

# BEAUTY & CARE 2020

32. Istanbul International Beauty & Care, Professional Cosmetics and Hair, Spa & Wellness - Fitness Products and Equipment Fair

## POST SHOW REPORT

## 5 - 8 MARCH

ISTANBUL LUTFI KIRDAR  
INTERNATIONAL CONVENTION AND EXHIBITION CENTRE  
RUMELI HALL

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

Organizer



THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB  
(THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF  
TURKEY) IN ACCORDANCE WITH THE LAW NO.5174



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# BEAUTY & CARE

## ISTANBUL 2020



The pioneering fair of the sector in medical aesthetics, professional cosmetics, hair, spa & wellness categories, **Beauty & Care Istanbul 2020**, took place for the **32<sup>nd</sup>** time in Istanbul Lutfi Kirdar Rumeli Hall on March 5 - 8, 2020.



Bringing together the beauty, professional cosmetics, skin care, medical aesthetics and health sectors, the fair was the perfect meeting point for the industry



professionals such as doctors, dermatologists, estheticians, cosmetologists, beauty center owners and makeup artists.



# ABOUT THE ORGANIZER



With the motto of “**Think Global**”, TG Expo International Fairs was founded in 2008 by sector professionals with more than 20 years’ experience. By realizing many firsts in the exhibition industry of Turkey, **TG Expo** has become an innovative brand, supporting the development of Turkish fair industry. Organizing

individual or national participation trade fairs & exhibitions in many parts of the world and along with the many successful organizations in Turkey, **TG Expo** enables Turkish companies to introduce their products in international markets and to develop their export volumes by establishing new collaborations.

