

A close-up portrait of a young woman with curly brown hair, smiling warmly at the camera. She is wearing a textured, brown knit sweater. Her hand is resting against her cheek. The background is softly blurred, showing an indoor setting with a framed picture on the wall.

BEAUTY BLUE ZONE

LONGEVITY CONFERENCE

 **BEAUTY FORUM**
BUDAPEST by COSMOPROF

6. NOVEMBER, 2026.

BEAUTY BEGINS WITH HEALTH.

The Healthy Lifestyle Conference is the meeting point of the beauty industry and health awareness: a new program with presentations from experts, and practical guidance for all who understand the importance of physical and mental balance in their work - like beauticians, salon managers, wellness professionals, or followers of a health-conscious lifestyle.

The conference takes place within the framework of the 34th Beauty Forum Budapest Exhibition and Trade Fair. Participation is free for beauty industry professionals.

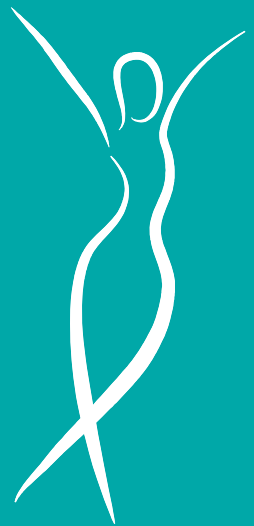


www.beauty-kiallitas.hu



OUR FEATURED TOPICS

- **The connection between nutrition and skin:** how does diet affect skin health? Food allergies, the role of the microbiome, intermittent fasting, the effects of vitamins and dietary supplements.
- **Medical approach to beauty care:** hormonal balance, menopause, inflammatory processes, the role of sexual life in physical and mental well-being.
- **Soul and beauty:** mental well-being, stress management, sleep quality, body image and self-confidence – psychological approaches in practice.
- **Natural support:** aromatherapy, phytotherapy and other complementary methods in salon work and home care.
- **Movement:** the effects of a sedentary lifestyle, proper posture, spine and muscle maintenance, the role of breathing patterns in vitality.
- **Healthy aging:** opportunities for slow and dignified aging with a holistic approach.



WHO IS THE CONFERENCE FOR?

The conference visitors are **professional visitors to the 34th Beauty Forum Budapest Exhibition and Trade Fair**: beauticians, beauty industry professionals. They are the ones who want to responsibly take care of their clients' and their own health.

In their daily work, beauticians cultivate a close, often decades-long, **trusting relationship** with their clients. Therefore, their role now extends far beyond aesthetic treatments: they are increasingly being asked for advice on lifestyle and health-related issues. It is important for them to be knowledgeable in various fields – this way they can responsibly support their clients or even refer them to a specialist in a timely manner.

Conference participants are **open to new perspectives and approaches**, and they particularly appreciate presentations that provide practical knowledge that can be used in salon work - especially when they can hear it all interpreted by a recognized professional.



Why exhibit?

- For more than 30 years, Beauty Forum Budapest has been the beauty industry's main yearly event and a trend-setting event for the following year.
- In Hungary, the beauty sector is uniquely developed and dynamically growing.
- It increases the awareness and image of brands and also provides sales opportunities.
- Unlike webshop offers, here you can present your new products and services in person.
- There is also an opportunity to build international relationships.
- Our conferences and interactive presentations offer packed lectures to visitors.
- Entry is free for the profession.



