

An unforgettable celebration of beauty, creativity, and innovation took place at MakeUp in Los Angeles!

Makeup in Los Angeles has skyrocketed, with over 5000 visitors, we broke records for the first time ever!

MakeUp in Los Angeles, **US World #1 B2B Beauty Event** was a breathtaking experience that left its attendees in complete awe! From the moment the doors opened, the boundless talent and innovation on display were simply awe-inspiring.

Breaking attendance records with 5 351 participants, the beauty industry flocked to the event to see the latest and greatest in skincare and makeup. The first day of the event was fully packed, filled with excitement and energy, and the second day was just as vibrant and exciting as the first day of previous years with a strong turnout of visitors eager to continue exploring the diverse lineup of talks and animations and cutting-edge ideas from supplier.

Everywhere they turned, visitors were wowed by the incredible displays of creativity and cutting-edge products that filled the show aisles. Whether it was discovering new beauty trends, doing business with like-minded suppliers, or simply soaking up the creative energy of the show, there was something for everyone at MakeUp in Los Angeles!

Successful Business Connections

MakeUp in Los Angeles provided an exciting opportunity to discover new beauty trends and connect with industry professionals. **With an impressive lineup of +135 skincare and makeup suppliers**, attendees were able to explore a diverse range of exhibitor booths and unlock countless possibilities for their beauty businesses. The electric atmosphere was fueled by a surge of creative energy, resulting in exciting new collaborations and the promise of future innovations in the beauty industry.

Packed conferences and workshops

The show saw an incredible turnout at the [Conference](#) room and the [Beauty Agora](#), as attendees flocked to uncover the latest beauty trends. An impressive lineup of renowned speakers taking the stage. Industry experts such as **Kelly Coller, Katherine & Caroline Ramos, Danessa Myricks, Romain Gaillard**... shared their knowledge and experience with the audience, providing a unique opportunity to delve into the world of beauty and discover the

latest market trends. Each session was more enlightening than the last, with speakers carefully analyzing and decoding the latest industry trends.

Spotlights on Innovation

Innovation was once again at the forefront of the show, with the IT Awards competition showcasing the creativity of exhibitors through their cutting-edge and on-trend products. From **MANA PRODUCTS' SKIN BARRIER LOTION SPF 50-B** to **MS BEAUTILAB's SKIN FUSION**, **ALBEA's CREME TOPIALYSE SVR**, **ITIT Cosmetics' MAKE-UP SNACKS**, and **CHROMAVIS FAREVA's SNOWGLOBE**, to **ACT BEAUTY's BIODEGRADABLE BLENDER SPONGE** and **WONDER GUA SHA**, the products on display were a testament to the limitless possibilities in the world of makeup and skincare. Whether attendees were seeking inspiration for their next project or simply looking to indulge their creative side, the event offered a wealth of ideas to explore. [Learn more](#)

MakeUp in LosAngeles will be back on its regular Wednesday and Thursday schedule!

We're thrilled to confirm that MakeUp in LosAngeles 2024 will take place on Wednesday and Thursday, February 14th and 15th, at the same venue and will be back on its regular Wednesday and Thursday schedule, offering attendees two full days of beauty-filled excitement. Due to a tight calendar the Convention Center had no other option for the 2023 edition. We can't wait to welcome the beauty community to an exceptional new edition filled with a new wave of innovation, creativity, and excitement for the skincare and makeup industry.

www.makeup-in.com/losangeles

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An event organized by



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