

# BEAUTY & CARE | ISTANBUL 2027

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

**18-21 MARCH 2027**  
**ISTANBUL LUTFI KIRDAR**

INTERNATIONAL CONVENTION AND EXHIBITION CENTER RUMELI HALL

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



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## Inspiring Brands, Next-Generation Trends & Strong Business Connections at the *39<sup>th</sup> Beauty & Care İstanbul!*

*Save The Date!*

**MARCH 18-21, 2027**

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 **39<sup>th</sup>** edition of the fair will be held at the **İstanbul Lutfi Kırdar International Convention and Exhibition Center** from **March 18-21, 2027**.

**Beauty & Care İstanbul 2027** 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. **Beauty & Care İstanbul** also offers a dynamic experience platform shaping the future of the industry through hands-on trainings, seminars and events led by renowned experts in their fields.



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## Beauty & Care İstanbul 2026 WITH NUMBERS



**132**

*Exhibitors*



**572**

*Brands*



**22.375**

*Visitors*



**20.423**

*Domestic Visitors*

**1952**

*International Visitors*



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## 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

**%13**

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

**%7**

Manufacturers and Distributors of Healthy Living Products

**%3**

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

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



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

Follow the latest trends in the industry and expand your service area.



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



## 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



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## Who Visit the Beauty & Care İstanbul?



**%20**

Beauty Center Managers

**%11**

Beauty Experts

**%17**

Estheticians

**%12**

Dermatologists

**%12**

Doctors



**%4.7**

Dietitians

**%4.1**

Hospital and Clinic Purchasers

**%4**

Hairdressers

**%3.5**

Makeup Artists

**%2**

Professional Field Students



**%3.8**

Franchise and Dealership Investor /Entrepreneurs

**%3.2**

Spa-Sauna Hotel

**%2**

Massage Therapists Masseurs

**%1.7**

Pharmacists

**%1**

Sector Associations and Professional Chambers

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



## 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

- 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



## LONGEVITY APPROACHES & HEALTHY LIVING PRODUCTS

- Healthy Living Products
- Natural & Herbal Wellness Products
- Well-Aging, Anti-Aging & Longevity Support Products
- Dietary Wellness Products, Vitamins & Supplements
- Sports Nutrition & Performance Support Products

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