

*beautyworld*  
JAPAN WEST

# Final report

15 – 17 (Mon – Wed) October 2018  
INTEX Osaka  
Hall 3, 4, 5

## From the organiser

We would like to thank you again for exhibiting at Beautyworld Japan West 2018. We are pleased to announce that the fair was successfully closed with 24,474 visitors from 34 countries / regions.

The number of visitors in this report has been audited accordingly and consolidated with statistical reliability and transparency.

**[Final visitor's number]**

**Visitors: 24,474**

[Preliminary visitor's number]

Visitors: 24,405

Beautyworld Japan is held three times a year in three different cities – Fukuoka in February, Tokyo in May and Osaka in October. As an organiser, we shall make every effort to further develop and expand your business.

Please don't hesitate to contact us if you have any comments or feedback.

We will greatly appreciate your further guidance as well as your continued support.

Beautyworld Japan organiser's office

## Highlights

- Title : Beautyworld Japan West
- Date : 15–17 (Mon–Wed) October 2018 10:00–18:00 (Last day until 17:00)
- Venue : INTEX Osaka Hall 3, 4, 5
- Organiser : Messe Frankfurt Japan Ltd.  
Shosankan 7F 1-3-2 Iidabashi Chiyoda-ku Tokyo 102-0072, Japan
- Admission fee : JPY 3,000 (Tax included)  
\*Free of charge with free admission tickets / online visitor registration
- Number of visitors : 24,474 visitors / 34 countries, regions

Breakdown by country :	Japan	23,711	New Zealand	3
	China	404	Czech Republic	2
	S. Korea	110	Morocco	2
	Hong Kong	60	Poland	2
	Taiwan	39	Bulgaria	1
	Ukraine	22	India	1
	U.S.A	21	Israel	1
	Australia	14	Italy	1
	Canada	12	Netherland	1
	Singapore	10	Sri Lanka	1
	Thailand	10	Saudi Arabia	1
	Malaysia	8	Sweden	1
	Kazakhstan	8	Switzerland	1
	Indonesia	7	United Arab Emirates	1
	Russia	4		
	Germany	3		
	Philippines	3		
	Vietnam	3	Domestic	23,711
	Egypt	3	Overseas	763
	Mongolia	3	Total	24,474

Number of exhibitors : 292 exhibitors / 5 countries, regions (Domestic: 281, Overseas: 11)

Breakdown by country :	Japan	281
	S. Korea	8
	Germany	1
	UAE	1
	Indonesia	1
		292

\*Including co-exhibitors

■ Main stage seminar @ Hall 3 Main stage Language: Japanese only

15 October

10:20 – 11:20

**How to motivate young employees**

For professionals in beauty industry / hair industry / nail industry

Speaker: Mr. Tomekichi Nakamura



■ OCEAN TOKYO

11:40 – 12:30

**UNIQUE's time shortening method for salon activation and doubling the number of salon regular customers**

For professionals in nail industry

Speaker: Mr. Mizuno Yoshio  
Demonstrator: Ms. Takako Izutsu, Ms. Kaori Nakai,  
Ms. Mari Yoshino



■ Presented by: NAILS UNIQUE OF JAPAN Co.,Ltd.

12:50 – 13:50

**Excellent Manicure (Kanae Tobioka) × 2018 Trend Design A/W (Saori Tanabe)  
Forming efficient and polished shapes using machines ~how to complete cute and elegant arts~**

For professionals in nail industry

Speaker: Ms. Kanae Tobioka



■ Japan Nailist Association

Speaker: Ms. Saori Tanabe



■ BLC nail salon

14:10 – 15:10

**Suitable, Beautiful, Modern Hair  
~Message to all hairdressers~**

For professionals in hair industry

Speaker: Mr. Atsushi Komatsu



■ HEAVENS

15:30 – 16:30

**"SHACHU"'s #rapid-evolving one of a kind techniques and management methods!**

For professionals in hair industry

Speaker: Mr. Noriyoshi Miyachi



■ SHACHU

16:50 – 17:50

**Staffs' management skills that keep salons grow further**

For professionals in beauty industry / hair industry / nail industry

Speaker: Rug.J



■ Rug.J=Real Up Grade Japan, Association of Hair salons' No.2s.

