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| Press release | 16 September Date 2024 |
| Nail It! and Front Row by Nazih Group Bring Competition, Creativity and Upcoming Trends To Beautyworld Middle East 2024 | Kate McGinley  Tel. +971 4 3894 573  [kate.mcginley@uae.messefrankfurt.com](mailto:kate.mcginley@uae.messefrankfurt.com)  [www.ae.messefrankfurt.co](http://www.ae.messefrankfurt.com)[m](http://www.ae.messefrankfurt.com)  [www.beautyworldme.com](http://www.beautyworldme.com) |

* **Get up close to the action at Front Row by Nazih Group – a visionary show that invites visitors to experience first-hand all the latest and greatest developments in the beauty industry.**
* **The Nail It! by Nazih Group competition is back and bigger than ever, with an expert panel of judges rewarding skills, creativity and sheer artistic brilliance in nail artistry live on stage across the three-day event.**
* **Demonstrations, expert presentations and talks play out over three unmissable days at the Middle East’s largest international trade fair for the beauty and wellness industry, at the Dubai World Trade Centre (DWTC) from 28 – 30 October, 2024.**

**Dubai, UAE**: Get ready for three exhilarating days of live demonstrations, expert presentations and insightful talks from some of the beauty industry’s leading professionals at Beautyworld Middle East 2024. **Front Row by Nazih Group** is back for its fifth year, immersing visitors in the vibrant world of beauty, with a bold, colourful and jam-packed programme of the hottest trends, inspiring industry developments and all the new beauty names to know. **Nail It! by Nazih Group** spotlights the creativity and artistic brilliance of the thriving nail technician industry, with an electrifying three-day competition crowning the trailblazers who are redefining the art of nail care.

**Front Row by Nazih Group** raises the bar at Beautyworld Middle East 2024 with a thrilling agenda that puts industry professionals front and centre. Featuring an exciting line-up of participating brands, including GHD, Denman, Guinot, Revlon, It’s a 10, Level3, Saphira and Alterego, the colourful and unforgettable event will bring together salon owners, salon professionals and up-and-coming talents from the hair and skincare industries through engaging workshops and on-stage demonstrations. Beauty experts will also share their insight and experiences across the three-day **Front Row by Nazih Group** event, discussing the ever-changing trends, cutting-edge products and ground-breaking innovations within the industry. Lively, bold and bursting with colour, this is the ultimate event for professionals and enthusiasts working in the fields of hair, make-up, nails and beyond.

“We are thrilled to bring Front Row by Nazih Group back to Beautyworld Middle East for its fifth year!” says Nazih Group. “This year’s event promises to be the most exciting yet, packed with new brands ready to make their mark and an incredible lineup of the industry's most influential experts. We’ve curated a front-row experience bursting with engaging opportunities, live demos, and latest trends. Get ready for an unforgettable showcase—it’s going to be bigger, bolder, and more inspiring than ever before. We can’t wait to welcome you to the ultimate beauty experience!”

**Nail It! by Nazih Group** sets the stage for an action-packed event celebrating the skills, artistry and creativity of the nail industry, in which the region’s most talented technicians go head-to-head in a nail-biting three-day competition. Bringing a wealth of knowledge and expertise to the contest, this year’s judges, Nail Educator at Nazih Group Natalia Gaydarenko, International Sales Manager for Nail Alliance Danny Phung, and Art Director and Team Leader of Product Planning at Bandi Nail Erin Lee, will cast their votes across six different categories. Day one of the Nail It! competition kicks off with Gel Polish Manicure French and Free-Theme Nail Art, followed by Sculpting Polygel and Gel Tips Nail Extensions on day two. The final day features Sculpting Liquid & Powder and Rubber Base Overlay competitions. Winners will be announced and awarded on the Front Row stage by Bandi, Credo and Artistic Nail, celebrating all those making their mark in the professional nail community.

“We’re thrilled to welcome back Front Row and Nail It! by Nazih Group for Beautyworld Middle East 2024,” says Ravi Ramchandani, Show Manager at Messe Frankfurt Middle East. “These features offer a unique platform where industry experts showcase live demonstrations, unveiling the latest techniques for hair and nail care to a global audience”.

The 28th edition of Beautyworld Middle East is set to be the biggest event to date, with the addition of two new halls and welcoming 2,000 expected exhibitors from over 65 countries across various sectors including Supply Chain & Services, Clean + Conscious, Fragrance, Cosmetics & Skincare, Beauty Tech, Personal Care & Hygiene, Hair, Nails and Salon Supplies. Keep your finger on the pulse of this dynamic and fast-evolving market and unlock a world of unparalleled opportunity and potential from 28 – 30 October to at Beautyworld Middle East 2024.

For more information, please visit the Beautyworld Middle East website: <https://beautyworld-middle-east.ae.messefrankfurt.com/dubai/en.html>

Media wishing to attend the show can also register here:

<https://registration.infosalons.ae/BEAUTYWORLD24DU/Visitor/MesseFrankfurt/Welcome>

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**About Beautyworld Middle East**

Beautyworld Middle East, taking place from 28-30 October 2024 at Dubai World Trade Centre, is the region’s largest trade fair for beauty, hair, fragrance and well-being. As one of the most influential and visited beauty trade shows in the world, the event offers over 65,000 trade visitors a convenient and engaging platform to meet with over 1,800 exhibitors from across 60 countries for three days of unrivalled business networking, sourcing and inspiration.

more information, please visit our [website](https://beautyworld-middle-east.ae.messefrankfurt.com/dubai/en.html).

**About Messe Frankfurt**

The Messe Frankfurt Group is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 609 million. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information: [www.messefrankfurt.com](http://www.messefrankfurt.com)

**About Messe Frankfurt Middle East**

Messe Frankfurt Middle East’s portfolio of exhibitions includes: Beautyworld Middle East, Beautyworld Saudi Arabia, Automechanika Dubai, Automechanika Riyadh, Intersec, Intersec Saudi Arabia, Gifts & Lifestyle Middle East, Logimotion, Light + Intelligent Building Middle East and Paperworld Middle East. In the 2023/24 event season, Messe Frankfurt Middle East exhibitions combined featured 6,324 exhibitors from over 60 countries and attracted 224,106 visitors from 156 countries.For more information, please visit our [website](http://www.messefrankfurtme.com).