

Beauty Africa

Exhibition & Conferences



6-8 October 2016

Landmark Centre, Victoria Island Annex, Lagos, Nigeria

Being a part of Beauty Africa Exhibition 2015 was one of the best business decisions I made this year. The show was such an eye opener for me to the endless possibilities in the beauty industry. I can't say thank you enough to the organizers for the amazing experience I had. Looking forward for a bigger edition next year as the beauty industry keeps evolving. We are waiting!

Banke Meshida Lawal, CEO/Owner, BMPRO

Organised by

informa
life sciences exhibitions

AFRICA'S
LARGEST EVENT
DEDICATED TO
**AESTHETICS &
ANTI-AGEING,
COSMETICS AND
WELLNESS**

www.beautyafrikaexhibition.com

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Media Partners



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Dear colleagues,

I would like to take this opportunity to thank everyone who attended Beauty Africa 2015.

This was the 2nd edition of Beauty Africa and I hope, if you managed to attend, that you enjoyed it as much as we did. With a record number of exhibitors and visitors in attendance and the new exciting features in the form of the conference program and the nail art competition we are already excited about the prospect of Beauty Africa 2016.

2016 will see the exhibition move to the Landmark Centre, taking over the entire venue and adding new features to the event in the shape of new competitions and luxury areas to the event for those 'extra special' brands. We will be introducing new country pavilions from across the globe allowing new products that have previously never been seen in Nigeria to be available for purchase and distribution exclusively at Beauty Africa 2016.

I would like to thank our conference team and all of our speakers and participants for helping us put together such an exciting and well attended conference. The conference will continue to be free admission for 2016 and remain the only place to see the leading artists, both locally and from around the world, coming to Lagos to show off the latest trends, techniques and technology available.

Beauty Africa 2016 will be held from October 6-8th 2016, which will be Thursday to Saturday based on the feedback from our valued attendees this year. As stated earlier at the Landmark Center, Victoria Island, Lagos.

If you are interested in sponsoring or exhibiting at Beauty Africa 2016, please contact the team on beautyafrika@informa.com or +971 4 407 2586 to discuss opportunities further.

Be quick, as over 60% of the exhibition space was already sold out onsite in 2015.

See you next year!

Jamie Hill

Director – Life Sciences Group Africa
Informa Life Sciences Exhibitions

It was a successful event, it gave us the much needed exposure we had been craving for. We would definitely love to participate again next year

Sadiat Bakare, Doctor at
Laserdern Clinics, Laserderm Clinics

SHOW SUMMARY

Attendees
2,431

Educational and hands-on sessions
72 hours

Exhibition space
1,800m²

Local and international speakers
41

Exhibitors
121

Countries represented
11



EXHIBITION SUMMARY

More than 100+ influential beauty brands were at Beauty Africa Exhibition and Conferences 2015, showcasing the newest products and services on the market to over 2,400 attendees from across West Africa.

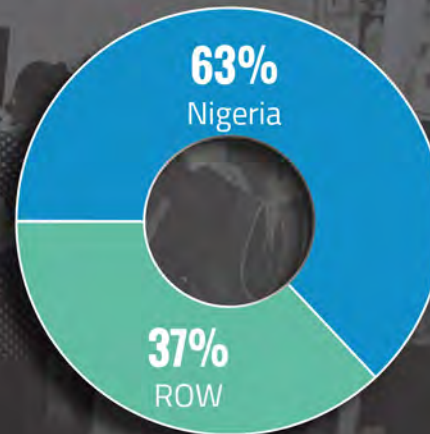
Beauty Africa provided a unique platform for these key industry players to the leading distributors, salons and retail owners in Nigeria. Across the three days, the exhibitors had the opportunity to showcase their products, meet and network with new clients and to promote their brands through our official beauty bloggers.



