

14 & 15 Septembre 2022 - Javits Center

The Glo.Cal BtoB event boosting Beauty Innovation



MakeUp in NewYork readies for an inspiring dive into the future of skincare and makeup!

While the global cosmetics market is currently experiencing strong growth with rising forecasts for skincare and makeup products, the American beauty market is thriving and becoming one of the fastest-growing consumer markets.

To support this long-awaited growth, **MakeUp in NewYork returns on September 14 and 15, 2022** at the River Pavilion - Javits Center to bring together the beauty community and give professionals the tools to create tomorrow's best sellers.

MakeUp in NewYork unveils its new identity!

Following the rise of the hybridization of makeup and skincare, MakeUp in has adapted its offering for several years now to meet the expectations of the market. Therefore, we have designed a new visual identity to **reaffirm our Skincare and Makeup positioning**.

To highlight this new identity we have just launched [our brand new website](#)! Beyond being a digital showcase of our events, the new website will propose quality content throughout the year on [makeup and skincare trends worldwide](#), in partnership with the best international trend agencies.

Back to a resolutely international edition!

After a 100% local edition in 2021 due to travel restrictions, we are happy to gather again [exhibitors](#) and visitors from all over the world.

From ingredients, formulators, accessories, packaging to turnkey services, MakeUp in NewYork will shed light on the latest skincare and makeup products and solutions.

We are delighted to see the return of emblematic exhibitors who were not able to participate in the last edition as well as new ones who will exhibit for the first time! **Mana products, Fusion Packaging, Croda, Faber Castell, Amfora Packaging, Anjac, C&C International, Chiang Pao, Cosmetic Groupe USA, Cosmetica, Crystal Claire, Englewood Lab, Hwasung Cosmetics, Innovation Labs, Kolmar Laboratories, Lumson, World Wide Packaging, MS Beutilab, Nuco, Omnicos, Qualipac, Regi, Roberts Beauty, Schwan Cosmetics, Shya Hsin Packaging, Weckerle Cosmetics...** among many others!

The innovation and creativity of **+120 suppliers** will be at the heart of the exchanges with the US and East Coast beauty brands.

Attracting the top emerging and prestige brands, including amongst the pre-registered: **Avon, Anastasia Beverly Hills, Babo Botanicals, Benefit, Doll 10 Beauty, Estee Lauder, Fresame Cosmetics, Giorgio Armani, Glossier, Hero Cosmetics, Ilia Beauty, Jlo Beauty & Lifestyle, Kevyn Aucoin Beauty, Wander Beauty, Kylie Cosmetics, Kulfi Beauty, L'Oréal, Mary Kay, Nicka K New York, Orbal Cosmetics, Orveon Global, Premier Brands Of America, Revlon, Sespring, Shiseido, Tarte, Tata Harper Skincare, Ulta Beauty, Unilever, Coty, Fable And Mane ...** MakeUp in NewYork is going to shape the future of cosmetics.

The ultimate place for exploring innovations and seizing inspirations

Innovation is the DNA of MakeUp in events worldwide, and MakeUp in NewYork is no exception. [The trend-setting IT Awards](#) will showcase brands a glimpse of **the most outstanding innovations from our exhibitors**: a real experience for brands to learn about upcoming trends in skincare and makeup!

The competition spotlights key novelties in terms of textures and formulas, ingredients, packaging, and accessories to promote innovation and meet the needs of the entire industry. From + 100 exhibitors' submitted novelties, 4 awarded products will be selected by an international independent Expert Jury.

Beyond the show floor, MakeUp in NewYork also provides industry forethought. With insights and industry analysis from professionals, key beauty market topics and trends will be discussed in-depth for a two-day packed with talk programs within [the inspiring Beauty Agora](#).

Featuring key partnerships with leading players



We are pleased to announce our continued collaboration with **The Society of Cosmetic Chemists**. The SCC will bring together two panels of experts for MakeUp in NewYork who will discuss Cosmetic Ingredients and the current Legal Issues facing product performance claims made by brand owners and formulators. As the premier organization for all cosmetic-science related things, SCC will also share their knowledge and expertise with the attendees on their booth.

MakeUp in New York is proud to announce its partnership with the international trend forecasting and consultancy agency, **Cosmetics Inspiration & Creation**, for the upcoming edition.

During the event, Cosmetics Inspiration & Creation will host four Beauty Talks, each outlining a key beauty theme that will impact the industry over the year(s) ahead. Leila Rochet, the agency's Chief Innovation Officer, will be **joined by leading industry figures** to decode the major trends and consumer behaviors that will shape the industry beyond 2022.

They will invite attendees to join them as they decode four distinct trends that will define the next norm for the Beauty industry. Sharing the common threads of fluidity and adaptability, joy and self-expression, each trend represents four opportunities for brands to reach new dimensions of excellence:

- #1. **Eco Icons**– The Era of Deep Green Solutions
- #2. **Joy-Care** – Beauty in the Name of Pleasure
- #3. **Adaptive-First** – Dismantling the Barriers to Beauty
- #4. **Intelligent Hybrids** - Engineered for Resilience



OFFICIAL PARTNERSHIP **MakeUp**-NewYork **COSMETICS**
Inspiration & Creation

MakeUp in NewYork from 14 to 15 September at River Pavilion - Javits Center

An intense, rich and exciting program with top quality talks, animations and exhibitors, to discover innovations and product launch, network and understand the upcoming trends, co-create with the key players of the market and shape the cosmetics industry of tomorrow during 2 days of intense business in NY!

www.makeup-in.com/newyork

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