

MakeUP *in* Los Angeles  
SKINCARE & MAKEUP INSPIRATION



# PRESS KIT



March 4&5, 2026 - from 9am to 5pm  
Los Angeles Convention Center

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# Director's Quote



One message stood out: beauty needs a true meeting point, a place where the entire product-development value chain can work together with clarity, speed and impact. MakeUp in™ is that place.

A business platform where brands, labs, packaging experts, ingredients suppliers, OEM/ODM partners and innovators collaborate to build the next generation of skincare and makeup.

A marketplace designed for targeted meetings, qualified leads and strategic conversations that accelerate product pipelines. We are not simply hosting an event, we are bringing together an ecosystem.

A federation of the industry's essential players. The ones who shape categories, drive transformation and respond to rapidly shifting consumer expectations.

As I step into my role leading MakeUp in™, I am ready to reinforce this mission: strengthen our marketplace, increase business value and amplify the connections that move our industry forward. And throughout this evolution, we keep French flair with global pragmatism. The elegance of our DNA combined with the discipline and efficiency required on a global stage.

MakeUp in™ remains a rare environment in the business world: intimate, warm and rooted in trust. A place where conversations turn into partnerships and ideas into launches.

Each edition is crafted as an exclusive space, inspiring, refined and designed to elevate our ecosystem while delivering measurable outcomes.

**Asmaa CHERRAF-BONNEVILLE**  
*Show Director*



# Visit MakeUp in Los Angeles

## Why Visitors Love MakeUp in Los Angeles

More than a trade show, MakeUp in Los Angeles is a destination for beauty professionals who crave innovation, inspiration, and strategic opportunities in one of the most influential markets in the world. Every year, thousands of attendees come to experience the energy and creativity that define the West Coast beauty scene.

## What makes LA so special?

- A Strategic Hub for Beauty Innovation**  
 Los Angeles is the beating heart of beauty on the West Coast, where creativity meets commerce and global trends take shape.
- Celebrity Influence & Cultural Impact**  
 Proximity to Hollywood accelerates trend adoption and amplifies brand visibility, making LA a launchpad for beauty icons and influencers.
- Leadership in Sustainability**  
 California sets the benchmark for eco-conscious practices and clean beauty standards, driving brands toward transparency and responsibility.
- Tech & Entertainment Synergy**  
 LA offers a unique intersection of beauty, technology, and lifestyle experiences, where AI, AR, and digital innovation meet glamour and storytelling.
- A Thriving Indie Brand Ecosystem**  
 The city nurtures emerging brands with authentic narratives, bold creativity, and cultural relevance, making it the ultimate stage for indie innovation.

## 2025 Key Figures

**4,900+**  
 participants

**30**  
 speaking sessions

**1,700+**  
 attendees at speaking sessions

**32**  
 nationalities present

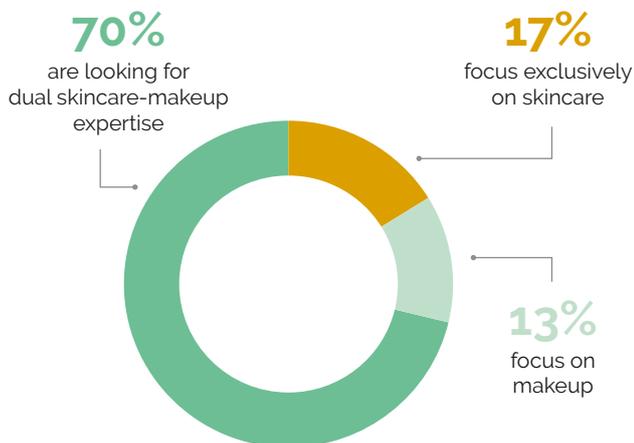
**Indie Brands** represent **58%** of the total, while **Legacy Brands** account for **42%**.

Among **Indie Brands**, **75%** of profiles are **decision-makers**.  
 For **Legacy Brands**, the functional breakdown is:  
**40%** in **Marketing and Product Development**, **17%** in **R&D**,  
 and **13%** in **Packaging Purchasing**.



### One major trend stands out

the **skinification of makeup**. Visitors show a strong interest in solutions that combine skincare and makeup:



### Visitor expectations are evenly distributed across the entire beauty value chain

Formulation / OEM / Contract Manufacturing:

68%

Full-Service Solutions:

46%

Packaging:

71%

Ingredients:

64%

Accessories:

45%

Held alongside **LUXE PACK Los Angeles**, the premier packaging show, it offers visitors an unparalleled experience: a single destination to explore the entire beauty value chain, from formulation and packaging to design and trends.