## Contact With Us

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# With Numbers 2020



**232**  
EXHIBITORS



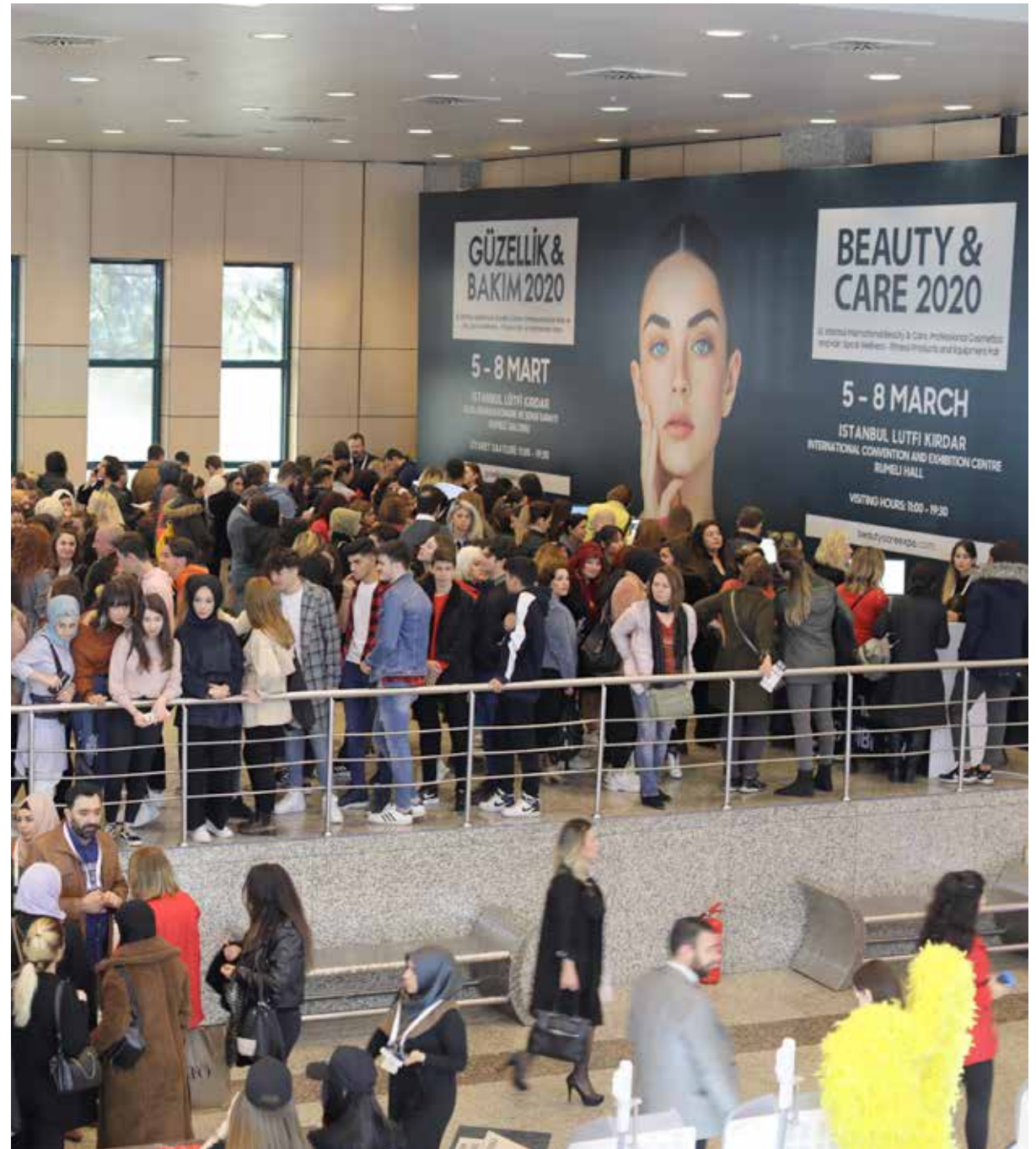
**29196**  
VISITORS



**642**  
BRAND



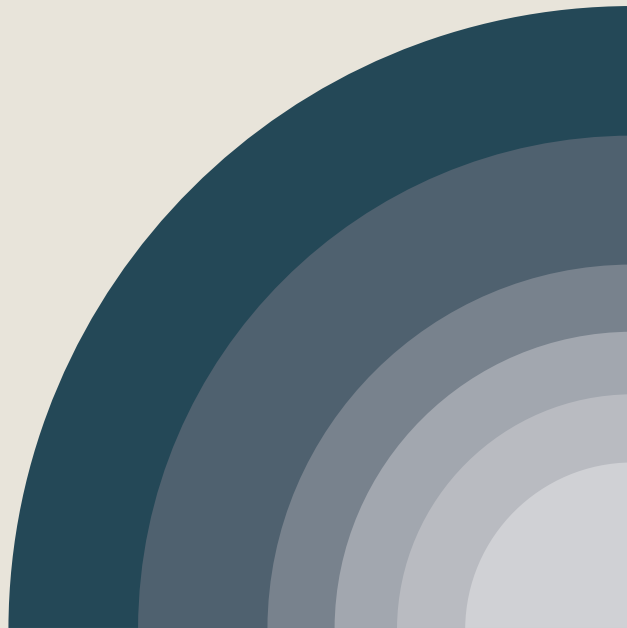
**30**  
COUNTRIES







# Visitor COUNTRIES



**%34** Cyprus 🇨🇵

**%18** Russia, Germany 🇷🇺 🇩🇪

**%7** Iran, Zambia 🇮🇷 🇿🇲

**%5** Austria, Ukraine 🇦🇹 🇺🇦

**%4** Algeria, Yemen 🇩🇿 🇲🇪

**%3** United States, Belgium, Switzerland, France, United Kingdom 🇺🇸 🇧🇪 🇨🇭 🇫🇷 🇬🇧

# Most Exhibiting Countries



Israel



Netherlands



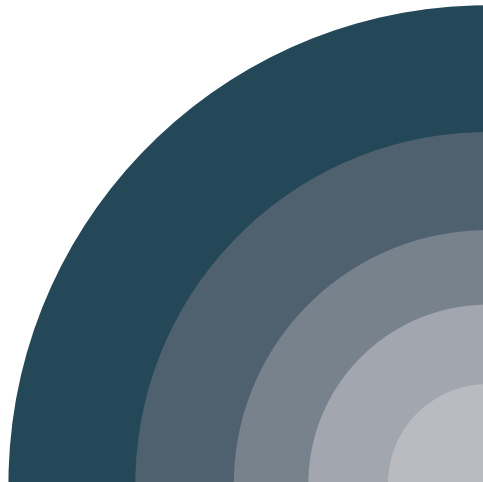
Spain



Russia



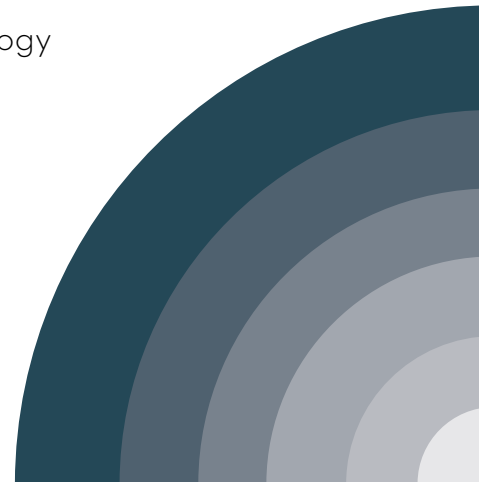
# Exhibitor Profile



- %42** Medical Aesthetic Dermatology Equipment & Products
- %26** Cosmetic & Make-Up Products, Equipment
- %13** Professional Nail Equipment & Hand-Foot Care
- %10** Haircare Equipment & Products
- %7** Spa - Wellness & Fitness Products Equipment



# Visitor Profile



- %46** Beauty Centers Owners, Spa, Sauna Hotel Managers
- %22** Aestheticians
- %13** Make Up Artists
- %9** Hair dressers
- %6** Dieticians, Hand-Foot Care
- %4** Pharmacy Executives, Students, Trainees and Other



# Product Groups

## **Aesthetic Dermatology Equipment and Products**

- Skin Care and Analysis Equipment And Products
- Fractional Laser Systems
- Medical Aesthetic Laser Systems
- Ozone Therapy Equipment
- Carboxytherapy Equipment
- Epilation Systems
- Anti-Aging, Lifting, Wrinkle Treatment Technologies and Products
- Body Care Equipment and Products
- Cellulite Treatment Equipment and Products
