

## BEAUTY DÜSSELDORF asserts itself as the leading event for cosmetics professionals

- **Positive mood and high willingness to buy among visitors**
- **Focus on networking and continuous education**

After three days full of conversations, good sales results and a packed line-up of side events, Germany's leading trade fair BEAUTY DÜSSELDORF looks back on a successful edition. From 22 to 24 March 2024 over 1,200 exhibitors and brands from 36 countries presented a broad spectrum of services and products as well as the latest trends in the professional beauty industry in exhibition halls 9 to 12. 44,000 trade visitors from 76 countries came to Düsseldorf to discover the extensive ranges in the segments Cosmetics, Nail, Foot, Wellness & Spa on site. With all this, BEAUTY confirmed its role as a key national trade meeting point for the sector. "In view of the challenging market situation the constant number of exhibitors and visitors at BEAUTY reflects just how important encounters and dialogue are for the industry," says Hannes Niemann, Director of BEAUTY.

### PMU in focus and new award for the podiatry sector

A special highlight this year was the enlarged Permanent Beauty Area, which provided a deep dive into the latest Permanent Make-Up techniques and trends complete with live demonstrations, exhibitions, an award ceremony and lectures. Professionalisation is a key buzzword in the BEAUTY industry and especially so in the growth market of Permanent Make-up; which is why the PMU area was put on an even broader basis to ensure professional-driven knowledge transfer and more transparency and neutrality. This went down very well with the audience.

Celebrating a premiere, the FUSS AWARD (foot award) initiated by the industry associations, experts and manufacturers recognised outstanding performance in podiatry and pedicure for the first time. Simeon Ruck, General Manager at HELLMUT RUCK GmbH, stresses: "The Award has been a matter close to my heart for many years and is so important for our foot sector because it offers a unique opportunity to present this profession so much more authentically and to emphasise its performance for the good of feet."

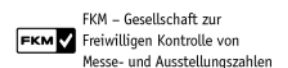
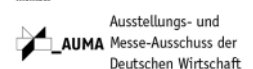


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## **Plenty of room for continuous education, top performances and networking**

The five sector stages – which offered a varied, practice-oriented supporting programme with over 140 events and, hence, extensive continuous education possibilities in the areas of SKIN, NAILS, FEET, PMU and beauty business – were all very well attended. The colourful line-up of events at the Meeting Point with its exciting competition finals, award ceremonies and talks, again made for a dynamic and inspiring atmosphere. Special moments came care of the presentation of the Golden Mask for Make-Up Artistry to Loni Baur, the BEAUTY TALK with Amira Pocher as well as the contests and award ceremonies of the EUROPEAN MAKE-UP AWARDS and NAILYMPIA Germany. For Nailympia Germany, held in Düsseldorf for the third time now, 79 contestants travelled from 24 countries and seven continents to Düsseldorf to give proof of their skills and creativity in a total of 18 categories. Summing up, a thrilled organiser Stefanie Lo Re of Signature Nail International said: “Nailympia Germany 2024 has again exceeded my expectations in every aspect.”

The partners of BEAUTY DÜSSELDORF also arrived at a positive verdict:

Alexander Drusio, Chairman of the Association Cosmetic Professional e.V. (VCP), sums up: “We look with joy at this year’s BEAUTY and the interest people take in professional cosmetics. We enjoyed three inspiring days of exchange and innovation that confirm how indispensable personal encounters are for development and growth. The exhibitors’ commitment and the quality of the programme formed an accomplished setting for all participants. The positive general mood among visitors confirmed the resilience of professional cosmetics despite many challenges.”

“For years now we have held good conversations with members, speakers, partners and the trade audience in a pleasant atmosphere in our communication area at the podo Deutschland exhibition stand,” says Jens Wittig, Deputy Chairman and Managing Board Member of the Germany Podiatry Association (ZFD).

## **Trend show between naturalness and perfection**

This year, the beauty trends continue to be caught between the two extremes of naturalness and conscious consumption, on the one hand,

which is reflected by the demand for product transparency and harmless ingredients, and the aspiration for perfection, on the other hand. The latter is manifested in a combination of medical and cosmetic treatments expected to produce visible results instantly. Furthermore, the “skinification” of hair and body care products moves into focus. This is a trend where such ingredients as hyaluronic acid and niacinamide, traditionally used in skin care, are now increasingly used in hair care products to promote hair and scalp health. Additionally, the industry is also driven by digitalisation – especially when it comes to reaching out to a younger clientele.

The next BEAUTY DÜSSELDORF will be held from Friday to Sunday, 28 to 30 March 2025.

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