16 October

10:20 – 11:20

**Now is the time for Active Body-makeup!**  
**Effective how-tos to approach new targets and to double sales for estheticians!**

For professionals in beauty industry

Speaker : Ms. Rumi Iwasaki



---

▪ R'VIVO

---

11:40 – 12:30

**Be beautiful by solving foot & nail problem!**  
**Upgrade your foot technique with SpaLuce Foot & toe nail care.**

For professionals in beauty industry / hair industry / nail industry

Speaker : Ms. Naomi Hagiwara



---

▪ Future Nail

---

Presented by: UTSUMI Co.,Ltd

---

12:50 – 13:50

**ryo kitamura collection 2018 A/W**

For professionals in nail industry

Speaker : Mr. Ryo Kitamura



---

▪ ryokitamura soyama creation studios/imagination class

---

14:10 – 15:10

**Cautionary notes of social media advertising**

For professionals in beauty industry / hair industry / nail industry

Speaker : Mr. Ryohei Yoshioka

---

▪ Grafsec-J

---

Speaker : Ms. Yumiko Kusano



---

▪ CIDESCO International License

---

Speaker : Mr. Hirotsada Takahashi



---

▪ Japan Esthetic Organization

---

15:30 – 16:30

**Let aroma raise your sense of beauty!**  
**How to choose essential oils by brain hormone + sternum and head treatment**

For professionals in beauty industry / hair industry

Speaker: Ms. Eriko Ono



---

▪ Aroma School Isis

---

16:50 – 17:50

**[Mind analysis method]**  
**Secret tips of counseling, sales, service, and staff education.**

For professionals in beauty industry / hair industry

Speaker : Mr. Kazunari Ujihara



---

▪ Angelique s.a.r.l.

---

17 October

10:30 – 11:30

**THE JAPAN FACIAL** ~Hana~

Hidemi Morimasa's brand new technique, build from overseas training experience

For professionals in beauty industry

Speaker: Ms. Hidemi Morimasa



---

■ Esthetic MORIMASA

---

15:50 – 16:50

**Dramatic small face effect! By approaching muscle and skeleton stiffened with stress**

"Flexing muscle from stress: head, neck, facial version"

For professionals in beauty industry / hair industry

Speaker : Ms. Mari Funatsu



---

■ Vivace

---

11:50 – 12:50

**Only available in Osaka!**

[Bihada-kakusei Method] Secrets to make a significant profit & "God hand" technique that makes customer repeat

For professionals in beauty industry

Speaker : Mr. Masako Nagashima



---

■ MAGOKORO TOTAL BEAUTY CO. LTD.

---

13:10 – 14:10

**Human resource development and business challenges**  
~How to take advantage of vocational evaluation systems~

For professionals in beauty industry / hair industry / nail industry

Speaker : Ms. Masako Sudo



---

■ TESIO Co., Ltd.

---

14:30 – 15:30

**Achieving treatment sales: retail sales over 50% for 15 years in a row!**

Revealing secret tips of talk technique with skin analysis

For professionals in beauty industry

Speaker : Ms. Shinobu Sunaga



---

■ FROM-ST

---

# ■Morimasa Seminar @ Hall 6 2F room F

Language: Japanese only

## Morimasa seminar

16 (Tue), 17(Wed) October



Venue: Special seminar room, Hall 6 Meeting room F

- All sessions will be conducted in Japanese.
- Pre-registration and pre-payment is compulsory.
- limited to 100 persons per session.



森 根 ゼミ  
MORIMASA × beautyworld JAPAN



### Reservation website

- Japanese only
- Reservation is only accepted through website

Speaker: Ms. Hidemi Morimasa (Esthetic MORIMASA)

Contents of session

- 180 minutes seminar by Ms. Hidemi Morimasa personally lecture and demonstration in private for 100 persons
- Contents of session: Text+DVD / Diploma of attended Morimasa Seminar / Original gel pad

### 16 October Schedule

Session	Time	Title
1	13:00 -16:00	THE JAPAN FACIAL~Hana~ Hidemi Morimasa's brand new technique, build from overseas training experience

### 17 October Schedule

Session	Time	Title
2	13:00 -16:00	Hidemi Morimasa's "Answering common questions of slimming spa treatment".

### Information

Room:	Special seminar room, Hall 6 Meeting room F
Session time:	180 minutes
Number of tickets:	100 tickets per session
Participation fee per person:	JPY 15,000 per session (tax included)
Registration:	Pre-registration and pre-payment is compulsory Reservation Website>>> <a href="#">EventRegist</a> ▪ <b>Japanese only</b>  Visitor registration is compulsory>>> <a href="#">Visitor Registration</a>
Paying method:	Credit card (VISA, Master, JCB) or PayPal
Cancellation policy:	For cancellations and changes please contact the organiser office. Cancellations before 20 September ... no charge <b><u>Cancellations after 21 September</u></b> <b><u>... non-refundable</u></b>

- Movies, photos, sound recordings are forbidden.
- Programs may alter.

## ■Dr. Suzuki seminar @ Center building 2F room C&D

Language: Japanese only

### Dr. Suzuki seminar

15 (Mon) October



Venue: Special seminar room, Center building 2F room C&D

- All sessions will be conducted in Japanese.
- Pre-registration and pre-payment is compulsory.
- limited to 70 persons per session.

