

Experience a world of  
**BEAUTY, HEALTH & PERSONAL CARE**



# Beauty **+ HEALTH** & Wellness Manila

10th International Beauty, Health and Wellness Products and Services Exhibition

## SEPTEMBER 17 - 19, 2026



SMX Convention Center Manila

Co-located with



In Partnership with



Organized by





# Explore depths of HOLISTIC LIVING

**Beauty + Health & Wellness Manila** is the Philippines' premier sourcing and networking event dedicated to holistic living and modern self-care. Over the years, it has served as a bridge between global movements and the local market, connecting influential brands, industry professionals, and conscious consumers in one curated space. From advancements in aesthetic technology, food supplements, and skincare to evolving conversations around mental health, fitness, and organic living, the expo explores meaningful ways to support everyday wellness and the pursuit of a better you.

ABOUT THE  
SHOW

# SHOW HIGHLIGHTS

80+  
PARTICIPATING  
BRANDS

1,900 SQM  
OF EXHIBITION  
SPACE



## The BHWM Experience: Success Stories from the Floor

"We are able to build client relationships  
and generate leads."

-BERFLY INTERNATIONAL TRADING CORP.

"The overall event experience was  
excellent. The program was well-organized,  
the venue setup was impressive, and the  
coordination among participants and  
organizers made everything run smoothly.  
It was a great opportunity to engage with  
visitors and other exhibitors, and we truly  
enjoyed being part of the event."

-JUJU HEALTH AND WELLNESS INC.

"I really enjoyed the overall organization  
and energy of the event. Everything ran  
smoothly and the atmosphere was  
great!"

-EARTHITIC KOREA INC.

# UNLOCKING OPPORTUNITIES IN THE PH BEAUTY, HEALTH & WELLNESS MARKET

Aside from the strong domestic beauty market, the Philippines is also embracing a large and growing wellness economy. It ranks #8 in Asia-Pacific and #23 globally by overall wellness market size. This demonstrates its increasing role in both lifestyle and economic development.

## KEY TRENDS DRIVING THE INDUSTRY



Rising Preference for Natural and Organic Beauty Products



Increasing Beauty Consciousness Among Male Consumers



Growing Influence of Social Media and Celebrity Endorsements



E-commerce Platform Expansion and Digital Marketing



Development of Halal-Certified Beauty Products



Integration of Traditional Filipino Ingredients and Remedies



Tech-Enabled Wellness Innovation



Lifestyle-Integrated Consumer Behavior

# \$6.7 billion

*The 2025 Philippines beauty & personal care market size reached*

## OPPORTUNITIES FOR EXHIBITORS

Connect with targeted audiences and reach thousands of self-care enthusiasts actively seeking new products and experiences.

Showcase innovation by launching products, hosting demos, and engage directly with market influencers

Leverage networking and partnerships by meeting retailers, distributors, practitioners, and brand decision-makers and gain real market insights

# What makes a Beauty <sup>+HEALTH</sup> & Wellness Manila Exhibitor?

Explore our core categories.



## BEAUTY

- Aesthetic Products and Services
- Bath Bombs
- Beauty Soaps & Body Wash
- Beauty Equipment and Machines
- Cosmetics (including skin tint)
- Eyelash Products
- Facial Masks & Peels
- Fashion & Accessories
- Hair Care & Hair Styling Services
- Jewelry
- Makeup Services & Tools
- Nail Care
- Organic Beauty Products
- Skincare Consultations
- Teeth Whitening Products
- Tanning Products



## HEALTH

- Cleansing and Disinfection Supplies
- Dental and Oral Health Products
- Fitness Accessories and Equipment
- Health and Dietary Supplements
- Health Monitoring Devices
- Herbal Remedies
- Non-Surgical Cosmetic Procedures
- Organic Food & Beverages
- Personal Care and Hygiene Products
- Skin Rejuvenation Treatments
- Sleep and Relaxation Products
- Weight Loss Products
- Vitamins & Minerals



