

Anthology

OF INDEPENDENT BEAUTY

BLER

2019

VOLUME V, ISSUE 2

Uniting Indie Beauty Around the World

Join the movement that is revolutionizing
the way the world seeks transformation and
enrichment: independent beauty.

Dallas
May 2019

New York
August 2019

London
October 2019

Los Angeles
January 2020

Berlin
March 2020



#weareindiebeauty INDIEBEAUTYEXPO.COM

Anthology

OF INDEPENDENT BEAUTY

BERLIN

MARCH 22-23, 2019

VOLUME V, ISSUE 2

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The Berlin Launch





Indie Beauty Expo

Berlin
March 22-23, 2019

Berlin, the gateway to central Europe, played host to independent brands eager to break into the European beauty market.

German-speaking consumers power a major continental beauty market ripe with opportunity for emerging brands. During the inaugural IBE Berlin, entrepreneurs from abroad and European exhibitors shared a show floor with quality buyers, major press and influencers and enthusiastic beauty lovers and industry professionals.



SHOWCASING *Innovation*





More than 64 exhibiting beauty brands from a dozen-plus countries joined together to fill the 22,000 square-foot floor of Halle 4 of Berlin Station for two days. Indie Beauty Expo Berlin was a display of indie spirit and innovation.

Flowers were on the wall and business was in the air, as major buyers – led by Douglas, Europe’s largest specialty retailer – engaged with a sophisticated array of exhibitors. The show was another breakthrough for innovative founders looking to expand the reach and influence of their products among forward-thinking buyers and consumers. The large turnout of attendees spoke to the strength and vibrancy of the German beauty market, and its receptivity to the independent

beauty boom. TV stations, newspapers and fashion magazines, from Vogue, Elle, Barbara and Harper’s Bazaar, rolled out coverage of show floor trends and the impact of IBE on consumers and retailers. Like the London expo before it, the Berlin show paved the way for greater international exchanges of goods, services, and innovations for the global, and growing, indie beauty community.



Indie Beauty Media Group's newest and biggest retail partnership launched with a highly-anticipated and packed press conference featuring Tina Müller, CEO of Douglas, Europe's leading selective beauty retailer.

Even before she spoke a word, Müller had made a powerful statement. The presence of Douglas at IBE was a clear signal of the retail giant's confidence in the emerging beauty segment and the work of the founders at the expo. "We have focused more on sourcing independent brands for the Douglas assortment because we see independent beauty as a growing trend, and it helps differentiate us from the competition," she said. As part of its program with IBMG, Douglas will also be the sole sponsor of Germanlanguage Beauty Independent Deutsch, to be launched in late summer.

"We had one meeting with Tina and it took seven minutes for her to say, 'We want to do this, we want to help you help these brands,' said Nader Naeymi-Rad, co-founder of Indie Beauty Media Group. He emphasized the importance of the partnership, which allows small brands a hearing from the giant retailer they otherwise might not have gotten. The partnership also provides logistical support for working on a larger scale than emerging brands are accustomed. "If innovators and entrepreneurs win, consumers win," concluded Naeymi-Rad. "And if consumers win, we all win."



“ We recognize that beauty entrepreneurs are the real driving force behind independent beauty, which is why we also want to directly connect with innovators, so that we can earn their trust and respect. ”

– Tina Müller
CEO, Douglas



Exhibitor Lineup

*2018 Best In Show Winner

AEOS energised organics

Amazon Beauty®, Inc. | Rahua®

Au Naturelle Cosmetics

AYPA

Bartpracht GmbH

Berrichi

Beuti Skincare

BRUNS Products

Carter Beauty Cosmetics

Cellu-cup / Glowcup

Christian Karl GmbH

Coscoon Cosmetics

DE LILOU (LUISA WIESCHE
COSMETICS E.K.)

Dr. Niedermaier Pharma
GmbH

Eleni & Chris

ELLIS FAAS

EMULSION COSMETICS LTD.

