

30th June-1st July 2025, LONDON, UK

TONES OF BEAUTY

THE MULTICULTURAL BEAUTY SHOW

*The UK's Only Professional
Trade Show Dedicated to
Multicultural Beauty*



BEAUTY
WEST AFRICA

Powered by **BEAUTY WEST AFRICA**,
Africa's Number 1 Beauty Exhibition

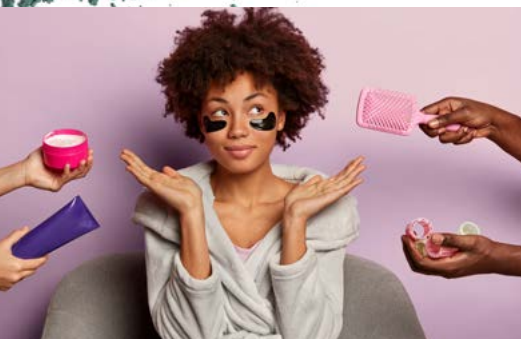




TONES OF BEAUTY is the UK's **only professional trade show** dedicated to the **multicultural beauty industry**, connecting you with **key decision makers** and **new business opportunities**.

Tones of Beauty will bring together manufacturers, suppliers and distributors, retailers, beauticians, hair professionals, barbers, salon and spa owners, nail technicians and anyone else involved in the black, Asian and mixed heritage beauty sectors.

It is the perfect forum to build your business profile and expand the distribution of products and services that are dedicated for use by potentially 18% of the population; that is 12 million people with an annual disposable income of £4.5 Billion.



*The UK's multi-ethnic health and beauty market is valued at £2.7 Billion.**

**The Black Pound Report*

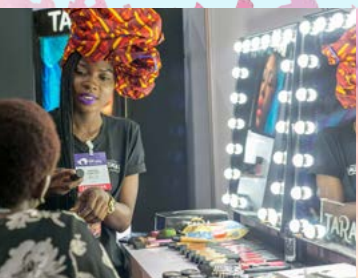


Tones of Beauty is brought to you by BtoB Events, the organisers of Africa's largest beauty expo, Beauty West Africa.

With a proven track record of organising highly successful trade shows across the UK, Africa, and the Middle East.

Our wealth of experience, gained since launching Beauty West Africa in 2018, will be transferred to Tones of Beauty.

When you choose to exhibit at Tones of Beauty, you're not just participating in an event; you're partnering with a professional events management team. Our team's extensive knowledge and expertise are dedicated to creating the perfect environment for nurturing and expanding the UK's beauty market for people of colour.



WHO EXHIBITS?

Manufacturers of hair care, make up, body care, personal care, fragrances, salon equipment, aesthetics, and skin care targeting black, Asian and multi-ethnic heritages in the UK.

Exhibitors include:

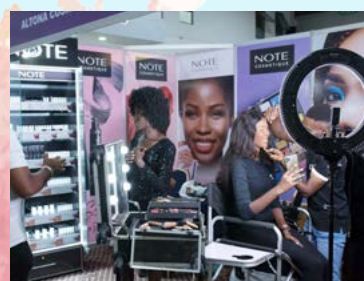
- Manufacturers
- Suppliers
- Distributors
- Importers
- Wholesalers
- Beauty Entrepreneurs and SMEs
- Colour Cosmetics
- Halal Cosmetics
- Kosher Cosmetics
- Skin Care
- Hair Care
- Toiletries
- Personal Care
- Fragrances
- Professional Equipment and Spa
- Treatments
- Nail Technology
- *and more ...*



WHO VISITS?

Tones of Beauty is the only gathering of business owners, and professionals, from the UK's multicultural beauty industry. Including;

- Distributors, Importers and Suppliers
- Retailers
- Beauticians
- Hairdressers
- Barbers
- Salon Owners
- Spa Owners
- Makeup Artists
- Nail Technicians
- Perfumers
- Aestheticians
- *and many more...*





**BtoB
EVENTS**

TONES OF BEAUTY

is organised by BtoB Events.

Contact us for more information:

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