



Beauty4Tomorrow

A NEW KIND OF BEAUTY

HEALTH & BEAUTY
WE BELIEVE IN THE POWER OF BEAUTY!

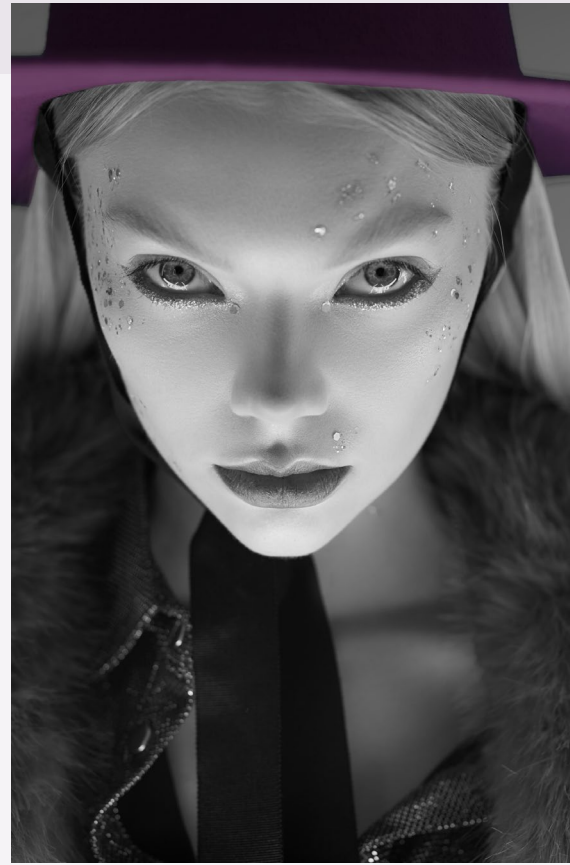


“Nothing we do can change the past, but everything we do can change the future.”

Ashleigh Brilliant, American Author

GENERATIONS IN TRANSITION

What moves the target groups today and tomorrow? Which social developments have a direct or indirect influence on people's image of beauty and thus also on the cosmetics industry? How do you reach Generation Z and what influence do changing living conditions have on other generations? These and many other questions will be asked by experts and trend researchers at Beauty4Tomorrow.



ABOUT THE PROJECT

Beauty4Tomorrow is the new project of the Health and Beauty Group, which brings beauty experts and trend researchers into exchange with companies.

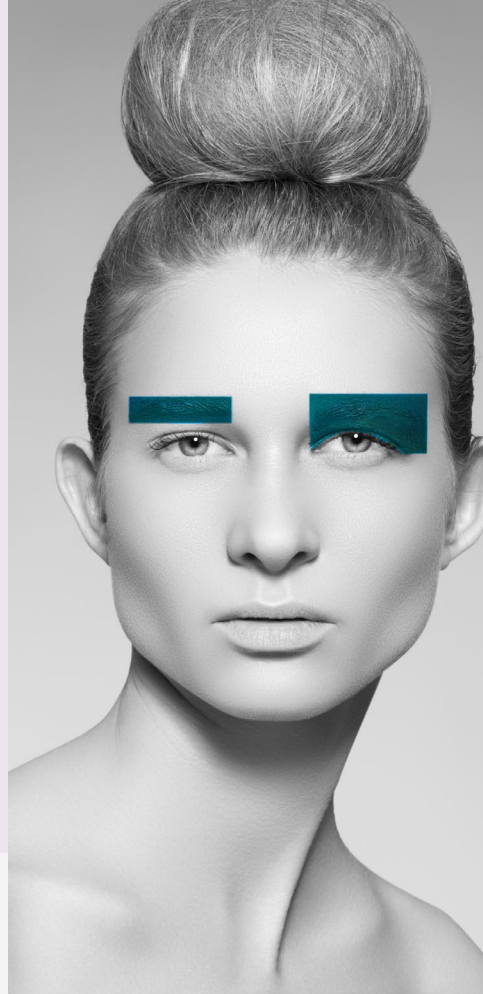
As part of the project, new, innovative events will be held around the topic of trends starting in 2023. For the project, Health and Beauty has already been able to win two strong cooperation partners with many years of know-how in the beauty segment, BEAUTYSTREAMS, the international trend consultant of the beauty industry and webportalis PR Network, the international portal for trade journalists and bloggers.



