

## BEAUTY Düsseldorf 2026 boasts compelling technical expertise, in-depth exchange and new perspectives

Longevity instead of anti-aging, high-tech instead of traditional treatments, holistic concepts instead of stand-alone products: BEAUTY Düsseldorf 2026 shows the direction the sector is heading. At the same time, the customer experience on site comes more into focus – with live treatments, interactive technologies and new approaches at the interface between medicine, cosmetics and digitalisation.

From 20 to 22 March to the tune of 45,000 trade visitors from 68 countries used BEAUTY Düsseldorf to find specific information on new products, applications and business models with 1,200 exhibitors and brands.

The three trade fair days saw stages with packed audiences, concrete impulses, valuable contacts and successful business deals. Over 90% of the people polled voiced their satisfaction with the event as a whole. This confirms the high relevance of BEAUTY for professional cosmetics. In addition, the share of visitors from the chiropody and wellness segments increased.

“The sector becomes more demanding, better connected and markedly more scientific – and this is precisely what we orient BEAUTY Düsseldorf towards. We pick up on the key trends and translate them into formats that can be directly applied to everyday working life. At the same time, we connect the relevant players and create the foundation for networking and establishing business relationships,” says Marius Berlemann, Chief Operating Officer at Messe Düsseldorf.

### Six stages, 150+ formats: highly relevant beauty knowledge

Those wanting to understand how the realm of beauty is changing, just had to take a look at the expert programme: in excess of 150 lectures, workshops and live demos on six stages – all oriented towards the requirements in real everyday studio routine.

On the **BEAUTY full SKIN Stage** skincare was consistently featured within the context of health, lifestyle and science. Topics such as microbiome, hormonal influences or neurocosmetics were not only presented but also translated into concrete treatment concepts. The contributions curated by Dr.




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U78, U79: Messe Ost/Stockumer Kirchstr.  
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Meike Streker especially focused on the leitmotif “Skingeivity” – an approach that takes a long-term view of skin health.

The **BEAUTY Business Stage** flagged up the fundamental change this profession is undergoing with a focus on positioning, visibility, digitalisation and artificial intelligence. In addition, the **BEAUTY full FEET Stage** addressed foot-related medical aspects while the **BEAUTY full NAILS Stage** combined technology and trends with cost-effectiveness. In the **Permanent BEAUTY Area** PMU precision was made visible – from new techniques to medical-aesthetic applications.

The continuing education offering was additionally enhanced with the **BEAUTY Düsseldorf Academy**: for the first time, selected content was offered with a certificate – proving a clear added value for studios and institutes.

### **Precision and high emotions**

Proving special crowd-pullers again were the top-level international competitions. During the **Permanent BEAUTY Masters**, the **Make-up ARTIST AWARD** and the debut event of the **LASH Excellence Trophy** the contestants competed in front of a live audience and jury. This highlighted what professional cosmetics are about today: precision, experience and a clear understanding of quality.

Irina Yalcin, CEO & founder of Miss Lashes, says: “The debut of the LASH Excellence Trophy has markedly exceeded our expectations. Demand remained high up to the very end – and the enthusiasm of both participants and audience was palpable. This reflects the high demand and how dynamic this segment is. We are very grateful for the cooperation with Messe Düsseldorf and adamant to develop this format further. BEAUTY also proved a resounding success for us overall – boasting high footfall, in-depth discussions and a strong community vibe.”

### **From nature to high-tech: the variety of the industry**

Exhibitors reflected the complete spectrum of the industry – from highly advanced cosmetic active ingredients to cosmetic device technologies to nature-based and holistic concepts.



Longevity was the recurring theme in many concepts. Modern ingredients, technologies and holistic approaches showed how treatment concepts are developing further. At the same time, natural cosmetics are gaining further importance – feeding on plant-based active ingredients, sustainable processes and a more conscious handling of resources.

Digital applications, AI-assisted consulting and new analysis procedures change interaction with customers and make treatments more precise and personalised.

### **When cosmetics and medicine grow together**

The connection between medical knowledge and cosmetic applications is gaining further importance. Such topics as skin microbiome, scar treatment or preventive approaches extend the traditional career field and increase the requirements made in skills and specialisation.

**Alexander Drusio, President of Verband Cosmetic Professional e.V.** sums up: “BEAUTY has demonstrated very impressively what is special about this industry: personal encounters beyond all genre borders. I was particularly pleased to see that this year not one but several relevant brands from our members returned as exhibitors.”

The next BEAUTY Düsseldorf will be held from **9 to 11 April 2027** running concurrently with **TOP HAIR Düsseldorf** and the B2C event **The Art of Beauty and Health**.

### **BEAUTY Exhibitor Testimonials**

#### **HELLMUT RUCK GmbH**

“The response to our stand was nothing but positive – with a focus on such topics as sustainable foot care, digital solutions and holistic treatment solutions for chiropody. We clearly see that the industry is moving more towards more professionalism and a health focus. BEAUTY Düsseldorf is both an important platform and catalyst for this.”

**Simeon Ruck, Managing Director HELLMUT RUCK GmbH**

#### **OLYMP**

“BEAUTY Düsseldorf also underscored its position as the most relevant beauty trade fair in 2026 and served us as a platform for presenting the cooperation with Dr. Babor, the new Babor store design. The presentation of



highest beauty competence in a stylish, high-quality interior was received very well by the expert audience. Forward-looking beauty institutes increasingly want to set themselves apart through absolute beauty expertise paired with a quality-focused wellness atmosphere.”

**Mike Troska, Head of International Direct Sales at OLYMP**

#### **GUSTAV BAEHR GMBH**

“BEAUTY proved a resounding success for us. We welcomed as many guests and customers to our 3 stands as we haven’t done for a long time. Our highlights included PUR, winner of the Good Design Award in the category pedicure devices, and our new cold plasma system, which produces groundbreaking results in both cosmetics and foot care. The studios and practices that stand out from the mainstream providers with a professional approach and effective treatment concepts have excellent career prospects.”

**Michael Ladwig, Managing Director at GUSTAV BAEHR GMBH**

#### **Dr. med. Schrammek GmbH & Co KG**

“BEAUTY Düsseldorf has impressively confirmed its role as the leading trade fair for professional cosmetics once again. We were delighted with the positive response from visitors, the in-depth conversations with existing and new partners as well as the great interest in our Original Green Peel® Treatment and our new innovative Global Age Defense+ Cream. Particularly noticeable is the trend towards holistic Skin Longevity and active cosmetics with novel active ingredient concepts such as neurocosmetics and exosomes.”

**Dr. Helmut Drees, Managing Director at Dr. med. Schrammek GmbH & Co KG**

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