



Middle East  
Cosmetics Show



معرض الشرق الأوسط  
لمستحضرات التجميل

The ultimate cosmetics  
experience in the UAE

8-12 OCT  
2025  
Expo Centre Sharjah

Post Show Report

The 2025 Middle East Cosmetics Show brought together global beauty brands, key decision-makers, and breakthrough innovations, generating strong buyer engagement and high-value partnerships. A premier platform that reaffirmed its position as the ultimate cosmetics experience in the UAE.

# OPENING CEREMONY

Inaugurated by:

**H.E. Abdalla Sultan Al Owais**

Chairman, Sharjah Chamber of Commerce  
& Industry and Expo Centre Sharjah



# A Showcase of Beauty Excellence

1st edition | 5-day event

Co-located with Emirates Perfumes & Oud Exhibition

Visitors exploring the  
region's beauty scene

40,000+

Leading brands in beauty  
and personal care

200+

Dedicated space for  
product showcases

2,000 sqm

Exhibitors showcasing  
standout offerings

50+

Products featured across  
core beauty segments

5,000+

Live demos led by top  
beauty artists

150+

Make it in the Emirates' national initiative: OLUX.AE  
Sustainable, 100% organic marine & botanical beauty solutions

# Products in the Spotlight

A premium lineup of beauty offerings on full display

Cosmetics

Makeup

Fragrances

Skincare

Haircare

Organic Cosmetics



# This Year's Showstopper

## The Features Area

### Sponsored by Kryolan

Exclusive skincare experience and a master-artist makeup session, creating one of the show's most captivating beauty attractions



# A Sneak Peek at the Exhibition



# Glam Activations & Prizes

## Shop & Win Raffle

A high-engagement draw that boosted footfall and buyer participation.

**Prize: Tesla Model Y**

## Instagram Contest

A social boost that drove strong follower growth and reach.

**Prize: Diamond Earrings**



# High-impact Brand Visibility

1500+

VIP E-Invitations

900,000+

SMS broadcasts

600,000+

SMS broadcasts

250,000

WhatsApp Messages

25 million

Social Media Impressions

30+ million

Influencers Reach

250 Arabic coverage

120 English coverage

Media Reach

USD 28,000

PR & Advertising

200 in 15

Major Broadcasting Stations  
Radio Spots

Prominent  
UAE locations

Outdoor Advertising







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**Reserve Your Spot for 2026**

Middle East Cosmetics Show | 2nd edition

**Enquire Now**

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