

## PRESS RELEASE

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### **25. BEAUTY FORUM MUNICH launches new exhibition themes!**

Karlsruhe, 22 January 2010- The BEAUTY FORUM MUNICH, Europe's number one autumn cosmetics trade fair showcases the latest industry trends. In its anniversary year BEAUTY FORUM MUNICH heads for new directions with a renewed concept and the modern fair location Messe München International (Riem).

For its 25th anniversary the BEAUTY FORUM MUNICH takes place October 16-17, 2010 for the first time at the fairground Messe München International (Riem). Established exhibition areas of the international trade fair are cosmetics, foot care and chiropody, nail design and nail care. Future exhibition areas as wellness and spa, medical esthetics and natural cosmetics will find their space at this industry event. "Exhibition, comprehensive training, national championships and the International Masters' Award Make-up and the WorldCup NailArt offer a wide range of interest for beauty professionals. Straight tips by industry experts and information about trends such as medical esthetics, natural cosmetics, wellness and spa will help to lead the beauty industry to a secure future" said Juergen Volpp, Managing Director of the Health and Beauty Trade Fairs GmbH.

#### **Maintain established exhibition areas**

The core subject of BEAUTY FORUM MUNICH professional cosmetics will be efficiently represented at the exhibition grounds of Messe München International (Riem) in halls C2 and C3. Other successful proven exhibition areas such as chiropody and foot care, as well as nail care, nail design and accessories, will find their spot in the unique atmosphere of the modern exhibition halls

#### **Develop new exhibition areas**

With an expanded product portfolio BEAUTY FORUM MUNICH 2010 enters new sectors and expanded the exhibition area to trend topics such as wellness and spa, medical esthetics and natural cosmetics. Visitor target groups are hotels and spa facilities, wellness and bathing amenities, day spas, gym managers, physiotherapists, pharmacists and chemists. But beauty salons nail professionals and chiropodists are potential visitor groups to these new exhibition areas.

#### **Expand knowledge - detect trends**

Educational training and finding trends are a credo of the BEAUTY FORUM MUNICH. New market ideas, innovative products and integral relaxation will be presented to trade visitors to meet the individual needs of their customers.

In addition to the leading IFC program in the scope of cosmetics, beauty, nail and business, exclusive presentation areas on topic such as medical esthetics, natural cosmetics, wellness and spa and pedicure and foot care are established.

#### **The author**

Health and Beauty Trade Fairs GmbH is based in Karlsruhe and a leading organizer for cosmetics trade fairs, licensors, idea generator and developer of new, successful exhibition concepts that will be implemented in various European countries. The Health and Beauty Trade Fairs GmbH is member of the Health and Beauty Holding (Europe) GmbH that works in many foreign countries. [www.health-and-beauty.com](http://www.health-and-beauty.com)

Words: 454  
Characters: 3.037

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