EXHIBITION PRODUCTS



EXHIBITORS BY REGION



EXHIBITOR SURVEY



rated the number and quality of visitors as outstanding



were successful in generating new enquiries



were successful in meeting their objectives



plan to exhibit next year

“Beauty Africa positively impacted Design Essentials® overall brand awareness by attracting an audience with a genuine interest in our products and able to complete the decision-making process; and helped to communicate our brand’s message through the media and blogger partners it engaged.”

Sharon Thompson,
International Marketing
Manager, **McBride Research
Labs, Inc.** makers of **Design
Essentials**

ATTENDEES SUMMARY

The 2015 edition of Beauty Africa brought more expert speakers and more knowledge than any other edition! Our international and regional speakers hosted simultaneous hour long live demos which showcased the very latest techniques and methods in the field of makeup, haircare and skincare. Utilising live models, the experts demonstrated current practices within the Nigerian beauty industry.

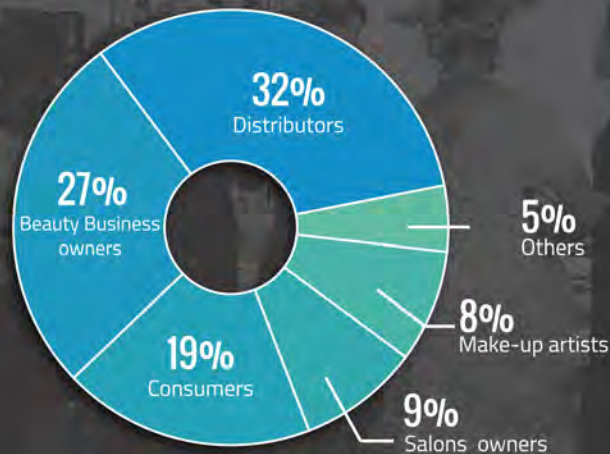
VISITOR SURVEY

90% confirmed they will definitely come back for Beauty Africa 2016

85% established new business contacts and relations for the future

82% learned about new products during their visit

WHO VISITED BEAUTY AFRICA 2015?



VISITORS WERE INTERESTED IN



MEET OUR EXPERTS

HAIRCARE

- Ayo Otubanjo, Vinci Hair Clinic Nigeria
- Dionne Smith, Dionne Smith Celebrity Hairstylist
- Junior Green, Junior Green Celebrity Hairstylist
- Dr Riad Roomi, Vinci Hair Clinic, UK & Dubai
- Salvar Bjornsson, Vinci Hair Clinic
- Tyreka Lawrence, Brock Beauty Inc

BEAUTY/MAKEUP

- Banke Meshida Lawal, BMPRO
- Bimpe Onakoya, L'Oreal
- Fatima Mamza, Mamza Beauty Ltd
- Katy Bird, Makeup Artist
- Khuraira Musa, Khuraira Cosmetics
- Lola Maja, Sacred Beauty
- Marco Louis, MAC Int'l
- Nadine Reid, Makeup Artist
- Ngozi Oni, Beauty and the Beholder
- Oshewa Olubunmi, Oshewa Beauty
- Rasheeda Adeosun, OTS Beauty
- Rhema Akabuogu, House of Tara Internationals

SKINCARE

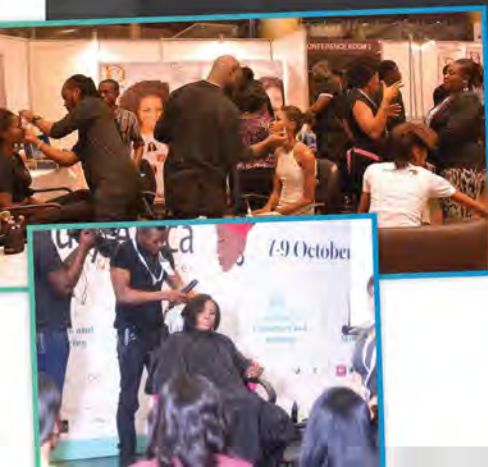
- Ediri Koloko, The UK Skin Care Academy
- Dr Hilda Ashio Titiloye, SKIN101, Abuja; McCosmetics Mesotherapy solutions
- Dr Ifeoma Abajue, Total Beauty Skin Centre
- Joan Okorodudu, Lagos Ageless Clinic
- Ketty Virassamy, Biologique Recherche - Paris
- Dr MB Danmallam, Nigermid Skincare; Nigeria Association of Dermatologists
- Seun Solomon, Barazahi Spa
- Suka Artini, Apples and Oranges Total Body Therapy
- Ufuoma Koloko, The UK Skin Care Academy
- Dr Vivian Oputa, DermaCare Medical Ltd