### Brands Presents in 2025

760 SKIN | ABOUT FACE | AMOREPACIFIC | ANASTASIA BEVERLY HILLS | APPLIEDOLL | ARACELI | ARBONNE | BASMA BEAUTY | BEAUTYBLENDER | BEAUTYCOUNTER | BENEFIT COSMETICS | BIOSSANCE | BLU MERCURY | BOBBI BROWN | BODYOGRAPHY | BUMBLE AND BUMBLE | BURTS BEES | BUSHBALM | PRODUCTS | CHELLA | CHICA BEAUTY | COCOKIND | COLOURPOP | COTY | DANESSA MYRICKS BEAUTY | DERMALOGICA | DIBS BEAUTY | DOLCE & GABBANA | DR. SQUATCH | ELF BEAUTY | ELIZABETH MOTT | ESTEE LAUDER | FACILE SKIN | FENTY BEAUTY | FLORAME | GISOU | GLOSSIER | GLOW RECIPE | GOOP | GOPURE | HALF MAGIC BEAUTY | HAUS LABS | HERO COSMETICS | HOURGLASS | HUMANRACE | HYDRAFACIAL | ILIA BEAUTY | JEFFREE STAR COSMETICS | JOSIE MARAN | K18 HAIR | KARUNA SKIN | KENDO | KOPARI BEAUTY | KOSAS | KYLIE COSMETICS | LANEIGE | LEMONHEAD LA | LISA ELDRIDGE BEAUTY | LIVE TINTED | L'OREAL | LYS BEAUTY | MAC | MANSCAPED | MAYBELLINE | MELT COSMETICS | MERLE NORMAN | MILANI | MURAD | NYX COSMETICS | OLAPLEX | OSEA MALIBU | PAT MCGRATH COSMETICS | PAULAS CHOICE | PEACE OUT SINCARE | PIXI BEAUTY | PLAYGROUND | POLITE SOCIETY | RARE BEAUTY | REVITALASH | RHODE | ROC SKINCARE | RUNWAY ROGUE | SACHEU BEAUTY | SAIE BEAUTY | SENEGENCE | SEPHORA | SKINN COSMETICS | SKKN BY KIM | SMASHBOX | SOSHE BEAUTY | STARFACE | STILA COSMETICS | SUBTL BEAUTY | SUGARPILL | SUMMER FRIDAYS | TARTE | TATCHA | THE CREME SHOP | THE HONEY POT | THRIVE CAUSEMETICS | TOO FACED | TOWER 28 | TRIXIE COSMETICS | TRUEBOTANICALS | ULTA | URBAN DECAY | VEGAMOUR | WELLA | WONDERSKIN | YSE BEAUTY | ZO SKIN HEALTH



# Exhibit at MakeUp in Los Angeles

## Why Exhibitors Choose MakeUp in Los Angeles

The exhibitors at MakeUp in Los Angeles reflect the diversity and dynamism of the beauty industry. Their presence underscores the importance of a show that **combines tradition, innovation, and opportunity** in one of the most influential markets in the world.

Co-located with **LUXE PACK Los Angeles**, the leading event for luxury packaging, this show offers an **unmatched platform to showcase innovations across the entire beauty value chain**, from formulation and ingredients to packaging and design.

## Why it matters for exhibitors:

- **Unparalleled Visibility**, direct access to key decision-makers from major beauty brands, indie innovators, and trend agencies.
- **Strategic Market Access**, Los Angeles is the gateway to the West Coast beauty scene, where global trends meet local creativity.
- **A Complete Industry Experience**, By joining forces with LUXE PACK, MakeUp in Los Angeles creates a unique environment where packaging and formulation converge, enabling exhibitors to forge strategic partnerships and accelerate growth in the U.S. market.

### Key Figures Exhibitors 2025

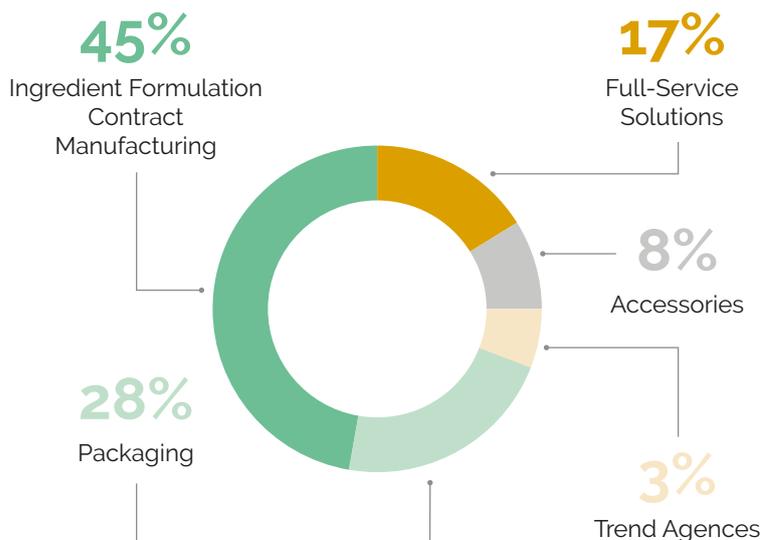
**154**

exhibitors

**17**

countries represented

### Breakdown of the Exhibitor Offer



## Innovation and Expertise from Exhibitors

MakeUp in Los Angeles brings together visionary suppliers who are shaping the future of beauty through sensorial, technical, and sustainable innovation. The show is a true creative hub, showcasing advanced formulations with cutting-edge technologies that elevate both skincare and makeup experiences.