- Weight Loss and Fit Body Equipment and Products
- Face and Body Massage Equipment
- Derma Cosmetic Care Products
- Filling Materials, Serums, Mezotherapy Products, Skin Care Beds

## **Cosmetic and Makeup Products and Equipment**

- Professional Make Up Materials and Equipment
- Temporary and Permanent Tattoo and Make Up Equipment
- Make Up Brushes Colorful Cosmetic and Perfume Equipment
- Artificial, Eyebrows, Eyelashes, Permanent Waves and Dyes
- Natural Skin Care Products
- Tweezers, Rasp and Scissors
- Mirrors, Sponges
- Face Cleaners, Tonics
- Masks And Peeling Products
- Body Lotions, Gels And Moisturizers
- Cosmetic Product Packages
- Solarium Equipment and Side Products

## **Professional Nail Equipment & Hand - Foot Care**

- Prosthesis Nail Techniques and Products
- Plastic and Prosthesis Nails, Nail Sets
- Manicure and Pedicure Equipment
- Permanent Nail Polishers and Sets

- Acrylic, Gel, Dipping Systems and Materials
- Tips and Brushes
- Nail Accessories and Stickers, Nail Decorating Machines
- Hand and Foot Care Equipment and Products
- Foot Massage Equipment
- Nail Care and Treatment Systems
- Diabetic Feet Care Products

## **Spa - Wellness & Fitness Product and Equipment**

- SPA & Wellness Bed and Equipment
- Spa Cosmetics Wellness Products
- Thalasso Equipment and Products
- Spa Concept and Design Consulting Services
- Fitness Equipment and Programs
- Fitness Techniques Vibrated Body Building Equipment
- Sport Center Equipment and Technologies
- Yoga & Pilates Products
- Natural and Herbal Products
- Diet Living Products and Vitamins Athlete Supplements and Needs

