



# INTRODUCING FIRST EDITIONS

## A CURATED COLLECTION OF INTERNATIONAL BEAUTY

Following the success of Beauty Beginnings at last year's show, Valérie Kaminov, Founder & Managing Director of International Luxury Brand Consultancy, is returning with a new curated zone named First Editions. Dedicated to international brands looking to make their debut at Beautyworld Middle East, First Editions is bringing together a mix of beauty and wellness brands from around the world.

*"With First Editions I wanted to curate a collection that would combine leading beauty trends, innovation and differentiation," explains Valérie Kaminov, International Luxury Brand Consultancy "I speak with global buyers and distributors on a daily basis, this insight has helped guide the brand selection for First Editions as it was important to have brands that people are looking for and that also offer something new and relevant. The collection will feature some exciting and trend-leading brands in the categories of advanced wellness, pioneering beauty tech and innovative skincare."*

Developed in collaboration with Beautyworld Middle East, First Editions reflects the show's increasing influence as a launchpad for brands looking to grow in the region and international markets.



**VALÉRIE KAMINOV**  
FOUNDER & MANAGING DIRECTOR  
INTERNATIONAL LUXURY BRAND CONSULTANCY

**beautyworld**  
MIDDLE EAST

**27 – 29 October 2025**  
Dubai World Trade Centre

**First Editions**  
**HALL 6 & 7**



*"Every year our audience comes to Dubai expecting to see something different - and First Editions delivers exactly that," said Ravi Ramchandani, Show Manager, Beautyworld Middle East. "Valérie has brought together an inspiring selection of founder-led brands that we are looking forward to welcoming at the show. It has been a pleasure to collaborate again with her, she brings a level of expertise and experience that adds immense value to the show, and her brand selection is always engaging."*

Located in Hall 6 First Editions features a curated collection of international brands from across multiple categories, each one has been selected with quality, market readiness and their forward-thinking approach in mind. There are brands that harness the mind-skin connection, acclaimed K-Beauty, pioneering technology and skincare that is leading the way in beauty, health and wellness.

## MEET THE BRANDS

### Day+ Beauty & Health

Founded in 2018 by Claire Despagne, Day+ is one of France's most in-demand health and beauty brands. Having used collagen throughout her life, Claire envisioned a product that would integrate naturally into her daily routine: the result was the brand's signature collagen and spirulina shot which was the starting point of Day+ and is still today a bestseller. In developing her range Claire focuses on innovation, science and sensoriality, three signature values that shape every product. Through the brand's 'In & Out approach' Day+ seamlessly integrates precision skincare and beauty supplements for a complete and highly effective routine. [www.dayplus.co](http://www.dayplus.co)

Day+ UV Drops SPF50 has been selected as a finalist in the Beautyworld Middle East Awards 2025.

Founder Claire Despagne will be attending the show.



**RAVI RAMCHANDANI**  
SHOW MANAGER BEAUTYWORLD MIDDLE EAST

*in partnership with*



### FEMMUE

### Skincare

With its flower therapy philosophy K-Beauty brand FEMMUE is at the forefront of the beauty industry's shift toward naturalism and sustainability. Through a 'botanical science meets sensory luxury' approach, FEMMUE harnesses floral cellular energy to visibly restore balance to the skin and indulge the senses. Founder Kelly Chung partnered with Swiss bioscientists to develop science-backed treatments combining the power of active floral ingredients and the performance of advanced skincare tech. The Camellia flower with its anti-stress, antioxidant and deep-hydration properties is a powerhouse ingredient and reflects the brand's core inspiration. Hero products include Lumière Vital C Serum and their Dream Glow Masks featuring a unique sheet texture and rich sensory experience. Each transformative product delivers radiant results, creating a ritual that nourishes both skin and spirit. [www.femmue.com](http://www.femmue.com)

Founder Kelly Chung will be attending the show.

**BOOTH 6-H18 | FEMMUE**

**Day+ | BOOTH 6-H12**

#### **Gève Skincare Skincare**

Developed after years of research Gève's results-driven skincare system combines breakthrough science with biohacking technology to rewind visible signs of ageing. Through collaboration with a visionary organic chemist, founders Aseyah Rosalind and Dr. Jerome Jackson have created a next-generation range powered by high-performance actives that are selected to work at a cellular level to change the skin from within. Designed to actively reverse biological ageing while staying true to clean, ethical and sustainable formulation principles, the Gève range is formulated to address core hallmarks of ageing by biohacking better skin. Their bestselling Time Rewind Telomerase Serum is reflective of this pioneering approach and commitment to efficacy. Gève's alignment of skincare innovation with the principles of biohacking is developing a new category of topical therapeutics that support skin health and actively contribute to its biological resilience. [www.geveskincare.com](http://www.geveskincare.com)

Founders Aseyah Rosalind and Dr. Jerome Jackson will be attending the show.



