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Chromavis unveils new makeup collections at MakeUp in Los Angeles 2024

Premium Beauty News

12 February 2024



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Italy's manufacturer of color cosmetics Chromavis (<https://www.premiumbeautynews.com/en/chromavis-fareva-inaugurates-new,22907>) will showcase its latest product innovations at MakeUp in Los Angeles 2024, scheduled for February 14th and 15th (<https://www.premiumbeautynews.com/en/makeup-in-losangeles-and-luxe-pack,23267>).



At their booth (H14) in the Los Angeles Convention Center, Chromavis (<https://www.premiumbeautynews.com/en/chromavis-fareva-inaugurates-new,22907>) will present an array of innovative patent-pending products, notably featuring C-FULL and HELIX. Both innovations are competing among the finalists of the MakeUp in Los Angeles IT Awards, with the winners set to be revealed on the first day of the exhibition, February 14th.

The display of new collections includes 'MUTE POETRY', inspired by the essence of color and the nuanced play of light on the complexion.



Complementing this, the 'ROAMING FREE' collection embodies a journey of self-discovery, reflecting freedom and wanderlust through versatile on-the-go textures.


Finally, the 'CHROMAHEARTS' collection represents pure imagination, exploring the color multiverse with eye-catching textures for vibrant, expressive looks.

On this occasion Chromavis (<https://www.premiumbeautynews.com/en/chromavis-fareva-inaugurates-new,22907>) will highlight its **'Atelier Service'**, a business model that, in recent years, has been providing influencers, creators, and brands with intelligent cosmetic creations, along with comprehensive marketing services and operational support, ensuring an efficient time-to-market (<https://www.premiumbeautynews.com/en/chromavis-launches-atelier-service,23361>). We use cookies to give you a better browsing experience. By continuing to use this site, you accept the use of cookies. [Learn more and set cookies \(https://www.premiumbeautynews.com/en/legal-notice,085\)](https://www.premiumbeautynews.com/en/legal-notice,085)

their,17976). The exclusive Atelier 'CALIFORNIA DREAM' makeup collection draws inspiration from coast-to-coast adventures, embodying mindfulness, an easy-going aura, and beauty essentials.

The company will also showcase a curated selection of nail color and care products, embodying diverse inspirations and catering to various preferences.

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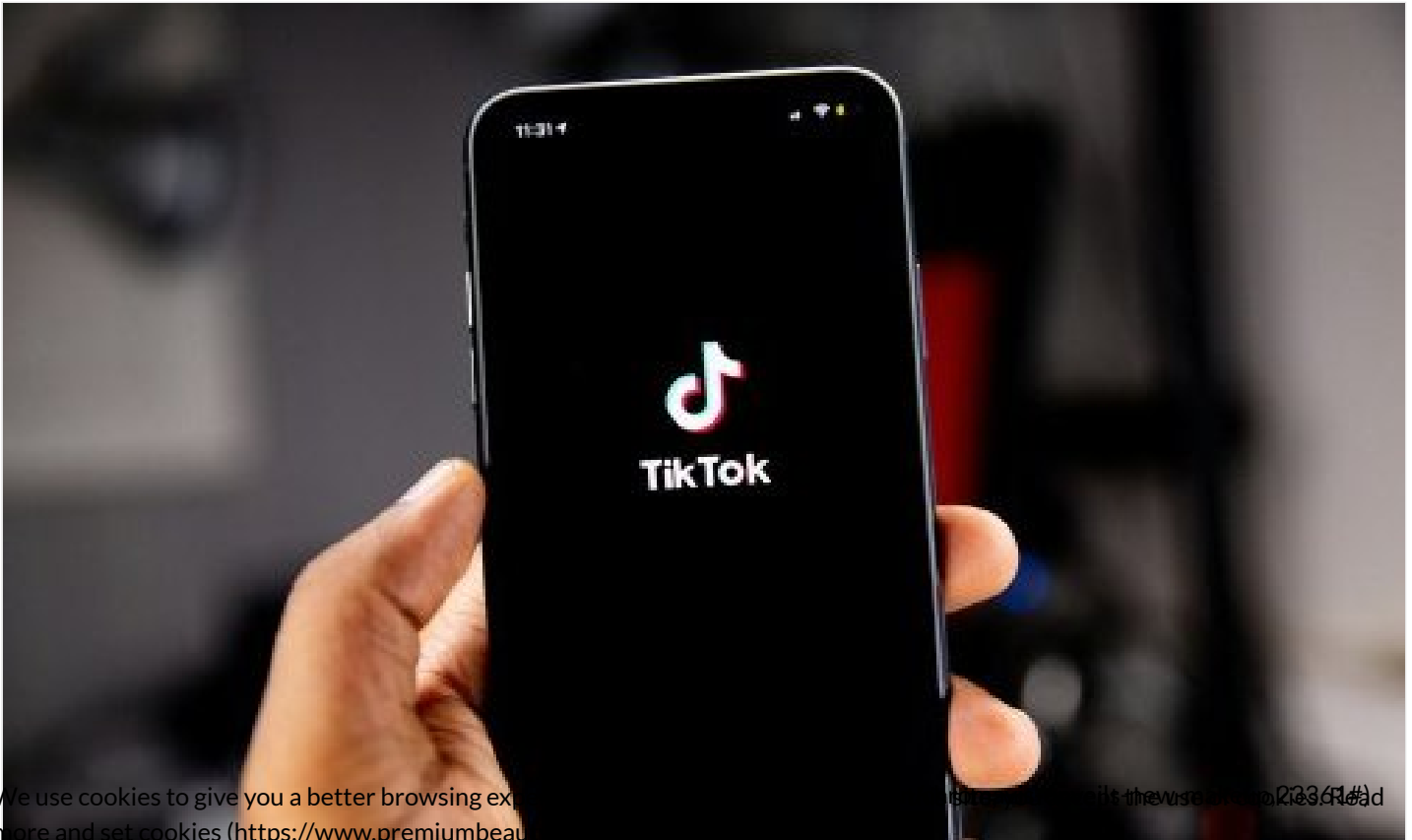
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