

Beauty Forum Budapest 2024



We believe in the power of beauty. And it's not just us, but also the **3,800 visitors**, **over 100 exhibiting companies**, speakers, and competitors who joined us on November 8-9 at the 32nd Beauty Forum Budapest.

We are delighted to see that year after year, more and more people are interested in **Hungary's largest beauty industry trade show**. This proves that the cosmetology profession continues to gain prestige, perhaps even growing by the day.



Radiant. That's the word we heard most often during this year's event. Not only because the newly renovated Lurdy Conference Center provided an ideal venue for the event, but also because both returning and new exhibitors, along with visitors, found a brilliant opportunity **to meet, exchange experiences, and discover new trends and innovations**. This year, we hosted more professional lectures and demonstrations than ever before. For two days, programs took place on three stages, including presentations and live demonstrations in **cosmetics, permanent makeup (PMU), lash and makeup showcases**.



3 000 m²
exhibition space



3 800
professional visitors



100+
exhibitors



70+
presentations



This year marked the third edition of the **Permanent Makeup Conference**, offering invaluable professional knowledge, ideas, and the latest information to permanent makeup artists from some of the most renowned speakers in the industry. Alongside the conference, full-day live demonstrations took place on multiple treatment beds set up next to the stage, which viewers could follow in detail via live camera projections.

In addition to this year's highly specialized presentations, **Szabina Tomán**, owner of the newly

opened **Lipbar by Toman**, shared her business insights on the beauty industry. **Adrienn Kautzky-Szemők**, an agricultural and life sciences engineer, certified naturopath, phytotherapist, and reflexologist, delved into the topic of food intolerances underlying inflammatory processes. Our guest speaker from Germany, **master cosmetician Éva Artner**, gave a talk on the importance of consultation, and a panel discussion explored the value of credible professional information, featuring insights from esteemed Hungarian experts.



In addition to the exciting innovations and professional presentations, makeup artists showcased their talents in thrilling competitions at the **34th Hungarian Makeup Cup**, inspired this year by the hit TV series Emily in Paris. Students also competed in the **9th Student Olympics**, demonstrating their growing skills. At the **7th Lash and Brow Gala**, lash and brow stylists explored the latest trends and participated in live demonstrations. On Saturday afternoon, for the first time ever, hosts András Dányi and Kitty Lamanda presented the **Beauty Forum Professional Awards** during the **Lashes Award Ceremony Gala**. Once again, we invited visitors to join in a fun activity. At the entrance, everyone received a "**Beauty Passport**," which allowed

them to "travel" around the exhibitor area, collecting valuable information about the market and products. Participants collected stamps at the stands of companies listed in the booklet, and those who completed their Passport were greeted with surprise gifts at the Beauty Forum stand.



We are looking forward to welcoming you at the next Beauty Forum Budapest on November 7-8, 2025

9. Cosmetology Student Olympics

Excited students filled the halls on Friday at the 32nd Beauty Forum Budapest. This year, **78 cosmetology students** participated in the **9th Cosmetology Student Olympics** to showcase the skills and knowledge they've worked so hard to develop. As in previous years, the three-member teams first tackled a written test, with the top six teams advancing to the finals, where they competed in a fast-paced Q&A session on stage.

The test challenged participants with tasks such as pairing muscles with their Latin names, identifying

electrocosmetic procedures capable of delivering active ingredients, knowing when acne-prone skin should not be massaged, and recognizing processes categorized under biophysical mechanisms.

This year, **26 teams from 12 schools entered the competition.**

Their performance drew praise from professionals, who were impressed by the enthusiasm and thirst for knowledge demonstrated by the students. This passion ensures that the prestige of the cosmetology profession remains strong for future generations.



We extend our heartfelt thanks to the teachers who prepared the students and to the competition's jury members—Ágnes Gáspár, master cosmetologist with a gold wreath, Nikoletta Berkesiné Gyenes, master cosmetologist with a bronze wreath, and professional instructor Éva Zsédely—for their support and dedication.

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34. Hungarian Makeup Cup



Fantastic stylings were created at the **34th Hungarian Makeup Cup**, inspired this year by the Netflix series *Emily in Paris*, where participants competed in beauty and creative categories. In the beauty category, the finished characters seemed to step straight out of the show: there was chic Emily, charming Camille, and the ever-elegant Sylvie. Berets, bags, playful accessories, as well as tailored suits and knee-high socks, all featured in the stylings. The winning makeup looks were spectacular and meticulously crafted. The competitors, fueled by incredible energy and extensive practice, presented outstanding work to the jury. Dazzling makeup, sequins, tulle, and

high heels—these elements were in no short supply in the creative category of the competition. Participants were tasked with showcasing the modern French girl, naturally interpreted in their own unique way. Hats, berets, playful accessories, voluminous tulle skirts, and ruffled trains all made an appearance in the styling. The makeup looks brought to life the characters and distinctive traits of the series' protagonists. In this category as well, competitors created phenomenal work. The makeup designs were striking and intricate, with colors, shapes, and textures vividly evoking the vibrant world of Paris.



Stunning Makeup

The jury—Dominique Roberts, Berki Mia, Hovorka-Mickolczi Kinga, and Tamis Tijana, all master makeup artists—expressed their delight at the abundance of nearly flawless creations. They also encouraged participants to reach out to them with any questions, uncertainties, or simply for



guidance, urging them to ask freely.

By explaining the judging process and nuances, the jury highlighted the importance of perseverance and long-term commitment in achieving remarkable results, using their own careers as examples of success through dedication.

We thank the sponsors of the competition:



3. PMU Conference

The Permanent Makeup Conference, held as part of the Beauty Forum Budapest, provided professionals interested in permanent makeup with valuable insights into the latest trends, techniques, and market-shaping innovations. It also offered a platform for discussing current topics of interest within the industry. The conference was highly attended, with participant numbers significantly exceeding those of previous years, creating an atmosphere reminiscent of past Beauty exhibitions. Attendees actively engaged in the event, enriching the presentations with their questions and feedback. The practical demonstrations were particularly popular, offering participants a wealth of useful and new information. Interest in permanent makeup was exceptionally high this year,

with many visitors attending the exhibition specifically for this topic. The stage hosted continuous presentations, and the seats were consistently filled with eager professionals.





The event not only created significant value in terms of professional knowledge but also fostered valuable human connections. Participants had the opportunity to revive old relationships and establish new ones. The live demonstrations, personal experiences, and professional dialogues all contributed to the further development and innovation in the field of permanent makeup. The Permanent Makeup Conference not only showcased

The Permanent Makeup Conference not only showcased the current knowledge and techniques available but also played a crucial role in shaping the future of permanent makeup, with attendees working together to build its future through collective professional collaboration. The event's vibrant, energetic atmosphere clearly indicated that the commitment and interest in permanent makeup continues to grow dynamically.

We thank the sponsor of the competition:



The Secrets of Eyelash Extensions

On Saturday, November 9th, professionals had the opportunity to peek into the latest trends, techniques, and marketing strategies in the world of eyelash extensions.

The **7th Lash and Brow Gala**, held in Room 4, has become one of the most significant and largest events for eyelash stylists in Hungary, a fact well-supported by the consistently high level of interest. The event offered a wide range of professional presentations. Topics included the use of artificial intelligence in the beauty industry, innovative hybrid dyes, and the development of positioning strategies. In addition to the stage presentations, there were unique



live demonstrations throughout the day, held at several treatment beds, where participants had the chance to learn about the latest techniques, such as the art of building promade lashes and UV LED eyelash extensions. A key focus was also placed on the personalized art of eyelash styling and the importance of highlighting natural beauty.

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