

*beautyworld*  
JAPAN

TOKYO NAIL FORUM 2018

# Final report

14 - 16 (Mon - Wed) May 2018  
Tokyo Big Sight  
East hall 3, 4, 5, 6, 7, 8

## From the organiser

We would like to thank you again for exhibiting at Beautyworld Japan / Tokyo Nail Forum 2018. For the 21<sup>th</sup> anniversary edition, we are pleased to announce that the fair was successfully closed with 76,702 visitors from 40 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: 76,702**

[Preliminary visitor's number]

Visitors: 73,034

Beautyworld Japan is held thrice a year in three different cities – Tokyo in May, Osaka in October and Fukuoka in February. 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 / Tokyo Nail Forum 2018 organiser's office



## Highlights

- Title : Beautyworld Japan  
 Concurrent fair : Tokyo Nail Forum 2018
- Date : 14—16 (Mon—Wed) May 2018 10:00—18:00 (Last day until 17:00)
- Venue : Tokyo Big Sight, East hall 3, 4, 5, 6, 7, 8
- Organisers : Messe Frankfurt Japan Ltd.  
 Shosankan 7F 1-3-2 Iidabashi Chiyoda-ku Tokyo 102-0072, Japan
- Japan Nailist Association (JNA) - Tokyo Nail Forum 2018  
 5F Akasaka Tokyu Building 2-14-3 Nagatacho Chiyoda-ku Tokyo 100-0014,  
 Japan
- Sponsorship : Ministry of Economy, Trade and Industry (Japan), Japan Tourism Agency,  
 (Tokyo Nail Forum 2018) Tokyo Metropolitan Government
- Admission fee : JPY 3,000 (Tax included)  
 \*Free of charge with free admission tickets / online visitor registration
- Number of visitors : 76,702 visitors / 40 countries, regions

Breakdown by country :	Japan	71,790	Ukraine	22	Mexico	3
	China	2,730	Germany	14	Argentina	2
	S. Korea	1,015	New Zealand	12	Bulgaria	2
	Taiwan	342	Mongolia	10	Israel	2
	Hong Kong	182	Philippines	7	Sweden	2
	Thailand	118	Arab	7	Myanmar	2
	U.S.A	98	United Kingdom	6	Czech	1
	Australia	77	Switzerland	6	Netherlands	1
	Singapore	70	India	6	Peru	1
	Indonesia	40	Macao	6	Poland	1
	Malaysia	35	Lithuania	6	Spain	1
	Russia	28	France	4	Tunisia	1
	Canada	23	Chile	3		
	Vietnam	23	Italy	3		

Number of exhibitors : 602 exhibitors / 16 countries, regions (Domestic: 506, Overseas: 96)

Breakdown by country :	Japan	506	U.S.A	3	Thailand	1
	S. Korea	29	United Kingdom	3	Poland	1
	China	29	Hong Kong	2	Brazil	1
	Germany	16	France	1	Bulgaria	1
	Latvia	4	Italy	1		
	Taiwan	3	Belgium	1		

\*Including co-exhibitors

■ Main stage seminar @Hall 7 Main stage Language: Japanese only

14 May

15 May

16 May

10:30-11:30  
**THE JAPAN FACIAL~Hana~**  
**Hidemi Morimasa's brand new technique, build from oversea training experience**

For professionals in: beauty industry

Speaker: Ms. Hidemi Morimasa



■ Esthetic MORIMASA

12:30-13:30  
**[Favorable beauty fasting]**  
**Experienced by more than 12,000 people! Profitable fasting and counseling method for salons.**

For professionals in: beauty, hair industry

Speaker: Mr. Yuki Tanaka



■ Natural Lab inc.

14:30-15:30  
**Cautionary notes of social media advertising**

For professionals in: beauty industry

Speaker: Mr. Ryohei Yoshioka

■ Grafsec-J

Speaker: Ms. Yumiko Kusano

■ CIDESCO International License



Speaker: Mr. Hirotada Takahashi

■ Japan Esthetic Organization

16:30-17:30  
**Let aroma raise your sense of beauty!**  
**How to choose essential oils by brain hormone + sternum and head treatment**

For professionals in: beauty, hair industry

Speaker: Ms. Eriko Ono



■ Aroma School Isis

10:30-11:30  
**"You have to be beautiful to earn."**  
**Must-see "Ultra Lift" technique by Yukiyo Watanabe**

For professionals in: beauty industry

Speaker: Ms. Yukiyo Watanabe



■ Yuki Watanabe Beauty Presen.