BUSINESS STRATEGIES

- Daboju .M.Ogboru, Savvy & Chic Hair Beauty Hub
- Ezinne Alfa, Beauty in Lagos
- Jennifer Obiwevbi, Bella Naija
- Nibi Lawson, Kinky Apothecary
- Oluwaseyi Ayinla, LoveWeddingsNG
- Stella Marais, Stella's Addiction

SOCIAL MEDIA & MARKETING

- Aminah Sagoe, Founder/CEO, Emmaus Beauty
- Beatrice Eneh, Apples and Oranges Total Body Therapy
- David Okeme, Unilever
- Oluseyi Yerokun, PwC Nigeria
- Mr. Rupert Schmid, Biologique Recherche
- Valerie Obaze, Founder/CEO, R&R Luxury



Thank you team Informa for an impressive event.



Beauty Africa positively impacted our company over all brand awareness.



It was a great opportunity to meet decision makers in the industry and network with other beauty entrepreneurs and suppliers.



It was simply phenomenal and we look forward to attend the next edition.



We were able to determine which products from which range our Nigerian market is interested in.



The perfect and only place to keep up on Global Makeup & Hair trends on the African continent.

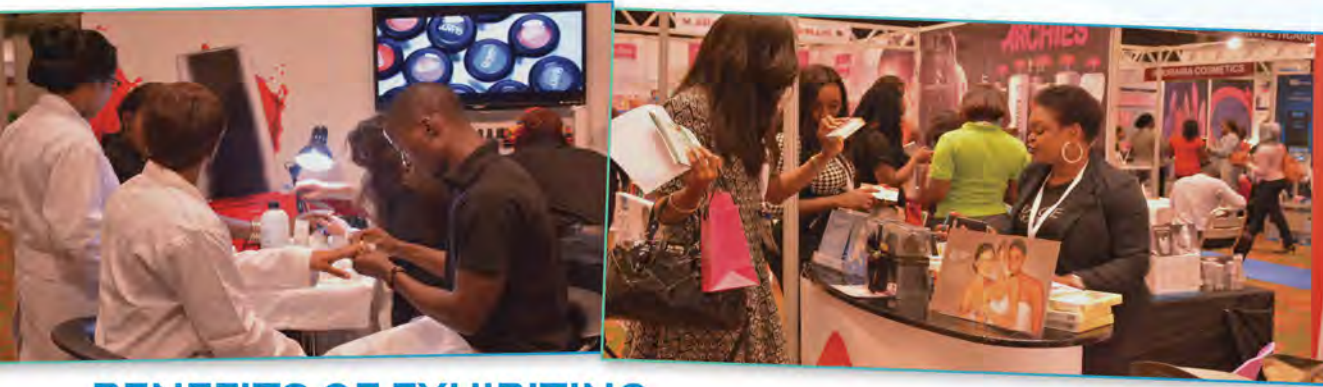


The show completely exceeded my expectations.



WHY EXHIBIT AT BEAUTY AFRICA 2016

Beauty Africa provides a unique platform for key industry players to showcase their latest products and services to more than 2,400 attendees from across West Africa and beyond.