This is a **truly inspiring showcase of cosmetic innovation**.

## A Cutting-Edge Offering in the Cosmetics Industry

MakeUp in Los Angeles welcomes an international selection of suppliers from across the globe, with the USA, South Korea, and Italy representing a significant share of exhibitors.

**Key categories include:**



**Contract manufacturing  
/ Ingredients**



**Packaging**



**Full-service skincare and  
makeup solutions**

The show brings together the most essential and trusted exhibitors, names that have long placed their confidence in us, such as Faber-Castell Cosmetics, ACT Beauty France, Albea Group, Anjac Health & Beauty Group, Asquan, Bakic Packaging, Capsum, Chemicos Creations, Colep Consumer Products, Cosmecca Korea, Cosmopak, CTKCLIP.COM, Eisen Cosmetic Sharpeners, Geka, Hwasung Cosmetics X Nowcos, Icons, Max Sauer, Sanwa Wings, SHP Group, Toa, Toly, Virospack, and WP Beauty - continuing to set the standard by combining naturalness, sensoriality, and performance.

Alongside these leading names, newcomers such as Actera, Facelabo, GlowPaks, Hunter Amenities, JPS Packaging, Mitsubishi Pencil, Monami Cosmetics, NFC (Nature's Friends Cosmetics), Remark, Shero Cosmetics, Sun Chemical Corp Performance Pigments G., The Goodkind, and UMF Beauty are enriching the offering this year.

This diversity reflects the **richness and global scope of the beauty ecosystem**, covering the entire value chain.

## **NEW** Indie Friendly Exhibitor tag

Indie-friendly exhibitors are prominently featured on the exhibitor list, making them easy to identify for brands seeking tailored solutions. These companies are uniquely positioned to meet the specific needs of indie brands by offering flexibility on minimum order quantities (MOQs) and ensuring rapid response times. With turnkey, ready-to-go products, they enable indie brands to accelerate their launches and adapt quickly to market demands.

ART COSMETICS SRL | B.KOLORMAKEUP & SKINCARE S.P.A. SB | C&C INTERNATIONAL | CAPICOLOR INTERNATIONAL | COCO COSMETICS | CRODA BEAUTY | CTKCLIP.COM | DONGGUAN FRIME COSMETIC KITS CO., LTD | EISEN COSMETIC SHARPENERS | ENGLEWOOD LAB | GUANGZHOU COSORAN COSMETICS CO., LTD | HNB CORPORATION | IMEI DIVISION SRL | INCA COSMETICI SRL | ITALIAN BEAUTY LABS | ITOBE GROUP | JPS PACKAGING | JWU CHING ENTERPRISE CO LTD | KAPRA COSMETICS | KODI CO., LTD. | MONAMI COSMETICS | MPLUS COSMETICS SRL | NUON LCC | OREN MEDICAL | PENNELLI FARO SRL | RAPHAËL MAKE UP BRUSHES | REGI GROUP | Studio360Labs | SYMRISE USA | THE BEAUTY ARCHITECTS | TOKIWA COSMETICS INTERNATIONAL | UMF BEAUTY LTD | WECKERLE USA |

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SHARE,  
LEARN.

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# Global Vision of Beauty: Conferences & Workshops

At a time when Los Angeles is more than ever asserting its role as a global beauty lab, MakeUp in Los Angeles 2026 unveils a program that captures the tensions, scientific breakthroughs, and emerging narratives reshaping the market.

From AI and clean science to enhanced sensoriality, experiential luxury, and performance driven innovation, the show offers an exclusive perspective on the forces redefining brands, products, and consumer expectations.

## Key Insights from the Conferences

The conferences reveal an industry entering a phase of complete hybridization, where **science becomes the strategic foundation, speed defines competitiveness, and experience redefines luxury**. Scalp biology and the microbiome are establishing new performance standards; the pace imposed by viral cycles is reshaping product development strategies; advances in color science, pigments, dispersion technologies, AI powered imaging, ensure the level of precision today's consumers expect; K Beauty reinforces its role as a structural force influencing every beauty category; and indie beauty moves into a new era where creativity and scientific rigor are now inseparable.

[See the online Conferences Program](#) —>

[Discover more about Speakers](#) —>

## Key Insights from the Workshops

The workshops spotlight a new performance framework built on **proof, precision, and pragmatism**. Sensory science is emerging as a key lever for crafting controlled emotional impact; biotech, technological optimization, and AI are redefining what efficacy means; and clean beauty is entering a mature phase in which responsibility can no longer come at the expense of results. Experts also highlight the financial vulnerabilities facing young brands and share practical tools to build stronger, more resilient business models. Finally, the concept of **"distributed aesthetics"** illustrates how beauty results now rely as much on routines and behaviors as on clinical expertise, reshaping the landscape of trust and authority across the industry.

