

# BEAUTYASIA

# 2025

27<sup>TH</sup> EDITION TRADE AND PROFESSIONALS ONLY  
17 - 19 FEB 2025 | 11AM - 7PM | MARINA BAY SANDS | LEVEL 1, HALLS A & B

THE MOST  
COMPREHENSIVE  
Beauty and  
Wellness  
TRADE EXHIBITION

FACE & BODY  
MANICURE & PEDICURE  
HAIR CARE  
NATURAL & ORGANIC



OWNED AND PRODUCED BY:



MAKING EXHIBITIONS MATTER

# READY SET GO!



## START THE YEAR IN THE LEAD WITH PRODUCT INNOVATIONS

Are you all set for a magnificent spectacle of ground-breaking products and newest trends at Asia's most established beauty and wellness networking platform?

The early bird catches the worm.

BeautyAsia leads to convene from 17-19 February 2025 with the 27th annual showcase of exciting bold innovations.

Boundless connections and new possibilities await at this trusted platform where global businesses and professionals in the beauty and wellness industry meet and network.

An all-inclusive space to what's new and upcoming from beauty, spa, health to natural wellness, BeautyAsia is the perfect avenue to test bed pioneering products, conduct extensive research, initiate market penetration, lead a new product launch or an expansion of distribution channels, engage in brand strengthening and customer retention.

A small but booming market with savvy and discerning consumers with busy, urban lifestyles in a cosmopolitan city dubbed "Blue Zone 2.0", these are reasons why Singapore continues to be a lucrative marketplace for new products to enter. The demand for novel products and solutions persists, making the city state an ideal proving ground for foreign brands, where opportunities are diverse and in abundant.

BeautyAsia Singapore continues to thrive as a driving force into the beauty and wellness market and the gateway into the Southeast Asian region.



## SPECIAL HIGHLIGHTS

The all-encompassing trade show that offers skills sharing platforms to impart expertise and experience. Be a part of the buzz at the event to extend your product branding possibilities.

- **TrendSpot** - Spotlight on trendsetting products and technology.
- **BoothTalks** - In-depth demonstrations and discussion right at the booths. That's where the real action is!
- **BeautyBattle** - Beat the competition in hair, nail, makeup and embroidery!
- **ExpertTalks** - Get comfortable in a small private setting and engage with customised courses or new product launches.
- **BeautyStage** - The bold approach for live engaging demonstrations and creative showcases.

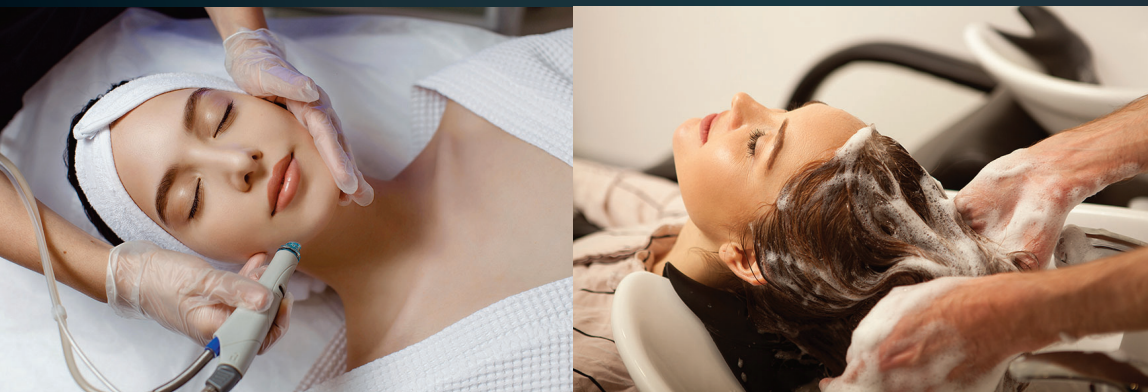
BeautyAsia 2025 offers you the marketing edge second to none!

Sign Up  
TODAY!

# UNCOVERING NEW OPPORTUNITIES

LINES  
EXHIBITION

MAKING EXHIBITIONS MATTER



A three-day trade exhibition with new opportunities to connect and build leads, BeautyAsia continues to prove as the annual networking platform not-to-be-missed.

The 2024 edition welcomed an increase in international exhibitors and an exciting showcase of the newest trends and vast range of products. Exhibitors from 18 countries lead the way at BeautyAsia with their latest comprehensive array of products and services, opening new discussions and amassing valuable contacts and business opportunities for the year.