EXERTIER

gitti

GLAMCOR GLOBAL LLC

GOLDHEIT

Herbal Dynamics Beauty

hess klangkonzepte - Sound
Self Care

Ho Karan

I WANT YOU NAKED - Natural
Skincare

ikoo

IPSUM SKIN PTY LTD

JURENKA Organic Body Care

L.O.V. Cosmetics

Lavaa Lashes

LEDIBELLE

MAVIOR BEAUTY

Merci Handy

MILU

MIMITIKA

MUTI

MyTime Minerals Pty Ltd

Noelle Australia

nooii

NUI Cosmetics

o.Moi Skincare

Oak Berlin GmbH

Organicup

patchology

PERFUMIST

Phytocode

PLANT Apothecary

POLAAR

PUROPHI

R&R Luxury

REALHER

SALAINÉ

Sampure Minerals

Sappho New Paradigm
Cosmetics

SCRUBD

skin689

Skinesiology Skincare

STRONG

THÉMAÉ

TRUE NORTH - My SkinCoach

UND GRETEL

Valloloko

Zen of Nature (SpaBalancer
GmbH)

Zenz Organic Products

RIKI IRI9



92%

OF SURVEYED EXHIBITORS
generated new wholesale
connections, leads or orders from
buyers met at at IBE Berlin 2019.



The Favorites

After IBE Berlin 2019, attendees were surveyed about their favorite finds. Here are the voted favorites.



AEOS energised organics
Amazon Beauty®, Inc. | Rahua®
Berrichi
DE LILOU
gitti
MIMITIKA
MUTI
NUI Cosmetics
PUROPHI
Sappho New Paradigm Cosmetics
skin689



AEOS energised organics
ELLIS FAAS
gitti
L.O.V. Cosmetics
MIMITIKA
MUTI
Noelle Australia
nooii
NUI Cosmetics
patchology
UND GRETTEL

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OF INDEPENDENT BEAUTY

FEATURED COLLECTION

BERLIN 2019

DE LILOU

In a restless search for a remedy for dry hands during winter in Germany, Luisa Wiesche, the founder of DE LILOU, took a batch of nuts from her homeland Brazil and prepared with them a rich milk to soak her hands in. A little bit was enough to give her skin the silkiness it so craved. That's how the DE LILOU Paranus Hand Cream has seen the light of day.

Their organic, pure and wild harvested Brazil nut oil is high in vitamins, minerals as well as unsaturated fatty acids, which are important lipids for a supple skin. Brazil nuts contain more selenium - an element with powerful antioxidant properties - than any other known plant-based source, which can reduce premature signs of ageing.

At DE LILOU no third party's frame formulations are ever used. Luisa designs by herself harmonious recipes backed up by science and handcrafted with passion and soul in Germany.

delilou.com



DR. NIEDERMAIER PHARMA GMBH

The Dr. Niedermaier Pharma GmbH, a family business founded in 1939 in Hohenbrunn near Munich, is the worldwide market leader in the field of multiply fermented food supplements. The endeavor of Dr. Ing. Niedermaier Pharma GmbH has been developing outstanding, nature-based products for nearly 80 years in order to support the complex structures of the human organism fundamentally and in accordance with the rules of nature. The regulatory products of Dr. Ing. Niedermaier Pharma GmbH helps people in many countries of the world to maintain their health in a natural way.

regulat.com





IPSUM SKIN

Made in Australia, Ipsum Best Skin Face Oils and Body Oils are highest quality, pure and certified organic native plant oil blends, delicately balanced to achieve your best, most radiant skin.

Created with a passion for beautiful skin, Ipsum was conceptualized and developed by a beauty journalist and author with the knowledge and belief in the virtues and powerful skin benefits offered by pure, native plant oils. The conscious luxury formulations of the Ipsum range feature only sustainably sourced, pure oils which are carefully extracted from plants grown in their natural habitat, including sunshine-soaked Australia, to ensure the integrity and efficacy of the benefits to skin.

