

Step into the future
of beauty!



The Global BtoB event boosting beauty innovation

Javits Center

18&19 [09] 2024

SKINCARE & MAKEUP INSPIRATION

MakeUp in NewYork

Your next beauty steps!

MakeUp in LosAngeles
SKINCARE & MAKEUP INSPIRATION

12&13 [02] 2025

Los Angeles Convention Center

MakeUp in Paris
SKINCARE & MAKEUP INSPIRATION

18&19 [06] 2025

Carrousel du Louvre

MakeUp in NewYork
SKINCARE & MAKEUP INSPIRATION

17&18 [09] 2025

Javits Center



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TALKS' program

Wednesday, September 18th

MORNING

09:30am – 10:15am

IT AWARDS Ceremony

- 👤 Ewelina Aiossa - Show Ambassador | Founder | Topical Skin
- 👤 Florence Bernardin - Jury Member & Founder | Asia Cosme Lab

09:30am – 10:15am – *By Peclers Paris North America*

Offbeat Flair: Exploring the Audacity of Creativity & Unique Aesthetics

- 👤 Jennifer Karulewa - Managing Director | Peclers Paris North America

10:30am – 11:15am

Life Long Care: The Changing Face of Beauty in the Age of Longevity

- 👤 Eleonora Mazzilli - Trend Localization & Business Development Director, North America | Beautystreams

10:30am – 11:15am – *By Asia Cosme Lab*

Asia Cosme Lab Show Vol. 4

- 👤 Florence Bernardin - Founder | Asia Cosme Lab

11:30am – 12:15pm

From Nail Science to Nail Couture, Future Trends In Nailcare

- 👤 Shannaz Schopfer - CEO | The Beauty Architects
- 👤 Aurélie Ignaccolo - Marketing Director | Il Cosmetics
- 👤 Christophe Beguel - Managing Director USA | Kure Bazaar

11:30am – 12:15pm – *By Cosmetics Inspiration & Creation*
Beauty Talk #1 – Transcendent Nature – Bold Ambitions for a Better Future

- 👤 Leila Rochet - Founder | Cosmetics Inspiration & Creation
- 👤 Sarah Jindal - Senior Director | Mintel
- 👤 Sébastien Bardon - PDG | Capsum

AFTERNOON

12:30pm – 1:15pm

Revolutionizing Beauty with Skingestibles

- 👤 Ewelina Aiossa - Show Ambassador | Founder | Topical Skin
- 👤 Brian Underwood - Beauty Director | Women's Health
- 👤 Giorgio Dell'Acqua - Chief Science Officer | Nutrafol
- 👤 Madyson Chippendale - Sales Manager | Vida Glow

12:30pm – 1:15pm – *By Trendalytics*

What Consumers Actually Want: Identifying TikTok, Search & E-Commerce Trends to Take the Lead in Beauty

1:30pm – 2:15pm

TikTok Shop and the Future of Consumer Engagement

- 👤 Anna Mayo - VP | NielsenIQ
- 👤 Olivier Zimmer - Cofounder & CEO | Spate

1:30pm – 2:15pm – *By Source Beauty ESG*

Beauty Bootcamp - How to Start, Grow, and Lead a Successful Beauty Brand

- 👤 Maggie Spicer - Founder | Source Beauty ESG
- 👤 Antonella Colella - Founder | Colella Legal Studio

2:30pm – 3:15pm

Korean Beauty Trends, From Sustainability To Playfulness And Efficacy

- 👤 Jeb Gleason - Content Director | Allured Business Media & Global Cosmetic Industry
- 👤 Ron Lee - Director of Sales | Jeong Hun
- 👤 Cheeho Choi - CEO | CTCKLIP

2:30pm – 3:15pm

Beauty Tank Competition with Jury - SKINCARE Session
Presented by Ewelina Aiossa

Entrepreneurs will pitch skincare brand concepts to an expert jury to win the Beauty Tank

