



Connecting all spheres of Beauty!

MBE 2026 / JHB//// 26-28 JUNE 2026

JOHANNESBURG EXPO CENTRE, NASREC, HALL 5

10:00 – 17:30 | Friday - Sunday

My Industry, My Network, My Future...My Beauty!

My Beauty Expo 2026 is your exclusive gateway to business-to-business solutions for the beauty trade Local and Internationally, trade platform for beauty & therapeutic professionals where bridging business networks become a reality with pools of distributors, manufacturers, franchisors and trade buyers. An opportunity to discover and transact with the largest collection of beauty brands in the world

“It will serve as an ideal platform for all Stakeholders – Manufacturer, Wholesaler, Retailer, Exporter, Cosmetologist, Dermatologist of this industry to showcase their products

Meet Industry Experts

- Showcase yourself on an International Platform
- Cutting Edge topics covering beauty solutions
- International Trends, Products and Technology
- Present a range of Anti-Ageing Solutions – Lifestyle, holistic, natural, non-surgical, traditional & Cosmetic
- Discover the longevity Secrets of iconic beauties (Models, Actors and Celebrities)
- Solicit active participation as a delegate/sponsor/expert associate/Buyer/Exhibitor in the fastest growing Industry

Promote your presence to the Industry

- MBE offers an excellent opportunity for industry players to promote their presence, create brand awareness and raise their profile. The event offers unrivalled opportunities for you and your company to reach out to the right audience for your brand.

Launch new products

- With several show floor activities and dedicated product launch areas, MBE offers a special platform for new products to stand out from the crowd. Whether it's a new product, innovative technology or a new technique, at MBE you will be able to take part in many show features that will give you an edge over your competition.

Be part of MBE marketing campaign and achieve a great ROI

- MBE is more than just a three-day event. The marketing campaign begins months prior to the event and an extensive marketing plan executed through various channels makes sure that the event attracts the right audience for you! Making it easier for you to reach out and speak to them, boost your sales and offer a great ROI for your participation

the venue

The Venue – Johannesburg Expo Centre (Nasrec)

South Africa's Premier Exhibition & Events Destination

The **Johannesburg Expo Centre (JEC), Nasrec**, is the largest and most iconic purpose-built exhibition, conference, and events venue in Southern Africa. JEC has become a landmark destination for global gatherings, trade shows, and cultural showcases.

Global Credibility

- Official venue for the 2025 G20 Leaders' Summit, positioning Johannesburg and Soweto on the world stage.
- Proven track record hosting international trade fairs, lifestyle expos, and flagship events such as the Rand Show.

Venue Highlights

Total Space: Over 150,000 sqm of indoor and outdoor exhibition areas.

Halls: 11 versatile halls, including the largest at 13,243 sqm.

Outdoor Grounds: Expansive activation areas ideal for lifestyle, automotive, and cultural showcases.

Facilities: Breakaway rooms, VIP lounges, boardrooms, and a Digital Events Studio for hybrid conferencing.

Parking: More than 20,000 secure parking bays.

Accessibility: 30 minutes from major airports, with easy access routes for international and local visitors.

Why JEC for MBE 2026

The **Johannesburg Expo Centre** offers unmatched scale, flexibility, and credibility to host **My Beauty Expo 2026**. Its proven ability to deliver world-class events — including the **G20 Summit** — ensures exhibitors, delegates, and visitors will experience a seamless, professional, and globally benchmarked environment.

Tagline: *“Where Africa Meets the World – The Global Stage for Beauty, Business & Innovation.”*

BACKGROUND MBE 2026

My Beauty Expo 2026, South Africa, the B2B event for global cosmetic industry professionals interested in the exciting opportunities in the Africa region.

MBE aims to host around 300 African and International exhibitors; **MBE 2026** will be held under one roof at the **Johannesburg Expo Centre**, Nasrec, Johannesburg.

As an exhibitor:

Enter new markets and get direct access to buyers and distributors both locally and internationally by participating at the MBE Expo. By joining our event, you will be able to expand your network and generate quality leads for business expansion. We pride ourselves on our commitment to deliver an offering that fulfils the needs of our clients wanting to connect in-person, as well as those requiring the flexibility to engage digitally via a user-friendly and inclusive platform.

As an attendee:

My Beauty Expo provides you with the opportunity for business expansion, networking and learning in your sector, you will be able to source the latest products and innovations, find solutions to current challenges and network with key stakeholders both face-to-face and digitally at our credible events.

