

TONES OF BEAUTY

30th June–1st July 2027, Excel, London, UK

2027 SHOW BROCHURE & 2026 POST SHOW REPORT

TITLE
SPONSOR

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CONNECTING GLOBAL BRANDS WITH RETAILERS AND
DISTRIBUTORS SHAPING THE UK BEAUTY MARKET.



INDY
EXPO &
AWARDS

Winners of the **UK's
Best Trade Show**
launch 2025

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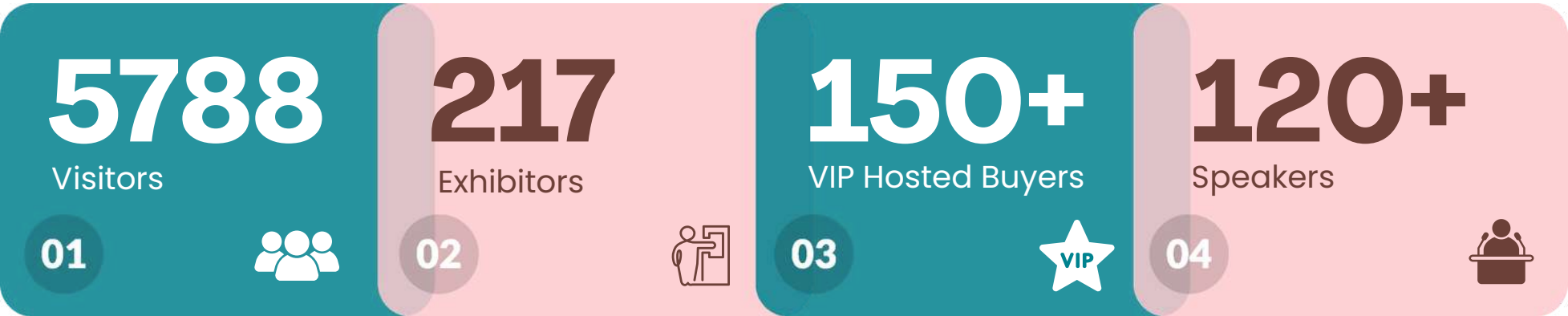


@tones-of-beauty-uk

INTRODUCTION

Over two vibrant days, the Tones of Beauty Expo brought together more than 5,700 buyers, retailers, distributors, salon owners, and beauty professionals ready to connect and do business. Showcase your products and innovations in hair, skin, fragrance, wellness and cosmetics. Position your brand at the heart of the dynamic marketplace that celebrates diversity while driving the future of beauty commerce. Recognised for its impact and innovation, Tones of Beauty was named “Best Independent Trade Show Launch” at the Exhibition News Indy Awards 2025, celebrating its success as the UK’s largest professional event dedicated to multicultural beauty.

2026 SHOW SUMMARY



WHAT TO EXPECT IN 2027?

The UK’s largest collective of luxury and disruptive fragrance and perfume brands from all over the world looking for UK partners.

Textures of Hair, a dedicated area of hair care suppliers and conferencing celebrating all hair types onsite at Tones of Beauty.

Discover the power brands of tomorrow at the discovery hub, hosting 50+ small businesses set to take the industry by storm.

Full hosted buyer programme providing exclusive access to the UK’s largest retailers and distributors.



SCAN HERE TO
VIEW THE EXHIBITOR LIST

EXHIBITOR FEEDBACK



94%

Would recommend
this exhibition to other
companies

96%

Were more than happy
with the quantity and
quality of visitors

97%

Were impressed with
the overall organisation
of the event

"A fantastic experience overall. It was well organised, and we were delighted by the impressive number of buyers who visited our stand. We would highly recommend Tones of Beauty to anyone looking to expand into the UK beauty market!" **JO MILANO PARIS INC, USA**

OUR PARTNERS

SHOW PARTNERS:



OFFICIAL ONLINE RETAIL PARTNER:

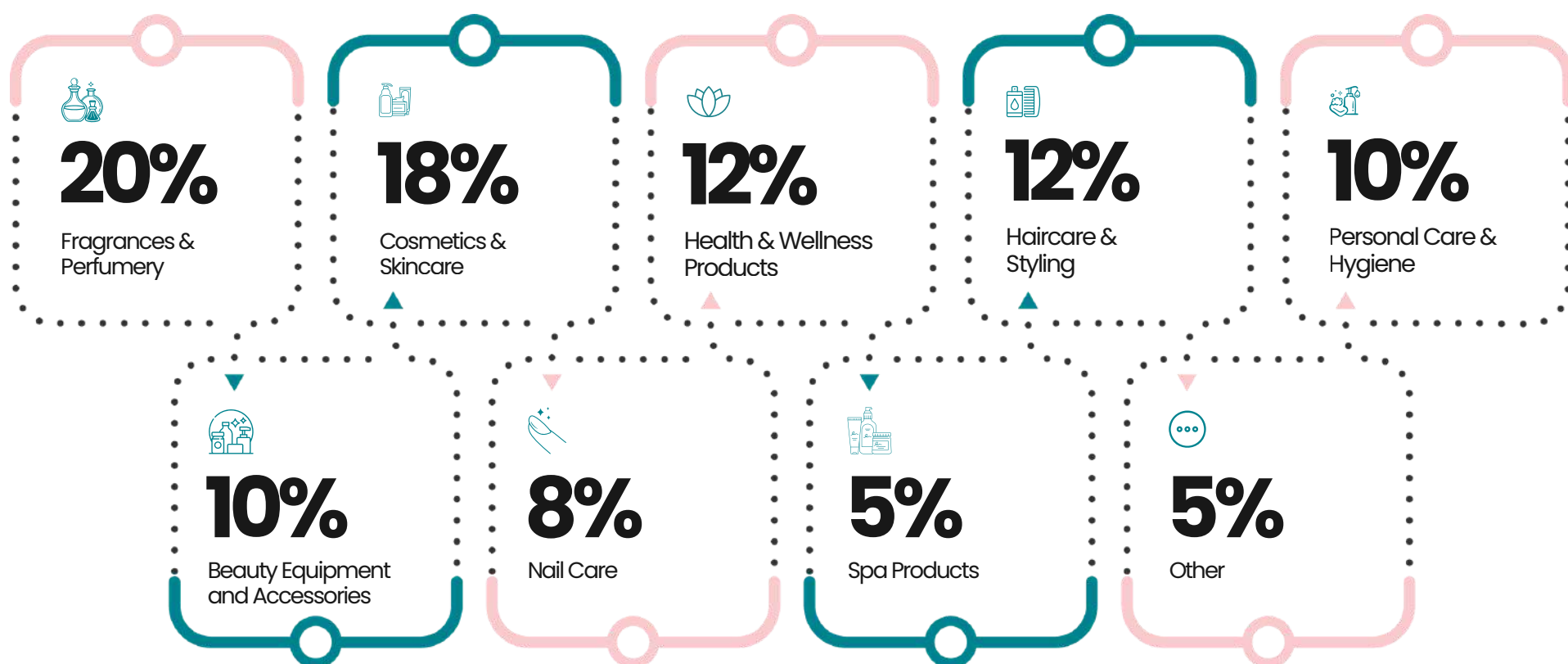


MARKET INTELLIGENCE PARTNER:



MEMBERS OF:





"We were looking for an exhibition comparable to Cosmoprof Miami in the UK, but couldn't find the right platform until we discovered Tones of Beauty. We've been waiting for an event like this for a long time. It's one of the best exhibitions we've exhibited at, especially for the fragrance sector. The level of footfall exceeded our expectations, there was an impressive number of buyers, and the networking opportunities were outstanding." **ORIENTICA, UAE**



Exhibitor Regions

- 34% EUROPE
- 25% MIDDLE EAST
- 14% ASIA
- 10% AMERICA
- 9% AFRICA
- 8% OCEANIA

"If you're looking for a more diverse and international beauty event than most, Tones of Beauty is the place to be" **NIELSEN IQ, UK**

"Tones of Beauty has been a fantastic experience, we were able to connect with some amazing brands, retailers, investors, influencers and salon owners. This is exactly what my business needed!"

TIPHARAH, UK

VISITOR BREAKDOWN

2026's edition of Tones of Beauty hosted an impressive number of attendees, with over 5,700 Beauty Professionals gathering to explore the latest inclusive products, trends and innovations. The business areas represented were diverse and varied across the beauty industry, including many buyers from the UK's top retailers, wholesalers and distributors. Many of which attended as our VIP hosted buyers.

