



Four trends shaping the future of CP&R industry

BREAKING NEWS

MakeUp in NewYork Returns to the Javits Center on Sept. 14-15

From ingredients, formulators, accessories, packaging and turnkey services, the trade show will shed light on the latest skincare and makeup products.



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- The NAS Report Is A Victory For Sunscreen Industry



08.10.22



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 Sept. 14 and 15 at the River Pavilion at Javits Center to bring together the beauty community and give professionals the tools to create tomorrow's bestsellers.



A New Identity

Following the rise of the hybridization of makeup and skincare, MakeUp in NewYork has adapted its offering for several years to meet the expectations of the market, and has thus designed a new visual identity to reaffirm its skincare and makeup positioning.

To highlight this new identity, MakeUp in NewYork has launched a new website. Beyond serving as a digital showcase of events, the new site will propose quality content throughout the year on **makeup and skincare trends** worldwide, in partnership with the best international trend agencies.

Shedding Light on the Latest Skincare and Makeup Products

After a 100% local edition in 2021 due to travel restrictions, MakeUp in NewYork looks forward to gather exhibitors and visitors from all over the world once again. From ingredients, formulators, accessories, packaging to turnkey services, Makeup in New York will shed light on the latest skincare and makeup products and solutions.

MakeUp in NewYork will host the following exhibitors, among many others: Mana products, Fusion

happi Webinar

Driving Sustainability Into Your Cosmetics Brands

Wed, Sept 28, 2022
11:00 AM EDT

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The innovation and creativity of over 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 among the pre-registered are: 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 and Fable And Mane.

Exploring Innovations

The trend-setting IT Awards will showcase brands a glimpse of the most outstanding innovations from MakeUp in NewYork exhibitors: a true 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 over 100 exhibitors' submitted novelties, four 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 event packed with talk programs within the inspiring beauty agora.

Key Partnerships with Leading Players

In its continued collaboration with **The Society of Cosmetic Chemists** (SCC), two panels of experts for MakeUp in NewYork will congregate to 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 topics, SCC will also share its knowledge and expertise with the attendees at its booth.

MakeUp in NewYork has also partnered 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 coming years. 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 the following new dimensions of excellence:

Eco Icons- The Era of Deep Green Solutions;
Joy-Care - Beauty in the Name of Pleasure;
Adaptive-First - Dismantling the Barriers to Beauty; and
Intelligent Hybrids - Engineered for Resilience

For more information on MakeUp in NewYork, go [here](#).

DTS Europe launches Aquamarine

Besides the mono-material PE spring, all other components that make up the packaging are also fully made in polyethylene resin. Optimized for recycling, there is no need to disassemble to recycle.

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