

MakeUp in Paris prepares the return of beauty innovation

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MakeUp in Paris returns at the Carrousel du Louvre on June 16 and 17, 2022 for its 12th edition with more than 150 exhibitors. On this occasion, the Parisian event will unveil a new visual identity to reaffirm its Skincare and Makeup positioning.

After a successful 2021 edition in October, **MakeUp in Paris** expects to welcome more than 150 exhibitors and 4000 visitors to resume business and innovation as usual. Once again, the event will gather suppliers of ingredients, formulation, packaging, accessories, full service and digital solutions and devices.

"The pandemic has disrupted 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 five senses is mandatory to evaluate a beauty product," explains Sandra Maguarian, Show Founder and Director.

New identity

Following the rise of the hybridization of makeup and skincare, MakeUp in has adapted its offer to meet the expectations of the market. For several years now, the show has welcomed suppliers of skincare products alongside traditional exhibitors from the make-up sector.

In order to reaffirm the event's skincare and makeup positioning, the organizers have designed a new visual identity including a new logo and the baseline: "skincare & makeup inspiration." A new website has also been created.

"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," detail the organizers.

Conference programme

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

At the agenda:

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 - Squarexpert

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 two 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

Élodie Carpentier - Co-founder - Le Rouge Français

Thomas Busuttil - Founder and CEO - R3 IMAGIN/ABLE

And many more (the full program can be seen here).

New animations

Several new animations will punctuate the event.

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.

Formulation will be celebrated with the creation of an **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. Three topics will be explored: plant pigments, plant oils, up-cycled ingredients.

And of course, **IT Awards** competition returns in 2022. The competition will reward four winners among the innovations presented by the exhibitors, in each of the innovation categories: Formulation, Full service, Packaging and Accessory.

All short-listed products will be displayed 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
June 16 and 17, 2022
Carrousel du Louvre
Paris

www.makeup-in.com/paris/

Portfolio