OUR PARTNER

BEAUTYSTREAMS is the central platform for the global beauty industry. It is the most important reference point for strategy, product development and marketing teams worldwide.

BEAUTYSTREAMS



BEAUTYSTREAMS experts create forecasts and trend reports for the future. Don't miss the experts' assessment of the latest trends in the cosmetics and beauty industry.



Sarah Frech

*Sales & Marketing Manager
Germany BEAUTYSTREAMS*

WEBINAR 19.04.2023
10:00 h AM

"How to Understand Consumer Behavior: Macro and Beauty Movements 2022-2026."

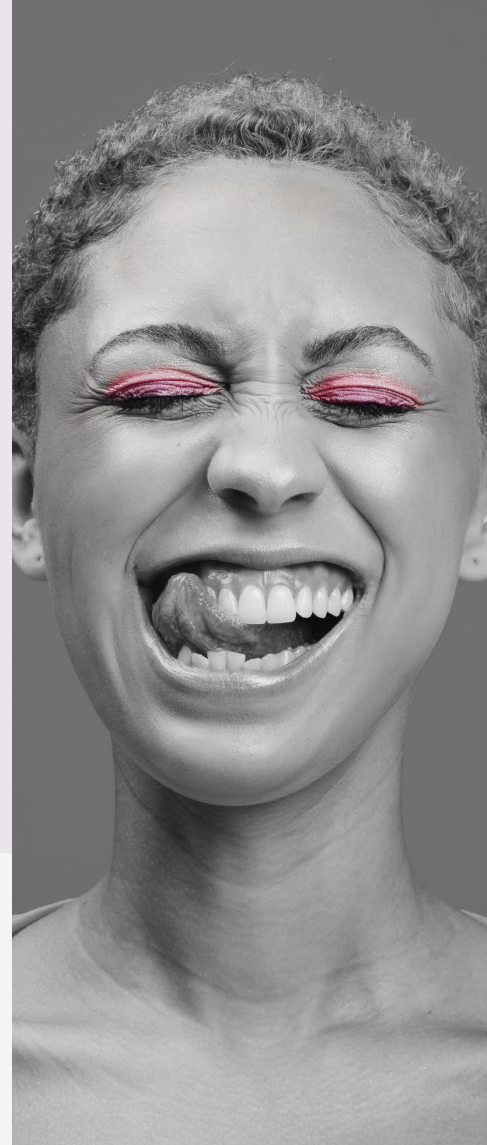
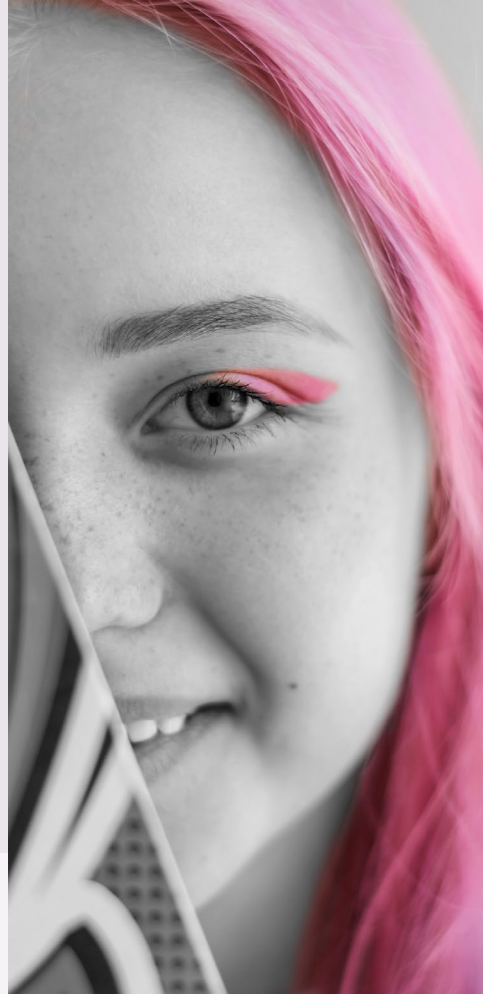
New technologies, climate catastrophes and the need for human relationships are among the most important global issues that will influence trends in the coming years. By 2026, the COVID-19 crisis will most likely be contained and the global economy is expected to have returned to pre-crisis levels of prosperity. By then, however, consumer behavior will undoubtedly have changed permanently. Join Sarah Frech as she presents the key macro movements and how they will impact the beauty industry in the coming years.

