



BEAUTY WEST AFRICA

28th–30th November 2023
The Landmark Centre, Lagos, Nigeria

SHOW GUIDE 2023



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ADMISSION:

Admission to the exhibition is free of charge to everyone pre-registered.

Registering on-site is possible, but comes at a cost.

Opening Times:

Tuesday, 28th November
10:00 to 17:00

Wednesday, 29th November
10:00 to 17:00

Thursday, 30th November
10:00 to 17:00

Children under the age of 16 will not be admitted.

CATERING AND REFRESHMENTS:

A cash-basis refreshment facility (Café) is available within the exhibition hall.

FIRST AID:

Please visit the organiser's office for all first aid services.

PROHIBITION:

The Organisers reserve the right to refuse admission. The Organisers reserve the right

to order the expulsion of any person whose conduct in their opinion renders this course of action necessary.

Canvassing for orders by unauthorised persons is prohibited and will necessitate expulsion.

No handbills or placards may be affixed to any part of the building or site area. No material printed or otherwise, may be distributed in any part of the site without the express permission of the Organisers.

No photography or filming is permitted anywhere in the Exhibition hall without the express written permission from the Organisers.

DISCLAIMER:

Details published in this guide are based on information supplied by exhibitors or by the organisers of joint ventures.

The Organiser, BtoB Events can accept no responsibility for inaccurate or misleading information, although every effort has been made to ensure that information is accurate at the time of printing.

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WELCOME LETTER

Dear Colleagues,

It is a privilege to welcome our visitors, partners, speakers and exhibitors to Beauty West Africa 2023, proudly brought to you by BtoB Events Ltd.

Beauty West Africa is a once a year opportunity for the beauty and cosmetics sector of West Africa to come together, network, forge new opportunities, discuss best practice and of course do business.

The exhibition will host more than 250 exhibitors from across 5 continents as well as a fantastic number of local suppliers and manufacturers.

We are proud to also bring you the Nigerian SME Zone, enabling new businesses starting their journey to showcase their products alongside some of the leading providers, both locally and internationally.

I would like to take this opportunity to personally thank our sponsor Lush Hair Nigeria, our conference partner Beauty in Lagos, and all our exhibitors and show partners for their support.

On behalf of the whole Beauty West Africa team, I would like to wish you a fruitful exhibition. We hope that you enjoy your time at the show and manage to take away new partnerships and insight to generate future success for your business. We hope to welcome you back next year for Beauty West Africa 2024.

Ken Baber
Exhibition Manager – Beauty West Africa
BtoB Events

Ken.Baber@btob-events.com
(T) +44 247 6158 098
(E) Ken.Baber@btob-events.com

28th November–30th December 2023
The Landmark Centre, Lagos, Nigeria







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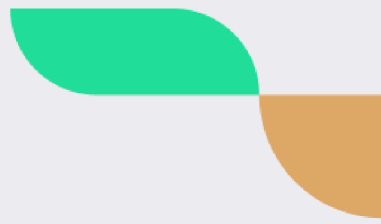
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Get access to exclusive webinars, insights & best practices.



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Meet Aleph team at Beauty in Lagos booth to learn more about how we can help your business grow.



