

BEAUTY & CARE | İSTANBUL 2025

37th INTERNATIONAL MEDICAL AESTHETICS & ANTI-AGING AND
PROFESSIONAL COSMETIC PRODUCTS AND EQUIPMENT FAIR

24-27 APRIL 2025

İSTANBUL LÜTFİ KIRDAR INTERNATIONAL CONVENTION AND EXHIBITION CENTRE, RUMELİ HALL

www.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

Let's Meet at the 37th Beauty & Care İstanbul Fair!

Save the Date!

24-27 April 2025

The **Beauty & Care İstanbul Fair**, the most important event in the sector, has been bringing visitors the latest products, equipment, and methods in medical aesthetics, professional cosmetics, hair care, spa, wellness, and fitness for years, along with showcasing world-leading brands. The **37th edition** of the fair will be held at the İstanbul **Lütfi Kırdar International Convention and Exhibition Center** from **April 24-27, 2025**.

Beauty & Care İstanbul 2025 creates a unique platform that brings together industry professionals such as beauty experts, aestheticians, doctors, beauty center owners, hospital purchasing managers, and makeup artists with established companies and startups seeking new markets. Moreover, it adds a new dimension to your fair experience with hands-on training sessions and seminars and events conducted by experts in the field.



WHY EXHIBIT?

5 Reasons to Exhibit at Beauty & Care İstanbul Fair, Türkiye's First and Most Prestigious Event in the Beauty and Care Sector

05

MEET THE EXPERTS

Seize the opportunity to meet with industry-leading executives and experts.



01

MEET YOUR TARGET AUDIENCE

Join the largest gathering of industry representatives, including doctors, hospital and clinic managers, beauty center owners, aestheticians, and pharmacists.



02

ESTABLISH PARTNERSHIPS

Develop strong collaborations with national and international suppliers.



03

INCREASE BRAND AWARENESS

Enhance your brand awareness and elevate your corporate image.



04

FOLLOW TRENDS

Stay updated on the latest industry trends and expand your service offerings.



Beauty & Care İstanbul 2024 WITH NUMBERS



226

Exhibitors



618

Brands



27.801

Visitors

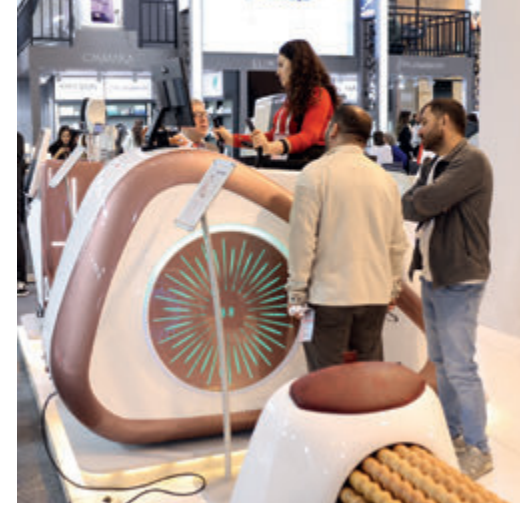
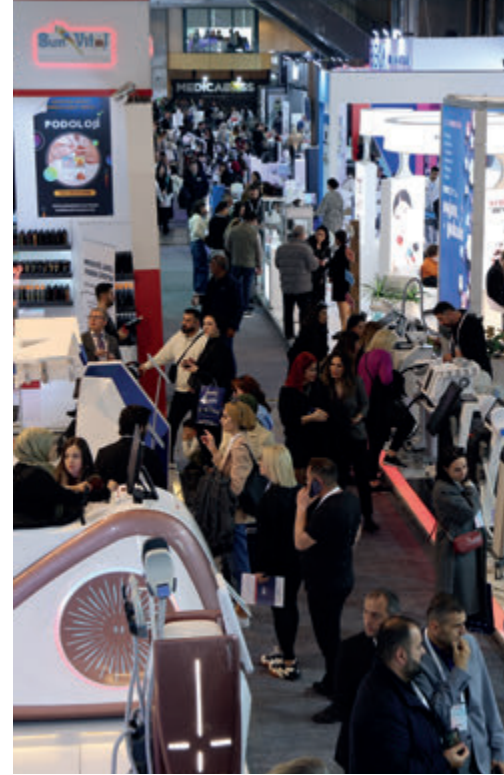


24.280

Domestic Visitors

3.521

International Visitors



Who Exhibit at Beauty & Care İstanbul?