The event held at the Sandton Convention Center means in-person buyers will maximize their time by sourcing from various product sectors all in one venue. Product sectors include finished products categories of Cosmetics & Toiletries, Beauty Salon, Nails, Natural & Organic, Hair and the new areas "Halal & Bumiputera's" as MBE 2026 will host suppliers from Ingredients & Lab, Contract Manufacturing, Primary & Secondary Packaging, Prestige Pack & OEM, Print & Label, Machinery & Equipment.



B2B - Business Matchmaking Program

MBE 2026 gathers local and international trade professionals across the globe and maximize their value of attending by arranging pre-schedule 1-to-1 meeting between potential buyers and sellers. Pre-schedule meetings with other attendees to meet during MBE 2024 - it's easy - Business matching will be done through an easy-to-use technology platform, combined with a personalized service to help maximize your networking opportunities

MBE2019 successfully facilitated up to:

- ▶ 356 business meetings.
- ▶ 293 profiles in the matchmaking program.
- ▶ We had 274 logins to the online matchmaking program.

Expand your business with MBE 2026

- ▶ 1000+ B2B Local, 1000 B2B International Buyers From Around the world
- ▶ MBE will Bring the Business World Together and South Africa, Johannesburg is the Perfect Location To Expand Your Business
- ▶ Contact and Connect With Importers, Distributors, Wholesalers, Retailers, Cosmetics Chains and Other Industry Professionals
- ▶ Boost the Value of Your Exhibition With Free Access to the B2B Platform to Contact Buyers 24/7 and 365 Days Online and Pre-Arrange Your On Site Meetings
- ▶ Promote Your Products and Get Immediate Feedback From Prospects and Customers

Business Matching greatly help you network to

- ▶ Find clients for your products & services
- ▶ Locate investment opportunities
- ▶ Build valuable business partnerships and collaborations
- ▶ Meet industry peers

MBE Education Symposium 2026

Empowering Innovation, Insight & Impact

Workshops

Deep-dive sessions led by global experts on scientific and regulatory topics. Enhance your knowledge and apply insights to your business strategy.

Technical Seminars

Explore key personal care ingredients and hear directly from suppliers on cutting-edge formulations and concepts.

Marketing Trends

Stay ahead with the latest market data, consumer insights, and regulatory updates shaping the personal care industry.

Formulation Lab *(R&D professionals only)*

Hands-on lab sessions to master sensorial and visually impactful formulations in a purpose-built environment.

PROGRAMME - 2026

www.mybeautyexpo.co.za

Fashion Show



▶ **MBE Fashion Expo is...**

▶ ***High End Fashion, Haute Couture and Trendy!***

▶ ***A launching pad for emerging South African designers.***

MBE2026 Fashion Show brings something different, something new that no other event has brought to the public at a Beauty Trade Show

In recent years, the beauty industry has grown exponentially, with new launches, lines, and collaborations coming at us in rapid succession. Every casual scroll through your Instagram feed presents you with new beauty products being revealed .

Across the broad fast-moving consumer goods landscape, you'd be hard pressed to find an industry that's more driven by market trends than the beauty industry.

Stay current and couture in the fashion world. Visit the MBE Fashion Expo and see the key colours, fabrics, trends and items driving the market for 2026

If you are a designer, retailer, merchandiser or stylist, attend the Fashion Show at MBE 2026 and get the GLOBAL VIEW of fashion trends for next season.

Live Demonstrations

Live Demonstrations

Taking place in a dedicated area, the free-to-attend Live Demonstrations presented the unique opportunity to gain more in-depth knowledge about the products and services suppliers were offering.

Be inspired by our Innovation Zone

- MBE is aiming to make the Innovation Zone one of the most popular areas of the show, **the Innovation Zone showcases brand new, innovative personal care products.**
- At the Innovation Zone you will discover **innovative raw materials**. You will also have the opportunity to **try the products with formulation displays**, so you can gain inspiration for your next product launch or update.
- As well as products on display, **various companies will have live demonstrations**, so you can see the latest products available for the hottest marketing trends.

Fragrance Zone

Get expert advice, learn about regional differences and source aromatic components for your personal care formulations from leading fragrance suppliers.

Barber Competition

- MBE aims to bring people across the globe to come experience the first ever MBE 2026 Barber competition. Industry leaders shared their knowledge, while barbers showcased their skills in the battles.



