

TONES OF BEAUTY

1st–2nd July 2026, Excel, London, UK

TITLE
SPONSOR

دخون الإماراتية
Dkhoun AlEmiratia



2026 SHOW BROCHURE & 2025 POST SHOW REPORT

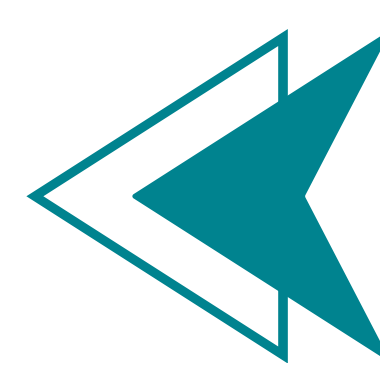
Celebrating Beauty in all its Tones and Textures.
Connecting Global Brands with Retailers and
Distributors shaping the UK Beauty Market.



"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**



Winners of the **UK's Best
Trade Show launch 2025**



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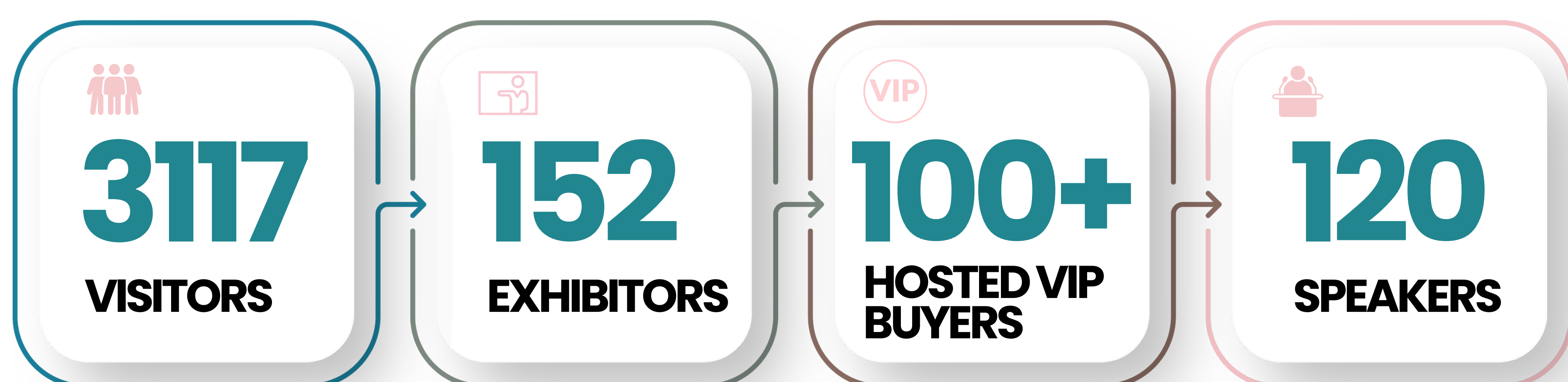
INTRODUCTION

Over two vibrant days, the Tones of Beauty Expo brings together more than 4,000 buyers, retailers, distributors, salon owners, and beauty professionals ready to connect and do business.

Showcase your products and innovations in hair, skin, fragrance, wellness and cosmetics. position your brand at the heart of the dynamic marketplace that celebrates diversity while driving the future of beauty commerce.

Recognised for its impact and innovation, Tones of Beauty was named “Best Independent Trade Show Launch” at the Exhibition News Indy Awards 2025, celebrating its success as the UK’s largest professional event dedicated to multicultural beauty.