 Dr. 鈴木ゼミ



#### Reservation website

- Japanese only
- Reservation is only accepted through the official reservation website

Speaker: Dr. Isao Suzuki (Suzuki Clinic)



Contents of session

- 90 minutes seminar by Dr. Suzuki personally  
Lecture and question&answer-session in private for 70 persons
- Original text of the seminar attended (language: Japanese only)

#### Schedule

Time	Title
15:30–17:00	Why can't we lose weight? ~Examine from the latest diet therapy~

#### Information

Room:	Special seminar room, Center building 2F room C&D
Session time:	90 minutes
Number of tickets:	70 tickets
Participation fee per person:	JPY 5,000 per session (tax included)
Registration:	Pre-registration and pre-payment is compulsory Reservation Website>>>  EventRegist ▪ Japanese only  Visitor registration is compulsory>>>  Visitor Registration
Paying method:	Credit card (VISA, Master, JCB) or PayPal
Cancellation policy:	For cancellations and changes please contact the organiser office. Cancellations before 20 September ... no charge <b><u>Cancellations after 21 September</u></b> <b><u>... non-refundable</u></b>

- Movies, photos, sound recordings are forbidden.
- Programs may alter.



# ■Ujihara seminar @ Center building 2F room C&D

Language: Japanese only

## Ujihara seminar

16(Tue), 17(Web) October



Venue: Special seminar room, Center Building meeting room C&D

- All sessions will be conducted in Japanese.
- Pre-registration and pre-payment is compulsory.
- limited to 30 persons per session.

 Reservation website



- Japanese only
- Reservation is only accepted through website

Speaker: Mr. Kazunari Ujihara (ANGELIQUE S.A.R.L.)

Contents of session

- 45 minutes private counselling(worth 15,000JPY) / Special analysis sheet

### 16 October Schedule

Session	Time	Title
1	11:30 -14:30	[Private consultant seminar for salon management.] How to attract 10 times more customers ~Focusing on customer reviews, internet, social media and advertisements.~

### 17 October Schedule

Session	Time	Title
2	11:30 -14:30	[Private consultant seminar for salon management.] How to triple repeaters, decuple sales! ~Selling cosmetics, supplements, hair care, lingerie~

### Information

Room:	Special seminar room, Center Building meeting room C&D
Session time:	180 minutes
Number of tickets:	30 tickets per session
Participation fee per person:	JPY 10,000 per session (tax included)
Registration:	Pre-registration and pre-payment is compulsory Reservation Website>>>  EventRegist ▪ Japanese only Visitor registration is compulsory>>>  Visitor Registration
Paying method:	Credit card (VISA, Master, JCB) or PayPal
Cancellation policy:	For cancellations and changes please contact the organiser office. Cancellations before 14 September ... no charge <u>Cancellations after 15 September</u> <u>... non-refundable</u>

- Movies, photos, sound recordings are forbidden.
- Programs may alter.

■ **Nail University** Hall 5 @ Presentation room B  
Language: Japanese only

15 October 10:50 — 12:50

Crash course in how to pull in customers and run a beauty salon wells

⑩ 10:50 — 11:45

Three structures of a community-based salon that operates two stores with no advertisement for 11 years

⑪ 11:55 — 12:50

How to make a salon where talents gather, and does not leave

Speaker: Ms. Nanami Kanemoto



---

■ VILINX

---

Speaker: Mr. Kenta Kojima



---

■ cycle,inc

---

15 October 16:40 — 17:30

[How to quit using salon search sites] Method for attracting customers by yourself

Speaker: Junji Shimizu



---

■ Active Media Inc.

---

16 October 15:30 — 17:30

⑩ 15:30 — 16:25

Attracting by photos on SNS, Three keys to bring new customers ~ +1(plus one) salon works~

⑪ 16:35 — 17:30

The engaging camerawork "Lite" (practice course)

Speaker : fumi



---

■ nailsalon F

---

■ **Association's seminar** Hall 5 @Presentation room A  
Language: Japanese only

16 October 15:30 — 16:20  
Career path for future estheticians

Speaker: Ms. Hiroko Fujiwara



- 
- Japan Esthetic Examination Center / Station Company, Inc.
  - Presented by: Japan Esthetic Examination Center
- 

16 October 16:40 — 17:30  
Back to basics for salon management

Speaker : Ms. Yumiko Kusano, Mr. Hirotada Takahashi



- 
- Ms. Yumiko Kusano  
CIDESCO International License
  - Mr. Hirotada Takahashi  
Japan Esthetic Organization
  - Presented by: Japan Esthetic Organization
- 

17 October 12:00 - 12:50  
"Ideal job" ~5 important points to succeed in beauty market~

Speaker : Ms. Makiko Hirano



- 
- 1piece
- 

Mr. Hirotada Takahashi



- 
- Japan Esthetic Organization
  - Presented by: Japan Esthetic Organization
-

■ **Association seminar** @ Special seminar room, Hall 6 2F Conference room F  
Language: Japanese only

**AJESTHE seminar**

The information below is of 2018, and to be updated to 2019 in September 2019.