[See the online Workshops program](#) →

[Discover more about Speakers](#) →

## Top Insights

MakeUp in Los Angeles 2026 highlights the forces reshaping the industry: the rise of science, from scalp biology to precision colorimetry, the impact of viral timing on innovation, the reinvention of luxury through experience, and the cross category influence of K Beauty. The workshops confirm a new era built on proof, performance, and pragmatism: enhanced sensoriality, biotech powered clean beauty, strategic AI for brands, and new models of trust in modern aesthetics.





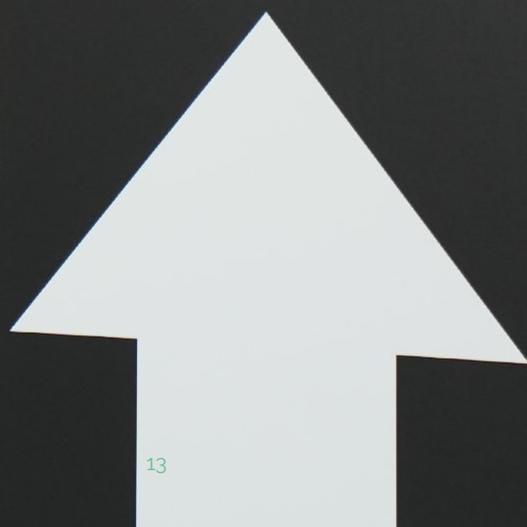
# MakeUP *in* Los Angeles

SKINCARE & MAKEUP INSPIRATION

## LUXEPACK LOS ANGELES

The premier trade show for creative packaging

# YOU'RE GETTING CLOSER!



# Show Features

## Beauty Talks & Inspiration Corner: Trend Intelligence in Action

**At the crossroads of culture and innovation, MakeUp in Los Angeles is once again partnering with trend authority Cosmetics Inspiration & Creation to unveil one of the show's most magnetic experiences: The Inspiration Corner.**

On **March 4–5, 2026**, this immersive space at the Los Angeles Convention Center becomes a live observatory of what's shaping beauty now, and what's coming next.

This year, the agency reveals its new foresight theme, **"The Age of Flow,"** capturing a beauty world in constant motion, driven by emotional shifts, cultural pressure, and consumers seeking clarity and intention.

### Four Trends Defining the Future

**A sharp, editorial curation highlights the major forces reshaping global beauty:**

- **Superhuman Future**, performance, optimization, and next gen science.
- **Hush State**, soft focus protection for overstimulated lives.
- **Liberating Rewards**, joy, indulgence, and sensorial escapism.
- **Rebel Identity**, self-authored beauty and rule breaking creativity.

### The Inspiration Bar: Fast Track to What's New

A favorite among insiders, the Inspiration Bar offers a curated showcase of breakthrough textures, climate adaptive skincare, bold formats, and disruptive packaging.

Guided by Leïla Rochet, VIP sessions decode global signals and translate them into actionable innovation cues.

### Beauty Talks: Perspectives That Matter

Two high level conversations bring together influential voices to dissect the cultural and technological forces redefining beauty, from longevity science to emotional wellness to evolving identity codes.

- **Beauty Talk by Cosmetics IC #1**  
**- The Optimization Era: How beauty is evolving towards next level of efficiency**  
**March 4, 2026 - 1:30 pm to 2:15 pm**  
**Speakers:** Leïla Rochet (CIO of Cosmetics IC), Gloria Ryu (Chief Product Officer at Haus Labs by Lady Gaga), additional speakers to be announced.
- **Beauty Talk by Cosmetics IC #2 - Clean Beauty 2030: Redefining Growth, Purpose, and Performance**  
**March 5, 2026, from 1:30 pm to 2:15 pm**  
**Speakers:** Leïla Rochet (CIO of Cosmetics IC), Victor Casale (Co-founder & CEO, MOB Beauty; Co-founder & Chairman, Pact Collective), Iva Teixeira (CEO The Good Face Project)

### Why Journalists Shouldn't Miss It

With exclusive tours and editorial grade insights, The Inspiration Corner is both a creative accelerator and a clarity hub, the place to understand where beauty is headed, how consumers are shifting, and which innovations will lead the market next.

A true must stop for anyone tracking the pulse of the industry.

## The Beauty Tank

As fresh voices redefine the beauty landscape, the Beauty Tank returns to MakeUp in Los Angeles 2026 as one of the show's most anticipated highlights, a live stage where breakthrough ideas meet industry influence.

On March 4, 2026, in the Beauty Talk Corner, **10 emerging founders, 5 for each category** will pitch their concepts in a fast paced format designed for maximum impact. Selected after the February 6 deadline, each finalist steps on stage knowing one pitch could transform the future of their brand.

