

# TONES OF BEAUTY

## 2026 SHOW BROCHURE & 2025 POST SHOW REPORT

The UK's only professional trade show  
dedicated to multicultural beauty



"Exhibiting at Tones of Beauty 2025 was an absolute game-changer! It opened the door to invaluable connections with the UK's biggest beauty retailers. We had face-to-face meetings with Boots, TK Maxx, and Tesco, and are now on track to secure major deals with them. TOB exceeded our expectations and delivered incredible ROI, we can't wait to be back on the floor in 2026!" – **Idris Muhammad, Safah's Natural, UK**



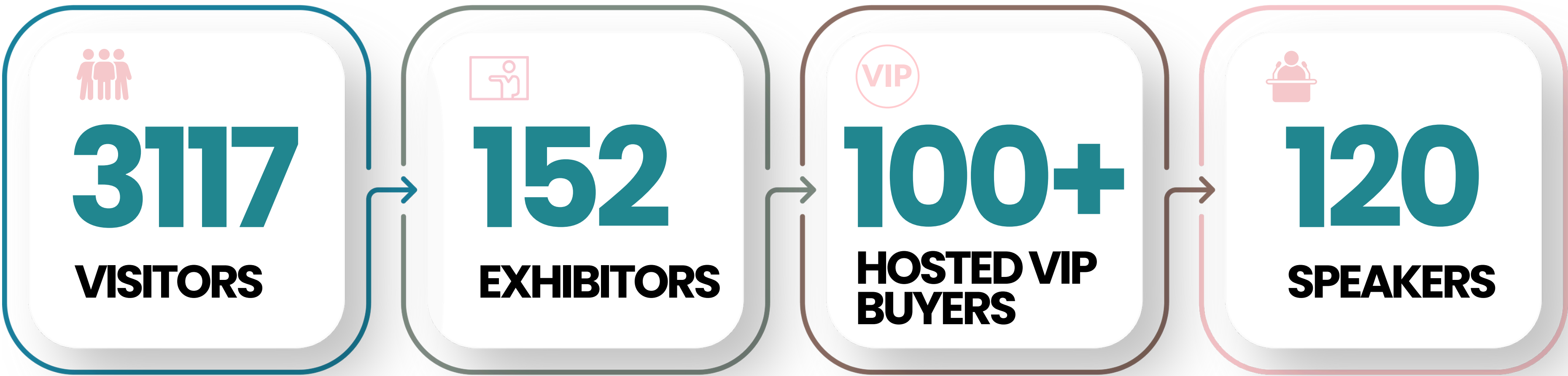


# INTRODUCTION

Tones of Beauty 2025 made a significant impact as the UK’s only professional trade show dedicated to multicultural beauty. The event brought together a diverse lineup of global exhibitors, showcasing an extensive range of products across key categories, including skincare, fragrance, cosmetics, haircare, spa and wellness, beauty tech innovations, and more...

The show attracted a strong turnout of buyers, retailers, importers, wholesalers, and beauty professionals from across the UK. With its dynamic mix of innovation, diversity, and commercial opportunity, Tones of Beauty has firmly established itself as a must-attend event on the global beauty calendar.

