



BEAUTY SHINED AGAIN AT MAKEUP IN NEWYORK!

Two (amazing) days of beauty innovation, co-creation, new collaborations and trends exploration wrapped up this successful MakeUp in NewYork 11th edition !

Skincare & makeup brands and suppliers reenchanting beauty at MakeUp in NewYork and made this edition a huge success!

The energy and enthusiasm of each of the **3,453 participants** confirms the dazzling recovery of our industry and the growing expectations for skincare and makeup business

A UNIQUE CHANCE TO CONNECT AND EXPLORE NEW BEAUTY HORIZONS FOR THE BEAUTY INDUSTRY

There were so many exciting new business opportunities in the aisles of the show!

The creative energy was overwhelming!

+124 skincare and makeup suppliers were present to help **beauty brands** to better apprehend their future projects: new collaborations blossomed and we will certainly see the outcomes soon!

The show was highly appreciated by the exhibitors, among their feedback:

APC Packaging : "I loved it ! The show was very successful, we had a lot of brand owners and indie brands, I'm very glad we had a lot of meetings and everybody showed-up, I think the organisation was really good, we are very happy."

Kolmar : "The show was really exciting and amazing! We had so many meetings, we were so busy, and we got to know so many people, so perfect for networking and to get to know like everyone in the industry! It was just perfect, thank you for the opportunity!"

Cosmetic Group USA : "The show was amazing, because we had good traffic around our booth"

Brivaplast : Great exhibition, full of people, we saw a lot of smiles, so great experience! See you in LA!

Mana : We like the show, the show was great because we had the ability to actually meet with customers again, everybody was looking to come back from Covid and they were ready to shop and they were happy to be there. See you in LA!

APR Beauty : "It was great! Lot of new comers, many projects in the pipeline, it was wonderful, we had about 35 meetings very well productive, people came very well prepared, it was great! See you in New York next year."

ILabs : The show was very very good, very good turnout, it was good to see old friends again after all the years of people not getting out, very successful, we enjoyed the location and we enjoyed everything as far as the accoutumance, so it was an excellent, excellent show!
See you next in New York and see you guys in LA!

Lumson : We enjoyed this edition very much, finally see thing picking up again, couple of busy days, we were involved with quite number of brands, both days, so we're happy with the turn out, we think we'll probably increase it again next year and we are satisfied with the services. See you next year.

Verla Int'l Contract MFG : "Lot of customers, everybody seems to be back on track and wanting to get into new products developpement, so it has been a wonderfull show!"

Weckerle : "It's better than we expected after the pandemic, very glad to be here with all our colleagues and clients without wearing masks, very happy to do that, I'm looking forward to make MakeUp in LosAngeles !"

VISITORS FACTS & FIGURES

We had seen a significant increase in registrations and the attendance exceeded our expectations with a very good turnout!

3,453 participants from all over the world attended the 12th edition of MakeUp in NewYork, people came from **36 countries** like : USA, CANADA, KOREA, ITALY, FRANCE, MEXICO, NETHERLANDS, UNITED KINGDOM, ARGENTINA, JAPAN, AUSTRALIA...

Among the skincare and makeup brands we welcomed there were **50% Legacy Brands, 45% Indie Brands and 5% DNVB.**

+70% of the visitors are brands managers and decision makers: R&D, DESIGN CREATION, LABORATORY, MARKETING, PRODUCT DEVELOPMENT and PACKAGING DEVELOPMENT.

The trend towards cosmetic hybridization was also noticeable in terms of attendees, with **+83% of visitors interested both in skincare and makeup.**

AMONG THE BEAUTY BRANDS AND RETAILERS THAT ATTENDED THE SHOW THIS YEAR :