3:30pm – 4:15pm

The Rise Of French Pharmacy: When Science-Backed Beauty Takes Center Stage

- 👤 Ewelina Aiossa - Show Ambassador | Founder | Topical Skin
- 👤 Tyler Steele - VP, Medical Relations | La Roche-Posay, Vichy, CeraVe
- 👤 April Franzino - Beauty Director | Hearst Magazines (Woman's Day, Good Housekeeping, Prevention)
- 👤 Jolie Alony - Co-Founder | Thompson Chemists
- 👤 Dr. Karan Lal - Dermatologist | Affiliated Dermatology

3:30pm – 4:15pm – *By Cosmetics Inspiration & Creation*
Beauty Talk #2 – Feel Up Sensation – An Exploration of the Senses

- 👤 Leila Rochet - Founder | Cosmetics Inspiration & Creation
- 👤 Angela Neal - VP of Product Innovation | Victoria Beckham Beauty

Thursday, September 19th

MORNING

9:15am – 9:40am

Limitless Beauty: Danessa Myricks' Journey and Vision

- 👤 Leila Rochet - Founder | Cosmetics Inspiration & Creation
- 👤 Danessa Myricks - Founder & CEO | Danessa Myricks Beauty

09:30am – 10:15am – *By Euromonitor*

A Changing Landscape: How Demographic Shifts will Impact the US Beauty and Personal Care Market

- 👤 Kayla Villena - Head of Beauty and Personal Care Research | Euromonitor

9:45am – 10:30am

Biotech-Focused Beauty: The New Frontier in Cosmetic Science

- 👤 Akshay Talati, RPh - VP - Product Development & Innovation | Goop
- 👤 Jasmina Aganoci - CEO & Founder | Arcaea
- 👤 Alison Cutlan - VP of Scientific Innovation | The Rootist
- 👤 Peter Tsois - VP Skincare R&D | The Estée Lauder Companies

10:30am – 11:15am

The Implication of Using AI in Beauty Product Development

- 👤 Shannaz Schopfer - CEO | The Beauty Architects
- 👤 Abdou Kane - Director of AI Engineering | In-FlowsAI

10:45am – 11:30am

Learn From The Indies

- 👤 Karen Young - CEO | The Young Group
- 👤 Daniel Folkmanas - Founder | Talomi
- 👤 Kathryn Madison - COO | Dye Candy

11:30am – 12:15pm – *By re/sources*

Sustainable Beauty Trends: The Role of Biotech and Innovation in Answering Consumer Demand for a Greener Beauty

- 👤 Eva Lagarde - Founder | re/sources

Conferences

Beauty Agora's Workshops

11:45am – 12:30pm

Science & Men Care: Do the Same Principles Apply as in Women's Beauty Care ?

- 👤 John Cafarelli - COO & Co-Founder | Beautymatter
- 👤 Tony Lecy-Siewert - Co-Founder/CEO | Apostle
- 👤 Tomás Glenn - Head of Skincare | Chillhouse
- 👤 Jessica Tarangoli - President of Marketing & Turnkey | FusionPKG

AFTERNOON

12:30pm – 1:15pm

Beauty Tank Competition with Jury - MAKEUP Session
Presented by Ewelina Aiossa

Entrepreneurs will pitch makeup brand concepts to an expert jury to win the Beauty Tank

12:45pm – 1:30pm

Ensuring Desirability and Luxury While Maintaining Sustainability Thanks to Innovative Packaging

- 👤 Eva Lagarde - CEO & Founder | re/sources
- 👤 Katia de Martino - CEO | Essentia Beauty
- 👤 Daniel Campbell - Director of Package Engineering and Sustainability | FusionPKG
- 👤 Ere Perez - Founder | Ere Perez beauty
- 👤 Alexander Kwapis - Vice President of Product Design and Development | FusionPKG

