

BEAUTY DÜSSELDORF enjoys Solid Results

Both exhibitors and visitors alike at BEAUTY DÜSSELDORF drawing to a close on Sunday were once again delighted by the leading trade fair for professional cosmetics. 50,000 visitors made use of the ranges presented by 1,250 exhibitors and brands from 40 countries – confirming BEAUTY DÜSSELDORF's role as the leading trade fair for professional cosmetic providers.

Summing up the results Joachim Schäfer, Managing Director at Messe Düsseldorf GmbH, and Helmut Winkler, Director of BEAUTY DÜSSELDORF, said: "The sector appreciates BEAUTY DÜSSELDORF as the key trend forum and basis for innovations, trend information and further training. The stable exhibitor and visitor numbers show that BEAUTY DÜSSELDORF is the leading event for cosmetic service providers. This is not least due to the extensive technical and continuous education programme offered with such range and depth only in Düsseldorf." To the tune of 10,000 visitors took part in the practice-oriented continuous education programme, which covered the focal themes of cosmetics, nail, foot, wellness and spa at some 130 events. In various championships organised as part of BEAUTY DÜSSELDORF – such as the German and International Make-up Championships as well as the National and International Nail Championships (in the Gel and Liquid Powder categories) – the best-in-class demonstrated their skills. Equally well attended were also the Special Show, the Trend Forum and the award presentation ceremonies. The high-quality and stylish atmosphere and the extensive services offered in Düsseldorf went down especially well with visitors.

Exhibitors from all exhibition segments underscored the importance of BEAUTY DÜSSELDORF as the industry's leading trade fair as they took stock after three satisfactory days with good conversations and contacts. Dr Christian Rimpler, Chairman of the Cosmetic Professional e.V. Association, said: "VCP explicitly welcomes the further training programme at the trade fair. The fact is high-calibre expert speakers also attract high-calibre visitors. Overall we are happy with the rising quality of trade visitors and the cooperation between the trade fair and cosmeticians. BEAUTY is the perfect venue for product launches simply



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

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

because this is where experts in the sector with their great know-how all get together. Düsseldorf is always considered a barometer for the whole year and since BEAUTY went well, we look to the future with optimism.”

Mechtild Geismann, Vice-President of the Central Association of German Podologists and Podiatrists (Zentralverband der Podologen und Fußpfleger Deutschlands e.V. – ZFD), was also upbeat about results: “For us BEAUTY is the most important trade fair besides our own events. We are very pleased with the avid interest and enquiries we received at the stand and had many fruitful conversations. Visitors were particularly interested in the area of hygiene and the Special Show Ergonomics.”

Lutz Hertel, Chairman of the German Wellness Association, had special praise for the Wellness exhibition segment: “We met here with a very attractive, high-quality audience. I am pleased that we succeeded in showcasing highly innovative treatment concepts again this year.” He also mentioned the good attendance levels at the forward-looking AQUAMENTAL SPA Special Show and added: “Apart from this my personal highlights include the presentation of the “Spa Manager of the Year” Award to Mrs Nicole Prass-Anton, which we organised in cooperation with Messe Düsseldorf. We were able to welcome the best Spa Managers in the German-speaking region here in Düsseldorf.”

The next BEAUTY DÜSSELDORF will be held from Friday to Sunday, 27 to 29 March 2015.

Exhibitor Testimonials on BEAUTY DÜSSELDORF 2014:

Silvia Troska, Founder and Creative Director at Alessandro International GmbH

To us featuring in Düsseldorf is a highlight because we organise a decisive “test-run” for new products here. The forecast also makes us look to 2014 with optimism because our customers took a great deal of interest in our innovations. For us BEAUTY is and always will be the most attractive trade fair on the entire continent – perfection all round.



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Michael Schummert, General Manager at Dr Babor GmbH & Co. KG

In 2014 we were satisfied across the board, both with visitor attendance and quality at our stand. We have registered a propensity to innovate and have received excellent feedback for our new products. We also leverage our participation as a discussion platform and even for doing market research with our customers.

Klaus Albracht, Sales Manager at Catherine Nail Collection GmbH

Personally, this year is my 20th visit here so I know only too well how the trade fair business has changed through e-commerce and newsletters. Nevertheless, BEAUTY is the main trade fair for us – because it is significantly bigger but also more international than other events. We have produced numerous leads and can expect brisk post-fair business. Furthermore, I also see the opportunities BEAUTY offers for making contacts and exchanging with competitors a clear argument in favour of the event.

Michael Grandel, Managing Director at Dr. Grandel GmbH

This year our new products have been a real hit. What is positive about Düsseldorf to our minds is that simply everything is well organised here and also perfectly signposted – this eases orientation for everybody. And this is anything but a given, as we know from our trade fair participations around the globe.

Jobst-Peter Gerlach-von Waldhausen, General Manager at Eduard Gerlach GmbH

Of the ten trade fairs we attend across Germany BEAUTY continues to be the most important event. What we also liked very much about the exhibition were the free spaces and chill-out zones that make everything more manageable. We are one of the “oldest” exhibitors and always look forward to our visit to Düsseldorf.



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Hannelore Vohs-Skrabek, PR and Press Manager at Long-Time-Liner Make-up GmbH

BEAUTY is a good barometer for us. For instance, we've noticed that the women interested in training courses are becoming younger and younger and, unlike in the past, they have often just graduated from cosmetic colleges. Furthermore, the audience we meet here are high-calibre visitors, experienced cosmeticians or career changers. The side events of this trade fair are very attractive and draw in the crowds. Everything is just perfectly organised.

Pascal Feyh, General Manager at Maha Cosmetics

The first day already brought us a record number of visitors and sales. The mood at our stand was accordingly high. Regarding our regular customers, we find they come very well prepared with clear lists. But we are also approached by new customers. The mood in the industry is positive across the board. As tiring as such trade fair participations may be – we always look forward to being part of the event in Düsseldorf.

Dr Thomas Neubourg, General Manager at Neubourg Skin Care GmbH & Co. KG

The quality of the trade fair was as high as expected. Because BEAUTY brings together high-quality products and pooled technical competence, it remains the most important trade fair in Germany. The upshot for us: this is where we meet our target audience.

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