Organiser: Association of Japanese Estheticians and Beauty Therapists

Venue: Hall 6 conference room F

<<AJESTHE members only>>

Organiser: Association of Japanese Estheticians and Beauty Therapists

(AJESTHE)

Tel. +81-3-3234-8496

E-mail. [info@ajesthe.jp](mailto:info@ajesthe.jp)

- Seminars will be conducted in Japanese.
- Programs and speakers are subject to change.

15 October 13:30 – 15:30

Utilizing Oriental Medicine in beauty treatments ~How to find out and fix "swelling diathesis", the cause of bad condition

Speaker : Ms. Shoko Oyama



---

■ EXSEEDS JAPAN CO.,LTD / Ohyama Clinic

---

■ **Business seminar** @ Special seminar room, Center building 2F room 1  
Language: Japanese only

17 October 12:30 – 16:40

Workshop for esthetic salon owners  
~ Case studies of consumer consultation & law ~

Speaker: Ms. Akiko Uzawa

- Lawyer from Kinya Fujita law firm
- 

Speaker: Ms. Takeko Yuine

- Japan Costomers' Association
- 

- Presented by: Japan Esthetic Organization
- 



## Profile of the visitors

### ■ Number of visitors

Date	15 October	16 October	17 October	Total
Number of visitors	9,759	8,360	6,355	24,474

### ■ Industrial categories (occupation)

Esthetic salon	30.5%
Nail salon	10.3%
Hairdressing salon	10.8%
Compound salon	16.3%
Spa facility	0.5%
Hotel & leisure facility	0.5%
Medical institution	3.2%
Distributor / Wholesaler	7.0%
Importer	3.6%
Retailer	3.3%
Manufacturer	9.0%
Student (esthetic, nail and hairdressing school)	3.1%
Others (association, embassy, beauty professional school, public officer, Press)	1.5%
N/A	0.4%

### ■ Visitors (domestic / international)

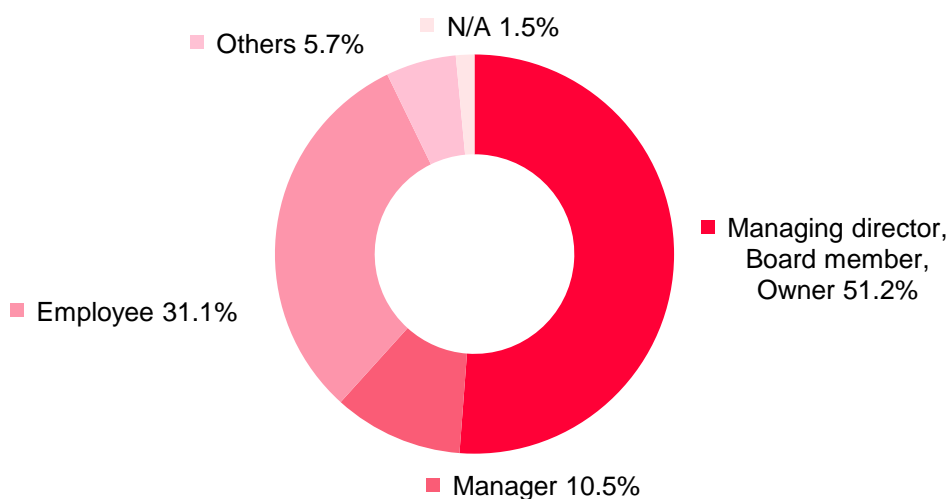
Domestic	97.4%
Overseas	2.6%

## Visitors' questionnaire

Source: Official data tallied by Messe Frankfurt GmbH \*exceptions indicated accordingly