The Ipsum range is blended and bottled in the clean, verdant, beautiful hinterland of Byron Bay, Australia under strict COSMOS regulations for utmost assurance of environment preservation while creating this gentle but potent, clean skin care range.

ipsumskin.com

LEDIBELLE

LediBelle is an authentic Swiss brand using sustainable local ingredients such as goat whey and St. Jacob's spring water in its clean and hypoallergenic skin care line developed specially for sensitive skin. Goat whey with natural coenzyme Q10, essential vitamins and lactic acid that strengthens skin's natural barrier, is a traditional remedy: Already in the 18th and 19th centuries people were coming to LediBelle's home in Jakobsbad, Switzerland for whey bath treatments to cure various skin conditions. LediBelle rediscovered this tradition for modern personal care and provides gentle cleansing, ample hydration and natural regeneration with low impact on the environment.

LediBelle values sustainability: Being a by-product of cheese manufacture, goat whey is obtained without additional use of natural resources. So is St. Jacob's spring water. LediBelle is, thus, true to its "waste to value" principle.

Free from parabens, mineral oils, silicones, nano-materials, PEG, SLS and animal testing.

ledibelle.ch





MYTIME MINERALS PTY LTD

Cleanse, nourish and detoxify an overwhelmed body and mind through the European tradition of balneotherapy: therapeutic bathing in natural mineral salts. The unique approach of MyTime Minerals brings these proven healing principles to our modern lifestyle by creating a simple and straightforward method of detoxifying and replenishing the body with essential minerals. Introducing MyTime Minerals balneotherapy in a jar, natural mineral therapeutic scrubs that remove and eliminate toxins while infusing the body with potent nutrients for healing and ongoing wellbeing - no soaking required. Of course, if you prefer to relax in a mineral bath, MyTime Minerals deconstructed hot mineral spring deconstructed soaks are expertly balanced to remain active until mixed, providing your body with essential detoxification and a mineral infusion for ultimate wellbeing. Whether you need detoxifying, recovery or maintenance, MyTime Minerals allows you to luxuriate on your way to wellness

mytimeminerals.com

NOELLE AUSTRALIA

Noelle Australia was conceived in the Australian wilderness by two bio-chemists after spending their Christmas holidays in the Australian countryside.

They were stunned by the dramatic scenery and calmness of the wilderness and rejuvenated by the soothing aura of the native botanical that thrive in nature. They have discovered the natural luxury of Australia.

In heartfelt appreciation of the sophistication of Australian wilderness, they have curated a range of holistic and uniquely Australian skincare which connect with the natural luxury of Australia in your daily rituals.

Their collections include Rainforest, Woodland, Marine and Outback Luxury (collectively known as Australian Wilderness Delights) with each range made with a variety of nutrients-rich native extracts harvested from the pristine Australian nature.

The products shown here are their Outback Luxury – made with Kakadu Plums and Quandong harvested from the Australian arid region. Both extracts are known for their potent anti-oxidants properties against ageing.

noelleaustralia.com.au





ORGANICUP

OrganiCup, the menstrual cup, is a more sustainable, convenient and healthy period product. It's made from 100% medical grade silicone, it's free of any hazardous and unnecessary chemicals and it doesn't absorb natural secretions - minimizing irritation and dryness.

OrganiCup provides up to 12 hours of protection day and night. Besides being healthier, OrganiCup is also better for our planet. It's reusable and lasts for years, which means saving the environment for a great amount of waste.

OrganiCup is available in two sizes: A and B. OrganiWipes are organic, perfume free, disinfecting wipes for cleaning the OrganiCup on the go. OrganiWash is a 2-in-1 cleanser for menstrual cup users. It can be used to clean the cup and as a pH-neutral soap.

All products are certified hypoallergenic with AllergyCertified, and registered with The Vegan Society.

organicup.com

ZENZ ORGANIC PRODUCTS

Natural and Organic beauty and personal care. Zenz Organic Products work for a more healthy and sustainable beauty industry. The choice between healthy hair and a healthy environment is a choice you do not have to take when using Zenz Organic products.

