



14 | 15 [09] 2022 - River Pavilion - Javits Center

The Glo.Cal BtoB event boosting Beauty Innovation



MakeUp in NewYork IT AWARDS 2022

Our famous innovation contest (ex IT Products) is back in 2022 with a new name and new features!

More than a selection of innovative products, the new IT Awards competition will reward 4 winners among the skincare and make-up innovations presented by our exhibitors.

The IT Awards are awarded by a two-round vote in which all members of the jury participate. In order to guarantee a representative panel of skincare and makeup innovation, the competition is open free of charge to all our exhibiting suppliers, who can submit up to three innovations.

The first step of the selection process is based on a video pitch and an in-depth questionnaire. Exhibitors describe the added value of their innovations compared to existing products on the market, regarding: sensory experience, utility, components and/or materials used, environmental/sustainable impact, color rendering, lighting, texture, design and processing. At the end of this evaluation, there are four nominations in each of these categories: Formulation, Turnkey service, Accessories and Packaging

Second step: the Jury, composed of a dozen international experts in cosmetic innovation, meets for a whole day to test and evaluate the new products.

At the crossroads of the expertise and experience of each member, the list of winners is drawn up through passionate exchanges and debates to grant an IT Award to the most innovative product of each category.

22 new skincare and makeup products were nominated for this year's MakeUp in NewYork Innovation & Trends (IT) AWARDS, among more than 100 products that were in the competition in the following categories: Accessory, Formulation, Full Service and Packaging.





MakeUp in NewYork IT AWARDS 2022

ACCESSORIES NOMINATED



HNB CORPORATION - MINI CORN MAKEUP BRUSH

Head made of corn fiber with a soft and delicate touch, and a small handle that is easy to use and carry for.

Booth A25

ACCESSORIES IT AWARD ATTRIBUTED TO



RAPHAËL MAKE-UP BRUSHES THE OCEAN BRUSH

Booth B47

Brush whose handle is made of 50% shell and 50% bioplastic recovered from the castor plant. The head is made of 65% recycled fiber from PET bottle waste and 35% raw fiber.





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FORMULATION NOMINATED



TRENDCOLOR SRL - unEYESpected

A high-impact color eye shadow that provides a chameleon-like effect, thanks to a new technology that works on pigment release for color transformation.

Booth F21



S&J INTERNATIONAL - FOREVER YOUNG INSTANT LIFTING PRIMER

Natural formula composed of active ingredients from plant extracts. Its fast-absorbing texture makes the skin firmer and gives it a younger, healthier and fresher look.

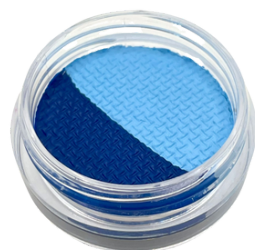
Booth C18



SYMRISE USA - SYMHAIR® THERMO

Natural complex for the protection of curly hair against heat and humidity that provides a smoothing and anti-frizz effect. This mushroom-based formula performs better than silicone-based formulas on the hair's keratin.

Booth D23



ITIT COSMETICS - WATER CANDY LINER

A two-tone liner with a vegan formula rich in pressed pigments that activates with water. This mode of activation, along with brush application, creates endless possibilities for color and effect variation.

Booth B43



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FORMULATION NOMINATED

FORMULATION IT AWARD ATTRIBUTED TO

OPAC BEAUTY PILLS



A "Fast Disgregation System" formulation technology (patent pending), which makes it possible to obtain a 0.14 g solid tablet that, when in contact with water or a serum, transforms into a 2.2 ml cream-gel with a light and velvety texture. This technology, which is fully customizable in terms of active ingredients and performance, introduces a whole new attitude to the beauty routine!

Booth E8



FORMULATION FAVOURITE



REGI CHERRY SMACK



An emulsion transformed into a lipstick in stick form, which retains all the benefits of a cream or serum, and provides a lasting sensation of freshness. Its formula, based on organic cherry extract (48%), glycerin and phytosterols, benefits from a process that allows the use of a very low pigment load (3%) while obtaining a high coverage.

Booth F31





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FULL SERVICE NOMINATED



MPLUS COSMETICS - BEAUTY PEARLS

A natural, preservative-free foundation formula in bead form that combines the sensory and functional benefits of liquid emollients, butters and waxes. The instructions for use invite the user to put the pearls in a small container, add water and then microwave to obtain a unique foundation dosage.

Booth E42



REGI - IN A HEART BEAT

A fun, easy-to-carry cleanser that deeply nourishes the skin. Each capsule contains one dose to remove makeup or simply impurities. Formulated with natural oils obtained from cottonseed, apricot kernel and hazelnut, it leaves skin feeling supple.

