

Post Show Report – MakeUp in NewYork 2023

Celebrating the Exceptional Success of the 13th Edition of MakeUp in NewYork

With the echoes of this electrifying event still ringing in our ears, we are thrilled to celebrate the remarkable success of the 13th edition of MakeUp in NewYork. Two extraordinary days were dedicated to driving beauty innovation, fostering co-creation, forging new collaborations, and exploring emerging trends. The resurgence of the industry and the eager anticipation surrounding skincare and makeup ventures were brilliantly highlighted by **the unwavering energy and enthusiasm exhibited by the 4,500 participants and 150 exhibitors.**

An Exceptional 31% Increase in Participants Compared to Last Year

This year, MakeUp in NewYork set a new record with an impressive 31% increase in participants compared to the previous edition. This remarkable growth was fueled by the presence of highly sought-after brands, including : DANESSA MYRICKS, ABSOLUTE NEW YORK, AMWAY, ANASTASIA BEVERLY HILLS, AVON, BATH & BODY WORKS, BOBBI BROWN, BURT'S BEES, CHANEL, COLGATE-PALMOLIVE, COTY, CREDO BEAUTY, DOLCE & GABBANA, E.L.F., ELIZABETH ARDEN, ESTEE LAUDER, FLORENCE BY MILLS, GLOSSIER, GRANDE COSMETICS, HAUS LABS BY LADY GAGA, HERO COSMETICS, ILIA BEAUTY, INTERPARFUMS, JEFFREE STAR COSMETICS, JLO BEAUTY & LIFESTYLE, KENDO BRANDS, KEVYN AUCOIN BEAUTY, KIC SHISEIDO KOREA, L'OREAL PARIS, LA MER, LVMH RESEARCH, MAC COSMETICS, MARIO BADESCU SKINCARE, MARY KAY, MAYBELLINE, MILK MAKEUP, MOROCCANOIL, NARS COSMETICS, NYX, PAT MCGRATH COSMETICS, RARE BEAUTY, REVLON, SEPHORA, SHISEIDO, SISLEY, SMASHBOX COSMETICS, SOL DE JANEIRO, STILA COSMETICS, SUPERGOOP!, TARTE COSMETICS, THE HONEST COMPANY, TOM FORD BEAUTY, ULTA BEAUTY, UNILEVER, VICTORIA BECKHAM BEAUTY, VICTORIA'S SECRET, YANBAL, YOUNIQUE, and many more.

"I love coming here, this is the place to be if you wanna really immerse yourself in ideas, innovation, creativity, I look forward to the show every year. I will not miss it!" **Danessa Myricks - Owner of Danessa Myricks Beauty**

"I've always come to the show, it's a great place to come and meet the industry, the trends... it's a great place to go" **Victore Casale - Co-Founder & CEO, Co-Founder & President – Ex Managing Director at MAC Cosmetics**

"It's a combination of getting to see our existing supplier partners, the newest innovations, the newest collections, building relationships but also what else is out there..." **Jessica Abrams - Vice President/Head of Product Development at Summer Fridays**

Packed Sessions Unveiled Industry Insights

The conference and workshop sessions at MakeUp in NewYork 2023 were a resounding success, drawing overflowing crowds eager to gain industry knowledge. With 13 conferences and 14 workshops, these sessions were in high demand.

International speakers, experts in the beauty sector, attracted a growing audience. Topics spanned a wide range of industry concerns, including:

Innovation in Formulation & Global Compliance: Featuring insights from industry leaders like Iva Teixeira (Good Face Project) and Jessica Abrams (Summer Fridays).

MoCRA's Impact on US Cosmetics: Addressed by Maggie Spicer (Source Beauty ESG) and Dr. Homer Swei (EWG's Healthy Living Science).

Materials Science and Sustainable Packaging: Presented by experts like Eva Lagarde (resources) and Nick Gardner (Element Packaging).

Galenic Innovations, Waterless Beauty, and Future Formulations: Featuring Krupa Koestline (Credo Beauty), Jayme Jenkins (Everist), and Roxana Bazgoneh (Onélogy).

These sessions, driven by sustainability and innovation, highlighted the beauty industry's path toward a visionary future through scientific innovations. Topics ranged from ingredient-led beauty to modern beauty formulations and consumer marketing, as well as the transformative impact of science on the beauty industry.

The holistic beauty movement and its influence on the future were also explored through conferences focused on inclusive design, sustainable beauty trends, and the changing landscape of beauty.

With packed sessions featuring prominent speakers and thought-provoking discussions, MakeUp in NewYork 2023 truly embraced the spirit of innovation and knowledge-sharing within the beauty industry.

Top International Exhibitors Helped Beauty Brands Reach New Heights

At MakeUp in NewYork 2023, the global beauty landscape witnessed an **unprecedented convergence of skincare and makeup visionaries**. With a remarkable representation of exhibitors hailing from all corners of the world, the event showcased the beauty industry's vibrant and diverse ecosystem.