12:30-13:30  
**[Bijin-kakusei Method] Secret service methods that attract more customer & "God hand" technique that makes customer repeat.**

For professionals in: beauty, hair, nail industry

Speaker: Mr. Masako Nagashima



■ MAGOKORO TOTAL BEAUTY CO. LTD.

14:30-15:30  
**Be beautiful by solving foot & nail problem;**  
**Upgrade your foot technique with SpaLuce Foot & toe nail care.**

For professionals in: beauty, hair, nail industry

Speaker: Ms. Naomi Hagiwara



■ Future Nail

16:30-17:30  
**Increasing average spend per customer, 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

10:30-11:30  
**[Mind analysis method]**  
**Secret tips of counseling, sales, service, and staff education.**

For professionals in: beauty, hair industry

Speaker: Mr. Kazunari Ujihara



■ Angelique s.a.r.l.

12:30-13:30  
**"Bigan-chokoku facial" & Face lifting head and back technique.**

For professionals in: beauty industry

Speaker: Ms. Mari Funatsu



■ Vivace

14:30-15:30  
**Career development system that fully utilize staff's ability**  
**-How to enhance organizational skills-**

For professionals in: beauty, hair, nail industry

Speaker: Ms. Masako Sudo



■ TESIO Co., Ltd.

■ **Hair stage seminar @Hall 8 Hair stage** Language: Japanese only

**14 May**

10:30–11:30

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

Speaker: Mr. Atsushi Komatsu



■ HEAVENS

12:00–13:30 (70 minutes program)

**The Barberella in Japan presented by BROSH**

Speaker: Mr. Tomoya Nishimori



■ MR.BROTHERS CUT CLUB

Speaker: Mr. Masahiro Kawakami



■ BARBER SHOP APACHE

14:30–15:30

**Takashi Kojo's passion and theory for hair cut**

Speaker: Mr. Takashi Kojo



■ DADA CuBiC

16:30–17:30

**Method to attract customer with Instagram!**

Speaker: Mr. NOBU



■ ALBUM

**15 May**

10:30–11:30

**Branding method to create popular hairdressers and potential of beauty.**

Speaker: Mr. Yoshitaka Ezaki



■ grico

12:30–13:30

**Up Styling 2018 Be Conscious**

Speaker: Mr. Tadao Arai



■ FÉERIE

13:40–14:40

**Tadao Arai x Sachiko Nakasone presents**  
**Nail care menu for hair salons**

Speaker: Mr. Tadao Arai



■ FÉERIE

Speaker: Ms. Sachiko Nakasone



■ Japan Nailist Association

16:30–17:30

**Revealing all about design, technique, and salon management!**  
**Learn special hair recipe by "SHACHU"**

Speaker: Mr. Noriyoshi Miyachi



■ SHACHU

**16 May**

10:30–11:30

**Real reasons why "atelier haruka" succeeded.**  
-Service that makes woman's wish come true -

Speaker: Mr. Daisuke Iwai



■ atelier haruka co.,ltd

12:30–13:30

**Management and vision to survive in the present and future**  
**Japanese beauty market.**

Speaker: Mr. Naoki Yoshihara



■ Arte Salon Holdings, Inc

14:30–15:30

**Fully booked without any advertisement!**  
**The secret of AYOMOT's staff training system.**

Speaker: Mr. Tomoya Suzuki



■ AYOMOT

■ **Morimasa seminar** @ Hall 8 Special seminar room Language: Japanese only

## Morimasa seminar



**Venue: East hall 8 Special seminar room**

- *All sessions will be conducted in Japanese.*
- *Pre-registration and pre-payment is compulsory.*

 Reservation website



- Japanese only
- Reservation is only accepted through website
- Movies, photos, sound recordings are forbidden
- Programs may alter

[Session 1] 15 May 13:00 – 16:00

**Hidemi Morimasa's 「Answering common questions of slimming spa treatment」 .**

[Session 2] 16 May 13:00 – 16:00

**[Main stage in detail]**

**THE JAPAN FACIAL~Hana~**

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

Speaker: Ms. Hidemi Morimasa

- Esthetic MORIMASA

Contents of session:

- Text+DVD
- Diploma of attended Morimasa Seminar
- Original gel pad

### Information

Number of tickets:	120 tickets per session
Participation fee per person:	JPY 15,000 per session
Registration:	Pre-registration and pre-payment is compulsory
Paying method:	Credit card (VISA, Master, JCB) or PayPal
Cancellation policy:	For cancellations and changes please contact the organiser office. Cancellations before 23 April ... no charge <b><u>Cancellations after 24 April</u></b> <b><u>... non-refundable</u></b>

■ **Dr. Suzuki seminar** @ Hall 8 Special seminar room Language: Japanese only



Venue: East hall 8 Special seminar room

- All sessions will be conducted in Japanese.
- Pre-registration and pre-payment is compulsory.



