

Press

October 2008

Beautyworld
International Frankfurt Fair
31 January to 3 February 2009

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Beautyworld offers new product segments for beauticians and pharmacies

High-quality ambience in the Trend Forum

The new theme areas, Wellness & Spa, Nature & Care and Anti- Aging, make Beautyworld particularly attractive for beauticians and pharmacies. The high-quality ambience in the Trend Forum, offers exhibitors an excellent opportunity to show off their products", said Eva Olbrich, Director of Beautyworld and Hair and Beauty in Frankfurt. In the new area, visitors will also find a stage, put together especially for a seminar and lecture programme, populated with top-class speakers. "We have signed up leading experts and industry aficionados to present examples of best practice, thereby substantially enhancing the added value for trade visitors", explains Eva Olbrich. "At this event, beauticians will find products for their salons, as well as tips and ideas on company management and customer acquisition". In the Trend Forum, exhibiting companies will also have an opportunity to see an interactive product and concept show. In addition, the fair stand will feature a beauty cabin for treatments, massages and aromatherapy. The team has already signed up well-known exhibitors like Dr. Hauschka, Annemarie Börlind and MBR.

Beauty products in the pharmacy

The beauty products sector is also becoming increasingly important for pharmacies. From 2009, pharmacies will be able to look for new products and areas of business at Beautyworld. As well as the new themes of Anti-Aging, Wellness & Spa and Natural Cosmetics, the fair

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offers a broad spectrum of skincare and cosmetics, manicure, pedicure and private label products. "The beauty products sector offers pharmacies an opportunity to generate additional income, which is particularly interesting considering the lucrative potential profits involved", Eva Olbrich said.

Beautyworld 2009

The international trade fair for perfumeries, cosmetics, drug stores and hairdressers will be taking place in Frankfurt from 31 January to 3 February. The new, four-day schedule makes Beautyworld an optimal ordering venue for retailers and wholesalers. Trade visitors can also benefit from the opportunity to visit the three other fairs, Hair and Beauty, Paperworld and Christmasworld, which will be taking place at the same time as Beautyworld.

Note for journalists:

You will find more information and reproduction-quality photographs on the internet at: www.beautyworld.messefrankfurt.com.

Background information on Messe Frankfurt

With annual revenues of € 424 million (2007) and over 1,400 employees around the world, Messe Frankfurt is Germany's biggest fair and exhibition company. The corporate group has a global network of 29 subsidiaries, five branch offices and 48 international sales partners, which represent Messe Frankfurt in over 150 countries of the world. Events 'made by Messe Frankfurt' are held at over 30 venues worldwide. In 2007, the Messe Frankfurt group organised a total of 112 fairs, 68 of them outside Germany.

At present, the Exhibition Centre can boast 322,000 square metres of exhibition space with nine exhibition halls and a congress centre. The company is publicly owned with 60 percent being held by the City of Frankfurt and 40 by the State of Hesse.

Further information: www.messefrankfurt.com