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MakeUp in NewYork returns with new visual identity and ingredients space

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For its 11th edition, MakeUp in NewYork has revamped its branding and is shining the spotlight on ingredients. The beauty trade show dedicated to make-up and skincare will take place on September 14-15th at the Javits Center's River Pavilion in Manhattan.

In line with the trend for hybrid make-up and skincare products, [MakeUp in NewYork](#) is unveiling its new visual identity to reaffirm the trade show's dual-sector positioning. Aside from the new branding set to launch at the show, which is taking place on September 14th and 15th at Javits Center's River Pavilion, the 11th edition will debut a new segment dedicated to ingredients - the starting block for every beauty product. Exhibitors in this part of the show, exhibiting for the first time, include the Society of Cosmetics Chemists, Symrise, Croda, SurfaTech Corporation and P2 Science.

After travel restrictions imposed by the pandemic resulted in a 100% local edition in 2021, the 2022 show is set to welcome more than 120 suppliers of ingredients, formulation, packaging, accessories and turnkey services from around the world. "We are delighted to have our Asian exhibitors back, as well as a stronger offer from our skincare exhibitors, which is in response to demand from American brands. The skincare segment will account for around 40% of products exhibited on the show floor this year," explains MakeUp in Sales Director Adriana Rodriguez.

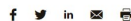
A staple of the MakeUp in shows, the IT Awards competition will highlight novelties in textures and formulas, ingredients, packaging, and accessories. Four winning products will be selected from a pool of more than 100 entrants, and of those, 25 will be exhibited on the show floor in a dedicated section.



The conference sessions this year, in the Beauty Agora space, are putting the focus on trend forecasting and ingredients. Here are a few of the sessions not to be missed:

- Beauty Macro Forecast 2026: Inter-category Movements*, featuring insights platform Beautystreams, will discuss lifestyle and consumer shifts that will prove key for the beauty industry in the years to come.
- Ingredient & Performance Claims: What Brands Should Know*, is a roundtable discussion moderated by the Society of Cosmetics Chemists and the Independent Beauty Association.
- Intelligent Hybrids - Engineered for Resilience* will introduce the latest insights from the skincare market. Moderated by Cosmetics Inspiration & Creation, the session will present data from market-research company Mintel.

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KEY FIGURES

51%

The percentage of luxury brands - from 75 surveyed - planning to develop NFT or metaverse based projects by 2025. The main drivers behind these technology developments are to reach younger demographics, create 'universes closer to real life' and multiply consumer touchpoints. Source: Bain & Company x Comité Colbert

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