

BEAUTY FORUM

by COSMOPROF

Festival



**BASIC
INFORMATION**

**MESSE MÜNCHEN
OCTOBER 24–25, 2026**

FEEL AGELESS BEAUTY & BEYOND



beauty-forum-festival.com

BEAUTY FORUM FESTIVAL

OCTOBER 24–25, 2026 | MESSE MÜNCHEN

FEEL AGELESS BEAUTY & BEYOND

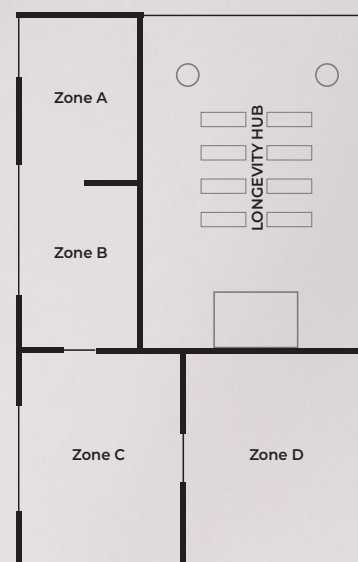
We combine modern beauty and lifestyle products with holistic concepts for health and wellbeing. Our goal is to create an event with a truly immersive event experience that increases dwell time and encourages genuine interaction with beauty professionals through interactive formats.

TWO HALLS – TWO WORLDS – MAXIMUM RELEVANCE

- **Beauty Stage & Trend Stage:** Pure infotainment with expert panels, beauty talks, and company presentations.
- **Education:** A certified podiatry congress and high-quality workshops for personal and professional development.
- **Championships:** Host venue of the 37th International Master's Award Make-up and a spectacular drag queen championship.
- **Attractive offers** in professional cosmetics, nail design, lashes, PMU, foot care, wellbeing, and longevity, plus innovative startups and beauty schools.

THE INNOVATION: WORLD OF LONGEVITY

- **Brand new and pioneering:** The World of Longevity in Hall C3 combines modern skincare concepts, well-aging, and holistic beauty trends into an inspiring experience for beauty professionals.



Concept sketch



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

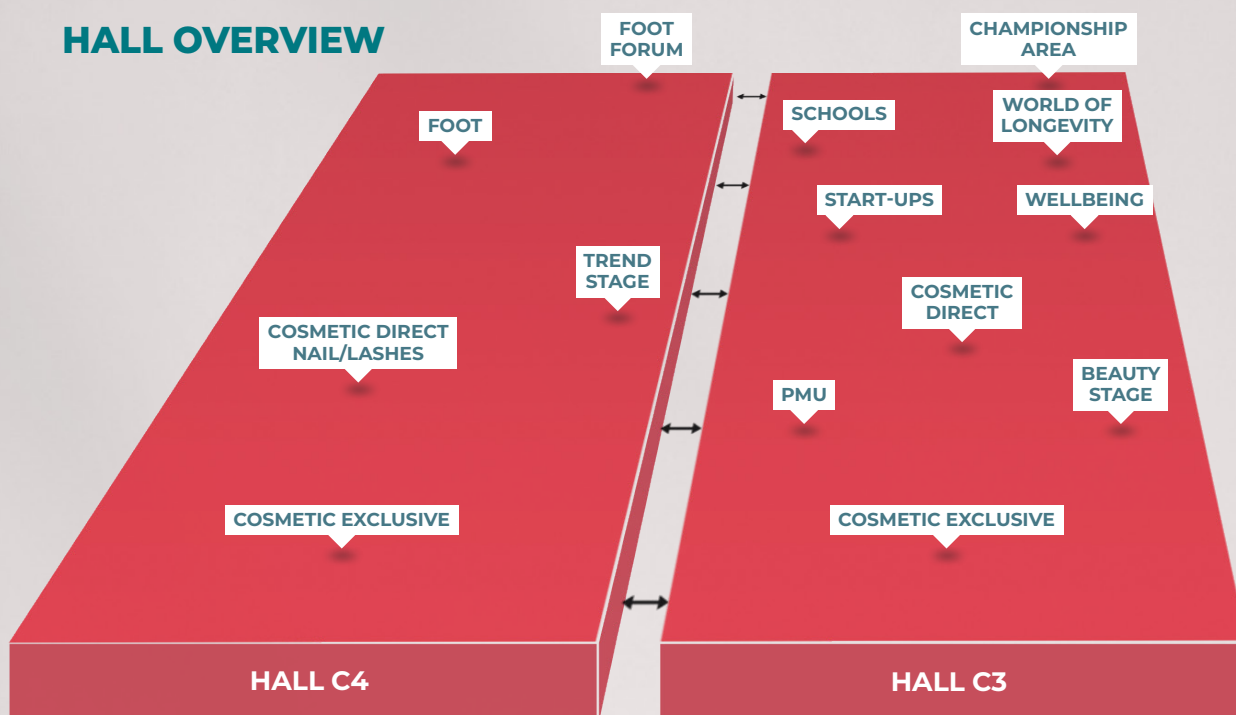
For the 40th time, our event brings together brands, professionals and an ever-growing beauty community. What once started as a classic trade fair has evolved into an event with a festival character, combining business, inspiration and experience.

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.
- **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

Tel.: +49 7243 7278-231

jerome.siel@health-and-beauty.com

For all questions regarding your participation:



Nadine Dolletscheck

Teamlead Events and Technical Projects

Tel.: +49 7243 7278-373

nadine.dolletscheck@health-and-beauty.com

BEAUTY FORUM Festival is an event of
HEALTH AND BEAUTY Germany GmbH

Contact: +49 7243 72 78-0

events@health-and-beauty.com · www.beauty-forum-festival.com

A company of
HEALTH & BEAUTY

Part of



**Bologna
Fiere
COSMOPROF**