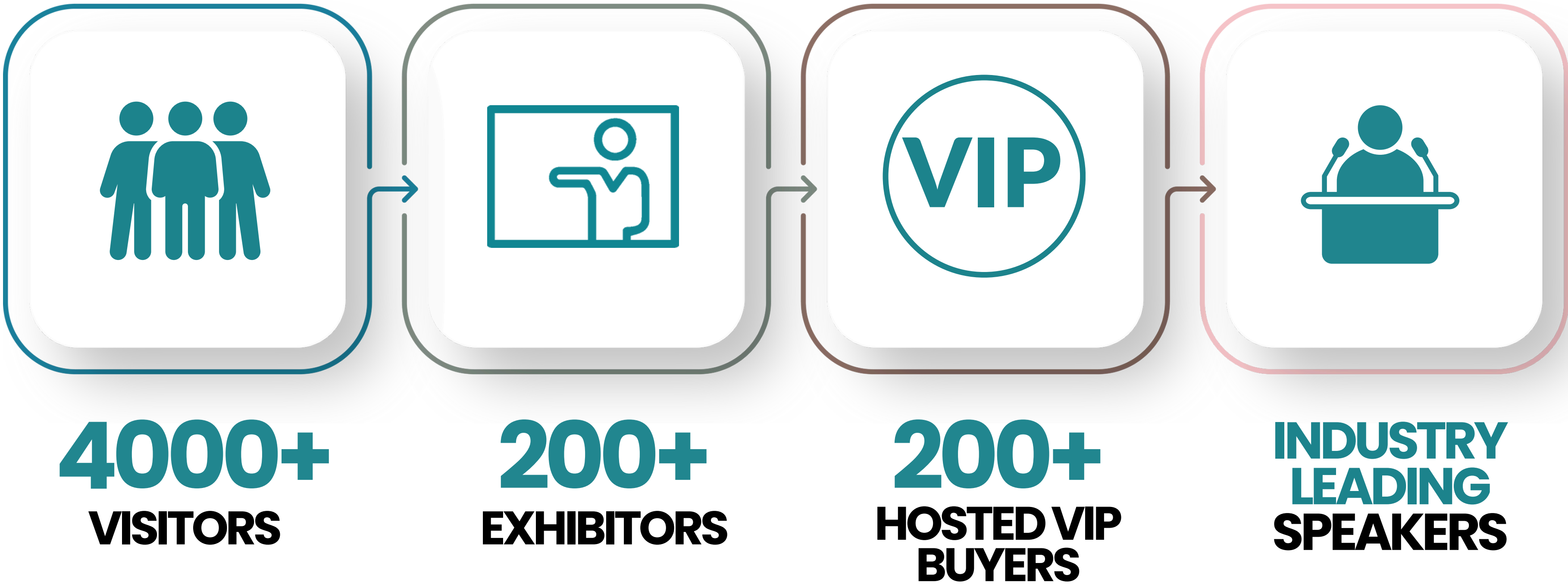
## 2025 SHOW SUMMARY



**SCAN HERE**  
TO VIEW THE EXHIBITOR LIST



## WHAT TO EXPECT IN 2026?



## THANK YOU TO ALL OUR PARTNERS

### SHOW PARTNERS



### OFFICIAL BEAUTY INTELLIGENCE PARTNER



### MEDIA PARTNERS







94%

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 over 20 countries, cementing its position as the leading platform for multicultural beauty in the UK. The exhibition featured a diverse range of products, innovation and services from around the world, covering all aspects of the beauty industry.



