

# Press

Beautyworld Middle East  
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BW 2010 Skin Lightening PR.doc

## **GLOBAL SKIN LIGHTENING MARKET ESTIMATED AT AED 36.75 BILLION (US \$10 BILLION)**

**Beauty and grooming business in the UAE is expected to grow  
by an average of 20% for the year 2009-2010**

**Emirati women alone spend close to AED 1 billion (US \$272 mil-  
lion) per year on beauty products and treatments**

DUBAI (October, 2009) – The market for skin lightening products is tipped for global sales success. Projected to reach AED 36.75 billion (US \$10 billion) by 2015, driven by new markets in the West and sustained growth in Asia-Pacific, the skin lightening market offers a huge room for development as consumer awareness grows.

“Skin lightening is one of the increasingly growing segments of the global beauty industry, with Asia holding the maximum market share and the most potential to expand,” said Ms. Elisabeth Brehl, Managing Director of EpoC Messe Frankfurt GmbH, organizers of the Beautyworld Middle East event.

Ms. Brehl added, “The growth in ethnic population in the UK and US is now said to have accelerated demand for lightening products in the West. Over time, skin whitening products have grown from being lim-

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ited to only facial care, to encompass overall skincare. Another trend witnessed in the skin whitening market is the huge rise in usage of skin lightening products by men.”

Skin lighteners are gradually being identified as multi-usage cosmetic products. For example, consumers in the West often use lighteners for their anti-aging benefits, while the Asian consumers use them to lighten the overall color and tone of their skin.

A phenomenon for the skin lightening market is sweeping the Middle East, where having light, porcelain-like skin is considered ideal by Arab women. While, the West marketplace is saturated with self-tanning lotions, due to the desire by women there to have a year-round copper glow; in the Arab world, beauty is defined by the whiteness and suppleness of a woman's skin.

Beautyworld Middle East is marked as the uncontested platform of the region for the beauty, cosmetics, fragrance, spa and wellness industry. With a strong international profile, Beautyworld has played a major role in the last 14 years in contributing to the growth and development of the beauty and wellness industry in this market. The 15<sup>th</sup> edition of the show is scheduled to run from June 1 -3, 2010, at the Dubai International Convention and Exhibition Centre.

Out of the 15,089 visitors that attended Beautyworld Middle East in June 2009, over 36% of the attendees were interested in knowing the latest about skincare and beauty products.

Arab women are known to have the healthiest and youngest looking skin in the world. For them, maintaining the flawlessness of their skin is the most important factor of their everyday beauty regime. It is estimated that Emirati women alone spend close to AED 1 billion (US \$272 million) per year on beauty products and treatments.

Due to tradition, Arab women understand the harmful effects of sun on their skin. Being tanned is not a desire for them, far from it in fact. They use all kind of measures to prevent themselves from sun exposure. They stay indoors when the sun is at its peak seeking a more youthful looking glow to their skin.

While many women cover their faces for religious or cultural reasons, others who do not do so, still use parasols or scarves to protect their skin.

94.5% of the exhibitors, who participated in the 2009 edition of Beautyworld Middle East, intend to exhibit again in 2010. With more than seven months to go before the opening of the show, the event has already witnessed a remarkable increase in participation from country pavilions, the increase percentage, at present, is noted at: Switzerland (45%), Poland (38%), Turkey (14%) and France (9%).

The beauty and grooming business in the UAE and the region is expected to buck the recessionary trend and grow by an average of 20% for the year 2009-2010. A host of major international brands are making a beeline for the region, seeing it as is one of the few remaining budding spots in an otherwise gloomy global scene.

'Beautyworld's Breakthrough Brands' feature at the event is a new initiative aimed at highlighting and promoting brands that are just breaking into the Middle East market. Offering participating companies a more unique way to approach potential distributors and retailers by emphasizing the distinguishing features of their product, the section has already generated a lot of interest.

Innovations are the most important factor in winning customers over; hence, distributors and retailers are constantly in search of new products. In the interest of helping buyers meet this constant need of con-

sumers in a time efficient manner, 'Beautyworld's Breakthrough Brands' has been developed.

**Show Profile:**

The Largest International Trade Fair for Beauty Products, Cosmetics, Perfumery, Wellness and Spas in the Middle East. Now in its 15th year, Beautyworld Middle East is the most successful beauty event in the region. As the largest event of its kind, you will have direct access to over 800 exhibitors representing over 1600 brands from 55 countries with over 18000 trade visitors expected from 100 countries. There is no other exhibition in the Middle East that delivers the quality and variety of buyers and distributors. Beautyworld Middle East is the largest gathering of beauty professionals in the Middle East.

Show website: [www.beautyworldme.com](http://www.beautyworldme.com)

**Company profile:**

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt. Messe Frankfurt is Germany's largest trade fair organiser, with 436 million Euros in sales in 2008 and more than 1,400 employees worldwide. The Messe Frankfurt Group has a presence for its customers in more than 150 countries. In 2008, Messe Frankfurt organized more than 100 trade fairs, of which more than half took place outside Germany.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai include: Intersec trade fair and conference, Materials Handling Middle East, Hardware+Tools Middle East, Garden+Landscaping Middle East, ISH kitchen+bath Middle East, Light Middle East, Beautyworld Middle East, Wellness & Spas Middle East, Automechanika Middle East, and the Middle East Toy Fair.

For more information, please visit our website at: [www.uae.messefrankfurt.com](http://www.uae.messefrankfurt.com)