2025 SHOW SUMMARY

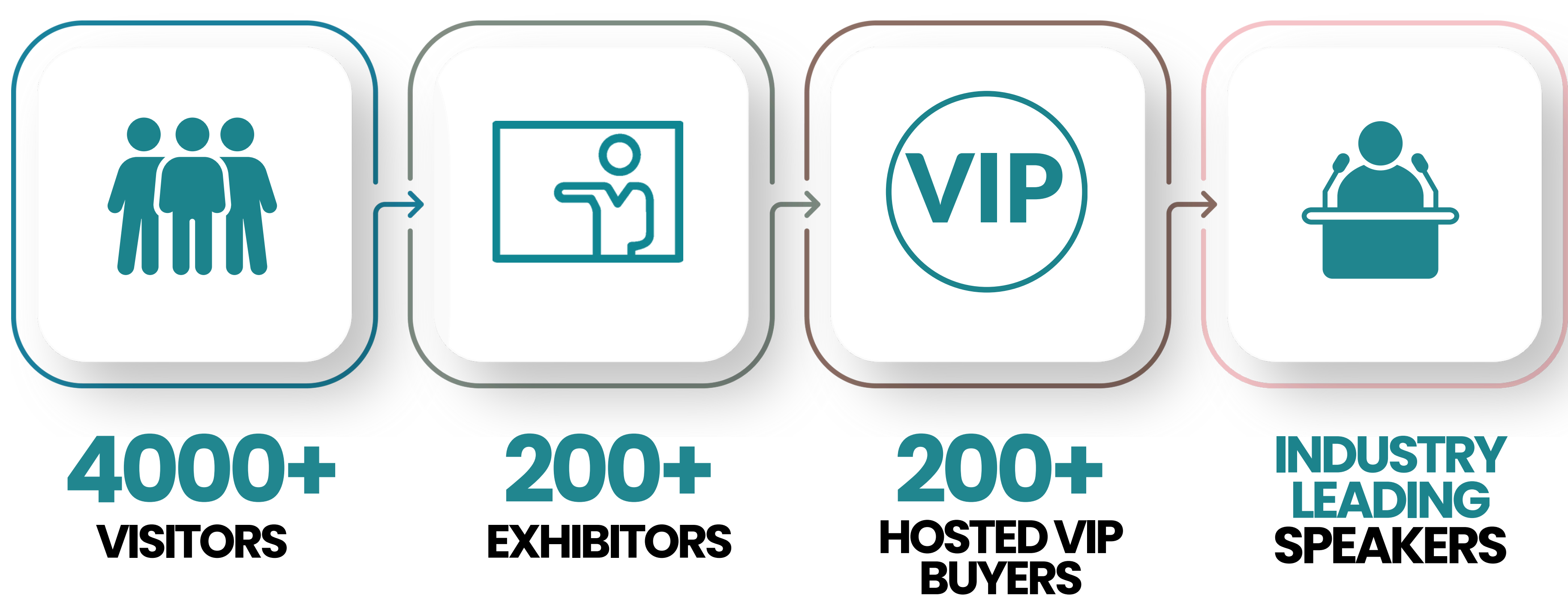


SCAN HERE
TO VIEW THE EXHIBITOR LIST



WHAT'S NEW FOR 2026?

- The UK’s largest collective of luxury and disruptive fragrance and perfume brands from all over the world looking for UK partners.
- **Textures of Hair, a dedicated area of hair care suppliers and conferencing celebrating all hair types onsite at Tones of Beauty.**
- Discover the power brands of tomorrow at the discovery hub, hosting 30+ small businesses set to take the industry by storm.
- **Full hosted buyer programme providing exclusive access to the UK’s largest retailers and distributors.**



