



Press Release  
MakeUp in Paris 13<sup>th</sup> edition  
June, 19th 2023

## **More than 4,500 participants brought beauty to life in the capital at MakeUp in Paris!**

MakeUp in Paris made history during its latest edition on June 14th and 15th! The Carrousel du Louvre was transformed into a temple dedicated to beauty, hosting a **record-breaking number of 4,579 participants** and **over 150 (+25%) international exhibiting suppliers**, thus fulfilling its promise to bring together skincare and makeup brands with key industry players. This unprecedented turnout, an **increase of 28% compared to 2022**, confirms MakeUp in Paris' status as an essential business event to discover the latest trends and innovations in skincare and makeup, offering brands a true array of development opportunities.

Beyond the numbers, the community is unanimous in praising the exhibition for its friendly and intimate atmosphere, where the passion for beauty is palpable at every moment, creating a unique chemistry conducive to exchanges and inspiring encounters. *"Very good small exhibition, efficient!"* as quoted by DIOR, or *"Very pleasant venue, 2 days is a good duration,"* as written by La Prairie Group AG.

## **A highly notable presence of the first Ambassador of MakeUp in Paris**

This year, for the first time, an Ambassador proudly represented MakeUp in Paris: Aïmara Coupet, an industry expert and founder of the healthy makeup brand BE+RADIANCE. During these two days, she infused her passion, energy, and 360° vision of cosmetics, particularly through a highly attended conference on science and melanin-rich skin, as well as her participation in the IT Awards, where she served as the master of ceremonies.

*"I was pampered in the heart of this edition of MakeUp in Paris: being part of the exhibitors, seeing innovations up close, making beautiful connections... it's such a positive and energizing experience that I would have stayed for a whole week!"*

**Aïmara Coupet**

## **Innovation triumphs at the Innovation & Trends (IT) AWARDS**

This year, our jury of 13 international experts nominated **31 new skincare and makeup products** out of over 117 entries for the competition. This marks a record-breaking participation of exhibitors, with over 50% of them taking part. During the awards ceremony

on Wednesday, June 14th, which inaugurated the exhibition, prizes were awarded to the most innovative and trendsetting products in four categories: Accessories, Formulation, Full Service, and Packaging. Faced with this excellent 2023 selection and the difficulty of choosing winners, the jury also awarded two special mentions (Coup de cœur).

In the Accessories category, the Award was given to the **Multi Intensity Brush** with an innovative rotating mechanism by **TEXEN**.

In the Formulation category, the jury was convinced by **MS BEAUTYLAB's Supernova Green powder**, which contains 99% natural ingredients. They also awarded a special mention to the compact eyeshadow **Hypnotic Very Noir** by **AIRCOS, ANJAC HEALTH & BEAUTY**.

In the Full Service category, **TRENDCOLOR's coCOOLmelon** blush with an immersive sensory experience received recognition. The jury also awarded a special mention to the **MAYA technology by CHROMAVIS FAREVA** with its high reliefs.

Finally, in the Packaging category, the Award was given to the **Venus rechargeable lipstick**, exclusively made from 100% aluminum material by **LIBO COSMETICS CO., LTD**.

## Skincare's splendor was on full display!

This 2023 edition showcased the importance of skincare, whether through conferences, workshops, trends, or exhibitor innovations.

In terms of ingredients, MAPRECOS presented its new generation of peptides, active ingredients that provide anti-aging benefits, as well as a non-nano zinc oxide. Merck showcased talc substitutes, multifunctional texturizers, and active ingredients developed for skincare that can be incorporated into makeup for sensory effects.

In terms of animations, the ephemeral Laboratory organized in partnership with CO-LAB-ORA was a resounding success, with all sessions fully booked. This immersive experience provided visitors with an exciting dive into the world of makeup and skincare formulation, offering a practical approach to discovering manufacturing processes, raw materials, their usage, and origins. Visitors had the opportunity to customize their own SPF lip balm and night serum under the supervision of our expert formulator Aurélie Banco.

Regarding formulations, exhibitors played with the sensory aspects of textures, showcasing surprising galenic forms such as SICAV's whipped facial cleanser, OPAC's body lipophilic gel that transforms into a cream, or TECHNATURE's solid and lyophilized makeup remover pearls. Visitors could explore visually appealing encapsulated formulas at JOTIM DAILY CHEMICAL (HANGZHOU) CO., LTD, as well as hybrid skincare and makeup formulas like the scientifically proven vegan concealer from SCHWAN COSMETICS, which provides smoothing and anti-puff effects.