ABSOLUTE NEW YORK, ALIBABA GROUP, **AMAZON BEAUTY INC**, AMOREPACIFIC, **ANASTASIA BEVERLY HILLS**, ASBEAUTY, **ASTARTE COSMETICS INC**, ASTRAL BRANDS, **AURA D.O.O.**, AVON, **BAKEUP BEAUTY**, BARE MINERALS, **BATALLURE BEAUTY**, BEAUTY PIE, **BEAUTYBLENDER**, BEAUTYCOUNTER, **BENEFIT COSMETICS**, BILLION DOLLAR BROWS, **BIO JORDENESS**, BLISS, BOBBI BROWN, BURT'S BEES, CANE + AUSTIN, **CARDON COSMETICS**, CELESTE ORIGINALS, **CHANEL**, CHANTECAILLE, **CHERRYTREE COSMETICS L.L.C**, CLAUDE COUTURE COSMETICS, **COLGATE PALMOLIVE**, COLLEEN ROTHSCCHILD BEAUTY, **COTY**, CREDO BEAUTY, **CREME COLLECTIVE**, DANESSA MYRICKS BEAUTY, **DOLCE&GABBANA**, DRUNK ELEPHANT, **EBIN NEW YORK**, ELVIS & ELVIN INC, **ERNO LASZLO**, ESTEE LAUDER, **FABLE AND MANE**, FARMACY BEAUTY, **FINDING FERDINAND**, FORMA BRANDS, **FREE PEOPLE**, FRESAME COSMETICS, **GEE BEAUTY**, GLOSSIER, **GLOW CONCEPT**, GLOW RECIPE, **GOOP**, GRANDE COSMETICS, **GROUPE MARCELLE**, HAUS LABS BY LADY GAGA, **HERO COSMETICS**, HOURGLASS COSMETICS, **IL MAKIAGE / SPOILEDCHILD**, ILIA BEAUTY, **INDIE LEE**, IVY ENTERPRISES, INC. (KISS), **JAMIE MAKEUP**, JANE IREDALE, **JEFFREE STAR COSMETICS**, JLO BEAUTY & LIFESTYLE, **JOHNSON & JOHNSON**, JUVIA'S PLACE, **KAO BRANDS**, KENDO BRANDS, **KEVYN AUCOIN BEAUTY**, KISS PRODUCTS, **KULFI BEAUTY**, KYLIE COSMETICS, **L'OREAL**, LA PERLA, LADY ROGUE BEAUTY, LAURA MERCIER, LG H&H AMERICAS / THE AVON COMPANY, LIMELIFE BY ALCONE, LIVE TINTED, LOVE AND SAGE, **LULU LASHES**, LUXURY BRAND PARTNERS, **MAC COSMETICS**, MAKEUP BY MARIO, **MARIA CLAIRE BEAUTY**, MARKWINS BEAUTY BRANDS, **MAVALA S.A.**, MAYBELLINE, **MILANI COSMETICS**, MILK MAKEUP, **MORELA RUSSO BEAUTY**, MOROCCANOIL, **MORPHE**, MURAD, LLC., **NARS COSMETICS**, NICKA K NEW YORK, **NOSTA BEAUTY**, ODDITY / IL MAKIAGE / SPOILEDCHILD, ORVEON, PEACH & LILY, **PETITE 'N PRETTY**, PINK LILY, **PLUMPIE**, **PPI BEAUTY**, PREMIER BRANDS OF AMERICA, **PURE JANE**, **QUEEN MUSIA**, QVC, **RALPH LAUREN**, REMARK LLC, **REVIVE SKINCARE**, REVLON, **SAIE BEAUTY**, SAKS FIFTH AVE, **SCENT BIRD**, SEPHORA, **SHISEIDO**, SISLEY, **SMASHBOX**, SPOILEDCHILD, **STARFACE WORLD**, STATIC COSMETICS, **STEPHEN GOULD**, STILA COSMETICS, **STRIVECTIN**, SUPERGOOP, **SUVA BEAUTY**, TARTE, **TERRA LEEYEH, INC.**, THE HONEST COMPANY, **THRIVE AND FLO BEAUTY**, TOM FORD BEAUTY, **TOO FACED**, ULTA BEAUTY, **UNILEVER**, VICTORIA BECKHAM BEAUTY, **VICTORIA'S SECRET**, WANDER BEAUTY, **WESTMAN ATELIER**, WINKY LUX, **SHOPFASHIONNY**, YANBAL INTERNATIONAL, **YOUNIQUE**, ZARI BEAUTY

....among among hundreds of others

DECODING TRENDS WITH A FINE-TOOTH COMB!

The Beauty Agora was the chosen venue for no less than 13 talks, each one more enlightening than the last! Cosmetic trends were examined and analyzed by our renowned experts for your greatest pleasure and curiosity, making **the talks area packed during the 2 days with more than 450 attendees !**

Attendees gained valuable insights into global beauty market trends thanks to our fulfilling workshop program in the Beauty Agora:

Color cosmetic and makeup trends; **Joy-care – beauty in the name of pleasure**, The era of deep green solutions, **Cosmetics ingredients**, How to scale an indie beauty brand, **Women in the middle – How Beauty is catering to the 40M women 50+**, Natural Alternative to Synthetic Ingredients for Long Wear Cosmetics, **Intelligent Hybrids – Engineered for Resilience...** among others ...

Among the international speakers we were pleased to welcome :

Lan Vu - BEAUTYSTREAMS & Openstreams Foundation, **Leila Rochet** - Cosmetics Inspiration & Creation, **Olivier Zimmer** - Spate, **Sarah Jindal** - Mintel, **Nader Naeymi-Rad** - Indie Beauty Media Group, **Akshay Talati**, RPh - Goop, **Lauren Cavaturo** - Tribe Dynamics, **Melissa Hago** - Fashion Snoops, **Ana Allen** - ID Brand Architect Lab, **Dr. Kenneth Marenus**, Former President & CEO IBA, **Michelle Hines, PhD**, Mary Kay, Inc. - 2022 President, Society of Cosmetics Chemists and Director of Product Formulation...

INNOVATION WAS AT THE HEART OF OUR SHOW!

This edition, our exhibitors showed their creativity thanks to their innovative and trendy products : **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.

Spotlights on the IT Awards winners and "Coup de coeur"

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!



FULL SERVICE IT AWARD ATTRIBUTED TO



R&D COLOR
A316 ROYAL BALM

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.



ACCESSORIES IT AWARD ATTRIBUTED TO



RAPHAËL MAKE-UP BRUSHES
THE OCEAN BRUSH

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.



PACKAGING IT AWARD ATTRIBUTED TO



TAESUNG
100% PP MONO MATERIAL AIRLESS

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.



COUP DE COEUR ❤️



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.



BUSINESS WITH MAKEUP IN MAGIC TOUCH...

Visitors started 2 days of intense business by being welcomed by **Miss Teen Universe USA Morgan Claycomb** on day one, before discovering inspiring conferences from global beauty leaders, shining trends agencies, ground-breaking innovations and much more ! And to add a little more glitter in the aisles and in the eyes of the attendees, everyone could admire the models of the Glamup Challenge painted with our exhibitors' products, parading in the aisles of the show and on the exhibitors' booths.

**MakeUp in NewYork will be back on, September, 20 & 21, 2023
at the Javits Center !**

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