

pelene

BEAUTY YOUR WAY
April 10–12, 2026, Vilnius

The international beauty industry fair is inviting beauty professionals, brands, and innovators to come together **for the 33rd** edition of one of the most prominent events of the year.

In 2026, the fair transforms into a creative beauty and art laboratory, where themes of aesthetics, innovation, and individuality come to life through live talks, relevant discussions, and inspiring encounters.

3 Themed halls

3 Stages

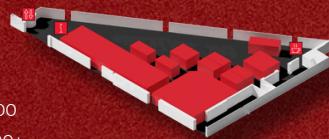
160+ Participants

8,070+ Visitors

2,000+ Professionals

We invite you to discover **YOUR** rhythm at the fair:

3 hall Beauty Innovation Space



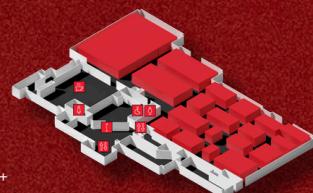
2600
1800+

4 hall Beauty Direction



2670
2060+

5 hall Beauty Creation Studio



3850
3060+

Direction: B2B, professionals

Theme: Cosmetology, dermatology, mesotherapy, aesthetic surgery, spa services, health.

Direction: B2C, Creative fashion and art space

Theme: Fashion, jewelry, fragrances, accessories, style details, emotional impact – an experiential space.

Direction: B2C, Interactive beauty experience for visitors

Theme: Hair, makeup, nail, and skincare products and services – everything for practical beauty care.

PARTICIPATION WITH A BOOTH:



Participant fee
180 EUR



Space
95 EUR / m²



Setup
from 35 EUR / m²



Invitations
30

Participation terms

Hall plan

Advertising catalog

Furniture catalog

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Embark on a beauty journey at a new rhythm – we believe your brand will find a space here to grow, flourish, and be visible.

Partnerships proposals



WHERE AESTHETICS, INNOVATION, AND PEOPLE MEET