

Be in the KNOW...with our conferences – DAY 2

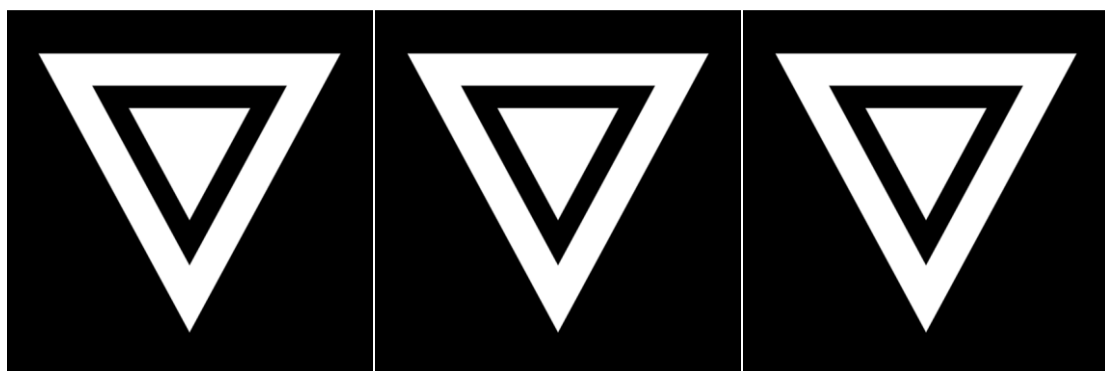


I want my invitation now!

As always at the MakeUp in Los Angeles shows, an amazing conference program awaits you on the fringe of the show itself. Trends, brands stories, market news, innovations...

All the “hot” subjects of the moment will be covered and explained to you in great details!

You were waiting for the 2nd day program... here it is!



Thursday February 28th, 2019

MORNING

9:15 am – 10:00 am « **Unveiling the Color Wave 2020!** » presented by BEAUTYSTREAMS

The Clean and Green movement

10:15 am - 11:15 am Part 1: « **Rise of the Natural and Clean Movement** »

Presentation and round table moderated by **Leila Rochet-Podvin**, founder of COSMETICS INSPIRATION & CREATION, with the participation of:

- **Conor Begley**, Co-Founder & President, TRIBE DYNAMICS
- **Romain Gaillard**, CEO/Founder, THE DETOX MARKET
- **Sasha Plavsic**, Founder and Creative Director, ILIA
- **Katey Denno**, Celebrity Makeup Artist, Green Living and Beauty Expert

11:30 am – 12:15 pm Part 2: « **Are you Clean and Green enough for your Consumers ?** »

Round table moderated by Jeb Gleason-Allured, Editor-in-Chief, GLOBAL COSMETICS INDUSTRY MAGAZINE with the participation of:

- **Jennifer Donahue**, Director of Marketing, CRODA
- **Denise Herich**, Co-Founder, THE BENCHMARK COMPANY
- **Richard L. Pietz**, Director, KORA ORGANICS BY MIRANDA KERR
- **Rose Fernandez**, CEO, ALGENIST
- **Will Visser**, Associate Vice President, GOLDEN ARROW AMERICA

AFTERNOON

1:00 pm – 1:45 pm « **Inclusive Indie Beauty: What's Next** »

Round table moderated by Jeb Gleason-Allured, Editor-in-Chief, GLOBAL COSMETICS INDUSTRY MAGAZINE with the participation of:

- **Jessica Estrada**, Founder and Brand Architect, HUE FOR EVERY MAN
- **Bridget Howard**, Founder, PARLOR WEST VENTURES
- **Veronica Lorenz**, Founder, VAMP STAMP

2:00 pm – 3:00 pm Innovations in makeup and skin care (packaging, formulas, accessories, full service):

Round table moderated by **Charles-Emmanuel Gounod**, BEAUTYWORLD CONNEXIONS with the participation of **Jennifer Karuletwa**, Business Development Director - US West Coast, PECLERS PARIS and **Fabrizio Buscaini**, CEO, CHROMAVIS

Followed by the « **Milenials FavorITes Awards** » of MakeUp in LosAngeles with awards designed and presented by **Rick Weisbrod**, COO, WORLD WIDE PACKAGING

3:15 pm – 4:00 pm **Wine and Spirits Session** by LUXE PACK

Stay tuned for more info about the top-notch speakers for you at MakeUp in LosAngeles

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

Surprise! Urban Decay is launching an entire brow collection. Check it here.

<https://www.instagram.com/p/BsZbEu6BuUo/>

Rihanna is launching 50 new Fenty Beauty concealers. More info here.

https://www.instagram.com/p/BsGWuKRALJJ/?utm_source=ig_embed

Khloe Kardashian and her BFF Malika released a makeup collection with Becca. See it here.

https://www.instagram.com/p/BrfqsyllVJg/?utm_source=ig_embed

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

SAME DATES & SAME LOCATION

make **UP**
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

NEW

Discover the podcast
BEAUTY IS YOUR BUSINESS

Starring for this episode **DANIELLE ALVAREZ OF THE
BONITA PROJECT – BREAKING THE BEAUTY
BARRIERS**

<https://beautyisyourbusiness.com/2019/01/069-danielle-alvarez-of-the-bonita-project-breaking-the-beauty-barriers/>



An insiders look into influencer marketing and the do's and don'ts of tapping into the multicultural consumer...

Danielle Alvarez, Founder of The Bonita Project (a marketing, public relations, and influencer marketing agency focusing on multicultural), joins Karen Moon and guest hosts Stephanie Flor and Deanna Utroske in the MouthMedia Network studio powered by Sennheiser