

November 2, 2023

A new edition definitely focusing on both skincare and makeup innovations

After last year's success, the 2023 edition of MakeUp in Los Angeles promises to be exceptional: colorful, playful and rich in sensorialities. This is the true mood of a show that places innovation not at the heart of its stage, but everywhere, in every corner, on every booth.

This is what pleases and inspires our community and why we are making history, as the show is already fully booked for exhibitors and as for the first time ever, a waiting list has been created.

Above all success stories and discoveries, history will be written on February 16 and 17, 2023 at the LA Convention Center, but there is no need to wait for these dates, to get a first glimpse!

MakeUp in Los Angeles got a makeover and unveils its brand new website!

Following the rise of the hybridization of makeup and skincare, MakeUp in has adapted its offering for several years now to meet the expectations of the market. Therefore, we have designed a new visual identity to reaffirm our Skincare and Makeup positioning.

To highlight this new identity **we have just launched MakeUp in Los Angeles brand new website!** Beyond being a digital showcase of our events, the new website will propose quality content throughout the year on makeup and skincare trends worldwide, in partnership with the best international trend agencies. We have worked on an optimized user experience to facilitate the preparation of the visit and give even more visibility to our exhibitors.

A growing emulation from the whole skincare and makeup community

While the global cosmetics market is currently experiencing strong growth with rising forecasts for skincare and makeup products, the American beauty market is thriving and becoming one of the fastest-growing consumer markets. The enthusiasm for the show only confirms this trend. With 3 months to go before **the event, the show is already fully booked for exhibitors!** To accommodate the exhibitors request to participate and to welcome many new suppliers, a waiting list has been opened for the first time ever!

Among the exhibitors, we note this year again **a positive evolution of the skincare offer with more than 66% of suppliers offering solutions for skin treatment and care in addition to 95% of color suppliers.**

"Makeup is no longer only used to look beautiful, the essence of makeup is redefined by its new function of care, and many exhibitors are positioned to meet this dual challenge." says Aurélie de Boisvilliers – MakeUp in Marketing and Communications Director.

Skincare brands, makeup brands, indie brands, legacy brands, or DNVBs, the show will welcome top-level visitors looking for innovations coming from all over the spectrum.

Innovation and creativity will be at the heart of exchanges between international suppliers and the US, especially West Coast beauty brands. Whether they are formulation suppliers/contract manufacturers, introducing turnkey solutions, accessories, packaging or ingredients... **More than 130 exhibitors**, will be offering a wide range of products, proposals and alternatives for brands to meet all challenges and for customers' expectations to be anticipated in time. All under one roof. Full service!

We are delighted to introduce exhibitors who will exhibit for the first time as : ACCIPITER BEAUTY PACKAGING, BERLIN PACKAGING, BIO JOURDNESS, C4Q, COSMETIC SPECIALTIES INTERNATIONAL, DOUNGGUAN FAY COSMETIC, FUSION BEAUTY, GRAND METRO, IL COSMETICS, INNOVATION PACKAGING, INNOVATIVE KOREAN SOLUTIONS, JIA HSING ENTERPRISE, KOLMAR CANADA, KOLMAR LABORATORIES, MAGNOLI, MARCHESINI GROUP BEAUTY, RAINSHADOW LABS, SOLESENCE, SUNG JIN, TAIR JIUH, ZHEJIANG XINYU.... **and to see the return of emblematic exhibitors who were not able to participate in the last edition :** ASQUAN, BONNE, CRYSTAL CLAIRE, CTK, DECORATIVE COSMETIC, HCT, HOSHOC, INTERCOS AMERICA, JIH HSIN GLASS, JWU CHING, MARKET LINK, NINGBO JIELI, NV INTERNATIONAL, SOHO COSMETIC, STB INTERNATIONAL, SUNCHINA PACKING... **among many others renewing their participation such as :** A&H INTERNATIONAL COSMETICS INC., ACT BEAUTY France, ALBEA, ALLTA INTERNATIONAL INC, ANCOROTTI COSMETICS, ANJAC HEALTH & BEAUTY GROUP, APR BEAUTY GROUP INC, AXILONE USA, B.KOLORMAKEUP & SKINCARE, BEAUTYCROMIA, BRIVAPLAST, CAPARDONI GROUP, CHROMAVIS, CONFALONIERI MATITE, COSMEI, COSMETIC GROUP USA, COSMOGEN, COSMOPAK USA, ELEMENT PACKAGING, ENGLEWOOD LAB, FUSIONPKG, GEKA, HCP, PACKAGING, HNB CORPORATION, INCA COSMETICI, ITIT COSMETICS, J.COP, LUMSON, MPLUS COSMETICS, MS BEAUTILAB, NECOS, OMNICOS GROUP, PHARMA COS, QUALIPAC USA, R&D COLOR, REGI, ROBERTS BEAUTY, TECNOCOSMESI, TOLY, TRENDCOLOR, VERLA INTERNATIONAL, VIROSPACK, WECKERLE COSMETICS USA, WWP BEAUTY US....

