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MakeUp in/Luxe Pack Los Angeles 2024 Recap & Award Winners

Feb 22nd, 2024



MakeUp in/Luxe Pack Los Angeles boasted 5,250 visitors at its 2024 edition, held February 14-15.

MakeUp in LA

MakeUp in/Luxe Pack Los Angeles boasted 5,250 visitors at its 2024 edition, held February 14-15. MakeUp in LA also unveiled its It



MakeUp in LA unveiled its It Award winners, which recognized multifunctional and sustainable innovation in beauty.

MakeUp in LA

HCP Packaging's Grafik refill compact topped the packaging category, featuring a pan that is held securely with a spring suspension, rather than glue. The functional bayonet system on the inner ring supports easy assembly and removal of the metal tray. The compact's hinge system comprises PET plastic pins. The design can be manufactured in PCR PET and is customizable down to the outer surface of the bayonet ring, per HCP.

Texen was honored for its Multi Intensity Brush Eyes, which topped the accessories category. The design features a brush at each end of its handle, one for eye makeup and the other with an angled shape for eyeliner. The brush's size and density are adjustable through a rotary mechanism inside the ferrule.

Gotha Cosmetics' Waterdrop Eye Stick topped the formulation category. The gel-based, high-water-content eyeshadow is compliant with Sephora Clean standards. It reportedly transforms upon application into a refreshing layer with shimmery optical effects via the inclusion of pearlescent pigments made from glass and synthetic mica.



From top left clockwise: Texen's Multi Intensity Brush Eyes, Regi SRL's Hypnotic 3volution three-phase face serum, Gotha Cosmetics' Waterdrop Eye Stick, CTKClip's Aqua-Zero Sheet and HCP Packaging's Grafik refill compact.

MakeUp in LA

The full-service honor went to CTKClip for its Aqua-Zero Sheet, a single-use, paper-thin formula that dissolves in water and transforms into a creamy foam for an elevated, residue-free handwashing experience. An alternative to cleansing foams, soaps, shower gels and shampoos, the formulation reportedly reduces the polyvinyl alcohol content to 10%. PET packaging, which is produced without water, is designed to protect the formulation from moisture and light.

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The jury member favorite, Coup de Couer, went to Regi SRL's Hypnotic 3volution three-phase face serum comprising fewer than 20 ingredients, 93% of which are reportedly of natural origin. Key materials include light and dense oils, squalane, and Chinese peony. The formulation reportedly supports barrier function and counteracts inflammation while delivering hydration. The serum's emulsion is activated by shaking the bottle without the need for emulsifiers or high-speed mixers.

Finally, Ana Allen, ambassador of MakeUp in Los Angeles 2024 and member of the It Award, voted a full-service product as her favorite: Chromavis Fareva's water-activated Helix formula, which acts as both a highlighter and eyeshadow. The packaging is inspired by a tape dispenser, presenting the formula in roll shape. This allows tiny pieces to be detached and applied directly to the skin, giving users precise control over quantity used and color modulation.

2024 Leaders

INGREDIENTS

Bath & Body	+	Oral Care	+
Color Cosmetics	+	Skin Care	+
Fragrance	+	Sun Care	+
Hair Care	+	Testing	+
Ingestibles	+		

PACKAGING

Applicators	+	Dispensing	+
Bags	+	Labels	+
Blisters	+	Packaging Sustainability	+
Bottles	+	Paper	+
Box/Boxes	+	Production/Manufacturing	+
Caps	+	Specialty Packaging	+
Closures	+	Valves	+
Containers	+	Wipes	+
Cosmetic Packaging	+		

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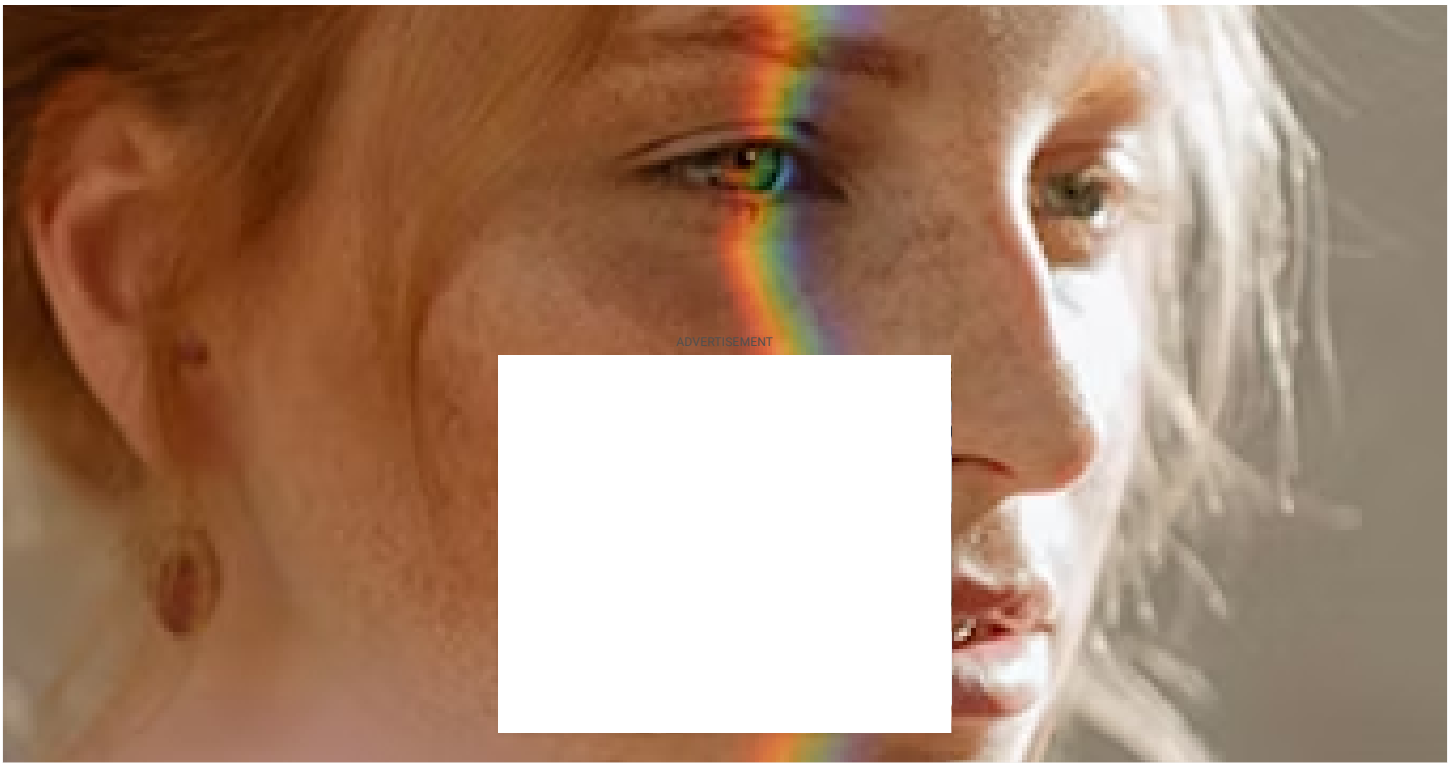
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Take advantage now of group rates for 2, 3, 4 and more attendees as *Beauty Accelerate* celebrates its L.A. debut. On a first-come, first-served basis, registrations start at \$199 ea for 2 people, 2 days (Code: ATT2). Read on for more details.

