The professionals realise that standards are set here in Düsseldorf," said Lutz Hertel, Chairman of the German Wellness Association (Deutscher Wellness Verband). Furthermore, he said, visitors were really enthusiastic about the Wellness special show focusing on the "Future Spa" theme. Also worth mentioning was the very well attended supporting programme at Meeting Point Wellness and in the SPA BUSINESS LOUNGE. "One of my special highlights was the presentation of the Spa Manager of the Year award to Guy Burke from InterAlpenhotel in Seefeld as well as the presentation of the Wellness & Spa Innovation Awards," said Hertel.

The Wellness & Spa Innovation Awards 2015 went to QMILK (in the Beauty & Body Care Products category), Vagheggi Diorit (in the Beauty & Body Care Treatments category), IONTO-SPA Evolution (in the Hotel & Spa Interior category) and the heath reserve/resort Gesundheitsschutzgebiet/Gesundheitsresort Freiburg (in the Hotel & Spa Concepts category). The Audience Prize went to Jentschura International GmbH with Mira Vera "Das Regenerativum".

The next edition of BEAUTY DÜSSELDORF will be held from Friday, 4 to Sunday, 6 March 2016.

Exhibitor Statements on BEAUTY DÜSSELDORF 2015:

Yvonne Rönnig, Trade Fair & Events Management, Dr. Babor GmbH & Co. KG

We are very satisfied with the number and quality of visits to our stand in 2015. We were able to welcome numerous existing customers as well as many potential new ones. At BEAUTY things are always busy for us and the trade fair in Düsseldorf is quite simply indispensable.

Catherine Frimmel, Managing Director, Catherine Nail Collection GmbH

It is quite clear that for us Messe Düsseldorf is the most important product promotion opportunity of the entire year. Here we receive very good feedback from our customers and the quality of discussions and contacts



27.-29.3.2015

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here is really high. Furthermore, we feel very well looked after: as soon as a problem arises, a solution is found as quickly as possible.

Violetta Luban, Manager, Dermalogica GmbH

The nicest trade fair in Germany is quite clearly the BEAUTY fair! Nice but also effective. For us the trade fair in Düsseldorf is a very important tool for canvassing new customers. Furthermore, it is a key part of our marketing concept, the icing on the cake, as it were. Recently we have been welcoming many doctors and pharmacists at the fair. This is something we welcome because we are well positioned in this field.

Andreas Beckmann, Sales Manager for Germany, Gharieni Group GmbH

As usual, the Friday was relatively quiet in terms of visitor numbers while the two other days went extremely well. We notice that the trade audience is of a very high quality and highly competent. The trade fair in Düsseldorf is for us is the most important in Europe – here everything runs perfectly.

Klaus Radszuhn, Sales Manager for Germany, Eduard Gerlach GmbH

Already on the second day it was clear we would welcome more visitors than last year. For us BEAUTY is the most important trade fair of all. We can set trends here, not just domestically but also for international business. As for the German trade audience, we record visitors not just from North Rhine-Westphalia but also from many other German federal states.

Dr Christian Rimpler, Managing Director, Dr. Rimpler GmbH

Visitor numbers were already surprisingly high even on the Friday and on the two other days it was extremely busy. Contacts made here are very international. We know no better place for product launches than BEAUTY DÜSSELDORF. The commitment of Messe Düsseldorf for our entire sector is phenomenal.

Hellmut Ruck, Managing Director, Hellmut Ruck GmbH

For us BEAUTY is a must and this fair already has institution status. This is a place where we can reach our audience and hold excellent factual expert talks. Our feeling is that visitors come here from all of Germany's



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federal states alongside all sorts of other nationalities. The mix of both cosmetic and medical podiatrists among visitors suits us very well.

Martin La Fontaine, Managing Director, IONTO Health & Beauty GmbH

We have come well prepared to Düsseldorf with many new products. The fact is, the audience here is very competent while at the same time also really thirsty for knowledge. Footfall at our stand is high and we can draw a very positive conclusion.

Christine Berliner, Head of Marketing, Reviderm AG

This year we are posting a high quality of visitors at our stand. These include doctors, cosmeticians and spa managers who all also show great interest in skin combination therapy. We also think BEAUTY DÜSSELDORF is perfectly organised.

Malu Wilz-Melgaard, Managing Director, Y/our SkinCare/MakeUp

The audience at our stand shows great interest – and great stamina. Our presentations sometimes last three-quarters of an hour and visitors watch it all through to the end. This did not use to be the case. We are entirely satisfied and give BEAUTY DÜSSELDORF an A+ rating.

Michael Kalow, Managing Director, Wilde Cosmetics GmbH

Things might be a bit less international here than, for instance, in Bologna. Nevertheless we rate the fair in Düsseldorf and our appearance here very positively and are delighted with the high level of visitors. The concept here in Düsseldorf works and, unlike many other fairs, BEAUTY has been able to maintain its usual high level.

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