Zenz Organic Products offers a complete series of hair care, styling, makeup, color, skincare and oils. All products are made of the finest and cleanest natural ingredients such as organic cold-pressed avocado oil and purified aloe vera.

A high-quality professional series that cares about your hair and skin, your health and the environment. The products are certified with the Nordic Swan Ecolabel and AllergyCertified. The product portfolio contains unscented and scented products. Zenz Organic's Danish-produced products you avoid silicones, SLS, MI, parabens, PPD, PTD, resorcinol, ammonia, and microbeads.

If you are interested in hearing more then please contact Sales Manager, Henrik Wendler, at hwe@zenzorganic.com.

zenzorganic.com





“

There are many reasons why indie brands are important to the market and consumers. They owe their existence to innovative ideas that no one has ever tried before. You don't have to wait until one of the big corporations realizes the idea — which internally takes dozens of administrative hurdles that can certainly suffocate.

”

— Cosmetiqua

Sample Press Coverage

ACCELERATE

R&R Luxury Introduces New Look at Indie Beauty Berlin

R&R Luxury

[Click to read](#)

BEAUTY JAGD

Natural Cosmetics News of the Week

[Click to read](#)

BEAUTY JAGD

At The Indie Beauty Expo Berlin 2019

Aeos, Au Naturele, Berrichi, Gitti, Perfumist, Sappho New Paradigm, STRONG

[Click to read](#)

BEAUTY PACKAGING

Sneak Peek: 4 Packaging Standouts at IBE Berlin

Gitti, I Want You Naked, Nooii, Polaar

[Click to read](#)

BEAUTY CALYPSE

IBE Berlin 2019 Highlights

Au Naturele, Coscoon, Gitti, LediBelle, NUI Cosmetics, Rahua, Sappho New Paradigm

[Click to read](#)

BEAUTYPUNK.COM

The Indie Beauty Expo is Coming to Berlin!

[Click to read](#)

BEAUTYPUNK.COM

Indie Beauty Expo Celebrates Premiere in Berlin

[Click to read](#)

BELLA NAIJA

R&R Luxury Has Switched Up Its Packaging - Here's a Peek At What It Looks Like Now

R&R Luxury

[Click to read](#)

COSMETICS DESIGN

In 21 European Countries, Independent Beauty Brands Have a New Retail Champion

[Click to read](#)

COSMETIQUA

How Indie Beauty Is Changing the Cosmetics Market and Why That's Good

[Click to read](#)

FASHION NETWORK

Douglas Cooperates with IBMG

[Click to read](#)

FOGS MAGAZIN

Beauty Fans Beware! Soon the Indie Beauty Expo Will Take Place in Berlin

[Click to read](#)

Indie Beauty Expo Berlin 19

Coscoon, Ellis Faas, Emulsion, Glamcor Riki, Mavior Beauty, Merci Handy, Noelle Australia, Patchology, Plant Apothecary, Sampure Minerals, Und Gretel, Zenz Organic, Zen of Nature

[Click to read](#)

PAMBIANCO BEAUTY

Douglas Focuses on Indie Brands

[Click to read](#)

PARFUMERIE NACHRICHTEN

Douglas startet mit Indie Beauty Expo und neuer Publikation

[Click to read](#)

RED SPA MEDIA

Indie Beauty Expo in Berlin

[Click to read](#)

STYLE TAXI

Recap: Indie Beauty Expo Berlin

Aeos, Ellis Faas, Gitti, Rahua

[Click to read](#)

THE ORIGINAL COPY

Beauty Fairs: the Indie Beauty Expo is coming to Berlin!

