

Cosmetic Industry delighted with BEAUTY INTERNATIONAL DÜSSELDORF

Exhibitors and visitors to BEAUTY INTERNATIONAL DÜSSELDORF closing on Sunday were once again delighted by this leading fair for professional cosmetics. Over 100 specialist events on the four focal points Cosmetics, Nail, Foot and Wellness were on offer to trade visitors and BEAUTY INTERNATIONAL with its 1,250 exhibitors and brands from 25 countries provided the most comprehensive range for cosmetics service providers. Also receiving particular praise was the fair's spacious setting and successful high-quality design. "The sector appreciates BEAUTY INTERNATIONAL DÜSSELDORF as the most important trend forum and platform for innovations and further training. A total of 49,700 trade visitors came from 45 countries to gather information and place orders," explained Joachim Schäfer, Managing Director at Messe Düsseldorf GmbH. Director Helmut Winkler added: "We are proud of BEAUTY INTERNATIONAL's leading role and continue to consistently develop the fair further with new offerings like the Fragrance Lounge, a Sensory Trail model in the Foot segment and the SPA BUSINESS LOUNGE initiated last year."

The importance of BEAUTY INTERNATIONAL as a leading fair was underlined by exhibitors from all four areas at BEAUTY INTERNATIONAL after drawing satisfactory conclusions following three days of good conversations and contacts. For instance, Dr. Christian Rimpler, First Chairman of the Cosmetic Professional e.V. association said: "Düsseldorf is always a good indicator of the year ahead. If the mood is good in Düsseldorf then the year will be good. We hold very good talks here: the specialist expertise of trade visitors is excellent and our customers are looking to the future with optimism and are ready to invest."

Mechtild Geismann, Vice President of the Central Association of German Podologists and Pedicurists (ZFD) said that also for the specialist foot segment there is no other fair of this size in Germany. "For us BEAUTY INTERNATIONAL alongside our own event is the most important fair. It is well known in the sector that the ZFD provides independent advice here so visitors come to us specifically with their questions. We are very satisfied with the interest and enquiries made at the stand."

In the Wellness segment the increased interest from abroad showed that



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Öffentliche Verkehrsmittel:
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Bus 722: Messe-Center Verwaltung

BEAUTY INTERNATIONAL has made a name for itself as a leading event in the spa and wellness segments, said Lutz Hertel, President of the German Wellness Association. "Trade visitors even came here from Thailand, Russia and Poland seeking collaboration with the association and contacts on the German market coming to this fair specifically because they know they can find the best quality partners here," said Hertel. Furthermore, he said, visitors were really delighted with the "Authentic Spa" Special Show in the Wellness segment as well as with the transparent and inviting design. Also going down very well was the range in the SPA BUSINESS LOUNGE offering individual advice, specialist lectures and panel discussions for spa staff.

Some 10,000 trade visitors used the lectures and workshops in the supporting programme at BEAUTY INTERNATIONAL DÜSSELDORF for further training. Championships and award ceremonies are also held as part of BEAUTY INTERNATIONAL. A total of 110 candidates from 33 countries measured up their skills in Düsseldorf in the German and International Make-Up Championships and in the National and International Nail Championships (in the Gel and Powder Liquid categories).

The next BEAUTY INTERNATIONAL DÜSSELDORF will be held from Friday to Sunday, 9 to 11 March 2012. Currently updated information on BEAUTY INTERNATIONAL DÜSSELDORF can be found at www.beauty.de

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Statements by Exhibitors at BEAUTY INTERNATIONAL 2011:

Gerd Franz, Sales Manager at Jean D'Arcel Cosmétique GmbH & Co. KG

We made good contacts, especially for our Beauty Lounge project. We concluded two good deals yesterday and held many positive discussions. We also made contacts in various countries: Spain, the Czech Republic and Russia. We have a very good feeling here. The mood in the sector varies from region to region but I would say it is good in 90% of cases. People are placing orders and our innovations at the stand went down very well.

Michael Schummert, Managing Director at Dr. Babor GmbH & Co. KG

As usual we are very satisfied both in terms of quality and quantity. We are talking to a great number of company start-ups but the professionals are also here for our Beauty Spa concept. We also have very international visitors and many international journalists here. There were also some Japanese here, two groups of journalists, one large international and one Finnish one, and obviously our importers and distributors. I am very satisfied. For us BEAUTY is a key fixture in the annual schedule. Of all the fairs, and we certainly do quite a few at numerous locations, Düsseldorf is still as ever the highlight of all fairs.