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

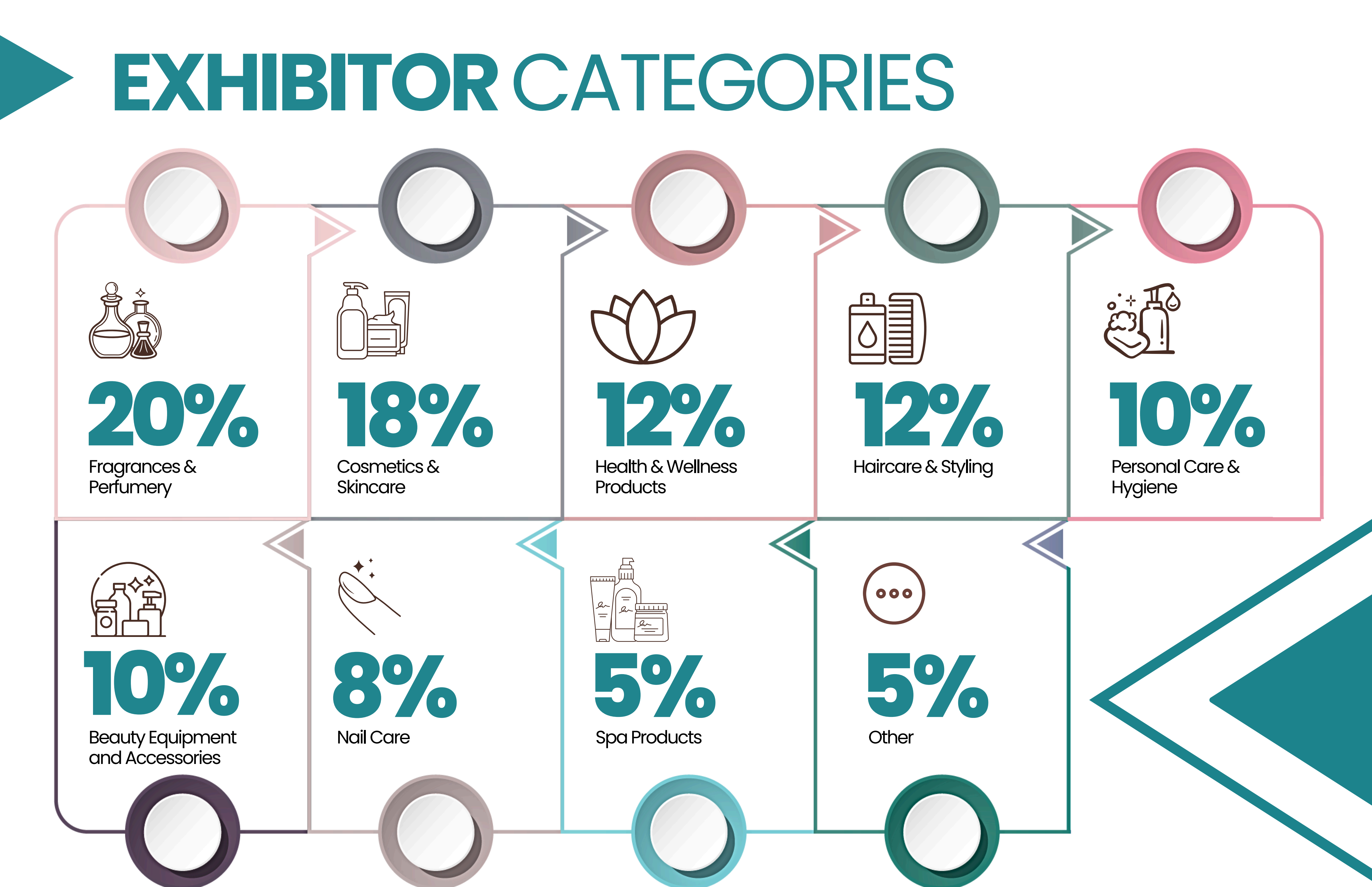


“Tones of Beauty Expo 2025 was a fresh experience. We were able to find new potential clients, and the BtoB team made us comfortable throughout the whole exhibiting experience.”

