

# Press

11 April 2019

Beautyworld Middle East  
15-17 April 2019  
Dubai International Convention and Exhibition Centre, UAE

For more information, please contact:

Gareth Wright, Samah Mousa  
Dubai, UAE  
Tel: +971 4 3894 573  
[Gareth.wright@uae.messefrankfurt.com](mailto:Gareth.wright@uae.messefrankfurt.com)  
[Samah.mousa@uae.messefrankfurt.com](mailto:Samah.mousa@uae.messefrankfurt.com)

## **International flavour at Beautyworld Middle East 2019 buoyed by strong European presence**

### **France, Italy, Spain, and Germany at the forefront of annual trade fair while debut pavilions come from Belgium, Romania, and Lithuania**

Dubai, UAE: The international flavour at next week's Beautyworld Middle East 2019 trade fair in Dubai will be notable for the robust European participation, with nearly one third of the 1,790 exhibitors at the three-day event coming from the Old Continent.

A total of 541 European companies will span 9,400sqm of exhibition space when the region's largest international trade fair for beauty products, hair, fragrances, and wellbeing opens from 15-17 April at the Dubai International Convention and Exhibition Centre.

Perennial beauty powerhouses France, Italy, Spain, and Germany are at the vanguard of European exhibiting countries this year, comprising a national pavilion line-up that also includes the UK, along with debut pavilions from Belgium, Romania, and Lithuania.

France is the largest European exhibiting country in 2019, with 123 (75 pavilion, 48 stand-alone) Tricolour companies bringing to the fore the French cosmetics know-how and expertise recognised around the world.

Italy is next, with 94 exhibitors, followed by Spain (51 exhibitors), and Germany (41 exhibitors), while other European exhibitors are coming from Portugal, Iceland, Austria, the Czech Republic, Switzerland, and Belarus.

With an annual turnover of €25 billion, France's cosmetics industry is the country's third largest export sector, with a 25 percent share of the global market and a trade surplus of €7.6 billion. The sector, according Government agency Business France, has 79,000 establishments in France employing over 170,000 people, with the UAE and wider Middle East among its key growing export markets.

Messe Frankfurt Middle East  
P.O. Box 26761, Dubai  
United Arab Emirates

The very best of French cosmetics, fragrances, skincare, and haircare will be on show at Beautyworld Middle East 2019, with a number of exhibitors preparing product launches for the regional market.

Among that group is Ozalys, which will launch the first professional range of products and spa treatments for women affected by cancer. Isabelle Guyomarch, President of Laboratoire Ozalys, said the product line-up will cover six treatments for the face, body, hands, feet, and scalp, while the treatments are also designed for the wellbeing and safety of beauticians.

“A revolution in the world of dermo-cosmetics, Ozalys is a brand created by women for women affected directly or indirectly by breast cancer,” said Mrs. Guyomarch. “Because taking care of yourself is the first victory against the disease, Ozalys is a complete range of dermo-cosmetic products which innovate through their formulas, their galenics and their packaging. They respond to the specific needs of those women who must learn to live with the side-effects related to their treatments.

“But Ozalys also ensures the day-to-day safety of beauticians in their salons,” added Mrs. Guyomarch. “Indeed, Ozalys is the first brand in France to evaluate the toxicity and guarantee the tolerance of its products for professionals to ensure professional exposure with total peace of mind.”

Végétolement Provence is another French brand launching its ‘sup’organic’ and holistic skincare range as well as a plant based keratin haircare treatment for very dry and damaged hair.

Jean-Marc Delabre co-founder and CEO of Végétolement Provence, said the company is the leader of professional alternative cosmetics, and has plans to expand in the Middle East and makes its brand well-known.

“The Végétolement Provence brand is synonymous with sup’organic and ethical beauty, recognised for its eco-responsible and cruelty free approach,” said Mr. Delabre. “Its unique collections are dedicated to the beauty, health and wellbeing of hair, skin, and soul. Its efficient plant creations, fruit of its expertise in green chemistry, are all made in-house with care in the heart of Provence.”

Mr. Delabre added that clean beauty is the big trend in 2019: “Consumers are after beauty products that are respectful of the earth, are animal cruelty free, and are eco-friendly. Végétolement Provence’s sup’organic content banishes everything that is bad for the health, while restoring hair and skin’s health and giving that beauty back.”

Italian brands will also be in the spotlight, with dozens planning their own product debuts for thousands of trade buyers and beauty professionals.

Ciccarelli, for example, will launch its latest male cosmetic organic products, along with Pasta del Capitano, Italy's most popular toothpaste. Dr. Maurizio Stefano Bignotti, Ciccarelli's Export Manager, explained: "Pasta del Capitano was the first toothpaste produced in Italy in 1905 and it's still growing after so many years.

"Today the brand includes basic toothpastes for the whole family, specific products for particular oral care needs and a premium line for top stores and perfumeries. All our products are made in Italy and do not contain Parabens, Triclosan, Sodium Lauryl Sulfate (SLS) and formaldehyde-releasing preservatives."

