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Industry Buzz

MakeUp in Los Angeles promises to display skincare and makeup innovations

Premium Beauty News
12 December 2022

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After a successful come-back last year, the 2023 edition of MakeUp in Los Angeles, on February 16 and 17 at the LA Convention Center, promises to display the latest innovations from global manufacturers of makeup and skincare. In line with the shift of the market towards increased hybridization of makeup and skincare, the show has adapted its offering and positioning to address the current expectations of beauty and personal care brands.

"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," explained Aurélie de Boisvilliers, Marketing and Communications Director at MakeUp in Los Angeles.

Fully booked exhibition area

With two months to go before the event, the show floor is fully booked for exhibitors, said the organizers who have created a waiting list for the first time in the event's history.

More than 130 companies will be showcasing their latest products and proposals, with 95% offering color cosmetics and more than 66% offering skin care and treatment formulations.

The exhibitor lineup includes: Asquan, Accipiter Beauty Packaging, A&H International Cosmetics Inc., ACT Beauty France, Albéa, Allta International Inc, Ancorotti Cosmetics, Anjac Health & Beauty Group, APR Beauty Group Inc, Axilone USA, B.Kolormakeup & Skincare, Beautycromia, Berlin Packaging, Bio Jourdness, Bonne, Brivaplast, C4Q, Capardoni Group, Chromavis, Confalonieri Matite, Cosmel, Cosmetic Group USA, Cosmetic Specialties International, Cosmogen, Cosmopak USA, Crystal Claire, CTK Cosmetics, Decorative Cosmetic, Doungguan Fay Cosmetic, Element Packaging, Englewood Lab, Fusion Beauty, Fusionpkg, Geka, Grand Metro, HCP Packaging, HCT, HNB Corporation, Hoshoc, IL Cosmetics, Inca Cosmetic, Innovation Packaging, Innovative Korean Solutions, Intercos America, Itit Cosmetics, J.Cop, Jia Hsing Enterprise, Jih Hsin Glass, Jwu Ching, Kolmar Canada, Kolmar Laboratories, Lumson, Magnoli, Marchesini Group Beauty, Market Link, Mplus Cosmetics, MS Beautilab, Necos, Ningbo Jieli, NV International, Omnicos Group, Pharma Cos, Qualipac USA, R&D Color, Rainshadow Labs, Regli, Roberts Beauty, Soho Cosmetic, STB International, Sunchina Packing, Solesence, Sung Jin, Tair Juh, Tecnocosmesi, Toly, Trendcolor, Verla International, Virospack, Weckerle Cosmetics USA, WWP Beauty US, Zhejiang Xinyu, etc.

Conferences and workshops

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 her extensive knowledge of the cosmetics industry during her speech, titled "How to Win with Press Releases, Trade Media, and Beauty Industry Readers?"; Deanna will also lead a roundtable with exhibitors discussing innovation.
- ▶ Lella 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.

2 shows, 1 location

This year again, MakeUp in Los Angeles will be held together concurrently with Luxe Pack Los Angeles, the premier show for creative packaging in all sectors.

