

BEAUTY DÜSSELDORF: In the Service of Beauty
Leading International Trade Fair Cosmetic, Nail, Foot, Wellness
and Spa from 31 March to 2 April 2017



31.3.-2.4.2017

Internationale Leitmesse
Kosmetik, Nail, Fuß,
Wellness, Spa

Leading International
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www.beauty.de

First-Class Specialist Programme and High-Quality Setting

From 31 March to 2 April 2017 55,000 trade visitors will come to Halls 9 to 12 of BEAUTY DÜSSELDORF to gather information from 1,500 exhibitors and brands from the cosmetics, nail, foot, wellness and spa sectors. The leading fair in Düsseldorf featuring all relevant brands gives experts from throughout the world a comprehensive overview of the market. Awaiting visitors at the sectoral meet-ups and at the Meeting Point will be not only innovations and trends and the chance to place orders on site but also a varied, practice-oriented further training programme with over 130 programme points.

The trade fair in Düsseldorf is known for its high-quality and stylish setting as well as its comprehensive range of services. Hall arrangement in Düsseldorf is very much tailored to the needs of visitors and the colour guidance system for the individual sub-sections makes for swift orientation: cosmetics in magenta, nail in blue, foot in green and wellness/spa in yellow/blackberry. At the same time, trade visitors will find spacious relaxation zones, lounges and cafés in the four halls. In all areas it can be said: at BEAUTY DÜSSELDORF professionals are amongst themselves. This is ensured by professional trade visitor registration already in the run-up to the fair. The setting, structure and expert quality of the range stand for professionalism and the high standards of the event.

Sectoral Survey promises Positive Economic Development

According to a recent survey conducted by Messe Düsseldorf and Swiss market research institute Wissler & Partner, professional service cosmetics in Germany have good future prospects. The current economic climate in the beauty sector is rated positively. At present, 105,000 employees generated annual turnover of Euro 2.5 b which corresponds to 25% growth over the past five years.

The online survey was aimed at owners of cosmetics and pedicure salons, nail studios as well as spa and wellness facilities and revealed that 45% rate the current economic situation as good and 66% expect an economic rise over the coming years. 48% of those polled plan largish



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Öffentliche Verkehrsmittel:
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investments at their salon in the next two years and 74% use the trade fair for further training, gathering up-to-date information and drawing creative inspiration for their everyday routines. The survey also revealed that the beauty and health sectors are growing together and offerings like Medical Beauty are gaining importance – this development is catered to by BEAUTY DÜSSELDORF with the holding of the Medical SkinCare Congress.

Innovative Products and Trends for Cosmetics

Featured in the cosmetics segment are exhibitors of care, decorative and apparative cosmetics products. The line-up ranges from skincare products and innovative active ingredients to natural cosmetics and trendy and topical make-up products through to new developments in treatment equipment and technical devices.

Interest in information and further training in the cosmetics segment continues to be very high. The supporting programme at BEAUTY offers aids to orientation, conveys independent basic knowledge and presents the latest developments from the multi-layered segments of the cosmetics sector. The central forum here is the Meeting Point in Hall 10. Here exhibitors present their innovations and trends and discuss topical beauty themes. Special highlights are the German Make-up Championships on the topic of the “Avantgarde” and the International Make-up Championships on the “Casual Elegance” theme. The coveted “A Life of Beauty” and “Golden Mask for Make-Up Artistry” awards will also be presented here.

Trend Forum: Specialist Knowledge at the Highest Level

At the Trend Forum in Hall 10 top notch experts from the scientific and practical fields will impart specialist knowledge at the highest level in one-hour lectures. This year will focus on the question of whether and how people can stay healthy and beautiful at all ages. Speakers here include Dr. Dr. Frank Muggenthaler, Consultant for Oral, Maxillofacial and Plastic Surgery; PD Dr. Ada Borkenhagen, Medical Psychologist; Prof. Dr. Michael Schmidt, Biochemist and Skin Physiologist; PD Dr. Eva Peters, Consultant for Dermatology and Venerology and Prof. Dr. Beate Schultz-Zehden, Medical Psychologist and Professor of Health Management. Themes include beauty medicine, premature skin ageing, progress in cosmetics research, connective tissue and fascia, skin and hormones and



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stress and skin health. The Trend Forum can be attended without prior registration and without additional costs.

