

## Don't miss this new Colorful Rendez-Vous!



**I want my invitation now!**

**Innovations, trends, experts... but not only!**

Discover the many events within the show you cannot miss with our amazing partners!

**MakeUp in: Where Innovations grow on a Tree!**



Don't miss MakeUp in Los Angeles's Innovation Tree, which spotlights key innovations in terms of ingredients, materials, textures, effects, process and uses. The Tree will display innovations selected from 78 amazing products submitted by 42 of the show's exhibitors.

The innovations were carefully and methodically tested and evaluated by members of the Innovation Tree Products Expert Committee. The 8 acknowledged international experts signed out the most creative ones after a 4-hour debating session.

No need to say that every piece of product has been hand picked according to detailed specifications: technical breakthrough, innovative material or ingredients, design improvements, eco-responsible approach etc.

Some of these products will even premiere at the show for the West coast visitors! They all will be displayed on the Innovation Tree, and the winners' booths will also feature special Awarded MakeUp IT Products logo.

Discover every shades of the upcoming trend with the Color Wave



Successfully launched in Paris in June 2018 and renewed for MakeUp in New York in September 2018, the Color Wave by BEAUTYSTREAMS will be displayed at the next MakeUp in Los Angeles edition.

The Color Wave is a global project created to identify the key color movement for the upcoming year and help brands apply the shades to the respective regions, in which they operate. A special installation was designed by BEAUTYSTREAMS for this occasion, on display at the Barker Hangar.

The theme is still to be revealed during the show !

Get touch-ups at the Chic Studios Beauty bar to be ready for the special photocall

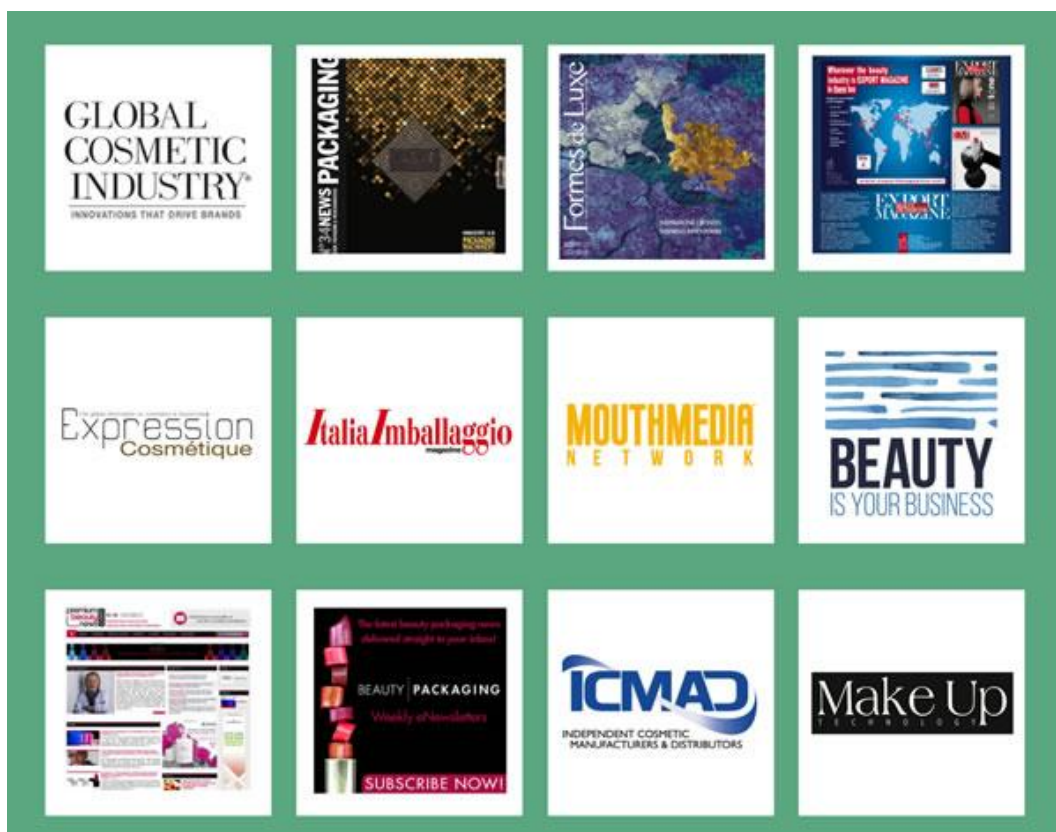


Stop by the Chic Studios Beauty Bar for smokey eyes, contouring, lipstick application and professional advices. The Beauty bar is not only the perfect way to take a break at the show, but also allows visitors to see first-hand the creativity of the school's make-up students and pick up tips on the latest color and products trends.

Then, after their makeover, visitors can have their picture taken with the special photo kiosk and receive by email their MakeUp in animated Gif !

**Stay tuned for more: new products, trends, market news and innovations!**

**MakeUp in Los Angeles sponsors and media partners:**



And a big special thank you to Worldwide Packaging for designing, producing and offering the gorgeous awards for the 2019 MakeUp in Los Angeles Millennials FavorITe!



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

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

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**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 RITA HAZAN – THE  
BUSINESS AND TECHNOLOGY OF HAIR COLOR  
<https://beautyisyourbusiness.com/2019/01/070-rita-hazan-the-business-and-technology-of-hair-color/>



**Building a hair care line that organically captures the technical and creative skills of a high-end celebrity colorist and actually getting it into a high end retailer.**

Rita Hazan (hair colorist known for her work with celebrities, and is the owner of the Rita Hazan Salon in NYC) joins Regina Gwynn, Abby Wallach, and April Franzino in the MouthMedia Network studio powered by Sennheiser.