MakeUp in Los Angeles
www.makeup-in.com/losangeles/

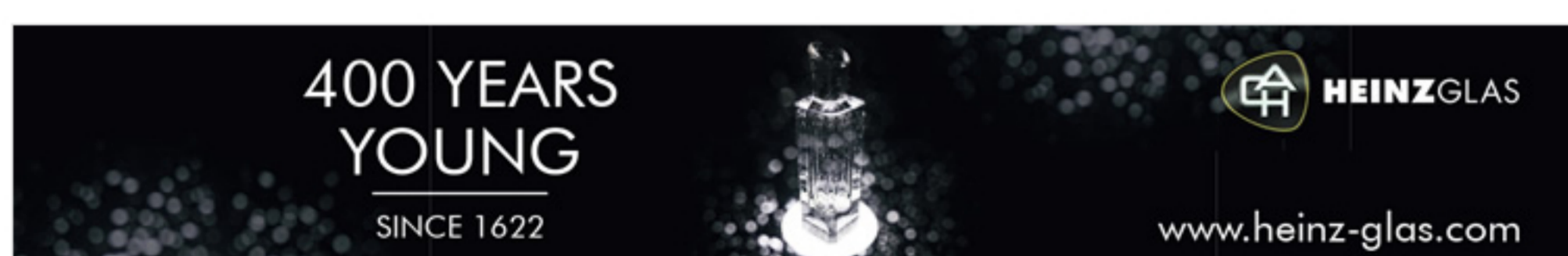
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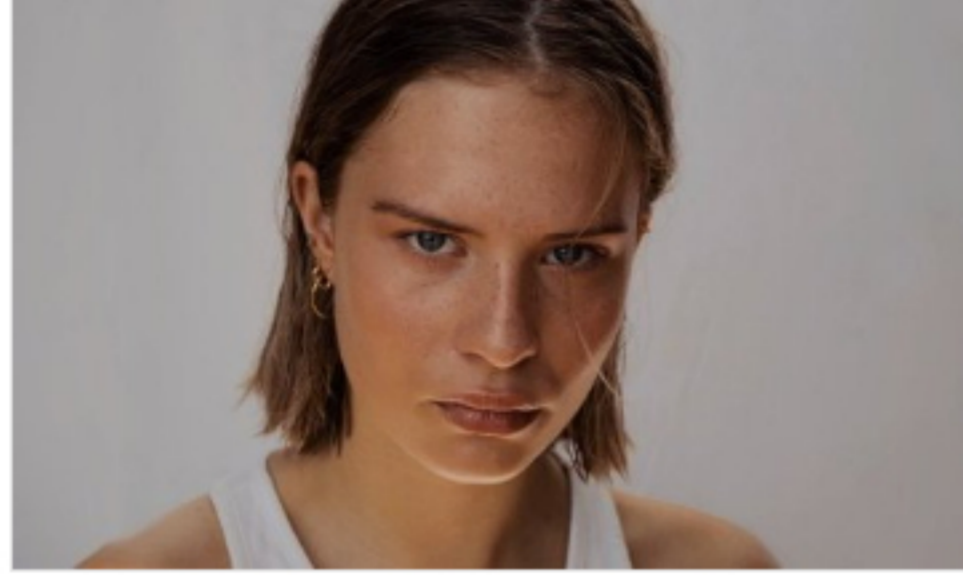
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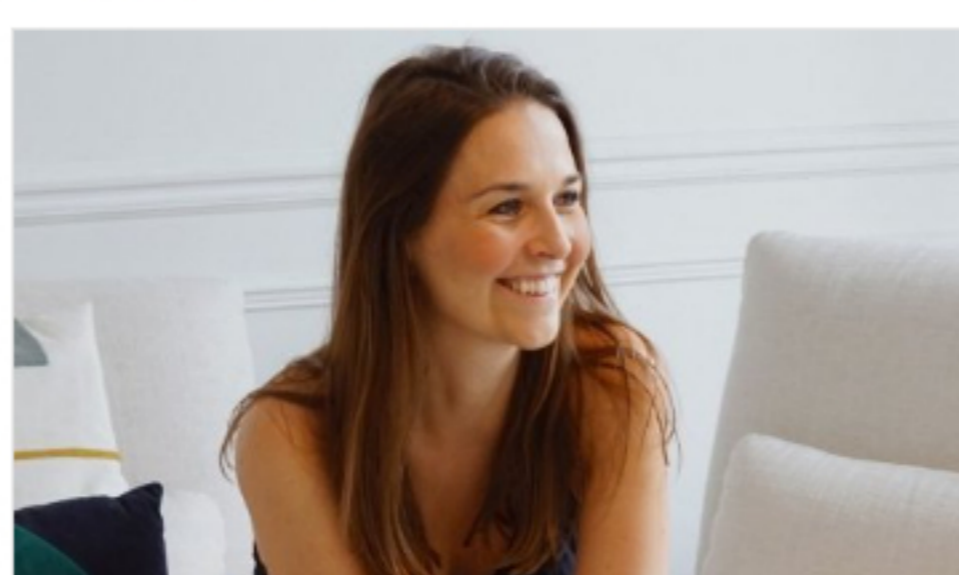
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