Reservation website

 **Dr. 鈴木ゼミ**



- Japanese only
- Reservation is only accepted through the official reservation website
- Movies, photos, sound recordings are forbidden
- Programs may alter

15:30 - 17:00

**Why can't we loose weight? ~Explanation of how "Intermittent Fasting" adjust hormone balance~**

Speaker: Mr. Isao Suzuki

- Suzuki Clinic

**Information**

Number of tickets: 120 tickets

Participation fee per person: JPY 6,000

Registration: Pre-registration and pre-payment is compulsory

Paying method: Credit card (VISA, Master, JCB) or PayPal

Cancellation policy: For cancellations and changes please contact the organiser office.  
Cancellations before 23 April  
... no charge  
**Cancellations after 24 April**  
**... non-refundable**



■ **Dr. Ujihara seminar** @ Hall 6 Special seminar room Language: Japanese only



Venue: East hall 6 seminar room

- All sessions will be conducted in Japanese.
- Pre-registration and pre-payment is compulsory.



Reservation website



- Japanese only
- Reservation is only accepted through website
- Movies, photos, sound recordings are forbidden
- Programs may alter

[Session 1] 14 May 11:00 - 14:00

**[Private consultant seminar for salon management.]**

**How to attract 10 times more customers**

~Focusing on customer reviews, internet, social media and advertisements.~

[Session 2] 15 May 11:00 – 14:00

**[Private consultant seminar for salon management.]**

**How to profit from salon retail.**

~Selling cosmetics, supplements, hair care, lingerie~

Speaker: Mr. Kazunari Ujihara

- ANGELIQUE S.A.R.L.

Contents of session:

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

Information

Number of tickets:	30 tickets per session
Participation fee per person:	JPY 10,000
Registration:	Pre-registration and pre-payment is compulsory
Paying method:	Credit card (VISA, Master, JCB) or PayPal
Cancellation policy:	For cancellations and changes please contact the organiser office. Cancellations before 23 April ... no charge <b><u>Cancellations after 24 April</u></b> <b><u>... non-refundable</u></b>

## ■ Association's seminar

@ Hall 8 Special seminar room / Hall 6 Special seminar room Language: Japanese only



15 May 10:30–11:30

Venue: East hall 8 Special seminar room

『I selected you!』 Career path for future estheticians.

Speaker: Ms. Akiko Hino



■ deux Marie,, Ltd.

Organizer: Japan Esthetic Organization



15 May 16:30–17:30

Venue: East hall 8 Special seminar room

Back to basics for salon management

Speaker: Ms. Yumiko Kusano



■ CIDESCO International License

Speaker: Mr. Hirotada Takahashi

■ Japan Esthetic Organization

16 May 10:50–11:40

Venue: East hall 6 Presentation room E

『Ideal job』 ~5 important points to succeed in beauty market ~

Speaker: Ms. Makiko Hirano



■ 1piece

Speaker: Mr. Hirotada Takahashi

■ Japan Esthetic Organization

16 May 10:50–11:40 【聴講有料】 【事前申込制】

Venue: East hall 6 seminar room

Workshop for esthetic salon owners

~Case studies of consumer consultation & law~

Speaker: Ms. Akiko Uzawa

■ Lawyer from Kinya Fujita law firm

Speaker: Ms. Hiroko Uchida

■ Japan Customers' Association

Speaker: Mr. Hirotada Takahashi

■ Japan Esthetic Organization

■ **Business seminar** @ Presentation room D Language: Japanese only

14 May 15:30–16:20

**Outbound strategy of "Japan beauty"**

Speaker: Mr. Junji Asai



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■ Yano Research Institute Ltd.

14 May 16:40–17:30

**Comprehensible Korean cosmetic law (Basics)**

Speaker: Mr. Takeshi Yoshida



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■ Japan association for Pharmaceutical Affairs Law foundation

■ **Nail stage** @Nail stage in Hall 3 Language: Japanese only

14 May

11:00-11:15  
Opening Ceremony

11:30-12:30  
Speedy, beautiful gel nail art 2018 by para gel  
Exhibitor Stage: Provided by Nail Select

Speaker: Ms. Mari Shirakawa



13:00-14:00  
More vitality for your salon! All about the next generation's "POLY GEL".  
Exhibitor Stage: Provided by NAILS UNIQUE OF JAPAN CO.,LTD.

