

The latest beauty trends at Istanbul Expo Center for three days

The major gathering of the \$677 billion global beauty sector, BeautyEurasia, has opened its doors

Organized by ICA Events as one of the most prominent international cosmetics, beauty, and hair care product exhibitions in the Eurasia region, the 21st edition of "BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients, Hygiene, and Private Label" has commenced. Taking place from September 2–4 at the Istanbul Expo Center, the exhibition will host thousands of visitors from over 100 countries while bringing together 139 companies and more than 300 brands, paving the way for new business collaborations and export opportunities.

Bringing the latest innovations shaping the transformation of the beauty industry together with sector professionals and generating millions of dollars in trade volume every year, BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients, Hygiene, and Private Label is welcoming visitors at the Istanbul Expo Center between September 2–4. Organized by ICA Events and having generated a business volume reaching 305 million Euros in the previous year, the exhibition will provide a productive environment for introducing new ideas and products over three days by facilitating knowledge exchange and discussions on the global and regional development areas of the sector. Hosting 139 companies and more than 300 brands, the exhibition features South Korea with 30 companies and the People's Republic of China with 20 companies among the top countries providing National Participation.

Current trends, new technologies, and sustainable products at BeautyEurasia for three days

Stating that the exhibition, which produces measurable commercial connections, will once again bring the latest trends in the beauty industry to visitors this year, Filiz Mehmedova, Director of BeautyEurasia: International Exhibition for Cosmetics, Beauty, Hair, Packaging, Ingredients, Hygiene, and Private Label, said: "Our core mission is to bring together the brands producing cosmetics, beauty, and personal care products with procurement professionals, distributors, retailers, and importers who deliver these products to global markets on the same trading platform. In this way, going beyond mere product display, we create opportunities to access new markets, establish distributor connections, discover products, develop business, and build strong sectoral networks. For professionals seeking entry into the markets of Türkiye, Eurasia, the Middle East, the Balkans, and the CIS, BeautyEurasia will serve as the focal point of global reach for three days. Furthermore, fundamental shifts in consumer preferences in recent years have significantly driven up demand for clean-ingredient, eco-friendly, and sustainable cosmetic products. Leading this transformation as BeautyEurasia, we will unite many innovations under one roof—from innovative formulations to smart packaging solutions."

With a new strategic step, **BeautyEurasia 2027 will be held concurrently with WorldFood Istanbul on December 15–17**. Holding these two major international exhibitions simultaneously will enable participants to engage with professionals across different industries, offering additional networking opportunities, new business contacts, and expanded commercial possibilities. This strategic collaboration aims to further strengthen BeautyEurasia's international trade potential and enhance participants' access to new markets.

Visitors wishing to attend the BeautyEurasia Exhibition, which concludes on September 4, can register via the exhibition's official website.

About ICA Events:

ICA Türkiye, which organizes Türkiye's leading exhibitions in the construction, tourism, cosmetics, food, rail systems, and logistics sectors, transfers the power of its strong global network in the exhibition industry to each sector it operates in. It creates new business, collaboration, and purchasing opportunities at the exhibitions it organizes, contributing to the development of these sectors.

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