

# BEAUTY& CARE | İSTANBUL 2024

36<sup>th</sup> INTERNATIONAL MEDICAL AESTHETICS & ANTI-AGING AND  
PROFESSIONAL COSMETIC PRODUCTS AND EQUIPMENT FAIR

**7-10  
MARCH  
2024**

**İSTANBUL  
LÜTFİ  
KIRDAR**

INTERNATIONAL  
CONVENTION AND  
EXHIBITION  
CENTRE  
RUMELI HALL

[beautycareexpo.com](http://beautycareexpo.com)



# BEAUTY& CARE|İSTANBUL 2024

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 36th time.

**Beauty & Care 2024** 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 Türkiye**



**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 2023

## Exhibitor Figures

  
**224+**  
EXHIBITORS

  
**612+**  
BRANDS

## Visitor Figures

  
**26.470**  
VISITORS

FROM **51**  
COUNTRIES

  
**23.750**  
Domestic Visitors

  
**2.720**  
International Visitors

## International Visitor Breakdown By Countries



# EXHIBITOR PROFILE



- %52** Medical Aesthetic Dermatology Equipment & Products
- %18** Cosmetic & Make-Up Products Ingredients and Equipment
- %14** Nail & Hand - Foot Care Products and Equipment
- %6** Haircare & Products and Equipment
- %5** Natural Wellness Products
- %5** Spa - Wellness & Fitness Products and Equipment



# VISITOR PROFILE



- %18,0** Estheticians
- %13,0** Beauticians
- %12,0** Beauty Center Managers
- %11,0** Dermatologists
- %8,5** Hairdressers
- %8,0** Doctors
- %4,0** Makeup Artists
- %5,1** Students in the Professional Field
- %4,7** Dietitians
- %4,0** Hospital & Clinic Buyers
- %3,8** Franchise & Dealership Investors / Entrepreneurs
- %3,2** Spa-Sauna Hotel Buyers
- %2,0** Masseuses
- %1,7** Pharmacists
- %1,0** Sector Associations and Professional Chambers

# PRODUCT GROUPS



## Hand and Foot Care

Professional nail equipment - Prosthesis nail techniques and products - Plastic and prosthesis nails - Nail sets, Permanent nail polishers and sets - Manicure and pedicure equipment - Acrylic, gel, dipping systems and materials - Nail decorating disklike machines - Hand and foot care equipment and products - Foot massage equipment, Nail care and treatment systems - Diabetic foot care products

## Cosmetic and Make-up Products & Equipments

Professional make up materials and equipment - Temporary and Permanent tattoo equipment - Make-up brushes, Cosmetics product ingredients colorful cosmetic and perfume equipments - 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



## 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

## Spa, Wellness and Fitness Products & Equipments

SPA & wellness bed and equipment - Thalasso equipment and products - Spa concept and design consulting services - Fitness equipment and programs - Yoga & Pilates products

## Natural Wellness Products

Natural & Herbal Products - Dietary Lifestyle Products and Vitamins - Sports Nutrition and Supplements



## Hair Care Products & Equipment

-Hardware and decoration units for hair salons - Hair washing units - Hair dyes, serums, capsules and reconfiguration products - Hair care products, shampoos and creams Hair cosmetics and shaping 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

# BEAUTY AND CARE EVENTS

**With the participation of sector professionals & experts, Beauty & Care İstanbul 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 14 sessions, more than 17 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.





# 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 İstanbul 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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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