Speaker : Mr. Yoshio Mizuno /Ms. Kaori Nakai /Ms. Mari Yoshino /Ms. Hidemitsu Arito

14:30-15:30  
Most elegant finger tips start here.  
-Preparation for JNEC Nailist Certificated Examination (2nd level)-

Speaker : Ms. Naoko Hirota



Demonstration: Ms. Mai Tonosaki



15 May

11:00-12:00  
KOPER x Presto Collaboration! Proposing time-saving salon work  
Exhibitor Stage(Provided by Nail Labo)

Speaker: Ms. Akiko Kanemitsu



Speaker: Ms. Mayumi Hase



Speaker: Ms. Nagisa Uehara



15:30-16:30  
~Foot care at nail salons~  
Presenting JNA's foot care system!

Speaker: Ms. Sachiko Nakasone



Speaker: Ms. Yayoi Ogasawara



16:00-17:00  
Architecture and design of nail extension  
-Preparation for JNEC Nailist Certificated Examination (1st level)-

Speaker: Mr. Yoshio Mizuno



Speaker: Ms. Keiko Miyajima



Demonstration: Ms. Takako Izutsu



## 16 May

11:30-12:30

~Indispensable certificate for professionals~  
JNA Gel Nail Examination Licensing Exam (Intermediate and Advanced level)

Speaker: Mr. Yoshio Mizuno



Speaker: Ms. Akiko Kanemitsu



Demonstration: Ms. Kaori Nakai



Demonstration: Ms. Naomi Ota



13:00-14:00

Future JNA foot care system  
[Recommended for JNA certified technique lecturers]

Speaker: Ms. Yayoi Ogasawara



Speaker: Ms. Naoko Hirota



14:20-15:20

JNA Super Live  
~Most beautiful French-sculpture & Care-french~  
[Recommended for JNA certified technique lecturers]

Speaker: Ms. Sachiko Nakasone



Speaker: Mr. Yoshio Mizuno



Demonstration: Ms. Mie Kunimats



Demonstration: Ms. Chie Iwai



## Profile of the visitors

### ■ Number of visitors

Date	14 May	15 May	16 May	Total
Number of visitors	29,405	27,308	19,989	76,702

### ■ Industrial categories (occupation)

Esthetic salon	20.8%
Nail salon	18.4%
Hairdressing salon	9.5%
Compound salon	13.6%
Spa facility	0.7%
Hotel & leisure facility	0.6%
Medical institution	2.9%
Distributor / Wholesaler	7.5%
Importer	4.5%
Retailer	3.6%
Manufacturer	8.8%
Student (esthetic, nail and hairdressing school)	3.7%
Others (association, embassy, beauty professional school, public officer, Press)	4.6%
N/A	0.8%

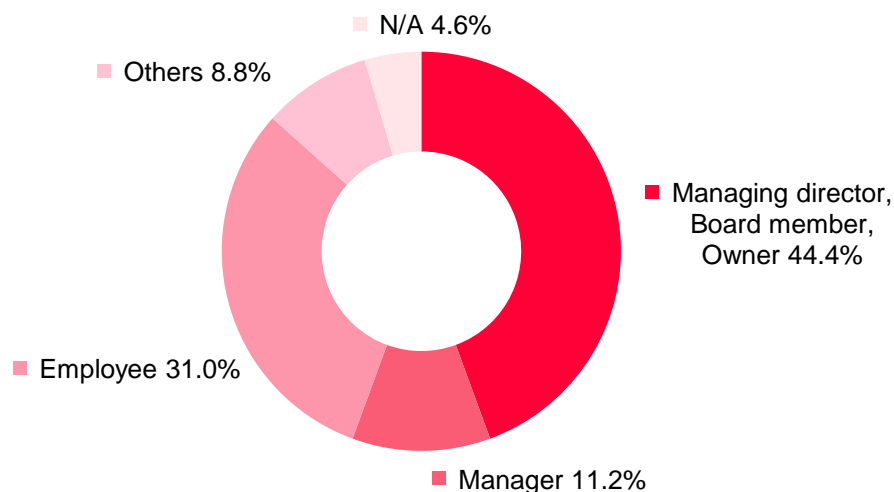
### ■ Visitors (Domestic / international)

