



BOLOGNA, ITALY  
FAIR DISTRICT

16 - 18 MARCH 2023



BREAKING NEWS

# MakeUp in Los Angeles Already Fully Booked with More than 130 Exhibitors

Taking place February 16 and 17, 2023 at the LA Convention Center, the event will highlight innovation.



11.29.22



With three months to go before the event, MakeUp in Los Angeles is already full booked for exhibitors.



Taking place February 16 and 17, 2023 at the LA Convention Center, 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.



Innovation and creativity will be at the heart of exchanges between international suppliers and the U.S., especially West Coast beauty brands. Whether they are formulation suppliers/contract manufacturers, introducing turnkey solutions, accessories, packaging or ingredients.



Exhibitors who will exhibit for the first time at the show include:

- Accipiter Beauty Packaging
- **Berlin Packaging**
- Bio Jourdness
- C4Q
- Cosmetic Specialties International
- Dounguan 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 Jíuh
- Zhejiang Xinyu

Returning exhibitors who were not able to participate in the last edition include:

- **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

Other returning exhibitors include:

- 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 Cosmetics
- **Itit Cosmetics**
- J.Cop
- **Lumson**
- Mplus Cosmetics
- MS Beutilab
- 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**

## The IT Awards

For 13 years now, the IT Awards competition has been rewarding the most innovative skincare and makeup products from exhibitors worldwide. Formulation, turnkey solutions, packaging and accessories and innovation are all recognized and awarded.

The jury strives to select the most innovative new products, including four winning innovations, which will be highlighted during the tradeshow, alongside some twenty finalists.

## An Ambassador for the 2023 Edition

Another innovation this year will be the presence of an Ambassador, known for her expertise. 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," she says.

Her 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 colors 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 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 including:

- Deanna Utroske (DU's founding Consultant), who will share with our audience her extensive knowledge of the cosmetics industry. 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...

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

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### TRENDING

- Ranking The Top 50 Cosmetic Companies
- Prestige Beauty Sales Rise 9%
- 4 Key Beauty Trends For 2023 By Trendalytics
- Top 10 Beauty Brands In The U.S. For Q1 2022
- Michelle Pfeiffer's Fragrance Line Launches Today

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