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



Exhibitor Regions

- 34% EUROPE
- 25% MIDDLE EAST
- 14% ASIA
- 10% AMERICA
- 9% AFRICA
- 8% OCEANIA

“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

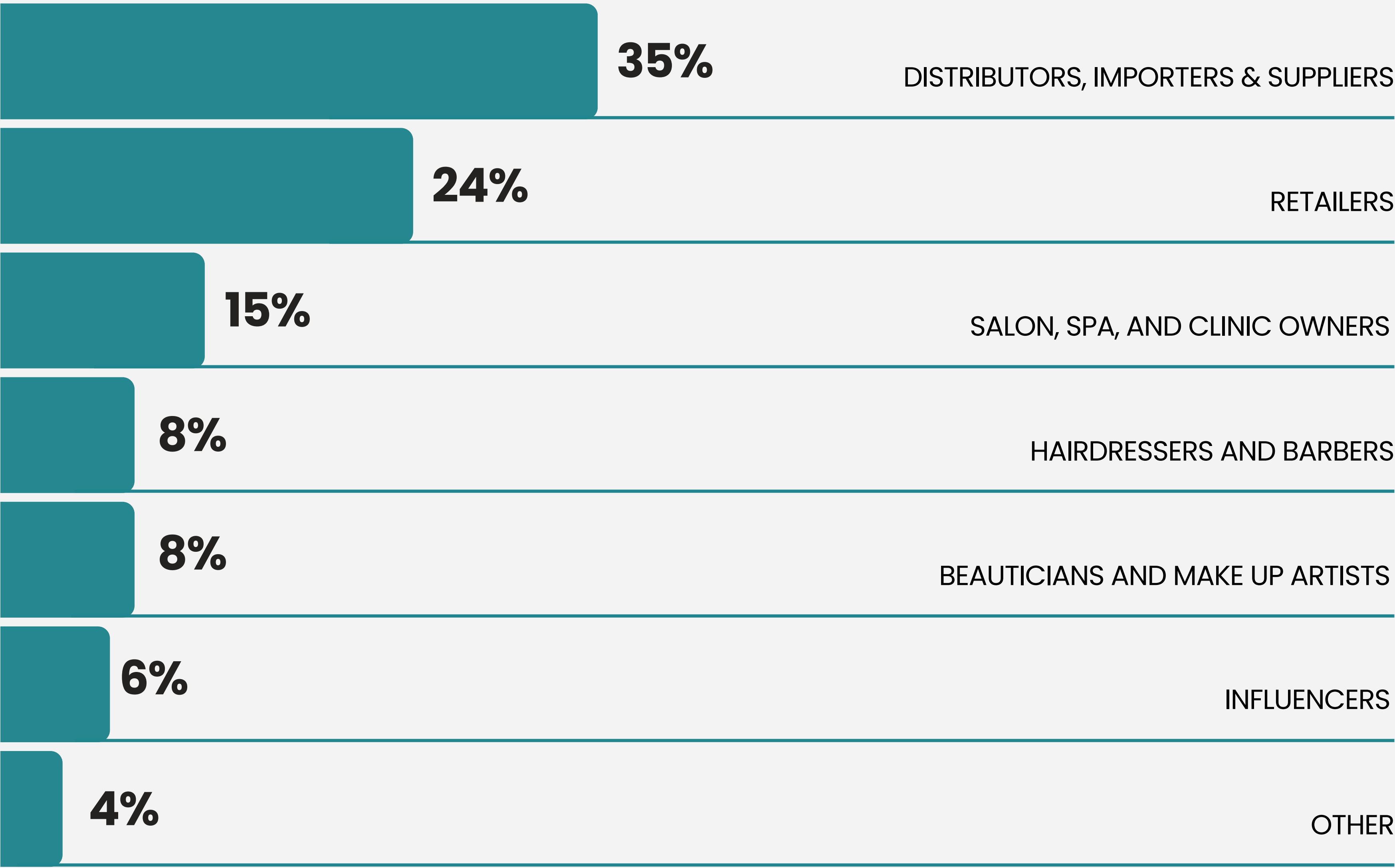
“The beauty companies we met and the products we discovered were very interesting. Overall, a really great experience for our business and we would love to be here next year.”