### Your position

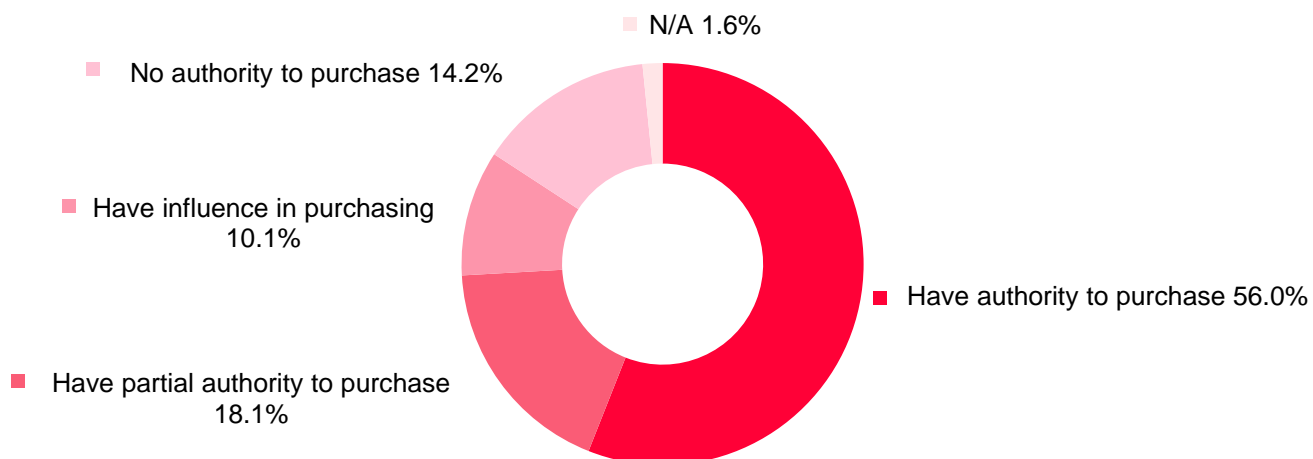
Managing director, board member,	51.2%
Manager	10.5%
Employee	31.1%
Others	5.7%
N/A	1.5%



\*Source: Visitor registration data tallied by the organiser's office

### Your authority in purchasing decisions

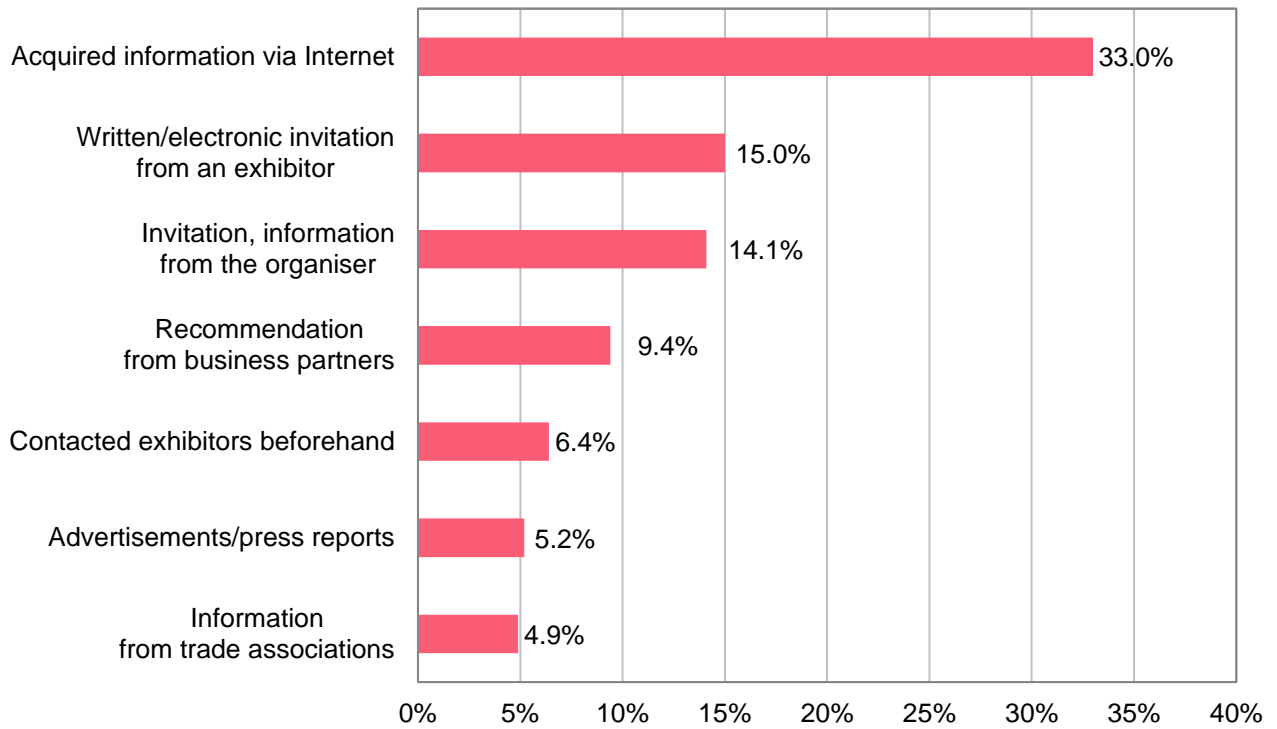
Have authority to purchase	56.0%
Have partial authority to purchase	18.1%
Have influence in purchasing	10.1%
No authority to purchase	14.2%
N/A	1.6%