MBE Science & Technology Pavilion (MBE Sc&Tech)

MBE2026 Science & Technology Pavilion (**MBE Sc&Tech**) MBE will launch its first tech event at **MBE2026 in JHB**, South Africa, gathering startups & worldwide leaders to celebrate innovation and technology.

MBE 2026 positions itself as Africa's first Smart Beauty and Innovation Expo, integrating AI and Virtual Reality to redefine the beauty experience. Visitors and exhibitors will benefit from:

- AI Beauty Pods for instant skin analysis and product recommendations.
- AI Try-On Stations for virtual makeup and hairstyle testing.
- AI Concierge & Matchmaking App for streamlined navigation and B2B networking.
- VR Expo Platform & Immersive Rooms enabling global participation and storytelling.
- 360° Virtual Booth Tours & VR Runway Shows extending exhibitor reach worldwide.

Our highly interactive pavilion provides visitors with an immersive experience where they can try out a range of new solutions, services and devices from the various brands firsthand. As they explore the various booths, they will discover innovations that reinvent **beauty experience** in terms of **personalization, virtual codes of beauty, sustainability, and inclusivity**, to create the beauty that moves the world.

As digital and real worlds become more and more interconnected, the beauty and cosmetics sector is growing, and cutting-edge technological innovations are fundamentally changing them. Now we have plenty of premium beauty brands that help improve clients' looks and thereby increase their confidence virtually.

Beauty brands are now leveraging the latest advancements in artificial intelligence and machine learning (AI/ML), augmented reality and virtual reality (AR/VR), data and analytics, cloud computing, and the internet of things (IoT). AI is incorporated in various aspects of the skincare industry. AR and VR in the beauty industry enable more individualised customization.



Make Up Competition

- ❑ MBE will launch its first International & Local make up competition, workshops and make-up demos where you can learn, watch, shop and meet your favourite make up artist and beauty influences



MBE Annual Golf Challenge

Event Details:

Date: 24 June 2026
Location: Killarney Country Club (KCC)

Registration: 09:30am
Staggered Start: 11:00am

Attendees: Up to 30 Teams of 4 Players



MBE2026 Annual Golf day aims to be one of the most popular events on the business calendar.

MBE 2026, 4 player, 18 hole, will attract over 120 business delegates presenting the perfect platform for networking and entertainment

Make the most of your sponsorship and the event, by creating fun, engaging and personal brand experiences at your sponsored hole. Competitions, business card draws, and food and refreshments are a great way to enhance the experience of attendees.

MBE Car Show

Event Details:

Date: 26-28 June 2026

Location: Johannesburg Expo Centre Outdoor Activation Area

Strategically placed to anchor the Barber Competition and Men's Grooming Focus Area, creating a high-energy, lifestyle-driven zone that blends automotive prestige with grooming excellence.

Men's Grooming Focus

This area now integrates barber battles, grooming demos, and influencer-led activations — ideal for attracting male audiences and premium grooming brands.

**MY BEAUTY EXPO
CAR SHOW
26-28 JUNE
JOHANNESBURG EXPO CENTRE**



**MEN'S
GROOMING
FOCUS**

Barber battles,
grooming demos,
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Attracting male
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**26-28 JUNE 2026
JOHANNESBURG
EXPO CENTRE
OUTDOOR ARENA**



the exhibitor profile

WHO SHOULD EXHIBIT

Manufacturers, Distributors, Suppliers & Providers of: (see exhibit zones on website www.mybeautyexpo.co.za)

OEM / ODM Zone – Raw and semi-processed material

MBE 2026 presents you a dedicated zone for the raw ingredients and semi processed goods. This zone will include a range of products as below:

- Formulation
- OEM / ODM Toll Manufacturing
- Testing and Regulation
- Processing and Machinery
- Printing and Labeling
- Packaging Materials

Beauty Zone – Beauty Salon, Spa & Wellness

This zone houses prestigious skincare & spa companies, bringing in the latest professional skincare products, spa products and treatments, specialized equipment and tools, salon management software and natural beauty products. Visit the dedicated showcase zone of beauty, spa and wellness to see companies offering products and services including:

- Aromatherapy
- Anti-aging
- Body Care
- Dermatology
- Skincare
- Health Beauty Products
- Slimming Garments
- Medi-Spa
- Personal Care
- Reflexology
- Software
- Toiletries
- Wellness Products
- Accessories
- Equipment

*These profiles are not exhaustive

the exhibitor profile cont.