BIO-MIMETIC CHROMATOGRAPHY LTD,
UK

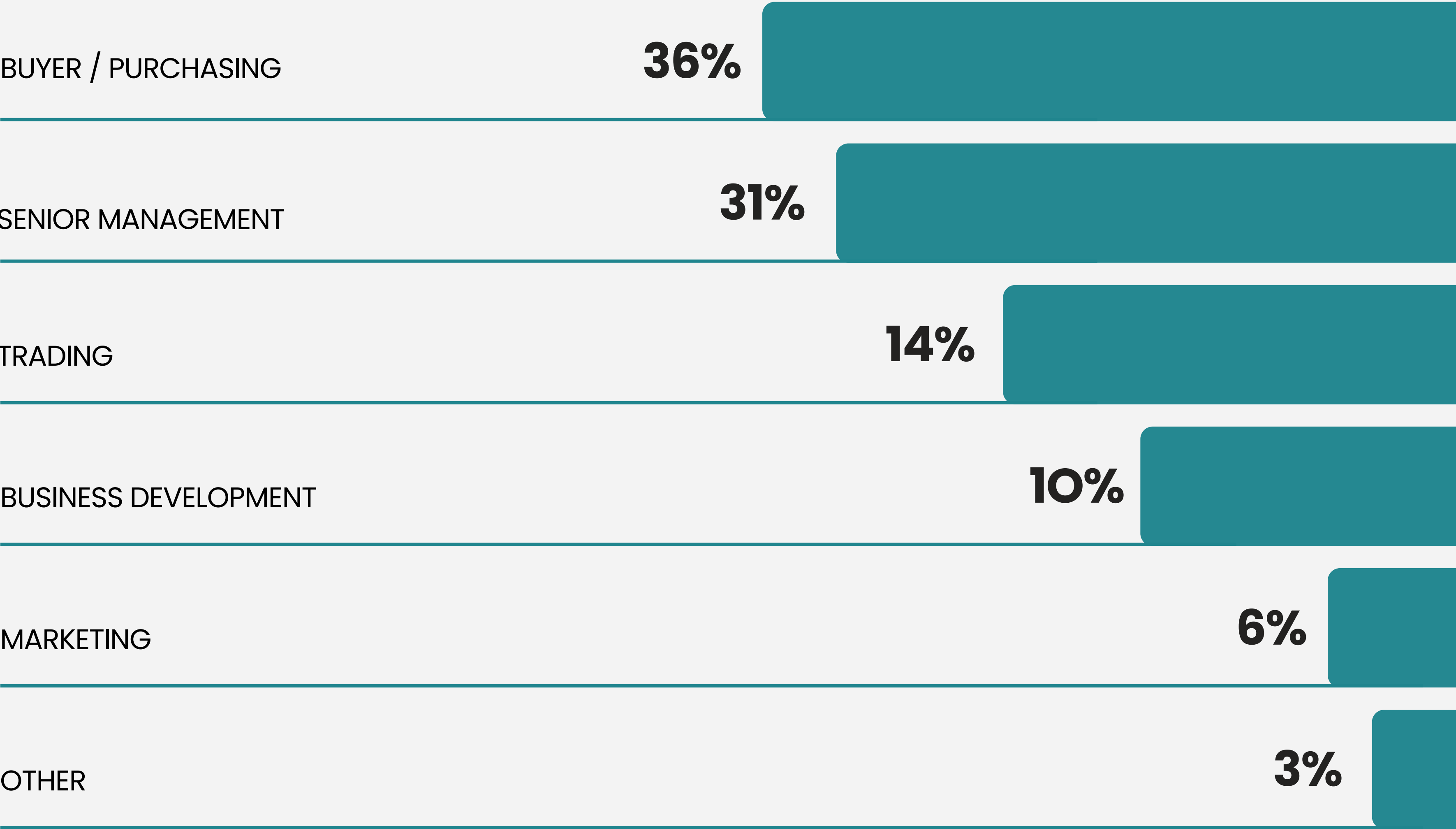
VISITOR BREAKDOWN

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 which 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 £43.6 billion 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

