

## BEAUTY DÜSSELDORF 2020: Top-Class Trade Fair and High-Quality Supporting Programme

**From 6 to 8 March 2020 beauty will be the name of the game again in the halls of Düsseldorf Exhibition Centre**

In Düsseldorf the whole world of beauty will meet in spring 2020. From 6 to 8 March BEAUTY DÜSSELDORF as the No. 1. meeting point for Cosmetics, Nail, Foot & Spa, will invite cosmetic service experts and professionals to the sector's big festival. The expected 55,000 national and international trade visitors can look forward to a complete range of new products, body care concepts, modern treatments, scientific insights and innovations presented by 1,500 exhibitors and brands in five halls. Next to innovations and trends, the various sector meet-up points and the Meeting Point await visitors with a versatile and practice-oriented continuous education programme the wealth and diversity of which is unique to Düsseldorf.

“Key features of BEAUTY DÜSSELDORF are its professional, communicative atmosphere and top-class services in all areas guaranteed to create second-to-none conditions for maintaining contacts and doing business,” says Director Hannes Niemann. The hall structure is geared entirely to visitors' needs; clear segmentation makes for fast orientation and presents each branch of this industry in its own, colour-coordinated setting. The exhibition segments Foot as well as Wellness & Spa (Hall 9), Cosmetics Order (Hall 10), Cosmetics C&C (Hall 11), Nail (Hall 12) and Accessories & Bijouterie (Hall 13) provide a comprehensive and unrivalled market overview. At the leading trade fair for this industry professionals will be amongst themselves – this is ensured by a professional trade visitor registration scheme in the run-up to the trade fair.

### Continuous Education, Tips and Ideas for Daily Practice

One of the most important building blocks of the BEAUTY concept is the high-quality technical and continuous education programme encompassing over 130 events. It conveys unbiased basic knowledge and presents latest developments from the many diverse fields of cosmetic services. On the stages of the Meeting Points Foot Nail, Wellness & Spa as well as at the Meeting Point for Cosmetics, renowned speakers will talk about current trends and share key tips for daily salon practice. Famous companies and a variety of exhibitors will showcase the necessary “gear” that experts



6.-8.3.2020

DIE LEITMESSE  
THE LEADING TRADE FAIR



Kosmetik, Nail, Fuß,  
Wellness & Spa  
cosmetics, nail, foot,  
wellness & spa

[www.beauty.de](http://www.beauty.de)



Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Wolfram N. Diener  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:

The global  
Association of the  
Exhibition Industry

Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

require for further training and inspiration. On the stages, the experts will introduce visitors to their current products, colours, looks and trends allowing them to watch their latest techniques close up.

### **Current Themes from Medicine, Science and Practice**

At the “Reviderm Trend and Medical Skin Care Forum” in Hall 10 renowned speakers and industry experts will deal with various aspects of professional cosmetics and latest news from medical, scientific fields and practitioners. Here expert knowledge at the highest level is shared in a compact and informative way free of charge in addition to many tips and ideas for daily routine. Alongside cosmetic and medical content the Reviderm Trend and Medical Skin Care Forum also addresses complementary, cross-cutting subjects of importance to beauty and health. The lectures can be attended without prior registration and admission is included in the trade fair ticket.

### **BEAUTY Web S@lon in Hall 10**

In the third consecutive year now the areas of digitalisation and social media will also come to the fore at BEAUTY. At the BEAUTY Web S@lon all visitors seeking to market their business online in a targeted manner, will again find valuable free hints and tricks revolving around the Internet, social media and digital communication measures. Beginners and professionals alike will be geared up for the challenges of digitalisation in six daily workshops.

### **European Make-up Awards and Recognitions**

At BEAUTY two of the sector’s most coveted awards are presented: "A Life of Beauty" and the “Golden Mask for Make-Up Artistry”. Another particularly glamorous event is the Gloria Gala. Here publishing house “KOSMETIK international” recognises personalities and companies for their achievements and performances with the “Deutscher Kosmetikpreis Gloria” (German Cosmetics Award Gloria) in various categories. The Gloria award ceremony will be staged as part of a gala at the Düsseldorf Hilton Hotel on the Friday evening of the BEAUTY weekend. The industry award is supported by renowned companies from the industry, the Cosmetic Professional (VCP) association and Messe Düsseldorf.

The Make-up Championships organised on the occasion of the Düsseldorf trade fair feature among the most popular items on the agenda with high-



6.-8.3.2020

DIE LEITMESSE  
THE LEADING TRADE FAIR



Kosmetik, Nail, Fuß,  
Wellness & Spa  
cosmetics, nail, foot,  
wellness & spa

[www.beauty.de](http://www.beauty.de)

calibre contestants, great suspense and happy winners. Held in 2020 will be the *EUROPEAN MAKE-UP AWARD New Talent* on the theme “The Shining Bride” for first-jobbers (still undergoing training as a beauty/stage make-up artist or with a maximum of two years of professional experience) and the *EUROPEAN MAKE-UP AWARD Expert* on the theme “Spirit of Soul” for professionals (completed beauty/stage make-up-artist training and with a minimum of two years’ experience). Both competitions are open to both national and international make-up artists; the deadline for applications is 15 December 2019. The first three places each come with prize money and a trophy.

### **BEAUTY 2020: One Ticket, One Price – All Inclusive!**

Admission to the trade fair is restricted to trade visitors who can register at [www.beauty.de](http://www.beauty.de) beforehand. After that, eTickets can be purchased. 1 and 2-day tickets purchased online cost € 38 and € 50 respectively while purchased at the counter they cost € 50 and € 65 – so buying tickets via the online portal beforehand saves you some money. The ticket price is all inclusive: admission to the trade fair, participation in the expert lectures, cloakroom and luggage store, trade fair guide, child-care facility and public transport in the Düsseldorf metropolitan area. One ticket, one price – all inclusive!

BEAUTY DÜSSELDORF is open from Friday to Sunday, 6 to 8 March 2020, from 9.00 am to 6.00 pm. For more and updated information go to [www.beauty.de](http://www.beauty.de) or contact the BEAUTY Hotline on +49 (0)211 4560 7602. You will also find information on attractive hotel and travel packages here.

**Please mention in your coverage that BEAUTY DÜSSELDORF is a trade fair with admission strictly limited to trade visitors with relevant credentials. Private visitors and those from outside the industry will travel to the Exhibition Centre in vain.**

#### **Press Contact:**

Alexander Kempe

Marion Hillesheim

Tel.: +49(0)211/45 60-997/-994

Mail: [KempeA@messe-duesseldorf.de](mailto:KempeA@messe-duesseldorf.de)

[HillesheimM@messe-duesseldorf.de](mailto:HillesheimM@messe-duesseldorf.de)



6.-8.3.2020

DIE LEITMESSE  
THE LEADING TRADE FAIR



Kosmetik, Nail, Fuß,  
Wellness & Spa  
cosmetics, nail, foot,  
wellness & spa

[www.beauty.de](http://www.beauty.de)