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MakeUp in Paris preps for 12th edition

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Beauty trade show MakeUp in Paris is set to welcome over 150 exhibitors when it opens its doors on June 16-17th at Paris' Carrousel du Louvre. The agenda for the show's 12th edition promises to be packed with conferences, new animations featuring leading trends agencies and formulation experts, and the traditional IT Awards competition.

beauty related content year-round, as well as an online catalog highlighting the exhibitors' innovations in the lead-up to the event.

Celebrating the centenary of "modern beauty" – 100 years from the publication of Victor Margueritte's novel, *The Bachelor Girl* – the event will showcase the industry's evolution from the 1920s onward. "This year's edition of MakeUp in Paris will be a journey through past, present and future. It will allow us to discover today's innovations—ingredients, formulation, packaging and beauty accessories—while projecting ourselves into future of societal, consumer and lifestyle trends," explains the show's Director and Co-Founder, Sandra Maguarian.

Centered on global beauty market trends, the conference program will kick off with a session on brand values with m.a. Wellness & Beauty Founder Emmanuelle Dumas, followed by a discussion on the connection between touch, color and luxury with the founders of Colorprescription, Claude Vuillermet and Sabine Le Chatelier. Access the full program [here](#).

The IT Awards competition—a key part of the event previously known as IT Products—will reward four innovative products presented by the exhibitors in four categories – Formulation, Full service, Packaging and Accessory.

To encourage networking between brands, suppliers, and influencers, the organizers are offering an array of workshops and animations. Here are some not to be missed:

- *Demain Is Now* will cover global beauty trends with leading trend agencies including Asia Cosme Lab, Carlini, Colorprescription, Cosmetics Inspiration&Creation, Dynvibe, Fashion Snoops, Peclers Paris, Weoutwow and De baschmakoff.
- *1... 2... 3... Ready? Go for it! Formulate* is a space where visitors can formulate their own makeup or skincare product, while exploring three themes – plant pigments, plant oils and upcycled ingredients – during three 30-minute sessions led by Aurélie Banco, Founder of collaborative cosmetic laboratory Co-lab-ora.
- In partnership with the *À La Carte Museum*, the event will present a selection of fashion and beauty heritage objects starting from the Art Deco period and showcasing their evolution over the past 100 years.

Some 4,000 visitors and 150 exhibitors are expected on the show floor, including some exhibiting for the first time. Click [here](#) to get your badge.

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+37%

Value growth of luxury spirits in the US in the first quarter of 2022, compared to Q1 2021. Tequila saw the biggest annual growth rate of 63%, followed by American whiskey with 46%, Scotch whiskey with 34%, and Cognac with 18%. Source: Distilled Spirits Council of the United States

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EDITOR'S PICKS



MakeUp in Paris 2022: innovations from the show floor

In addition to our coverage of the winning products from MakeUp in Paris's Innovation & Trends Awards 2022, Luxe Packaging Insight spotted a number of color cosmetics novelties in terms of both formula and packaging. Read on for a[...]

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