

# expo cosmética

COSMETICS, ESTHETICS, NAILS AND HAIR FAIR

5-7 APRIL  
2025

IT'S JUST BEAUTY

 Exponor  
exhibitions  AEP<sup>175</sup>



# IT'S JUST BEAUTY

The theme of Expocosmética 2025, "It's Just Beauty", celebrates beauty in all its forms and expresses, promoting an inclusive and accessible vision. The goal is to challenge traditional beauty standards and value diversity.

This concept encourages both professionals and brands to adopt a broader and more conscious approach to beauty, highlighting authenticity and individuality.

"It's Just Beauty" reflects a new vision where beauty is simple and natural, inviting everyone to explore and redefine what it means to be beautiful, without complications or impositions



# EXPOCOSMÉTICA LOCAL FOR COSMETICS AND BUSINESS

Nº OF EXHIBITORS

25000

Nº OF FOREIGN VISITORSS

1290



The best brands and exhibitors will be present to present the latest trends and innovations of the setor

# BEAUTY MARKET



## Market Growth

The cosmetics and perfume market in Portugal has shown a constant growth. For 2024 it is estimated at 190.20 million dollars, with a forecast growth of 2.40% by 2029.

## Popular Segments

The care with the skin and capillaries are dominant segments in the beauty market, reflecting global trends.

## Consumer Trends

The preference for products that combine efficiency for mental health is high, especially in times of stress .

GRANDE AUDITÓRIO  
**EXPONOR**  
**06 ABRIL**  
**25'**

INTERNATIONAL  
**HairShow**

BY EXPOCOSMÉTICA & ACADEMY IN MOTION

**TONI & GUY**  
International Team  
**+ CONFIRMAÇÕES**  
**EM BREVE**

### THE BIGGEST SHOW OF HAIR

The International Hair Show is the place to discover new trends and connect with other professionals.

### INTERNACIONAL SHOW TONI&GUY

Recognized for the innovation and creativity that define their work, Toni&Guy artists will present a unique show, where technique and art meet to create true masterpieces.

### WORKSHOPS LOOK AND LEARN

This is the perfect opportunity to gain practical knowledge directly from renowned experts in the industry. These unique workshops combine theory and practice, allowing you to get a closer look at the most advanced techniques while learning how to apply them in your work.



# ACTIVITIES

- **It's Just Beauty Space:** a space dedicated to companies that represent the theme of the fair
- **Beauty School:** Training and workshops
- **Hair Summit:** Fashion shows and training focused on hair care.
- **Nailympion:** Nail art competitions and demonstrations.
- **3rd Edition of the Brand Awards:** a contest that rewards the most innovative brands in the sector.

# SECTORIZATION OF THE FAIR



## Aesthetic

This space will bring together brands oriented towards aesthetics and spa, guided by good service and technological vanguard that drive the professional in this sector.



## Hair and Nails

Between color, cut, care and styling, hair and nails have the power to take the way of being to a higher level. This area is the meeting point for professionals who seek to be up to date with new launches and innovative techniques.



## Barbers

Bold and expressive, barbers reflect their disruptive soul in every work they perform. At Expocosmética, the area dedicated to barbering brings together the best brands and professionals in the world, in an ode to male beauty



## It's Just Beauty

Space dedicated to the companies that represent the theme of the fair.