## WELLNESS

- Acupuncture & Traditional Healing Services
- Aromatherapy and Essential Oils
- Bath and Body Care
- Digital Wellness Products
- Detox Products
- Massage Therapy Services
- Mental Health and Stress Relief
- Mindfulness and Meditation Tools
- Natural & Organic Skincare
- Relaxation and Stress Relief Tools
- Reiki and Energy Healing Services
- Scented Candles
- Spa & Relaxation Products
- Wellness Retreats and Services
- Yoga & Meditation Products

# WHO WILL VISIT



- Aesthetic Clinics
- Beauty & Wellness Enthusiasts
- Beauty & Wellness Industry Professionals
- Class A, B and Upper C Consumers
- Cosmetic Retailers
- Corporate Buyers
- Dermatologists and Aestheticians
- Distributors and Dealers
- Ecommerce Sellers
- Fitness Consultants and Trainers
- Franchisers
- Health Store Owners
- Importers and Exporters
- Industry Associations
- Instructors & Directors of Beauty Schools
- Online Beauty & Fashion Portals
- Owners of Beauty Centers and Fitness Centers
- Pharmacists
- Retail Owners
- Salon Owners

... and many more!

**94.5%**  
rated the event as either  
good or very good

**81.77%**  
of visitors are final decision  
makers or recommends  
purchase decisions





...and many more

# MESSAGE OF SUPPORT

## FROM ESTEEMED INDIVIDUALS



"The 9th Beauty + Health & Wellness Manila 2025 serve as a platform that balance competition with collaboration, sharpening the diverse talents of our people in a dynamic forge of innovation. Each booth and each exchange carry the potential to weave stronger threads into the fabric of our economy in a Bagong Pilipinas, linking producer to consumer, innovator to investor, and local enterprise to the broad avenues of the global market."

**Hon. President Ferdinand "Bong-bong" Marcos**  
President, Republic of the Philippines



"This event is more than just a showcase as it's where innovation meets design, and ideas turn into opportunities. It reflects the exciting growth of the hospitality, food service, beauty, and wellness industries, and creates a space for both local and international stakeholders to connect, collaborate, and build partnerships that drive sustainable progress."

**Sutinee Vathana**  
Director, Thai Trade Center in Manila

# MEDIA PARTNERS

**BusinessMirror**

**BusinessWorld**

**Daily Tribune**

**INQUIRER.NET**

**Malaya Business Insight**

**MANILA BULLETIN**

**Manila Standard**

**PhilStar GLOBAL**

**PTV**  
PEOPLE'S TELEVISION

**SunStar PHILIPPINES**

**TELERADYO SERBISYO**

**The Manila Times**

# Secure your BOOTH SPACE NOW!

Please contact

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Organizer



Global-Link MP Events International, Inc. is a premier events and marketing agency based in the Philippines, proudly upholding a legacy of excellence since 1993. We specialize in organizing industry exhibitions, conferences, and innovative projects, delivering impactful experiences that leave a lasting impression. Together with our special booth design and branding agency, TBA Philippines, we craft events that resonate deeply with attendees and key stakeholders alike.

As a subsidiary of MP International Pte. Ltd., a renowned event organizer headquartered in Singapore, we proudly represent the PICO Group in the Philippines. The PICO Group, an award-winning brand activation agency with a presence in 41 cities worldwide, strengthens our commitment to delivering world-class event solutions.

Supporting Organization



The Chamber of Cosmetics Industry of the Philippines, or CCIP, is a prominent organization that serves as a collective force for stakeholders in the Philippines' cosmetics industry. It brings together manufacturers, importers, distributors, retailers, and suppliers of cosmetics ingredients, packaging, and other related services. The CCIP's primary mission is to uplift and strengthen the industry by advocating for its members, enhancing regulatory compliance, and promoting collaboration both locally and internationally.