

# BEAUTY DÜSSELDORF, Leading International Trade Fair for Cosmetics, Nail, Foot, Wellness and Spa from 21 – 23 March 2014

## Düsseldorf's Leading, Premium Quality Fair

BEAUTY DÜSSELDORF, the leading international trade fair for cosmetics, foot, nail, wellness and spa running from 21 to 23 March 2014, is the most important date in the year for 1,250 exhibitors and brands as well as for 50,000 international trade visitors. The exhibitors' wide range of products on display in Halls 9 to 12 offers experts from throughout the world a comprehensive market overview. In addition to presenting new products, treatments and services the practice-oriented supporting programme with over 100 events provides many opportunities for further training. The fair's claim to offering national and international visitors premium quality at every level is a key cornerstone to the successful concept at BEAUTY. The Düsseldorf fair is famous for its high-quality and stylish setting as well as for its comprehensive range of services. The exclusive atmosphere is ideal for professionals in the sector to meet and exchange ideas. And this is also ensured by professional trade visitor registration already in the run-up to the fair.

## Cosmetics – Innovative Products and Technical Advances

The specialist Cosmetics segment is home to exhibitors of skincare, decorative and apparatus-based cosmetic products. The range here spans skincare products and innovative active ingredients, natural cosmetics as well as current make-up trends through to new developments in treatment equipment and technical devices.

Forming the central event forum for the Cosmetics segment is the Meeting Point in Hall 10. Here exhibitors will showcase their innovation and trends and in panel discussions topical, sector-specific topics will be discussed.

This is also where the German Make-Up Championship focusing on "The Taste of Nature" and the International Make-Up Championship centring on the "Picnic" theme will be held. The coveted awards "A Life of Beauty" and "The Golden Mask for Make-Up Artistry" will also be presented here.

At the "Trend Forum" in Hall 10 specialist knowledge at the highest level will be imparted in a compact and informative way, providing many tips and ideas for the daily routine. Skincare, communication and enhancing the personality are this year's focal themes.



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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

### Nail – Current Trends and Care Concepts

The lively and creative manicure Nail sector has found its ideal platform at BEAUTY DÜSSELDORF where it has featured for many years now. In the specialist Nail segment exhibitors present new hand and nail care concepts, current nail trends and nail design techniques – gels, airbrushing and nail art, care systems for natural nails, UV curing lamps for artificial nails and much more. The key focal point is Meeting Point Nail with its informative supporting programme and numerous presentations along with the National and International Nail Championships in the Gel & Liquid/Powder categories.

### Foot – Beauty Right Down to your Toes

The specialist pedicure Foot section offers everything needed for foot care, devices and products. Forming a special focus in the podological and cosmetic foot care segments are foot and nail care products, technical equipment, studio furnishings as well as sanitary products and disinfection sets for podological treatment. In the specialist programme at Meeting Point Foot the Central Association of German Podologists and Podiatrists (Zentralverband der Podologen und Fußpfleger Deutschlands – ZFD) offers a practice-oriented range of further training sessions. Amongst others these focus on professional podological training, sanitary measures and back-friendly treatment at the beauty parlour, onychomycosis procedures or the diagnosis of diabetic feet.

### Wellness – for Body and Soul

The Wellness exhibition area offers an overview of trends and treatments as well as therapy and booth technology in the wellness and spa segment. This area boasts an elaborate Special Show, Wellness treatment worlds and other presentation and lecture areas. Etiquette at the beauty parlour, special spatial design concepts, detoxing as well as energy floating massage or body treatments are the themes featured at Meeting Point Wellness. International spa and massage trends are presented and clearly demonstrated here. In cooperation with the German Wellness Association the new concept AQUAMENTAL SPA will be on display.

### Spa – Know-How from Everyday Practice

Individual consultation for spa operators on architectural and commercial issues is offered by the SPA BUSINESS LOUNGE under the guidance of



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renowned wellness and spa expert Sylvia Glückert. Here the theme of successful spa management will be addressed from a variety of perspectives – in interesting specialist lectures and panel discussions as well as in individual consultation. For trade visitors from the hotel trade, investment, facility operation and management the SPA BUSINESS LOUNGE offers an exclusive and sophisticated lecture, consultation and communication platform. Featured right alongside this, exhibitors will showcase solutions and products in the field of spa brands, spa services and spa design. A special highlight here will be the Spa Manager of the Year Award presented for the third time now in 2014.