"The smile is perhaps one of the most beautiful things that belong to the Italians. It tells of happy moments, the zest for life, the taste and flavour of the Mediterranean. That's why we cherish so much to smile, why the care of teeth and oral hygiene is a passion for us, as well as a company mission."

Luigi Borrelli Fragrances and Italcosmetici are other premium Italian manufacturers introducing their latest products at Beautyworld Middle East 2019. The former will launch Silk Eau de Parfum among other new fragrances, while the latter will showcase more than 50 new colour cosmetics, including eye shadows, compact foundations, and lipsticks.

"For the first time this year we will take part in Beautyworld Middle East 2019," said Viliyan Petrov, Luigi Borrelli Fragrances' CEO. "This is a good springboard to introduce our fragrances to distributors and customers from this region.

"Silk is a cool and caressing scent, built on a traditional masculine combination of citrus and Vetiver. The composition combines traditional Mediterranean scents: freshness of citrus gardens, green spiciness of Clary sage, elegant severity of Vetiver and Moss, creamy-almond sweetness of Tonka beans and dry amber wind."

Giuseppe Campanella, Chairman of the board of directors at Italcosmetici – a private label cosmetics manufacturer – spoke about the big three trends in the global cosmetics market: "We see continuous growth of consumer demand for 'natural' products, where natural is perceived as a big leap back to the original raw materials offered by nature.

"A second trend is the use of colour as an expression of the inner personality; that is more colours and more sparkling nuances. The third trend is that men are increasingly discovering skin care and make up. These are global trends and we believe they are emerging as well in the Middle East."

Mr. Campanella added that Italcosmetici exports about one third of its total turnover to Middle East and Africa region: “Saudi Arabia and the UAE are very sophisticated markets where we sell mainly in full service (filled and packed products), whereas Iran and North Africa buy mainly bulk.

“In these countries we find many customers who are ready to pay for quality and reliability. Women are very keen for personal care and the millennials represent a high percentage of total population.”

Beautyworld Middle East 2019 will feature 1,790 exhibitors from 66 countries when it opens for the 24<sup>th</sup> time next week. The annual three-day event covers the six product groups of Hair, Nails, and Salon Suppliers; Cosmetics and Skincare; Personal Care and Hygiene; Machinery, Packaging, Raw Materials, and Contract Manufacturing; Natural and Organic; and Fragrance Compounds and Finished Fragrances.

The showpiece event is organised by Messe Frankfurt Middle East, and will this year introduce Front Row, a brand new three-day programme of live makeup and hair demonstrations, where interactive panel discussions on successful business brands will be interspersed with bold shows presenting the biggest and best trends and innovations in global beauty.

Other new features in 2019 include Ready to Beauty, a showcase of brands that cater specifically to the wants and needs of a multicultural audience; and the three-day Beauty Business Conference, covering pertinent topics such as women entrepreneurship in the beauty business and sustainable packaging of beauty products.

All the regular popular features will be back in 2019, including the Battle of the Barbers, a live three-day competition where the UAE’s finest male grooming technicians will battle it out for two coveted titles: the UAE’s Best Barber and UAE’s Best Shave. The Fragrance Station and Nail It! By OPI and Artistic – a nail art competition – are other returning highlights.

With 25 country pavilions, six product groups, and a packed programme of special features, Beautyworld Middle East 2019 will again present an unrivalled platform of business networking and inspirational ideas for an expected audience of 35,000-plus trade buyers and beauty professionals.

More information is available at: [www.beautyworldme.com](http://www.beautyworldme.com).

**-ENDS-**

*Notes to editors:*

**Beautyworld Worldwide**

Organised by Messe Frankfurt, the Beautyworld brand hosts trade shows at various locations around the world.

Beautyworld Middle East  
15-17 April 2019, Dubai, UAE

- **Beautyworld Middle East**  
15-17 April 2019, Dubai, UAE
- **Beautyworld Japan**  
13 - 15 May 2019, Tokyo, Japan
- **Beautyworld Japan West**  
7-9 October 2019, Osaka, Japan
- **Beautyworld Saudi Arabia**  
27-29 October 2019, Jeddah, KSA
- **Beautyworld Japan Fukuoka**  
3 - 4 February 2020, Fukuoka, Japan

Further information and photos in print quality can be found at the below sites:

[www.beautyworld.messefrankfurt.com](http://www.beautyworld.messefrankfurt.com)

**Background information on Messe Frankfurt**

*Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).*

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018

**About Messe Frankfurt Middle East GmbH**

Messe Frankfurt Middle East's portfolio of 16 exhibitions includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Beautyworld Saudi Arabia, Hardware + Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Middle East Cleaning Technology Week, Paperworld Middle East, Prolight + Sound Middle East, SPS Automation Middle East. The subsidiary also organises a series of conferences and seminars including the Worker Health Protection Conference, Think Light, and the International Conference on Future Mobility. In 2018, Messe Frankfurt Middle East exhibitions combined featured 6,246 exhibitors from 60 countries, and attracted 140,685 visitors from 135 countries. For more information, please visit our website at [www.messefrankfurtme.com](http://www.messefrankfurtme.com)