

PRESS RELEASE

BEAUTY FORUM Munich 2022: Exciting trade fair weekend for IONTO-COMED and SÜDA

Karlsruhe, 12.10.2022: IONTO-COMED and SÜDA were also exhibitors at this year's BEAUTY FORUM in Munich. From October 01st to 02nd both brands presented their extensive product variety and conversed with the professional audience.

BEAUTY FORUM Munich attracted around 15,250 visitors with its numerous exhibitors, beauty talks and championships. They had the opportunity to discover products from the cosmetics, foot care, nail and hair sectors and to learn about new trends.

IONTO-COMED attracted numerous of the professional audience with demo treatments as well as presentations of the GlowSolution and GlowSolution Reverse Needling. Interesting conversations and comprehensive consultations about the IONTO-COMED product range took place. At the IONTO-COMED Professional Care test bar the visitors could convince themselves of the quality of the care products and test them intensively.

The focus at SÜDA at this trade fair was specifically on its own care series SÜDA CARE. In addition to the presentation of the new foam creams, there was also a wheel of fortune where everyone received at least one small gift from SÜDA CARE. Interested visitors learned which devices or treatment chairs are currently well suited to the needs of their company and create new opportunities in the industry through a personal exchange. The new foot care devices SÜDA V and SÜDA V eco were particularly in focus.

"It was very nice to get into exchange with the professional audience in a pleasant atmosphere and to present our new products. It was an eventful weekend for us, and we are already looking forward to next year."- 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.