

pelenė

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

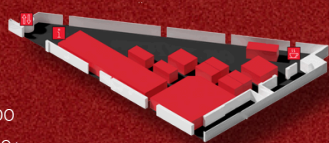
160+ Participants

8,070+ Visitors

2,000+ Professionals

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

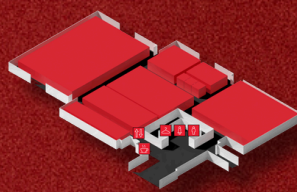
3 hall Beauty Innovation Space



☑ 2600

👤 1800+

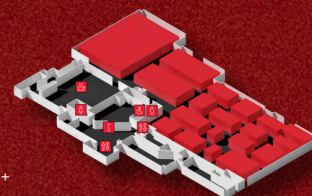
4 hall Beauty Direction



☑ 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

30

Invitations

Participation terms

Hall plan

Advertising catalog

Furniture catalog

CONTACTS:

Laura Mažuknaite

Project Manager

l.mazuknaite@litexpo.lt

+370 630 09428

Gabrielė Vilkytė

Sales Manager

g.vilkyte@litexpo.lt

+370 618 14434

Antanas Čeponis

Sales Manager

a.ceponis@litexpo.lt

+370 685 57 116

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