

MULA x LPLA unlocked

2 shows: same place, same dates, and same vision



Since last year, MakeUp in Los Angeles and Luxe Pack Los Angeles are held jointly in February at the unusual venue that is the Barker Hangar. In 2018, more than 3,900 visitors have come the way to Santa Monica for the 2-day show. Now that a new edition is on its way, what is it to expect in 2019 from this collaboration ?

I want my invitation now !

What a wonderful partnership

Brands from all over the United States but also around the world answered the call: American and Canadian visitors of course, but also South American, European, Asian, Australian and even from the Middle East. There were also plenty of suppliers for brand owners to visit. The biggest names in the global subcontracting Beauty industry – ranging from color cosmetics, packaging and makeup accessories – had once again answered the call. No wonder it draw attention and had manufacturers and brands signing in right away for 2019!

The winning combination

Why have a MakeUp in and Luxe Pack joint show you might ask. Why not? It is a new combination twice as much exhibitors, innovations, trends, experts, manufacturers and brands! While MakeUp in gathers makeup and skin care ingredients, formulation, design, packaging, accessories and full-service, Luxe Pack offers a focus on creative luxury packaging.

The success of the show and the reason why so many participants are eager to join the adventure is that it's an easy and user-friendly event: efficiency and quality are the key worlds here. Participants can meet all the current and relevant influencers in the industry alongside young entrepreneurs: juniors and seniors are gathered and conduct business, thus contributing to the dynamism of this ever-changing univers.

What you will find at this edition

INNOVATION FIRST!

The **Innovation Tree** has become a staple of MakeUp in. Its aim is to spotlight key innovations in terms of ingredients, textures and formulas. The Tree displays the innovations selected by committee experts out of all the exhibitors' submitted products. Some of them will even premiere at the show! The innovations selected embody the latest market trends and the whole concept relies on the synergies between the intuitions, skills and expertise of the key actors of the industry.



Hundreds of innovations are also unveiled every year at Luxe Pack and to allow you to better understand the exhibitors' expertise, the show proposes this year, the **Luxe Pack Launch Pad**. It is a real showcase of "who does what?" in the latest products launches! You can come and target your future suppliers thanks to the Luxe Pack Launch Pad and its interactive screen !

FOOD FOR THE BRAIN

As part of the shows' animations, the conferences have become a big part of the life of "MakeUp in" as they bring rich and awaited content to the participants. Thanks to accurate benchmark and a strong worldwide network, all the key subjects of the Beauty market are tackled during the conferences! Trends, information about the market, new ideas, millenials, formulation, packaging, success stories, brands... to name a few!

Get your invitation and come to MakeUp in LosAngeles to know more about:

The Clean and Green Movement, The Inclusive brands, Creative design, Skin care formulas, Marketing to GenZ, datamining in the beauty industry, Luxury packaging and more to discover soon...



A show to miss under no circumstances...

I want my invitation now !

The 3 hot news selected by the MakeUp in Team*:

[Albéa makes fragrance pump for Kim Kardashian West's KKW Body. Read about it here.](https://www.cosmeticsbusiness.com/news/article_page/Albea_makes_fragrance_pump_for_Kim_Kardashian_Wests_KKW_Body/148827/cn164453)

https://www.cosmeticsbusiness.com/news/article_page/Albea_makes_fragrance_pump_for_Kim_Kardashian_Wests_KKW_Body/148827/cn164453

[Beautymatter presents the top design-conscious beauty and wellness brands for 2018. Read about it here.](https://beautymatter.com/2018/11/top-design-conscious-beauty-and-wellness-brands-for-2018/)

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[The Chanel N°5 EAU DE PARFUM is dressed in red for the first time ever for an iconic limited edition. Read about it here.](https://www.instagram.com/p/Bp2kWeqLS7g/)

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* let us know which one is yours.....

SAME DATES & SAME LOCATION



LUXE PACK
LOS ANGELES

The premier show for creative packaging

MakeUp in Los Angeles will be held concurrently with **Luxe Pack**,
The global trade show dedicated to packaging creativity, design, technical innovation, and
trends for all luxury sectors



Discover the podcast

BEAUTY IS YOUR BUSINESS

Starring for his episode **PAMELA BAXTER OF BONA FIDE**

BEAUTY LAB – A LICENSE TO SUCCEED

<https://beautyisyourbusiness.com/2018/11/063-pamela-baxter-of-bona-fide-beauty-lab/>



How forging a licensing agreement with PopSugar has created a dialogue between beauty industry great Pamela Baxter and the next generation of beauty consumers...

Pamela Baxter, Founder of BONA FIDE Beauty Lab, President/CEO of CHRISTIAN DIOR Couture (LVMH Group), former President of Specialty Group of Estee Lauder Companies, joins Karen Moon and Abby Wallach in the MouthMedia Network studios powered by Sennheiser.