

TONES OF BEAUTY

30th June–1st July 2025, LONDON, UK

Europe's Only Professional
Trade Show Dedicated to
Multicultural Beauty

ExCeL London



SHOW PARTNERS:



CPD PARTNER: PROUD MEMBER OF:



TONES OF BEAUTY is the only professional trade show in Europe catering to the multicultural beauty industry. Join us to forge connections with influential decision-makers and explore exciting business prospects.

At Tones of Beauty, connect with manufacturers, suppliers, distributors, retailers, beauticians, hair professionals, barbers, salon and spa owners, department chain store buyers, and other stakeholders in the black, Asian, and mixed heritage beauty sectors.

This inclusive platform is designed to elevate your business profile and broaden the reach of your products and services tailored for an estimated 18% of the population, comprising 12 million individuals with an annual disposable income of £4.5 billion. Don't miss this unparalleled opportunity to engage with a dynamic community and unlock new avenues for growth in the vibrant multicultural beauty market.



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

*The Black Pound Report

WHY THE UK MULTICULTURAL BEAUTY MARKET?

Tones of Beauty is your only opportunity to meet with 150+ international beauty suppliers, who are looking for business partners in the UK. While visiting the show, you will be able to view 1000's of industry products from around the world. Be the first to sample new products, source new suppliers, keep up to date with the latest trends and elevate your beauty business further. With the competitiveness of the industry increasing daily, this really is a show you cannot afford to miss.

MEET OUR VIP BUYERS FROM THE BELOW COMPANIES AND MANY MORE...



Meet influential VIP buyers and showcase your brand to top industry leaders looking for the next big innovation in beauty. Secure your spot to connect, collaborate, and grow your business in the thriving UK beauty market!

WHO EXHIBITS?

Manufacturers of hair care, make up, body care, personal care, fragrances, salon equipment, aesthetics, and skin care targeting black, Asian and multicultural 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
- Nail Care
- *and so much 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
- Department Chain Store Buyers
- Salon and Spa Owners
- Makeup Artists
- Nail Technicians
- Perfumers
- Aestheticians
- *and many more...*

2025 PARTICIPATION



4000+
VISITORS



200+
EXHIBITORS



40+
SPEAKERS



30+
COUNTRIES



330+
HOSTED VIP BUYERS

PARTICIPATION ALREADY
CONFIRMED FROM
COUNTRIES INCLUDING:



TONES OF BEAUTY CONFERENCES:

3 x Feature Stages Celebrating Multicultural Beauty and Diversity

STAGE 1 - THE INSPIRATION STAGE:

Panel Discussions and Thought Leadership

- Explore the power of representation and innovative approaches in beauty.
- Engage in panel discussions and thought leadership sessions.
- Participate in interactive conversations with industry leaders.

STAGE 2 - THE INSIGHT STAGE:

Industry Expert Presentations

- Gain insights from expert presentations on trends and growth.
- Learn from specialized talks by experienced professionals and new talents.
- Discover cutting-edge research and breakthrough ideas.

STAGE 3 - THE EXPERIENCE HUB:

Interactive Showcases and Networking

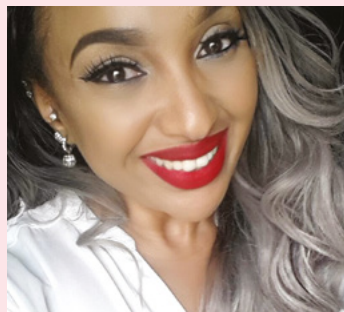
- Experience the latest products and services in hands-on displays.
- Network with top companies, associations, and guilds.
- Explore new innovations and establish valuable industry connections.

Immerse yourself in a celebration of beauty, diversity, and innovation at the Tones of Beauty Expo. Discover the future of the beauty industry and connect with its visionary leaders.



All conferences will be CPD accredited, providing attendees with valuable professional development opportunities.

Meet our Head of Education:



Lola Maja-Okojevoh

**Head of Education, Tones of Beauty
Inclusive Educator &
Transformational Strategist**

Lola Maja is a celebrated beauty and film industry professional with over 30 years of experience. Named one of the "Top 100 Inspiring Women in Nigeria" and a recipient of the "Lifetime Achievement for Contribution to The Industry" award, Lola's expertise includes Beauty & Holistic Therapies, Makeup Artistry, Lash & Brow Artistry, Nails, SFX Prosthetics and Inclusive Education.

Lola main focus now is mostly on education and consulting, working with several institutions in the UK including Screen Skills and Bath Academy to name a few.

Her work in Film & TV spans decades with the BBC, MTV, Netflix, Paramount and Amazon Prime, in print with international features in names like Vogue Italia and Forbes; hosting her own show "Kiss & Makeup" on AMC International's EVA+ and a face of Lancôme's 2018 West Africa campaign.

Her extensive portfolio includes projects with Iman, Ciara, Angela Griffin, Raheem Sterling, Danny Glover, Adjoa Andoh, Wizkid and many other notable figures.

TONES OF BEAUTY
IS ORGANISED BY



**BtoB
EVENTS**

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