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EXHIBITOR LIST

COMPANY NAME	BOOTH NUMBER	COMPANY NAME	BOOTH NUMBER
A3 Cosmetics - Italy	2C05	Benjamin Beauty, Skincare Hub	2A01
ABCO Group	1G14	Bingo Hair Cosmetic Manufacture Ltd	1A10
Absolute Global	1A06	Biocos International Pvt Limited	1C33
Aco Perfumes & Cosmetics Llp	1D04	Biokudi	2B02
Afrimed International	2D16	Blue Poppy	SM3
Ahmed Perfumes	1D10	Bolt Care Private Limited	2B22
Al Haramain Perfumes - Dubai	1D08	Brand for Pharmaceutical Industries	1F04
Al Khadlaj Perfumes Llc	1C16	BSI Cosmetics	1G06
Al Salam Chemicals	1F08	BTL Healthcare Technologies	2C01
Al Zaitoun	2C02	Butterfly (Santex)	2B12
AL KHALEEJ, Perfume & Beauty Products, Pakistan Dubai Durban	1A08	Buybetter Cosmetics Nigeria	1B04
Alpha Group	1A05	Cassiey Biological (Guangdong) Technology Co. Ltd	2B05
Ampro Industries Inc	1D22	Cecosa	2C22
Angela Care	2C08	Chardine Goats Milk Skincare Pty Ltd	2C09
A. A. K - FIVE FIVES	1F07	Clean Hygienics Group (London - Dubai)	1E13
Astrixpharma France	1C06	Cosmetics Association Of Ghana	1G08
Atika Perfumes Trading Llc	1C10	Dandys	1B09
Baba Cosmetics Private Ltd	1C23	DC Laboratories	2C10
BeautyinLagos (BiL)	2E8		
Beautystanbul Exhibition	2E10		
BENCHMARK	1F18		

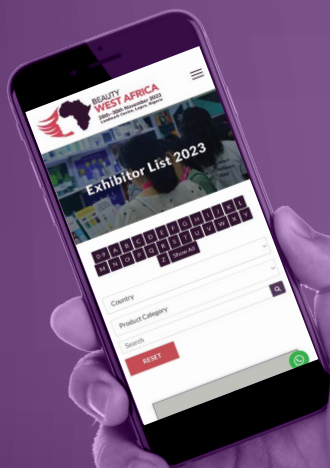
COMPANY NAME	BOOTH NUMBER	COMPANY NAME	BOOTH NUMBER
Derma Aesthetics Academy	SM8	Goree Cosmetics Pvt Ltd	1A16
Domestic Perfumes Co Llc (Just Gold, Max Touch, Miss & Mrs)	1E12	Gorey International	1C21
Dongyang City Obi Trading Co. Ltd	1B05	Guangdong Kashi Medicine Biology Technology Co., Ltd	2A14
Drugs4All	1C07	Guangzhou Amarrie Cosmetics Co. Ltd	1C14
Dubai Gate For Perfumes And Detergents And Cosmetics	1F12	Guangzhou Baytiful Cosmetics Co. Ltd	1E05
Due Beauty Products (Kreative Cosmetics Pvt Ltd)	1D12	Guangzhou Caili Cosmetic Product Co. Ltd	2D20
Ebin New York (C&C Ferdinands Ltd)	1E10	Guangzhou Hodm Professionals Cosmetics Co. Ltd	1D16
Egypt Expo&Convention Authority EECA	1F09	Guangzhou Livepro Beauty Cosmetics Co. Ltd	1D07
Egyptian British Co.	1F05	Guangzhou Oubo Cosmetic Co. Ltd	1C09
Eva Cosmetics	1F03	Hair Tribe	1C15
Ever Pure	1F01	Hangzhou Ziyu Cosmetic Products Co. Ltd	1B12
Feenock & Partners Ltd	1B01	Henan Auben Technology Co. Ltd	1D26
Fhaberhy	1A07	Henan Feibin Hair Products E-Business Co. Ltd	1E25
First Cosmetics	1F11	Henan Rebecca Hair Products Co., Ltd	1D27
Firstnail Biotechnology (Guangzhou) Co. Ltd	2B11	Henan Zhengyi Industry Co. Ltd	1D20
Flawless	1E08	IMPERIO COSMETICS	1B10
Fonex Cosmetics	1E01	JiJi Nigeria	SM9
Funocurls Green Beauty	2C11		
Gamma Doro: Kosklu Cesme Mahallesi Yeni Bagdat Cad.	2B14		

