



Press Release - August 2023

### MakeUp in New York 2023 Edition Brings a Regulatory Revolution to the Beauty Sector

The U.S. beauty market stands as a source of admiration for many, as sales across all beauty product categories demonstrated an average growth of 11% throughout 2022. This upward trajectory is anticipated to persist into 2023, when the market will soon be subject to the MoCRA (Modernization of Cosmetics Regulation Act) within the market.

These regulations will establish a framework for managing all cosmetics products in the USA. As these new expectations set the stage, the upcoming edition of MakeUp in New York is locked in for September 20 and 21 at the Javits Center.

MakeUp in New York will play a pivotal role in continuously supporting the industry's development. By connecting suppliers and brands, offering exclusive educational content, and providing expert insights into trends, our show is back, bigger than ever, to guide and support the community in addressing the next beauty challenges.

With a growing number of registered attendees and the participation of renowned skincare and makeup brands including **Shiseido, Tarte Cosmetics, Victoria's Secret Beauty, MAC Cosmetics, Estée Lauder, Sisley Paris, Unilever, Haus Labs, Glossier, Clinique, Bath & Body Works, Benefit Cosmetics, Anastasia Beverly Hills, Chanel, L'Oreal, Kendo Brands, About Face, Ilia Beauty, Victoria Beckham Beauty, Rare Beauty, Jeffree Star Cosmetics, Doll 10 Beauty, Tubby Todd Bath Co...** MakeUp in New York 2023 is set to be an extremely promising event!

### An Ambassador With Expertise in All Aspects of Skincare

For this 2023 edition, MakeUp in New York is honored to welcome Ewelina Aiossa as an Ambassador. Co-founder of Clinical Skin, a line of professional-grade skincare and facial tools, Ewelina Aiossa is a beauty connoisseur: an expert in scientific skincare and medical marketing, she is also a renowned brand architect. She has worked for notable companies including L'Oréal, Pierre Fabre Dermo-Cosmetics and Topix Pharmaceuticals. Ewelina Aiossa participates in numerous industry conferences and is frequently quoted in consumer and trade publications, as well as podcasts.

Over the course of the two-day event, Ewelina Aiossa will be on all fronts: she will be holding a highly anticipated conference: "*Science and Efficacy at the Center of Modern Beauty Formulations and Consumer Marketing.*"

She will also provide mentorship to candidates in the new Beauty Tank, a competition to discover emerging skincare and makeup brands.

As a member of the IT Awards competition's selection panel, she will present the nominees and unveil the winners on Wednesday September 20 at 9:30 a.m.

Finally, as a strategic growth consultant, Ewelina Aiossa will be offering her services at stand B41.

### Two Days of Conferences and Trends to Enrich Visitors' Knowledge

The MakeUp in NewYork conferences, led by international speakers who are experts in the beauty industry, attract an ever-growing audience. They provide access to the very latest information on skincare and make-up, as well as the latest trends.

At the heart of many brands' concerns, beauty product regulations and MoCRA-induced requirements will be addressed throughout several conferences:

- **Formulation Innovation & Global Compliance** - Speakers: Iva Teixeira - CEO & Co-Founder, Good Face Project; Jessica Abrams - Executive Director and Head of Product Development, Summer Fridays; Jennifer Jiau - Head of Product, Solawave; Sarah Trawczynski - Head of Product Development, Bravo Sierra
- **How Will the MoCRA Influence the Future of Cosmetics in the US Market** - Speakers: Maggie Spicer - Founder, Source Beauty ESG and Dr. Homer Swei - Senior Vice President, EWG's Healthy Living Science
- **Materials Science or How to Build the Next Generation of Sustainable Packaging** - Speakers: Eva Lagarde – CEO & Founder re-sources; Nick Gardner – Co-founder, Element Packaging; Madison Savilow – Co-Founder and Venture Lead, Oco;
- **New Galenic, Waterless Beauty and the Future of Formulations** - Speaker: Krupa Koestline - Clean Cosmetic Chemist, Credo Beauty; Jayme Jenkins - Co-Founder and Brand Director, Everist; Roxana Bazgoneh - Founder & CEO, Onélogy