## **Makeup trends took center stage**

During these two days, strong trends emerged through presentations by the **12 trend agencies** and exhibitor innovations.

One prominent trend was the pursuit of **luminous complexion**, inspired by Asian beauty routines. This included the Korean trend of achieving a "very glowy" effect through complexion work techniques and the use of primers and "tone-up" products in Japan to brighten the skin. Additionally, the Indian market saw the emergence of a wide range of primers. The desire for radiance and luminosity was confirmed in the aisles of the trade show with the presence of numerous illuminating sticks, powders, and draping techniques offered by various formulators and turnkey solution providers like CHROMAVIS FAREVA.

Another significant trend was **naturalness**. Experts agreed that there is no longer a compromise when it comes to natural formulations. This was evident in terms of ingredients, such as MERCK's Ronaflux pearlescent pigments without heavy metals, as well as accessories like blenders from ACT BEAUTY and TAIKI COSMETICS EUROPE. Natural formulations for mascaras, powders, lipsticks, and pencils were also a focal point for industrial research, with innovative formulas addressing sensory aspects, longevity, and sustainability. This included the use of upcycled ingredients, as demonstrated by TRENDCOLOR.

## **Sustainable packaging solutions**

As sustainability becomes a central concern, exhibitors showcased attractive packaging solutions on their stands. Rechargeable packaging was one of the stars of the trade show, with simplified refill propositions. These included mascaras with flexible internal refills from BRIVAPLAST, rechargeable airless sticks from SAMHWA CO., LTD., refillable lipsticks, and reusable pencils from WORLD SPONGE MANUFACTURING CO., LTD. Exhibitors also presented packaging with a reduced number of components, such as PIBIPLAST SPA's mascara.

Full-service suppliers also offered their more sustainable packaging solutions, such as the wooden pencil for volatile formulas from FABER CASTELL COSMETICS, the compact case made of 100% PET monomaterial without metal parts from TAIR JIUH ENTERPRISE CO., LTD., and the mascara with an ergonomic sachet bottle from ANCOROTTI COSMETICS.

## **Tomorrow is already today!**

Waterless beauty, artificial intelligence, the vision of tomorrow's consumers through Generation Z - these are all topics that concern and inspire the work of brands, trend agencies, and exhibitors.

**Water conservation** has been a major concern, as highlighted by the conference on waterless beauty 2.0, which took stock of a market already very conscious of solutions that reduce water

waste in ingredients, formulas, packaging, and processes. Suppliers and brands have shared their ethics, know-how, and vision for the future.

**Artificial intelligence**, a hot topic, was addressed in a workshop by the agency DE BASCHMAKOFF, which drew a full house and demonstrated the economic, ideological, and intellectual stakes of AI. With its lightning-fast execution and evolution, AI will drive all professions to evolve in the coming months.

The need to evolve quickly to adapt to young and future consumers: **Generation Z** captures everyone's attention. These young trendsetters and their revolutionary vision of beauty have been the subject of conferences and workshops, with a large audience demonstrating, if needed, that they are an essential component of beauty right now

### **Beauty has a heart!**

Visitors and exhibitors showed their attention and generosity by participating in a makeup and photo shoot animation organized by MakeUp in Paris to support the CEW Beauty Centers. In collaboration with the Makeup Artists from « Le Campus des Maquilleurs » and with the generous contribution of GEKA GMBH, INCA COSMETICI SRL, RED OF VIEW SRL, and TRENDCOLOR, who provided the makeup products, each participation made it possible to offer an aesthetic treatment in one of the Centres de Beauté CEW. Thanks to the participants' generosity, a total of €3,220 was raised for this cause dear to MakeUp in Paris, providing almost 100 free treatments at the hospital.

Aïmara Coupet, Ambassador 2023, concludes these intense and unifying two days:

*"MakeUp in Paris is a unique place of inspiration, innovation, and encounters where you feel good. Looking forward to the next edition!"*

**MakeUp in Paris will take place on May 29th & 30th, 2024,  
at the Carrousel du Louvre!**

#### **Contact presse MakeUp in Paris**

Aurélie de BOISVILLIERS –Marketing & Communications Director  
aurelie.deboisvilliers@infopro-digital.com - 06 69 66 93 74