OUR PARTNER

Webportalis is the largest PR network for the beauty industry in the German-speaking world with over 9000 active users in the portals beautypress, fashionpress, livingpress and medicalpress.

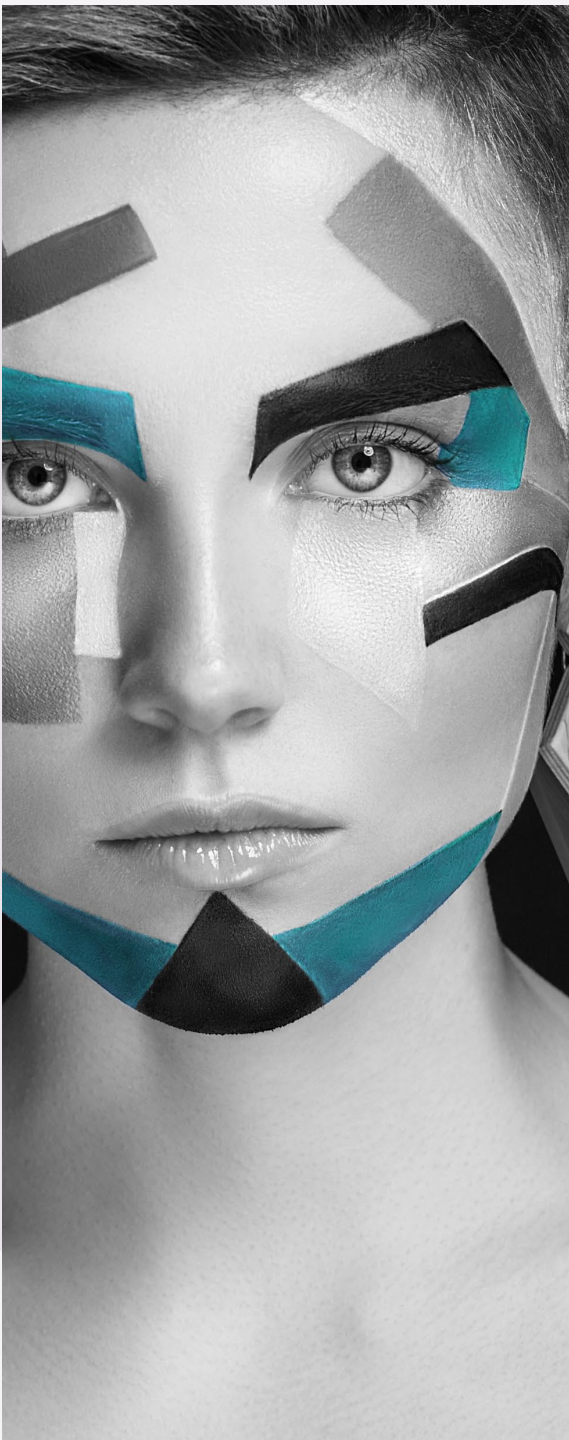


beautypress®
INTERNATIONAL PR NETWORK



With over 400 brands, the beautypress portal offers accredited users the most comprehensive collection of press material, product news and insider information as well as contacts to press offices in the DACH region.

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HOW IT WORKS

- 1** Register on beauty4tomorrow.com for the free webinars and our monthly trend report. This way you will always stay up-to-date.
- 2** Take an active part in our webinars and join the discussion!

Missed a webinar? No problem, we will provide you with the recording.
- 3** Help determine the topics that our experts should highlight and become part of our community.



MEET THE TEAM

Meet our BEAUTY4TOMORROW team at the Beauty Forum Munich on 28th and 29th of October.

Sarah Kraft, Director Marketing - Health and Beauty Germany

Kathrin Jakob, PR Manager Press Office & PR - Health and Beauty Germany

Sarah Frech, Sales & Marketing Manager Germany - BEAUTYSTREAMS

Pascal Schwab, Sales Manager Europe - webportalis

All info at beauty4tomorrow.com