Domestic	93.6%
Overseas	6.4%

## Visitors' questionnaire

### Your position

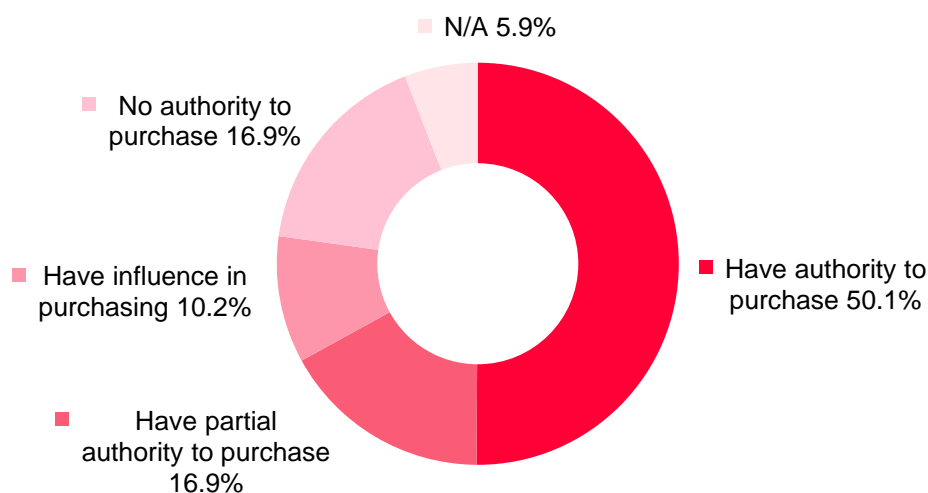
Managing director, Board member, Owner	44.4%
Manager	11.2%
Employee	31.0%
Others	8.8%
N/A	4.6%



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

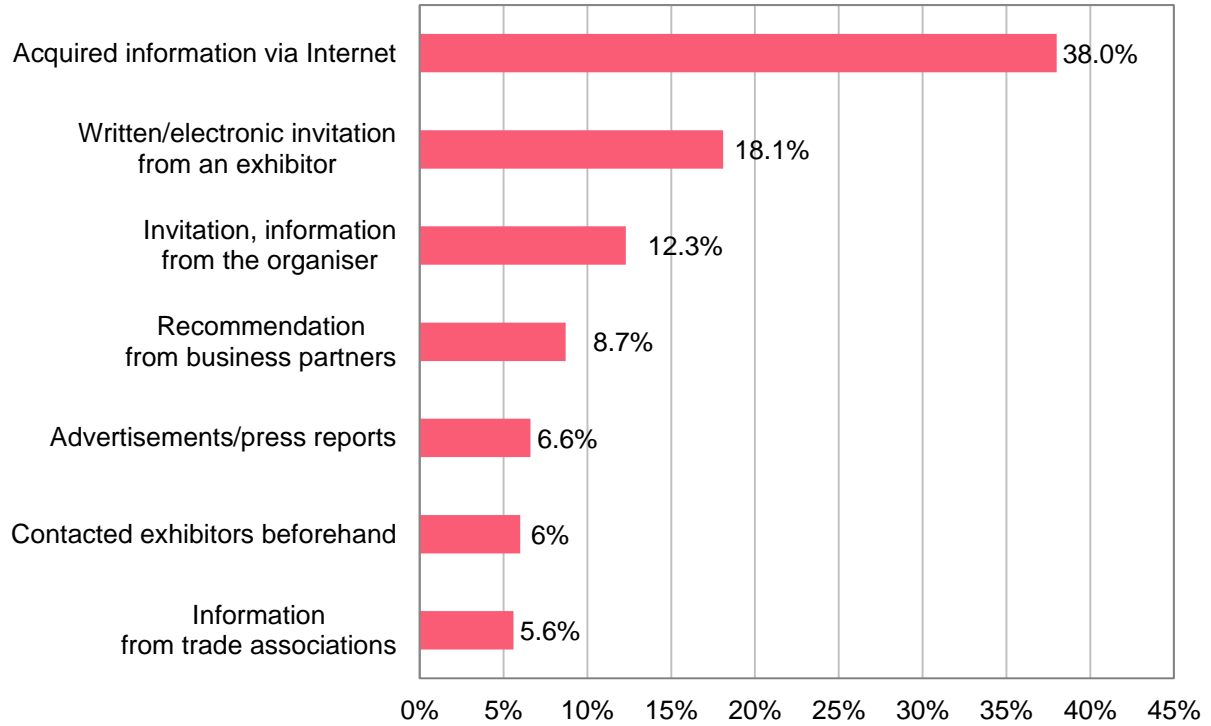
### Your authority in purchasing decisions

Have authority to purchase	50.1%
Have partial authority to purchase	16.9%
Have influence in purchasing	10.2%
No authority to purchase	16.9%
N/A	5.9%

