



The meeting of beauty professionals will be back at the Carrousel du Louvre on June 16 and 17. During two days, brands of finished products and suppliers of ingredients will be gathered to present their latest innovations.

Reading time  
~ 2 minutes

 Summary

In addition to enjoying the presence of a hundred exhibitors, visitors will be able to attend conferences and debates led by experts in the beauty industry.

## The program

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

-> *Emmanuelle Dumas, Wellness and Beauty*

### Touching the color: an extreme luxury

-> *Sabine Le Chatelier, Colorprescription*

-> *Claude Vuillermet, Colorprescription*

### From makeup to skincare: the rise of solid cosmetics

-> *Stéphanie Reymond, Squarexpert*

### Managing your CSR: purpose, responsible management and environmental impact

-> *CEW France*

### Are you a beautiful person?

-> *Jacob Azeroual*

### Seniors: how to turn the “silver gen” into the “gold gen”

-> *Adélaïde Lohio, L'Observatoire Beauté*

### European Union: ever increasing regulatory pressure on cosmetics, what implications for skincare and make-up products?

-> *Caroline Bassoni, Cosmed*

### Engaging your cosmetic brand community in two countries

-> *Nadia Gabriel, Trustt/Mon Vanity Idéal*

-> *Marlène Louapre, Natura Europe*

### After augmented reality, what opportunities for makeup brands in the Metaverse

-> *Frédéric Lefret, Immersive Talent Agency*

-> *Jeanne Pouhe, Young Professionals in Beauty*

### The challenge of regenerative cosmetics: concepts and French illustration

-> *Elodie Carpentier, Le Rouge Français*

-> *Thomas Busuttill, R3 Imagin/Able*

### Putting an end to the fear of aging: defying the diktat of youth

-> *Lan Vu, Beautystreams*

-> *Michael Nolte, Beautystreams*

### To go further

• Visit the [MakeUp in Paris website](#)

## Suggested reading



Aromadays 2019: all you need to know about essential oils  
article - 5/2/19



A3P Cosmétique : a meeting dedicated to audits, cleaning and disinfection  
article - 5/14/20



Preclinical and clinical tests: a booming sector, which teaches and influences the cosmetics industry  
article - 1/13/22



32nd IFSCC Congress: the programme is announced  
article - 6/16/22



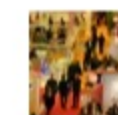
Cosmetic 360 blows out its fifth candle  
article - 9/26/19



Édition Spéciale by Luxe Pack: the conference program  
article - 5/19/22



Cosmetic 360: did you say novelty?  
article - 10/12/21



Creative Beauty Paris 2014 develops the full service offer and expands internationally  
article - 4/23/14



Édition Spéciale by Luxe Pack: towards ever more sustainability  
article - 3/10/22



Cosmed International Meetings at the time of the Russian-Ukrainian conflict  
article - 3/14/22



Cosmetics Europe Week