Guided by sustainability and innovation, the beauty industry is heading towards a visionary future thanks to scientific innovations:

- **The Rise of Ingredient-Led Beauty** Speaker: Kayla Villena – Industry Manager, Beauty and Personal Care at Euromonitor International
- **Science and Efficacy at the Center of Modern Beauty Formulations and Consumer Marketing** - Speakers: Ewelina Aiossa – Founder of Clinical Skin and MakeUp in NewYork 2023 Ambassador, Sophie Bai, Founder & CEO, Pavise; Akshay Talati, Vice-President Of Product Development, Research & Innovation, Regulatory - Beauty and Wellness, Goop; Victoria Radford, founder Radford Studio; Annie Frey, Head of Garnier Paris Skincare, L’Oreal; Dr. Jared Jagdeo, M.D., M.S. - Chief Medical Officer, Ever/Body; Sarah Vickery - Vice President & Estée Lauder Companies Fellow, Scientific Communications, R&D, The Estée Lauder Companies Inc
- **Futurephoria: How Science is Transforming the Vision of Beauty and Propelling Trust** - Speakers: Leila Rochet – Founder, Cosmetics Inspiration & Creation; Sarah Jindal, Senior Director, Mintel

How is the holistic beauty movement shaping its future? The theme will be addressed through four conferences:

- **Inclusive Design and Psychodermatology in Beauty, the Next Step in Challenging Beauty Standards** - Speakers: Katarina Stetz - Entrepreneur, Chemist & Cosmetic formulator; Karen Ballou - Founder, Immunocology; Victoria Watts - Founder, VictoriaLand
- **Macro Movements 2023-2027: Finding Synergy Between Planet, People and Well-Being** - Speaker: Eleonora Mazzilli - Market Manager North America at BEAUTYSTREAMS
- **Changing Landscape of Beauty and What the Latest Launches and M&A Tell Us About the Future of Beauty** - Speaker: Anne Kurtz - Investor & Advisor, Cristina Nuñez - Co-Founder and General Partner, True Beauty Ventures; Lisa Guerrero - Co-Founder & CEO, Experiment Beauty
- **Sunscreen – Mineral Versus Synthetic & the Future of Suncare in Beauty** - Speakers: Dujon Smith - Founder and CEO at My Block Skin; Rick Prest - Associate Director, Global Formulation Development at Coppertone/Beiersdorf

### Expert Workshops to Sharpen Perspective on Beauty

Complementing the conferences, the diverse workshops enable us to renew our visitors' sources of inspiration. Through a wide range of themes presented by experts in the industry, a broad spectrum of current topics and trends is offered, so that every visitor can find answers to specific questions:

- **Anti-Ageing Skincare in Foundations and Complexion Products** - Speaker: Brian Kolman, Symrise
- **Market Trends and Regulations Influencing Packaging Innovations** - Speakers: Denis Paccaud - Innovation Director, Texen; Julie Vergnion - Communication & Marketing Director, Texen
- **The Beauty Tank Brand Concept Challenge Skincare** - Speaker: Ewelina Aiossa
- **Sustainable Solutions for a Better Tomorrow: Our Journey towards Climate, Land, and People Positive by 2030** - Speaker: Panayiota Kalimanis - Croda Inc.
- **Top Cosmetics and Skincare Trends** - Speaker: Mallory Huron - Fashion Snoops
- **The Asia Cosme Lab Show** - Speakers: Florence Bernardin - Founder, Asia Cosme Lab, Olivia Lanu – Prospective Analyst & Creative Thinker, Labelchic; Océane Taquoi – Founder, Labelchic
- **2025 Beauty and Wellness Trends** - Speaker: Jennifer Karuletwa - Peclers Paris North America
- **Sustainable Beauty Trends and Why You Should Stop Talking About It** - Speaker: Eva Lagarde - Founder, Re-Sources; Jeanine Lobell - Founder, Neen
- **Brand Concept Challenge Makeup** - Speaker : Ewelina Aiossa
- **Leaping Bunny Certification: Why It Still Matters For Companies** - Speaker: Kim Paschen - Director, Leaping Bunny Program