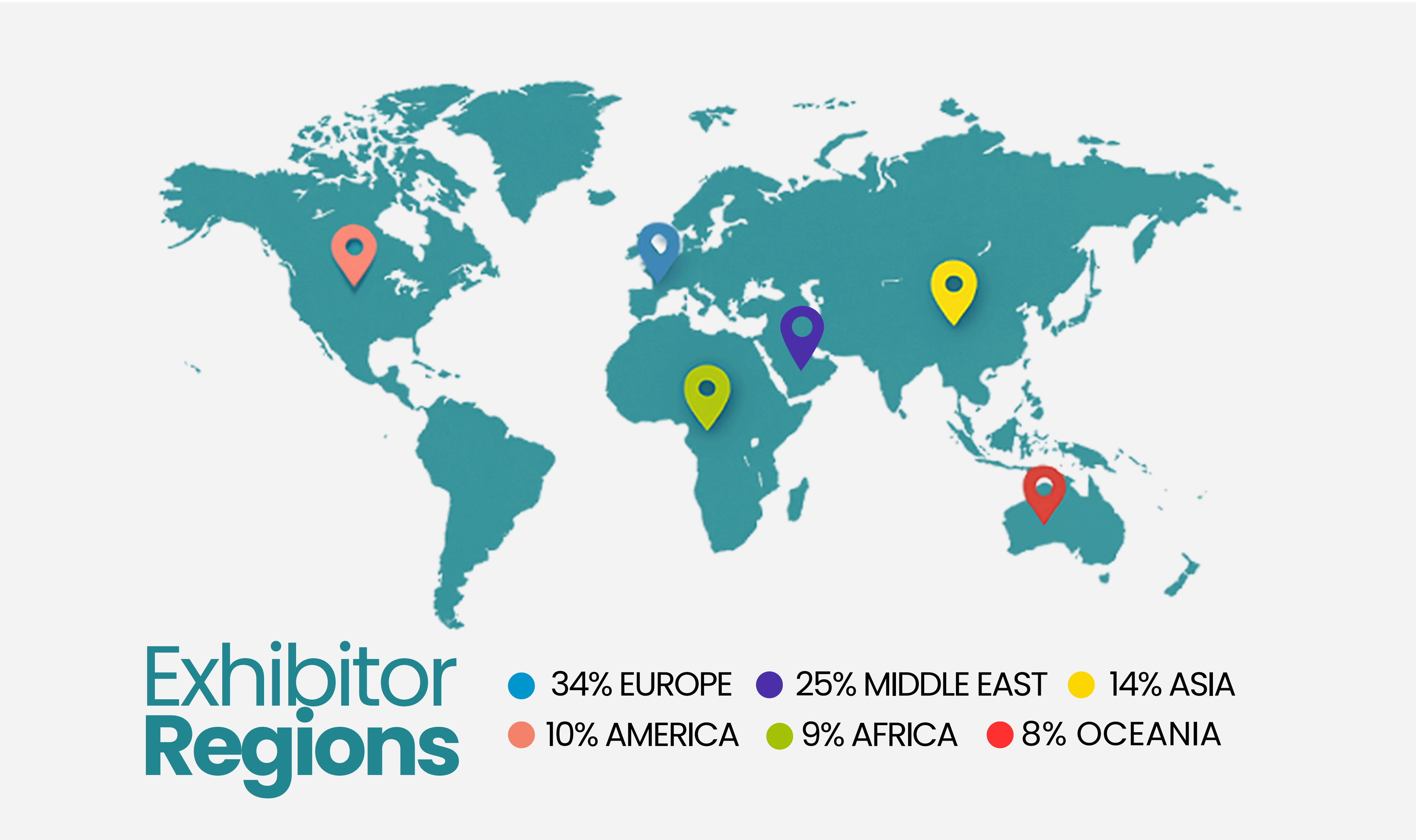
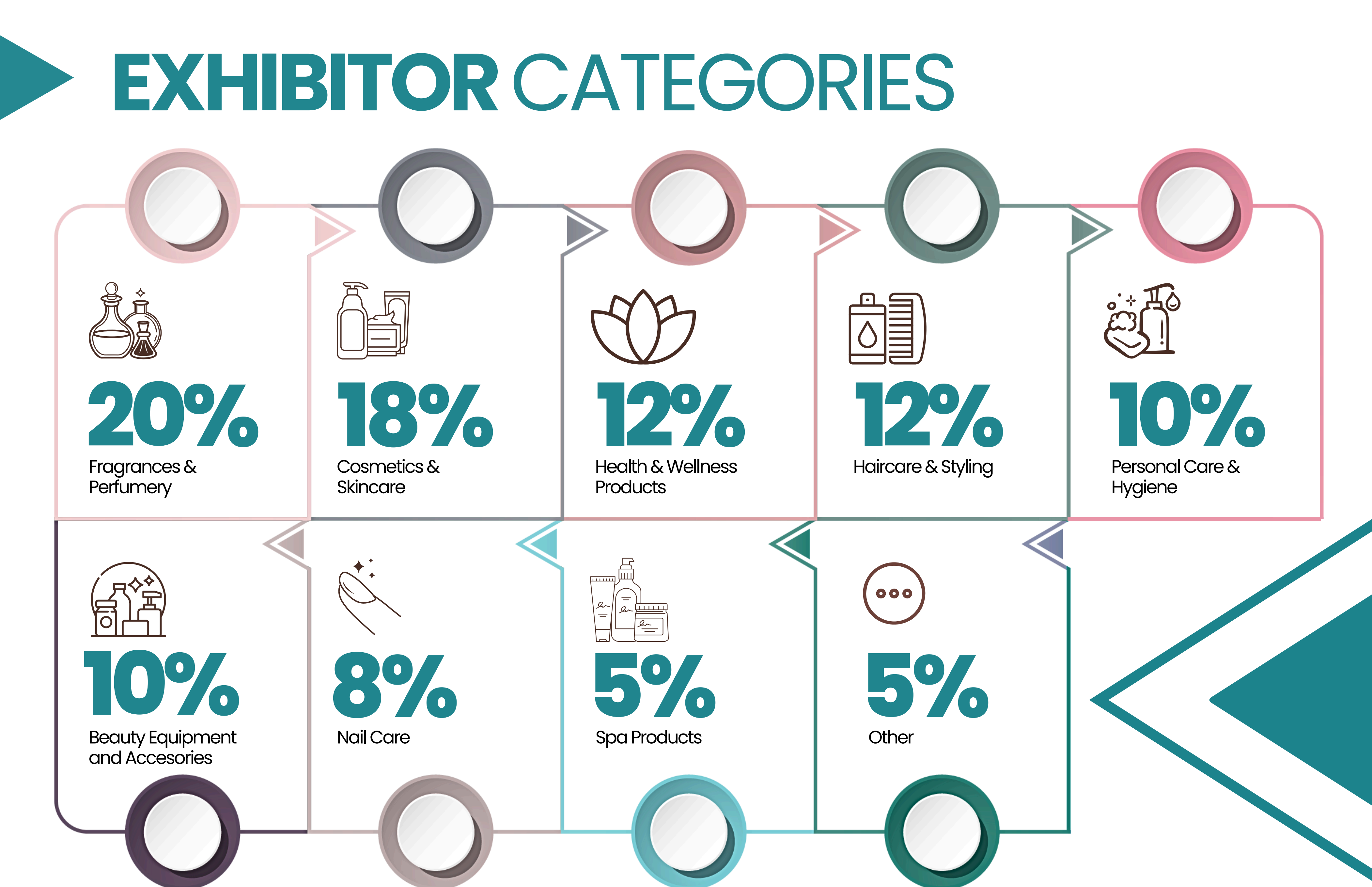
“Tones of Beauty Expo 2025 was a fresh experience. We were able to find new potential clients, and the BtoB team made us comfortable throughout the whole exhibiting experience.”

