

ROMEXPO

Hall B1

Cosmetics Beauty Hair 2025

18 - 21 SEPTEMBER



Discover our event

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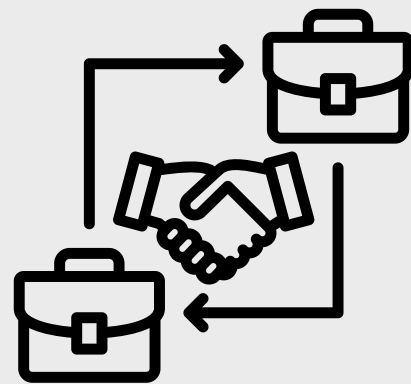


About Us —

- **Cosmetics Beauty Hair** is the premier beauty trade fair in Romania, bringing together top brands, distributors, retailers, professionals, and beauty enthusiasts under one roof.
- **The event provides a strategic B2B and B2C platform**, promoting innovation, the latest trends, and cutting-edge technologies in the beauty industry.
- **Target audience:** beauty professionals, distributors, salons, aesthetic clinics, beauty influencers, and end consumers.

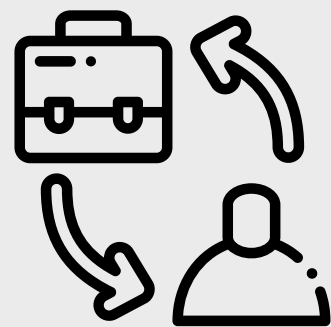


Event Profile



B2B Segment – Business & Professional Opportunities

Explore the latest in cosmetics, hairstyling, nail care, and aesthetics. Connect with salons, clinics, and retailers to secure exclusive distribution deals. Access cutting-edge skincare technologies, expert-led training, and advanced hairstyling techniques.



B2C Segment – Unique Experiences for Visitors

Access premium beauty products at special prices, from skincare with active ingredients to professional hairstyling and makeup. Enjoy free skin diagnostics, expert hairstyling and makeup sessions, plus live demos of the latest nail techniques.





Key Event Highlights

- **Dedicated Business Lounge** for professional meetings to develop collaborations between distributors, brands, and salons.
- **Speed Networking Sessions** - quick, high-impact connections between beauty entrepreneurs and investors.
- **Industry expert panels** covering topics such as beauty consumer behavior trends, digital marketing for cosmetic brands, and omnichannel sales strategies.

Strategic Networking

- **Masterclasses** by internationally renowned makeup artists, showcasing the latest techniques in skin-finish makeup, 3D contouring, and airbrush makeup.
- **Live avant-garde hairstyling demonstrations** by top hair experts.
- **Presentation of revolutionary salon and aesthetic clinic equipment**, including cryolipolysis, diode laser hair removal, microcurrent therapy, and hydrodermabrasion machines.

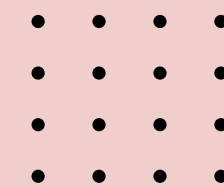
Live Demonstrations & Product Launches

- **Professional-only discounts** on product purchases during the fair.
- **Exclusive wholesale offers** for salons and distributors.
- **Loyalty programs for salons and aesthetic clinics**, including free training sessions and post-sale support.

Exclusive Fair Offers for Beauty Professionals


- **Hyaluronic acid treatments** for lip volume enhancement, forehead smoothing, and deep skin hydration.
- **Innovative body care solutions**, including firming, sculpting, and anti-aging treatments.
- **Cutting-edge non-invasive procedures**, such as mesotherapy, LED therapy, and collagen-boosting treatments for skin rejuvenation.
- **Demonstrations of latest-generation skincare devices** used in beauty clinics and aesthetic centers.

Non-Invasive Aesthetic & Body Care Treatments







Why Attend?




Direct access to top manufacturers and distributors in the beauty industry




First-hand experience with the latest beauty products and cutting-edge technologies.



Strategic networking with industry leaders.

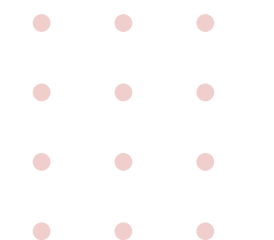


Exclusive purchasing opportunities with special event-only pricing.



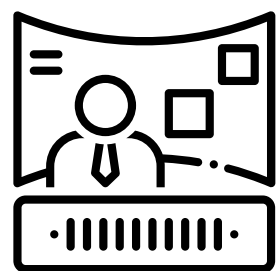
Live demonstrations and expert-led workshops to enhance your professional skills

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Registration



For exhibitors:

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For specialists

Download the ROMEXPO App for networking and free access.



Our best team members



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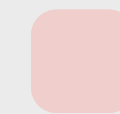
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Join our project for the ultimate beauty experience!



ROMEXPO Exhibition Center



Bucharest, Romania