### Must-See Beauty Talks

Chief Inspiration Officer and founder of trend forecasting and consultancy agency Cosmetics Inspiration & Creation, Leila Rochet will host four Beauty Talks that will decode trends in the beauty industry and enable participants to identify new opportunities in the development of their businesses.

Leila Rochet and her guest industry experts will delve into the four trends for the coming year, as detected by Cosmetics Inspiration & Creation: **The Care Pact, Joy-Care, Neo-esthetes, and Intersectional Beauty**.

**NEW! Trends On Stage: 7 Global Trends Agencies Share Exclusive Insights!**

For the first time, top agencies and beauty trend experts will also be on hand to share their vision and beauty trends: **Asia CosmeLab, Beautystreams, Cosmetics Inspiration & Creation, Fashion Snoops, Intel, Peclers Paris, and Spate.**

### **Global Beauty Manufacturers Unite for a Diverse and Varied Offering**

The dynamism of MakeUp in NewYork appeals to manufacturers: this year, the Javits Center will welcome **143 international exhibitors**, including new participants of 30%! Gathering **from 15 countries** (Canada, China, France, Germany, Hong Kong, Italy, Japan, Luxembourg, Peru, Poland, Singapore, South Korea, Taiwan, Thailand and the United States), the geographical diversity of these exhibitors will offer variety to their offer and proposals to brands.

These suppliers of ingredients, formulations, packaging, accessories and turnkey services are **70% Skincare, and 95% Makeup**. They will be showcasing their latest products and innovations, and providing an opportunity to meet with brands in search for new products and solutions in the development of their skincare and makeup ranges.

### **Boost Brand Visibility With The Beauty Tank**

This 2023 edition sees the launch of the Beauty Tank challenge, part of the DNA of MakeUp in events, supporting all beauty brands from the start of their creations.

Our Ambassador, Ewelina Aiossa, will preside over this inaugural event, building on the tremendous success it has achieved in Los Angeles.

Designed to empower beauty brands from inception. Ten finalists, chosen from a pool of applicants, include innovative skincare and makeup entrepreneurs at various stages, from conception to pre-launch. These finalists will pitch their projects "Shark Tank" style before a select committee and an exclusive audience, offering unrivaled exposure and partnership potential.

This opportunity will offer candidates unprecedented visibility, and potential partnerships to propel their project forward.

### **An Event Eagerly Awaited By the Industry: The IT Awards 2023**

Highly acclaimed by the cosmetics industry, the IT Awards recognize and promote the very best in cosmetics innovation, formulation, turnkey services, packaging and accessories.

This year, **over 100 skincare and makeup products** were entered by our exhibitors, including 10 in the accessories category, 46 in the formulations category, 18 in the full service category and 32 in the packaging category. Following an initial selection by our jury of experts, **28 products were nominated for the IT Awards 2023**, including 4 accessories, 10 formulations, 6 full service products and 8 packaging items. The winners in each category will be announced at the Awards ceremony on September 20 at 9.30 am, by our Ambassador Ewelina Aiossa.

Alongside the upcoming IT Awards announcement at the Awards Ceremony, Ewelina Aiossa, MakeUp in NewYork 2023 Ambassador and IT Award jury member, will personally bestow “**The Ambassador’s Favorite**” award to her preferred product from the 10 fresh skincare entries.

All nominated products will be on display at the heart of the show during the two-day event.

MakeUp in NewYork will be held on September 20 and 21, 2023 at the Javits Center Hall 1E/1D.

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