

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

"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


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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, 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



3117
VISITORS



152
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



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 within 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



EXHIBITOR CATEGORIES



20%
Fragrances & Perfumery



15%
Cosmetics & Skincare



15%
Health & Wellness Products



10%
Haircare & Styling



10%
Personal Care & Hygiene



10%
Beauty Accessories



5%
Nail care



5%
Spa Product



5%
Beauty Equipment



5%
Other



Exhibitor Regions

● 15% ASIA ● 10% MIDDLE EAST ● 43% EUROPE ● 8% AFRICA ● 9% AMERICA ● 15% AUSTRALASIA



“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 3000 beauty professionals. 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 HOST VIP BUYERS FROM THESE LEADING COMPANIES AND MANY MORE AT TONES OF BEAUTY 2025

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

THE UK BEAUTY MARKET

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

£43.6bn

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.”

Mesouvuvu, 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

Take A Look At What Our LinkedIn Community Had To Say

Zeshan Masood • 2nd
Chief Executive Officer @ Aroma Concepts | MBA in Business
View my services

🌟 A truly memorable day at Tones of Beauty! 🌟

We had the pleasure of connecting with a remarkable number of influencers and wholesalers who visited our stand and showed great interest in what we do. The enthusiasm and support we received were both energising and inspiring. From meaningful conversations to exciting new opportunities, the day was filled with highlights we're excited to build on.

📌 Take a look at our timelapse video capturing all the energy and excitement from Day 1! We're here for Day 2 and would love to welcome you to our stand. If you haven't had a chance to visit yet, come by and say hello—we'd be delighted to connect. Thank you to everyone who made Day 1 so special. Let's make Day 2 even better!

Tones of Beauty UK
#TonesOfBeauty #BeautyIndustry #Networking #Influencers #Wholesalers
#EventHighlights #Tendesign #Partnerships #InnovationInBeauty #SeeYouThere
#TonesOfBeauty2025 #TonesOfBeautyUK #AromaConcepts #Influencers
#Wholesale #FragrancesPerfumes



dxs Perfume • 2nd
2nd Accountant

We had an incredible time showcasing Arian Perfumes at the Tones of Beauty UK event at the ExCel London!

It was a pleasure connecting with both new and existing B2B partners, as well as inspiring influencers from the beauty and fragrance world.

Thank you to everyone who visited our stand — your passion and support continue to fuel our journey in crafting unforgettable scents.

#ArianPerfumes #TonesOfBeauty #ExCelLondon #FragranceLovers #ArianPerfumes
#Connections #BeautyInfluencers #EventHighlights



Ocean Capital Exchange Ltd • 2nd
Visit website

George attended Tones of Beauty UK in London this week which is the UK's only professional trade show dedicated to multicultural beauty.

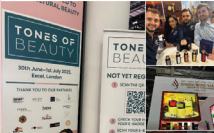
The event hosted 200 exhibitors from around the world.

It was a great opportunity to reconnect with some of our clients who were showcasing their brands, as well as to meet leading Arabian perfume suppliers from the UAE.

George also caught up with Omar Sami, founder of Saei Paris, a new luxury fragrance brand, who shared insights on the cultural significance of perfume across the globe, and how Paris remains a key hub for the industry's growth.

There's no doubt that the beauty and fragrance industry is growing fast, and consumers are more engaged than ever as they keep up with the latest trends and must-have brands.

It's exciting to see so many innovative businesses thriving in this space, and we're proud to support behind the scenes for beauty brands that are expanding and trading internationally! 🌍



Omer Hamayun • 3rd
Managing Director, French Arabian Perfumes Ltd

We had a fantastic couple of days at Tones of Beauty UK.

As the owner of French Arabian Perfumes, it was a pleasure to attend and showcase the latest fragrance collection from Khadija Perfumes, which we proudly distribute here in the UK. The event brought together a vibrant mix of creators, retailers, and fragrance lovers, and it was great to connect with so many of you in person.

The feedback on Khadija's new range was very encouraging. Many of you stopped by to try the scents and share your thoughts — Our team truly appreciates the interest and support.

For those who couldn't make it, we'll be sharing more soon on how you can explore these perfumes through French Arabian.

If you're a retailer, beauty professional, or business looking to expand your fragrance offering, I'd love to connect. Let's see how we can work together.

Thank you, Khadija Perfumes, for collaborating and making this event a success! Aali Tanka Kowar

#FrenchArabianPerfumes #KhadijaPerfumes #TonesOfBeautyUK #FragranceDistribution #BeautyIndustryUK #Networking



French Arabian Perfumes • 2nd
2nd Accountant

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

As a proud distributor of Khadija 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 Khadija's exquisite collection through French Arabian Perfumes.

#KhadijaPerfumes #FrenchArabianPerfumes #BeautyIndustry #FragranceLover
#TonesOfBeautyUK



Lizi Turner • 2nd
2nd Accountant

🌟 Grateful to have attended Tones of Beauty UK at ExCel, London today, the UK's only professional trade show dedicated to the multicultural beauty market!

An inspiring space spotlighting skincare, haircare, cosmetics, fragrances, wellness, and spa products designed for diverse skin tones and hair types. It's brilliant to see innovation and inclusion take centre stage in our industry.

Let's keep building a beauty world where everyone feels seen. 🌟

Aan Wing King, Kulture Recruitment Ltd
#BeautyIndustry #BeautyInfluencers #EventHighlights



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



**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

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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