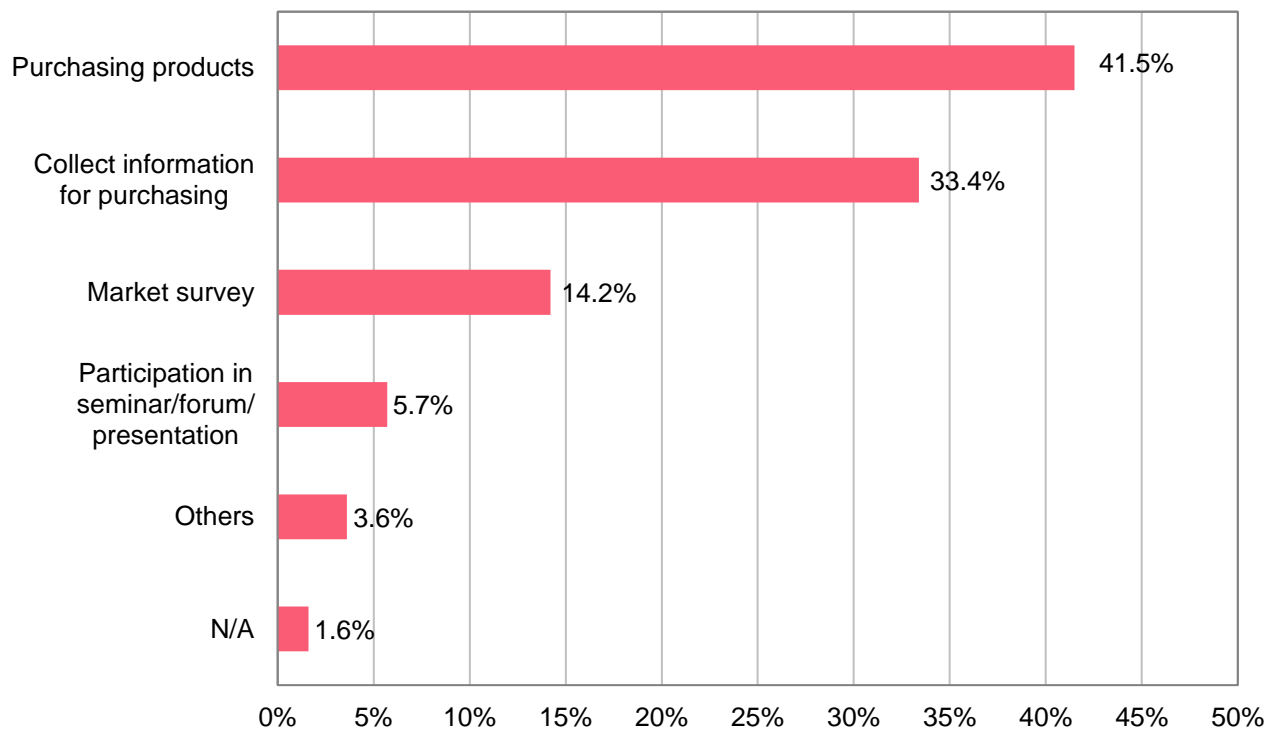
\*Source: Visitor registration data tallied by the organiser's office

### How did you prepare for your trade fair visit to Beautyworld Japan West?

[multiple answers]

