

Dear Sir/Madam,

The 8th **BEAUTYISTANBUL International Exhibition** for Cosmetics, Beauty, Hair, Cleaning, Private Label, Packaging and Ingredients will be held on **3-5 June 2027 at TUYAP Fair Center, Istanbul, Türkiye.**

Featuring **1374 exhibitors from 61 countries and 25 country pavilions in 11 Halls**, BEAUTYISTANBUL is among the **Top 5 largest cosmetics exhibitions** worldwide and it is the **most international cosmetics event** with **trade visitors from 167 countries.**

In addition to major buyers from the **Middle East**, BEAUTYISTANBUL is **the most-visited international cosmetics event among visitors from Africa, Eastern Europe, the CIS and Central Asia regions.** Moreover, **sponsoring buyers from Latin America and the Far East** through the **Hosted Buyer Program** creates an exhibition that reaches global buyers in a single event.

BEAUTYISTANBUL connects **manufacturers, brands, private label manufacturers and suppliers** with **B2B buyers, importers, distributors, wholesalers, cosmetics chain stores, retailers, pharmacy chains, supermarkets, online stores.**

Hall categorization is detailed below and on the layout at <https://beauty-istanbul.com/Layout-BEAUTYISTANBUL.pdf>

HALL 1-2a-6-7-8-9-10-11: "COSMETICS" –Personal Care, Skin Care, Make Up, Perfume, Cleaning, Baby Care, OTC Products

HALL 2b-3: "HAIR & NAIL & PROF. BEAUTY" – Hair Care, Professional Hair Care, Salon Equipment & Furniture, Beauty Accessories, Nail Care, Professional Beauty, Beauty Devices

HALL 4-5-10-11: "COSMAKING" – Supply Chain, Ingredients, Raw Materials, Packaging, Machinery, Contract Manufacturing, Business Services

BEAUTYISTANBUL 2026 (7th edition) FACTS AND FIGURES

- **Exhibitors: 1,374 from 61 countries** including **830 International** and **544 Local Exhibitors** (60% International)
- **25 Country Pavilions:** Brazil, China, France, Gambia, Germany, Ghana, Hungary, India, Indonesia, Italy, Malaysia, Mauritius, Pakistan, Palestine, Poland, Romania, Russia, South Africa, South Korea, Spain, Syria, Togo, TRNC, Ukraine, United Arab Emirates
- **Visitors: 26,596 visitors from 167 countries** including **13,009 International** and **13,587 Local Visitors** (49% International)
- **Hosted Buyer Program:** **655 top buyers from 123 countries**, including **the biggest importers, distributors and retail chains** are **sponsored for travel expenses** to guarantee business opportunities for exhibitors with a special focus on **Latin America, Africa and the Far East.**
- **Online Business Platform and Mobile App:** Exhibitors access **70,000+ buyers from 195 countries** and showcase products, access the complete list of buyers and **contact visitors directly with messaging and live video meetings or set up meetings** before the exhibition.
Online Business Platform: <https://online.beauty-istanbul.com> **Mobile App:** <http://onelink.to/kn987h>

MARKETING MATERIALS

2027 Brochure: <https://beauty-istanbul.com/Brochure-BEAUTYISTANBUL2027.pdf>

2026 Post Show Report: <https://beauty-istanbul.com/PostShowReport-BEAUTYISTANBUL2026.pdf>

2026 Exhibitor List: <https://beauty-istanbul.com/Exhibitors-BEAUTYISTANBUL2026.pdf>

2026 Visitor Guide: <https://beauty-istanbul.com/VisitorGuide-BEAUTYISTANBUL2026.pdf>

Exhibition Video: <https://beauty-istanbul.com/video>

For more information, please visit the exhibition website: www.beauty-istanbul.com

We look forward to welcoming you at the 8th BEAUTYISTANBUL Exhibition at TUYAP Fair Center in Istanbul, Türkiye on 3-5 June 2027.

Best Regards,
Mehmet Yavuz ER
Project Director



The banner features a woman's face on the left, the 'beautyistanbul' logo in the center, and the UFI logo on the right. Below the logo, it states '8th International Exhibition for Cosmetics, Beauty, Hair, Cleaning Private Label, Packaging, Ingredients'. To the right, it says '3 - 5 June 2027' and 'Tuyap Fair Center Istanbul - Türkiye'. A circular badge on the right indicates '1400 Exhibitors from 60 Countries'. At the bottom, it includes the IPEKYOLU logo, contact information (T: +90 212 2229060, +905334843030, info@beauty-istanbul.com, www.beauty-istanbul.com), and social media handles for beauty-istanbul, beautyistanbul_, beautyistanbulexpo, and @beautyistanbul.