

BEAUTYASIA 2026

THE MOST
COMPREHENSIVE
**Beauty and
Wellness**
TRADE EXHIBITION

- FACE & BODY
- NATURAL & ORGANIC
- HEALTH & WELLNESS
- SCIENCE FORMULATION
& INNOVATION

28TH EDITION
TRADE AND PROFESSIONALS ONLY

20 - 22 APR 2026 • 11AM - 7PM
MARINA BAY SANDS • LEVEL 1



OWNED AND PRODUCED BY:



THE EYES OF BEAUTY & SCIENCE

BEHIND IT ALL

Beauty is boundless. With continuous reinvention, new technological conceptions, limitless connections and copious possibilities, expect a plethora of fascinating innovations and perfected formulations at BeautyAsia 2026, Asia's most established and trusted beauty and wellness networking platform.

The 28th edition of this annual showcase is a gathering of prestigious international exhibitors and global businesses from around the world. A well-regarded event and a successful networking stage, BeautyAsia Singapore is the perfect gateway into the Southeast Asian region and the ultimate avenue to test bed pioneering products, initiate market penetration and engage in brand strengthening.

Singapore has the qualities ideal as the starting ground for international brands. The ease of doing business, the presence of diverse opportunities, the high adoption rate of new trends and products, and the consumers' willingness to spend on quality and innovative solutions, makes the country an evident market to tap in. The fast-paced lifestyle amplifies the attractiveness of products that are easy to use and are multi-functional, as efficacy is key.

With a promising outlook for the beauty and wellness industry, begin a journey of discovery with up-to-the-minute trends, sought-after products and fundamental developments in beauty science at BeautyAsia from 20 to 22 April 2026.

SPECIAL HIGHLIGHTS

An innovative and immersive event that brings together industry leaders, entrepreneurs, investors, emerging talent, educators, and enthusiasts, this all-encompassing trade show is more than just an exhibition - it's a dynamic ecosystem for collaboration, learning, and business growth, the invaluable interactions that foster deeper connections and unveil meaningful insights between the trade professionals.

- **TrendSpot** - Spotlight on trendsetting products and technology.
- **BoothTalks** - In-depth demos and real conversations - right at the booths.
- **BeautyBattle** - Beat the competition in hair, nail, makeup and eyebrow, eyeliner, lip embroidery.
- **ExpertTalks** - Meet the makers. Ask questions, get insights, and explore the 'why' behind the 'wow'.
- **BeautyStage** - Get real-time access to expert insights and experience the products up close.

Carve Out Your Competitive Edge at
BeautyAsia 2026!

What makes your brand and your
product truly distinctive?

Amplify your brand leadership at the
event - this event is your launchpad.



VALUABLE CONTENT & AUTHENTIC INTERACTION

Leading pavilions from Japan, Poland, Singapore and Taiwan were markedly present at the 2025 edition of BeautyAsia. The event had brought together international exhibitors from 21 countries, with notable participants from Australia, China, Germany, Hong Kong, Israel, Italy, Macau, Malaysia, South Korea, Switzerland, UAE and USA as well. All of whom displayed an exciting showcase of the newest trends and a vast range of products. Trade professionals participated in experiential demonstrations and unlocked new enticing business opportunities during the three-day beauty and wellness extravaganza.



Encouraging feedback from exhibitors were cited:

"Attending BeautyAsia in Singapore was a fantastic experience and a significant milestone for our company as we embark on exporting to Asian markets. This prestigious event provided us with invaluable opportunities to connect with industry leaders, showcase our products, and gain deeper insights into the dynamic beauty sector in Asia. We are excited about the possibilities ahead and grateful for the chance to be part of such an inspiring event!" **Ms. Klaudia Czerniak, Sales specialist of Avicenna Oil, said.**

Ms. Ito, CEO of NAMOW, commented: "We have started our overseas expansion this year, and this was our first time exhibiting at BeautyAsia Singapore. Although we had little experience in overseas business and did not have much experience in exhibitions, we were able to finish with a very high-quality experience. Perhaps because there was screening of visitors, there were very good contact with visitors and business negotiations in both quantity and quality. We are continuing negotiations and communication with the people we met at BeautyAsia and have built good relationships with them.