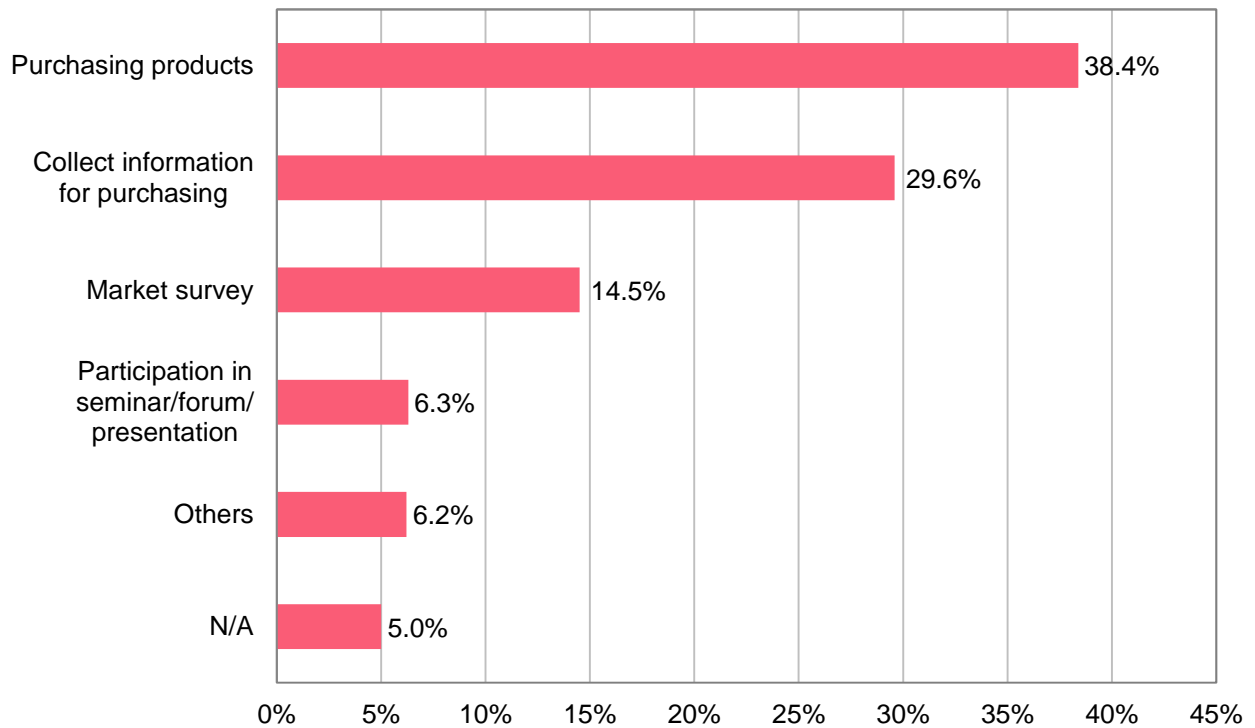


\*Source: Visitor registration data tallied by the organiser's office

**How did you prepare for your trade fair visit to Beautyworld Japan / Tokyo Nail Forum 2018?**  
 [multiple answers]



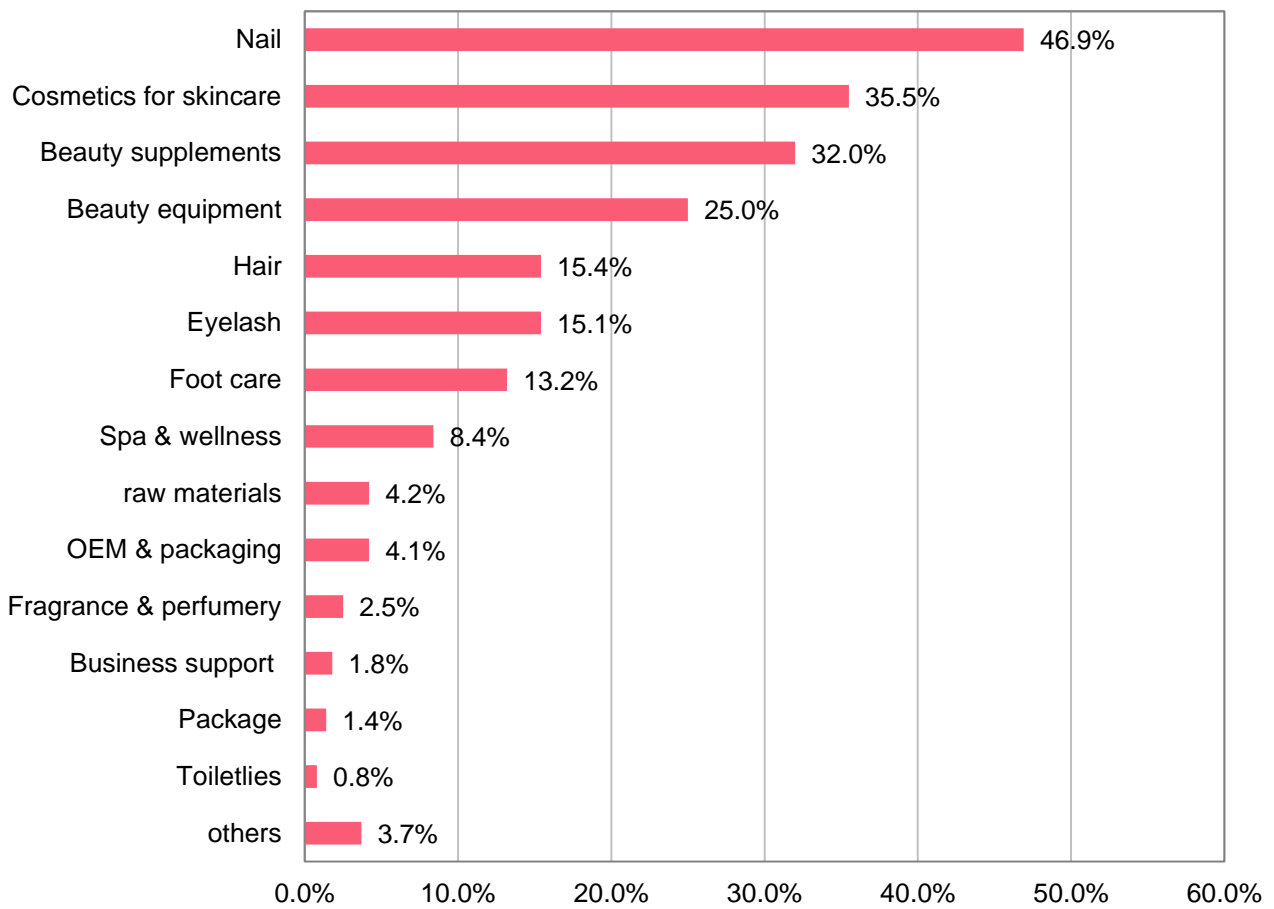
**What were the objectives of your participation in Beautyworld Japan / Tokyo Nail Forum 2018?