

PRESS RELEASE

Successful fair weekend for IONTO-COMED and SÜDA at BEAUTY Düsseldorf 2023

Karlsruhe, 06.04.2023: Behind IONTO-COMED and SÜDA lie three exciting trade fair days at BEAUTY Düsseldorf 2023. The two brands of IONTO Health & Beauty GmbH were part of the trade fair as exhibitors from 31 March to 02 April 2023 and presented their products to visitors.

Around 1,100 exhibitors from the cosmetics, foot care, nails and wellness sectors presented their product range. This large selection as well as events worth knowing attracted more than 44,000 visitors to the fair.

IONTO-COMED attracted the professional audience to its booth by the new products as well as the joint raffle with the company Beautinda. Especially popular was the IONTO-COMED Professional Care test bar with the two new masks and the new Lifting Cream, which could be tested directly on site. Also the GlowSolution Reverse Needling aroused the interest of the visitors. In a live demonstration they could see the device in action.

At SÜDA, many were interested in the new foam creams of the SÜDA CARE care series, which could also be tried out at a large test bar. In individual discussions, the professional audience received advice on the various treatment chairs and foot care equipment. The lecture by Mr. Willms on the subject of "Foot relaxation in practice - powered by SÜDA CARE NATURE" was well received.

"A trade fair weekend is always something special for us. We can get in touch with our customers and meet new ones as well as give advice on our product range. It was an exciting trade fair weekend for us and we are already looking forward to the next BEAUTY." - Julian La Fontaine, Managing Director IONTO Health & Beauty GmbH.

About IONTO Health & Beauty GmbH

IONTO Health & Beauty GmbH combines the strong brands IONTO-COMED, SÜDA and CARE MORE and offers a wide range of innovative and practical products for wellness, cosmetics and foot care & podiatry - from devices and treatment chairs and tables to consumables and complete cabin equipment.

IONTO-COMED

As one of the leading suppliers in the field of apparative cosmetics, IONTO-COMED develops and produces the equipment with which cosmeticians can effectively and sustainably help their customers to achieve more beauty, relaxation and well-being.

SÜDA

As a pioneer of modern foot care, SÜDA has been manufacturing highly functional equipment for foot care and podiatry for 90 years. With an exceptionally broad spectrum - from dry and wet technology to compressed air technology and combination systems to pneumatic units as well as highly functional equipment variants - SÜDA offers the right solution for every requirement.

CARE MORE

With around 3,000 articles from the fields of cosmetics, foot care, wellness and nails, CARE MORE as a full-range supplier provides cosmeticians professionally and reliably with everything they need for their daily work in the institute and practice. In addition to a large selection of well-known brand products, CARE MORE offers a variety of interesting private labels - quality products with an excellent price/performance ratio.