**| BOOTH 6-H16**

#### **JUARA Skincare Beauty & Wellness**

Based on Jamu, a 2000-year old Indonesian healing tradition, JUARA's range of beauty and wellness products is a celebration of heritage, science, nature and contemporary self-care rituals that soothe mind, body and soul. Inspired by Jamu active botanicals, the dermatologist-tested skincare and perfume oils harness the exceptional benefits of signature ingredients like omega-rich candlenut, anti-inflammatory turmeric, exfoliating tamarind and invigorating coffee bean. Since founding in 2014 JUARA has gained a global fan base with hero products including the complexion boosting Radiance Vitality Oil, hydrating Triple Tea Antioxidant Essence, deeply nourishing Candlenut Body Crème and the Essential Oil Blends. By turning everyday sensations into mindful and enjoyable tasks, JUARA reminds us that beauty and pleasure are not extras but essential to a balanced life. [www.juaraskincare.com](http://www.juaraskincare.com)

Co-Founder Metta Murdaya will be attending the show.

**JUARA | BOOTH 6-H14**

#### **Instytutum Skincare**

Founder Natalia Bobok's science-based approach, commitment to innovation and focus on delivering outstanding performance are the foundation of Instytutum's multi-award winning skincare range. Her clear vision to reject the industry's status quo led Natalia to team up with a prestigious Swiss laboratory to develop a full line of professional grade skincare for at-home use. Advanced super-packed formulas feature next-generation cosmeceutical actives, groundbreaking technology and come with a clean, cruelty-free standard. Known for their signature 100% results-driven skincare philosophy, that balances efficacy and sensory experience, the range is loved by doctors and global consumers with products like HydraFusion hydrating gel cream and Firmagic Mask receiving top awards. New to the range is the CryoShot Hydration Serum and Adaptogel Cleanser which will be seen for the first time in Dubai at Beautyworld Middle East. [www.instytutum.com](http://www.instytutum.com)

Founder Natalia Bobok will be attending the show.

**INSTYTUTUM | BOOTH 7-A15**  
RESULT-DRIVEN SKINCARE

#### **LOOK25 Beauty Tech**

Designed as an anti-aging on-the-go facial device LOOK25 is powered by a patent-pending HydrOxi™ Clear Technology, which infuses the skin with pure hydrogen and oxygen for deep hydration, detoxification and visible rejuvenation. The dual-action benefits of hydrogen and oxygen help to visibly reduce wrinkles, smooth fine lines, restore the skin's natural radiance and naturally nourish the skin. Also developed with breakthrough technology is Hydrolux Serum, which features an advanced formula of hydrogen and collagen to supercharge the collagen and elastin production, tighten pores and visibly restore the skin's appearance and texture. LOOK25 innovative science is transforming the beauty tech category and is ushering in a new era of at-home facials while its professional-grade results are making it a must-have by clinics and spas. [www.look25.com](http://www.look25.com)

CEO. Denisse Diaz will be attending the show.

 **LOOK25 | BOOTH 7-A13**

## ROSAQUA Skincare

Created by the leading rose oil distiller Erçetin Rose Oil Inc., Rosaqua is rose water in its purest form. The main ingredient rosa damascena petals are hand-picked and steam distilled in copper stills, releasing all of the rose's antioxidant and skin refreshing properties. Built around the gentle yet powerful properties of rose the skincare collection includes a cleansing foam, pure rose water toner, serums and moisturisers. The range captures the soothing, hydrating and revitalising benefits of rose water, while their signature rose water with its pH level of around 5.5-6 helps restore the skin's natural barrier and balance. Rosaqua skincare line is accompanied by EN Rose perfume created by Domitille Bertier and Erçetin's infamous rose oil, with 320 MHz as the highest frequency essential oil in the world. [www.rosaqua.com.tr](http://www.rosaqua.com.tr)

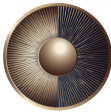
Naz Ercetin Kocakiran, Business Development will be attending the show.

**ROSAQUA | BOOTH 7-A11**  
NATURALLY BEAUTIFUL

## Serenea Cosmetics Skincare & Treatments

This new skincare and treatment collection is the brainchild of beauty industry veteran Valerie Vroome. Inspired by the mind-skin connection Serenea fuses performance-focused skincare with a multi-sensory wellness centred on self-care. The three product lines – Pure Moments, Pure Tranquillity and Pure Luxury – are styled for different ages and skin requirements, each features a concise set of elevated products and harmonising facial treatments. High quality formulas featuring expertly selected ingredients are combined with a focus on texture, fragrance, ease of application and techniques reflect the brand's signature 'luxury of tranquillity'. Developed as an antidote to modern day lifestyles, Serenea connects skincare with benefits on our mental wellness to address the physical impact of stress and emotional ageing on our skin. Through Valerie's contemporary vision the daily skincare routine is being transformed into an invitation to pause and rebalance. [www.serenea-cosmetics.com](http://www.serenea-cosmetics.com)

Founder Valerie Vroome will be attending the show.

  
**| BOOTH 7-A15A**  
**SERENEA**  
THE LUXURY OF TRANQUILITY

**FOR ANY BUSINESS QUERIES OR TO ARRANGE A MEETING, PLEASE CONTACT  
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