I think this is a very good exhibition for companies considering expanding overseas or expanding their sales channels into the Asian area. Based on the knowledge we gained from this experience, we plan to actively expand overseas business even further. We are truly grateful to the organisers for their well-thought-out plan, which allowed us to achieve such good results. I am also very happy to have had the opportunity to meet the visitors and organisers of the event, as well as the exhibitors and everyone I met."

Ms. Katarzyna Ziarko, CEO of Masthef, added: "Participating in the BeautyAsia Singapore 2025 was a unique opportunity for our start-up to present products to the Asian market. Hundreds of visitors, dozens of conversations gave us an incredible lesson of foreign trade and of making contacts in a different culture. The experience we gained in BeautyAsia Singapore is incomparable to any other event in our business career so far."

Setting our sights on 2026...

We would continue to see the growing emphasis on the interconnectedness between physical and mental well-being. The importance of nurturing one's mind, body, and soul and let that inner beauty glow. Look forward to innovative, customisable products for both men and women - designed to deliver a personalised experience with a hint of everyday luxury.

Save the dates now in your calendar!

Uncover what's next in the 28th edition of BeautyAsia 2026 April 20-22 at Marina Bay Sands, Singapore.

LINES
EXHIBITION

MAKING EXHIBITIONS MATTER

ABOUT THE ORGANISER

Over the years, Lines Exhibition in affiliation with Lines Exposition has a track record of staging successful trade and consumer exhibitions and it has seen Lines grow from strength to strength with each profile. Led by a management with more than 40 years experience, it has always been creating and organizing shows that meets the needs and directions of various industries.

BeautyAsia is its most prominent trade exhibition for the beauty, spa, health and natural wellness industries to be held in Singapore. BeautyAsia is well received and has enjoyed consistent growth over the years. This international exhibition is a good barometer for the beauty service industry.

Its flag ship profile, The PC Show is Singapore's longest running and most successful IT and consumer electronics exhibition, which draws huge crowds every year. The PC Show serves as the exhibitors' ultimate sales platform and the consumers' favourite one stop shop for the latest trends and best bargains. Lines is constantly working to improve its shows and develop new profiles to cater to different industries. In doing so, Lines aims to provide the platform for successful business transactions all over the world.

THE VENUE: MARINA BAY SANDS

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions.



DISPLAY OPTION AND SPACE RENTAL

PACKAGE READY BOOTH



STANDARD SHELL BOOTH

S\$680.00 per sq m (minimum booth size 9 sq m)

Furniture

- Standard Fascia inclusive of Company's Name
- Partitions & Carpet Flooring
- 1 sq m Storeroom with Lockable Door
- 3 no. Wall Shelving
- 1 no. Lockable Cabinet
- 1 no. Round Table
- 2 no. Folding Chair
- 1 no. Waste Paper Basket

Electrical

- 2 no. Fluorescent Tube
- 1 no. 13 Amp Power Point



UPGRADED SHELL BOOTH

S\$780.00 per sq m (minimum booth size 12 sq m)

Furniture

- Standard Fascia inclusive of Company's Name
- Partitions & Carpet Flooring
- 1 sq m Storeroom with Lockable Door
- 3 no. Wall Shelving
- 1 no. Lockable Cabinet
- 1 no. Round Table
- 6 no. Folding Chair
- 1 no. Low Showcase
- 1 no. High Showcase (rectangle) with Light
- 1 no. High Showcase (quarter circle) with Light
- 1 no. Waste Paper Basket

Electrical

- 2 no. Fluorescent Tube
- 1 no. 13 Amp Power Point



BUILD YOUR OWN BOOTH

BARE (RAW) SPACE

S\$620.00 per sq m (minimum area 24 sq m)