COMPANY NAME	BOOTH NUMBER	COMPANY NAME	BOOTH NUMBER
Kates Associated Industries Limited	1B06	New Face Cosmetics	2B09
Keeni-G Seecrets	SM7	Nexton De'lesh	1A20
Kelyn I Wonder Product Group of Companies	2C24	Ningbo Somewang Packaging Co. Ltd	1E11
Khyber Chemical (Pvt.) Ltd	1C24	Ningbo Tiehai Plastic Industry Co. Ltd	1B02
Klapp Skin Care Science	1A13	Noble White Usa (C&C Ferdinands Divine Ltd)	1E07
Kudos Healthy Living	SM4	Novel Aromas	1C22
L'origine FZC	1D14	Okay Pure Naturals	1E04
La' Verita' Hair	2C06	PARKET Inc.	2D12
Lindoirs	SM2	Professional Association of Spa and Cosmetology in Nigeria	SM11
Lord International S.A.E Ex Wilkinson Sword Middle East	1F14	Peaches Cosmetics	2C12
Loris Perfumes	1G04	Pepper Tree Bath & Body	2C14
Lush Hair Nigeria	1B03	Practitioners of Spa and Beauty Association of Nigeria	1C27
Madar Group Egypt - Baby Diapers	1F10	R L Beauty Products /Glamour Beauty	1E14
Majestic Perfume Industry India	1C05	Real Gold 24k Skin Care Cosmetics Pakistan	2A08
Mamoa Skincare	2C13	Ruiyi Group	1D05
Maskatiya Industries Pvt Ltd (Olivia Cosmetics)	2B08	Runako Naturals	2C15
Milan Hair Vietnam Nigeria	1B08	Sahapan Group (Thailand) Co. Ltd	1C20
Minerva Lashes	SM6	Samden & Co.	1C31
Nabeel Perfumes	1B17	Sanot Pty Ltd / SkinSpring	2C16
NACCIMA	1C28	Sarl Codiet	1B15
NATUREBOUQUETSPA	SM15		

COMPANY NAME	BOOTH NUMBER	COMPANY NAME	BOOTH NUMBER
Satnam Investment Nigeria Ltd	2B03	Vip Razors	1F13
Shaikh Mohd Saeed Est.	1A14	Vsp Botanics Limited	SM10
Shanghai Rowell Industry Limited	1E16	Waxpot Africa	2D14
Shanns Cosmetics & Chemicals (Golden Girl Cosmetics)	1C32	White Gold International	1C25
SKIN1004 (Craver Corporation)	1E06	Xuchang Allwin Enterprise Co. Ltd	1F28
Skincare Company Pakistan	1C44	Xuchang Fadao Industrial Co. Ltd	1D28
Skinologist	1B11	Xuchang Hongyang Bio-Chemical Industrial Development Co. Ltd	1B21
Sky Cosmetics	1A22	Xuchang Kate Fine Chemical Factory	1E29
Society Of Cosmetic Scientists Nigeria	SM14	Xuchang Lanshan Industrial Co. Ltd	1E26
Soft Sheen Carson (Cosmetics)	1C08	Xuchang SV Industrial Co. Ltd	1F22
StyleKorean (Silicon2)	1A04	Xuchang Xinran Crafts Co. Ltd	1F24
Sunny Isle Jbco	1D24	Yivani (PTY) Ltd	2C17
Spa & Wellness Association of Africa	SM12	Yiwu Yaho Cosmetics Co. Ltd	1B14
Swiss Egyptian Company (SESIC)	1F06	YouAps	1C12
The Modern Medspa	SM16	Zarwa Cosmetics	2A20
Tianjin Dianyuyan Technology Co. Ltd	1D15	Zhejiang Feiran Industry Trading Co. Ltd	2D22
Tolex Perfumes	SM1	Zhejiang Meixin Cosmetics Co. Ltd	1B07
Uncover Skincare	1A17		
United Cosmetics and Saloon Equipment Dealers Association	1B27		

