

## **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**

A journey of responsible beauty exploration with MakeUp in pioneering addition: the Conscious Beauty Area, making its debut at the next edition. Complementing our commitment to sustainability, ethics, and social responsibility, this dedicated space showcases suppliers in formulation, full service, packaging, and accessories who share the show vision for a beauty industry that goes beyond aesthetics. As we advocate for beauty that inspires positive change, **the Conscious Beauty Area aligns seamlessly with the theme of "Science in Beauty,"** emphasizing informed choices and a collective contribution to a better world. This immersive experience will be organized around three core product families – **Natural and Renewable Raw Materials, Ecodesign, and Green Chemistry** – featuring esteemed exhibitors like ALBEA, LIBO, COSMETICS ATELIER, COSMEI, ART COSMETIC, PENNELLI FARO, LUMSON, ARCADE BEAUTY....

### **Embracing the science behind beauty through an inspiring conference program**

At MakeUp in Los Angeles 2024, [the conference program](#) seamlessly intertwines science and beauty, embodying the theme "**Science in Beauty**." Cutting-edge discussions led by industry experts will explore the transformative impact of biotechnology, packaging trends, sustainability strategies, and more. The intricate relationship between science and aesthetics will be unraveled in each session, shaping the future landscape of the cosmetic industry. Visitors will be informed and inspired as insights are shared, future trends are unveiled, and the way is paved for an era where beauty and science converge.

## Day 1 Program:

### **Innovating beauty: biotechnology's impact on cosmetic product development**

- Krupa Koestline - KKT Consultant
- Christina Ross - CREDO Beauty
- Kenton Hipsher – GELTOR
- Christin Powell - KINSHIP

### **The future unboxed – decoding the Dieline 2024 packaging trend report**

- Bill McCool – DIELINE
- Danielle McWaters - DESIGNSAKE STUDIO
- Rion Harmon - DAY JOB

### **Beauty uncharted: unlocking & navigating the white space**

- Daniela Ciocan - ACCESS BEAUTY INSIDERS
- Xin Shui - FILTERBABY
- Dan Salain - ARNASI GROUP
- David Berkman - ALLTA INTERNATIONAL, INC.

### **Can revolutionary packaging design solve complex social issues?**

- Joy Hoover – ESÕES

### **Sustainability 2.0: luxury, tech and science to boost the next generation of sustainable solutions**

- Eva Lagarde - RE/SOURCES
- Heather Burnett - ANISA INTERNATIONAL
- Alexander KWAPIS - FusionPKG
- Stéphane Barlet - Albéa Cosmetics & Fragrance

### **Leveraging emotional motivators in branding and packaging**

- Sheri Koetting - MSLK
- Krystine Wilson - VERSED
- Hal Ethridge - STUDIO ETHUR ETHUR

### **Harnessing diversity and inclusion through accessible beauty for new marketing strategies while tapping into consumers' desires**

- Eleonora Mazzilli - BEAUTYSTREAMS
- Terri Bryant - GUIDE BEAUTY

## Day 2 Program:

### **Methodology to increase the transparency in your sustainability communications**

- Alexandra Uribe - CO2RAL

### **High-tech beauty: bridging the gap in communicating cosmetic science**

- Laura Lam Phaire - LAM PHAURE BEAUTY
- Elsa Jungman - HELLO BIOME
- Emanuele Mazzei - LUMSON NORTH AMERICA
- Jane Tsui - Science Communicator
- Victoria Fu - CHEMIST CONFESSIONS
- Claudia Teng – PAVISE

### **Reducing beauty packaging waste: the real story behind collecting hard-to-recycle beauty material and designing better packaging from the start**

- Carly Snider - PACT
- Desta Raines - SEPHORA
- Alexandra Lanphier - ULTA
- Boma Brown-West - CREDO BEAUTY

### **Inside the brain-skin axis**

- Jeb Gleason-Allured - ALLURE BUSINESS MEDIA
- Jennifer Raphael - IBG NORTH AMERICA
- Stephanie Lee – SELFMADE

### **Supply and demand packaging technology: leveraging AI & analytics for emerging brands**

- Akemi Ooka - IBA
- Dan Li - SHIPYARD
- Mark Thomas - BEACH HOUSE GROUP

### **Cleanical collaborations: elevating brand trust with professional partnerships and UGC**

- Ana Allen - ACCESSBEAUTY INSIDER
- Nayamka - LABEAUTOLOGIST
- Gayana Chuklansev - BEAUTYBYGAYANA
- Laura Scott MD - SCOTT & CO. SKIN
- Liz Kennedy - BEAUTY MAGNET

## **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.

## **Global Beauty Manufacturers Unite for a Diverse and Varied Offering**

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....

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.

### Unlocking Tomorrow's Beauty Stars: The Innovation and Trends Awards 2024

The MakeUp in IT Awards celebrate cosmetic innovation across: accessories, formulation, full service, packaging, and accessories. This year, the diversity of products submitted by the exhibitors showcases the vibrancy and boldness of the beauty industry.

In **the accessories category**, 2-in-1 kits or brushes with adjustable size and intensity offer easy and precise makeup application. These innovations revolutionize the everyday makeup experience, making application accessible to all.

