

BEAUTY DÜSSELDORF 2018 confirms its Top Position

Beauty is always in great demand – and this is just what BEAUTY DÜSSELDORF closing its doors on Sunday also proved. On the three days of the trade fair the event attracted to the four halls of Düsseldorf Exhibition Centre a total of some 55,000 trade visitors from 77 countries who gathered information on the range of the 1,500 exhibitors and brands – thereby underlining BEAUTY DÜSSELDORF's key role as a leading trade fair for service cosmetics. Alongside innovations and trends as well as the chance to place orders visitors at the sectoral meeting points and at the Meeting Point were able to choose from the varied and practice-oriented further training programme only offered in this variety and range in Düsseldorf. Going down particularly well with visitors was the high-quality and stylish setting as well as the comprehensive range of services in Düsseldorf.

“As an innovation platform BEAUTY DÜSSELDORF sees it as its task to pick up on topical themes and to trigger developments. Visitor feedback on our new BEAUTY Web S@lon, where free workshops on the topics of the Internet, social media and online marketing were offered, was very pleasing. The Trend Forum focusing on the extended specialist field of the Medical SkinCare lectures was in great demand. Our structural changes have paid off,” delights Michael Degen, Executive Director at Messe Düsseldorf.

The significance of BEAUTY DÜSSELDORF as a leading fair was underlined by exhibitors from all segments who looked back with satisfaction over their three days of good discussions and contacts.

Commenting on this Dr. Christian Rimpler, First Chairman of the association Cosmetic Professional e.V., for instance said: “Some of our members reported slightly lower visitor numbers than in previous years. On the other hand, visitors' specialist expertise has risen markedly – the quality of discussions was top class. In addition to full orders books generally there was great sense of new departures.” Customers therefore said they were looking very positively to the future, and they also displayed the necessary willingness to invest.

“It was an excellent decision to set up the Spa & Wellness meeting point for the first time,” says Lutz Hertel, Chairman of the association Deutscher Wellness Verband. Without exception all the lectures in the specialist

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programme were well attended. “Real progress is also the spatial rearrangement of the exclusive SPA BUSINESS area. The new overall concept has proven a perfect success.”

Voted 2018 Spa Manager of the Year was Maren Brandt, Corporate Spa Manager at Schloss Spa and Fleesensee SpaWorld.

Manuela Denz, First Chair of the podiatry association Deutscher Verband für Podologie (ZFD) e.V., drew a positive conclusion: “This trade fair is hugely important for maintaining links with our members and many customers. We are particularly delighted that this year’s BEAUTY has become significantly younger from an audience point of view. Many young people are becoming interested in our profession and these were able to find an ideal point of contact at the podiatry training centre “Ausbildungszentrum Podologie”. Many cosmeticians want to change over into podiatry and here in Düsseldorf we were able to advise them and point both those seeking a change and newcomers in the right direction. The special show “Hygiene am Arbeitsplatz” (Hygiene at the Workplace) is going down very well. Here we were able to provide in-depth insights and information.”

The next BEAUTY DÜSSELDORF will be held from Friday 29 to Sunday 31 March 2019.

Statements by Exhibitors at BEAUTY DÜSSELDORF 2018:

Udo Springer, Managing Director at alessandro International

BEAUTY is and remains the platform we need and use to suitably present ourselves to our large customer base in Germany. Among other things this time we also used the fair to showcase our Soak Off Gels. Düsseldorf Exhibition Centre was also the ideal place for us to launch our alessandro App.

Charlene Kocyba, Junior PR Officer, Dr. Babor GmbH & Co. KG

On Friday we saw a real rush from cosmetic schools, plus on the next two days our stand was full throughout. Also making a great contribution to this were our make-up presentations by and with Peter Schmiedinger – our customers love him and his snappy live demos! Furthermore, for us Düsseldorf is the place to showcase innovations – this year we used the



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trade fair appearance for the sneak preview of our new hemp ampoules.

