

BEAUTY& CARE | İSTANBUL 2022

34. INTERNATIONAL MEDICAL AESTHETICS & ANTI-AGING AND
PROFESSIONAL COSMETIC PRODUCTS AND EQUIPMENT FAIR

17-20 | MARCH | 2022

İSTANBUL LUTFİ KIRDAR

INTERNATIONAL CONVENTION AND EXHIBITION CENTRE
RUMELİ HALL

beautycareexpo.com

Organiser



THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF CHAMBERS AND
COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174



BEAUTY & CARE | İSTANBUL 2022

Beauty & Care, the most important event of the sector, brings the newest products, equipments, trends and methods in medical aesthetics, professional cosmetics, hair, spa, wellness and fitness categories together with its visitors for **34th time**

Beauty & Care 2022 is a unique platform that brings all sector professionals like beauty experts, aestheticians, doctors, beauty center owners, hospital buyers and make-up artists together with companies searching for new markets and entrepreneurs. Moreover, you will experience more than a fair in Beauty & Care thanks to beauty competitions, workshops and conferences which will be organized in line with the fair.



WHY EXHIBIT?

5 REASONS

**To Exhibit in
Beauty & Care
The First and Most
Prestigious Organization
of the Beauty and Care
Industry in Turkey**



1

Come together with your target audience at the leading meeting point of sector professionals like doctors, hospital and clinic managers, beauty center owners, aestheticians and pharmacists

2

Make collaborations with national and international suppliers

3

Increase your brand awareness and empower your corporate image

4

Follow up the latest trends in the sector and your business unites

5

Meet with the leading managers of the sector

FACTS & FIGURES BEAUTY & CARE 2021

Exhibitor Figures



200+
EXHIBITORS



600+
BRANDS

(From Germany,
France, Ireland,
USA, UK, Australia
and South Korea)

Visitor Figures



25.741
VISITORS

FROM **45**
COUNTRIES



84%
Domestic Visitors



16%
International Visitors

International Visitor Breakdown By Countries



GERMANY



AUSTRALIA



FRANCE



IRAN



ENGLAND



SWITZERLAND



QATAR



T.R.N.C.



RUSSIA



UKRAINE

EXHIBITOR PROFILE



VISITOR PROFILE



PRODUCT GROUPS



Aesthetic Dermatology Products & Equipments

Skin care and analyses equipment and products - Fractional laser systems - Medical aesthetic laser systems - Ozon therapy equipments - Carboxytherapy equipments - Epilation systems - Anti-aging, lifting, wrinkle treatment technologies and products - Body care equipment and products - Cellulite treatment equipments and products - Weight loss and fit body equipment and products - Face and body massage equipment - Dermocosmetic care products - Filling materials - Serums - Mezotherapy products - Skin care beds

Cosmetic and Make-up Products & Equipments

Professional make up materials and equipment - Permanent make up equipment - Temporary and Permanent tattoo equipment - Make-up brushes - Cosmetics product ingredients - Colorful cosmetic and perfume equipments - Artificial eyelashes - Eyebrows, eyelashes, perma and dyes - Natural skin care products - Tweezers, rasp and scissors - Wax, wax heating machinery and side products - Mirrors, sponges - Face cleaners, tonics - Masks and peeling products - Body lotions, gels and moisturizers - Cosmetic product packages - Solarium equipment and side products - Solarium cosmetics and consulting services



Professional Nail Equipments & Hand and Foot Care

Prosthesis nail techniques and products - Plastic and prosthesis nails - Nail sets - Manicure and pedicure equipment - Permanent nail polishers and sets - Acrylic, gel, dipping systems and materials - Tips and brushes - Nail accessories and stickers - Nail decorating disklerive machines - Hand and foot care equipment and products - Foot massage equipment - Nail care and treatment systems - Diabetic feet care products

Hair Care Products & Equipments

Hardware and decoration units for hair salons - Hair washing units - Working counters, seats, waiting seating - Hair dyes, serums, capsules and reconfiguration products - Hair care products, shampoos and creams Hair cosmetics and shaping products - Hair sprays, gels and other related products - Hair Dryers and shaping products - Hair brushes and combs, hairclips - Hair cutting products, professional scissors and combs - Hair analysis - Hair accessories - Hair wigs and extensions



Spa, Wellness and Fitness Products & Equipments

SPA & wellness bed and equipment - Spa cosmetics wellness products - Thalasso equipment and products - Spa concept and design consulting services - Fitness equipment and programs - Fitness techniques - Vibrated body building equipment - Sport center equipment and technologies - Yoga & Pilates products - Natural and herbal products - Diet living products and vitamins- Athlete supplements and needs

BEAUTY AND CARE EVENTS

With the participation of sector professionals & experts, Beauty & Care Istanbul discussed the beauty industry's relationship with various branches such as surgery, dermatology, psychology and nutrition.

Many events and workshops will be held at the fair for four days.

More than 25 sessions, more than 30 speakers and many seminars, panels and workshops will take place in the event program, which has been categorized simultaneously with the fair. Sector professionals will talk about beauty trends, new products and methods in the World during the fair. In addition, exhibitors and visitors will be offered the opportunity to experience some applications.

Anti Aging Academy

"Anti-Aging Academy", where the methods of non-surgical rejuvenation and preventing aging are explained.

Beauty on Stage

"Beauty on the Stage", where the effect of nutrients on skin quality is discussed with the motto of beauty comes from within.

All in Wellness

"All in Wellness", where the most colorful shows from hair, bun and make-up shows to haircuts and coloring, from turban design shows to microblading,

Visitors Have the Opportunity to Experience Some Practice!

"Beauty Management", where business management and all promotional activities are handled by professionals,

Beauty Management

"Skin Care in the Spotlight", where presentations of famous dermatologists are included.

Skin Care in the Spotlight

"Beauty Workshop" sessions where hands-on training from experts in the field and more took place at the Beauty and Care Istanbul fair.

Beauty Workshop

ABOUT TG EXPO

TG Expo was founded in 2008 by sector professionals with “Think Global” insight and aims to organize fairs, exhibitions and conferences all over the world. By 2019, TG Expo operates in 5 continents and more than 20 countries. It brings together leading exporters with its talented team to do business in international markets. Until today, TG Expo Group has organized exhibitions in France, Iran, USA, Qatar, Brazil, Egypt, South Africa, Nigeria, Saudi Arabia, United Arab Emirates, Kuwait, United Kingdom and India.

Accredited by Republic of Turkey Ministry of Trade, TG Expo Group supports export companies to grow attempts and business development process which contribute to national and international economy. Since the date it was found, TG Expo provided the opportunity for more than 1000 export companies to penetrate into their target markets.



Istanbul Lutfi Kirdar International Convention and Exhibition Centre, Rumeli Hall

Istanbul Lutfi Kirdar International Convention and Exhibition Centre - Rumeli Hall, the very first and the leading convention and exhibition centre of Istanbul has been the driving force of the Turkish meeting industry for almost a quarter of a century.



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Organiser



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