

# BEAUTY FORUM

by COSMOPROF

# *Festival*



**BASIC  
INFORMATION**

**MESSE MÜNCHEN  
OCTOBER 24–25, 2026**

**FEEL AGELESS BEAUTY & BEYOND**



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

# BEAUTY FORUM FESTIVAL

## OCTOBER 24–25, 2026 | MESSE MÜNCHEN

### FEEL AGELESS BEAUTY & BEYOND

We combine modern beauty and lifestyle products with holistic concepts for health and wellbeing. Our goal is to create an event with real experiential value that increases dwell time and encourages genuine interaction with your target audience through interactive formats.

### THREE HALLS – TWO WORLDS – MAXIMUM RELEVANCE

#### Professionals-Only (Halls C2 & C3)

- **The exclusive area** for professional service cosmetics, nail design and podiatry.
- **Beauty Stage:** Engaging expert panels, beauty talks and company presentations.
- **Advanced Training:** A certified podiatry congress and a high-quality workshop program for trade visitors.

#### Open Exhibition Area (Hall C4)

- **For all visitors** with a strong interest in beauty, wellness, mindfulness and lifestyle.
- **Attractive mix of topics:** From natural cosmetics and supplements to fitness and home accessories.
- **Trend Stage:** Focus on “Holistic Beauty & Longevity” with renowned speakers and live demos.
- **Championship:** Venue of the 37<sup>th</sup> International Master’s Award Make-up.

**Professionals-Only Area:** To ensure high-quality contacts, we rely on clear hall management with strict access control.

### THE INNOVATION: WORLD OF LONGEVITY

- **Brand new and pioneering:** In the World of Longevity, we create realistic studio boxes where products from the fields of longevity, beauty and wellbeing can be experienced and tested firsthand.



### Celebrate 40 years of BEAUTY FORUM events in Munich with us!

For the 40<sup>th</sup> time, our event brings together brands, professionals and today also a growing beauty community. What once started as a traditional trade fair has evolved into a festival-style event that combines business, inspiration and experience.

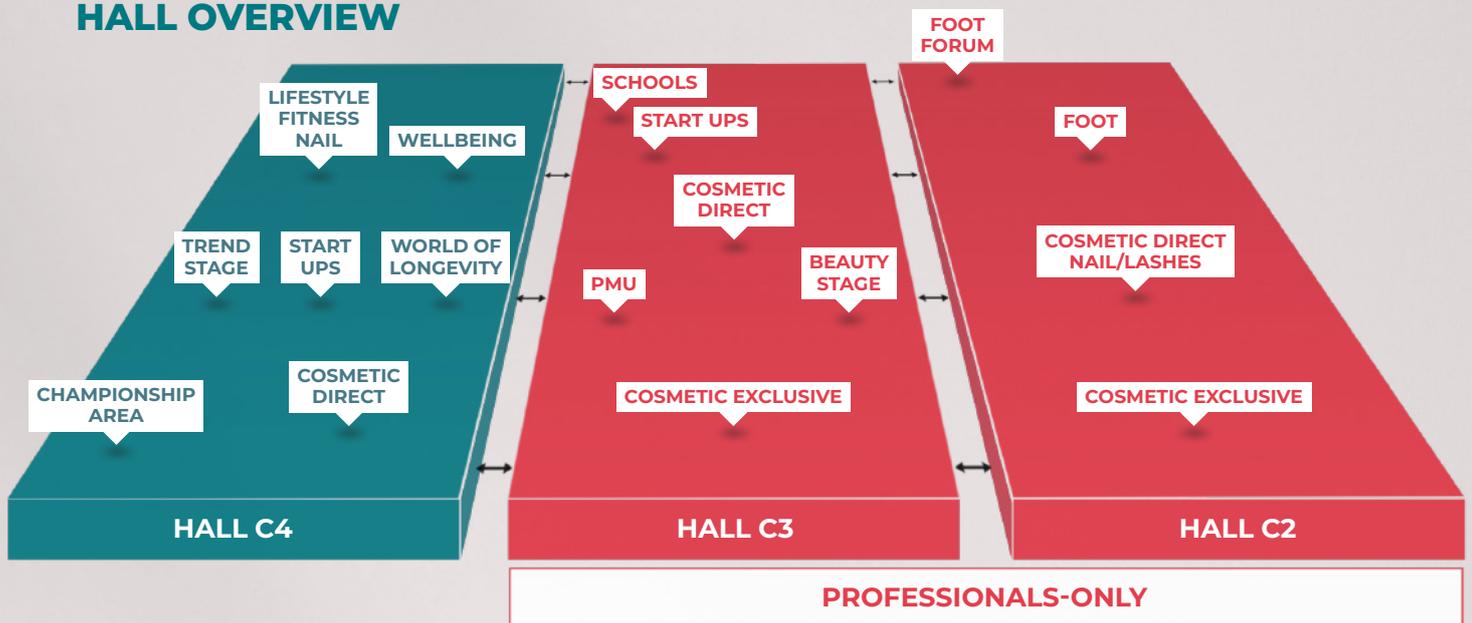
# Festival

## YOUR BENEFITS AS AN EXHIBITOR

We are not just an organizer – we are your 360° communication hub.

- **Brand Building:** Use the platform for product launches and increase your reach in the DACH region and internationally.
- **Target Group Expansion:** Gain new customers through the additional opening of Hall C4 to end consumers.
- **Full Marketing Power:** We support you with social media campaigns, influencer marketing, email and direct marketing, as well as extensive promotional materials.
- **Easy Handling:** From flexible booking options to attractive all-inclusive packages for start-ups.

## HALL OVERVIEW



## DATA & FACTS – BEAUTY FORUM FESTIVAL 2025



### DECISION-MAKERS

Around **89%** of trade visitors are owners or decision-makers.

### TOP 3 VISITOR SECTORS

Cosmetics | Foot | Nail

### SATISFACTION

Around **70%** of visitors are very satisfied or satisfied with the variety of exhibitors.



### INTERNATIONAL VISITORS

**20%** of our visitors come from abroad, representing 86 different countries. The top 5: Austria | Switzerland | Poland | Italy | Netherlands.



### LOYALTY

Around **60%** plan to visit the BEAUTY FORUM Festival 2026.

## YOUR DIRECT CONTACT

Let's plan together how to showcase your brand in Munich.

### For your individual booth offer:



#### Jerome Siel

Marketing & Account Director

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### For all questions regarding your participation:



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BEAUTY FORUM Festival is an event of  
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