**  
 \*Source: Visitor registration data tallied by the organiser's office





**Which product range are you interested in at Beautyworld Japan / Tokyo Nail Forum 2018?**

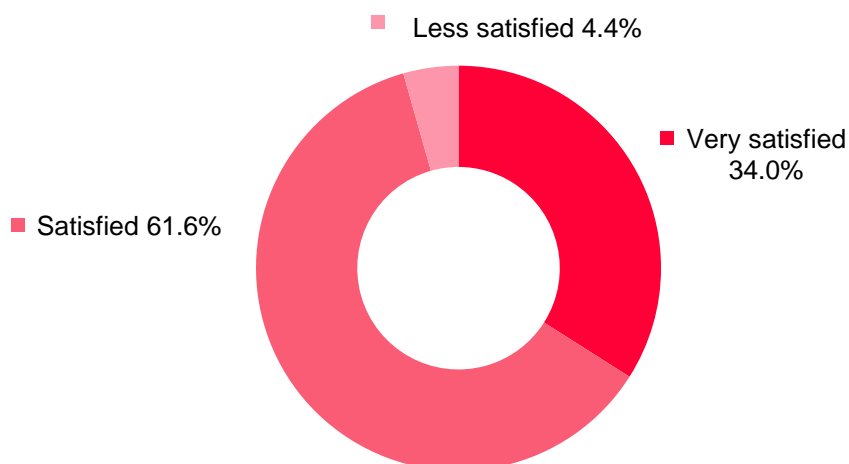
[multiple answers]



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

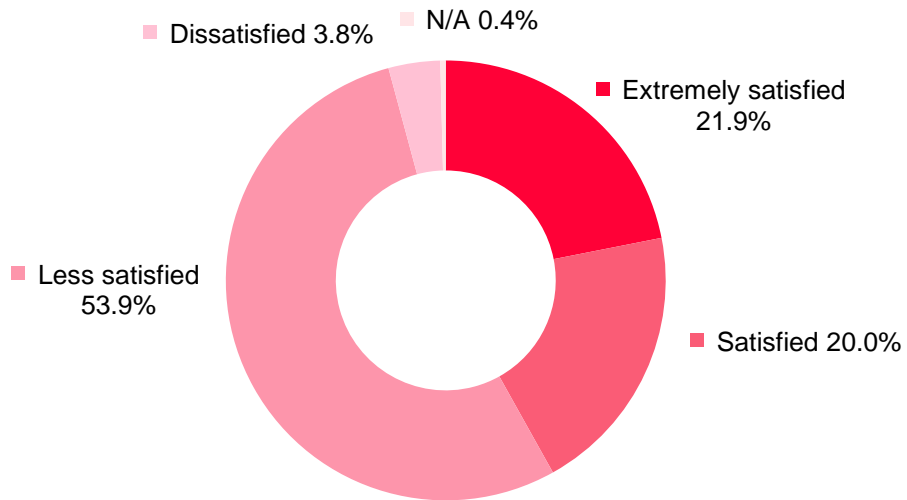
**How satisfied are you with your visit to this trade fair?**

