

## VIP Buyers Program

VIP Buyers Program at BeautyEurasia hosted **more than 500 buyers** from **66 countries**, facilitating **over 5,000 meetings** with exhibitors and proving once again to be a great success.



## Exhibitors' Opinions



BeautyEurasia was our preference because it is a well-established and one of the oldest exhibitions in the industry. On the very first day of BeautyEurasia 2025, we had 7-8 significantly serious meetings. We liaised with the Middle East, Saudi Arabia, Kazakhstan, Russia, Colombia, and Indonesia. Regardless of the type of exhibition, any company that has not yet reached its full potential must be at BeautyEurasia. See you at BeautyEurasia 2026..

**Ömer Seyfeddin Şener**  
**Co-Founder & Managing Director**  
**O2O Kozmetik**

We hosted a large number of guests from the VIP Hosted Buyers. Both those with whom we had scheduled appointments in advance through the app and those who stopped by our stand and, after receiving an initial introduction, proceeded to hold meetings at our table in the back.

**Abdullah Ay**  
**BD Specialist**  
**Gazeline Lefebre Cosmetics**



**Venue: ifm**  
**Istanbul Expo Center**

**Halls: 1, 3**

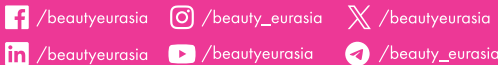
BeautyEurasia is at Istanbul Expo Center – IFM strategically positioned next to Ataturk International Airport and close to the city center, easily accessible by metro, bus, car and metrobus.



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[www.BeautyEurasia.com](http://www.BeautyEurasia.com)

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# BeautyEurasia

Ufi Approved Event

**21<sup>st</sup>** INTERNATIONAL EXHIBITION FOR  
**COSMETICS, BEAUTY, HAIR, PACKAGING,  
INGREDIENTS HYGIENE AND PRIVATE LABEL**



Meet the Beauty  
where the continents  
meet!

**2-4 September 2026**

**ifm** Istanbul Expo Center | **YESILKOY / Istanbul**  
**HALL 1 - 3**

Organiser

[www.BeautyEurasia.com](http://www.BeautyEurasia.com)





## BeautyEurasia 2026: World's booming business hub!

BeautyEurasia: The must attend beauty platform where Europe meets Asia and people of all nationalities come together to be inspired and to do business. Growing year by year, BeautyEurasia links international beauty brands with new markets. Located in the vibrant city of Istanbul, the business hub for Türkiye, as well as Eurasia and Africa.



### Exhibitors' Profile 2025 Edition

#### Number of Exhibitors:

**302** exhibitors from  
**23** countries  
**180** international exhibitors  
**547** brands from  
**27** countries

#### National & Group Pavilions:

China, Egypt, Hungary,  
South Korea, Bulgaria

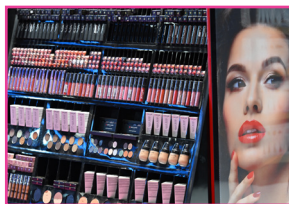
#### International Exhibitor Countries



BELGIUM	EGYPT	IRAN	SPAIN	U.A.E.
BRUNEI	FRANCE	ITALY	SRI LANKA	U.K.
BULGARIA	HUNGARY	KOREA	TAIWAN	U.S.A.
CHINA	INDIA	PAKISTAN	TÜRKİYE	
CZECHIA	INDONESIA	RUSSIA	UKRAINE	

#### Product range:

- Aesthetic Products & Equipments
- Baby Care Products
- Cleaning & Hygiene Products
- Colour Cosmetics
- Dermocosmetics
- Halal Cosmetics
- Hair Care Products
- Nail Care & Nail Art
- Natural & Organic Cosmetics
- Perfumery
- Personal Care Products
- Pharmaceutical & OTC Products
- Private Label & Contract Manufacturing
- Professional Beauty / Hair Salon Products & Equipments
- Raw Materials, Packaging & Machinery
- Associations & Media



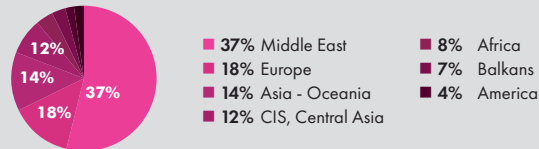
### Visitors' Profile 2025 Edition

**13,314** Professional Visitors (single entry)  
**3,406** International Visitors from  
**114** Countries

#### Top 25 Visitor Countries



#### International Visitor Breakdown by Region



#### Products of Interest

- 38% Dermocosmetics
- 36% Personal Care Products
- 35% Natural & Organic Cosmetics
- 26% Packaging & Machinery
- 20% Perfumery
- 20% Hair Care Products
- 18% Professional Salon Products & Equipments
- 17% Baby Care Products
- 16% Pharmaceutical & OTC Products
- 15% Raw Materials & Ingredients
- 14% Aesthetic Products & Equipments
- 13% Colour Cosmetics
- 12% Cleaning & Hygiene Products
- 9% Services for Cosmetic Industry
- 9% Private Label
- 7% Nail Care & Nail Art

#### Visitor Profile

- 19% Importers & Distributors
- 18% Brand Owner / Manufacturer
- 15% Beauty Salon / SPA
- 11% Cosmetic Chain Stores
- 10% Online Stores
- 9% Private Label Buyers
- 7% Wholesalers
- 5% Retail Chain & Retailers
- 4% Hair Salons & Hairdresser
- 2% Pharmacy Chain - Pharmacy