**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





“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.”

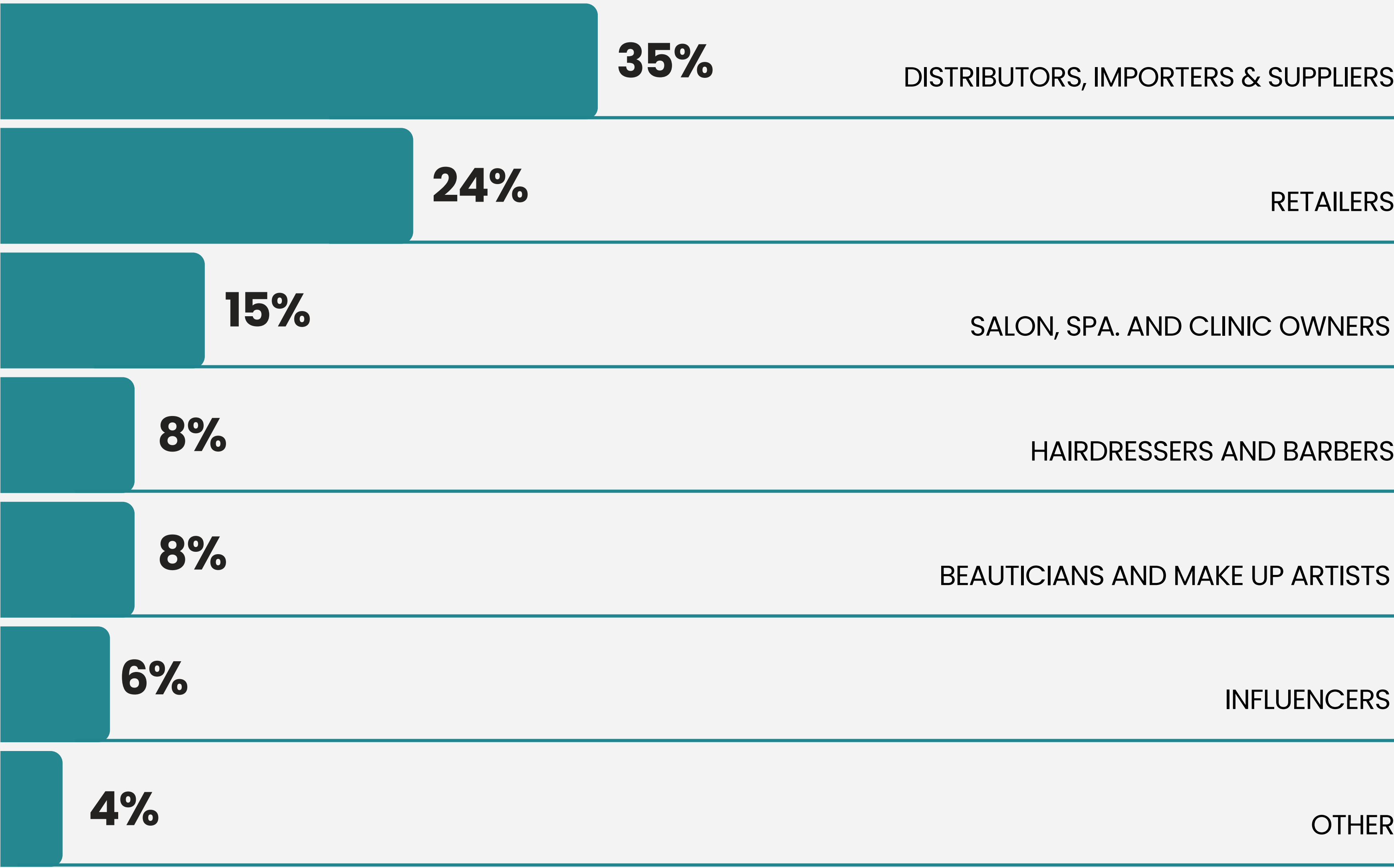
**BIO-MIMETIC CHROMATOGRAPHY LTD, UK**



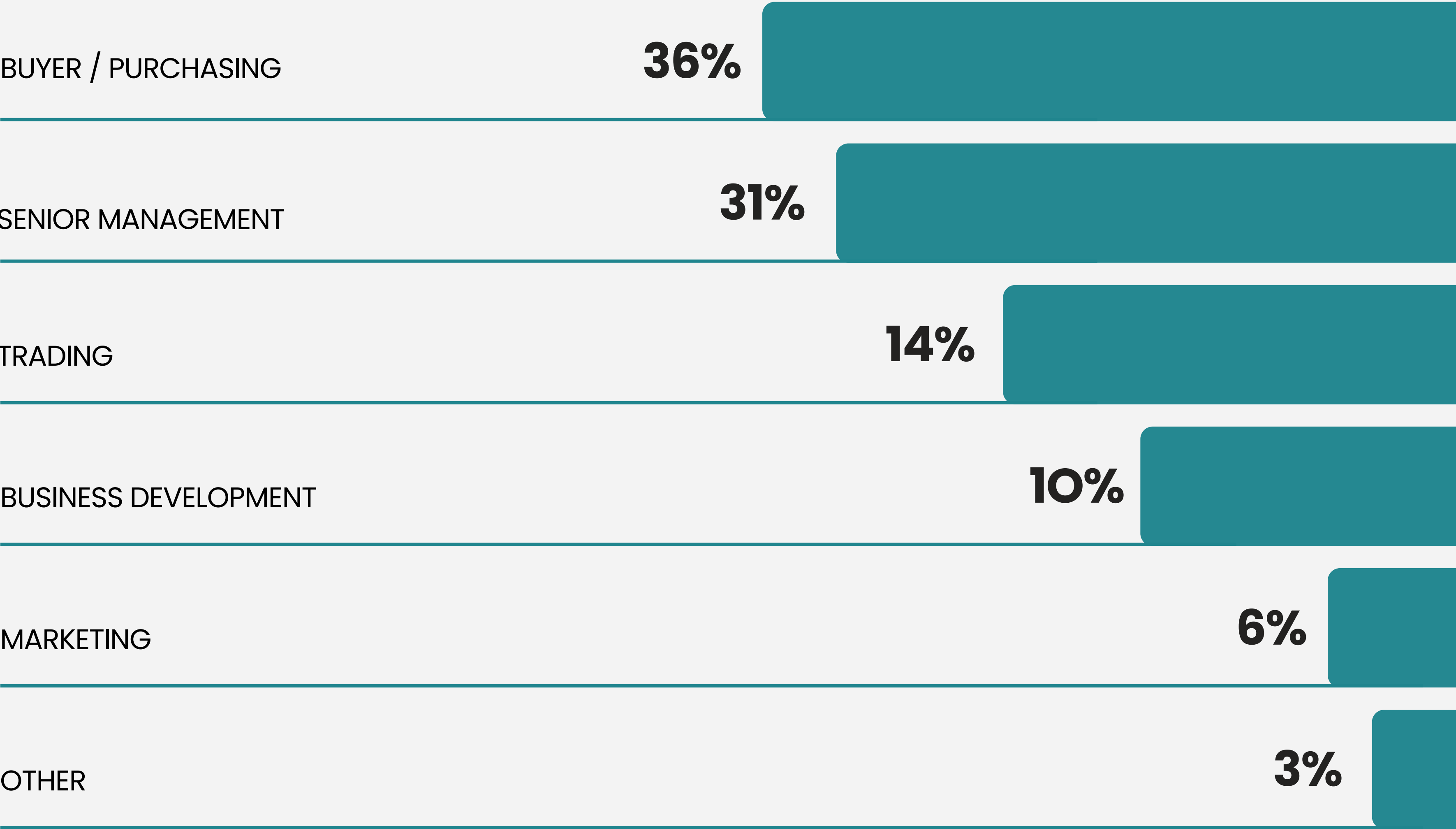
# VISITOR BREAKDOWN

2025's edition of Tones of Beauty hosted an impressive number of attendees, with over 3,000 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 whom attended as our VIP hosted buyers.

## WHO ATTENDS



## VISITOR JOB TITLES



PROUD TO HOST VIP BUYERS FROM THESE LEADING COMPANIES AND MANY MORE AT TONES OF BEAUTY 2025





# THE UK BEAUTY MARKET

**£43.6BN**

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

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.

**5.5ML**

**£88ML**

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

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.

**£30.4BN**

**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.



"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 and meet many of the leading beauty distributors in person."

**MADOURIE & CO.**  
UK



# TONES OF BEAUTY CONFERENCE 2025

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



LOLA MAJA – HEAD OF EDUCATION



KEYNOTE SPEAKERS



LIVE DEMOS



INDUSTRY INSIGHTS

## DON'T JUST TAKE OUR WORD FOR IT!

Take a look at what our [LinkedIn community](#) had to say

**Kim.C.A.Ford (she/her) Masters Crimin...** • 2nd ✓ Following ...

Global Technical, Strategic Business, Education Consultancy

1mo •

Wow what an absolute outstanding exhibition they nailed it 🏆. A real pleasure to meet new colleagues and established. A must attend in 2026. Thank you so much Tones of Beauty UK 🍌🍌🍌

**Gabriella Harriet Georgia Anderson** • 2nd ✓ Following ...

Founder at BRAIDS GANG | Speaker | Mentor

4w •

**Tones of Beauty UK** — I walked away full. You owe me nothing. 🙌  
It was an honour to be invited to speak on the [HAITI73](#) Agency presents: Growing Sales Through Community Marketing and Storytelling panel, Led by [Agnes Cazin](#)

Sitting alongside such inspiring changemakers was a powerful reminder of why spaces like this are so necessary in our industry.  
