

BEAUTY DÜSSELDORF 2017 delights Cosmetics Industry

Again over 55,000 trade visitors

The biggest “beauty parlour” in the world was again to be found at the Düsseldorf Exhibition Centre from 31 March to 2 April 2017. In excess of 55,000 visitors enthusiastically welcomed the versatile ranges offered by BEAUTY DÜSSELDORF, which confirmed its top position as the sector’s No. 1 trade fair.

Professionals from the Cosmetics, Foot, Nail, Wellness and Spa sectors were not only impressed with the innovations and trends presented by exhibitors but also particularly convinced by the high-class and practice-oriented continuous education programme. “Over three days 1,500 exhibitors and brands were presented in four halls. The sector appreciates the trade fair in Düsseldorf as the most important trend forum and platform for innovations and qualification. Cosmetics experts were equally convinced with the stylish atmosphere at the exhibition halls and the professional setting for order talks and networking,” explained Joachim Schäfer, Managing Director at Messe Düsseldorf GmbH.

Many visitors participated in the practice-oriented continuous education programme comprising some 130 events in order to update their knowledge. The programme of side events with national and international Make-up Championships, various award-presentation ceremonies as well as numerous special features rounded off the diverse ranges on show. “BEAUTY DÜSSELDORF remains the key meeting point for cosmetic service professionals. Our exhibition halls are truly made for customer journeys because here treatments and services are presented live,” said Director Helmut Winkler. A trend, he noticed, was that medical beauty was increasingly gaining in importance. “Well-groomed looks and health are growing together,” Winkler felt and this was also in line with the Medical SkinCare Congress Düsseldorf, held for the second time. At Congress Center CCD. Over 250 visitors discussed topical scientific themes from aesthetic dermatology and cosmetology with high-calibre experts.

According to a current study carried out by Messe Düsseldorf and KantarEMNID from Bielefeld, professional cosmetics service providers in Germany have good prospects and are currently also in demand by consumers. The most popular services used at regular intervals (at least once a month) are: pedicure/podiatry (11%), body treatments/ massage



31.3.-2.4.2017

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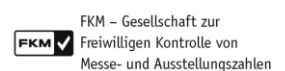
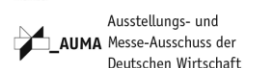
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(9%), facial skincare treatments (7%), manicure/hand care (6%) and nail design (3%).

The importance of BEAUTY DÜSSELDORF as the leading trade fair for the industry was underscored by satisfied exhibitors from all segments when taking stock of results after three days with good business.

Dr. Christian Rimpler, Chairman of the Association Cosmetic Professional e.V., said: "The positive spirit in the sector was perfectly reflected at BEAUTY. The quality of trade visitors is high and the great concept of the trade fair is received fantastically well by both visitors and exhibitors alike. On all three days the rush of visitors was enormous. At the stands excellent conversations were had and outstanding business deals concluded."

Manuela Denz, 1st Chairwoman of the German Association for Podiatry (Deutscher Verband für Podologie e.V. – ZFD), also arrives at a positive verdict: "BEAUTY is a particularly important trade fair allowing many of our members to meet and make personal contacts. Here in Düsseldorf we do important education work and succeeded in answering many professional-policy and practice related questions." And the Special Show "Hygiene Street" was also in demand, she noticed.

Also attracting plenty of attention was the appealingly designed Wellness segment. "The Special Show "World of Treatments" and the nutrition ranges revolving around WellFood, Smoothies, Tee Lounge and Water Bar went down extremely well. It is becoming increasingly clear that the entire Spa and Wellness sector meets at BEAUTY and you can speak of a big family get-together without exaggerations," said Lutz Hertel, Chairman of the German Wellness Association.

Thanks to an accomplished mixture of panel discussions involving renowned spa managers, technical lectures by proven industry experts and exhibitors of spa brands, spa design and spa treatments, the SPA BUSINESS LOUNGE provided a broad spectrum of valuable insider information and has become an established, exclusive and aspiring consultancy and communication platform for spa and wellness professionals. Marlis Minkenbergh of Severin's Resort & Spa from Keitum / Sylt, Germany was named 2017 Spa Manager of the Year.



31.3.-2.4.2017

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The next BEAUTY DÜSSELDORF will be held from Friday to Sunday, 9 to 11 March 2018, held concurrently on 10 and 11 March will be TOP HAIR DÜSSELDORF and the make-up artist design show.



31.3.-2.4.2017

Statements by Exhibitors and Partners on BEAUTY DÜSSELDORF 2017:

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Wellness, Spa

The exhibitors of the Podiatry Training Centre also looked back on the trade fair positively. The representatives of the participating eleven vocational training schools had many good conversations with interested trade visitors. "Cosmeticians and pedicurists, in particular, sought information on the job profile of the podiatrist, possible training pathways and perspectives," said Mechthild Geismann, owner of podo consulting.

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Petra Winkler (Projekt-Service Düsseldorf) has been in charge of the expert programme of BEAUTY DÜSSELDORF for 17 years: "It is great to see that the complete industry meets here every year. And it is very gratifying to note the high professional level that many have. The lectures in the expert programme are always well attended." This year 10,000 visitors took part.

Silvia Troska, Creative Director, Alessandro International GmbH

We are thrilled and were virtually "steamrollered" at our stand. The resulting increase over 2016 is in the double-digit range. Customers clearly want high-quality products – prices are rather of a secondary importance. There is demand for ingredients and their functional principle – there is a strong wish for honest products. We traditionally feel at home here in Düsseldorf but have nevertheless welcomed one improvement or the other in the service area. We will be pleased to return.