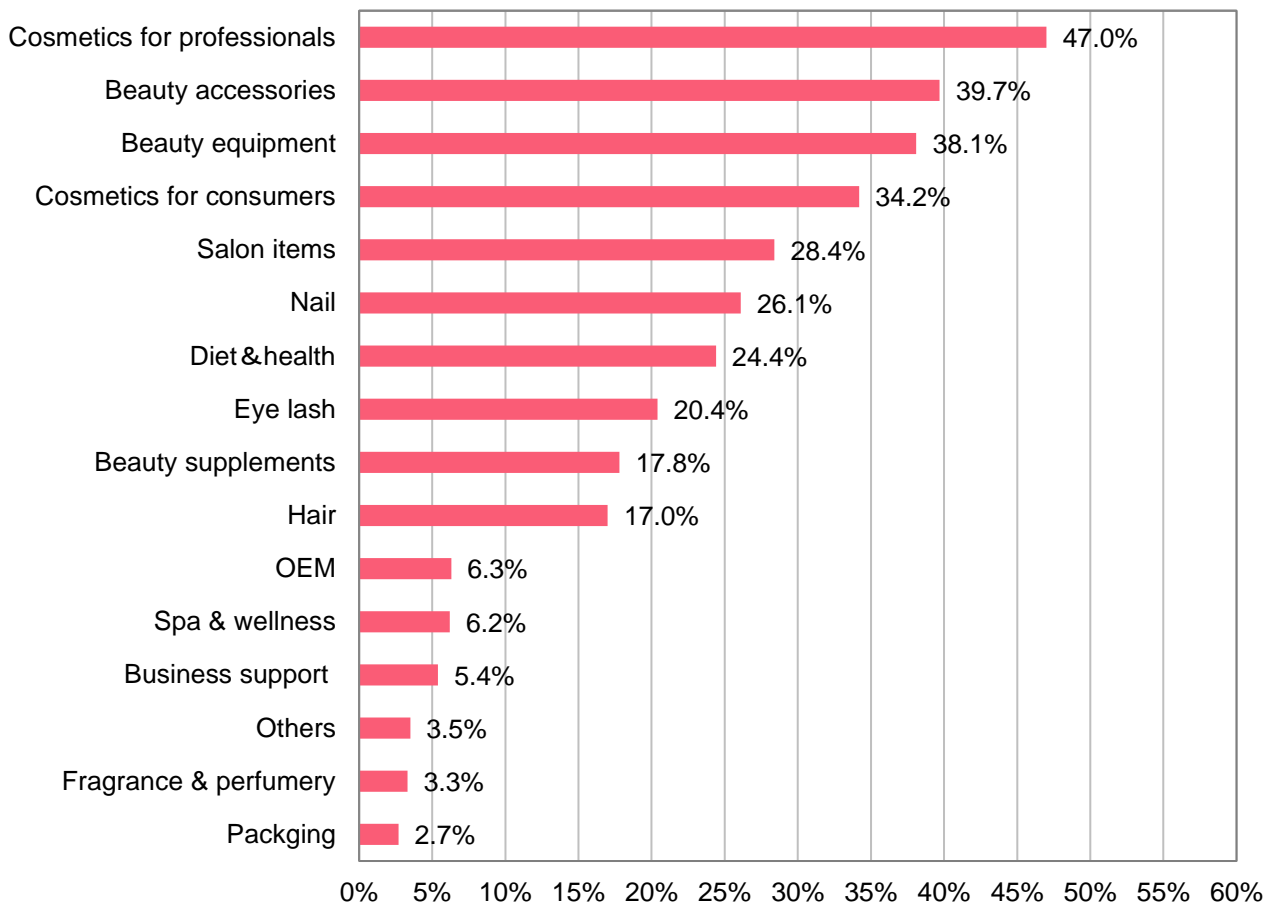


### What were the objectives of your participation in Beautyworld Japan West?



### Which product range are you interested in at Beautyworld Japan West?

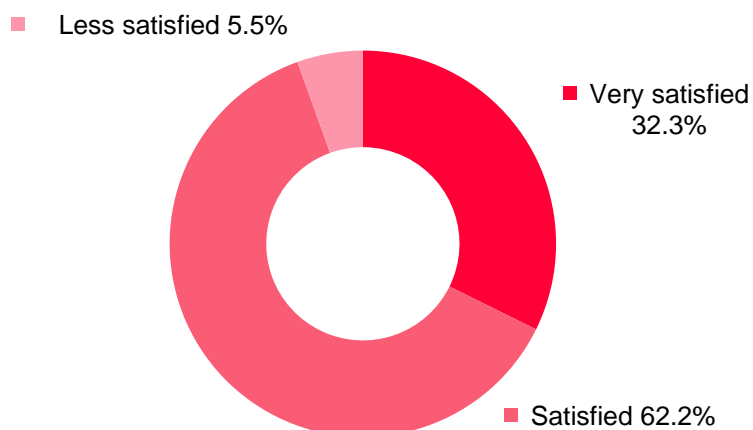
[multiple answers]



\*Source: Visitor registration data tallied by the organiser's office

### How satisfied are you with your visit to this trade fair?

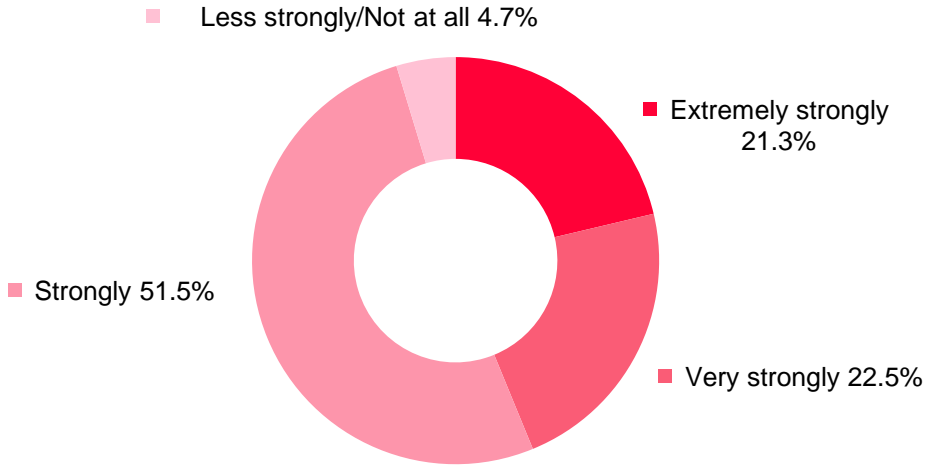
Very satisfied	32.3%
Satisfied	62.2%
Less satisfied	5.5%





To what extent, at the moment, would you tend to also visit the next Beautyworld Japan West?