1:30pm – 2:15pm – *By Croda*

The Intersection of Beauty: The Latest Hybrid Format Trends

- 👤 Kelcie Lesko - Marketing Associate | Croda

1:45pm – 2:30pm

Beauty Talk #4: Recoded Future - Pioneering a Future Fueled by Science

- 👤 Leila Rochet - Founder | Cosmetics Inspiration & Creation
- 👤 Alex Rawitz - Director of Research & Insights | CreatorIQ
- 👤 Irina Mazur - Chief Product and Marketing Officer | Revieve
- 👤 Edna Coryell - Co-Founder and CEO | Mother Science

2:30pm – 3:15pm – *By Circana*

Makeup and Elements of Wellness. Behind the Beauty of the Prestige Makeup Market

- 👤 Natalia Bambiza - Director, Beauty Category Analyst | Circana

2:45pm – 3:30pm

Beauty Goes 360 : Toward a New Definition of Beauty

- 👤 Jacqueline RUMOHR - Managing Director North America | Nelly Rodi

3:30pm – 4:15pm – *By Symrise*

Urban Heat Island and the Quest for Climate-Resilient Ingredients

- 👤 Michele Robertson - Director of Beauty Activations | Symrise

3:45pm – 4:30pm

What It Means To Be a Beauty Professional on Social Media and The Impact it Has on Beauty Businesses

- 👤 Alexis Androulakis - Head of Product Development & Education | @thelipsticklesbians
- 👤 Dr. Christina Basias - Head of Digital Education | @thelipsticklesbians
- 👤 Allison Turquoise - Content Creator, Beauty Packaging Education | @allisonturquoise
- 👤 Charlotte Palermo - Co-Founder & CEO | Dieux

Animations' program



Innovation & Trends SKINCARE & MAKEUP

This year once more, the IT AWARDS celebrate the creativity and ingenuity of our exhibitors. Discover 21 skincare and makeup novelties never seen before!

On display at the entrance

108
novelties
submitted

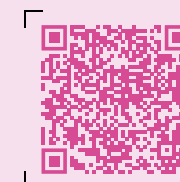
21
nominees

3
winners

Evaluated and elected by

13

international experts from
our independant jury



Product details

Inspiration Bar

by Cosmetics Inspiration & Creation

COSMETICS
INSPIRATION & CREATION
forecasting & consulting in beauty innovation

Cosmetics Inspiration & Creation will curate the Inspiration Bar, gathering the latest skincare and makeup product innovations around four distinct trends. Beauty specialists will guide visitors through disruptive textures, surprising effects, and cutting-edge packaging formats, sharing expert insights on successful product innovation. This unique experience allows attendees to discover inspiring product launches sourced from the agency's worldwide trendhunting.

Come and meet us booth No. A48

Trends Area

A unique palette of trend analyses and forecasts to decode and anticipate consumer needs and expectations!



ASIA
COSME-LAB
Information & Inspiration

BEAUTYSTREAMS

Circana.

NellyRodi™

NielsenIQ

Peclers
Paris

SPATE

TRENDALYTICS

Our
partners

COSMOPOL
FORMES
DE LUXE

Cosmetiques
IBITA
Beauty Industry
Trade Association

BEAUTY
CONFIDENTIAL

MakeUp
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BEAUTY PACKAGING
THE POWDER GROUP
ON MAKEUP MAGAZINE
EXPORT
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personal care
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SUSTAINABLE
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NEWS