Thomas Otte, Board of Management, Colibri Beauty GmbH for the OPI brand

Significantly better than last year is our summary of the trade fair here in Düsseldorf. BEAUTY is the trade fair where we can obtain exposure and our products are perceived appropriately. Organisation is good; when we had an electricity problem for a short while we were helped quickly and competently.

Michael Grandel, General Manager, Dr. Grandel GmbH The Beautyness Company

BEAUTY is the central No. 1. trade fair for us and has even consolidated its position over the years. For the future we would like to see even more international guests to realise the value of this trade fair. The throng of visitors on Friday was clearly bigger than in all the previous years. It seems as if many professional institutes have shifted their visit to the Friday.

Yvonne Rönning, Head of Messe & Events, Dr. Babor GmbH & Co. KG

As early as Friday we already welcomed a great number of trainee beauticians to our stand and were able help them with information and giveaways. In addition to many contacts with customers from the German-speaking region we also received international guests. We find time and again that meeting existing customers here in Düsseldorf in person always boosts orders.

Hermann Crux, General Manager, BCG Baden-Baden Cosmetics Group GmbH

We already managed to produce markedly more leads on the first day than in the previous year. These included an enormous number of trainee beauticians shortly before their final exams but also people from China interested in distribution. It seems as if trade fairs are gaining in importance in general again. As a medium-sized company we can prove our size and gain exposure at BEAUTY. Our existing customers in turn are delighted and at times evidently proud to take their customers to our stand. A highlight at BEAUTY for us this year was the debut of our world's first fleece mask Made in Germany.

Andreas Beckmann, Sales Manager Germany, Gharieni Group GmbH

Our experience shows: if BEAUTY is going well, the business year will also be a good one. This is why the impression here in Düsseldorf gave us an optimistic outlook. We can again say that the quality of leads was good to very good. As a premium supplier we are, of course, pleased with these high-quality discussions and the detailed interest our visitors have shown. We are also delighted with the international visitors we received from the Middle East, Eastern Europe and Great Britain.



31.3.-2.4.2017

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Kosmetik, Nail, Fuß,
Wellness, Spa

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Cosmetics, Nail, Foot,
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Michael Ladwig, General Manager, Gustav Baehr GmbH

Our company has become sort of an institution at BEAUTY. In our view it has always been the No. 1 trade fair and a gauge of the sector's business climate. In terms of investment goods, cosmetics and furniture we are highly satisfied with our discussions.

Armando Yusuf, Make-up Artist, Inglot GmbH

We have been represented in Düsseldorf for five years now. In 2016 we succeeded in posting enormous sales and it looks as if we could even break this record this year. What we love here most is the structure and clear segmentation of areas. We are very satisfied.

Nis Juhl Lorenzen, Chairman of the Board, Insight Cosmetics Group Deutschland, GmbH

This is our first time at this business event in Düsseldorf. So it is key to note that BEAUTY helps us understand our customers – their demands and their expectations. We get valuable feedback for the future here. We are very satisfied. Everything is handled extremely professionally here and this accommodates us very well.

Martin La Fontaine, General Manager, IONTO Health & Beauty GmbH

BEAUTY is the measure of all things. In Düsseldorf we occupy 400 square metres and operate one stand for each of our three brands – a diversity that fits here! We are more than pleased with footfall and our location in Hall 9 right next to the entrance is excellent.

Gabriele Medingdörfer, General Manager, Long-Time-Liner Couture Make-up GmbH

Even the first day was very positive thanks to a very well-balanced mixture of very young and very experienced female customers. In terms of international attendance we have registered more visitors from the wider European region as well as from the Middle East. For us BEAUTY is clearly the main trade fair for the financial year.

Henry Foltynek, Company Founder, Luxuslashes GmbH

We are more than happy with the quality of discussions. We feel at home at the trade fair because the quality of exhibitors surrounding us is higher than



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we are used to from other events. We also welcomed visitors from Switzerland, Austria, Turkey and Spain. No doubt about it – BEAUTY is the most important trade fair for us.

Gaby Schmidt-Tschida, Press Spokeswoman, Pharmos Natur Green Luxury GmbH

In the field of natural cosmetics we are witnessing a change in attitudes – moving out of the ecological niche and towards more quality and nature. Health from inside – this is an exciting trend and our contacts, conversations and the demand we have encountered here in Düsseldorf confirm our view. This goes to show once again how important BEAUTY is for us.

Dominik Bauermeister, General Manager, Reviderm AG

The audience in Düsseldorf was a mixed one. We had good discussions with both existing and new customers. Subject to corresponding follow-up we also expect to conclude after-show business deals. Participation in BEAUTY pays off for us in any case.

Patrick Rimpler, Junior Boss, Dr. Rimpler GmbH

Alongside the great contacts we make here we also feel the event helps the various manufacturers move a little closer together and even have some honest words of praise for their competitors' stands – it's like a big family meeting. Our new stand concept worked exceedingly well: we were literally "over run" by our customers. The "Gloria" gala evening with the presentation of the cosmetics award complemented the overall concept perfectly.

Simon Ruck, Hellmut Ruck GmbH

This Friday in Düsseldorf was definitely the busiest we have seen in five years. Our 45 stand staff worked flat out. We are always happy to be here again. There is great demand for in-depth discussions with podiatrists – we can only recommend being represented here at BEAUTY.

Michael Kalow, General Manager, WILDE COSMETICS GmbH

We again managed to make and deepen many contacts with professionals. We welcomed numerous visitors from abroad, especially from the



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Netherlands, Belgium, Switzerland, Finland and Uzbekistan. We have been present in Düsseldorf for 32 years now but BEAUTY is and will always be the leading event for us. The comparatively late dates are anything but optimal for us and we are happy that the trade fair will again be held at earlier dates next year. This means we will be able to deliver our innovations to customers earlier.

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