[Click to read](#)

VOGUE

Best of Indie Beauty Expo Berlin

Gitti, Hess Natur, Ipsum Skin, Nooii, o.Moi Skincare

[Click to read](#)

WWD

Douglas' Indie Beauty Expansion

[Click to read](#)

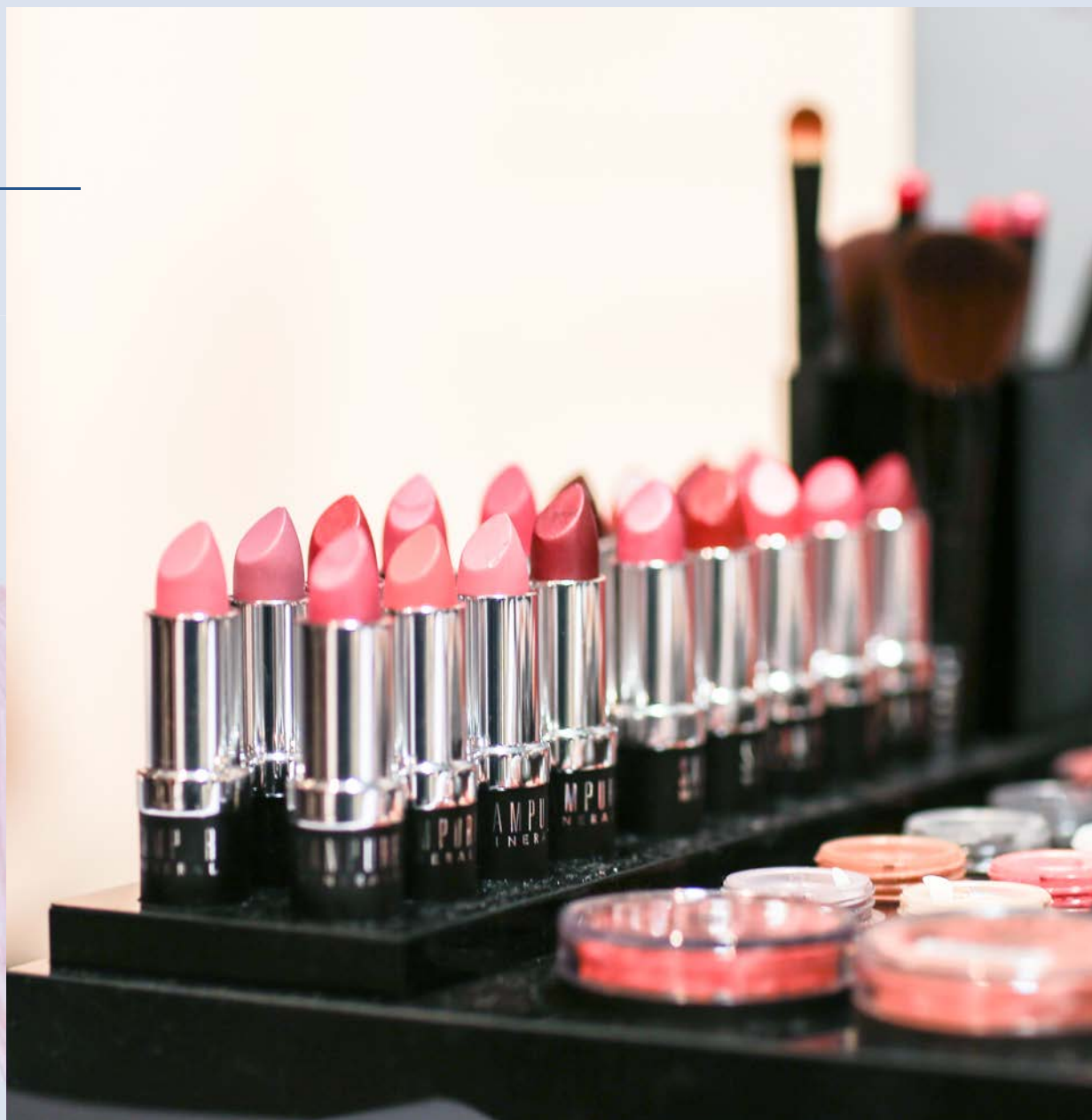
#IBEB erlin2019

EXCLUSIVE



Beauty Independent

TREND REPORT



8

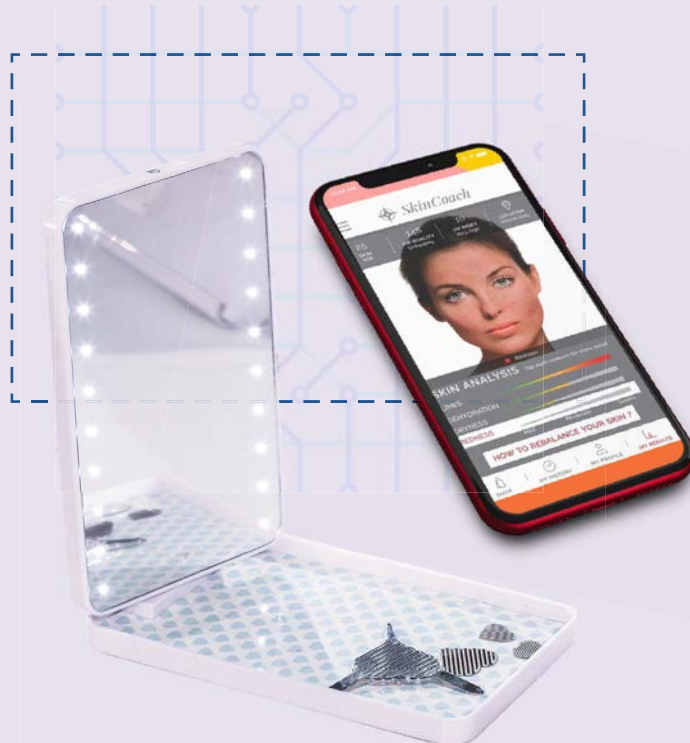
NOTE WORTHY TRENDS FROM IBE BERLIN 2019

The brands exhibiting at IBE Berlin 2019 came with eye-catching exhibition spaces, compelling products and persuasive retail pitches. Here are eight compelling beauty trends we spotted at the expo that are emanating retro feel of days gone by.

01

BEAUTY TECH CHECK

Technology is transforming every part of our lives, including our beauty routines. IBE Berlin exhibitors unveiled hardware and software updates aimed at improving makeup application techniques, hacking the hunt for the perfect scent and predicting pressing skincare concerns.



02

POP ART PACKAGING

The cultural fascination with 1980s aesthetic never ends, and it's not just an American phenomenon. Independent brands from America to Australia are moving away from the austerity of black or white product packaging by going back to the future with pop-y pops of color and a retro feel.



03

FORMAT FORWARD

Many brands jazzed up standard ingredients with newfangled delivery systems to surprise and delight veteran trade show attendees who've seen it all.



04

PASTORAL PRODUCTIONS

Brands at IBE Berlin went back to the land to locate their unique selling propositions. Several exhibitors incorporated European flora- and fauna-derived actives in product formulations, proving that effective natural ingredients never go out of style.



05

S.T.E.M SKINCARE

Brand founders are enlisting the help of scientists to launch their lines or, in some cases, scientists themselves are taking their lab learnings right to the beauty aisle. In Germany, the home of Dr. Barbara Sturm, arguably the world's buzziest scientist-founded skincare line, we discovered a handful of women-helmed brands ready to follow in Sturm's science-first footsteps.



06

BEYOND THE BUBBLE BATH



Several brands at IBE Berlin posed a serious soap-focused question: Why should kids have all the bath time fun? Realizing that the stresses of modern life have sent adults in search of small indulgences to enjoy, bath-enhancing brands are bringing products to market that allow full-grown humans to play mixologist in the comfort of their tubs.

07

THE MILE HYDRATED CLUB

Airport beauty has too long been the province of the same old big-name beauty brands. Thanks to enterprising indie brands, travel beauty shopping is becoming more exciting with new purchase options now available not only in the terminal, but also up in the air.



