

INDUSTRIES
Cosmétiques



MakeUp in New York
SKINCARE & MAKEUP INSPIRATION

14 | 15 September 2022

Javits Center

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MAKEUP UNCLASSIFIED

MakeUp in New York is preparing for an inspiring immersion in the future of skin care and makeup!

By Writing August 17, 2022

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MakeUp in New York
SKINCARE & MAKEUP INSPIRATION

MakeUp in New York
SKINCARE & MAKEUP INSPIRATION

14 & 15 Septembre 2022 - Javits Center

The Glo.Cal BtoB event boosting Beauty Innovation



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PROTÉGEZ VOS MARQUES,
GARANTISSEZ L'INNOUOVITÉ DE VOS PRODUITS
ET LA SÉCURITÉ DES CONSOMMATEURS

EN SAVOIR PLUS

bioMérieux, expert en solutions microbiologiques.

While the global cosmetics market is currently experiencing strong growth with upward forecasts for skin care and makeup products, the U.S. beauty market is particularly thriving and is becoming one of the fastest growing consumer markets.

To support this long-awaited growth, MakeUp in New York returns on September 14-15, 2022 at the River Pavilion – Javits Center to bring the beauty community together and give professionals the tools to co-create the bestsellers of tomorrow.

MakeUp in New York unveils its new identity!

Faced with the rise of the hybridization of makeup and skincare, MakeUp in has adapted its offer for several years to meet market expectations. We have therefore 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 site will offer quality content throughout the year on makeup and skincare trends around the world, in partnership with the best international trend agencies.

special Industries Cosmétiques 2022-2023

OUR 2022-2023 INTERNATIONAL ISSUE

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Cosmetics and OTC
release their call with 100%
recycled components

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A new brand with a
great ambition

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Cosmetology: Active ingredients
today in the field

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Hair beauty and human
health

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Allergies in
perfume - a long story!

INNOVATION
A recurring obsession
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Our latest issue

IC mars

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LA MELLE COMPLÈTE DE LA FLUIDITÉ PARFUMÉE COSMÉTIQUE POUR LES COIFFURES, LES OUVRIERS, LES INDUSTRIES ET LES PÉRICHAÏTES

STOZZE MASCHERES PARFUMÉE

ACTUALITÉS
Les femmes sensibles attirent
à la composition des ingrédients
La Cosmétique Valley partenaire de
la K Beauty
Cinq entreprises accélèrent
Les labels comme accélérateur
de croissance

PARFUMÈRE
ESM et Farnesyl Sulfonamide
Soyez le premier à tester les nouvelles
Olfaction

RENCONTRE AVEC...
Pierre Beaudin

AVIS D'EXPERTS
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Innovation
Histoire
Régulation

Packaging : la technologie
au service de la transition
durable
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Back to a resolutely international edition!

After a 100% local edition in 2021 due to travel restrictions, we are happy to once again bring together exhibitors and visitors from all over the world.

Whether it's ingredients, formulators, accessories, packaging or 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 iconic exhibitors who were unable to participate in the last edition as well as new ones who will be exhibiting 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 Beautilab, Nuco, Omnicos, Qualipac, Regi, Roberts Beauty, Schwan Cosmetics, Shya Hsin Packaging, Weckerle Cosmetics... among many others!

The innovation and creativity of more than 120 suppliers will be at the heart of the exchanges with American and East Coast beauty brands. Attracting the best emerging and prestige brands, including among 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 will shape the future of cosmetics.

The ultimate place to explore innovations and find inspiration

Innovation is part of the DNA of MakeUp in events around the world, and MakeUp in NewYork is no exception. The IT Awards will give brands a glimpse of our exhibitors' most remarkable innovations: a true experience for brands that can discover the next trends in skin care and makeup!

The competition highlights the main novelties in terms of textures and formulas, ingredients, packaging and accessories in order to promote innovation and meet the needs of the entire sector. Among the novelties submitted by more than 100 exhibitors, an international jury of independent experts will select 4 products that will be awarded an award and exhibited during the event.

Beyond the aisles, MakeUp in NewYork also offers a forward-looking view of the industry. Thanks to the views and analyses of professionals in the sector, the main topics and trends of the beauty market will be discussed in depth for two days at the Heart of the Beauty Agora.

Key partnerships with key players

We are pleased to announce the renewal of our collaboration with the Society of Cosmetic Chemists. The SCC will convene two panels of experts for MakeUp in NewYork who will discuss cosmetic ingredients and current legal issues in the face of product performance requirements, formulated by brands and formulators. As the leading organization for all things cosmetic sciences, the CCS will also share its knowledge and expertise with participants at its booth.

MakeUp in New York is proud to announce its partnership with the international consulting and trend forecasting agency, Cosmetics Inspiration & Creation, for the next edition. During the event, Cosmetics Inspiration & Creation will host four Beauty Talks, each exposing a key beauty theme that will impact the industry in the coming year or years. Leila Rochet, the agency's Chief Innovation Officer, will be joined by industry figures to decode the major trends and consumer behaviors that will shape the industry beyond 2022.

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Our market showcases



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Our latest issue

IC mars



Cosmetics Inspiration & Creation invites participants to join them to decode four distinct trends that will define future challenges and opportunities for the beauty industry. With fluidity and adaptability, hedonism and self-expression as a common thread, each trend represents four perspectives for brands to reach new dimensions of excellence:

- 1 – **Eco-Icons** – The new era of radically green solutions
- 2 – **Joy-Care** – The color of hedonism and self-care
- 3 – **Adaptive-First Beauty** – Dismantling beauty aphorisms
- 4 – **Hybrid Intelligence** – Resilience Engineering

MakeUp in NewYork September 14-15 at river Pavilion – Javits Center

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



External resources
[Site internet](#)

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