

Beauty Forum Budapest 2025



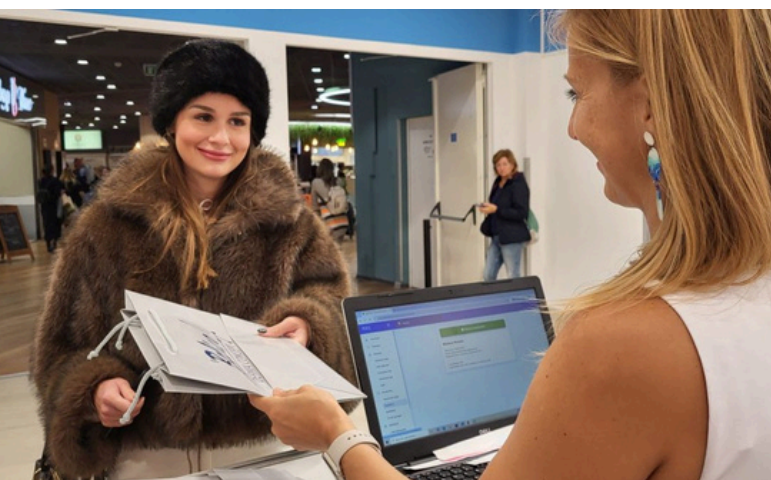
Record attendance at the **33. Beauty Forum Budapest** – More than **4,000** professionals gathered at Hungary's largest beauty industry event.

Two days of intensive professional programs, inspiring meetings, and exciting innovations characterized the 33. Beauty Forum Budapest trade fair, which once again proved to be one of the most important meeting points of the local beauty industry.

More than 4,000 professionals and 105 exhibitors awaited visitors at the Lurdy Conference Center—a figure which shows a nearly 20% growth compared to the previous year.



Participants arrived not only from Hungary but from numerous European and Asian countries as well. Exhibitors included companies from Slovakia, Romania, Germany, Austria, the Czech Republic, Poland, Italy, China, and Korea.



 **3 000** m²
gross exhibition area

 **4 000+**
professional visitors

 **100+**
exhibitors

 **70+**
presentations



Beauty Forum Budapest: A hub for professional growth and industry connections

At the exhibitors' stands, visitors found not only product demonstrations but also personal stories, professional experiences, and new collaborations. The most spectacular booths drew long lines, with experts showing great interest in new products, innovative devices, and skincare solutions.

Full-house presentations and spectacular shows

Hall 4 operated at full capacity on both days.

On Friday, the latest trends of the makeup profession were in the spotlight, while Saturday's program was enriched by the Lash & Brow Gala. The new lighting and sound system created a true show atmosphere, making the practical demonstrations even more memorable.

Our stages were furnished by:



Event sponsors:



See you at the next edition of
Beauty Forum Budapest on
November 6–7, 2026

Makeup Stage

Friday's highlight was the Makeup Stage, where visitors could meet the best representatives of the Hungarian makeup profession. The full-house shows offered a true visual feast: modern techniques, fresh trends, and stunning transformations followed one another throughout the afternoon. The program ranged from 40+ practical makeup solutions to the 2026 bridal trends and the newest directions seen on the red carpet. Visitors could not only learn but marvel as well: secrets of lighting, creative evening makeup, impressive decoration techniques, bold glamour looks, and daring concepts all had their place.



The day's highlight was the announcement of the 33rd Hungarian Makeup Cup winners, who were celebrated on stage as the most talented creators of the year.



Breathe. Eat. Move. Live. Lifestyle Conference

Successful debut of the healthy lifestyle conference

The new conference focused on connecting the beauty industry with modern health awareness. Doctors and lifestyle experts held presentations about the functioning of the body and holistic approaches. It was heartwarming to see how many attendees wanted to understand the deeper connections behind the (skin) problems they encounter daily in their salons.

Many exhibitors of healthy products joined the program, offering



professionals an even broader selection to support more effective treatments.



Thank you for the event sponsor:

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35. Hungarian Makeup Cup

Record number of entries

The Hungarian Makeup Cup—rich in tradition—was held online this year.

The 2025 theme, “Art of Glam,” inspired an exceptional number of creators, resulting in more submissions than ever before.

The competition accepted entries in three categories: Soft Glam, Creative Glam, and Stage Glam.

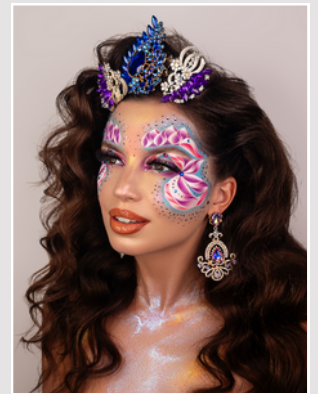
The jury expanded to seven recognized professionals who evaluated the works from the perspective of various stylistic approaches. In addition to the category prizes, four special awards were also given out: Best Lips, Best Brows, Best Skin Look, and Best Eye

Soft Glam category
1st place:
Veronika Józsa



Stage Glam category
1st place:
Erika Maróti

Creative Glam category
1st place:
Kata Sipos



Look, recognizing outstanding professional achievements in the details.

The jury:



Hovorka-Miskolczi
Kinga
3x-os világbajnoki
ezüstérmes sminkmester



Sigulinkszki Laura
Makeup Artist



Liv Rideg
Makeup Artist



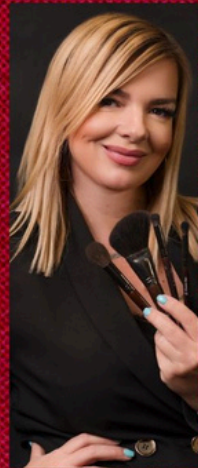
Dominique Roberts
OMC világbajnok és
Európa-bajnok
sminkmester, nemzetközi
tréner



Faragó Zsuzsanna
Suu
Makeup Artist



Asztalos Krisztina
Makeup Artist



Pankotai Anita
Makeup Artist

10. Beautician Student Olympics

Students represent the future of the industry as well as future partners of product developers and distributors.

Exhibitors welcomed the large student groups who visited on Friday, accompanied by their teachers.

The Cosmetic Student Olympics—held for the 10th time this year—received a modernized, dynamic format: finalist teams answered questions on stage through an online quiz displayed on the projector. After exciting “instant questions, instant answers,” the results appeared immediately.



1st place: Szegedi Móravárosi SZKKI
2nd place: BKSZC Erzsébet Királyné Technikum
3rd place: Baranya Vármegyei Simonyi Károly Technikum

Our sponsors contributed valuable gift packages to enrich the students' experience.

We thank the dedicated teachers and jury members:
Ágnes Gáspár (gold-crowned master beautician),
Nikoletta Berkesiné Gyenes (bronze-crowned master beautician),
Éva Zsédely, Krisztina Várszegi, and Linda Lili Marjai (beauty instructors).

Thank you for the competition sponsors:

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The Lash and Brow stylists' annual forum

8th Lash & Brow Gala

On November 8, professionals could explore the latest techniques and trends in eyelash extension and eyebrow styling at the full-day Lash & Brow Gala—now one of the most important Hungarian events in the lash and brow field.

The constantly full Hall 4 offered diverse lectures and practical demonstrations. Topics included the role of social media in professional brand building, new UV LED technologies, and Korean



lash lifting.

The conference once again confirmed that the engine of the profession is live knowledge-sharing, showcasing technical innovations, and the strength of the community.



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