OUR THREE MOST GLAMOROUS TRADE FAIRS

BEAUTY DÜSSELDORF, TOP HAIR DÜSSELDORF & make-up artist design show
The only event of its kind in the world: this Düsseldorf trade fair trio has made the city the international venue of choice for everyone who is anyone in the beauty industry. Cosmetic trends. Medical SkinCare. High tech solutions for cosmetic applications. Celebrity hairstylist live demonstrations. Creative exchange between make-up artists. Order platform for cosmetics manufacturers. Show, workshop and competition venue for the best in the business.

BEAUTY, TOP HAIR and make-up artist design show: the fairest expos of them all. The most successful, too. All three are leading international trade fairs in their respective industries.
THE UNADORNED FACTS.

BEAUTY MARKET GERMANY

- 51,000 Cosmetic Institutes/Nail Studios
- 12,000 Foot Care Clinics
- 3,000 Podiatrists
- 1,200 Hotels with a Spa or Wellness Suite
- 2.5 billion Turnover Per Year
- 105,000 Jobs

OUR TRADE FAIR TRIO 2017

PROFESSIONAL VISITORS

<table>
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<th>Fair</th>
<th>Visitors</th>
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<tr>
<td>Beauty Düsseldorf</td>
<td>55,000</td>
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<tr>
<td>Top Hair Düsseldorf</td>
<td>35,000</td>
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<tr>
<td>MADS</td>
<td>4,000</td>
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EXHIBITORS AND BRANDS

<table>
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<th>Fair</th>
<th>Exhibitors</th>
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<tr>
<td>Beauty Düsseldorf</td>
<td>1,500</td>
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<tr>
<td>Top Hair Düsseldorf</td>
<td>450</td>
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<tr>
<td>MADS</td>
<td>75</td>
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Market trends become apparent at the industry’s leading trade fair: BEAUTY. Trend barometer. Order trade fair. The programme of events for BEAUTY Düsseldorf sets the standard for this global industry. Yet decorative cosmetics are not the only topic of interest at this exhibition. Providers of expert foot care, nail art, wellness and spa treatments are part of the beauty industry, too.

Professional visitors flock to the fair to learn about the latest trends in the cosmetics industry: what shades are currently “in”; what innovations have just hit the market? There is plenty of information on offer covering everything from skincare products and newly discovered active ingredients, through to natural cosmetics and best-sellers – not forgetting new developments in technological beauty devices and accessories.

The number of professional cosmetics institutes in Germany has grown by more than 40 percent since 2002 – a market with growth potential.

Altogether, BEAUTY has 130 items in its programme relating to the transfer of expertise and further training. Doctors give talks on dermatology. Podiatrists jump at the chance of further training and advice on digitisation. At BEAUTY, aesthetic dermatology becomes a talking point in its own right for cosmetics institutes, pharmacies, perfumeries, hotel spas and dermatologists.

We at Messe Düsseldorf provide the platform for new stimulus and further growth in our role as host to the industry’s leading trade fair, which – thanks to us – gets even more attractive with every passing year.
THIS IS WHERE THE BOUNDARIES START TO BLUR. TRADE FAIR? FESTIVAL? MEETING PLACE? TOP HAIR – DIE MESSE DÜSSELDORF IS THE PLACE WHERE THE INDUSTRY SHOWS OFF ITS LATEST INNOVATIONS, MANUFACTURERS PRESENT THEIR PRODUCTS AND PROFESSIONALS MAKE THE MOST OF A FORUM FOR FURTHER TRAINING. THIS FAIR IS A MAJOR CROWD PULLER AND A SIGNIFICANT DATE IN THE EVENT CALENDAR FOR THOSE IN THE INDUSTRY.
CELEBRITY HAIRSTYLISTS TAKE TO THE STAGE
There is a real festival atmosphere in the exhibition hall when the international stars of the industry reach for their scissors and combs. Trade fair visitors can expect stunning demonstrations, showing how to create the latest on-trend hairstyles. TOP HAIR Düsseldorf – totally inspired! As if that wasn’t enough, practical workshops are set to take place on four stages to demonstrate professional expertise on the core subjects of cut, colour and styling. Sales, social media and management are further topics at the TOP HAIR Conference. First class speakers are gearing up to reveal success strategies for professional salons. And we even have a “Top Salon Award” for the best hairdressing salons in Germany in five categories. To which we say: get cutting!

