

BEAUTY DÜSSELDORF 2016 confirms its Top Position: 55,000 Trade Visitors came to the Sector's Leading Fair

Beauty is always in demand – as proven by BEAUTY DÜSSELDORF which just closed on Sunday. This Leading International Trade Fair for Cosmetics, Foot, Nail, Wellness and Spa delighted exhibitors and visitors alike, thereby confirming its leading position as a trend forum in this sector. Over three days a total of 1,500 exhibitors and brands presented themselves in four halls of the Düsseldorf Exhibition Centre. “BEAUTY DÜSSELDORF has firmly established itself as the leading event in service cosmetics. This is not least due to Düsseldorf’s comprehensive training and further training programme with a depth and variety offered nowhere else. This line-up once again convinced 55,000 visitors,” said Joachim Schäfer, Managing Director at Messe Düsseldorf GmbH.

Over 130 contributions to the specialist programme focusing on cosmetics, nail, foot, wellness and spa as well as a wide range of innovations and trends made for satisfied faces among both visitors and exhibitors alike. The supporting programme with the National and International Make-Up Championships as well as numerous award ceremonies rounded off the range. “We are proud that BEAUTY DÜSSELDORF, together with its partners, is reacting to the current developments and requirements of the market. An example of this is the new Medical SkinCare Congress in Düsseldorf prompted by increasing consumer interest in modern anti-aging treatments,” said the delighted Director Helmut Winkler. CCD Ost Congress Centre hosted 250 visitors who discussed with top-notch sectoral experts and speakers about scientific trend themes from aesthetic dermatology and cosmetology.

75% of visitors in Düsseldorf are self-employed, 45% rate the current economic situation within their company as good and 74% stated in the visitor survey that they were interested in the specialist programme.

The importance of BEAUTY DÜSSELDORF as a leading fair was underlined by exhibitors from all segments who summed up with satisfaction the good conversations they had and the contacts they made on the three days of the event.

Commenting on this, for instance, Dr. Christian Rimpler, First Chairman of the association Cosmetic Professional e.V. said: “VCP members are



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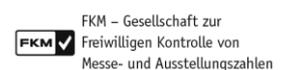
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satisfied. The expertise of visitors is excellent, our customers are looking to the future with optimism and are demonstrating the necessary readiness to invest. BEAUTY DÜSSELDORF is a high-quality fair once again this year.”

Mechtild Geismann, President of the German Association of Podiatry (Deutscher Verband für Podologie e.V. – ZFD), also draws a positive conclusion: “For the ZFD, as Germany’s key professional organisation for podiatrists, BEAUTY DÜSSELDORF has long since become an indispensable date in the calendar – and this year we are again very satisfied! Our stand, the supporting programme at Treffpunkt Fuß (Meeting Point Foot) and the special show “Hauptsache Hautschutz” (Skin Matters) were all very well attended. We held good conversations and enlisted numerous new association members. A key focal point in 2016 was the Podiatry Training Centre (Ausbildungszentrum Podologie). Here many cosmeticians and chiropodists gathered information on podiatry training and career prospects.”

Voicing very special praise here about the Wellness exhibition area was Lutz Hertel, Chairman of the German Wellness Association: “With its design and atmosphere Spa und Wellness once again formed a highlight in the entire trade fair. I am delighted that all our partner companies are very satisfied.” Visitors showed enthusiastic interest in the “Nature & Spa” special show. Also going down very well was the specialist programme at Meeting Point Wellness as well as the range in the SPA BUSINESS LOUNGE that offered individual advice, specialist lectures and panel discussions for spa specialists. Voted 2016 Spa Manager of the Year was Johannes Mikenda from Schloss Elmau Luxury Spa Resort in Krün.

The next BEAUTY DÜSSELDORF will be held from Friday, 31 March to Sunday, 2 April 2017. Running in parallel with this is TOP HAIR DÜSSELDORF Saturday, 1 to Sunday, 2 April 2017.as well as the make-up artist design show from Saturday, 1 to Sunday, 2 April 2017.



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Exhibitor Statements on BEAUTY DÜSSELDORF 2016:

Patrick Oliva, Managing Director at Alessandro International GmbH

Already on the first day we hit a bull's eye. Saturday also started well and we noticed visitors were of a very high standard. From our perspective BEAUTY is characterised by a balanced mix of exhibitors. In any case, for us it is the most important event of the year.

Dr. Thomas Neubourg, Managing Director at Allpresan

This year we got off to a great start and the result was even better than our good performance last year. We invited some of our partners to BEAUTY which is the most important trade fair for us by far. With new equipment we were able to present ourselves to our sales partners in the best possible light.

Yvonne Rönnig, Manager of Trade Fairs & Events at Dr. Babor GmbH & Co. KG

Already on Friday we welcomed a whole host of cosmetic school owners and employees to our stand, who we were able to help with information and gifts. Cosmetic schools are the future of our sector. At the same time, we see a trend towards operative, i.e. results-oriented cosmetics.

Catherine Frimmel, Managing Director at Catherine Nail Collection GmbH

Here at BEAUTY we were able to make and foster many, also international contacts and we anticipate securing numerous promising business deals. A main trend is the rediscovery of classic nail varnish. For us the general rule is: if it does well in Düsseldorf the prospects for the rest of the year are also promising.

Sammy Gharieni, Managing Director at Gharieni Group GmbH

This is my 25th time in Düsseldorf and our original stand space has now grown tenfold. For us BEAUTY is the main fair in Germany and this is where trends and innovations are showcased. We are very satisfied with the trade visitors.



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Christian Csury, International Sales, Eduard Gerlach GmbH

Right from day one it was very full at our stand. At the same time we also enjoyed a high level of visitors. The international audience came out in force, particularly from Eastern Europe and the countries of the former Soviet Union. BEAUTY is the nonplus ultra.

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

We are among the pioneers here at the fair and feel very at home. Our contacts are committed, fast and imaginative and they do a great job. As universal suppliers we would have liked to be present in every hall.

Klaus Jäger, Managing Director at JEAN D'ARCEL Cosmétique GmbH & Co.KG

As always, we met numerous regular customers and maintained old contacts in Düsseldorf. Obviously, BEAUTY is also about winning over new customers – and Düsseldorf is the right place for this. The fair is the No. 1 in Germany because the concept fits and it is perfect for showcasing innovations. We are also seeing a trend towards devices and technology that cosmeticians can increasingly use.

Dr. Christian Rimpler, Managing Director at Dr. Rimpler GmbH

Class rather than mass – this was our verdict of the Friday at BEAUTY. Many decision-makers came to the stand in Hall 10 where we felt very much at home. We were able to make a whole series of interesting international contacts. This once again confirms to us that: “Anyone not featured at BEAUTY does not exist on the market.”

Franz Dannhauser, Managing Partner, Thalgo THALGO COSMETIC GmbH Deutschland

I have been here right from the start and until today BEAUTY has always been the leading fair in our eyes. As we are in the premium segment we are delighted at the quality of visitors. We are satisfied with what is on offer here.



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Michael Kalow, Managing Director at WILDE COSMETICS GmbH

Our verdict is definitely positive. We were not only able to welcome many visitors at the stand but we also made a remarkable number of exciting international contacts – which is very promising for our export business! We felt the Gloria Award was a nice addition that allowed the trade fair to once again upgrade its established position. BEAUTY is the undisputed No.1 trade fair for us.

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