Extremely strongly	21.3%
Very strongly	22.5%
Strongly	51.5%
Less strongly / Not at all	4.7%

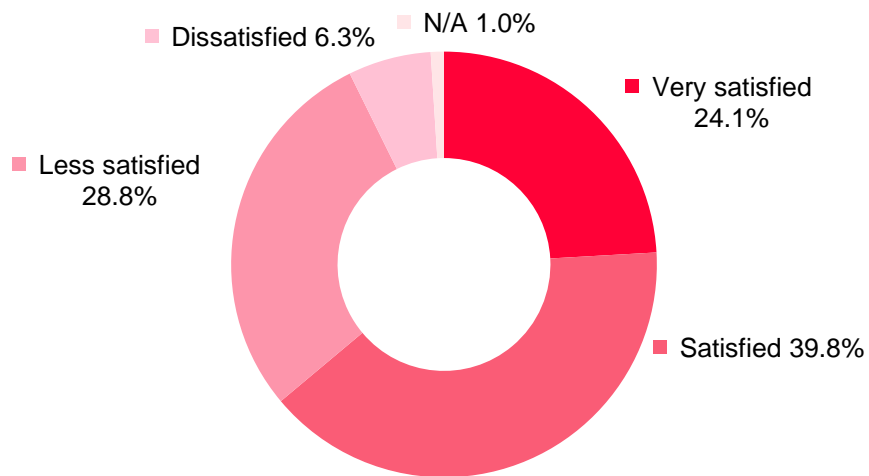


## Exhibitors' questionnaire

Source: Official data tallied by Messe Frankfurt GmbH

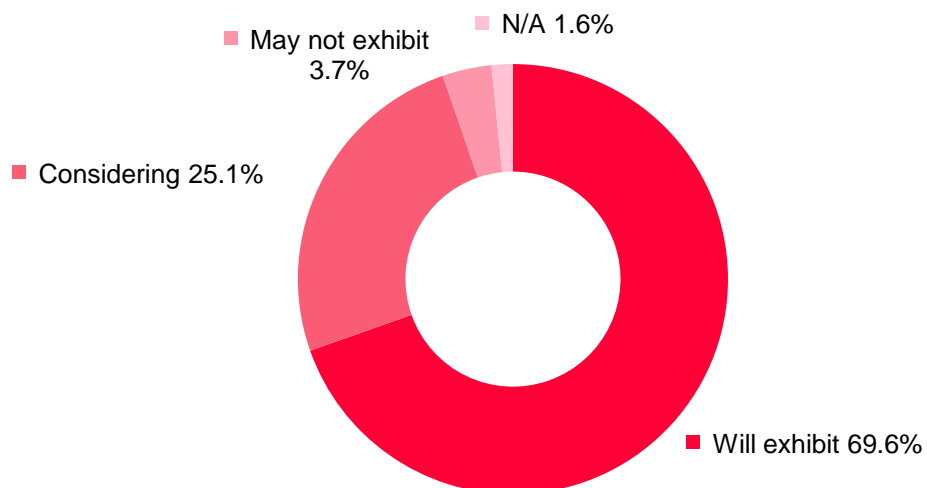
**Overall, how satisfied are you with your participation in this trade fair?**

Very satisfied	24.1%
Satisfied	39.8%
Less satisfied	28.8%
Dissatisfied	6.3%
N/A	1.0%



**Will you participate in the next Beautyworld Japan West?**

Will exhibit	69.6%
Considering	25.1%
May not exhibit	3.7%
N/A	1.6%



---

## Next fairs

---

### **Beautyworld Japan West**

**7 – 9 (Mon – Wed) October 2019  
INTEX Osaka**

**«Apply now!!»**

### **Beautyworld Japan Fukuoka**

**4 – 5 (Mon – Tue) February 2019  
Fukuoka Kokusai Center**

### **Beautyworld Japan Tokyo Nail Forum 2019**

**13 – 15 (Mon – Wed) May 2019  
Tokyo Big Sight**

Messe Frankfurt Japan Ltd.  
Beautyword Japan organiser's office  
Shosankan 7F 1-3-2 lidabashi  
Chiyoda-ku Tokyo 102-0072, Japan  
Tel. +81-3-3262-8939  
Fax. +81-3-3262-8442  
E-mail. [info@beautyworldjapan.com](mailto:info@beautyworldjapan.com)  
Web. [www.beautyworldjapan.com](http://www.beautyworldjapan.com)

