

# THE BEAUTY HIGHLIGHT OF THE YEAR

# 1,200

EXHIBITORS AND BRANDS

FROM **36** COUNTRIES

# 44,000

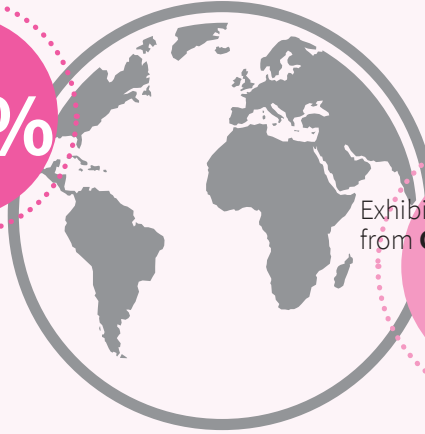
TRADE VISITORS FROM **76** COUNTRIES

Exhibitors  
from **abroad**

# 38 %

Exhibitors  
from **Germany**

# 62 %



Trade visitors  
from **Germany**

# 88 %

Trade visitors with  
purchasing intentions

# 90 %

Exhibitors  
**recommending** BEAUTY to others

# 92 %



**160** lectures  
and workshops at  
**6** expert stages



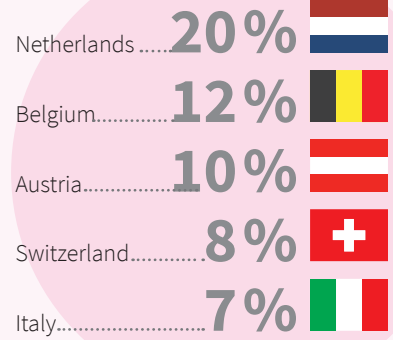
POSITION  
IN COMPANY

Trade visitors who are **owners**  
or **top managers**

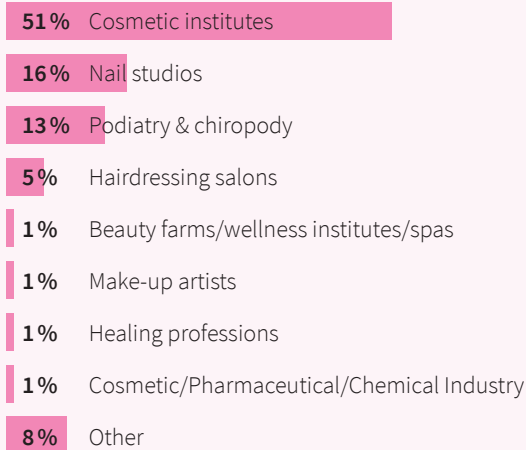
# 79 %



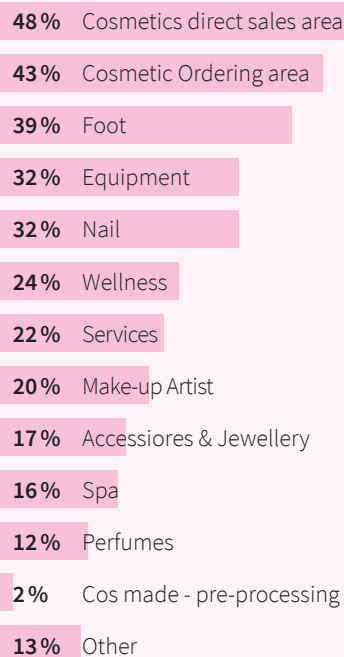
### TOP VISITORS



### ECONOMIC SECTOR



### VISITOR INTERESTS



### PRESS

**371** ACCREDITED JOURNALISTS  
FROM **10** COUNTRIES

General rating of the trade visitors

**90%**  
satisfied



**We look forward to meeting you.**

[www.beauty-duesseldorf.com/application](http://www.beauty-duesseldorf.com/application)

**#weareBEAUTY**



Messe  
Düsseldorf