08

MAKE IT SUSTAINABLE

Independent brand founders often bring the passion they feel for formulation to every aspect of the brand-creation process. Many founders presenting at IBE Berlin took care to house their products in sustainable materials so conscious consumers could feel good purchasing them.



UNLOCK THE FULL TREND REPORT

VISIT [BEAUTYINDEPENDENT.COM](https://beautyindependent.com)



Staying connected to other founders as well as staying current on exciting changes and opportunities has helped me to grow my business more strategically and stay focused on bigger goals.



– **Stephanie King**

London Sugaring Company,
Beauty Independent Subscriber

SUBSCRIBE



Registered **Press**

ABC newspaper Sapin	Einfach losgebloggt	Miss Zophie
AENNIKIN	Elisabethgreen.com	Moabiterpflanze
All impact media group	Elle	Motorpresse
Almanach Magazine	Fashion Snoops	Muse&Heroine
Amazingly Magazine	Foxycheeks.com	My Berlin Fashion
Anais Anais	Frankiemiles	Neverever.me
Andysparkles	Gala	Nice Advice Beauty
Badezimmer	Ginieatworld	NO Management
Bare Minds	Glamour	Novalanaloves
Basic Apparel	Gloria von Bronewski	Ohhhsorelaxed.com
Beautycalypse	glowhappiness_beauty	Ok-magazine
Beautydelicious.de	Gochicyourself	Oumi_janta
Beautyjagd	Goldstück.com	Overview Magazine
Beautyscenario.com	Gräfensteiner Management	Pepper Mynta
bellaswelt.com	Grazia	Petra
Bellaweb.it	Green Beauty Magazine	Premium Group
Berliner Morgenpost	Hearttobreath.com	Quality Magazin
Bild	Herz&Blut	Sandra Lambeck
BIOUTY	Highsnobiety	Schwarzer Samt
Blogger Bazaar	HPCI Media	Sissi Pohle
Blogofberlin	Ich & Berlin	Stilblut
bronzingeyes	Icon	Storymachine
Bunte.de	Inside Beauty	Style Taxi
Burda Studios	Joy/Shape	Styleproofed
Burda Style	KALTBLUT Magazine	Tensia.de
BurdaLife	Kosmetikverband	Testmiss
Carry-on Publishing	Lanina	Thaonhile
Conde Nast	Larissa Laudemberger	The Original Copy
Conscious Lifestyle of Mine	Lesberlinettes.com	Tipser
Cosmopola	LifeVerde.de	TUSH
Couch	Lisascharff.com	Vogue
Cream Karma	Lisforlois.com	WDR
Creative Beauty Company	LookBio	
Creme Guides	Luna	
Das Leben ist schön	M.U.I Magazine	
DAVIDS - Bildagentur	Madame	
Dear Darling	Masha	
Der Tagesspiegel	Mike	
echtKATHRIN	Miram Jacks	



86%

OF SURVEYED EXHIBITORS
connected with members of the
press or notable bloggers while
at IBE Berlin 2019.



#TEAMCB

CARTER
BEAUTY
by Mariissa Carter

#T

BEAUTY

#TEAMCB

CA
BE

CARTER
BEAUTY
by Mariissa Carter

#T

87%

OF SURVEYED BUYERS
plan on or are considering carrying
the brands that they found at
IBE Berlin 2019.