Held at the prominent Marina Bay Sands, BeautyAsia saw more than 40% increase in exhibitors from Japan and greeted exhibitors from Australia, Austria, China, Hong Kong, Indonesia, Italy, Korea, Malaysia, Singapore, Taiwan, Thailand, Vietnam, among others.

Heartening feedback from exhibitors at the 2024 event cited new business contacts gained, successful market testing and valuable branding awareness:

**Ms. Georgina Stevens, Growth, Strategy & Operations of Markato (Hong Kong), said:**

"Had an amazing time officially launching Markato in Singapore with our stunning booth at BeautyAsia Singapore. Many insightful conversations with Singaporean retailers and super excited for the opportunities ahead. We are excited to start the new year with a new show! Our team showcased a collection of 25 organic beauty & wellness brands with an entire selection of 15,000+ products (beauty & wellness, kids & baby and lifestyle) to Singapore buyers, providing the best one-stop wholesale experience."

"Our company participated in the BeautyAsia exhibition for the 1st time. The organiser was very attentive and the exhibition was well organised and managed. It has exceeded our expectations and we're looking forward to participating again."

**Ms. Cassandra Carey, Director of Cass & Co. International Limited (Hong Kong), added.**

**Mr. Alan Teo, Marketing Director of Aesthetics Marketing Asia Pte Ltd (Singapore), commented:**

"It's great to be part of BeautyAsia Singapore again. Always the best platform to stay connected with the beauty professionals in this region. We were very excited to showcase our latest AI Robot, fusing beauty science x advance technology. The overwhelming response and interest we received during the three days were amazing. We are very happy with the results achieved and look forward to continue to strengthen our foothold in the industry through this annual exhibition."

As the call continues for clean and sustainable beauty, overall well-being as well as the emergence of AI to redefine beauty, BeautyAsia 2025 is set to be another beauty and wellness extravaganza enthusing professionals with invaluable learning opportunities, latest technologies and new-to-market product developments.

*Mark the dates 17-19 February 2025 and be part of the emerging trends in the 27th edition of BeautyAsia at Marina Bay Sands Singapore.*

## ABOUT THE ORGANISER

Over the years, Lines Exhibition in affiliation with Lines Exposition has a track record of staging successful trade and consumer exhibitions and it has seen Lines grow from strength to strength with each profile. Led by a management with more than 40 years experience, it has always been creating and organizing shows that meets the needs and directions of various industries. BeautyAsia is its most prominent trade exhibition for the beauty, spa, health and natural wellness industries to be held in Singapore. BeautyAsia is well received and has enjoyed consistent growth over the years. This international exhibition is a good barometer for the beauty service industry.

Its flag ship profile, The PC Show is Singapore's longest running and most successful IT and consumer electronics exhibition, which draws huge crowds every year. The PC Show serves as the exhibitors' ultimate sales platform and the consumers' favourite one stop shop for the latest trends and best bargains. Lines is constantly working to improve its shows and develop new profiles to cater to different industries. In doing so, Lines aims to provide the platform for successful business transactions all over the world.

## THE VENUE: MARINA BAY SANDS

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions.



# DISPLAY OPTION AND SPACE RENTAL

## PACKAGE READY BOOTH



### UPGRADED SHELL BOOTH

**S\$780.00** per sq m (minimum booth size 12 sq m)

#### Furniture

- Standard Fascia inclusive of Company's Name
- Partitions & Carpet Flooring
- 1 sq m Storeroom with Lockable Door
- 3 no. Wall Shelving
- 1 no. Lockable Cabinet
- 1 no. Round Table
- 6 no. Folding Chair
- 1 no. Low Showcase
- 1 no. High Showcase (rectangle) with Light
- 1 no. High Showcase (quarter circle) with Light
- 1 no. Waste Paper Basket

#### Electrical

- 2 no. Fluorescent Tube
- 1 no. 13 Amp Power Point



### STANDARD SHELL BOOTH

**S\$680.00** per sq m (minimum booth size 9 sq m)

#### Furniture

- Standard Fascia inclusive of Company's Name
- Partitions & Carpet Flooring
- 1 sq m Storeroom with Lockable Door
- 3 no. Wall Shelving
- 1 no. Lockable Cabinet
- 1 no. Round Table
- 2 no. Folding Chair
- 1 no. Waste Paper Basket

#### Electrical

- 2 no. Fluorescent Tube
- 1 no. 13 Amp Power Point



## BUILD YOUR OWN BOOTH

## BARE (RAW) SPACE

**S\$620.00** per sq m (minimum area 24 sq m)

For enquiries, please reach out to:

**Lines Exhibition Pte Ltd** In affiliation: Lines Exposition & Management Services Pte Ltd

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