



Beauty + HEALTH & Wellness Visayas

2nd VisMin International Beauty, Health & Wellness Products and Services Exhibition

NOVEMBER 26 - 28, 2026



SMX Convention Center Seaside Cebu

Co-located with



In Partnership with



Organized by



Wellness in Bloom

Unlocking Growth and Capitalizing on the Visayan Wellness Revolution

The regional economy of the **VISAYAS**, with Cebu as its epicenter, has become a hub for the beauty, health, and wellness industries, driven by urbanization and a growing consumer focus on preventive and holistic lifestyles. With the cosmetics market projected to reach USD 2.8B by 2034 and wellness tourism expected to surge to USD 16.3B by 2030, the BHW 2026 Cebu leg of the Beauty, Health, and Wellness Expo presents a prime opportunity for premium brands to establish Cebu as a strategic regional base and connect with a market that is resilient, innovative, and increasingly central to the Philippines' economic future.



GROW

Tap into the booming conscious-consumer market in the Southern Philippines.



SOURCE

Ethically produced, high-efficacy beauty and health solutions.



CONNECT

Network with international suppliers and local brand creators.





Market Trends & Opportunities

Functional benefits of organic products meet the demand for ethically sourced, sustainable beauty.

Consumers are increasingly seeking personalized beauty solutions tailored to their skin types.

Digital marketing and e-commerce create new opportunities for brands to improve their online presence and thrive in the digital marketplace.

By expanding product offerings for men's grooming segments, brands can significantly broaden their opportunities in the growing male grooming market.

Industry Updates

The beauty and wellness market in the Philippines is thriving, driven by consumers' desire for self-expression and holistic well-being. This growth is fueled by an increase in local brand innovation and the expansion of e-commerce, which has made a wide variety of domestic and imported products more accessible than ever.

The Beauty Scene

A community dedicated to holistic wellness that inspires a journey towards a structured path to health.



100+

participating
brands



3,475

trade visitors
and buyers



3,500 sq.m

total exhibit
space



PRODUCT LAUNCHES



EXPERT-LED SEMINARS



COSMETIC PRODUCT PRESENTATION &
FREE FORMULATION WORKSHOP



Reasons to Exhibit at



Beauty **+HEALTH**
& Wellness Visayas

Strengthen networking efforts to better understand market demands and create connections that promote growth and success.



Showcase your brand's unique value proposition, highlighting what makes it special and appealing to your audience.



Interact directly with customers to gather insights on their preferences and influence their buying decisions.



Establish a brand presence in high-growth niches through early entry in the Cebu market and secure customer loyalty.



The Curated Showcase: Key Features for Your 2026 Brand Presence!



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

- 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

...and many more

Firsthand Perspectives from the 2025 Journey



"The free seminar since we learn new knowledge and ideas as well."



"Getting leads from Mindanao client."



"Masaya at maganda ang experience."



Beauty + Health & Wellness 2025 Highlights

Be a trendsetter with an exclusive look at the trends, technologies, and high-performance products defining the modern "skin-thusiast" era in 2026!

CONTACT US

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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.