

The 2019 Awarded IT Products are on their way!



I want my invitation now!

TADAAAAAA



Our glamorous Expert Committee has finally selected the 2019 MakeUp in Los Angeles products! But... we are going to keep the list secret until the show in February ! Don't be upset because in the meantime, here is some info to help you waiting.

This year, our jury composed of Charles-Emmanuel Gounod, Florence Bernardin, Christine Chostakoff, Dany Sanz, Helene Aubier, Daniel Saclier, Guillemette

Houdard, has selected 30 products out of 78 products presented to them. A concentrate of trends and innovations!

Congratulations to all the selected exhibitors for their innovativeness, you'll be able to find them at the Barker Hangar on the Innovation Tree, the 27th and 28th of February. Many thanks to the 30 exhibitors who participated:

ALBEA, ALLTA INTERNATIONAL, ANCOROTTI COSMETICS, ART COSMETICS, ASQUAN GROUP, BARALAN USA, BEUKAY COSMETICS USA, COSMEI, COSMOGEN, COSMOPAK USA, DIN YHIN GLASS, ESSENTIA BEAUTY, FABER-CASTELL COSMETICS, FUSION PKG BEAUTY LAB, GEKA, HYANG GNAM CHINA, INTERCOS LA, ITALCOSMETICI, KDC/ONE, KEMAS PACKAGING, LIVCER, LUMSON, MPLUS COSMETICS, NUCO, ORCHARD, PASCUAL COSMETIQUES, PREMI BEAUTY INDUSTRIES, QUADPACK, R & D COLOR, RIJU WORLD, ROBERTS BEAUTY, S&J INTERNATIONAL, SCHWAN COSMETICS, SEACLIFF BEAUTY, STRAND COSMETICS EUROPE, TOLY, VIROSPACK, WECKERLE COSMETICS.



Many thanks also to our Jury! Let us remind you of their experience:

Florence Bernardin: Founder of Information & Inspiration

Florence created and has been running for 14 years her agency Information & Inspiration specialised in benchmarking and tracking of cosmetics markets in Asia. Being an expert in Asian Cosmetics she and her team analyse all aspects of all the products from the most dynamic markets to determine trends, innovations, evolutions and other.

Charles-Emmanuel Gounod: Founder of the consulting firm Beautyworld Connections Charles-Emmanuel Gounod, brings over 40 years of B to B global business experience in the Beauty & Cosmetics industry in multinational organization as well as family owned companies. His expertise is particularly strong in areas such as fragrance creation; make up design and cosmetic packaging development. Beautyworld Connexions' mission is to connect people & business throughout the world.

Luisa Oliva: International Consultant and Formulation Designer. For over 20 years, Luisa, Doctor in Pharmacy, collaborates with companies to create make-up formulas. She also teaches in Master degrees and also in professional formations in cosmetics chemistry and about all the aspects of the development of cosmetics products. She also organises cosmetic trends technical analysis workshops.

Daniel Saclier: Founder of My ID Consult, agency specialized in cosmetics products innovation in to the beauty and luxury environment. After a significative experience in the cosmetics field alongside prestigious brands (Yves Saint Laurent Parfums, L'Oréal, Guerlain), Daniel Saclier developed a strong experience in packaging design, creation & innovation cosmetic products. He has created his own agency dedicated in answering a global value product offer.

Dany Sanz: Came to make-up through the artistic side of showbiz, where her painter background (she studied at Beaux Arts in Paris) had proven attractive. A truly generous artist, eager to shup are her knowledge and communicate her passion, she rapidly achieved such a cult-like status in professional make-circles, that she was emboldened enough to create her own brand, Make Up for Ever, in 1984. After the brand was acquired in 1999 by LVMH, she stayed eighteen years at Make Up For Ever as Artistic Director. She structured and headed Products Development, Regulatory Compliance, Image and Education, dedicating herself to ensure a worldwide success for her brand. She left the company and LVMH group in 2017, and took up consulting missions involving her polyvalent expertise in concepts, tools, education, products development and formulation.

Hélène Aubier: Founder of DreamBig Consulting & Head of Cosmetics at Rouje. Hélène launched last December the new cosmetic line "Le Rouge de Paris" for the French influencer Jeanne Damas (1MM followers). A decade's experience with International Beauty brands and startups in Regional and Global Marketing including product and brand development, multi-channel campaign execution and go-to market product launch strategies.

Christine Chostakoff: Founder of La Cosméteuse. Christine Chostakoff, cosmetologist with 20 years of experiences in R & D in the industry, created 10 years ago the agency "La Cosméteuse" specialized in consulting, creation, and training in natural cosmetics. She accompanied the project leaders and the industrialists of this sector. She is also involved in tactile sensory evaluation and

cosmetology in cosmetic higher education institutions (BTS, License, Master). She participates in programs and conferences as an expert.

Guillemette Houdard: Senior Prospective and Future Insights Consultant at Peclers Paris

See you at the Innovation Tree!

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

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

Kylie Cosmetics just revealed 21 new beauty products Check it here.

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

Milk makeup: the most buzzed about uk launch ! More info here.

https://www.instagram.com/p/BslK93BHs1i/?utm_source=ig_embed

The new Dior Lip Maximizer and Lip Glow To The Max is here. See it here.

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

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