OPPORTUNITIES FOR COMPANIES

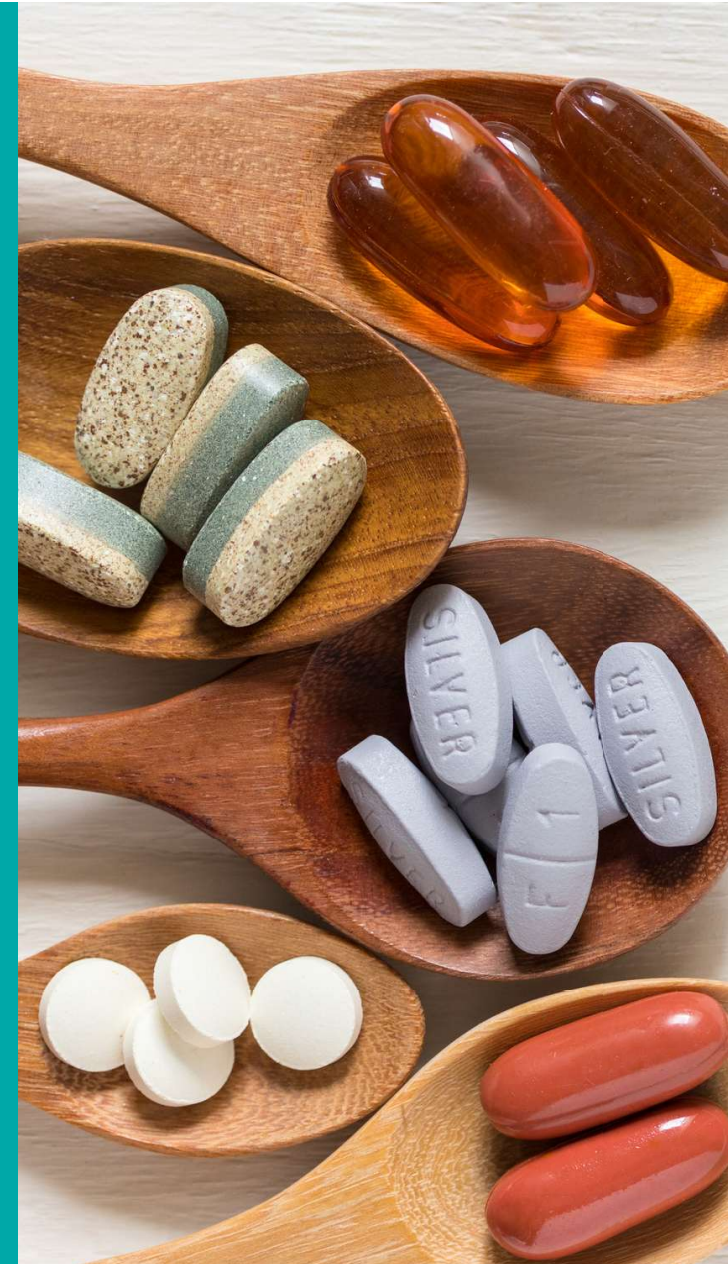
If your brand is related to healthy lifestyle, or supports a natural or conscious lifestyle, this is the place for you!

Join us as an exhibitor or sponsor for both days of our event.

Topics:

Dietary supplements

- Vitamins
- Holistic products
- Movement support devices, exercise programs
- Health aids and services
- Diagnostic services
- Aromatherapy products
- Handicrafts and cosmetics



BE OUR PARTNER!

**Exhibition
stand
or
exhibitor
table**

Sponsorship

**Content
marketing**

Integrated forms of presentation, interactive elements for an even more effective presence.
Feel free to contact us, let's make your idea come true together!

EXHIBITION OPPORTUNITIES

Appearance with an exhibition stand

Standard or custom stand appearance

Area rental fee:

66 000 HUF+VAT/m2

The fee does not include
construction and electricity costs.

Appearance with exhibitor table

1 table, 180 cm wide. There is about 1.5
m of space behind the table, which is
enough to place a roll-up and two chairs.

Price: 130,000 HUF+VAT

**The price does not include electricity
costs.**

Feel free to contact us, we will help you realize your ideas!



FEATURED SUPPORTING PARTNER

- A 25-minute presentation
- Display of company or brand logo on Conference campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- 1 online newsletter publication
- Roll-up display option at the Conference venue
- Screening of an advertising video during the Conference breaks (at least 3 times)
- Placing flyers at the Conference venue
- Press release thanking the sponsor, with logo placement

Package price: 710 EUR + VAT



SUPPORTING PARTNER PACKAGE

- A 25-minute presentation
- Display of company or brand logo on Conference campaign materials
- Display of company or brand logo on the sponsor's wall at the event location
- 1 Facebook post
- Press release thanking the sponsor, with logo placement

Package price: 280 EUR + VAT



CONTENT MARKETING PACKAGE

Let's thematize the beauty industry together, let's determine together what they talk about in salons!

The package includes:

- An article published on the beauty industry portal www.beauty-forum.hu
- Facebook and Instagram posts one at a time
- Online Beauty Festival autumn (live social media presentation on the topic of the article)
- Content appearance in the Beauty Forum online newsletter

The name, product name and logo of the content collaborating company will appear in the articles and posts appearing in the campaign.

Package price: 330 EUR + VAT



FEEL FREE TO CONTACT US!

**WE LOOK FORWARD TO
YOUR APPLICATION.**



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