 EXHIBITOR LIST

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CONFERENCE AGENDA

DAY ONE – 28th November 2023

11:00	OPENING CEREMONY - WELCOME ADDRESS Jamie Hill – M.D., BtoB Events
11:15	KEYNOTE SPEAKER ADDRESS: Moderator: Ezinne Alfa – CEO, BeautyInLagos (BIL) & Conference Chairwoman Speaker: Dr. Chidi Ogham – Representative, Director General - Standards Organisation of Nigeria (SON)
11:45	FIRESIDE CHAT 1 – BUILDING A BRAND: Entrepreneurship & Leadership Moderator: Ezinne Alfa – CEO, BeautyInLagos (BIL) & Conference Chairwoman Speaker: Olufunke Tonye-Pregahfi – Founder of Blot Beauty Cosmetics
12:45	INTERNATIONAL GUEST SPEAKER: The Artistry and Business of Make Up: Illuminating the Intelligent Path to Beauty Across Continents Speaker: Eryca Freemantle - Global Beauty Strategist & Founder E.A.T.O.W Make Up Club, UK
13:15	30 MIN EXHIBITION BREAK
13:45	PANEL 1: CONSCIOUS BEAUTY: Sustainability Practices in the Nigerian Beauty Industry
	Moderator: Omolola Faleye – Founder, The Makeup Fair Series Panelists: • Jennifer Uloko – Founder, Yanga Beauty • Ngozi Ezeta-Attah – Founder, Jaga Beauty • Debo Adeniyi – MD/CEO, CENGSSUD Sustainability Services Ltd • Mariam Lawani – Founder, GreenHill Recycling Limited • Adebisi Odeleye – Founder, Moore Organics
14:45	Closing Remarks Ezinne Alfa – CEO, BeautyInLagos (BIL) & Conference Chairwoman

DAY TWO – 29th November 2023

11:00	OPENING CEREMONY - WELCOME ADDRESS Jamie Hill – M.D., BtoB Events
11:15	PANEL 2: BEAUTY & TECH: Technological Trends Transforming the Beauty Industry – Sponsored by Aleph 
	Moderator: Jennifer Obiuevbi – Founder, Pen-Shy Relations Social Marketing Strategist Panelists: • Dolapo Adejuyigbe – Co-Founder, Traction • Joycee Awosika – Founder & MD, ORIKI Group • Ifeoma Nwobu – Co-Founder/COO, Sendstack • Temitope Showole – Sales & Marketing Manager, Essenza • Emeka Okenwa – SMB Lead, Aleph Nigeria
12:15	FIRESIDE CHAT 2: NAVIGATING INTERNATIONAL BRAND ENTRY INTO NIGERIA: Communications Strategies for Brand Success Moderator: Olamide Akintobi – Broadcast Media Professional, CNN Speaker: Bola Balogun – Founder, GlamBrand Agency
13:15	45 MIN EXHIBITION BREAK
14:00	PANEL 3: CULTIVATING ORDER IN THE NIGERIAN BEAUTY INDUSTRY: A Call for Improved Regulations
	Moderator: Mrs. Lillian Arigbodi - Founder & MD, Lilian Collins LTD Panelists: • Hilary Taiwo – Founder, HilarySays • Onyeka Michael-Ugwu – Medical Aesthetician/ Founder, Hello Perfect Aesthetic and Laser Clinic • Zainab Mohammed – CEO, Zimtopia Spa • Daisy Obiano – Member, Board of Trustees (POSBANN) • Tejiri Arigbodi – Founder, SkinByTej • Abiola Abiola Mary – Ass. Director (Head Spas & Gym Sector), Lagos State Safety Commission
15:00	CLOSING REMARKS Ezinne Alfa – CEO, BeautyInLagos (BIL) & Conference Chairwoman

