

Back to Beauty & Rock your Head: the world of beauty back at last as a live experience

Düsseldorf lifestyle trade fairs BEAUTY and TOP HAIR – DIE MESSE to take off again in March 2022

The international professionals, experts and trade visitors from the cosmetic services and hairdressing sectors can once again look forward to the two leading trade fairs for the industry in March 2022. BEAUTY DÜSSELDORF, the No. 1 meeting point for Cosmetics, Nail, Foot, Wellness & Spa, will be held from Friday to Sunday, 4 to 6 March 2022. Held concurrently over two days will be TOP HAIR – DIE MESSE Düsseldorf, Europe's leading event for hairdressers on Saturday and Sunday, 5 and 6 March 2022. This means the world of beauty from head to toe will start turning again in spring 2022 after a mandatory 2-year, COVID-induced break.

“Industry professionals from the cosmetics, foot, nail, wellness and spa industries as well as hair cosmetics, can hardly wait to meet up again in person and do business direct. Our exhibition halls are emotional places of experience where people get together who are passionate about cosmetics and hairdressing services,” says Project Director Hannes Niemann.

The industry appreciates the two trade fairs in Düsseldorf as most important trend forums and platforms for skills building and continuous education. Alongside the exhibitors' innovations it is above all the high-calibre and practice-driven programme and top-class stage shows and events that set these fairs apart. “Registrations for both events are very positive at the present point in time. The whole team at Messe Düsseldorf and its partners invest all their know-how and enthusiasm to make the trade fair duo an unforgettable event again. Our already perfectly proven Hygiene Concept entitled “PROTaction” will serve as a basis for organising trade fair operations successfully and safely during COVID times”, adds Hannes Niemann.

Partners and co-organisers also look to the highlight trade fairs in March with great optimism and joy:

“Many things work virtually after COVID – trade fairs do not. For our cosmetics sector personal encounters, trying out, feeling and seeing are absolutely essential. This is why it is important for BEAUTY to take place again in 2022 as the sector's No. 1 event in Germany. After the mandatory



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U78, U79: Messe Ost/Stockumer Kirchstr.
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break visitors can look forward to a particularly high number of exhibitors' innovations just waiting to be discovered," says Alexander Drusio, Deputy Chairman of the association Cosmetic Professional e.V. (VCP).

Also commenting on this Christian Schikora, CEO of TOP HAIR International GmbH, said: "After two long years of 'bonjour tristesse', a period of virtual meetings and cancelled or hybridised events, in 2022 that time will finally have come around again: our visitors, exhibitors, protagonists but also partners of Messe Düsseldorf – and, needless to say – the entire TOP HAIR Team – are so delighted. Personal encounters again at last, a cup of coffee at the exhibition stand, real exchanges with wonderful and competent people and that feeling of once again immersing ourselves in our great industry – all of us have missed this so much. Our joint aspiration is to restore the ranking of "TOP HAIR – die Messe" and to build on its accustomed appeal, high spirits and surprises. The TOP HAIR Team has long started preparations and is sure to put on an outstanding and informative programme again in 2022. Of course, we will also ensure that enthusiasm, emotions and fun will not be left by the wayside. Together we will not only celebrate one of the most beautiful hairdressing trade fairs – we will also prepare a festival for the industry."

Diversity and the high quality of the programme are USPs of BEAUTY DÜSSELDORF and TOP HAIR-Messe. Especially the accompanying expert programme with a balanced mix of high-quality workshops and scientific lectures, diverse continuous education options and good entertainment as well as the unique combination of trade fair, stage shows, workshops and congress are received extremely well by visitors. And there is also great joy about the trade fair duo in March among exhibitors of internationally renowned companies:

Dr. Helmut Drees, management board member at Dr. Babor GmbH & Co. KG: "The circumstances for holding physical events are getting better and better. We are confident that by next spring BEAUTY DÜSSELDORF can be held under almost normal conditions again. You only realise just how important personal contacts and physical events really are for building customer loyalty and talking to new customers when they are not possible. Digital formats are definitely helpful, supportive and they create new contact channels; however, they cannot quite replace in-depth personal exchange, the thrill, interactive presentations, the hustle and bustle and the diversity of

a physical live event. For this reason we very much look forward to seeing everybody again in early March at BEAUTY in Düsseldorf.”

Paul Heeringa, Managing Director Germany, Austria, Switzerland (DACH) at Wella Company: “It is high time for personal encounters, expert exchange and those wow moments on stage. We at Wella are happy that TOP HAIR – DIE MESSE 2022 will go ahead and we can experience innovations, service ideas and hair expertise with our customers and trade fair visitors live. **TOP HAIR International GmbH** and Messe Düsseldorf are important partners to us with a view to successfully positioning the hairdressing sector for the future. There is no better platform for the hairstyling community to exchange ideas so intensely.”

Suzan Schlag, Managing Director at L'Oréal Professional Products Austria/Germany: “COVID has confronted us hairdressers with new challenges that have also opened up enriching opportunities for the sector. Digital education has seen a huge boom. This way education and further training of stylists and virtual get-togethers could be guaranteed over a long period of time. But we also see the limits to 100% digital education and the longing of industry to network live, meet in person and swap ideas. TOP HAIR – DIE MESSE as an important industry event provides a great platform for this. This is why we decided to be on site with our professional brands in 2022 and plan to be present with an exhibition stand and a stage show. We do hope the COVID regulations in force at that time will allow this because we are convinced the trade fair can make a valuable contribution to the inspiration of the industry.”

“The whole RUCK Team is anticipating the restart of BEAUTY Düsseldorf 2022. After this long and tough period we will be showing our visitors our new trade fair concept for the first time – the RUCK Experience World! In addition to presenting many innovations we very much look forward to lots of personal encounters,” says Simeon Ruck, Managing Director at Hellmut Ruck GmbH.

BEAUTY DÜSSELDORF is open from Friday to Sunday, 4 to 6 March 2022 from 9.00 am to 6.00 pm. For more and current information visit www.beauty.de.

TOP HAIR – DIE MESSE Düsseldorf is open on Saturday, 5 March 2022, from 10.00 am to 8.00 pm (last admission at 7.00 pm, followed by the opening show and party) and on Sunday, 6 March 2022, from 9.00 am to 6.00 pm. For more information visit www.top-hair-international.de.

Please mention in your coverage that BEAUTY DÜSSELDORF and TOP HAIR – Die MESSE Düsseldorf are both trade fairs with access restricted to trade visitors with credentials.

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