### A High Stakes Stage the Industry Watches

Divided into **Skincare (11:30 AM)** and **Makeup & Haircare (2:30 PM)** sessions, the competition is intense:

**5 minutes to pitch, 3 minutes of Q&A**, and a jury of respected leaders evaluating innovation, feasibility, and market potential.

The **Skincare Jury** brings together top voices like **Aziza El Wann** (**The Potion Studio**), **Kimberly Currie** (**Clinical Skin Professional / Wanderlux Beauty**), **Tera Peterson** (**SKIN/SET**), and key experts from **FusionPKG**, **Formes de Luxe**, and the **IBA** - reflecting the complexity of today's skin ecosystem.

The **Makeup & Haircare Jury**, led by **Leah Vairo** (**Filterbaby**), spans merchandising (**VIOLET GREY**), strategic marketing (**Chromavis**), biotech innovation (**BiotechBeauty**), and manufacturing (**Lady Burd Cosmetics**) - ensuring each proposal is assessed from every strategic angle.

### Powered by a Key Industry Partner

Presented in partnership with the Independent Beauty Association, representing over 600 U.S. beauty companies, the Beauty Tank offers founders not just visibility, but real pathways to scale responsibly in a competitive market.

### Where Tomorrow's Breakthroughs First Appear

Past participants, from biotech innovators to sensorial skincare disruptors, underline the Beauty Tank's reputation as an early stage radar for press, investors, and trend spotters.

### Why It Matters

More than a competition, the Beauty Tank puts **human stories and bold ideas** at the center. It's where founders share their vision, experts challenge them, and the audience witnesses the next generation of beauty take shape, **one pitch at a time**.





## MakeUp in Los Angeles x Impacked Concierge Trend Tours

**Innovation is everywhere at MakeUp in Los Angeles, but the Impacked Concierge Trend Tours take discovery to a new level.**

These one hour, expert led tours offer a sharp, editorial look at the packaging innovations set to shape the future of beauty. Designed especially for press and decision makers, they help attendees cut through the noise and focus on what truly matters.

### Sustainable Packaging: Where Impact Meets Innovation

**March 4, 2:00–3:00 PM**

Sustainability has evolved far beyond buzzwords, and this tour proves it. Journalists will explore breakthrough materials, refillable systems, and low impact solutions that are already transforming the market. It's a front row view of the suppliers delivering real change, not promises.

### Social Packaging: Built for Attention & Virality

**March 5, 2:00–3:00 PM**

Packaging has become a media platform in itself. This tour highlights the components and formats engineered for shelf impact and social buzz, from inventive decoration to smart functionalities that drive instant shareability. A must see for anyone tracking the fusion of beauty and culture.

### The Indie Brand Tour: Agility, Creativity & Smart Scaling

**March 5, 10:00–11:00 AM**

Tailored for rising founders, this tour connects small brands with the right partners: low MOQ options, flexible manufacturers, and cost efficient solutions that still deliver premium appeal. It's a practical roadmap for indie players ready to grow without compromising ambition.

## The Trends Area

### Trend & Strategy Agencies at MakeUp in Los Angeles

In the beauty industry, certain agencies stand out for their unique contributions, and **MakeUp in Los Angeles is the place to meet them.** From specialists in Asian markets to global trend forecasters, innovation consultants, and social intelligence experts, these agencies help brands **decode consumer expectations and anticipate the next big shifts.**

Their insights are essential for navigating today's complex beauty landscape, inspiring innovation across product development, marketing, and brand strategy.

#### Confirmed agencies include:



NellyRoi



Beautystreams



forecasting & consulting in beauty innovation

Cosmetics Inspiration et  
Creation



Daash  
Intelligence

These agencies play a **crucial role in shaping the future of beauty**, offering actionable insights that empower brands to innovate boldly and responsibly.







# Innovation and Trends Awards

The Innovation & Trends (IT) Awards spotlight the year's most groundbreaking launches at MakeUp in Los Angeles 2026, honoring the ideas and technologies pushing beauty forward.

This edition introduces a major new category, **Contract Manufacturing / Private Label / OEM / ODM**, uniting formulation and full service expertise, along with two strategic new distinctions: the **Ready to Market Award** and the **Full Service Award**.

## A Record Year for Innovation



All submissions were evaluated by an **international jury of experts**, with a strong focus on forward thinking design, technical performance, and market relevance.

## What's Shaping Beauty in 2026

This year's finalists reflect major industry shifts, driven by reinvention and elevated consumer expectations. Key trends include:

- Beauty designed to spark **emotion and wellbeing**
- The rise of **glass skin luminosity** and flawless textures
- A renewed focus on **skin barrier strength and natural defenses**
- Skin positioned as an **indicator of overall health**
- Packaging evolving toward **inclusion, experience, and multisensory impact**

The five winners will be revealed during the **official ceremony on March 4, at 08:30 AM, on the IT Awards Area (G22-H21).**



## ACCESSORIES CATEGORY

The jury selected two finalists from the 12 accessories entered. This category highlights the revival of classic luxury codes combined with trendy effects and redesigned shapes that improve usability and performance.