LET YOUR HAIR DOWN
In order to allow the hairstylists to present their skills to even greater effect, we will be making more space for them, with an extra hall for TOP HAIR in 2018. The business platform of this industry is growing. We want to remain number 1 with our customers: by providing great business opportunities and a venue with an unbeatable atmosphere.

Goatee, soul patch or Rap Industry Standard?
Beards are back. A trend which has not gone unnoticed by the makers of TOP HAIR, leading them to launch a special new exhibition: “Barbers’ Corner”. Here, professionals will have their own stage on which to present workshops on trends and techniques, whilst suppliers will be able to showcase special products to help recreate the styles. The market for men who are interested in investing in facial grooming is set to expand.
MEPHISTO, MONSTERS AND MODELS.

Pirates of the Caribbean or Phantom of the Opera: behind the scenes, fantastic figures are created by those masters of transformation – make-up artists. Messe Düsseldorf has its own platform for this highly specialised market: the make-up artist design show.

75 exhibitors and brands from five countries present products and materials for professional make-up, special effects and working in 3D to transform faces and bodies. The fair attracts professionals from theatres, opera, TV studios, musicals, film sets and photo production studios.

It has emerged as one of the “must attend” events for specialists in the field. The biggest names can be found amongst those attending – including Hollywood Oscar winners. This trade fair is a creative hub for members of the industry and a presentation platform for the professional products used by make-up artists. The stars of this sector pass on their expertise in workshops. Applying and blending silicone prosthetics, using airbrush technology or foil techniques – in the Creative Workshop, professionals can get their hands on the latest materials and try out new methods. And for up-and-coming young artists, mads is the place to launch their career, with a Championship for Make-up Artists in Training taking place every year.

UNIQUE

International flair. Top class programme. Exclusively for professionals. With mads, we have yet again created a platform that provides a creative impetus for its industry. With plenty of room to grow in the future.
MORE FOR EVERYONE.

As we all know, beauty is in the eye of the beholder. But it is also in the hands of experts. Which is why we have invited so many specialists and authorities in their fields to give talks about the latest trends and styles. To pass on their professional knowledge. And let you try out the latest techniques for yourself. Prepare to be amazed!

BEAUTY

Compact and concise: in the Trend Forum in Hall 10, prominent speakers talk about the most recent developments in the cosmetics industry, and its many associated sectors. All the latest scientific and practical know-how can be found here. Medical SkinCare presentations, with current topics relating to dermatology and cosmetology, are open to attend in the Trend Forum.

» www.beauty-duesseldorf.com

TOP HAIR

Hairdressing staff require skills that go beyond wizardry with scissors – the TOP HAIR Conference also provides insights into subjects such as marketing and salon management. And in the Cutting Factory, visitors can try out the latest techniques for themselves – using scissors, electric razors, hair clippers and cutting blades.

» www.top-hair-international.com

MADS

Putting on a great show: with six learning zones, the Creative Workshop gives visitors plenty of opportunities to try out new materials, devices and techniques themselves – under the tutelage of the experts. From amongst the aspiring professionals, the eight most talented up-and-coming make-up artists put their skills to the test in Düsseldorf every year – at the German Championship for Make-up Artists in Training.

» www.make-up-artist-show.com
A BEAUTIFUL PLACE TO BE.

Nowhere else in Germany are so many professional cosmetics studios and hairdressing salons to be found as in Düsseldorf. In the German state of North Rhine-Westphalia alone, there are 6,000 hairstyling businesses and more than 9,500 cosmetics and nail studios. Potential customers are right on the doorstep – in large numbers. Leading German cosmetics manufacturers with international brands and global players with outlets in Germany make Düsseldorf the beauty capital of the country – the ideal backdrop for exhibitors at a trade fair such as BEAUTY.

And don’t forget the sheer number of theatres, opera houses and music venues in the Rhine-Ruhr region. All of which provide jobs for the 230 make-up artists throughout North Rhine-Westphalia. Within a radius of just 500 km for example, you come across 1,200 theatres, 800 open air stages, 600 TV studios and 1,300 film and television production studios. You could hardly ask for a better environment for exhibitors at BEAUTY, TOP HAIR and the make-up artist design show.

So we have turned a regional asset into an international business platform and are delighted that exhibitors and visitors enjoy coming here year after year. And Düsseldorf, as a fashion and lifestyle hub, is always worth a visit. Here are some tips for anyone who wants to enjoy all that the city has to offer after the trade fair:

» www.duesseldorf-tourismus.de/en/home/
» www.messe-duesseldorf.com

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