

LIVE FROM

MAKEUP IN NEWYORK

SEPTEMBER 18 - 19, 2024 • NEW YORK, NY

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IT Awards Finalists on Display at MakeUp in NewYork

09.11.24

The IT Awards competition returns, showcasing the best innovations and trends from the show floor—don't miss the presentation.



MakeUp in NewYork will celebrate the 9th edition of its annual IT Awards. The international competition returns, showcasing the best exhibitors' innovations and trends—straight from the show floor.

During the show, stop by the exhibit showcasing the finalists. This year's products on display will demonstrate a remarkable pursuit of balance—between efficacy, aesthetic appeal, and sustainability, show organizers say.

The winners are chosen by a jury that includes Florence Bernardin, founder of Asia Cosme Lab (formerly Information & Inspiration), who commented:

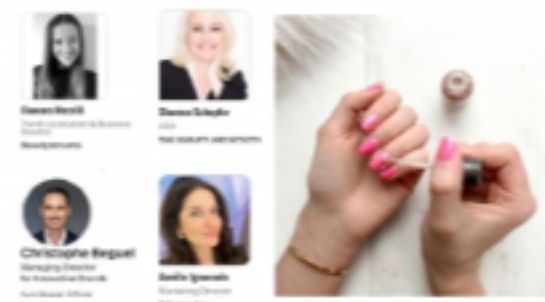
"The winners present a perfect balance of what makes a highly desirable cosmetic product today, focusing on all key aspects: flexible, hybrid, transformative, sensory, infused with intense care, and sustainable."

This year, 53 exhibitors showcased an impressive collection of 108 makeup and skincare innovations—and they're all vying for recognition in four key categories:

- Accessories, 7 entries
- Formulation, 56 entries
- Full Service, 22 entries
- Packaging, 23 entries

The winners will be announced live, at the show during an awards presentation on Wednesday, September 18th at 9:30 am. Mark your calendar!

Breaking News



Nail Care & Longevity Are Conference Highlights on Day 1 of MakeUp in New York

09.11.24

More about these not-to-miss conferences on September 18th at MakeUp in New York.