DAY THREE – 30th November 2023

10:45	WELCOME NOTE Ken Baber – Exhibition Manager, BtoB Events
11:00	Title: Beyond the Surface Speaker: Chidiogo Mbelede – Founder, House of Coco Skincare Encouraging women to view beauty beyond a one-dimensional plane as set by society. Promoting self-love, confidence, & a strong sense of identity beyond aesthetics. The power of psychotherapy in managing skin conditions
11:15	Title: Digitalization: Key Opportunities in the Beauty Industry Moderator: Mrs Olajoke Olawale – Country Manager, YouAps Nigeria Speakers: • Mr Hillah Ayite – Co-Founder & CEO YouAps Africa • Miss Dede Assiongbon – Business Development Executive Director YouAps, France Dive into the future of beauty and wellness services with a Beauty Management Software and Marketplace application tailored for professionals and clients alike. For beauty pros, it's a game-changer-boosting visibility through our marketplace, streamlining stock, inventory and staff management, offering an effortlessly organized schedule, enabling online payments and automatic cash registers, and providing detailed activity and revenue reports, all wrapped up with powerful marketing and promotion tools. Clients, on the flip side, relish the ease of online bookings, bid farewell to salon wait times, receive handy SMS reminders, and even indulge in chat messaging with their chosen beauty experts. It's not just software; it's a beauty tech revolution and your growth partner! You, everyday simpler!
11:45	Title: Beauty and the Cosmeceuticals Speaker: Mrs Lilian Arigbodi – Founder & MD, Lilian Collins LTD Presenting Skinologist with product demonstrations from one of Nigeria's leading skincare brands.
12:15	Title: The Cosmetics Business in Ghana & The Registration of Products Speakers: • Dr Michael Nkrumah – President, CAG • Samuel Adjei Frimpong – CAG, General Secretary Introducing the Cosmetic Dealers Association of Ghana, who have partnered with Beauty West Africa, bringing with them a delegation of members from Accra and Kumasi.
13:15	30 MIN EXHIBITION BREAK
13:45	Title: Beyond Boundaries: Redefining Style with Lush Hair Speaker: Nnennaya Ukadike – Wet Hair Brand Consultant – Lush Hair Sharing secrets from one of Nigeria's leading hair brands.
15:00	CLOSING REMARKS Ken Baber – Exhibition Manager, BtoB Events



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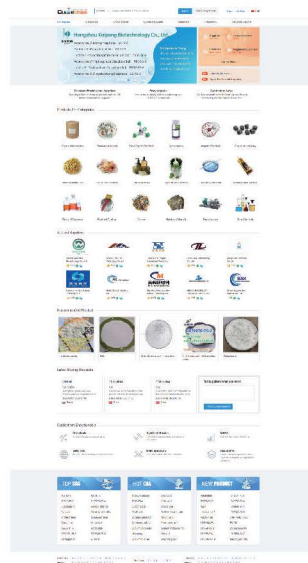
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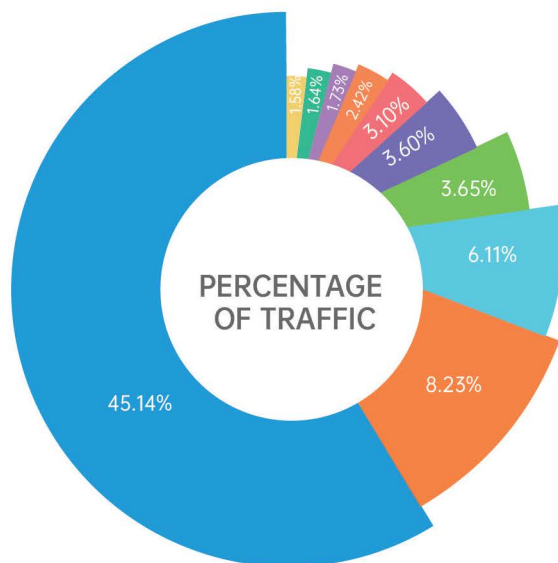
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- HYALURE FILLERS
- WIQO

Afrimedical Manufacturing & Supplies Limited

Afrimedical Manufacturing and Supplies international is one of the leading medical device distributors in the Sub-Saharan Africa region.

At Mikano, we take pride in ensuring that we deliver innovative solutions that are directed at eliminating or minimizing problems that affect the countries and communities in which we operate.

Afrimedical was established in 2019 to bridge a gap in the health sector, when more attention was required in the health industry; especially in terms of medical supplies. It has therefore been our mission since then to produce medical products that help to provide general protection and also from virus-related diseases.

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