

# BEAUTY FORUM

by COSMOPROF

# *Festival*

EXHIBITOR  
INFORMATION



[beauty-forum.com/events](https://beauty-forum.com/events)

**MESSE MÜNCHEN**  
**18 + 19 OCTOBER 2025**

**FEEL THE FUTURE OF BEAUTY**



# BEAUTY FORUM FESTIVAL

18 + 19 OCTOBER 2025 | MESSE MÜNCHEN

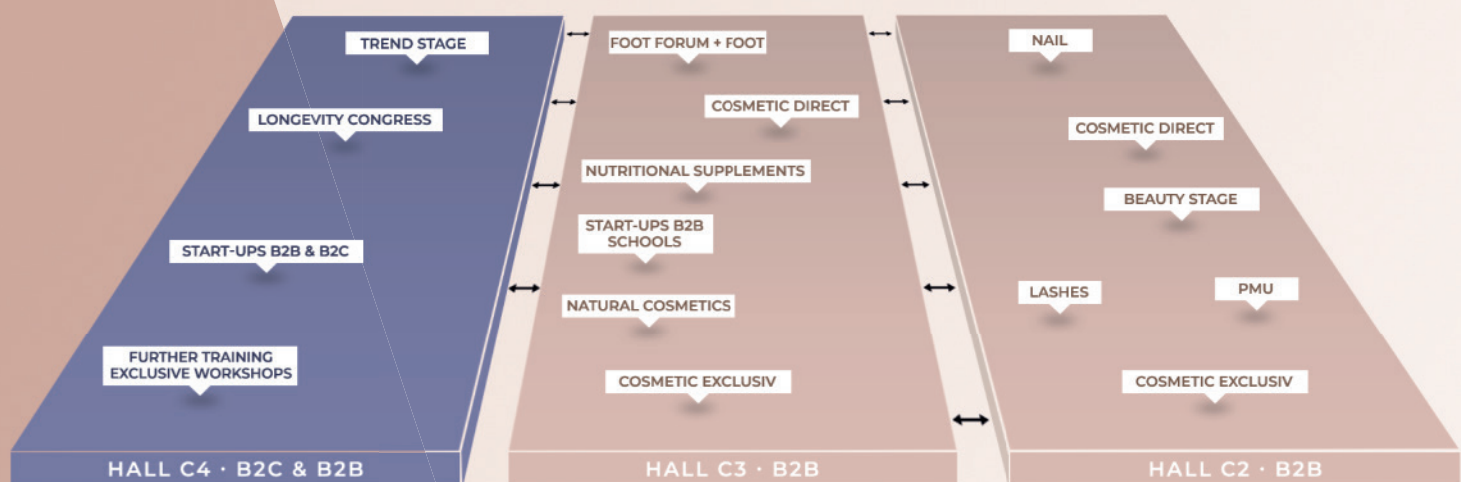
## FEEL THE FUTURE OF BEAUTY

The BEAUTY FORUM Festival offers a platform for the entire beauty and wellness industry. The goal: Presenting a broad spectrum of future visions, industry innovations and trends. In addition to classic beauty products, the focus is on a holistic approach that addresses beauty and health needs of today and tomorrow combined.

### THE CONCEPT

- **Two halls closed B2B area** with an exhibition offer from all areas of professional cosmetics
- **NEW: Partial opening** of the event for end consumers with a focus on cosmetics & natural cosmetics, well-being/mindfulness, fitness, supplements & superfoods as well as lifestyle & home accessories
- **Presentation platform for start-up companies** in the industry | B2B & B2C
- **Education platform:** high-quality further training program for beauty professionals and infotainment on current trend topics
- **NEW: Longevity Congress**, the further training program on the focus trend in the health, wellness and beauty industry (Congress room, 1<sup>st</sup> floor, above hall C4)
- **Further development of the event character** of the event for more experience and a longer stay
- **BEAUTY FORUM Festival digital & interactive**
  - **Cooperation** with associations | podo Germany, beauty streams (more in preparation)

### HALL OVERVIEW



## YOUR BENEFITS AS AN EXHIBITOR AT THE BEAUTY FORUM FESTIVAL

- **Platform for brand building & market launches**
- **Wide reach & networking:** constantly increasing visitor numbers & access to international trade visitors and industry experts
- **B2B: Focus on the DACH market** with additional internationality as market entry
- **Target group expansion:** opportunity to develop new customer groups groups
- through partial opening of the event for end consumers
- **Additional presentation options** of your company by participating in supporting program or as a sponsor
- **Extensive marketing measures in advance of the event:** communication via all BEAUTY FORUM channels, social media campaigns, email and influencer marketing, direct marketing campaigns
- **Uncomplicated communication:** wide range of advertising materials | analogue, digital, online & on site
- **Easy participation:** complete stand offers and flexible booking options
- **Attractive all-inclusive packages for start-up companies** | B2B & B2C exhibition area
- **Early bird prices** for registration until January 31, 2025

## CLOSED EXHIBITION AREA B2B HALLS C2 & C3

- **Visitor target group:** Beauty professionals
- **Trade exhibition** from all areas of the professional cosmetics
- **BEAUTY STAGE** with varied infotainment: company presentations, Make-up championships, expert panels & beauty talks and shows
- **Elevator pitches** by the start-up companies – the future of cosmetics
- **MEDICAL Congress**, the specialist congress with the themes of aesthetics, cosmetics & holism
- **Certified podiatry congress**, the specialist congress for podiatrists and chiropractors
- **High-quality workshops** for individual further training for beauty professionals

## OPEN EXHIBITION AREA B2B & B2C – HALL C4

- **Visitor target group:** consumers with an affinity for the topics of beauty, wellness and mindfulness as well as beauty professionals
- **TREND STAGE** with a varied program on the topics of “Holistic Beauty, Longevity, Holistics”: lectures, presentations, talks and shows with prominent personalities as well as live demos
- **Exhibition on current key topics** such as health, wellness and individual beauty
- **Elevator pitches** by the start-up companies – the future of cosmetics
- **Longevity Congress:** specialist knowledge and trends on the topic of healthy, vital living

A separation of the two areas is ensured by access controls at the entrances.

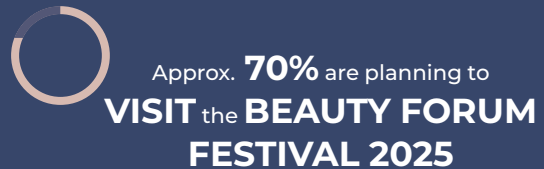
## DATES & FIGURES OF BEAUTY FORUM MUNICH 2024



**TOP 3 BRANCHES**  
of the visitors:  
Cosmetics | Foot | Nail



**TOP 5:** Germany | Austria | Switzerland | Italy | Slovenia



### YOUR CONTACT FOR YOUR INDIVIDUAL OFFER:



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BEAUTY FORUM Festival is an event of  
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