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MakeUp in Los Angeles fosters make-up and skincare innovation

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Dedicated to make-up and skincare innovation in a booming US market, the MakeUp in Los Angeles trade February 16th-17th is already fully booked for exhibitors this year. Show organizers say that the event is positioned more than ever to focus not just on make-up, but also on skincare. Over 66% of the more than 130 exhibitors this year will showcase skin treatment and care solutions, while 95% will be spotlighting color cosmetics. "The essence of makeup is being redefined by its new care function, in addition to its traditional beauty-enhancing function, and a number of our exhibitors are positioning to meet this dual challenge," explains MakeUp in Marketing and Communications Director Aurélie de Boisvilliers.

New to the show this year is the launch of the Skincare & Makeup Brand Concept challenge, a global competition aimed at entrepreneurs with an "independent brand project". Five skincare and five make-up finalists will pitch their project to a committee of brand owners, manufacturers, beauty investors and influencers. Applications are open until January 10th, with finalists announced on January 23rd.

The show's stalwart IT Awards competition, which judges exhibitor innovations across packaging, formulation, turnkey solutions and accessories, saw a record 120 products submitted this year. The 20 finalists will be on display at the show, with the winners announced during a ceremony on February 16th.

On the conference front, Emanuele Mazzei (Lumson USA), Anisa Telwar Kaicker (Anisa Companies), Gaëlle Andre (MS Beautilab) and Aline Roland (Albéa Cosmetics & Fragrance) will explore *How Suppliers and Manufacturers Dream Up, Discover and Define What's New in Beauty*. Karen Young of The Young Group will moderate a session on *New Technologies for Skincare*, with panelists Edson Barros of ingredients supplier DSM and Jim Berkrot of raw materials supplier Mitsui & Co. Makeup artist Danessa Myricks is a hotly-anticipated speaker at MakeUp in Los Angeles this year, with her session *Empowering Creativity: How Danessa Myricks Disrupted Beauty*. Issues related to formulation, ingredients and social media are also on the agenda.

At the Beauty Talks sessions, four trends for the coming year will be presented by Cosmetics Inspiration & Creation Chief Inspiration Officer Leila Rochet:

- Eco-Collectivism: From Sustainability to Augmented Empathy, or how consumers are becoming "green intellectuals" and are pushing brands to become "empathetic ambassadors",
- Future ArchiTech: From Innovation Hunters to Progress Pioneers, or the importance of adopting a science-first and solution-based approach in beauty,
- Artphoria: From Color-Dosing to Creative-Finishing, how individuality is expressed through make-up,
- The Optimized Self: Exploring the Personal Ecosystem, or beauty tailored to individual needs.

First-time exhibitors at the show include Berlin Packaging, Accipiter Beauty Packaging, IL Cosmetics and Kolmar. The event will also feature returning exhibitors [Albéa](#), [Lumson](#) and [Virospack](#), among others.

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KEY FIGURES

4%

US prestige fragrance sales growth between October and December 2022, compared to the same period in 2021. During this nine-week pre-holiday period, the increase in fragrance sales is attributed to higher average price points combined with fewer discounts. In-store purchases accounted for 70% of sales. Source: NPD Group

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