

TONES OF BEAUTY

29th–30th June 2026 | Excel, London, UK

2026 SHOW BROCHURE & 2025 POST SHOW REPORT



93%
were more than
happy with
the quantity
and quality of
visitors

"Proud to be an Exhibitor & Speaker at Tones of Beauty 2025. It filled a much-needed gap in the professional beauty space—creating an inclusive platform supported by industry leaders. A perfect fit for our Design Essentials range at McBride Research Labs. Tones of Beauty delivered!"

McBride Research Laboratories Inc., USA



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INTRODUCTION

Tones of Beauty 2025 launched with a huge impact as the UK's only professional trade show dedicated exclusively to multicultural beauty. Making its debut, the event brought together international exhibitors and emerging local brands with a wide range of products and innovations spanning hair care, wigs and extensions, skincare, dermatology, inclusive cosmetics, accessories, beauty tech, and so much more. The show attracted a strong turnout of buyers, importers, and wholesalers from across the UK and beyond, establishing its presence as a vital new player in the professional beauty calendar.

2025 SHOW SUMMARY



3000+
VISITORS



150+
EXHIBITORS



100+
HOSTED VIP
BUYERS



105
SPEAKERS



**SCAN
HERE**

**TO VIEW THE
EXHIBITOR
LIST**

WHAT TO EXPECT IN 2026?



4000+
VISITORS



200+
EXHIBITORS



200+
HOSTED VIP
BUYERS



120+
SPEAKERS

THANK YOU TO ALL OUR SPONSORS & PARTNERS

Show
Partners:



Official Beauty
Intelligence Partner:



Media
Partners:



EXHIBITOR FEEDBACK



87%

would recommend
this exhibition to
other companies



93%

were more than
happy with the
quantity and
quality of visitors



97%

were impressed
with the overall
organisation of
the event

Tones of Beauty 2025 witnessed the participation of 150+ exhibitors from a remarkable 20+ countries, introducing its position as the leading platform for inclusive innovation and progress in the beauty space.

The event served as a comprehensive showcase, featuring a diverse selection of products and services, from across the world, spanning all aspects of the beauty industry.

“Tones of Beauty Expo 2025 was a fresh experience. We got to meet a lot of UK clients. We were able to find new potential clients, and the BtoB team made us comfortable throughout the whole exhibiting experience.”

New Angance, France

“Tones of Beauty 2025 was great for us, it meant meeting a very inclusive, open-minded, diverse audience to have conversations with about how technology can and will support a more inclusive industry and world.”

Arbelle Ai, Sweden



VISITOR BREAKDOWN

2025's edition of Tones of Beauty hosted an impressive number of attendees with over 3000 professional businesses. The business areas represented by our visitors were diverse and varied across the entire beauty industry including the UK's top VIP buyers, retailers, and distributors.

WHO ATTENDS



VISITOR JOB TITLES



PROUD TO HAVE WELCOMED VIP BUYERS FROM THESE LEADING COMPANIES AND MANY MORE

BeautyBase

JOHN LEWIS
& PARTNERS

tjc

crm trading

LOOKFANTASTIC

URBAN OUTFITTERS

fdd International

TESCO

Fenwick

Q QVC

Harrods

TJX EUROPE

Boots

Superdrug

WHSmith

sally europe

TKmaxx

JUSTMYLOOK

M

CULT BEAUTY

BEAUTY BAY

EXHIBITOR CATEGORIES



20%
Fragrances &
Perfumery



15%
Health &
Wellness
Products



15%
Cosmetics &
Skincare



10%
Haircare &
Styling



10%
Personal Care
& Hygiene



10%
Beauty
Accessories



5%
Nail care



5%
Spa Product



5%
Beauty
Equipment



5%
Other

EXHIBITOR COUNTRIES INCLUDED:



“Exhibiting at this year’s Tones of Beauty Expo was a transformative experience for Kilani Perfumes. The event provided an exceptional platform to showcase our signature scents to a diverse audience.”

Kilani Perfumes, UAE



“The beauty companies we met and the products we discovered were very interesting. Overall, a really great experience for our business and we would love to be here next year.”

**Bio-Mimetic
Chromatography Ltd, UK**

THE UK BEAUTY MARKET

The hair and beauty industry generated £5.8 billion in turnover in 2025–2026.

£5.8bn

5.5ml

With over 5.5 million British Asians contributing billions 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.

In 2025, there were approximately 62,000 hair and beauty businesses operating in the UK – an increase of over 3,200 (roughly 7.5%) reported in 2024.

62,000

£30.4bn

The UK beauty and personal care sector cemented its economic power in 2024, 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.

UK demand for diverse beauty products – including premium lotions and serums – rose by 13% in the last year, with sales up 15% as consumers increasingly invest in multicultural skincare.

15%

“As a first-time exhibitor at Tones of Beauty Expo 2025 in London, we were very pleased with the outcome. Several strong leads and lots of interest in our products. Worth a travel half way around the world.”

Mesouvu, Fiji

“Tones of Beauty was an exciting event, where we were able to showcase our company effectively; overall a brilliant experience.”

Madourie & Co., UK



TONES OF BEAUTY CONFERENCE 2025

A love letter to the truly multicultural face of our beautiful industry.



INDUSTRY INFLUENCERS



KEYNOTE SPEAKERS



LIVE DEMOS



INDUSTRY INSIGHTS

DON'T JUST TAKE OUR WORD FOR IT!

Tones of Beauty facilitated strategic exposure to emerging brands and enabled meaningful engagement with qualified buyers and industry professionals.

Camelicious, UAE

"Tones of Beauty has been an incredibly rewarding event for networking and building meaningful business connections. I'm excited about the opportunities ahead and look forward to collaborating with the inspiring professionals I've met."

Meicy Shea Beauty, UK



**SCAN
HERE**

**TO LEARN
MORE ABOUT
TONES OF
BEAUTY 2026**

WE SUPPORT OUR EXHIBITORS EVERY STEP OF THE WAY



VISA GUIDANCE



LOGISTICS



ACCOMMODATION
RECOMMENDATIONS



STAND BUILD
AND DESIGN



MARKETING



SPONSORSHIP

“Tones of Beauty was a great platform to introduce Naturally Tiwa Skincare to a wider audience. As a pharmacist-founded brand, we’re passionate about what goes on our skin. The day’s conversations highlighted the real need for gentle, natural skincare that supports skin conditions and skin affected by treatment.”

Naturally Tiwa Skincare, UK

VENUE INFORMATION



Excel London, part of ADNEC Group first opened in November 2000, in London’s Royal Docks. 25 years later it has become one of Europe’s largest and most successful venues, hosting some 400 events per year and welcoming around four million visitors from every corner of the globe. Easily accessible by the London DLR line and within walking distance of several eatery and accommodation venues including Premier Inn, Travelodge, and Hilton hotels.



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