



MakeUPⁱⁿ Los Angeles

SKINCARE & MAKEUP INSPIRATION

MakeUp in Los Angeles will be held on February 14 & 15 at the LA Convention Center

MakeUp in Los Angeles has been held in conjunction with Luxe Pack Los Angeles, the premier trade show for creative packaging across all sectors.

Exploring Science in Beauty: MakeUp in Los Angeles 2024 Sets the Stage for Skincare and Makeup innovations

Over the past few years, a wave of beauty brands has risen, emphasizing expertise and a compelling scientific identity.

The global cosmeceuticals market, designed to address various skin issues, surpassed \$72 billion in 2022. The continued success of this trend, especially on the international stage, underscores consumers' recognition of the powerful link between scientific mastery and enhanced product efficacy. "We firmly believe that our industry is experiencing a transformative synergy between art and science.

The intricate sciences are not just shaping but redefining the future landscape of beauty " emphasizes Aurélie de Boisvilliers, Marketing & Communications Director.

As we step into 2024, MakeUp in trade shows are poised to illuminate the seamless integration of science and beauty . This year's theme spotlights the fusion's pivotal role in meeting consumer needs and steering the beauty industry toward sustainable evolution. Effective communication, tailored to the audience, becomes paramount when blending science with beauty.

This overarching theme takes center stage at the 2024 MakeUp in shows, commencing with MakeUp in Los Angeles on February 14 and 15 .

During 2 days beauty brands will delve into a world where science and beauty converge, featuring an array of programs and exhibitors that embody this groundbreaking alliance, promising an immersive experience into the forefront of skincare and makeup innovation.



New for 2024: the Conscious Beauty Area

Embark on a journey of responsible beauty exploration with MakeUp, featuring a groundbreaking addition – the debut of the Conscious Beauty Area at the upcoming edition. Aligned with our steadfast commitment to sustainability, ethics, and social responsibility, this dedicated space showcases suppliers in formulation, full service, packaging, and accessories who share the show's vision for a beauty industry transcending mere aesthetics. Advocating for beauty that sparks positive change, the Conscious Beauty Area seamlessly aligns with the overarching theme of "Science in Beauty," emphasizing informed choices and collective contributions to a better world. This immersive experience revolves around three core product families – Natural and Renewable Raw Materials, Ecodesign, and Green Chemistry – and highlights esteemed exhibitors such as **ALBEA, LIBO, COSMETICS ATELIER, COSMEI, ART COSMETIC, PENNELLI FARO, LUMSON, ARCADE BEAUTY, among others.**

New for 2024: Trends On Stage

6 Global Trends Agencies share exclusive insights! For the first time in LA, top agencies and beauty trend experts will also be on hand to share their vision and beauty trends: **Spate, Mintel, Nelly Rodi, Trendalytics, Peclers Paris and Beautystreams** . Through workshops and conferences, brands will be able to explore hot topics such as: " What Consumers Want " exploring dynamic makeup trends, " Virtuous Beauty " to decode clean and sustainable beauty, " **2024 Global Beauty and Personal Care Trends** ; emphasizing value, wellness, AI disruption and « Accessible beauty » dealing with diversity, inclusion, for innovative marketing strategies that resonate with consumer desires. This curated exploration seamlessly aligns with the overarching theme of the show, " **Science in Beauty** ; highlighting the informed choices and transformative impact these trends bring to the forefront of the beauty industry.

MakeUp in Los Angeles is set to shine with unprecedented momentum, and at its heart will be the vibrant presence of American exhibitors, representing a significant majority among the 140+ international participants. In addition to American exhibitors, participants will also hail from 16 countries, including Canada, China, France, Germany, Hong Kong, Italy, Luxembourg, Portugal, Poland, Singapore, South Korea, and Taiwan with a notable 27% increase in new participants such as: **CAPSUM, ICC, LIBO COSMETICS CO LTD, GPI BEAUTY, PENNELLI FARO, COLEP COSMETIC LAB, SP BEAUTY, PRISHA COSMETICS, SKINLYS, HNB CORPORATION**, among others....
MakeUp in Los Angeles 2024 – Press Release 3 With 82% providing skincare products and 95% offering makeup , they will showcase their latest products and innovations, offering an opportunity for brands seeking new solutions in both makeup and the development of their skincare ranges.

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