I had the privilege of sharing the stage with:  
✦ [Antoinette Ale](#) – Founder, Tressly  
✦ [Masibu Manima](#) – Translate Culture  
✦ [Neshah H.](#) – Senior Retail Brand Manager & Beauty Industry Expert  
✦ [AIT-MEDDOUR Aldjia](#) Aït-Meddour – CEO, Jia Paris  
✦ And myself, [Gabriella Harriet Georgia Anderson](#) – Founder, Braids Gang  
We explored what it really means to grow with intention building brands & communities that not only sell but serve, educate, and connect.

But what truly moved me was what happened after the panel. The conversations. The hugs. The brave women & men who came up to me and said, “Your story felt like mine.”  
I shared the real behind Braids Gang, how it was born from a time when my confidence was shattered and self-worth felt out of reach.

That moment reminded me: our stories are the bridge.  
Thank you to the beautiful powerhouse [Lola Maja](#) and the entire **Tones of Beauty UK** for curating such a necessary experience. You created a space where voices were amplified and connections ran deep.

This is the work that matters.  
And we’re just getting started :) XO

**French Arabian Perfumes**

693 followers

1mo •

An absolutely wonderful time at . It was fantastic meeting so many talented creators and connecting with the vibrant multicultural beauty community.

As a proud distributor of [Khadlaj Perfumes](#), we were thrilled to showcase their latest incredible range of fragrances directly to the UK market. For those of you who joined us at the event might have already had a sniff and try-on. And for those who couldn't make it, don't worry – you'll soon have access to these captivating scents.

Get ready and stay tuned for more details on how you can experience Khadlaj's exquisite collection through French Arabian Perfumes.

[#Khadlaj](#) [#Perfumes](#) [#FrenchArabianPerfumes](#) [#BeautyIndustry](#) [#FragranceLover](#) [#TonesOfBeautyUK](#)







**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**

## THE VENUE



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.



"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**



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