Specialist Segment Nail – Perfect Nails

In the special Nail segment visitors will find a unique selection of innovative products, new hand and nailcare concepts as well as topical nail trends and processing techniques. In Düsseldorf the entire spectrum of the sector can be found: gel nails, airbrushing techniques, nail creations made of acrylic, artistic nail art, hand and nailcare products, care systems for natural nails, electric files or UV light curing units for artificial nails. At the further training meeting point Treffpunkt Nail information on the latest developments is provided as are tips for everyday work in the salon. This year everything revolves around “Perfect Nails” with the following themed segments in focus: efficient working in everyday salon routine, natural nails – characteristics and adhesion problems, Japanese manicures, Secrets of Shellac, the right product for every nail, a practice check – correct price calculations.

Specialist Segment Foot – Meeting Point for Foot Specialists

Also for podiatrists and pedicurists BEAUTY DÜSSELDORF is a significant communication and further training forum. Centrestage here alongside foot and nailcare products are technical equipment and practice furnishings. At Meeting Point Foot (Treffpunkt Fuß) visitors will find a varied line-up of further training focusing on themes like mycosis in footcare and podiatry, digitalisation at a podiatry practice, prevention and therapy for alterations to feet, treatment of corns using orthoses, hygiene planning/hygiene handbook and the wholistic treatment of nail fungus.

Specialist Wellness Segment – Stylish Pampering Programme

The wellness exhibition segment offers an overview of trends and applications as well as therapy and booth technology in the wellness and spa segment. At the specialist wellness meeting point Treffpunkt Wellness international spa and massage trends as well as body treatments are presented and clearly demonstrated. This year focuses on oil massage using the cupping technique as a wellness and spa application, the Piroche method, Balinese massage, food supplement products for tanning, Larimar treatments, body treatments – profitable for the salon as well as sweet palpating. The Wellness exhibition segment primarily stands



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out with its stylish design, comprehensive pampering programmes and sensual atmosphere.

Spa – Know-How from Salon Practice

In the SPA BUSINESS LOUNGE the topic of successful spa management will be considered from a variety of perspectives in interesting lectures and panel discussions. For trade visitors from the hotel business, investment, facility operations and management the SPA BUSINESS LOUNGE offers an exclusive and demanding lecture, consulting and communication platform. Topics dealt with here in the lectures and discussion panels include spa concepts, positioning and efficiency. Two lectures will focus very specifically on interior design. On the one hand, this will be about the power of colour and its use in spa interiors and, on the other, the not inconsiderable impact of the space on the psychology of the guest and their behaviour. The all-important sale of services and products at spas will also be discussed. Renowned spa managers will report in best practice lectures on their work in leading operations. A special highlight in the line-up is the presentation of the Spa Manager of the Year Award.

Special Themes

The Medical SkinCare Congress

A constant rise in consumer interest in modern anti-ageing procedures means new challenges and opportunities for the beauty sector. For this reason, the leading BEAUTY DÜSSELDORF fair with the Medical SkinCare Congress Düsseldorf, to be held for the second time in 2017, will meet market demands. On Friday 31 March and Saturday 1 April trend themes from aesthetic dermatology will be discussed at Kongresszentrum CCD Ost. Scientific and practical lectures with top notch experts and speakers form the central themes of the two-day congress. The Medical SkinCare Congress is aimed at entrepreneurs and specialist staff at cosmetic institutes, pharmacies, perfumeries and hotel spas as well as at dermatologists.

Live Production

BEAUTY DÜSSELDORF presents an interesting behind-the-scenes view of cosmetic products in its Live Production feature. This year in Hall 10 the



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production processes of decorative cosmetics, active ingredient ampoules and moisturisers will be demonstrated in cooperation with manufacturers KRYOLAN, JEAN D'ARCEL and Dr. Spiller. BEAUTY visitors also have the opportunity to ask company representatives about production processes on site and to try out and take finished products away with them.