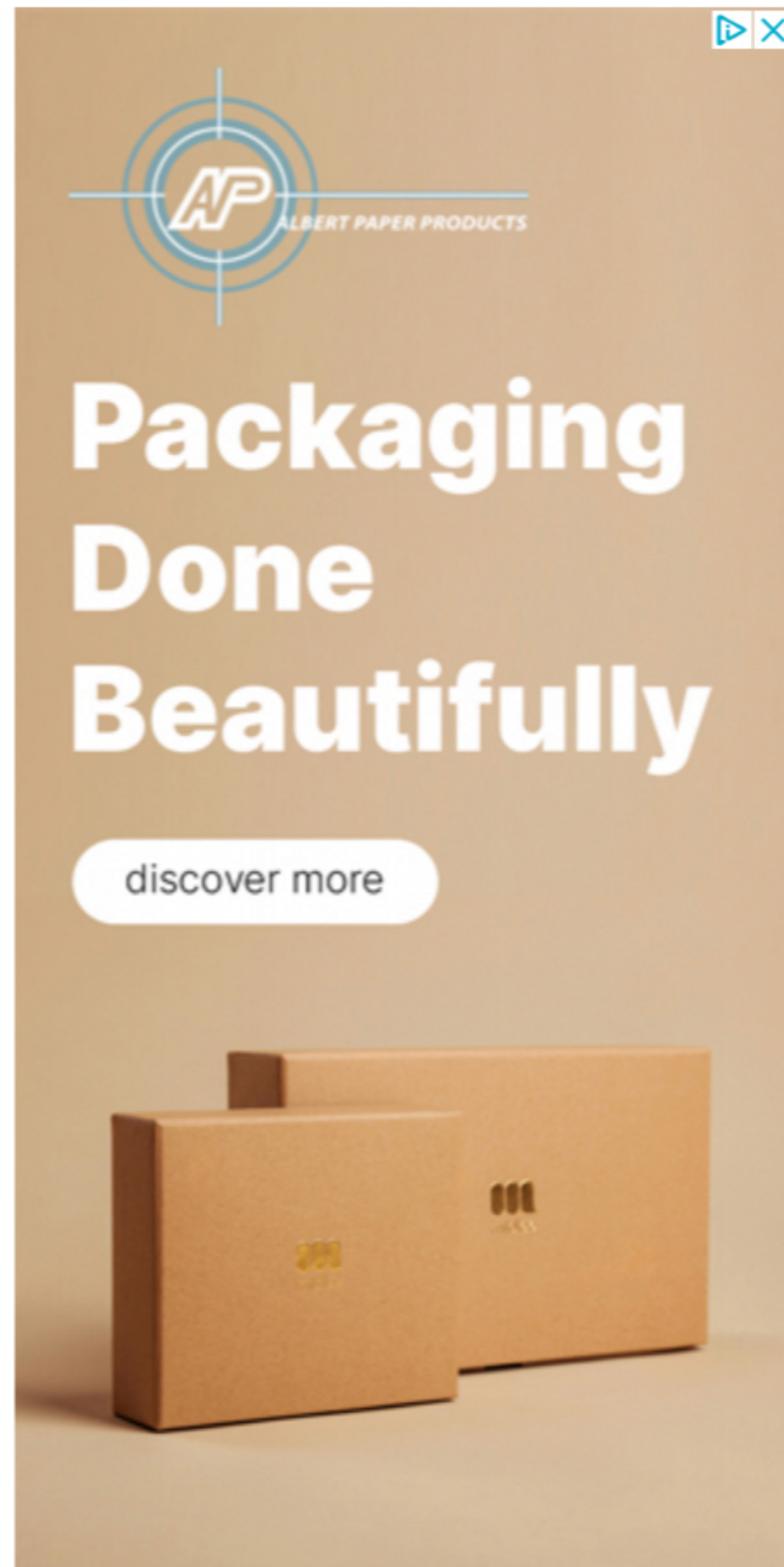
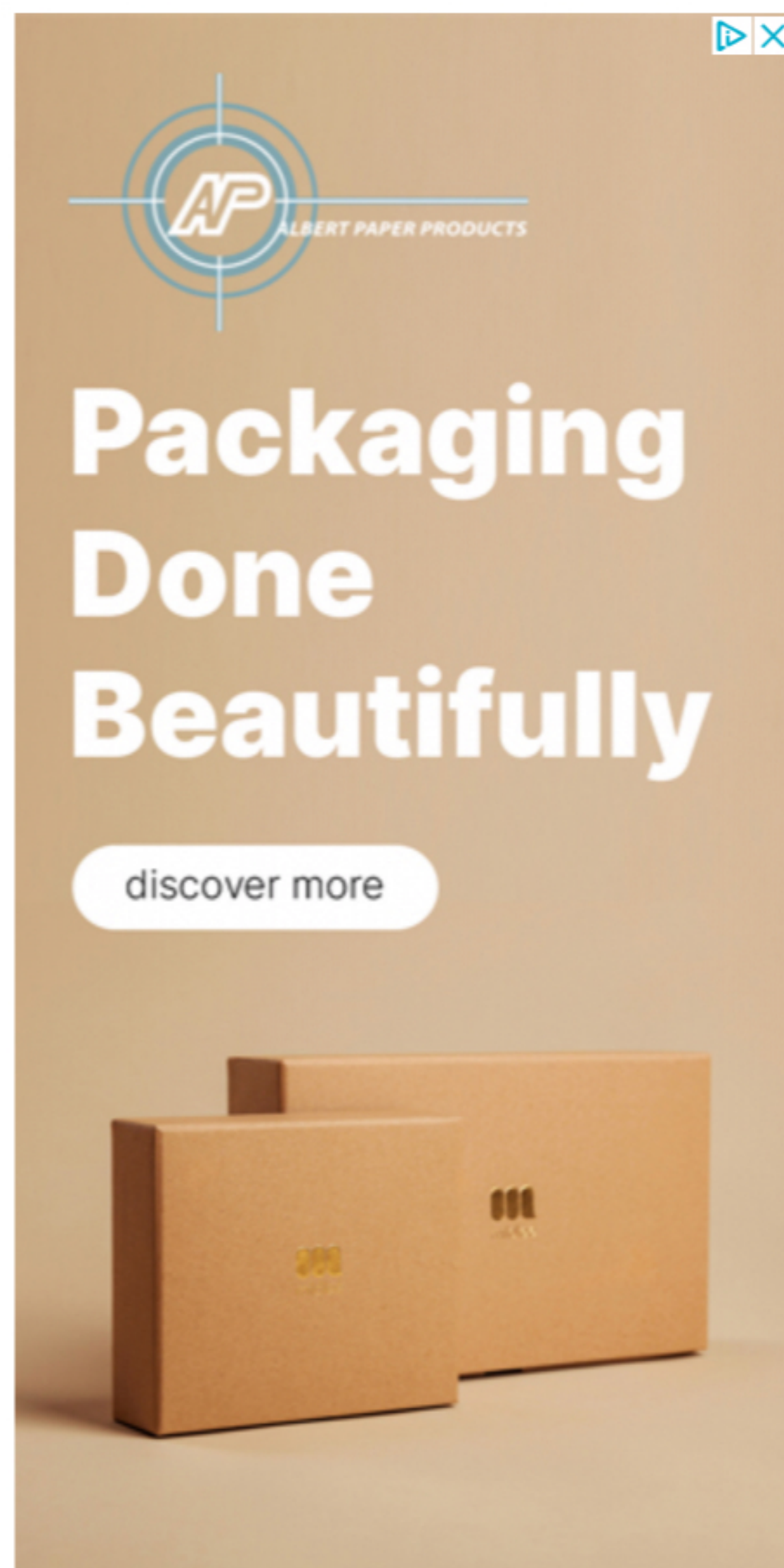
Limitless Applicators, Wonderland by Brivaplast

Dreams meet innovation with endless applicator styles. Done via 3D-printing, we've created infinite options to revolutionize cosmetics.

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LIMITLESS APPLICATORS
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