## **Hair and Care Equipment & Products**

- Hardware and Decoration Units For Hair Salons
- Hair Washing Units
- Working Counters, Seats, Waiting Seating
- Hair Dyes, Serums, Capsules and Reconfiguration Products
- Hair Care Products, Shampoos and Creams
- Hair Cosmetics and Shaping Products
- Hair Sprays, Gels and Other Related 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 Extension



# EVENTS



MD Metin Kerem



L.P. Emel Aktan



Özer Uygungelen



MD Buse Çapkinoğlu

**W**ith the participation of sector professionals & experts, **Beauty & Care Istanbul** discussed the beauty industry's relationship with various branches such as surgery, dermatology, psychology and nutrition.

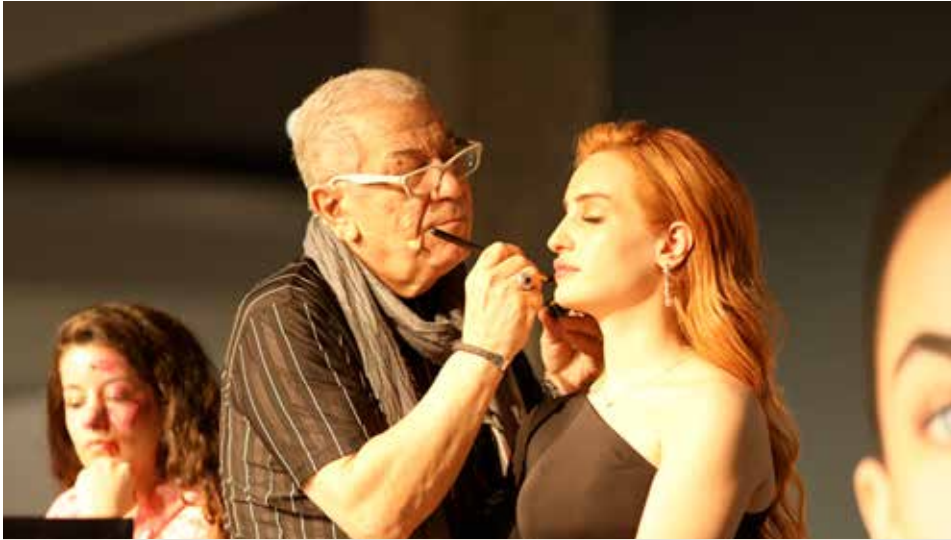
Starting with the session on the subject of "Porcelain Face Lift Applications" presented by **ENPA Medical General Manager Özer Uygungelen**, the seminars continued for 3 days and welcomed many well-known experts as speakers such as **MD Buse Çapkinoğlu, MD Metin Kerem, L.P. Emel Aktan, RD. Zülal Yalçın, MD. Tuba Hilal Güçlü and 2018 Best Model of the World, 3<sup>rd</sup> Degree Merih Öztürk**. Make-up artist and master Corci's porcelain and plastic makeup applications also created a great interest in visitors.



RD Zülal Yalçın



MD Tuba Hilal Güçlü



Make Up Master Corci



2018 Best Model of the World, 3<sup>rd</sup> Degree Merih Öztürk



# EVENTS

6 MARCH 2020 FRIDAY



Porcelain Face Lift  
Applications - ENPA  
Medical General  
Manager  
**Özer Uygungelen**



Workshop: Porcelain  
Make Up - **Corci**  
Make Up Master



The Importance of  
Medical Aesthetics in  
Surgical Procedures  
MD **Buse Çapkinoğlu**  
Aesthetics and  
Plastic Specialist



Medical Aesthetics and  
Non-Surgical Methods  
MD **Metin Kerem**  
Plastic Surgeon



