

## Harvest the Green Movement blossoms Decoding, trends and guidelines at MakeUp in Los Angeles!

From Retailers to Brands, from a trend to a mainstream movement, the clean beauty movement took the market by storm. Influenced by the Wellness movement and propelled by a new generation of influencers, clean indie brands and retailers, this is one of the main topics for the future. Today, 59 percent of women over the age of 35 believe buying green beauty is important to them, while 73 percent of millennial women seek out cleaner, all-natural products (Source: Harris Poll Survey - Allure). Why is the Clean Beauty Movement on the rise? What is driving this phenomenon? How will this impact the future of beauty both in skincare and makeup?



# CONFERENCE: THE CLEAN AND GREEN MOVEMENT

AT MAKEUP IN X LUXE PACK LOS ANGELES  
DAY 2: THURSDAY FEBRUARY 28TH, 2019  
10:15 AM - 12:00 PM - CONFERENCE ROOM

**MakeUp in Los Angeles, in close partnership with Luxe Pack will help you understand the rise of the Natural and Clean Movement in Cosmetics and to determine whether you are clean and green enough for your consumer.**

## Are you gr(IN) ?

**YES !  
I want my invitation now !**

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

**The French brand Bohoo Green Makeup launches a new eye pencil 100% Cosmos Organic Certified. See it here.**

<https://www.instagram.com/p/BprotTjBc4x/>

**The Honest Company Beauty will come to Europe in spring 2019  
Discover its products here.**

[https://www.instagram.com/honest\\_beauty/](https://www.instagram.com/honest_beauty/)

**The Australian 100% naturally derived, cruelty-free mineral brand is introducing SHINE,  
its essential 6-piece Brush Set. See more of it here.**

<https://www.instagram.com/nudebynature/>

\* Let us know which one is yours..

## SAME DATES & SAME LOCATION

**makeUP**  
*in*  
**Los Angeles**



**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