**After deliberation, the jury chose not to differentiate between the two finalists in the Accessories category. They are therefore tied for first place.**



### RAPHAËL FRENCH KISS – RAPHAEL MAKE UP BRUSHES

A dual-ended lip brush featuring a Fill + Blur concept, crafted in solid brass with premium synthetic fibers. Its chic, portable format enables one-step lip filling and blending for a trendy "just-bitten" effect. The laser-engraving process allows 360° customization.

**Jury's comment:** An accessory of exceptional quality.

Booth F43



Booth H18

### ProPress - ANISA INTERNATIONAL

A complexion brush with an iron-shaped head composed of fibers with varying densities to cover large areas, and a tapered tip for micro-controlled application. Its patented design enhances foundation performance.

**Jury's comment:** Remarkably high-quality fibers and bristle construction.



## CONTRACT MANUFACTURING / PRIVATE LABEL / OEM / ODM CATEGORY

Among the 54 entries, the jury selected five finalists and awarded the category's top innovation. They highlighted outstanding gel technologies that elevate sensoriality while improving efficacy.

### FUSIONIQUE™ – CHROMAVIS SPA

A next-generation multi-phase balm that melts instantly, blending skincare benefits with a natural, luminous wash of color. Its POLYPHASE technology stabilizes a dual texture: a radiant gel enriched with micro-reflective particles paired with a creamy CC base. Both phases contain functional actives supporting long-term skin health.

**Jury's comment:** A technically accomplished, refined texture.



Booth H12

### BORN TO SLIDE LIPGEL – ITOBE GROUP

Based on a new, robust wax-free technology, this lipstick delivers an exceptionally lightweight feel, effortless glide and optimal comfort. At the forefront of hybrid innovation, its formula enhances the emotional performance of coated pigments through a pre-blend of ester gelling agents combined with natural esters derived from the recycling of olive by-products.

**Jury's comment:** Unique and highly aesthetic appearance, even application, outstanding technical level.

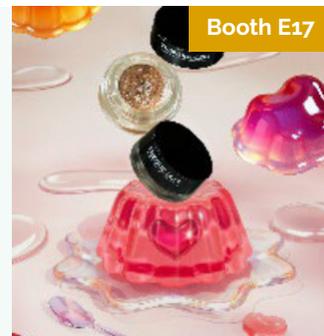


Booth H43

### JELLY FOIL EYESHADOW – TREND COLOR

This eyeshadow contains more than 50% water. Its formula, made from a new red algae, creates a solid, elastic, and transparent gel with film-forming properties. Versatile, it can also be used as a complexion highlighter. Its refreshing, bouncy jelly texture delivers a buildable finish ranging from pearly to metallic.

**Jury's comment:** Fresh, long-lasting, beautiful finish.

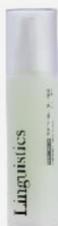


Booth E17

### CLEANSING BALM - SHERO COSMETICS

Formulated with several high-quality, ECOCERT-certified oils of various densities, weights, and textures, this cleansing balm redefines luxury skincare. Initially firm, it melts into a silky, mousse-like cream, turning cleansing into a moment of pure indulgence. It removes makeup while deeply nourishing the skin and delivering a spa-level experience.

**Jury's comment:** Highly effective, beautiful sensoriality, enveloping and sculpting effect on the skin.



Booth G13

### FRAGRANCE GEL HAIR MIST- TOA INC

This gel-based hair fragrance stands apart from traditional perfumes. Formulated with apple water from Aomori, Japan, instead of standard water, it extends scent longevity while delivering long-lasting hydration. Its low alcohol content reduces irritation and minimizes hair damage.

**Jury's comment:** An innovative gel fragrance spray.



Booth H22b

## INGREDIENTS CATEGORY

From the four entries, the jury selected two finalists, both distinguished by advanced technologies modulating skin growth factors or combining components that enhance and preserve high-performance actives.

**After deliberation, the jury chose not to differentiate between the two finalists in the Ingredients category. They are therefore tied for first place.**



Booth L08

### XEP™-716 Miniprotein™ - ACTIVEN

Powered by Activen's Aldriven platform combining chemical synthesis and -high throughput- screening, XEP™-716 Miniprotein™ redefines facial skin architecture by precisely modulating the TGF-β receptor—lifting, sculpting, and rejuvenating the skin. This innovative, sustainable miniprotein- supports performance while preserving biodiversity.

**Jury's comment:** A highly targeted innovation improving skincare performance.

### PDRN Bubble Cream –COSMECCA KOREA

A high-performance foaming serum and sheet-free mask in one. Its dense cream-and-bubble formula delivers long-lasting hydration and strengthens the skin's hydrolipidic balance. With low-molecular-weight polymers and a specialized emulsifier, it forms a stabilizing film compatible with mesh pumps, ensuring precise diffusion of PDRN essence.

