

BEAUTY & CARE | İSTANBUL 2026

38th INTERNATIONAL MEDICAL AESTHETICS & ANTI-AGING AND
PROFESSIONAL COSMETIC PRODUCTS AND EQUIPMENT FAIR

27-29 MARCH 2026

İSTANBUL LÜTFİ KIRDAR

INTERNATIONAL CONVENTION AND EXHIBITION CENTER RUMELI HALL

www.guzellikvebakim.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 38th Beauty & Care İstanbul!

Save the Date!

27-29 MARCH 2026

The Beauty & Care İstanbul, 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 **38th** edition of the fair will be held at the **İstanbul Lutfi Kırdar International Convention and Exhibition Center from March 27-29, 2026.**

Beauty & Care İstanbul 2026 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.



Beauty & Care İstanbul 2025 WITH NUMBERS



196

Exhibitors



521

Brands



20.172

Visitors



18.329

Domestic Visitors

1.843

International Visitors



Who Exhibit at Beauty & Care İstanbul?

Manufacturers and Distributors of Medical Aesthetic
Dermatology Products and Equipment

%54

Manufacturers and Distributors of Cosmetics & Makeup Products and Equipment

%20

Manufacturers and Distributors of Nail & Hand and Foot Care Products and Equipment

%14

Manufacturers and Distributors of Healthy Living Products

%6

Manufacturers and Distributors of Spa, Wellness & Fitness Products and Equipment

%4

Manufacturers and Distributors of Hair & Hair Care Products and Equipment

%3



WHY EXHIBIT?

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

05

MEET THE EXPERTS KEEP UP WITH THE TRENDS

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



01

MEET YOUR TARGET AUDIENCE

Meet with your target audience at the largest meeting point of industry representatives such as doctors, hospital and clinic managers, beauty center owners, estheticians and pharmacists.



02

BUILD PARTNERSHIPS

Establish partnerships with national and international suppliers.



03

INCREASE YOUR BRAND AWARENESS

Increase your brand awareness and increase your corporate image.



04

KEEP UP WITH THE TRENDS

Seize the opportunity to meet leading executives and experts in the industry. Follow the latest trends in the industry and expand your service area.



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



MEDICAL AESTHETIC DERMATOLOGY PRODUCTS AND EQUIPMENT

- Skincare and analysis devices and products
- Fractional laser systems
- Medical aesthetic laser systems
- Carboxytherapy equipment
- Epilation systems
- Anti-aging lifting, wrinkle treatment technologies and products
- Body care devices and products
- Cellulite treatment devices and products
- Weight loss and firming devices and products
- Facial and body massage equipment
- Dermocosmetic skincare products
- Fillers, serums, mesotherapy products



COSMETICS & MAKEUP PRODUCTS AND EQUIPMENT

- Professional makeup products and equipment
- Permanent makeup equipment, temporary and permanent tattoo devices
- Makeup brushes, color cosmetics, and fragrance products
- Eyelash extensions, silk lashes, eyebrow and eyelash perming & tinting
- Natural skincare products, tweezers, nail files, scissors
- Waxing, wax heaters, and related products
- Mirrors, sponges
- Face cleansers, toners, masks, and peeling products
- Body lotions, gels, moisturizers
- Cosmetic product packaging
- Tanning devices and accessories
- Tanning cosmetics and consulting services



NAIL & HAND AND FOOT CARE

- Professional nail equipment & hand-foot care
- Fake and acrylic nail techniques and products
- Plastic, fake, and acrylic nails, nail sets, permanent nail polishes and sets
- Manicure and pedicure tools
- Acrylic, gel, dipping systems and materials
- Nail decoration discs and machines
- Hand and foot care devices and products
- Foot massage tools, ingrown toenail care and treatment systems
- Foot care products for diabetics



HAIR & HAIR CARE PRODUCTS AND EQUIPMENT

- Hair salon equipment and decoration units
- Hair washing units, work counters, chairs, waiting chairs
- Hair dyes, serums, capsules
- Hair care products, shampoos, and conditioners
- Hair cosmetics and styling products
- Brilliantine, gel, and hair sprays
- Blow dryers, hair dryers and cutting machines, styling devices
- Hair brushes, combs, and hairpins
- Hair cutting tools, professional scissors, and combs
- Hair analysis devices and accessories, wigs, and hair extensions



SPA – WELLNESS & FITNESS PRODUCTS AND EQUIPMENT/ HEALTHY LIVING PRODUCTS

- Spa & Wellness beds and equipment
- Spa cosmetics, wellness products
- Thalasso equipment and products
- Spa concept and design consulting services
- Fitness equipment and programs
- Fitness techniques, vibration bodybuilding equipment
- Sports center equipment and technologies
- Yoga & Pilates products
- Natural & herbal products
- Dietetic living products and vitamins
- Sports nutrition and supplements



BEAUTY & CARE İSTANBUL 2026

Who Visit the Beauty & Care İstanbul?



%19

Beauty Center
Managers

%13

Beauty
Experts

%12

Aestheticians

%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

Masseurs/
Masseuses

%1.7

Pharmacists

%1

Sector Associations
and Professional

About the Organiser



5

Continents



35

Countries



262.000_{sqm}

Area



5.650


Exhibitor



BEAUTY& CARE | İSTANBUL 2026

FOLLOW US!

 [guzellikvebakimfuari](#)

 [guzellikfuari](#)

 [guzellikvebakimfuari](#)

 [guzellik-ve-bakim-fuari](#)

+90 216 338 45 25

info@guzellikbakim.com

www.guzellikvebakim.com