

PRESS RELEASE

Leading international autumn trade fair BEAUTY FORUM MUNICH achieves excellent results/ increased internationalism / stable visitor numbers / sold-out congresses

Munich, 30 October 2018 – The doors were open for the most important weekend in Europe’s autumn beauty season and the visitors came in droves. The results achieved by the BEAUTY FORUM MUNICH 2018 trade fair, which ended on the evening of Sunday, 28 October 2018, were excellent.

All three of the halls used to host the event were fully occupied, with 1 180 international exhibitors and brands from the professional beauty segment (previous year: 1 100) presenting their products and services.

The excellent quality and large number of exhibitors and brands once again attracted numerous beauty professionals from Germany and abroad to the fair in Munich. 42 250 trade visitors to the BEAUTY FORUM MUNICH 2018 were recorded, confirming the stable, high level of interest also seen in previous years.

The increasing internationalism of the exhibition, apparent in all segments, is striking. Over 22% of the exhibitors represented (previous year: 20%) were from outside Germany, coming from 21 countries in all. The percentage of foreign visitors is also rising continuously – 19.1% of this year’s guests were from abroad, as opposed to some 18% in 2017, with over 35 countries represented. Austrians traditionally account for the largest group among international visitors, although a growing, measurable number of trade visitors attending the BEAUTY FORUM MUNICH come from the Balkan region and neighbouring Eastern European countries. Approximately 4% of visitors are from outside of Europe.

This year saw the media impact of the BEAUTY FORUM MUNICH further increase, with over 200 media representatives and TV and radio teams requesting accreditation for the exhibition. Further media representatives who had accreditation for the BUNTE Beauty Days also took advantage of the opportunity to gather information on professional topics and report from the BEAUTY FORUM MUNICH. Numerous accredited bloggers also attended the fair, generating a high level of digital media coverage with their posts.

The sell-out 1st Dermatology Congress, which had its debut on Saturday, 27 October, was very well-received, with 114 participants attending. During the three sessions well-known speakers and experts discussed a variety of topics in the fields of cosmetic-aesthetic dermatology; medical dermatology and effective ingredients.

The lecture on “The legal basis for the use of laser technology in cosmetics studios” by lawyer Dr Florian Meyer attracted great interest, a reflection of the topic’s relevance following the introduction of the new legal framework to govern the use of apparatus technology in the treatment of cosmetics studio clients.

The 11th Podiatry Congress, held on Sunday, 28 October, was also completely sold out. Certified by the Bavarian section of the German Association of Podiatry (ZFD), attendance of the congress gains participants six further education credits. It attracted over 111 attendees from specialist areas of the industry.

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Places for the total of 14 professional workshops covering the fields of Trend, Nail, Business, Marketing and Style were also in high demand this year. 305 participants (previous year: 240) took advantage of the opportunity to take part in intensive further and advanced training. Particular mention should be made of the successful launch of the “Make-up Day”, during which five prestigious make-up artists provided information on current trends and topics as well as giving numerous expert tips. The 80 participants were highly satisfied with the speaker line-up, consisting of Thorsten Joffroy, Giovanni Fasiello, Beni Durrer, Oliver Hänisch and Luis Huber, and the information they received.

The BEAUTY FORUM MUNICH stage shows, held near the BEAUTY POINT in Hall C3, were once again extremely popular, with even standing room scarce. On Saturday afternoon professionals from the German Hairdressing Academy (dfa) presented a wonderful show devoted to “Spring and Summer Looks for 2019”. The dfa is the largest independent training institution for hairdressers in Europe’s German-speaking countries and also offers advanced qualification courses for master hairdressers and cosmeticians.

The theme of Sunday’s show was the relationship between nails and fashion. Presented by fashion label ‘Vive Maria’, the exciting show was entitled “Nails & Fashion 2.0”. It was followed by a panel discussion made up of star blogger Nadine Trompka; the managing director of Catherine Nail Collection, Catherine Frimmel, and the founder and managing director of the Vive Maria label, Simone Franze.

Championships

The atmosphere at this year’s championship award ceremonies, held at the BEAUTY POINT, was as tense as ever with a real ‘stadium feel’. The international competitors delivered top-class work and spectacular styling, which, in some cases, they had spent weeks preparing. The national team from Poland was the most successful, winning a total of six prizes in the various competitions.

The 2018 winners at a glance:

31st International Masters’ Award Make-up, theme: “Miami Beach – Time to party”

- 1st place: Matylda Bojda, Poland
- 2nd place: Alexandra Lederer, Germany
- 3rd place: Adriana Hubertová, Slovakia

17th BEAUTY FORUM Bodypainting Trophy, theme: “Let the Impossible be Possible”

- 1st place: Elisabet Llaberia Fibla, Spain
- 2nd place: Rotem Lots-Zaiden, Israel
- 3rd place: Marian Folga, Poland

32nd German Make-up Championship, theme: “Ultra Violet – Trend Colour of the Year”

- 1st place: Nikola Stanojevic, Berlin
- 2nd place: Yulia Kolesnikov, Heilbronn
- 3rd place: Teresa Weiß, Windorf

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6th International Lashes Trophy, theme: "Volume Lashes"

1st place: Olena Lim, Ukraine

2nd place: Patrycja Czygier-Kulbacka, Poland

3rd place: Daniya Hoffmann, Germany

10th WorldCup NailArt, theme: "Candyland – Cupcakes and Sweets"

3D

1st place: Aleksandra Adamczyk, Poland

2nd place: Eszter Endrődy, Hungary

3rd place: Marta Tomaszewska, Poland

Flat

1st place: Adina Trojan, Poland

2nd place: Loreta Czeranko, Slovakia

3rd place: Barbara Magyarosi, Hungary

Photographic material to download will be available shortly on the event website:

www.beauty-fairs.de/muenchen

Organizer

Health and Beauty Germany GmbH, headquartered in Ettlingen near Karlsruhe in Germany, is a leading organizer of cosmetics exhibitions as well as a licensor and developer of ideas for new, successful exhibition concepts which are realized all over the world.

The next BEAUTY FORUM exhibition in Germany is the 9th BEAUTY FORUM LEIPZIG, which takes place on 18 and 19 May 2019 at the Leipzig Exhibition Centre. For more information visit www.beauty-fairs.de/leipzig

The 34th BEAUTY FORUM MUNICH takes place on 26 – 27 October 2019 at Munich Exhibition Centre.

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