Catherine Frimmel, Managing Director at Catherine Nail Collection GmbH

For us the magnetic appeal of BEAUTY is continually underlined not least by the fact that even our customers from abroad come to find us here. This and the general popularity of the fair confirm our decision over again to view BEAUTY as a high-quality leading trade fair. At the same time, we note that our customers' interest in innovations is high. Like every year, in 2018 we also presented an innovation at the fair – the colourful "Hello Berlin" trend. We have been involved in the fair for 25 years now – and we are thoroughly satisfied with BEAUTY!

Erich Wolsperger, Managing Director at Dr. Spiller GmbH

This year to us the Friday felt like the Saturday in other years – there was enormous response. In terms of the international spread of our customers we particularly noticed the high proportion of Asian visitors. For anyone wanting to gather information attending BEAUTY is a must – which is why it is important for us to make a sound appearance here. As before, we still like the way end consumers and professionals are separated. We have used the Düsseldorf event this year for the presentation of our new UV protection "Sonnenserie" (Sun Series) and received only positive responses to this. Our verdict: "Düsseldorf – That Fits!"

Agnese Cuccarano, Marketing Manager at Eduard Gerlach GmbH

At our trade fair appearance this year our 150th birthday was in focus – which we presented and celebrated at our historic trade fair stand. This went down very well! Here in Düsseldorf we also used the opportunity to launch a foam we wish to use to appeal to new, younger target groups.

Edzard Haschka, Business Development Manager at Glossybox Beauty Trend GmbH

2018 is already our third year at BEAUTY and we have recorded far more demand than any time before. Indeed, we are considering expansion in the future. Here in Düsseldorf we not only canvas customers but also want to (and indeed can) show to brands that we play a key role on the market.



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Justyna Les-Chodan, Inglot DE GmbH

This year at BEAUTY we really hit the ground running! By taking over or rather opening our flagship store at Sevens on the Königsallee we have managed to dramatically increase our brand's recognition levels. And we were able to reap the benefits of this at the trade fair: in 2018 we have tripled our stand space and we were able to post a huge rush of visitors. BEAUTY helps us enormously to increase awareness levels. For us the fair is the best opportunity throughout Europe to present our range of products to trade visitors.

Nis Juhl Lorenzen, Managing Director at Insight Cosmetics Group GmbH

At the start of the trade fair things were relatively calm and on the Friday we posted fewer visitors – however, at the end of the day we realised that sales or rather orders had risen by 10% over the previous year. For us Düsseldorf is the No. 1 when it comes to contacts and networking. We are represented in eight European countries and at BEAUTY we have the opportunity to meet most of our customers and hold excellent discussions. The exchange and dialogue here at BEAUTY help us to identify new trends in good time.

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

We wanted to present ourselves here stylishly with three brands – that was our mission for Düsseldorf 2018! And while the kick-off on Friday was still a bit subdued, things then picked up considerably. A real highlight at the trade fair was our consumables shop. For BEAUTY we freshened this shop up and modernised it and this really had a magnetic effect – we were able to welcome an audience who were very much in the shopping mood. In terms of organisation things went well as usual, we are very satisfied.

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

The discussions on Friday were very interesting and qualified. On Saturday and Sunday we posted very broad interest at the stand. One of the trends in focus was advanced treatment with ultrasound. Düsseldorf is very clearly the beauty capital and nowhere is there such a high concentration of cosmetic institutes to be found as here on the Rhine. If things go well at BEAUTY DÜSSELDORF the whole year goes well for us. If you miss BEAUTY you spend the rest of the year playing catch up.



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Olaf Gransee, Managing Director at Thalgo Cosmetic GmbH

For our company the trade fair location of Düsseldorf has always been a fixture – we have been coming here for 28 years now. BEAUTY is by far the most important event in the year. We are happy to pick up on the Medical Beauty theme though we don't forget where we come from either, France.

Michael Kalow, Managing Director at Wild Cosmetics GmbH - LCN

Since our first participation at BEAUTY 34 years ago so much has changed – but not its status as a leading trade fair for the entire cosmetics sector. A year ago we started a little experiment and sounded out the permanent make-up and plasma treatment trends. With success too: in 2018 we had our own additional, dedicated stand for these themes.

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