%54 Medical Aesthetics Dermatology Products and Equipment

%20 Cosmetics & Makeup Products and Equipment

%13 Nail & Hand Foot Care Products and Equipment

%6 Healthy Living Products

%4 Spa Wellness & Fitness Products and Equipment

%3 Hair Care



What Did They Say About BEAUTY & CARE İSTANBUL 2024!



ŞEBNEM TOKÜ
Brand Director at Slimwell

Slimwell Group has been a leading brand in the industry for 10 years. We collaborate with many dermocosmetic beauty brands in Türkiye, operating with approximately 7 brands. We introduced the world's first and only vacuum walking and running bands to Türkiye. Vacuactiv devices are manufactured in Europe. Slimwell has been attending this fair for about 4 years. As always, we plan to participate in the Beauty & Care Fair next year as well.

[CLICK HERE TO WATCH THE VIDEO >](#)



CEMRE ERYAŞ
Trainer at Aselmed Import and Export

This year, at the Beauty & Care Fair, we launched our La Reunion brand, specializing in beauty machines and dermocosmetics, as Aselmed Import and Export. The fair has significantly met our expectations. We strive to participate in the fair every year.

[CLICK HERE TO WATCH THE VIDEO >](#)



SEVİLAY ÜNLÜ
Founder of Sarp Intercosmetic

We are in the market with 100% locally produced professional skincare products. We collaborate with pioneering beauty salons in the industry. We are pleased to be at the Beauty & Care Fair organized by TG Expo. The fair has met our expectations so far, and we hope it will continue to do so. We will be here every year.

[CLICK HERE TO WATCH THE VIDEO >](#)



ALPER BURDURLU
Partner at Sano Laser

As Sano Laser, we are participating in the fair. Since 2019, we have been operating in the medical and cosmetic fields, and this is our 3rd year at the fair. We leave here very happy every year, and even during weekdays, the fair goes very well. We are very satisfied and will definitely participate again next year.

[CLICK HERE TO WATCH THE VIDEO >](#)



GÜRKAN ONAT
CosmeticMed Medical

As CosmeticMed Medical, we serve the Aegean region. We offer cosmetic devices, skincare, slimming, and laser hair removal devices. As CosmeticMed, we plan to participate in the fair next year and for many years to come.

[CLICK HERE TO WATCH THE VIDEO >](#)

Who Visit the Beauty & Care Istanbul?



%19

Aestheticians

%13

Beauty
Experts

%12

Beauty Center
Managers

%12

Dermatologists

%9

Doctors



%6.7

Dietitians

%5

Hairdressers

%4.5

Makeup
Artists

%4

Professional
Field Students

%3.8

Franchise and
Dealership Investors
Entrepreneurs



%3.2

Spa-Sauna
Hotel
Purchasers

%3.1

Hospital and Clinic
Purchasers

%2

Masseur
Masseuses

%1.7

Pharmacists

%1

Sector Associations
and Professional
Chambers

With Which Product Groups Will You Exhibit at Beauty & Care İstanbul?



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 disklerive machines, Hand and foot care equipment and products, Foot massage equipment, Nail care and treatment systems, Diabetic feet 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 parfume 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 ackages, 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 Dermacosmetic 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.

About the Organiser



5

Continents



35

Countries



262.000sqm

Area



5.650

Exhibitor