Podiatry Training Centre

The special area "Podiatry Training Centre" conveys comprehensive information on the future of the profession of podiatry as well as training paths, professional focal points and development opportunities. The further training to upgrade from pedicurist to podiatrist is in focus here.

Hygienestraße/ Hygiene Street

For podiatrists and pedicurists the issue of hygiene is hugely important. The German Association of Podiatry (Deutscher Verband für Podologie – ZFD) offers corresponding training courses on the hygiene requirements in the processing of medical products and imparts the basic knowledge required here. In addition to the careful preparation of instruments disinfection and hand protection are top priorities. In cooperation with the German Association of Podiatry (Deutscher Verband für Podologie – ZFD) this topic will be highlighted in a special show entitled "Hygienestraße" (Hygiene Street) as part of BEAUTY DÜSSELDORF.

Wellness Special Show: World of Treatments

In cooperation with the German Wellness Association (Deutscher Wellness Verband) BEAUTY DÜSSELDORF has for many years now organised innovative special shows. Under the motto of this year's Wellness special show "World of Treatments" is a selection of international examples from three continents. In Europe the treasures of nature have often played a significant role in the development of treatments. A typical aspect of treatments from the continent of Asia is their reference to traditional health systems like India's Ayurveda or traditional Chinese medicine. From the USA special massage techniques like Hawaiian lomi lomi massage have spread globally.



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Gloria – German Cosmetic Prize

Already for the fourth time now the coveted German Cosmetic Prize Gloria will be awarded. The publishing house KOSMETIK international awards personalities and companies for their achievements and services in six categories. The Gloria award will be held as part of a gala event on Friday evening. The sectoral award is supported by renowned companies in the sector, the association VCP Verband Cosmetic Professional and Messe Düsseldorf.

Wellness & Spa Innovation Awards and Innovation Gallery

For the fifth time now the German wellness association Deutsche Wellness Verband will be presenting the Wellness & Spa Innovation Awards. In five categories the association honours innovations and forward-looking ideas in the wellness and spa sector and will be presenting these awards on Sunday, 2 April, at 4.00 pm at BEAUTY DÜSSELDORF, at Meeting Point Wellness (Treffpunkt Wellness). Furthermore, the nominations will be on show in the Innovation Gallery.

Service is a Top Priority

The trade fair is open exclusively to trade visitors who can already register in advance at www.beauty.de. After this, the purchase of eTickets is also possible. Tickets bought online cost € 35 (day ticket) and € 50 (two-day ticket) while ticket prices on the day are € 5 higher. Day tickets for the congress start at € 125 (including a visit to BEAUTY). And the best: everything is included in the ticket price. Something only offered in Düsseldorf! Visiting the trade fair, participation in the trade fair's specialist programme, cloakroom and left luggage facilities, trade fair guide, childcare and public transport in the greater Düsseldorf area: one ticket – one price. BEAUTY DÜSSELDORF is open from Friday to Sunday, 31 March to 2 April 2017 from 9.00 – 6.00 pm. For more and updated information go to www.beauty.de or the BEAUTY hotline +49(0)211 4560 7602. This is also where to find information on attractive hotel and travel bargains.

Please mention in your coverage that BEAUTY DÜSSELDORF is a trade fair only open to trade visitors with credentials. Private visitors and visitors from other industries will travel to Düsseldorf in vain.



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Three trade fairs in parallel

In spring 2017 Düsseldorf will be all about beauty: BEAUTY DÜSSELDORF, the leading International Trade Fair Cosmetics, Nail, Foot, Wellness and Spa, will be held from Friday 31 March to Sunday 2 April 2017. Overlapping for two days (on Saturday 1 and Sunday 2 April 2017) will be TOP HAIR INTERNATIONAL Trend & Fashion Days, Germany's leading trade fair for the hairdressing trade, and the make-up artist design show (mads), the only trade fair especially for theatrical and beauty make-up artists.

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