Very satisfied	34.0%
Satisfied	61.6%
Less satisfied	4.4%



**To what extent, at the moment, would you tend to also visit the next Beautyworld Japan / Tokyo Nail Forum?**

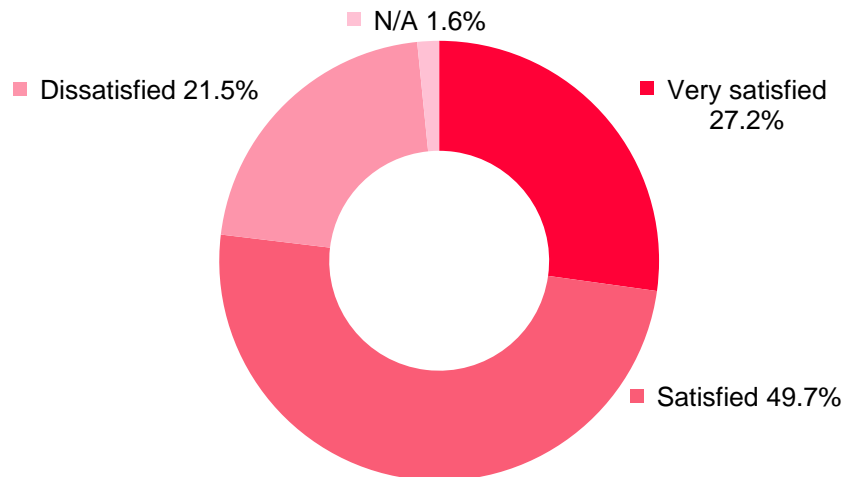
Extremely satisfied	21.9%
satisfied	20.0%
Less	53.9%
Dissatisfied	3.8%
N/A	0.4%



## Exhibitors' questionnaire

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

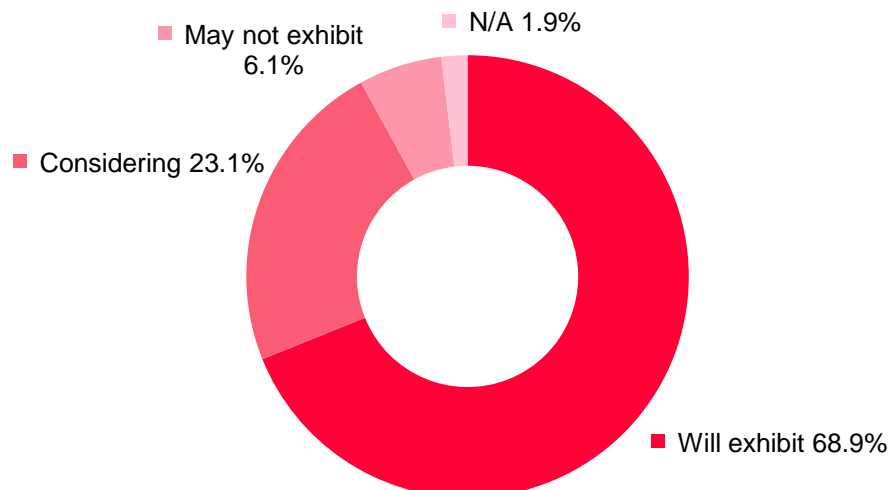
Very satisfied	27.2%
Satisfied	49.7%
Dissatisfied	21.5%
N/A	1.6%



Will you participate in the next Beautyworld Japan / Tokyo Nail Forum?

13 – 15 May 2019 Tokyo Big Sight

Will exhibit	68.9%
Considering	23.1%
May not exhibit	6.1%
N/A	1.9%



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## **Next fairs**

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**Beautyworld Japan / Tokyo Nail Forum 2019**

**13 - 15 (Mon - Wed) May 2019**

**Tokyo Big Sight**

**West 1·2·3·4 Atrium**

**Tokyo Big Sight**

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## **Next fairs**

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### **Beautyworld Japan West**

**15 - 17 (Mon - Wed) October 2018  
INTEX Osaka**

**«Apply now!!»**

### **Beautyworld Japan Fukuoka**

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

**«Apply now!!»**

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