



The conference program includes the likes of Esoes, RE/SOURCE and Albéa Cosmetics & Fragrance  
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### MakeUp in conferences tackle biotechnology, packaging design & social issues

Conferences at the show will delve into biotechnology, accessible design and the latest packaging trends. Joy Hoover, Founder of smart safety cosmetics brand [Esoes](#), will discuss how revolutionary packaging design can help solve social issues. And a round table entitled 'Sustainability 2.0: luxury, tech and science to boost the next generation of sustainable solutions', brings together RE/SOURCES Founder Eva Lagarde, Heather Burnett of Anisa International, Alexander Kwapis of FusionPKG and Albéa Cosmetics & Fragrance's Stéphane Barlet. Biotechnology's impact on cosmetics product development will be explored in a conference bringing together speakers from retailer Credo Beauty, clean beauty brand Kinship, KKT Consultant and Geltor, a company that uses biodesign to develop protein ingredients.

### The Beauty Tank is back

The Beauty Tank challenge designed to support emerging beauty brands is back at the show after a successful first edition in 2023. Ten finalists – makeup and skincare entrepreneurs – will present their project in an exercise overseen by show ambassador and beauty guru Ana Allen.

Last year, the Beauty Tank winner in the makeup category was TEARandGo, a single-use applicator for lip products with a patented design. TEARandGo is slated to launch in October 2024, and founder Debra Golden plans to expand it to other cosmetics categories such as concealer and blush. In skincare, Jessica Trevino's Ki'olal Biocosmetics was declared the winner. The brand is focused on holistic wellness and uses niche organic 'super' ingredients.

### MakeUp in IT Awards highlight exhibitor innovations

The hotly anticipated [MakeUp in IT Awards](#) that reward innovations from exhibitors will be unveiled at the show. For 2024, the Accessories category is set to highlight 2-in-1 kits and brushes that can be adjusted in size and intensity. Across Formulation, vegan formulas, light and creamy textures and simple skincare like revisited stick formats and three-phase serums that are mixed simply by shaking the pack will be in the spotlight. In Packaging, aluminum, refillable and personalized packs take center stage. And in Full Service, creativity is key with "flexible formulas dispensed in adhesive tape mode" and soaps in sheets that dissolve in water among other innovations.

MakeUp in Los Angeles is taking place on February 14th-15th, held alongside [LUXE PACK Los Angeles](#). Click [here](#) to get your badge.