When it comes to **formulation**, simplicity is key. Revisited stick formats and three-phase serums that can be mixed with a simple shake of the bottle with one hand demonstrate an intuitive approach to beauty. Light and creamy textures, both for makeup and skincare, provide high coverage, pure colors, or dazzling effects through subtle pigment combinations. Vegan formulas with an increasing percentage of natural ingredients reveal a growing trend towards environmentally friendly products.

**Full service** takes a bold direction with flexible formulas dispensed in adhesive tape mode, soaps in the form of thin sheets that dissolve in water, and solid gels for hair and eyelashes in playful egg-shaped containers. Efficiency and functionality are highlighted with 2-in-1 formulas, stick or pen formats, and nitrogen aerosols for fast, precise application.

In the **packaging category**, aluminum is favored to redefine the codes of sustainable luxury, especially for refillable lipstick compacts and cases. Clean lines, compact or compressible formats that are easy to use, carry, and recycle are preferred. Personalization extends to the outer surface of the bayonet ring, adding an individual touch to each product.

These innovations, representative of emerging trends, **embody the fusion of science and beauty**, the central theme of MakeUp in Los Angeles 2024. These products showcase the creativity and ingenuity shaping the future of the beauty industry, offering an immersive experience to visitors seeking to discover the latest advancements in the cosmetic world.

### Igniting Entrepreneurship: The Beauty Tank Sparks Innovation at MakeUp in Los Angeles 2024!

Following the tremendous success in 2023, MakeUp in Los Angeles proudly reintroduces [the Beauty Tank challenge](#). This challenge is dedicated to supporting beauty brands right from their inception.

Guided by the show **Ambassador, Ana Allen**, the Beauty Tank challenge continues to empower beauty brands. Ten finalists, meticulously chosen from a diverse applicant pool, comprise pioneering **skincare and makeup entrepreneurs** at various developmental stages, from conception to pre-launch. These finalists will showcase their projects 'Shark Tank' style, presenting before an exclusive committee and audience, ensuring unmatched exposure and the potential for invaluable partnerships.

In 2023, we celebrated the success stories of TEARandGO (Makeup) and Ki'olal Biocosmetic (Skincare), and in 2024, the Beauty Tank promises to once again spotlight and propel the next wave of beauty industry innovators.

Post-victory, TEARandGO reached a major milestone with an anticipated launch date in October 2024, marking a significant achievement in securing a US-based manufacturer and supplier for its innovative single-use color cosmetics applicator.

Post-victory, Ki'olal Biocosmetics marked a significant achievement by obtaining Cosmos Organic, Vegan, and Cruelty-Free certifications for its skincare line, underscoring a dedication to sustainable and ethical practices.

## Beauty Talks & Inspiration Bar by Cosmetic Inspiration & Creation

MakeUp in Los Angeles is thrilled to announce the return of its partnership with the international trend forecasting and consultancy agency, Cosmetics Inspiration & Creation, which will present four Beauty Talks during the event.

Hosted by the agency's Chief Inspiration Officer Leila Rochet, each talk will feature a specially invited panel of industry insiders who will share their vision and experiences, while deciphering the key themes for 2024 and beyond. And with innovation at the forefront of everyone's minds, attendees are also invited to join the Cosmetics IC team at the Inspiration Bar, where they will be showcasing the latest product innovations to hit the worldwide beauty market.

The theme of the agency's 2024 forecasting report is The Age of Thrill: **Desiring the extraordinary.**

"In an era marked by uncertainties and polycrisis, there is a growing demand for emotionally compelling and exhilarating physical experiences, especially with our ever-evolving lifestyles. Consumers are now invigorated by groundbreaking innovations that offer extra-ordinary sensations while elevating performance to unprecedented levels. This trend of seeking thrills is set to influence our perception of beauty, giving rise to a more individual mindset and establishing elevated expectations, propelling beauty into an Elysian\* trajectory." explains Leila Rochet, Chief Inspiration Officer of Cosmetics Inspiration & Creation.

*\*\*Elysian" refers to something beautiful, blissful, or divine. It often carries a connotation of an utopian or heavenly state. In Greek mythology, Elysium (or the Elysian Fields) was a paradise for the virtuous and heroic in the afterlife. So, using "Elysian trajectory" suggests a path or direction toward a beautiful, ideal, or heavenly state*

For 2024 and beyond, the following four trends were deciphered by the agency and represent the need to meet heightened expectations around performance, creativity and sustainability. Each theme will provide direction and inspiration on how brands can respond to increasingly nuanced consumer behaviors.

**#1 Higher Futures – The transformative impact of science-centric approaches on the beauty industry**

**#2 Transient Utopia – Revisiting the codes of lifestyle**

**#3 Extra-Vagance – Bringing the extra-ordinary in the everyday**

**#4 Symbiotic Progress – Adapting for a better future**

« **Show your love** » contest on February 14<sup>th</sup>!

Adding a sweet touch, visitors will express their appreciation for exhibitors through the Love Contest, a heartwarming addition to this year's Valentine's Day festivities. Upon arrival, visitors will receive paper hearts to distribute among their favorite exhibitors. The "Love Contest" trophy will be awarded to the exhibitor with the most hearts at the end of the event, gaining prominent visibility in post-event communications. This unique initiative aims to infuse the event with love and celebrate the connection between visitors and exhibitors.

**MakeUp in LosAngeles will be held on February 14&15 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](http://www.makeup-in.com/losangeles)

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