### **Special Themes**

#### Compact Know-How at the Trend Forum

In one-hour specialist lectures on scientific and practical themes renowned speakers will convey compact know-how. Themes include “Prevention and Anti-Aging – Food Supplements under Scrutiny,” “Beauty and Youthful Radiance at Any Age,” “Power through Personality,” “Loss of Skintone – New Research Results on Atrophic Skin” and “Success Formulas for Active Ingredients – Up-to-Date with the EU Directive”. The lectures can be attended without prior registration or additional costs.

#### Make-Up Special Show

In cooperation with KRYOLAN, BEAUTY DÜSSELDORF presents a Special Show revolving around the make-up theme. Using the example of a lipstick we show you the path this product takes from manufacture and application through to sale. The production process will be demonstrated on site in a laboratory. This will be accompanied by key information on active ingredients, clinical testing, safety testing and technical data. A training team will give practical instruction on how to explain and sell make-up products already while applying make-up to customers. Professional make-up artists will present products for comparison and give make-up tips. This practical approach is complemented by a stylist who will demonstrate the different ways to style an outfit and highlight the role suitable make-up plays in this.



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### AQUAMENTAL SPA Special Show

In cooperation with the German Wellness Association BEAUTY DÜSSELDORF has for years now been holding innovative Special Shows. At AQUAMENTAL SPA in 2014 seven entirely new spatial design concepts and interpretations of the element of water will be presented. Using light and sound, reality rooms will be created that combine with new therapeutic effects to bring about total deep relaxation. The AQUAMENTAL SPA was developed by Daniel Lathan. An industrial engineer, Lathan heads the specialist group Wellness Innovation at the German Wellness Association (DWV) and has been a successful instructor and lecturer for many years now.

### International Brand Café

The cosmetics sector is seeing more and more new brands join the fray. Cosmetics, nail, foot, wellness and spa exhibitors represent numerous national and international brands. But which brand belongs to whom and where do you find what brand? At the International Brand Café BEAUTY DÜSSELDORF visitors can find all the answers and information they need here over a refreshing drink or an aromatic cup of coffee.

### Ergonomics at Work

Podologists and podiatrists predominantly work in a static, sitting position and on house visits they often have to improvise. Neck and back problems often quickly arise. How can their professional routine and practice be made healthier and more ergonomic, what exercises are good for the back and what is important to remember when sitting, lifting or carrying? Answers to these questions will be provided by a prevention campaign entitled "Ergonomics – Healthier at Work, Fresher after Work" (also with its own special area at BEAUTY DÜSSELDORF) that was jointly initiated by the Central Association of German Podologists and Podiatrists (Zentralverband der Podologen und Fußpfleger Deutschlands – ZFD) and German Professional Association for Health Services and Welfare (Berufsgenossenschaft für Gesundheitsdienst und Wohlfahrtspflege – BGW).



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### Service with a Capital “S”

The trade fair is restricted to trade visitors who can register at [www.beauty.de](http://www.beauty.de) beforehand. After registration eTickets can be purchased. 1-day tickets cost € 30, 2-day tickets € 45. And what is even better: ticket prices are “all-inclusive”. This is unique to Düsseldorf! Access to the trade fair, attendance of the technical lecture programme, cloakroom and luggage storage, trade fair journal, childcare facility and local public transport in greater Düsseldorf: One ticket – one price.

BEAUTY DÜSSELDORF is open from Friday to Sunday, 21 – 23 March 2014, from 9.00 am – 6.00 pm. For further up-to-date information go to [www.beauty.de](http://www.beauty.de) or contact the BEAUTY-Hotline on +49(0)211 4560 7602. Here you will also find information on attractive hotel and travel offers.

### **Three Trade Fairs in Parallel on the Fourth Weekend in March**

In 2014 the fourth weekend in March will be very much focus on beauty: Friday 21 to Sunday 23 March 2014 will see the holding of BEAUTY DÜSSELDORF, the leading international trade fair for cosmetics, nail, foot, wellness and spa. With a two-day overlap this runs in parallel with TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany’s leading hairdressing event on Saturday 22 and Sunday 23 March. Saturday 22 and Sunday 23 March will also see the holding of the fifth make-up artist design show, Germany’s only trade fair for make-up artists.

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