**Jury's comment:** An emulsified formula of remarkable technical sophistication.

Booth J12



## PACKAGING CATEGORY

Among the 25 entries, the packaging experts on the jury selected five finalists, highlighting formats that improve product preservation and full usage—while notably considering consumers with limited dexterity.



Booth F32

### POWDER DROP JAR – ASQJAN GROUP

A patent-pending loose-powder jar enabling on-the-go use by releasing a precise dose of powder into the lower well with a single press. Its spring valve and conical funnel with sealed seat ensure accurate, repeatable dosing while keeping the bulk powder isolated from air and contamination. Styrene-free, it comes in three models with various color and finish combinations.

**Jury's comment:** A welcome solution to protect delicate loose powders.

### THE EASY WAY TILT PEN - ELEMENT PACKAGING

A lip pencil specifically designed for users with motor-skill challenges—and the first to earn Ease of Use® certification from the Arthritis Foundation. Made from recycled materials, its patented wide, ergonomic body ensures a stable grip, while its low-torque mechanism and easy-reload system provide accessible, reliable application.

**Jury's comment:** Ergonomics that genuinely facilitate grip.

Booth K28



Booth D22bis

### PURE NEEDLE NOSE TUBE – FUSIONPKG

Featuring a PE one-way valve derived from FusionPKG's airless-pump technology, this tube offers unrivaled airtightness compared to standard tubes. The collapsing valve body enhances stability and protects sensitive, active-rich formulas while ensuring extreme precision. A rare, differentiating packaging solution on the market.

**Jury's comment:** Efficient, precise, and hygienic.

### lift-upFIBER – GEKA GmbH

This patented round fiber splits into four branches at the tip to achieve extreme curl and length, opening up the eyes. Traditionally, lash curling relied mainly on volume; these deep, fine forks enhance it further by combining volume with brushing. The fiber can be produced from 100% renewable castor-oil-derived material.

**Jury's comment:** Highly effective fiber grip, ideal for curling.

Booth G42



Booth D6bis

### CRYO ROLL 2.0- TOLY

A three-in-one applicator combining a thermoconductive zamac tip, a deep-penetration PET cap, and a 15 ml glass bottle. It features a flexible 360° rolling head and a cap-penetration mechanism that enhances usage and product performance beyond standard roll-ons.

**Jury's comment:** An original, well-designed applicator with coherent material selection.

# Spotlight on the Special Awards

## READY TO MARKET AWARD

This new crosscategory award honors a beauty product that combines agility, trend alignment, and commercialization strategy—setting a new standard for speed and relevance in the beauty industry.



**Booth E17**

### AIRY BALM – TRENDCOLOR

A waterbased lip balm embodying key market trends. Its airy consistency, soft lightweight texture, and sheer matte color deliver a refreshing, tingling sensation that stimulates microcirculation for a plumping effect. It leaves a comfortable film on the lips with a blurring effect that smooths fine lines.

**Jury's comment:** Beautiful finish, encourages reapplication, marketready.

## FULL SERVICE AWARD

This new crosscategory special prize honors a comprehensive beauty solution demonstrating excellence throughout the development process. It recognizes a product distinguished by dual innovation—both in its formula and its packaging.

### BLUSH CRUSH - ANCOROTTI GROUP

A multiuse blush stick with a silky, ultralightweight texture that blends easily and delivers buildable color on cheeks, lips, and eyes for a natural finish. The formula includes natural ingredients such as Murumuru butter and mineral powders. It is free from microplastics, alcohol, PEGs, mineral oils, and talc. In a sustainable approach, it features smart packaging that dispenses the right amount of product.

**Jury's comment:** A coherent and attractive global concept.



**Booth F22**

# Jury Members list



**Aimara Coupet**  
 Makeup Expert, Melanated Skin Specialist, Founder of BE+RADIANCE



**Audrey Ducardonnet**  
 Founder of Rose Pirate, cosmetic development consultant, expert in sensoriality, product, and innovation



**Charles Emmanuel Gounod**  
 Expert in B2B International Trade in the Beauty Sector



**Charlotte Marion**  
 Beauty Product and Innovation Specialist



**Florence Bernardin**  
 Founder of Asia Cosme Lab, Specialized in Analyzing Asian Market Trends



**Isabelle Pain**  
 International make-up artist, expert in product development



**Jean-Louis Mathiez**  
 Packaging Expert, Founder of Cinqpaths Agency



**Julia Challes**  
 Innovator and Strategic Thinker with 15+ Years of Experience in the Beauty Industry



**Luisa Oliva**  
 Phar. D. MSc R&D technical Marketing international Consultant CEO & Founder of LO Consulting



**Mario de Luigi**  
 Creative Consultant, Beauty Strategist and Make-Up Artist



**Marine Perez**  
 Industrial designer, consultant in packaging design & eco-conception, specialist in strategic analysis