BENEFITS OF EXHIBITING:

- **Connecting** with existing clients and partners.
- **Reaching** new beauty industry professionals to build productive business contacts.
- **Showcasing** the latest products and solutions to a room full of potential buyers, distributors and dealers.
- **Staying one step ahead of the competition** in a developing region.
- **Gaining a foothold** in Nigeria's lucrative beauty market.
- **Exposing your brand** to a targeted audience of beauty professionals before, during and after the show.


CORE PRODUCTS

- | | | | |
|--|-----------------------------|---|--|
|  | Hair, nails and accessories |  | Machinery, packaging and raw materials |
|  | Cosmetics and skincare |  | Medical aesthetics and anti-ageing |
|  | Professional equipment |  | Spa |


Beauty Africa was truly a platform we would like to be engaged in again. The opportunity to speak to both professionals and consumers on such a grand scale was truly rewarding.

Marco Louis, Head artist, Mac Cosmetics Sub-Saharan Africa

MARKET OVERVIEW

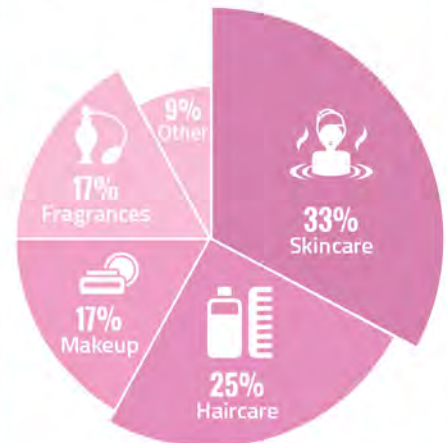
 **77% Nigerian women** use skin enhancement products. The highest percentage in the world

 **\$1.6 million** Local makeup/cosmetics industry

 **5% growth** for liquid haircare

In 2014, the Nigerian beauty industry generated over

US\$35 billion



ABOUT NIGERIA, the world's 26th largest economy



World Bank confirms in a GDP rebasing initiative that Nigeria is the largest economy in Africa with a current GDP of **\$510 billion**



Nigeria's population
182 million in 2015
239 million in 2025
440 million by 2050



Major Cities (2013)

Lagos	10.2 million
Kano	3.3 million
Ibadan	2.7 million
Abuja	1.8 million
Kaduna	1.5 million



43.8% 0-14 years
53.2% 15-64 years
3% <65 years

51.6%
Urban
Population



The country's economy grew by more than **5% in 2013**, and has been one of the continent's fastest growing in the past decade.



The beauty industry is estimated to be worth **\$2.26 billion in Nigeria in 2015**, and worth **\$2.74 billion by 2017**.



Nigeria's wellness industry saw the biggest revenue on the continent in 2014. An impressive spend of **US\$11.5 billion** in skin care, hair care, medical spas and other related wellness services.



Expenditure by Nigerian women on cosmetics has risen by **35% in the last five years**.

MARKETING AND PROMOTIONS

Here is a glimpse at some of the activity incorporated within the Beauty Africa marketing and promotion campaign



Print



Radio



Email Marketing



Website



Direct Mail



SMS



Beauty Salons and Spa Mailing



PR & Media Coverage



Social Media

Save the Date

6-8 OCTOBER 2016

Landmark Centre, Victoria Island Annex, Lagos, Nigeria

Book you stand today

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☎ +234 1 440 7367

✉ beautyafrica@informa.com

🌐 www.beautyafricaexhibition.com



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The Life Sciences division of Informa comprises of 21 exhibitions covering the Middle Eastern, African, Asian, US and European markets. Throughout the year, our events attract more than 5,000 exhibitors, 100,000 visitors and 13,000 delegates.

In addition, the Division also publishes four international healthcare publications and offers Dothealth, an online portal showcasing more than 42,000 healthcare companies.

Informa's Life Sciences Division helps all those involved in the healthcare sector to reach their global audiences through a trusted partner.

For further information about Life Sciences or any of our events please visit www.informallifesciences.com