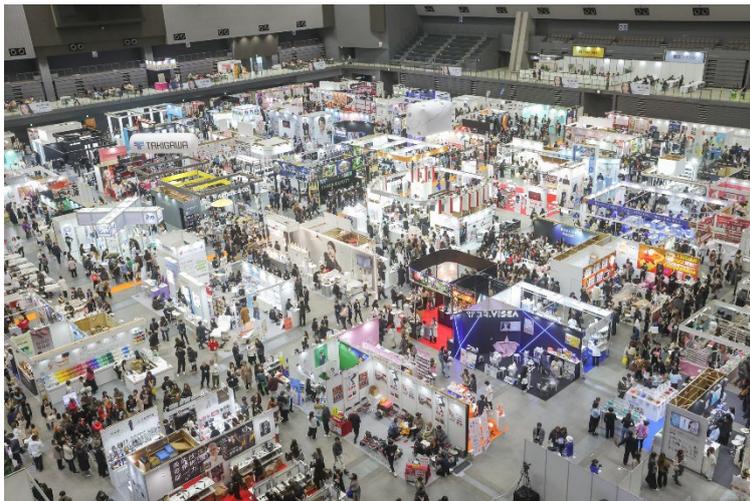


news +++ Beautyworld Japan Fukuoka  
Fukuoka Japan, 16 – 18 February 2026

## *beautyworld* JAPAN FUKUOKA

### Beautyworld Japan Fukuoka 2026 closes on a high note, surpassing previous visitor figures

**Fukuoka, 27 February 2026. The 13th edition of Beautyworld Japan Fukuoka wrapped up successfully, drawing a record 209 exhibitors, including 205 from Japan and four from overseas. In addition, the show welcomed 9,875 visitors, up from 9,541 in 2025, underscoring accelerating momentum. Organised by Messe Frankfurt Japan Ltd, the fair was held from 16 – 18 February 2026 at Marine Messe Fukuoka Hall A. Active business discussions and networking took place throughout the venue, further strengthening the fair’s role as a key industry showcase for the Kyushu region.**



Beautyworld Japan Fukuoka 2026. Source: Messe Frankfurt Japan Ltd

Exhibitors showcased the latest products, equipment, services, and technologies to local beauty industry professionals, including those in aesthetics, nail care, hairdressing, eyelash treatment, relaxation, aesthetic medicine, and salon management. An exhibitor showcasing a range of peeling devices in the Beauty Equipment Zone, Mr Takahiro Ougi, CEO of STANDARD PRO INC., commented: “We secured contracts for eight units on the first day alone, and this looks set to become our most successful exhibition to date. Exhibiting at the trade fair not only allows us to present our products directly to visitors but also enhances our corporate visibility. As visitors can experience the equipment first-hand and make purchasing decisions on the spot, it enables highly efficient sales activities.”

Ms Tomoko Ono, President of INDIBA-JAPAN CO., LTD., the Japanese distributor of INDIBA’s radiofrequency technology for aesthetic and medical applications, also reported positive results as the company exhibited for the first time: “As an importer and distributor

of high-end beauty devices manufactured in Spain, we sealed one to two contracts each day and are on track to achieve our sales target of ten units. All contracts were with new clients, which has contributed to expanding our business in the Kyushu region. Beautyworld Japan is truly an indispensable trade fair for the beauty industry.”

A regular visitor since the show's launch, Ms Chizuko Tanaka, owner of an acupuncture and lymphatic treatment salon, explained her reasons for attending each year: “I came in search of new retail products to introduce to my salon. The Fukuoka edition allows me to efficiently review a wide range of innovations and make informed decisions after experiencing them first-hand. By discovering and replacing one or two items each year, we are able to enhance the services we offer to our customers.”

### **Knowledge exchange and professional education at the core**

To facilitate knowledge sharing, 31 seminars were held across five locations within the venue. Distinguished speakers from various sectors – including aesthetics, hair, nail care, and aesthetic medicine – shared practical insights on the latest techniques suitable for salon service menus, business development strategies for salons and companies, and effective tools and methods for attracting new clients.

In addition, fee-based Premium Seminars led by Ms Masami Morimasa, Principal of Esthetic Morimasa Professional School, offered a hands-on training format in which participants practised techniques alongside the speaker. After each seminar, participants received a certificate of completion. Ms Rie Yamaguchi, owner of the hair salon Mily. H, who attended a seminar aimed at hair professionals, commented: “Deep sleep treatment is currently a key trend in salons, which is why I decided to participate. After attending the seminar, it seems straightforward to incorporate deep sleep treatment into our service menu, and I plan to introduce it at my salon immediately.”

The next edition will be rebranded as Beautyworld Fukuoka and is scheduled to take place from 8 – 10 February 2027 at Marine Messe Fukuoka Hall A.

### **Further shows in the Beautyworld worldwide network:**

- **Beautyworld Taipei**  
20 – 23 March 2026, Taipei World Trade Centre, Taiwan
- **Beautyworld Japan Nagoya**  
23 – 25 March 2026, Port Messe Nagoya, Japan
- **Beautyworld Japan Tokyo**  
18 – 20 May 2026, Tokyo Big Sight, Japan
- **Beautyworld Riyadh**  
18 – 20 May 2026, Riyadh International Convention & Exhibition Centre, Saudi Arabia
- **Beautyworld Dubai**  
6 – 8 October 2026, Dubai World Trade Centre, UAE
- **Beautyworld Osaka**  
19 – 21 October 2026, INTEX Osaka, Japan

- **Beautyworld Tashkent licensed to LLC BMC-LLP**  
19 – 21 November 2026, Central Asian Expo, Tashkent, Uzbekistan
- **Notes Shanghai Spring Edition**  
2 – 5 April 2026, West Bund International Convention and Exhibition Center, Shanghai

**Press information and photographic material:**

<https://beautyworld-japan-fukuoka.jp.messefrankfurt.com/fukuoka/en/press.html>

**Links to websites:**

<https://beautyworld-japan-fukuoka.jp.messefrankfurt.com/fukuoka/en.html>



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