

December 16th, 2022

MakeUp in Los Angeles announces for its 2023 edition a packed conference program featuring a wealth of experts and novelties.

The new edition of MakeUp in Los Angeles will be more than ever focused on innovation around skincare and makeup. While the show has been sold out for several weeks on the exhibitor side, auguring fruitful opportunities between brands and industry players, MakeUp in Los Angeles unveils its 2023 program, which will provide visitors with a unique insight into tomorrow's beauty trends and industry innovations.

An exciting conference program for an inspiring market prospective

During the two days of the show, MakeUp in Los Angeles will host conferences held by a handpicked panel of international experts and trend agencies, to explore a wide range of beauty topics, from formulation, to ingredients, to social networks, including beauty innovation and ingredients among others:

THE NEW TECHNOLOGIES FOR SKINCARE moderated by Karen Young (The Young Group) featuring Edson Barros (DSM) and Jim Berkrot (Mitsui & Co. (U.S.A.), Inc

INNOVATION CONVERSATION: HOW SUPPLIERS AND MANUFACTURERS DREAM UP, DISCOVER, AND DEFINE WHAT'S NEW IN BEAUTY moderated by Deanna Ustroke, beauty manufacturers and suppliers will speak to examine what innovation really means in the beauty industry: Gaëlle ANDRE (MS Beautilab), Emanuele Mazzei (Lumson USA), Anisa Telwar Kaicker (Anisa Companies) and Aline Roland, (Albéa Cosmetics & Fragrance).

HOW TO BECOME A MILLION \$ BRAND our ambassador Ana Allen (Beauty Expert / Consultant|D Brand Architect Lab) will gather around her Alexandra Klea (Alexdra Organic), Ewelina Aiossa (CMO Clinical Skin), Leah Vairo (Darya Hope) and Dia Foley (Community66) to talk about the keys to brand success

THE FUTURE FACE OF FORMULATION hosted by Kelly KOVACK (CEO of Beauty Matter), a look at the future of formulation in 2023 and beyond.

THE FUTURE OF SOCIAL MEDIA animated by Daniela Ciocan (Access Beauty Insiders) with Liz Kennedy (Beauty Magnet) to learn which social networks are best suited for brand communication, how partnerships are evolving, and content creators' perspectives on the current landscape.

EMPOWERING CREATIVITY: HOW DANESSA MYRICKS DISRUPTED BEAUTY An interview with Danessa Myricks, (Makeup Artist, photographer and founder of Danessa Myricks Beauty) by Leila Rochet (Chief Inspiration Officer at Cosmetics Inspiration & Creation)

The **SOCIETY OF COSMETICS CHEMIST** will also host a conference on ingredients.

Beauty Superstar Danessa Myricks will be on stage

As a familiar participant of our American shows in Los Angeles and New York, this year we will welcome Danessa Myricks as a speaker. Makeup artist, photographer, entrepreneur, **Danessa Myricks is one of the most creative personalities in the makeup industry.**

After developing her expertise in ethnic skin tones, she has worked as a makeup artist and photographer with music and film artists.

Creator of the Danessa Myricks Beauty brand launched in 2016, her photographic eye strongly influences her work and the products she develops. She has also co-created with makeup brands (Kiss, Benefit Cosmetics, Limelight by Alcone), and has advised beauty brands around the world.

A pioneer in the digital world with videos where she shares her professional makeup techniques, a trainer for makeup artists and makeup enthusiasts, she is also the author of two books dedicated to the art of makeup.

A true inspiration, Danessa Myricks will share her passion for beauty and her global vision of the profession in the conference: EMPOWERING CREATIVITY: HOW DANESSA MYRICKS DISRUPTED BEAUTY.

New for 2023: the skincare & makeup brand concept challenge.

This 2023 edition sees the launch of a brand new project, in line with MakeUp in events' DNA, which since their creation are meant to support all beauty brands: **the skincare & makeup brand concept challenge.**

It is aimed at independent brand project holders, whether it is a new and unique brand concept idea, or a brand ready to launch.

Open to candidates from all over the world, the competition will select 10 finalists (5 skincare finalists, 5 makeup finalists). They will present their project to a Beauty Committee composed of brand owners, beauty investors, strategic partners, manufacturers and beauty influencers.

This opportunity will provide applicants with unprecedented visibility, and allow the two winners to win supportive partnerships with the jury members and an exceptional mentoring relationship, as well as 10 hours of consulting with Ana Allen.

Applications can be submitted until January 15, with the 10 finalists announced on January 23.

Beauty Talks by Leila Rochet

Chief Inspiration Officer of Cosmetics Inspiration & Creation, Leila Rochet will present four major trends for the coming year through a series of 4 Beauty Talks:

1. **Eco-Collectivism:** From Sustainability to Augmented Empathy
2. **Future ArchiTech:** From Innovation Hunters to Progress Pioneers
3. **Artphoria:** From Colour-Dosing to Creative-Finishing
4. **The Optimized Self:** Exploring the Personal Ecosystem

These four trends, deciphered by the agency together with a panel of industry experts, represent the need to meet consumers' more demanding expectations in terms of sustainability, efficiency and creativity. Strategic insights and inspirations will guide brands in their responses to consumers.

Participants will also be invited to join the CIC team at the Inspiration Bar to experience a selection of products identified by the agency's experts from around the world.

120+ innovations submitted for the IT Awards competition

Praised by the cosmetics industry, our competition rewards and promotes each year **the best of cosmetic innovation, formulation, turnkey services, packaging and accessories**.

This year, all records were broken, with more than 120 products submitted by exhibitors.

Based on the added value of the submitted novelties, our beauty experts review each entry to select the top 5 new products in each category.

The products selected at this stage will be among the finalists and will be displayed during the show in the Innovation and Trends area.

In a second stage, the jury members meet to test the samples of all the finalists and vote to elect a winner in each category: formulation/ingredient, full service, packaging and accessory. In addition to these 4 awards, they can also award a "Coup de Coeur" trophy to the product they like the most, regardless of category and criteria.

The IT Awards 4 winners and "*Coup de Coeur*" will be awarded during a **Ceremony on February 16th**, and all finalist products will be showcased at the heart of the show during the two days of the event.

MakeUp in LosAngeles will be held on February 16&17 at the LA Convention Center

2 shows - 1 location: since 2018, MakeUp in LosAngeles has been held in conjunction with Luxe Pack Los Angeles, the premier trade show for creative packaging across all sectors.

www.makeup-in.com/losangeles

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An event organized by



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