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| Press release | XX DATE 2025 |
| SPOTLIGHT ON INNOVATION: NAIL ARENA AND NEXT IN BEAUTY SET TO INSPIRE AT BEAUTYWORLD SAUDI ARABIA 2025 | 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.beautyworldksa.com](http://www.beautyworldksa.com) |

## The Nail Arena powered by Sawaya makes its debut  with global brands Gelish and Morgan Taylor, alongside live demonstrations, nail battles, and technical education.

## More than 40 speakers will take the stage at the Next in Beauty conference, including experts from Chalhoub Group, Four Seasons and Intertek, plus influencer Alice Abdel Aziz.

Riyadh, KSA: The stage is set for a bolder **Beautyworld Saudi Arabia**, the Kingdom’s leading trade show for beauty, hair, fragrance and wellness, with record numbers of exhibitors and visitors expected to attend.

Taking place at the Riyadh International Convention and Exhibition Centre (RICEC) from 21 to 23 April, this year’s event is set to be a dazzling showcase of the flourishing beauty and wellness landscape in the region.

Industry professionals including manufacturers, wholesalers, distributors, retailers, and salon and beauty experts will be able to peruse six product segments spread across five halls. The Nail Arena powered by Sawaya and Next in Beauty are two of the highlights of the show, attracting global speakers and experts to share their expertise.

**Introducing: Nail Arena powered by Sawaya**

Nail Arena powered by Sawaya is where passion meets artistry, and creativity and innovation take centre stage. Offering an electrifying platform for nail professionals, beauty enthusiasts, and trendsetters to immerse themselves in the latest nail artistry innovations, the Nail Arena promises live demonstrations, expert-led sessions, and hands-on experiences with cutting-edge products from leading brands such as **Gelish** and **Morgan Taylor**.​

Educators at this year’s edition include **Vu Nguyen**, a renowned Global Artist who collaborates with top chemists to develop cutting-edge nail products; and **Danny Phung**, former Global Artist for OPI and now International Sales Manager at Nail Alliance.

**Highlights of the 2025 agenda** for **Nail Arena powered by Sawaya** include: **The Ultimate Performance in Mobile Curing: Gelish 18G Unplugged LED Light** on Day One; T**he Perfect Manicure: Morgan Taylor Nail Polish & Breathable & Naturals** on Day Two; and **Elevate Your Nails to New Heights: Gelish Flash Glam & Cat Eye** on day three. See the full agenda [here](https://beautyworld-saudi-arabia.ae.messefrankfurt.com/ksa/en/events/nail-arena.html).

### Next in Beauty

This year’s Next in Beauty stage will feature a dynamic blend of insightful speaker sessions and captivating live makeup and beauty demonstrations.

With free-to-attend sessions across three days, the program encompasses market intelligence, emerging trends and revolutionary innovation reshaping the beauty sector on local, regional and global scales.

The 2025 lineup brings fresh insight, regional expertise, and new strategies for growth across the Saudi beauty market.

**Key highlights**

This year’s Next in Beauty programme is anchored around the trends transforming the global beauty landscape, and Saudi Arabia’s fast-evolving role within it. Key highlights include, on Day One, **Andrea Fetzer of Chalhoub Group** will explore *The Rise of Asian Beauty in the GCC*, examining how Korean and Japanese beauty brands are reshaping consumer expectations and retail strategy across the region.

During Day Two, the spotlight will turn on influence and authenticity, as **entrepreneur and media personality Alice Abdel Aziz** leads *The Power of Personality* - a discussion on how content creators are building brand empires and redefining trust with beauty buyers.

Closing the programme on Day Three, a future-forward panel on *AI, Personalisation and the Future of Beauty Retail* will unpack the technologies revolutionising how consumers discover, try, and shop for products - from diagnostics to virtual try-ons.

Other key speakers include:

* Charbel Watfa - Senior Spa Director MEA, Four Seasons Hotel Riyadh
* Hayat Belhadji - Global Cosmetic & Drugs Programme Manager, Intertek
* Haifa Addas - Founder & CEO, INSTAGLAM
* Layla Alhajjaj - Serial Entrepreneur & Business Mentor
* Ralph Bou Nader - General Manager, Arabian Oud
* Tara Rose Kidd - Managing Director, Tara Rose Salon

See the full Next in Beauty line up [here](https://beautyworld-saudi-arabia.ae.messefrankfurt.com/ksa/en/events/conference.html).

Beautyworld Saudi Arabia is one of several Beautyworld exhibitions held around the world, alongside Beautyworld Middle East in Dubai; Beautyworld Japan Tokyo; Beautyworld Japan Osaka; Beautyworld Japan Fukuoka; Beautyworld Japan Nagoya; as well as Beautyworld Central Asia and Beauty Expo in Taiwan. Beautyworld Saudi Arabia is licensed to 1st Arabia Tradeshows & Conferences by Messe Frankfurt Exhibition GmbH.

For more information, please visit the [Beautyworld Saudi Arabia website.](https://beautyworld-saudi-arabia.ae.messefrankfurt.com/ksa/en.html)

Media wishing to attend the show can also register [here](https://registration.infosalons.ae/BEAUTYWORLD25RI/Media/MesseFrankfurt/Welcome?utm_source=Online&utm_medium=Website&utm_campaign=Media-Registration).

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**About Beautyworld Saudi Arabia**

Beautyworld Saudi Arabia, licensed by Messe Frankfurt GmbH, will take place from 21-23 April 2025 at the Riyadh International Convention and Exhibition Centre (RICEC), offering thousands of trade visitors a convenient and engaging platform to meet with over 450 regional and international exhibitors from across the globe for three days of business networking and sourcing.

For more information, please visit our website.

**About 1st Arabia**

1st Arabia Tradeshows & Conferences is a leading exhibition & conference organizer in the Kingdom of Saudi Arabia. Headquartered in Riyadh, 1st Arabia has regional offices in Jordan and is set to expand its operations in more countries regionally. 1st Arabia organizes top international trade exhibitions and conferences that provide unparalleled networking and business opportunities for companies looking to excel and grow within the Kingdom. Apart from conducting quality and high profile B2B trade fairs, country specific shows, corporate events, conferences, events management and festivals, 1st Arabia also provides a complete marketing tool and exhibition solutions to their valued clients. 1st Arabia is the only MICE organization in the Kingdom of Saudi Arabia who is a member of the International Organizations like IAEE, ICCA, UFI, MPI PCMA, SISO and, UFI.

For more information, please visit our [website](https://1starabia.com/). <https://1starabia.com/>