

# FOR BEAUTY

COSMETICS & HAIR & NAILS & FOOT

E – NEWS

The FOR BEAUTY fair is held twice a year, in the spring and fall. It is the most popular event for industry professionals.

**Date:** 10. – 11. 4. & 2. – 3. 10. 2026

**Name:** FOR BEAUTY

**Nomenclature:** Fair for Cosmetics, Hairdressing, Nail Design and Foot Care

**Focus:** 60 % B2B & 40 % B2C

**Number of exhibitors 2024:** 186

**Occupied exhibition 2024 brutto:** 8 000

**Represented countries 2024:** Czech Republic, Bulgaria, Republic of Korea, Germany, Poland, Austria, Slovakia

**Branches represented:** FOR BEAUTY is focused on cosmetics, hairdressing, nail design and nail modeling, manicure, pedicure, hair care, salon and SPA center equipment, skin and body equipment, focuses on current trends in cosmetics, especially anti-aging, dermatocosmetics, body modeling, wellness, relaxation, but also a healthy lifestyle. Prestigious competitions, which are an integral part of this event, are always attractive.

**Number of visitors 2024:** 11 326

**Accompanying program 2025:** „BARBER BATTLE Junior“ – the international competition for young students in barbering, „BEAUTY FOOT CUP“ – the Czech Championship for professional pedicurists, „NAILPRO CZECHIA“ – the international championship in nail art and design, autograph sessions, competitions, lectures and much more. „BARBER BATTLE CZ“ – the international barber competition of the Czech Republic, „BODYART CZECH“ – the open championship of the Czech Republic, „CZECH NAIL OPEN CUP“ – the international competition in nail modeling and nail art

**Price from:** 75 EUR / sqm

**Contact:**

Mrs. Janica Ciglianová | Sales team director | [ciglianova@abf.cz](mailto:ciglianova@abf.cz)  
ABF, a.s. | 199 00 Praha 9 – Letňany | Czech Republic | [www.abf.cz](http://www.abf.cz)

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