

BeautyAsia 2027

29TH
EDITION
TRADE AND
PROFESSIONALS
ONLY

The Most
Comprehensive
**Beauty and
Wellness**
Trade Exhibition

Face & Body
Natural & Organic
Health & Wellness
Science Formulation
& Innovation



OWNED AND PRODUCED BY:



MARINA BAY SANDS • LEVEL 1
• 7TH AND 8TH APRIL 2027 : 10.30AM – 6.30PM
• 9TH APRIL 2027 : 10.30AM – 6PM

BEAUTY THAT MATTERS

Happy Skin. Happy Mind. Happy Life.



The idiom “happy wife, happy life” may have been a popular lighthearted tip in the mid-20th century, but in the current 21st century, it’s all about owning our beauty, our health, our lifestyle.

We say...

**HAPPY SKIN.
HAPPY MIND. HAPPY LIFE.**



As we take greater ownership of our needs and wants, we get to know, love, and treat ourselves better.

With science and technology fast evolving, ever changing and innovating faster than one could hold a sneeze in a quiet theatre, what’s next for Beauty with AI now in the mix?

How is AI energising the beauty market and revolutionising products with personalisation?

Proven products backed by formulations and evidence is a given. Consumer driven products are essential. Usability x Efficacy is a top priority.

Today’s customers want less-is-more skincare that delivers realresults without overloading the skin. Skinimalism goes beyond a passing beauty trend; it has now evolved into a conscious, sustainable lifestyle.

Mindful Consumption Matters. Transitioning from a multi-step routine to a minimalistic approach — in favor of fewer, high-performing, multifunctional essentials — not only protects the natural skin barrier, but also reduces waste, minimises packaging, and actively lowers your carbon footprint.

Not all sunny days are hot, and not all hot days are sunny, but we do know that the current global heatwaves are unprecedented and the extreme heat can inhibit cells from repairing themselves and accelerate UV-related skin damage. Today’s beauty standard requires a holistic defense: lightweight, highly absorbent formulas for your skin and hair, complemented by natural health supplements and vitamin-rich foods that fortify your body from the inside out because building an internal defense against heat stress is real.

Regional consumers, prioritising long-term prevention over quick fixes, are driving a robust expansion in the premium holistic care space, ensuring the steady, resilient growth of the beauty and personal care sector.

The focus centers on manufacturers grounded in intentionality — those who invest in localised R&D to tailor formulas specifically to that region’s unique climate, skin biology, and community needs. This ensures true efficacy, unlocking a final product that is not only deeply rooted in the local ecosystem but genuinely beneficial for it.

The landscape is always changing, yet one thing remains certain — the beauty industry is undeniably bright. After all, we must care for ourselves before we can care for others. It begins with the love for oneself.

BEAUTY IS EVOLVING

And so, we must...

Known for a vibrant business ecosystem and tech-forward consumers with an appetite for high-quality products, there is no better place to strengthen your brand or expand into Southeast Asia than Singapore. Step into a world of limitless connections and bold innovation at BeautyAsia Singapore 2027. The ultimate regional hub for the beauty and wellness sectors, uniting premier international exhibitors, global enterprises, and the latest industry trends.

Celebrating its 29th annual edition, this highly respected trade show serves as a vital gateway to the Southeast Asian market. It offers the perfect platform for companies to launch ground-breaking products, penetrate new territories, and elevate brand awareness.

Shape the future of advanced equipment, pioneer technology, and product formulation at our 29th edition BeautyAsia — a gathering of the world’s most prestigious brands redefining industry standards.



STRATEGIC CONNECTIONS

Trade engagement was highly focused at BeautyAsia 2026, which featured a diverse international exhibitor lineup from Australia, France, Hong Kong, Italy, Malaysia, Switzerland, the UAE, Vietnam, and host nation Singapore. This global representation was further complemented by prominent regional pavilions from China, Japan, Korea, and Taiwan. Drawing exhibitors from across Europe, Asia, and the Middle East, the exhibition served as a leading platform for international talent to reveal next-generation trends and formulations. Over three immensely productive days, trade professionals engaged in hands-on product trials, enabling them to establish practical business avenues and unlock valuable new market opportunities.

Feedback from exhibitors highlighted successful outcomes:

HIGH-VALUE NETWORKING | MARKET TRACTION | BUSINESS EXPANSION

"BeautyAsia 2026 provided an excellent platform for Bearev Global to showcase our brands, Petal & Potions and Pevonnia, to the professional beauty and wellness industry. We were delighted to connect with many luxury hotel spas, wellness operators, and business partners, resulting in meaningful discussions and new collaboration opportunities. Thank you to the BeautyAsia team for organising such a successful and well-managed event. We look forward to participating again."

Ms Loo, Product Specialist of Bearev Global Sdn. Bhd., commented.

Ms Shirley Yu, Manager of Rich-Research International Company Ltd., added:

"Participating in BeautyAsia Singapore 2026 has been an outstanding experience for Bio Renewal. We were delighted to exchange valuable insights with distributors, importers, salon professionals, retailers, and OEM/ODM partners from Singapore and across Southeast Asia. The quality of visitors exceeded our expectations, with many decision-makers actively seeking new products and long-term business partnerships. Every conversation provided meaningful market feedback and opened new opportunities for regional collaboration."

BeautyAsia is more than just a trade exhibition — it is an excellent platform for networking, market expansion, and brand exposure. The business-friendly environment, professional organisation, and international visitor profile made it easy for us to focus and connect with qualified buyers and strengthen our presence in the ASEAN market. We highly recommend BeautyAsia as one of the most valuable B2B beauty exhibitions in the region."

MARK YOUR CALENDAR. Redefine the Future at the 29th edition of BeautyAsia.

• Dates: April 7–9, 2027 • Venue: Marina Bay Sands, Singapore

SPECIAL HIGHLIGHTS

An innovative and immersive event that brings together industry leaders, entrepreneurs, investors, emerging talent, educators, and enthusiasts, this all-encompassing trade show is more than just an exhibition - it's a dynamic ecosystem for collaboration, learning, and business growth, the invaluable interactions that foster deeper connections and unveil meaningful insights between the trade professionals.

- **TrendSpot** - Spotlight on trendsetting products and technology.
- **BoothTalks** - In-depth demos and real conversations - right at the booths.
- **BeautyBattle** - Beat the competition in hair, nail, makeup and eyebrow, eyeliner, lip embroidery.
- **ExpertTalks** - Meet the makers. Ask questions, get insights, and explore the 'why' behind the 'wow'.
- **BeautyStage** - Get real-time access to expert insights and experience the products up close.

Carve Out Your Competitive Edge at BeautyAsia 2027!

What makes your brand and your product truly distinctive?

Amplify your brand leadership at the event - this event is your launchpad.

SIGN UP TODAY!



DISPLAY OPTION AND SPACE RENTAL

Build Your Own Booth Bare (Raw) Space

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



Package Ready Booth

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



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

LINES
EXHIBITION

MAKING EXHIBITIONS MATTER

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 organising 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.



For enquiries, please reach out to:

Lines Exposition & Management Services Pte Ltd

• Tel: (65) 6299-8611 • Email: enquiry@lines.com.sg

• Website: www.beautyasia.com.sg

• <https://linktr.ee/beautyasiasingapore>