

# MakeUp in Paris Opens on June 14th—Here's a Sneak Peek

The b2b show for the beauty industry will celebrate skincare and makeup innovations at the Carrousel du Louvre on June 14th-15th, 2023



Marie Redding, Senior Editor • 05.30.23

MakeUp in Paris, the b2b show that celebrates innovation in skincare and makeup, will return to the Carrousel du Louvre on June 14th and 15th. The latest innovations in ingredients, formulation, packaging, accessories, and turnkey services will be on display.

The show will feature over 120 exhibitors from around the world, including 44 suppliers exhibiting for the first time this year.

Aïmara Coupet, founder of Be+Radiance, will serve as the show's ambassador. "There is no better place to take a step back—there is a joie de vivre when people meet," Coupet says. "My role as an ambassador is to help the team, and I'm happy to contribute energy and ideas," she says.

Coupet is a member of the IT Awards jury, and she will host the awards ceremony on June 14th at 10:30 am. The IT Awards will highlight 25 innovations chosen from over 100 product nominees.

Coupet will also speak about the need for more diversity and inclusiveness in the cosmetics industry, joining Dr. Imen Jerbi Azaiez, co-founder of 4-5-6 Skin, during the conference, "The Science Behind Melanin-Rich Skin—Moving Beyond Inclusivity."

## More Not-to-Miss Speakers on the Conference Schedule

The conferences and workshops will feature expert speakers sharing valuable insights, inspiring case studies, and trend forecasts.

Attend "Waterless Beauty 2.0—and the Future of Formulation" on June 15th at 2:30 to hear experts discuss beauty's growing waterless segment. Learn how much water is saved during the manufacturing process and the challenges and opportunities for formulating waterless products.

The speakers are Eva Lagarde, CEO & founder of Re-Sources; Anne Rutigliano, director of marketing, innovation, and strategy at Anjac Health & Beauty; Hector Sentilhes, co-founder of NEO by Nature; Orietta Riccaboni, director of operations at Opac; and Gaëlle Andre, chief R&D and Innovation officer at MS Beautilab.

Refillable packaging for beauty is another growing trend—but it brings on new regulatory challenges. Things like specific batch numbers and ensuring a package is clean before reuse help protect consumers, but what does refillable beauty mean in terms of regulations? Find out during "The Regulatory Challenges of Refillable Beauty" on June 15th at 3:30.

The speakers are Charles-Emmanuel Gounod, CEO and founder of Beautyworld Connexions; Elodie Fiscaro, sustainable development project manager of Fébéa' and Marco Roda, business development manager of Brivaplast.

MakeUp in Paris will also explore inclusive beauty and how brands cater to a wider range of skin tones and types. Attend "Singular Beauty: from Inclusivity to Individuality on June 14th at 2:30 pm. Beautystreams' SVP and creative director Michael Nolte will discuss how brands attract consumers by embracing inclusivity and individuality.

## On the Show Floor

Explore the Trends Area to find the beauty industry's latest trends and innovations. "We're proud to be the only show featuring such a comprehensive lineup of trends agencies, all under one roof," show organizers state. An exclusive lineup of 12 trend agencies will share strategic insights to inspire groundbreaking ideas.

Visit the CEW France booth at A19 and get a new portrait photo taken to update your LinkedIn profile. Before the photo, you'll have the opportunity to get your makeup done by professionals from the Campus des Maquilleurs. The photo shoot costs 35 Euros, and all proceeds will be donated to the CEW Beauty Centers to help fund the socio-aesthetic care for patients. [Reserve a time slot here.](#)

For the 2nd year, the co-lab-ora cosmetic formulation laboratory is partnering with MakeUp in Paris to allow visitors to formulate their own products—a lip oil or a customizable night serum. Participate in the workshop, "1, 2, 3...Ready? Go for it, Formulate!" on June 14th at 11:30 am, 1:30 pm, 3 pm or 4:30 pm; or on June 15th at 10 am, 11:30 am, 1:30 pm, or 3 pm. [Register here for this workshop.](#)

If you're attending the show, [request your badge here.](#) Stay tuned for our full report from the show.

Take a look at the video for a few highlights from MakeUp in Paris 2022.



### TRENDING

- Ranking The Top 50 Cosmetic Companies
- MAC Revamps 'Back To MAC' Recycling Program
- Top 20 Most Successful Celebrity Beauty Brands Of 2023—Ranked By Cosmetify
- WSGN & Coloro Name Apricot Crush As Color Of The Year 2024
- Top 10 Most Popular Makeup Brands—According To Hey Goldie