

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

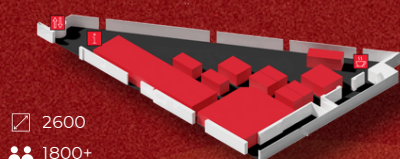
8,070+ Visitors

2,000+ Professionals

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

3 hall

Beauty Innovation Space



2600
1800+

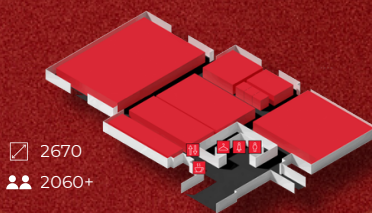
Direction:

B2B, professionals

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

4 hall

Beauty Direction



2670
2060+

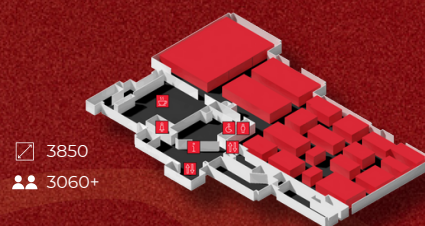
Direction:

B2C, Creative fashion and art space

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

5 hall

Beauty Creation Studio



3850
3060+

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](#)

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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.



WHERE AESTHETICS, INNOVATION, AND PEOPLE MEET