Jan 26th, 2024

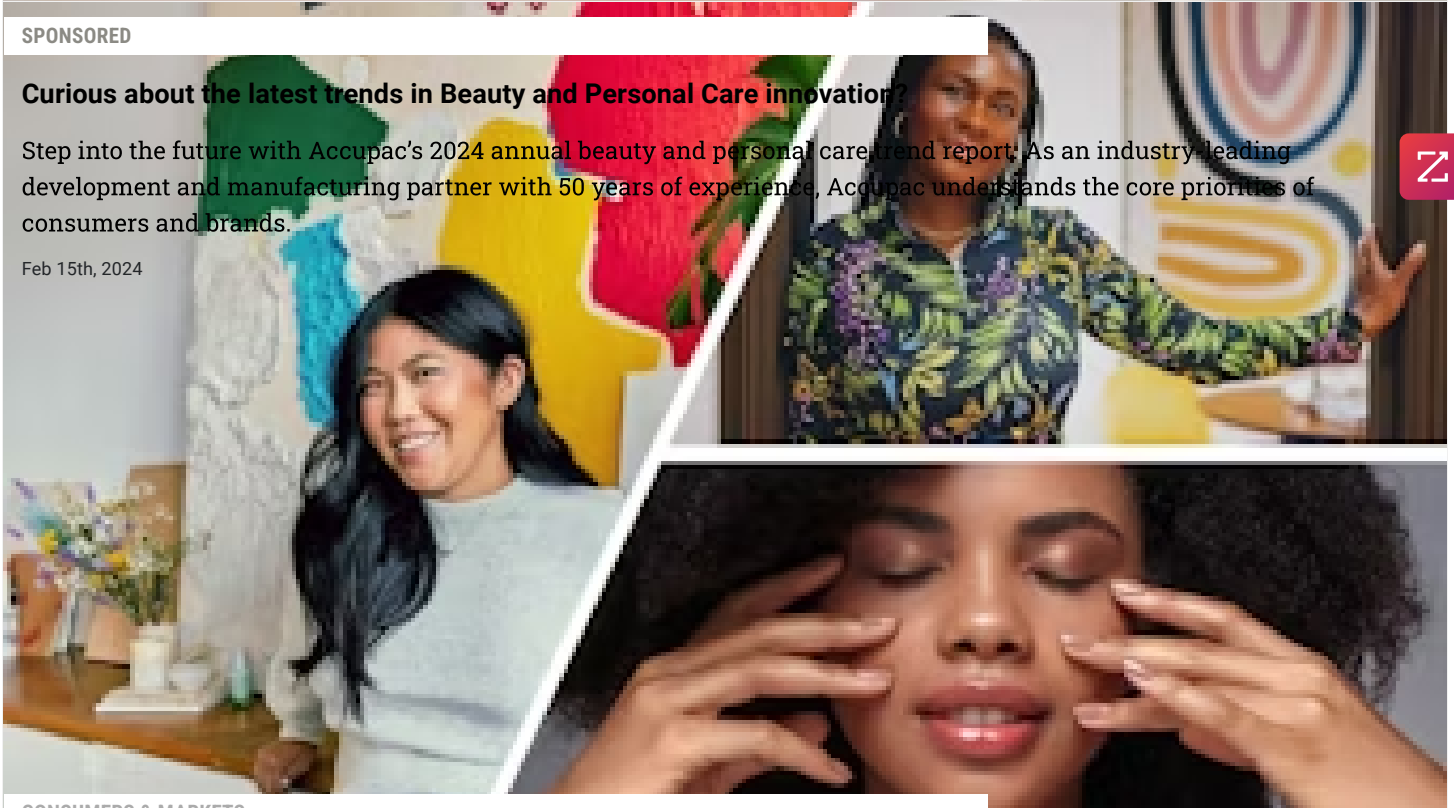


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Jan 24th, 2024



EVENT COVERAGE

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Jan 24th, 2024



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Jan 18th, 2024

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Jan 18th, 2024



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SKIN CARE

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