

Know-How, latest trends and first-hand expert knowledge

Specialist programme of BEAUTY DÜSSELDORF offers helpful tips for you daily beauty practice

Current expert knowledge, innovations, trends and helpful tips for everyday work await industry professionals at BEAUTY DÜSSELDORF from 4 to 6 March 2022. At the sectoral meeting points and the central Meeting Point top-notch speakers and industry experts will deliver high-calibre and hands-on content. At BEAUTY DÜSSELDORF this entire specialist lecture programme is included in the admission ticket. The Ticketshop for BEAUTY 2022 is online. Still available until 24 December is our special Christmas offer with discounted admission prices for early birds. For tickets go to www.beauty.de/2130.

The best in professional cosmetics

In Düsseldorf you will find the best the market for professional cosmetics has to offer. The ranges on display in Halls 10 and 11 encompass exhibitors of skincare, decorative cosmetics and cosmetic appliances and span products for demanding skin in need of regeneration, to innovative skin cleansing products, natural cosmetics and trending make-up products to new developments in technical devices and treatment procedures.

Interest in information and continuous education in cosmetics is particularly strong during pandemic times. The expert programme of BEAUTY provides orientation, delivers independent basic knowledge and presents the latest developments in the wide and varied segments of cosmetics.

Serving as a central event forum for cosmetics is the Meeting Point in Hall 10. Here exhibitors present their innovations and trends discussing current topics specific to the sector. Special highlights of the expert programme include the EUROPEAN MAKE-UP AWARDS Expert and New Talent as well as the presentation of the “Golden Mask for Make-Up Artistry” and “A Life of Beauty” Awards. The current Healthy-Living focus at BEAUTY 2022 moves the topic “Ganzheitlich gesund & schön leben/Living a Healthy & Beautiful Life Holistically” centre stage. These topics will be covered by health expert Adaeze Wolf, specialist in healthy nutrition and coach for holistic well-being. Other items on the agenda include, amongst others, Medical SkinCare with lectures from the fields of medicine and science, Clean Beauty with the Natural Cosmetics theme and various talks and panel discussions dealing

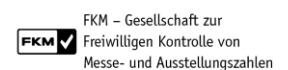


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with the protection and care of our skin. Entertainer, model, author and presenter Riccardo Simonetti will be talking about fashion, beauty ideals and share styling tips in the BEAUTY Talk on Saturday, 5 March, from 1.00 pm to 2.00 pm.

Innovations and concepts for perfect nails

In the Nail segment BEAUTY DÜSSELDORF provides a complete overview of new products, hand and finishing concepts as well as nail design techniques. The complete cross-section of the sector will be on show in Hall 12: gel finishing, airbrushing, acrylic nail design, sophisticated nail art, hand and nail care products, care systems for natural nails, electric files or UV-curing lamps for artificial nails to name but a few.

Inspirations and helpful tips for daily practice at your nail studio come care of the exciting programme at the Nail Meeting Point. Professional practitioners and renowned companies will be showcasing trends and innovations here alongside novel product presentations and impressive live nail art demonstrations. The subjects covered range from hygiene at your parlour to topics of commercial relevance such as marketing strategies or salon management. Amongst other features the programme features includes 30-minute Shellac treatments, French manicure variations, Nailover Soak Off systems, gel painting mix media, nail art designs, natural nail coatings, nail templates for everyday operations or tips on mark downs for your business.

Offering a special highlight this year will be the Naillympia Nail competition. This professional and internationally acclaimed competition will see the best international nail designers compete. The daily award ceremony will take place at 5.00 pm at the Nail Meeting Point.

Comprehensive ranges for foot specialists

Thanks to its comprehensive exhibition and continuous education ranges BEAUTY is a must-go event for podiatrists and pedicurists. In the corresponding Foot segment in Hall 9 participating exhibitors will offer extensive ranges for podiatry and pedicure with care products, technical equipment, practice furnishings and hygiene articles. In this segment trade visitors find out about current products and innovations such as foam creams and nail sprays, foot care equipment, grinding devices, nail burrs, luminaires, hygiene articles or disinfectant sets for podiatry treatments.



4.-6.3.2022

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In addition to this, experts will share detailed insights into the latest podiatry practice and address professional policy and business administration questions at the Foot Meeting Point. The practice-driven presentations organised by trained podiatrist and industry expert Mechthild Geismann cover the most important foot conditions and other issues that podiatrists and pedicurists face on a daily basis. This year will focus on themes currently trending in the sector such as “Active Agents in Podiatry”, “Light-Curing Plastics”, “Self-Employment”, “Skilled Labour Shortage” and “Aesthetic Foot Surgery” and place emphasis on the cross-sectoral therapy of hallux valgus. Not one but three high-calibre talks will be dedicated to this striking foot displacement: in his lecture Jörg Halfmann shares his in-depth knowledge about hallux valgus biomechanics and pathogenesis. With foot muscle training and physiotherapy of hallux valgus physiotherapist Katrin Köntges and sports scientist Anika Lamberti will present a conservative therapy for treatment. The medical and aesthetic challenges of hallux valgus operations will be covered foot surgeon Adrian Wiethoff.

Digitalisation at the BEAUTY Web S@lon

Digitalisation and online marketing will again be centrestage at BEAUTY DÜSSELDORF. In Hall 10 the BEAUTY Web S@lon will feature high-quality workshops revolving around online and influence marketing, SEO and SEA, Google Analytics and Social Media. In six workshops daily visitors will be given concrete recommendations and best-practice examples to find their bearings in the digital jungle and to optimally market their salons.

BEAUTY DÜSSELDORF is open from Friday to Sunday, 4 to 6 March 2022, from 9.00 am to 6.00 pm. For more and updated information go to 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.



**BEAUTY DÜSSELDORF: The No. 1. meeting point for Cosmetics, Nail,
Foot & Spa.**

4 to 6 March 2022, daily 9 a.m. - 6 p.m.

Messe Düsseldorf GmbH

Stockumer Kirchstr. 61, 40474 Düsseldorf

Entrances North & East, Halls 9-12

Day ticket (online only): until 24.12.2021 € 30, from 25.12.2021 € 38.00

eTicket online

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