WHO ATTENDS

35%	DISTRIBUTORS, IMPORTERS & SUPPLIERS	36%	BUYER / PURCHASING
24%	RETAILERS	31%	SENIOR MANAGEMENT
15%	SALON, SPA. AND CLINIC OWNERS	14%	TRADING
8%	HAIRDRESSERS AND BARBERS	10%	BUSINESS DEVELOPMENT
8%	BEAUTICIANS AND MAKE UP ARTISTS	6%	MARKETING
6%	INFLUENCERS	3%	OTHER
4%	OTHER		

PROUD TO HOST VIP BUYERS FROM THESE LEADING COMPANIES AND MANY MORE AT TONES OF BEAUTY 2026



THE UK BEAUTY MARKET

£43.6BN

The UK health and beauty market is expected to reach £43.6 billion by 2028.

5.5ML

With over 5.5 million British Asians contributing billions of GBP to the beauty and wellness market, the rise of Asian-owned beauty brands is not just representation, it's redefining the future of the UK beauty industry.

£88ML

The Black hair and beauty sector contributes an estimated £88 million annually to the UK economy, highlighting its cultural and economic significance.

£30.4BN

The UK beauty and personal care sector cemented its economic power in 2025, contributing a record £30.4 billion to national GDP, a 9% year-on-year increase and a growth rate four times that of the wider economy.

15%

Sales of diverse beauty products, including premium lotions and serums, were up by 15% in 2024, as UK consumers increasingly invest in multicultural skincare.



“We chose to exhibit at Tones of Beauty because of its inclusive message. It reflects everything our brand stands for, so it felt like the perfect fit. We've met existing customers, wholesalers, distributors and salon owners who will be stocking our products. It's been a really positive experience” **DETANGLE DUETTE, UK**

TEXTURES
OF HAIR

CELEBRATING ALL HAIR TYPES AT TONES OF BEAUTY

Textures of Hair

Celebrating all Hair Types at Tones of Beauty

Textures of Hair brings together every strand of the £1.9 billion UK hair industry, connecting leading brands with the retailers and distributors building tomorrow's hair market. Here's a snapshot of who attends Textures of Hair.

DISTRIBUTORS & WHOLESALERS

RETAIL BUYERS & CATEGORY MANAGERS

SALON & BARBERSHOP OWNERS

BRAND FOUNDERS & MANUFACTURERS

PROFESSIONAL STYLISTS, TRICHOLOGISTS & EDUCATORS

REASONS TO EXHIBIT AT TEXTURES OF HAIR

Build new partnerships with leading distributors, wholesalers and retailers shaping the UK's £1.9 billion haircare industry.

Meet and pre schedule meetings with hosted buyers from the UK's largest salon chains, beauty retailers and professional distribution networks.

Learn from industry experts on regulation, formulation and compliance to ensure your products are ready for retail and professional markets.

Go further than sales by celebrating diversity in hair, recognising that hair is not one texture or one type, it is every curl, coil, wave and everything in between.

Connect with influential voices across the UK hair and grooming community who can help elevate your brand presence across digital and retail platforms.



**SCAN
HERE**

**TO LEARN MORE ABOUT
EXHIBITING AT TONES OF BEAUTY**

**WE SUPPORT
OUR
EXHIBITORS
EVERY STEP
OF THE WAY**



SPONSORSHIP



LOGISTICS



**ACCOMMODATION
RECOMMENDATIONS**



**STAND BUILD
AND DESIGN**



MARKETING



VISA GUIDANCE



Excel London, opened in November 2000, is now one of Europe's largest venues, hosting around 400 events annually and attracting four million visitors worldwide. It is easily accessible via the London DLR and is close to various accommodation options, including Premier Inn, Travelodge, and Hilton hotels.

“As a start-up that launched just 10 months ago, our goal was to build brand awareness and connect with distributors and retailers. Tones of Beauty gave us exactly that. The quality of leads has been exceptional, and we've had valuable conversations with both international distributors and local retailers. We also met with major names including MINISO to explore a potential collaboration, alongside Next, Marks & Spencer, QVC and Boots.” **FRESHCIA UK**

