

More than 15,250 enthusiastic visitors at beauty FORUM MUNICH 2022 Europe's No. 1 cosmetics trade fair presents the latest innovations and trends in the industry

ETTLINGEN, 5. OCTOBER 2022 – On 1 and 2 October 2022, beauty FORUM MÜNCHEN opened its doors to its international trade audience. On **more than 30,000 m² of exhibition space, more than 590 exhibiting companies and top brands** from the fields of cosmetics, medical beauty, nail, foot and hair presented themselves. **Around 15,250 visitors from over 30 countries** were able to experience the latest trends, products and innovations of the professional cosmetics industry live and up close in three exhibition halls.

The **HairForum**, where hairdressers and well-known hair brands meet, also took place for the second time as part of the BEAUTY FORUM MUNICH.

In addition to the comprehensive trade exhibition, the trade fair offered the specialist audience two scientific congresses at the highest professional level with the **10th Anti-Aging Congress** and the **18th Podiatry Congress**. The **11 workshops** attracted many visitors, the two active workshops Henna Brows and Anti-Aging Face Massage were sold out.

Official opening of the 36th BEAUTY FORUM MUNICH

Under the motto "We believe in the power of beauty", the BEAUTY FORUM MUNICH was officially opened on the first day of the fair by **Managing Director Roberto Valente, Director Events Michaela Buchheister** and the **City Councilor of Munich, Gabriele Neff. Dr. Helmut Drees, 1st Chairman of the VCP** gave a brief insight into the current development of the professional cosmetics market and a positive outlook for the year-end business as part of the opening. **Martina Ostheus, Fundraising Manager Cooperation of DKMS LIFE**, then presented the cooperation BEAUTY FORUM x DKMS LIFE *look good feel better*.

Managing Director Roberto Valente emphasized the importance of the opening ceremony: "We wanted to send a clear positive signal to the industry, because this year represents a real new beginning for us, a new beginning after a very difficult time of more than two years for all of us. But we also wanted to thank our customers for their loyalty. We also took the opportunity to officially announce that **Health and Beauty will be the German section of CIDESCO - The World Standard for Beauty & Spa Therapy** - from next year to promote the qualified training of beauticians. We are very proud of this and look forward to future cooperation."

BEAUTYSTREAMS trend lecture & Beauty Talk with star guest Monica Meier-Ivancan

Directly after the official opening, the exciting **trend lecture by BEAUTYSTREAMS** on the subject of "consumer behavior" took place – Sarah Frech, Sales & Marketing Manager, Germany at BEAUTYSTREAMS presented the major macro moves and how they will impact the beauty industry for years to come, followed by the inspiring **beauty talk with star guest Monica Meier-Ivancan** by Jentschura together with host Birgit von Bentzel.

Cooperation BEAUTY FORUM x DKMS LIFE patient program *look good feel better*

As part of this year's BEAUTY FORUM MUNICH, Health and Beauty supports the DKMS LIFE patient program ***look good feel better***. A live presentation of the program took place at the Beauty Point on both days of the fair and at the BEAUTY FORUM booth, visitors were able to buy a DKMS LIFE Beauty Bag with 17 high-quality products for a good cause, as well as "We believe in the power of beauty" bracelets sponsored by IONTO Health & Beauty GmbH.

New: Start-up Zone at BEAUTY FORUM MUNICH

A separate area for young start-up companies was set up for the first time this year. The newcomers to the industry were able to present themselves to the specialist audience with new products and fresh ideas. A detailed overview of the products and services the start-up companies presented at the fair can be found here: [Start-up-Zone auf der BEAUTY FORUM MÜNCHEN \(beauty-fairs.de\)](https://beauty-fairs.de)

Make-up Championship Winners:

33. International Masters' Award Make up 2022

1. Platz: Roksana Gajda, Poland / 2. Platz: Bianka Szamosi, Spain/ 3. Platz: Tijana Tamis, Hungary

34. Deutsche Make up Meisterschaft 2022

1. Platz: Yulia Kolesnikov, Germany/ 2. Platz: Johanna Ücker, Germany / 3. Platz: Elena Jung, Germany

Michaela Buchheister, Director Events: "We can look back on two successful days at the trade fair and are very pleased that we were able to hold a live event of this scope again in 2022. Thanks to everyone who took part! 2023 will be an exciting and busy year because we have some new projects that we will bring to a conclusion and the BEAUTY FORUM MUNICH will also bring some innovations next year."

The BEAUTY FORUM MUNICH will take place in 2023 on October 28th and 29th.

Mehr Informationen: beauty-forum.com/beauty-fairs.de/health-and-beauty.com

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