



Makeup in NewYork STRONGER THAN EVER

12 CONFERENCES

10 WORKSHOPS

150+ SUPPLIERS

TONS OF INNOVATIONS

VARIETY OF TRENDS

MakeUp in NewYork is thrilled to announce its upcoming edition, on **September, 20th and 21st at the Javits Center!**

MakeUp in NewYork serves as a dynamic hub on the East Coast, bringing together a diverse range of suppliers from around the world, and offering a comprehensive showcase of products and services. Additionally, attendees will have the opportunity to engage with a unique panel of experts who will decode the latest trends and provide valuable insights about the latest advancements in the beauty market.

150+ CONTRACT MANUFACTURERS, PACKAGERS, INGREDIENTS & ACCESSORIES suppliers FOR MAKEUP & SKINCARE

A diverse lineup of vendors will showcase the latest advancements and provide beauty brands, retailers and fashion houses with a wide range of options to source top-quality solutions for their businesses and collaborate on future collections.

With a strong presence from industry leaders such as *FUSION PACKAGING, ILABS, ELEMENT PACKAGING, MANA PRODUCTS, AXILONE*, and many more, attendees can expect an exceptional display of expertise and creativity.

Among the 35 new exhibitors joining MakeUp in NewYork this year, we are excited to welcome *PENNELLI FARO, THE PENTHOUSE GROUP, CANADIAN CUSTOM PACKAGING & THE COLOR GROUP, BEUKAY COSMETICS USA, NIPPON SHIKIZAI, ICC, IL COSMETICS, JO COSMETICS, TAEYANG RENEW, ACT BEAUTY France, INNOVATION PACKAGING USA, CHOEBE PACKAGE...*

Their presence adds an exciting dimension to the event, ensuring attendees have access to fresh and trendsetting offerings. Attendees of MakeUp in NewYork will discover the latest advancements in

skincare and makeup, featuring cutting-edge formulations, comprehensive full-service solutions, innovative packaging designs, premium ingredients, and essential beauty accessories to captivate consumers, and elevate their brand.

Unlocking inspiration with 12 Conferences and 10 Workshops

Conferences and workshops highlights include **sustainable packaging, ingredient-led beauty, the impact of MoCRA on the US market, emotional reactions to scent and touch, the rise of mental and physical well-being in skincare, sunscreen choices, ingestible beauty, evolving beauty formulations, and accessible beauty**. These engaging sessions will provide valuable insights for industry professionals to stay informed and inspired.

The workshop program is set to be equally inspiring and enriching: among the highlights, ingredients exhibitors such as **CRODA** and **SYMRISE** will take the stage to showcase their latest advancements in the beauty industry and discuss cutting-edge formulations, revolutionary active ingredients, and sustainable solutions that are shaping the future of beauty.

In addition to ingredient exhibitors, captivating presentations will be delivered by renowned trend agencies such as **BEAUTYSTREAMS, PECLERS, FASHION SNOOPS**, as well as **COSMETIC INSPIRATION AND CREATION**, who is returning with their Inspiration Bar and Beauty Talks. These presentations will provide valuable in-depth analysis into emerging trends, color forecasts, creative inspirations, and new market perspectives.

Unmissable inspirational Animations

The innovations submitted by the exhibitors to the Jury hold immense potential for this year's selection. Attendees will have the opportunity to admire the exceptional quality and creativity of our exhibitors' products, as the nominated and winning entries will be prominently displayed at the entrance of the show. To inaugurate the event, the Awards Ceremony will start at 9:30 am on the first day, unveiling the deserving winners to the enthusiastic audience.

What would be MakeUp in NewYork without a makeup demo? Attendees will have the exclusive opportunity to witness Jody Formica – highly talented Make-up Artist - exceptional skills and creativity firsthand. With her expertise and innovative techniques, Jody will unveil a surprise makeup demonstration that promises to captivate and inspire.

MakeUp in NewYork will be held on September, 20th and 21st, 2023

at the Javits Center

From 9am to 5pm

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