Seminar: Permanent  
Make Up  
**Selin Süremen**



Seminar: Professional  
Make Up  
**Deniz Ayşe Beyaz**

# EVENTS

7 MARCH 2020 SATURDAY



Workshop: Poly Gel  
Prosthetic Nail  
**Aleona Onofrei**  
Prosthetic Nail Specialist



Micropen Protocols and  
Mezo BB  
**Gökçen Yılmaz**



Laser Technologies  
Training Seminar  
**Rifat Kiyıcı**  
Beauticians  
Federation President



Bun Techniques  
**Ali Osman Menteşoğlu**  
Hair Dresser



Beauty Psychology  
**Emel Aktan**  
Psychologist



Nutrition and Beauty  
**Zülal Yalçın**  
Nutrition and Dietetics  
Specialist



# EVENTS

8 MARCH 2020 SUNDAY



Skin Aging and Treatment  
Methods  
**Marzieh Javadpour**  
Dermatology Specialist



2020 Aesthetic Trends  
MD **Tuba Hilal Güçlü**  
Plastic and Aesthetic  
Surgery Specialist



Micromez  
**Kübra Kehribar**  
Expert Esthetician



Beauty Secrets  
**Merih Öztürk**  
2018 Best Model of  
Turkey 3<sup>rd</sup> Degree



Eyebrow & Eyelash  
Lamination  
**Sevcan İpar**  
Beauty Expert and  
Makeup Artist



Workshop:  
Plastic Makeup **Corci**  
Makeup Master



Acne Lifetime  
**Ömür Tekeli**  
Dermatologist

# "EQUAL WORLD EQUAL HUMAN "

## PAINTING EXHIBITION



**"Equal World Equal People" Painting Exhibition**, specially prepared by **FMV Işık University Faculty Member Sibel Avcı Tuğal**, was exhibited at the Beauty & Care 2020 Fair. Emphasizing the importance of creating an equal world in terms of gender, the exhibition was highly appreciated by all visitors and exhibitors as well as press members.



# BEAUTY&CARE 2020

## FAIR CATALOGUE & MAGAZINE



Beauty & Care 2020 Fair Catalogue & Magazine, featuring news about the latest technology products and devices, the interviews with the industry professionals, fair exhibitor list and event

programme, appeals to the all partners of the industry. The catalogue, which can be referred along the year, is distributed to all the exhibitors and visitors attending the fair.



# MARKETING ACTIVITIES

## Social Media



**500.000 + Impression**  
**200.000 + Reach**

## Digital Media



**1.000.000+**  
Impression  
**5.000+**  
Clicks

Online advertising on platforms such as  
Hürriyet, Milliyet, Mynet, Elle, Elele websites

## Radio



**50+**  
Radio  
Advertisements

## E-Mailing



**198.615**  
e-bulletins sent to the  
industry professionals

## Printed Media



Advertisements on  
most popular  
women-beauty  
magazines in Turkey

# TV NEWS



# PRESS CLIPPINGS





# DIGITAL MEDIA NEWS



# DIGITAL MEDIA NEWS



## İstanbul Uluslararası Güzellik Ve Bakım Fuarı

Kozmetik, güzellik ve sağlık ürünlerinin aynı platformda bulunduğu 32. İstanbul Uluslararası Güzellik&Bakım, Profesyonel Kozmetik ve Saç, Spa&Wellness- Fitness Ürün ve Ekipmanları Fuarı sona erdi.



Katılımcı ve ziyaretçilerin yoğun ilgisiyle karşılaşılan ve 3 gün süren fuarda, yerli ve yabancı üretici firmaların yeni cihaz ve ürünleri de görücüye çıktı. Fuarda yerli üretim kozmetik cihazları da yerini aldı.

Dr. Özgür Koldaş, fuarda güzellik ve estetik dünyasında kullanılan cihaz teknolojilerini AA muhabirine değerlendirdi.

yıllardır halkımızın özenle geliştirdiği, ülke genelinde kullanılan cilt bakım ürünlerini, ülke genelinde kullanılan zayıflama teknolojilerini halkımıza anlatıyoruz." dedi.