TEXTURES OF HAIR

CELEBRATING ALL HAIR TYPES AT TONES OF BEAUTY

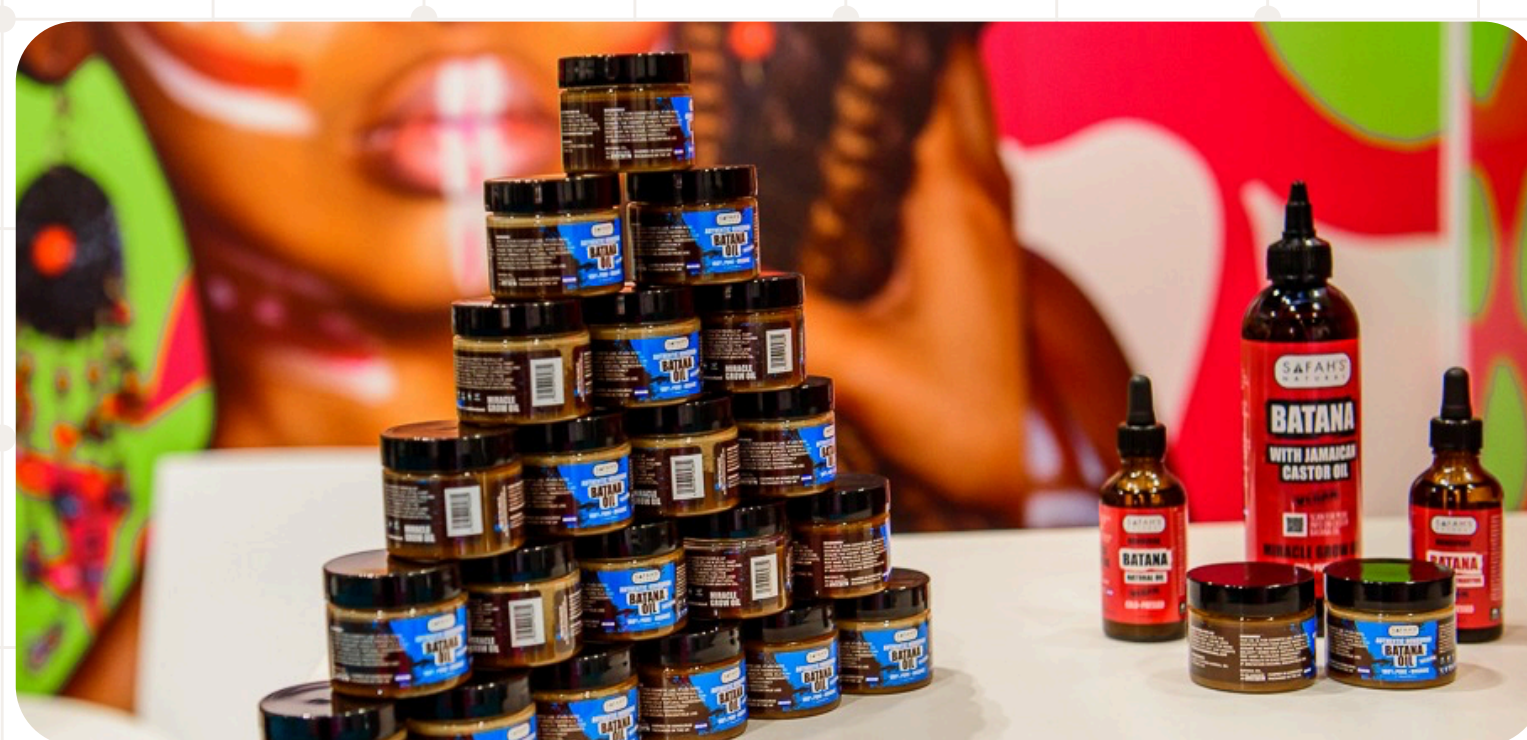
Textures of Hair

Celebrating all Hair Types at Tones of Beauty

Textures of Hair brings together every strand of the £1.9 billion UK hair industry, connecting leading brands with the retailers and distributors building tomorrow's hair market.

WHAT TO EXPECT

- The UK's leading platform celebrating every hair texture from curls and coils to waves, straight and everything in between.
- A curated showcase connecting global and emerging haircare brands with distributors, wholesalers, retailers and salon networks.
- Live education and demonstrations hosted by leading stylists, barbers and trichologists exploring innovation and technique.
- A focused environment where buyers and brand leaders meet to shape the future of the UK hair and grooming industry.



VISITOR PROFILE

A diverse mix of decision-makers shaping the UK’s hair and grooming industry, from distributors and retail buyers to salon and barbershop owners. Here’s a snapshot of who attends Textures of Hair.

DISTRIBUTORS & WHOLESALERS

RETAIL BUYERS & CATEGORY MANAGERS

SALON & BARBERSHOP OWNERS

BRAND FOUNDERS & MANUFACTURERS

PROFESSIONAL STYLISTS, TRICHOLOGISTS & EDUCATORS

REASONS TO EXHIBIT AT TEXTURES OF HAIR

- **Build new partnerships with leading distributors, wholesalers and retailers shaping the UK’s £1.9 billion haircare industry.**
- Meet and pre schedule meetings with hosted buyers from the UK’s largest salon chains, beauty retailers and professional distribution networks.
- **Learn from industry experts on regulation, formulation and compliance to ensure your products are ready for retail and professional markets.**
- Go further than sales by celebrating diversity in hair, recognising that hair is not one texture or one type, it is every curl, coil, wave and everything in between.
- **Connect with influential voices across the UK hair and grooming community who can help elevate your brand presence across digital and retail platforms.**

“It was refreshing to finally see Afro and curly hair represented in the brands, imagery and conversations.

The show did not just include us, it celebrated us, and that genuine commitment to diversity and representation made it a standout event for me and my audience.”

Paige Lewin

Founder and Host of Texture Talks Podcast

“The event gave us direct access to genuine buyers and partners, excellent visibility, and a highly professional environment.

We look forward to returning, as it has proven to be a strong gateway for international hair brands entering the UK beauty industry.”

Shun Shi Chuan

Human Hair Manufacturer, China

"It was the perfect platform to introduce our Japanese Head Spa concept to a new audience, and the response was incredibly positive.

The show helped us raise brand awareness and start building valuable relationships in the UK market.”

Danny Petrea

Marketing Manager, Japanese Head Spa Co

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](#)



+10



**SCAN
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**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 eateries 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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