"Small show, but focused on makeup & skincare products, great brands and quality meetings!"
Capardoni Beauty Full Pack

"I was thrilled with the show, I was really happy with the attendance" Allta International

"This edition, was more successful than ever" Omnicos Group Srl

"Makeup show always stimulate and inspire me." - "I think makeup show is always the best shows." Mark&Teams Co.

"The turnout was more than expected!" Cosmogen

Innovation everywhere in every way possible

At MakeUp in Los Angeles, each square foot is dedicated to innovation, in the skincare and makeup fields. New applicators, new gestures, new galenics, and ingredients that will make the difference in formulas or colors... During two days, as the capital city of beauty, Los Angeles will host the most creative suppliers in our industry.

Alongside the aisles of MakeUp in Los Angeles, visitors will find answers to the various issues they are facing, at each step of the product specifications: research of concepts or white label products, questions on regulations, sourcing of specific ingredients, choice of a turnkey formula or to be adapted according to their needs, production of small MOQ or large series, standard or co-development packaging, customized for product ranges.

The IT Awards as the excellence in terms of innovation

While the main stage is a real treasure for innovation, the IT Awards competition is at its prime jewel! For 13 years now, the competition has been rewarding the most innovative skincare and makeup products from exhibitors worldwide. Formulation, turnkey solutions, packaging and accessories, innovation is experienced as a cluster of opportunities at MakeUp in Los Angeles. That's what the jury strives to do: select the most innovative new products, including four winning innovations, which will be highlighted during the tradeshow, alongside some twenty finalists.

An ambassador for our 2023 edition

Another great innovation this year will be the presence of an Ambassador, known for her expertise. Our choice was all the more logical as MakeUp in™ was the show where she found many of the vendors that would help develop her ultimate brand. Through trial and error, sampling and researching, Ana Allen's learning process took seven years until she discovered MakeUp in™.

Her story? A few years ago, she founded The Ana V Beauty Institute. " *My mission was to empower women with a simplified beauty routine*". Her own institute offered an individualized education system that taught everyday women what products to use and how to apply them. In class, Ana mixed and matched colours specifically that her students would want to purchase. Thanks to them, she realized the need to create her own makeup and skincare line. That's how her story with MakeUp in™ began.

Ana Allen won't be the only expert on board! Indeed, several international skincare and makeup experts will help our community to decipher trends, and to better understand the market and customers' expectations.

A packed conference and workshop program will shed valuable insights on the global beauty market trends for brands dedicated to skincare as well as those specialized in makeup or with hybrid requirements, featuring international speakers among which:

- **Deanna Utroske** (DU's founding Consultant), who will share with our audience her extensive knowledge of the cosmetics industry: « *How to Win with Press Releases, Trade Media, and Beauty Industry Readers?* » Deanna will also lead a roundtable with exhibitors discussing innovation.
- **Leïla Rochet** (Founder and CEO of Cosmetics Inspiration and Creation), who will decipher beauty trends through four workshops.
- **Karen Young** (CEO of The Young Group), who will talk about the new technologies related to skincare.
- **The Society of Cosmetic Chemists**, which will organize a conference about ingredients.

- **Daniela Ciocan** (CEO at ACCESS BEAUTY INSIDERS), who will talk about the future of Social Media, during a roundtable panel featuring influencers to talk about trends in social media, to best engage with audiences.

And many more to be confirmed soon...

On February 16 and 17, 2023 at the LA Convention Center, MakeUp in Los Angeles will orchestrate a friendly and intimate BtoB event gathering the most dynamic and creative suppliers with the most successful skincare and makeup brands, in THE city embodying beauty: Los Angeles!

2 shows – 1 location

Since 2018, MakeUp in Los Angeles is held concurrently with Luxe Pack Los Angeles, the premier show for creative packaging in all sectors.

www.makeup-in.com/losangeles

MakeUp in Los Angeles Press contact :

Aurélie de BOISVILLIERS - Marketing & Communications Director
aurelie.deboisvilliers@infopro-digital.com - Cell: +33 (0)6 69 66 93 74

An event organized by

 **infopro**digital

MakeUp in Los Angeles is organized by IDICE, trade shows and events organizer, part of the INFOPRO Digital group, a leading information and professional services group (3300 employees, 444 M€ turnover) covering several key economic sectors: construction, automotive, industry, insurance and finance, distribution, tourism and local authorities. Infopro Digital's tradeshows are industry benchmarks that bring together insurance, distribution, industrial, construction and public sector professionals running more than 35 tradeshows dedicated to business communities in Europe, Asia, and the US every year. www.infopro-digital.com/solutions/tradeshows