

Innovations, West coast opportunities... Hear it from the pros!



I want my invitation now!

This is not a drill! This is not a drill!

MakeUp in Los Angeles is ONLY 6 weeks from now! And to help you survive this not-so-long wait, we asked our exhibitors what new products they were planning to reveal during the show and let's just say... It's going to be amazingly colorful!

Have a look at some of their projects geared to the West coast that will leave you wanting more!



S T R A N D

C O S M E T I C S E U R O P E

STRAND COSMETICS EUROPE chooses MakeUp in Los Angeles to reassert its historic commitment to clean, green, vegan and cruelty free cosmetics. STRAND COSMETICS EUROPE will launch its new make-up collection at MakeUp in Los Angeles, in line with the specific expectations of the forward thinking American West Coast, for clean, green, vegan and cruelty free cosmetics.

Cosmic Shadows eye shadows, Cosmolips lip gloss and Mascara Eye Love Cosmos respectively contain 99.6%, 100% and 99.2% natural ingredients of exclusively vegetable or mineral origin. They are free of paraben, phenoxyethanol, silicone, PEG and synthesis-perfume.

In accordance with the scientific culture and the values of excellence and rigor of its leaders, STRAND COSMETICS EUROPE has always led a CSR approach fully aligned with the strict requirements of the European regulation and its REACH standard.

Naturality, ecology and safety are at the heart of the design of STRAND

COSMETICS EUROPE formulas, combined with the search for textures that are recognized for their comfort and performance. This approach attracts trends-setting brands that attend **MakeUp in Los Angeles, the it-show where the makeup trends of the third millennium are emerging. The place to be. STRAND COSMETICS EUROPE will be there!**

ANCOROTTI GROUP

C O S M E T I C S

ANCOROTTI COSMETICS will present 3 new make up collections linking a common concept: "food for beauty".

Something new about the classic concept of superfood: now the different products not only give benefits thanks to the numerous extracts included, but at the same time, the product appearance and smell evoke the different foods, becoming a fun and tempting beauty tool, special and unique. We try to reach every kind of women, from the most sweet and lovely ones to the healthy lover and fitness addicted.

We would like to expand our West coast cliental and service the existing customers better.

ANCOROTTI COSMETICS expects to showcase its new trends and formulations to new and exisiting brands.

pennellifaro

We will present the final version of our patented FLESS®, the first flexible brush. The surface of application changes its shape according to the applied pressure. The result being the maximum possible adaptability to the face and body shapes.

Very innovative will also be the new types of handles finish, developed in order to offer a completely different tactile perception when using the brush and available in different colors.

The ECOSOPHY line, our internally developed range of brushes made with

recycled handles and ferrules will remain a highlight of our participation to the MakeUp in Los Angeles as well.

From our recent contacts and experience, we believe the West Coast has an excellent potential for our brushes. Very dynamic and fast growing companies there are looking for innovative products that combine quality with sustainable production methods and continuous innovation.

Those are the points PENNELLI FARO has been focusing on in the recent years.

What are we expecting for MakeUp in Los Angeles? Many contacts with potential new customers, as usual in such a popular and focused event, but at the same time to reinforce our presence and image on a market that is looking for long lasting business relationships.

The USA are a very important market for us and it is our firm intention to concentrate there our big efforts in following it very closely and in developing specific products whenever necessary.



VIROSPACK would like to present its wide range of standard references easy to customise, as well as specifics.

We are going to present our droppers as the best performing packaging for cosmetics offering quality and customisation. We are going to focus on make up liquid products, specially in highlighters, and in natural cosmetics for skin care.

We are going to present our latest developments in droppers as well –the ring dropper and curved droppers. We are a global company based in Barcelona, Spain, from where we develop, produce and decorate more than 70 millions of droppers every year delivering them around the world, as well as to the West Coast.

We only produce under an order, this topic join our in-house are the unique way to offer differentiation to brands with standard references. In consequence our minimum production for order is not small, but although this topic we would like to know more and to increase our direct contact with local brands from the West Coast.



Together with its entire range of more than 250 make up formulas developed in the last years, ITALCOSMETICI is ready to present to the show its new challenge in the MAKE UP FOR MEN field, introducing an innovative fluid foundation suitable for all the men, even the more sceptical. This texture shows up like a jelly and fresh cream but that, once applied, releases an imperceptible and natural colour which evens the skin tone thanks to its invisible pigments, and takes care of the skin thanks to the special functional ingredients included.

A huge market surely open to new challenges, with devotion for the body care, from which we expect positive feedbacks on our formulas, developed with high quality ingredients and conceived not only to obtain a great look but to take care of the skin at the same time.

From MakeUp in Los Angeles, we expect new business opportunity with indie companies, with a great share of start ups!

COSMETIC INDUSTRIES, INC.



“NAIL POLISH MANUFACTURERS” **MADE IN U.S.A.**

image rognée

We are presenting our new lip gloss products along with our nail polish collections as well. We are also offering our printing capabilities on glass and plastic.

We manufacture our products here in California, about 60 miles east of Santa Monica where the show is taking place.

We are expecting to display some lip gloss and nail polish products to future potential clients at MakeUp in Los Angeles.

HNB corporation

HNP CORPORATION has a lot of new products to present during the show and most of them have been presented as innovative item during MakeUp in New York 2018.

We would like to introduce to the West Coast our Petal Fan Brush collection : inspired by a beautiful and delicate petal swirling in a spring breeze, petal fan brushes allow an effortless application.

The potential for us on the West coast is very positive with a vital vibe on cosmetic products.

We are looking forward MakeUp in Los Angeles and expect to have good business relationships !

Stay tuned for more novelties from the exhibitors

**and the show: new products, trends, market news
and innovations!**

**I need to know more about MakeUp in
LosAngeles amazing exhibitors!**



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