Fuarda eğitim desteğini sağladıklarını ifade eden Koldaş, sağlık ve güzellik turizmiyle de ekonomiye destek verdiklerini sözlerine ekledi.

Kaynak : AA

**YeniBirlik**

## SANATÇILAR VE KADINLAR KADINA ŞİDDETE DİKKAT ÇEKTİ

[illegible]

Tutuklu ve yarı tutuklu hükümlülerden katillerin sayısı ve Bakan Fays 5 - 8 Mart aylarında, Lâh Kader, Uslaklarca Kargın ve İsmail Serdarında yakıldı. Bu üç katil/kuşak 12/12/1945 tarihinde, 8 Mart Dünya Kızlar Gününe atfedilen katil kadınlar gününe yakıldı etkinlikleri yapıldı.

[illegible]

**ÖZGÜR: SAKİ'Nİ İSTANBUL'DA KAVUŞTUR**



### 32.KEZ KAPILARINI ACIYOR

Türkiye'nin en güzel buluşma noktalarından biri olan Güzellik ve Bakım Fuarı, 5 - 8 Mart tarihleri arasında, Lütfi Kırdar Uluslararası Kongre ve Sergi Sarayında düzenleniyor.

32. her zamanı eğlenceyle geçirenleri, güzel kızların, gelişmiş teknolojiler, yeni ürünler, yeni uygulamalar ve hizmetler, dizaynların beğenilerine sunuyor.

*Quercus garciniana* Lamour.

Türkiye'nin güle buluşma toplantısından bir den. Özgür ve Bekir Fırat, 5-7 Mart tarihleri arasında, Lütfi Kırdar Uluslararası Kongre ve Sergi Sarayında düzenlenen 12. kez kadınların aynaya bakmaları, yeni uygulamaları ve hizmetleri ziyaretleri başlanıyor.

12. Uzmanlar Güzel ve Selim, Profesör Nazmiye ve Zeynep ve Welat Gülin ve Ekmanet Fazl-güzel sendikası biraraya geliyor. Uzmanlar öteki mahkâmeleri yarıyorlar, gelişim teknolojileri, 600 gün boyunca sergilenen final yarışmaları olan final alanında uzman, yeni ve yedinci doktorlar, plastik sanatlar, sanat ve güzel sanatlar, demetologlar, kuşların diğer sanatçıları ve sanatçıları.

52. Güçlük ve Başın Fuarını düzenleyen TO Ege'nin Yönetim Kurulu Başkanı Özgür Arslan; toplantı salonunun duvarına 400 milyar dolar büyüklüğünde ulaştığını, Türkiye'de bu paranın 2000 ile 10 milyar TL'ye aşmasını beklediğini, yıla kapanışta 20'li patlamı abartarak, salonun peşinine katkı sağladıktan memnuniyet duyduklarını belirtti.

Fuori pagina: informazioni utili e consigli pratici per il cliente



## Güzellik Sektörü İstanbul'da Buluşuyor

Türkiye'nin en güzel buluşma noktalarından biri olan Güzellik ve Bakım Fuarı, 5 - 8 Mart tarihleri arasında, Lütfi Kedar Uluslararası Kongre ve Sergi Sarayında düzenleniyor. 32. kez kapılarını açmaya hazırlanan fuar, güzellik trendlerini, gelişmiş teknolojileri, yeni ürünleri, yeni uygulamaları ve hizmetleri, ziyaretçilerin beğenilerine sunuyor.

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# EXHIBITOR LIST





# EXHIBITOR LIST



DRAGON TATTOO



GOLD TIRNAK CENTER  
Protez Tırnak - Kirpik - Kalıcı Makyaj



Jellian  
EXCLUSIVE



Laser kozmetik



# EXHIBITOR LIST



# EXHIBITOR LIST





# BEAUTY & CARE **ISTANBUL** 2021

34. Istanbul International Beauty & Care, Professional Cosmetics  
and Hair, Spa & Wellness - Fitness Products and Equipment Fair

## 25 - 28 FEBRUARY

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