

TOP HAIR – DIE MESSE Düsseldorf and BEAUTY DÜSSELDORF will not be held this year: New Dates in May 2021

After close consultation with the co-organiser, associations and partners Messe Düsseldorf has decided that the trade fair duo BEAUTY DÜSSELDORF und TOP HAIR Düsseldorf scheduled for September 2020 will no longer take place this year. The next BEAUTY DÜSSELDORF, the leading meeting point for Cosmetics, Nail, Foot, Wellness & Spa, will be held from Friday, 28 May 2021, to Sunday, 30 May 2021. Overlapping by two days TOP HAIR – DIE MESSE Düsseldorf, Europe's leading event for hairdressers, will run on Saturday and Sunday, 29 and 30 May 2021.

Explaining the situation Werner M. Dornscheidt, President & CEO of Messe Düsseldorf GmbH, says: "Although in our federal state of North Rhine-Westphalia it has been possible to hold trade fairs and special-interest congresses again since 31 May 2020, we have to rate each project individually. Due to the effects of Corona and the additional regulations in the cosmetics sector our two lifestyle trade fairs cannot be staged as usual at the present point in time." Forming an integral part of the two events is an extensive programme of shows, workshops and congresses designed to ensure a high-profile event character and to make a visit to these trade fairs an experience. At BEAUTY and TOP HAIR live treatments and demonstrations involving people are centrestage. "At both trade fairs our exhibitors usually demonstrate the latest trends and body treatments live at the stands thereby turning the exhibition halls into an emotionalising third place. We have not taken this decision lightly but there is currently unfortunately no alternative to this."

The partners and co-organisers also endorse the decision to not hold the two trade fairs before next year:

Commenting on the move Alexander Drusio, Deputy Chairman of the association Cosmetic Professional e.V. (VCP) said: "Thinking of BEAUTY DÜSSELDORF I think of a colourful, lively event that thrives on visitors thronging in the aisles. The trade fair is a meeting point to discover new products and experience treatments live and – in the truest sense of the word – hands-on. Due to the current hygiene protection provisions in cosmetics, which I deem correct and important, this year's BEAUTY would have not been a satisfactory event – neither for its exhibitors nor for its visitors. As an association for professional cosmetics we can comprehend



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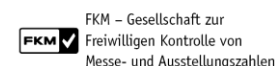
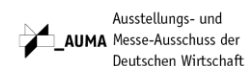
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the decision and already look forward to BEAUTY in May 2021.”

Christian Schikora, General Manager of TOP HAIR International GmbH, adds: “We sincerely regret that the two trade fairs will not take place this year – although the decision is correct in view of the impact of the Corona virus. After we decided together with our partner Messe Düsseldorf to postpone TOP HAIR Düsseldorf in spring, we had high hopes of making up for this in autumn. This is why it was with a heavy heart that we decided to not hold the TOP HAIR trade fair before May next year. The proven concept of combining a trade fair with shows, workshops and a congress can unfortunately not be realised for the time being. This is why the complete TOP HAIR Team is now already looking forward to meeting again in 2021. We will do our utmost to make the trade fair a festival for the entire industry next year.”

For current information and news go to www.beauty.de and www.top-hair-international.de.

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