Booth F31



ANCOROTTI COSMETICS - IRON-I

A new product in the "Makeup Therapy" trend focused on the pleasure provided by the makeup gesture itself. Its hybrid powder-cream formula melts on the skin as soon as it is applied and its texture is characterized by an anti-stress, "crazy bouncy" feel, like modeling clay!

Booth E38



FABER-CASTELL COSMETICS - MIND-CHANGING GOLD EYELINER & KAJAL

Pencil with the formula is 100% natural. Its comfortable texture glides on smoothly during application. Waterproof and smudge-proof, It holds for an incredible 16 hours as an eyeliner and 8 hours as a kajal.

Booth C15



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FULL SERVICE NOMINATED

FULL SERVICE IT AWARD ATTRIBUTED TO



R&D COLOR
A316 ROYAL BALM

Booth B7

A lip balm in a stick pen made of bio-based materials with a sensory formula that glides on the lips while providing a pulpy effect. Although completely transparent, its texture gives a unique pinkish tint to the lips that varies according to the skin's pH.





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PACKAGING NOMINATED

XINYU TECH - CERAMIC INNER SPRAY(NOCTILUCENT)



Innovative use of glaze. Transformed by a high temperature sintering technology, it forms a film on the inner side, safer and more stable than existing coatings by resin spraying. Compliant with European standards and suitable for food contact, this internal glaze can be used safely and stably and can be coated with several colors.

Booth F41



COSMEI SRL - EARTH BEAT CASE

Container made of a material composed of 70% cellulose acetate and 30% plastic made of carboxylic acid and lipidic acid. Extremely light, it has the feel and look of marble.

Booth B49

HEATHER
pulp case



FR & PARTNERS SA - HEATHER PULP CASE

A range of biodegradable, recyclable and recycled natural fiber pallets, specially designed for generation Z. It includes 3 interchangeable models that close with an elastic band. Durable and refillable, the PULP CASE pallet is evolutionary in its graphics as well as in its format.

Booth C14



MakeUp in NewYork IT AWARDS 2022

PACKAGING NOMINATED



BALANCE INC - MOLDED FIBER SHELL

A fiber made of bamboo and bagasse molded into a shell shape containing five pallets of paper decorated to awaken the senses of users through the use of embossing, gilding and holography as well as relief printing. This range is designed as a sustainable and recyclable solution for luxury packaging.

Booth B1



SHYA HSIN PACKAGING - ONE-HAND DROPPER

This one-handed dropper is designed to solve the problem of 90% of consumers not being able to use what is left at the bottom of the bottle. The flexible pipette is self-filling and closes with a simple clip.

Booth C33



QUALIPAC AMERICA - OPTIMO WIPER

Delivers the right amount of product while leaving the neck and stem clean.

It is suitable for different types of viscous formulas contained in make-up bottles such as lip glosses and liquid lipsticks as well as for liquid formulas contained in droppers such as liquid foundations.

Booth C29



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PACKAGING NOMINATED



CPI GROUP LLC - RAINBOW BRUSH

A brush composed of discs that can vary in size and shape. It allows each customer to compose an unlimited number of models using 3~5 disks of different size and shape without additional investment in tools.

Booth D22



BALANCE INC - SUSTAINABLE PALETTE

Range of 100% paper pallet with 11 designs of different styles, shapes and sizes that can be adapted. Each pallet is specially decorated with durable materials such as uncoated paper, foil, embossing, paper tape, etc. The decoration options are endless, and without magnets, the pallets are mirrorless.

Booth B1

LE IT AWARD PACKAGING EST ATTRIBUE A



TAESUNG

100% PP MONO MATERIAL AIRLESS

Booth B28



This 100% Polypoppropylene mono airless has passed the leakage test with the same standard as a normal airless, i.e. 600 mmHg for 10 minutes. With a minimalist design, it also distinguishes itself from existing mono airless by its 0.5cc dosage, ideal for creamy cosmetic formulas.





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SPECIAL THANKS TO OUR EXPERT COMMITTEE MEMBERS!

**We would like to express our deepest thanks to the members of the IT AWARDS jury.
We are highly proud to work with the best international beauty experts!**

Dany Sanz

Brand creator, Make Up for Ever, consultant in product development and formulation.

Jean-Louis Mathiez

Expert in packaging, Founder of the agency Cinqplats.

Charlotte Marion

Beauty product and innovation specialist (Yves Rocher, Dior, Chanel) and project management.

Charles-Emmanuel Gounod

Expert in B2B international trade in the beauty sector.

Florence Bernardin

Founder of Asia Cosme Lab, specialized in the analysis and deciphering of the Asian market trends.