An astounding 150 exhibitors, driven by innovation and ambition, descended upon the show, reaffirming their commitment to the skincare and makeup sector. Their unwavering dedication was palpable as they joined forces with skincare and makeup brands, guiding them towards the realization of their next groundbreaking projects.

Flourishing connections blossomed within the event's vibrant atmosphere, setting the stage for an array of promising collaborations and ventures on the horizon.

The Most Innovative and Trendy Winners (IT Awards)

Whether it be the sensational Roll and Remove Beauty Spheres from MS BeautiLab or the unique makeup brush Segno from Pennelli Faro S.R.L., our exhibitors showed everyone their ability to bring innovation and creativity to life!

This year, the competition was fierce, with **over 100 skincare and makeup products** submitted by our exhibitors. These entries included 10 accessories, 46 formulations, 18 full-service offerings, and 32 packaging designs.

Following rigorous evaluation by our panel of experts, 28 products emerged as nominees for the prestigious IT Awards 2023. These included 4 outstanding accessories, 10 innovative formulations, 6 comprehensive full-service products, and 8 remarkable packaging solutions.

Four winners and one « Coup de cœur » were awarded:

ACCESSORY IT AWARD

PENNELLI FARO S.R.L – SEGNO

A pocket-sized make-up brush that introduces a new make-up gesture. Wearable on the wrist, it features a precision brush mounted on a flexible lace available in a range of materials.

FORMULATION IT AWARD

MS BEAUTILAB - ROLL & REMOVE BEAUTY SPHERES

Translucent makeup removing spheres, formulated with over 93% ingredients from natural origin, without PEGs, Silicone or Preservatives.

Simply massage onto the skin. At skin temperature, the spheres will transform into a soft, fluid oil that will effectively remove all traces of makeup and impurities.

FULL SERVICE IT AWARD

ANCOROTTI COSMETICS SPA – MULTILAYER

Its hypnotic effect is based on different depths of negative relief and expert use of color and pattern. Based on pure pigments, its multi-layer pressable formula contains moisturizing and emollient agents, as well as an ingredient with anti-redness properties

PACKAGING IT AWARD

TAEYANG RENEW INC - AIRTIGHT SLIDER MASCARA

A new, practical way of applying mascara, thanks to the tube which, as well as containing the sealed formula, includes a retractable applicator. By unscrewing the cap, the applicator gently emerges from the tube, coated with a precise amount of liquid ready for application.

COUP DE ♥ IT AWARD ACCESSORIES

BEAUTY YAURIENT COSMETICS ACCESSORIES CO., LTD - IRON SERIES

A massage kit with natural jade stones that includes 3 sizes suitable for face, back, shoulders and neck. It massages with greater pressure than a manual massage to stimulate the skin and drain the meridians

In addition to the official IT Awards, MakeUp in NewYork 2023 Ambassador and IT Award jury member, Ewelina Aiossa, had the honor of presenting "**The Ambassador's Favorite**" award to her preferred product :

COREANA BIO CO., LTD - LAVIDA VITAL RECOVERY BB CREAM PACT IRF35

A unique skincare and makeup hybrid with BB cream coverage and potent skin benefits. Proactively fight against aging with a patented compound for SPF 50+ and PA++++ protection. Enriched with oils, moisturizers, niacinamide, and adenosine. Effortless application, luxurious packaging. Adapts to your skin tone and shifts from a lush balm to liquid. The journey to radiant skin begins here.

Celebrating Beauty Tank 2023 Champions

The Beauty Tank, made its debut in the 2023 edition, championing beauty brands from their inception. Ten finalists, carefully selected based on their applications, encompassed visionaries with groundbreaking ideas for skincare and makeup products, as well as innovative skincare and makeup brands at various developmental stages, from conceptualization to pre-launch.

In a riveting "Shark Tank" style presentation, these finalists showcased their projects and brands to the Beauty Tank selection committee and an exclusive audience. This extraordinary opportunity not only granted candidates unparalleled visibility but also the potential for partnerships to catapult their ventures to new heights.

The Beauty Tank 2023 yielded exceptional winners:

Beauty Tank Winner 2023: Skincare

Brand Name: Vacay Skin - Lorrie Feeser

Providing you and your skin with the ultimate convenience and protection while traveling anywhere in the world- all the while leading fulfilling, empowered lives.

Beauty Tank Winner 2023: Makeup

Brand Name: Jovy - Thai-Ling Cahow

To raise the standards for kids' cosmetics by always providing full-label transparency with the cleanest, safest, and most effective formulations, one product at a time

Make sure to mark your calendars for the next US edition : MakeUp in LosAngeles taking place February 14th and 15th, 2024 at the LA Convention Center!

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