MakeUp in New York

SKINCARE & MAKEUP INSPIRATION

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Exhibitors' list



DM COSMETICS CO., LTD.	B46	PRECIOUS LABS	E8
ECOMENT	J23	PRESTO PACKAGING SOLUTIONS	G18
ELEMENT PACKAGING	J22	PUMTECH KOREA CO., LTD.	J6
ENGLEWOOD LAB	F10	QUADPACK	F16
ENTH CO.,LTD	J18	R&D COLOR SRL	D6
ESSENTIA BEAUTY SRL	E12	REGI SRL	C24
FABER-CASTELL COSMETICS	C20	SHIP GROUP	F1
FAST BEAUTY RETAILING CO., LTD.	C45	SIMP	E6
FUSIONPKG	C11	SMILE BEAUTY PRODUCTS SA	F18
GPI BEAUTY	H6	SOCIETY OF COSMETIC CHEMISTS	P2
GUANGZHOU SANRONG MATERIAL PACKAGING CO., LTD	E42	SPATE	T7
HAKUHODO	A8	SR PACKAGING NORTH AMERICA INC.	H5
HCP PACKAGING	A12	SUNGLOW GROUP USA INC	H21
HEDI PRESENT INCORPORATED	B42	SWISS AMERICAN CDMO	G12
HNB CORPORATION	E14	SYMRISE, INC.	A33
HOMAX COSMETICS CO., LTD	C37	TAIYANG RENEW INC.	B40
HWASUNG COSMETICS X NOWCOS	C16	TOPICAL SKIN	B50
ICC SRL	A3	TECNOCOSMESI S.P.A.	C19
ICONS ICS	C12	TEXEN	B5
IL COSMETICS	D34	THAI HO BIO-TECH COSMETICS (TAIWAN) CO., LTD.	E7
IMINE CO., LTD	A35	THE BEAUTY ARCHITECTS	G2
INCA COSMETICI SRL	B20	TIMESOURCE ENT. CO., LTD.	E33
INNOVATIVE COSMETIC CONCEPTS	J16	TJ ENTERPRISE CO., LTD	F6
INUNUP S.R.L.	F15	TOA INC.	B38
ITIT COSMETICS	D24	TOKIWA COSMETICS INTERNATIONAL	B24
J.COPI (JEONG-HUN CO., LTD.)	C23	TONNIE COSMETICS CO., LTD	B16
JANGUP SYSTEM	H11	TRENDALYTICS	T8
JIA HSIUNG ENTERPRISE CO., LTD.	K12	TRENDCOLOR SRL	E29
JO AMERICA, INC.	G15	UDN INTERNATIONAL USA	A31
KINDU PACKING PTE LTD	E18	VERLA INTERNATIONAL LTD	A9
KODI CO., LTD.	B29	WECKERLE USA	B15
KOLMAR	C29 / C30	WORMSER GROUP	K15
KOVAS CO., LTD.	B12	WWP BEAUTY	F11
LADY BURD COSMETICS	A25	YCY COSMETICS CO., LTD	H12
LA SEA WELLNESS & BEAUTY INC	K23	YUEN MYNG INDUSTRIAL CO., LTD	A15
LIBO COSMETICS CO LTD	E23	YUGA GROUP	H2
LUMSON	C25		
MAGNOLI COSMETICS CO., LTD	B7		
MAILKANG COSMETICS CO., LTD	B37		
MARK & TEAMS CO., LTD	E11		
MARKET LINK INT'L CO LTD	A6		
MARSHMALLOW MAKEUP	H22		
MEDSKIN SOLUTIONS	K21		
MONAMI COSMETIC	K1		
MPLUS COSMETICS SRL	C34		
NELLY RODI	T4		
NEW JERSEY PACKAGING EXECUTIVE	P3		
NF BEAUTY GROUP	E37		
NFC (NATURE'S FRIENDS COSMETICS)	D37		
NIELSENIQ	T5		
NINGBO JIELI COSMETICAL PACKAGE CO., LTD	D20		
NOVI CONNECT	C43		
NV INTERNATIONAL (ASIA) LIMITED	A7		
OMNIGOS GROUP SRL	E19		
OPAC	H10		
PECLERS PARIS	T6		
PENNELLI FARO SRL	B19		
PHARMA COS SRL	E38		
PIBIPLAST	E5		
PICASO COSMETIC LABORATORY LIMITED	G24		
PONZINI SPA	B31		