Udo Heuser, Managing Partner at Beauty Brands International Vertriebs GmbH

All in all so far we are very satisfied. Sales growth is good and we are above last year's figures. For us BEAUTY is the most important trade fair for the institute segment and for alessandro certainly the most important fair. It is also the single largest investment we make over the course of the year. This is because for us it is not only a sales fair but also a marketing tool that we use for canvassing new customers, for showing new strategies and new ideas and for generating impulses for the entire year.



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Catherine Frimmel, Management at Catherine Nail Collection GmbH

In the first two days we had already generated the sales we made last year in three days. It is great. Everyone is in a positive mood and this year it is really nice as we have had hardly any discussions just very positive talks. For us Beauty is a pointer for what lies ahead in the coming year. If BEAUTY goes well, generally so does the year. And this year I am totally delighted. The whole package is good, there is no other way of putting it. For example, many visitors voiced praise about the atmosphere and the fact that there was seating outside and you can have something to eat.

Violetta Luban, Manager at Dermalogica GmbH

My impression was that the fair was very well attended, it was very successful for us. We have very many customers and interested visitors at our stand, more and more of whom are targeting us specifically: the quality of visitors is increasing. Enquiries are more specific and targeted and some visitors already come with information researched beforehand. We also had many students from partner schools at the stand. For us Beauty is important in terms of PR and we also forge very many contacts here that are important for future deals. I am anticipating very good post-fair business – the more focused customer interest is, the higher the number of deals concluded after the fair.

Martin Schenzer, Marketing Manager at Gharieni GmbH

The current mood in the sector is very positive. We are forging very good contacts here and obviously hope to conclude deals afterwards. Beauty is quite clearly one of the most important fairs for us, especially because it attracts very high visitor numbers and you meet an international audience here. We had visitors from neighbouring foreign countries like Denmark, Belgium and Holland but also from Turkey. Obviously, this is very important – at Beauty you just make the best contacts.

Michael Grandel, Managing Director at DR. GRANDEL GmbH

We have noticed that especially on the Friday the really professional

institutes reserve a day when they do not accept appointments so as to keep the day free for BEAUTY. These customers generate the most turnover for us and come in a very targeted fashion to gather information on innovations, for example. Indeed, this is the main reason we exhibit: innovations and new customers. And this works very well.

Thomas Neubourg, Managing Director at neubourg skin care GmbH & Co. KG

We are very satisfied, footfall is good and order levels already better this year on the first day than last year. We reach our exact target group here, both in terms of regular customers and new ones. We made a conscious effort to canvas new customers here this year and are very satisfied with the result of this preparation. In the foot segment BEAUTY is the most important fair and international contacts also work well here.

Dr. Andreas Bukowski, Head of Marketing & Sales at Aroma Derm – Styx Naturcosmetics

The trade fair went well for us and our products went down well. The stand was overrun on Friday – we attracted lots of interest and made good contacts, which pleased me! There are also many international visitors here who especially ask about import options, although we are already well represented in many countries. Visitors coming to our stand are interested and I hope to see a fair amount of post-fair business. The mood in the sector is good and the market is indeed growing, especially so in natural cosmetics posting an impressive 9% – for us this is great!

Wolfgang Keucher, Co-Owner of Weise & Partner

We are very satisfied this year, also with the new structure that is very positive. We do not approach the trade audience – people interested in the wellness segment seek us out specifically. We have noticed a higher level of expertise, visitors are more informed and what they see here is not uncharted territory for them. They come and ask specialist questions in great depth and this is also a good thing. We started including the spa segment, therefore also the treatment and wellness areas, about ten years



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ago and now I could not imagine working without them. I have to be represented here to reach my customers.

Michael Kalow, Managing Director of WILDE COSMETICS / MONTEIL COSMETICS

The first day was already a good day for us with a good trade audience and good discussions. We are very satisfied with the quality of visitors here – as a premium supplier the right customers come to us here and we reach our target group. Beauty has now become Europe’s leading fair in the hand and nail care sector and in the cosmetics sector it is also very much out in front. It is often an indicator of how things will develop over the year in relation to turnover.



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