**Nathalie Dessirier**  
 Head of Development and Production



**Thierry de Baschmakoff**  
 Designer and Creative Director at La French Company

# MakeUP *in* World

■ ■ ■ SKINCARE & MAKEUP INSPIRATION



THE  
**EVENT**  
BOOSTING  
**INFINITE**  
BEAUTY  
**INNOVATION**



# MakeUp in: A Worldwide Journey

## MakeUp in Events: Boosting Infinite Beauty Innovation

MakeUp in reaffirms its position as a creative catalyst and trend incubator for the global beauty industry. With its unique “glocal” approach, global in vision, local in execution, the event bridges continents and cultures, offering a platform where international innovation meets regional market intelligence. From formulation to packaging, from consumer insights to cultural shifts, The MakeUp in shows are where the most visionary voices in beauty come together to decode the future and ignite creativity.

“The event boosting infinite beauty innovation” is more than a tagline, it’s a promise. A promise to inspire, to connect, and to empower the industry with the tools and insights needed to shape tomorrow’s beauty.

## Our Next 2026 Beauty Stops





## Our Commitments

### MakeUp in CSR commitment

At MakeUp in events, our goal is to go beyond merely connecting industry players.

MakeUp in is committed to making a real impact by implementing concrete actions that address environmental challenges. Whether it's minimizing plastic waste or promoting sustainable practices, our team strives to create a greener, more ecofriendly event experience.



Recycle

Collect & recycle all lanyards at the end of each show



No-use

Going plasticfree: no plastic badge holders at any of our events; no aisle carpets



Short circuit

Glo.cal (Global + Local) shows: international offerings tailored to local markets



Re-use

Reusing booths and furniture from one edition to the next

## MakeUp in Accessibility Commitment



As part of its global MakeUp in World commitment, the MakeUp in event series is dedicated to fostering an inclusive, accessible, and welcoming environment for all participants, regardless of physical ability, background, or needs. This commitment is reflected across all editions of the show.



At MakeUp in NewYork, this promise takes concrete form at the Javits Center, a venue that actively ensures accessibility for all. The facility is equipped with sidewalk ramps, automatic doors at all street levels, accessible restrooms, and elevators. Motorized mobility devices are permitted for individuals with mobility impairments, subject to reasonable safety guidelines.



Additionally, a member of the MakeUp in team will be available on-site and speaks American Sign Language (intermediate level) to assist participants who may require it.



For any questions or concerns regarding accessibility, attendees are encouraged to contact the Javits Center's Security and Safety Solutions Department at (212) 216-2196 during operating hours, or email the ADA Coordinator at [ADA@javitscenter.com](mailto:ADA@javitscenter.com).

# About the Organizers

## Marketing & Communication Team



**Asmaa  
CHERRAF-BONNEVILLE**  
Show Director



**Justine Brunet**  
Marketing &  
Communication  
Director



**Heloise BRICOUT**  
Marketing Project  
Director



**Carla Chevalier**  
Marketing &  
Communication  
Manager



**Logan Tharpe**  
Marketing &  
Communication  
Manager



**Chantal Riols**  
Event Consultant

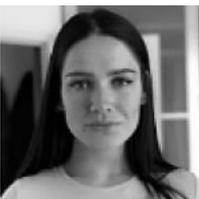


**Lilou AYALA**  
Marketing &  
Communication  
Assistant

## Technical & Logistic Team



**Sandra Weber**  
Technical &  
Logistics Director



**Clémentine Brec**  
Technical &  
Logistics Manager

## Sales Team



**Lenin Pulgar**  
Sales Director  
- US Market



**Mélinda Martins**  
Sales Manager  
- US Market



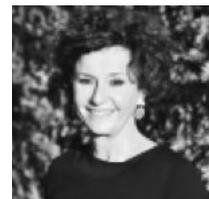
**Agnès Leung**  
Sales Director  
- Asian Market



**Maeguy Lougué**  
Sales Manager  
- European market  
excluding Italy



**Galilea CERON**  
Sales Manager  
- European market  
excluding Italy



**Maura Gritti**  
Sales Manager  
- Italian Market

# About Infopro Digital



Infopro Digital Trade Shows is part of Infopro Digital Group, a B2B information and technology company.

Infopro Digital Group creates information and technology solutions that connect professionals and businesses, driving revenue growth by generating new opportunities and improving productivity.

Leveraging the group's sector expertise, Infopro Digital addresses the full spectrum of professional needs. Its innovative solutions serve communities across five key economic sectors: Construction & Public Sector, Automotive, Risk & Insurance, Industry, and Retail.

For more information, please visit: <https://www.infopro-digital.com/>

## Key figures



**Top 10**

French Tech  
Company



**4.000**

People



**€630m**

Turnover



**20**

Countries



**500.000**

End-users



## Contact

We'd be delighted to meet you, feel free to contact us! We can chat over coffee during the show or online.

### Logan Tharpe

Marketing & Communications Manager

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We look forward to welcoming you on March 4th & 5th 2026 at the Los Angeles Convention Center