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Hair Zone – Hair Products and Equipment

Here is where you will find all things Hair - professional hair care, color & styling products, accessories, implements, tools, equipment, furniture etc. With passion, creativity, high spirits and vitality, looking forward to an explosive weekend of hair fashion, education, inspiration and motivation. Visit the dedicated showcase zone of hair related products and services including:

- Hair Color Products
- Hair Care Products
- Hair Care Tools
- Hair Styling Products
- Salon Furnishings
- Salon Services
- Salon Tools
- Barber Zone

Make-up and Education Zone

Attend the makeup industry to learn first-hand about makeup education and all things upcoming about makeup. Get treated to product technique demonstrations of the trendiest makeup styles ever:

- Makeup Products
- Education & Courses
- Makeup Tools
- Makeup Accessories
- Salon Furnishing
- Makeup Services

*These profiles are not exhaustive

the exhibitor profile cont.

WHO SHOULD EXHIBIT

Nail Zone – Nail Products and Tools

Whether you are a nail salon owner, an individual technician, just starting out in the industry or searching for the best education in a nail academy, visit the zone, designed exclusively for you to get the most out of the nail industry with an unmatched opportunity to meet the leading suppliers of international nail brands all under one roof! The dedicated showcase zone of nail related products and services including:

- Nail Color Products
- Nail Care Products
- Nail Care Tools
- Salon Furnishing
- Salon Services
- Salon Tools

Creative Industries

- Jewelry
- Textiles and Design
- Leather
- Fitness Centres (Gym)
- Fashion
- Cannabis 7 Hemp products

Halal & Bumiputera Cosmetic Zone

MBE 2026 is the only beauty platform which have a dedicated exhibit zone aiming on promoting **halal and bumiputera** cosmetic products. Beauty products manufactured by Muslim community or cosmetics with Halal certification fall under this category. Curiosity about Halal cosmetics grows rapidly over the past few years and they gain popularity not only amongst the Muslim community but also amongst non-Muslims. You get to experience a broad variety of halal and bumiputera cosmetics and understand the whole concept and its uniqueness

*These profiles are not exhaustive

the visitor profile

Visitors will have a unique opportunity to meet and interact with companies who represent the products they admire so greatly, to gather the information they need to make informed purchase decisions, and indeed to purchase directly from the exhibitors on site.

3 Day's Trade Visitors from South Africa, Africa and Internationally

Beauty Therapists, Salon and Spa Owners

Hair Stylists and Salon Owners

Hotel groups

Nail Technicians & Salon Owners

Consumers

Aesthetic Doctors & Therapists

Makeup Artists

Personal Trainers & Gym Owners

Department Store Buyers

Distributors

Health Store Owners

Image Consultants, Bloggers & Influencers

Industry Associations

Manufacturers

Natural Medicine Practitioners

Pharmacists

Press

Retailers

Re-exporters & Traders

Training & Technical Colleges

Wholesalers



why exhibit

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trade at **MBE**

Reserved for industry professionals (done by a specific vetting process)

Time for Buyers, Press and beauty professionals to interact and transact with the world's largest collection of independent beauty brands. Salon Competitions and many other competitions to run during the 3days.

FRIDAY - SUNDAY
10AM - 5:30PM

Open to the general public

- General Access
- Unlimited B2B - Buyers meetings, booked per delegate per day (register online)
- Excess to all Seminars, Masterclasses & Workshops
- Shoppers bag

Time for beauty lovers to discover and buy the best (and newest) independent beauty products. Discover incredible brands, learn from the experts, buy direct using exclusive discounts.

Digital Influencers

Meet the movers and shakers behind the MBE beauty movement, be the first to try hot new products and share your experience with the world.



stand package

Floor Space Only

Includes raw space only

Does not include any form of construction, furnishing and electrical fittings.
Exhibitor is responsible for design, construction, carpeting and furnishing.

Show Catalogue & Website Listing

Additional services available via the online services manual

Basic Shell - packages and non packages

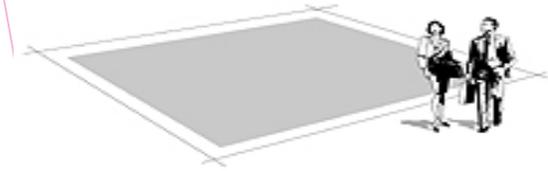
Floor space

Country Pavilions

Available

T&C's Apply

Email: info@mybeautyexpo.co.za to request for price list



thank you

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www.mybeautyexpo.co.za

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