Registered

Retailers

A Mana Life
Abiby
Aila Beauty Kft.
Alyaka
Amazingy
Amorelie
APLACE
Archipel
ASOS - UK
ASPA
Atempause Kosmetik
Badezimmer
Beautiikki
Beautsy
Beauty Alliance DACH
beauty n beyond
Beauty Optimizer
Becycle
BEYORG
BIPA
Birchbox UK
BLASHY GROUP
GmbH
Blooms and Blossoms
Boots UK
Brown Thomas
Byssine s.r.o.
Curantus
Dequidt 8
Die kleine Theatiner
Parfumerie
Die Naturdrogerie
Dirk Rossmann GmbH
dm-drogerie markt
GmbH + Co. KG
Douglas
Edith Lucke Cosmetic
Erica Naturkosmetik
Essenz
feelunique
Flaconi
Friseur & Parfumerie
Heinz Schlicht

Galleries Lafayette
(Deutschland) GmbH
GaliLu
Gebr. Heinemann
SE & Co. KG
Genuine Selection
Globus
GLOSSYBOX
Glow Organic
Glowing Space
Green Niche
GreenGlam
Naturkosmetik Dr.
Kraus KG
Hallesches Haus.
GmbH
Hautsache
Hot 8 Yoga
HSE24 Italy
instantbeautyfix.com
Isolee madrid sl
JC Apotecari
JEAN LOUIS LA NUIT
Jelmoli
John Bell & Croyden
Justmylook
Juvenilis GmbH
KaDeWe
Kauf Dich Glücklich
GmbH
Le Bon Marche
Look Beautiful
Products GmbH
Lovely Day
Lovely Vitality
Cosmetics
Luisaviaroma
Make-Up Society
Makeup Lab
Manor
maske berlin
MDC Cosmetic Berlin
Medexpress
Enterprises

Medizin IM PALAIS
AM JAKOBSPLATZ
metacrew group
GmbH
MOLECULE
MONOQI
Nailcare & Beauty
Namshi
NEXT
Niche Beauty
Oh, You Pretty Things
Ondua
Organic allure
Organic Luxury
Organic Master
Parfumerie
Nagelschmitz
Parfumerie Albrecht
GmbH
Parfumerie Becker
GmbH
Parfumerie Kaland
Parfumerie Vollmar
Plentiness S.r.l.
Pretty & Pure GmbH
Printemps
Proper Puss INC.
Pure Care Concept
UG
PURE SCHÖNHEIT
Pure Tincture Organic
Beauty
QVC Germany
Ria Saage
Roccabox
Royal Relax e.K.
SAVUE Beauty
Schloss-Elmau GmbH
& Co. KG
Schnittstelle GmbH
Sephora EU
SERENA
GOLDENBAUM
BEAUTY
Showcase Beauty

Silk Ferries
Skinny Dip London
SKINSPACE LTD
SOB Beauty GmbH
Softskin
Soul Zen (Karmafant
Internet GmbH)
Specific Apothecary
SL
TANTJE GbR
The Beautyaholic's
Shop
TJX Europe
TOBS Beauty GmbH
u.m.s make up beauty
lifestyle
veryYOGA
Wabisabi
Wheadon
Wilhelm Liebe GmbH
& Co. KG Parfumerie
Liebe
Zalando SE
Zurcher Cosmetics
GmbH



The marketplace to source solutions.
Designed for beauty entrepreneurs.

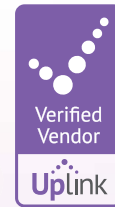
Choice.

Discover solution providers
across different categories.



Trust.

Connect with vendors
you can rely on.



Confidence.

Learn how to buy
solutions like a pro.



Speed.

Issue work requests with
a quick 3-step process.



Register at beautyindependent.com/uplink

Next stop, Dallas!

This spring there's only one place to be for anyone serious about beauty. Dallas will host its Indie Beauty week for the 3rd year in a row—a Texas-sized bonanza of buyers and brands that starts with BeautyX Retail Summit and culminates in IBE's most intimate, personal show. Indie Beauty Expo Dallas is a favorite of regular exhibitors who value the opportunities for extended face-time with retailers.

BeautyX Retail Summit
May 13-14, 2019

Indie Beauty Expo Dallas
May 15-16, 2019



If you have an interesting brand story,
email editor@beautyindependent.com

Sign up for daily eblast to receive new
content delivered straight to your
inbox at beautyindependent.com

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