

MakeUP *in* Paris
SKINCARE & MAKEUP INSPIRATION

16 & 17 June 2022 - Carrousel du Louvre

The **Glo.Cal** BtoB event boosting Beauty Innovation



MakeUp in Paris returns on **June 16 and 17, 2022** at the Carrousel du Louvre for its 12th edition, gathering and inspiring the international beauty community to co-create and find, together, future solutions to the major challenges of the sector and determine the cosmetics market of tomorrow.

As a **Glo.cal business facilitator**, MakeUp in Paris is orchestrating a friendly and intimate event gathering with the best of suppliers and beauty brands of skincare and makeup.

More than ever in this pandemic situation, we are committed to supporting the beauty industry and generating business benefits for each participant (supplier and brand) by inspiring the beauty business of today and tomorrow.

MakeUp in Paris is the most insightful beauty event in Europe for products innovations, solutions, networking, and advanced industry thinking.

MakeUp in will unveil its new identity!

Following the rise of the hybridization of makeup and skincare, MakeUp in has adapted its offer for several years now to meet the expectations of the market. Today we have designed a new visual identity to **reaffirm our Skincare and Makeup positioning**.

A new website is under construction and will be online for the 2022 edition. This new site, beyond being a digital showcase of our events, will propose throughout the year quality content on make-up and skincare trends worldwide, in partnership with the best international trend agencies.

We have worked on an optimized user experience to facilitate the preparation of the visit and give even more visibility to our exhibitors, who will be able to highlight their new products in our online catalog before the show.

Back to normal edition!

After a successful 2021 edition in October, MakeUp in Paris looks forward to welcoming **+150 exhibitors** and **+4 000 visitors** in Paris to resume business and promote innovation. Suppliers of **ingredients, formulation, packaging, accessories, full service and digital makeup devices** are eager for opportunities to display their products and network with potential buyers and brands.

“The pandemic has put an end to the trade show business, but the beauty industry, more than any other sector, needs a real trade show with face-to-face contact. The use of the 5 senses is mandatory to evaluate a beauty product” says Sandra Maguarian – Show Founder and Director

MakeUp in Paris, a real beauty trends “Think Tank”

MakeUp in Paris will also offer a packed conference program, with industry experts shedding valuable insights on the global beauty market trends. On the program:

Brand value and values: what are the challenges for brands today and tomorrow?

Emmanuelle Dumas - Founder - m.a Wellness and Beauty

Touching color: an extreme luxury

Sabine Le Chatelier - Founder - Colorprescription

Claude Vuillermet - Founder - Colorprescription

From makeup to skincare, the rise of solid cosmetics

Stéphanie Reymond - Founder - SQUAREXPRT

Managing CSR: purpose, responsible management and environmental impact

An event for the benefit of CEW France Beauty Centers.

Are you a beautiful person?

Jacob AZEROUAL

Senior, the Golden Gen Rush - How to transform the "Silver Gen" into the "Gold Gen

Adelaide Lohio - Founder - L'OBSERVATOIRE BEAUTÉ

European Union: Increasing regulatory pressure on cosmetics, which implications for skincare and make-up tomorrow?

Caroline BASSONI - Director of Regulatory Affairs - Cosmed

Engaging your cosmetic brand community in 2 countries

Nadia Gabriel - CEO of Trustt and founder of Mon Vanity Idéal

Marlène Louapre - Marketing and Communication Director - Natura Europe

After augmented reality, what opportunities for makeup brands in the metaverse?

Frédéric Lefret - CEO - Immersive Talent Agency (ITA)

Mélissa DUHALDE - Event Manager Young Professionals in Beauty

The challenge of re/generating cosmetics - concepts and French illustration

Elodie Carpentier - Co-founder - Le Rouge Français

Thomas Busuttill - Founder and CEO - R3 IMAGIN/ABLE

And other conferences to come soon...

[Full program](#)

2 days of co-creation!

At the heart of the event, new animations will punctuate the event to encourage exchanges and connections between brands, influencers and cosmetics suppliers.

- **The next beauty trends in the spotlight!**

Since 2020, consumers tend to change their purchasing behavior, their needs and their aspirations in terms of beauty. Faced with this new reshaped market, the 2022 edition of MakeUp in Paris will be more than ever focused on trends.

Visitors will get a taste of global beauty trends thanks to the " Demain is Now " animation, an unprecedented gathering of the best international trend agencies with the participation of: Asia Cosme Lab, Carlin, Colorprescription, Cosmetics Inspiration&Creation, Dynvibe, Fashion Snoops, Peclers Paris, Weoutwow, De baschmakoff

- **1... 2... 3... Ready? Go! Formulate!!!**

Formulation will be celebrated with the creation of a new ephemeral laboratory to make your own beauty products.

During short and playful thematic workshops led by Aurélie Banco, from the trend to the formulation, from the concept to its realization, 30 minutes sessions will allow to explore the interest of the "green" formulation and to understand the composition of a make-up or skincare product.

3 topics will be explored

Plant pigments: "color by nature

By formulating a lip gloss, understand the stakes of tomorrow's coloring, tame the natural coloring, how the "green gives red"?

Plant oils: "marketing discourse versus sensoriality

When formulating a tinted serum, let's put words into practice.

Up-cycled ingredients: "towards smarter, greener cosmetics

By formulating a skincare cream, a technical and responsible "gesture".

[Animation 1...2...3... Ready? Go for it! Formulate!](#)

- **MakeUp in Paris celebrates 1 century of beauty!**

2022 offers us the opportunity to celebrate the centenary of Victor Margueritte's novel, *La Garçonne*, which in 1922 made headlines. This novel, considered a literary and social phenomenon, whose publisher Flammarion readily admitted that it was "the most scandalous novel ever written", was an almost immediate success and achieved sales records that were rarely equaled in France and England before reaching an international audience.

In partnership with the *À la Carte Museum*® *MakeUp in Paris* will present for the first time a selection of heritage objects of fashion and beauty from the Art Deco period from private collections. This artistically rich period deeply influenced brands and beauty manufacturers in terms of formulation, packaging, behavior and even rituals.

[Exhibition of the *À la Carte Museum*®](#)

IT Awards competition

Our highly regarded innovation competition (ex IT Products) returns in 2022 with a new name and new features!

More than a selection of innovative products, **the new IT Awards competition will reward 4 winners among the innovations presented by our exhibitors.**

If we have revised our selection process, we still rely on our international experts committee to test, evaluate and compare the products submitted by the exhibitors with the existing products on the market.

The competition is now running at two stages, a first selection based on a video pitch of the exhibitor and an in-depth questionnaire. Exhibitors must describe the added value compared to similar existing products **regarding the sensorial experience, the usefulness, the used components and/or materials, the environmental point of view, the color rendering and effect obtained** (lighting, texture, ...), the **design**, and the **transformation and manufacturing process**.

The short-listed products of this selection are then evaluated and tested by our international Jury to reward the best of them in each of the Skincare and Make-up innovation categories: Formulation, Full service, Packaging and Accessory.

All the selected products will be exhibited at the heart of the show and the winners will be rewarded with a trophy during an award ceremony on the first day of the show.

MakeUp in Paris Press Contact :

Aurélie de BOISVILLIERS –Marketing & Communications Director

aurelie.deboisvilliers@infopro-digital.com - 06 69 66 93 74