

# Using Claims and Transparency to connect with consumers

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Round table moderated by **Daniela Ciocan**, Founder of  
ACCESS BEAUTY INSIDERS  
with the participation of:

- **Sharon Blinkoff**, Of Counsel, LOCKE LORD
- **Chris Birchby**, Chief Eco Entrepreneur & Founder, COOLA COSMETICS
- **Jennifer Stansbury**, Managing Partner,  
THE BENCHMARKING COMPANY

**WEDNESDAY, FEBRUARY 27TH, 2019**  
**10:15 AM - 11:00 AM**

**Register to MakeUp in Los Angeles  
& attend the conference**

The blockchain economy is here meaning full transparency matters ! Consumers are interested in EVERYTHING about the products they are using including whether they are safe yet effective, prompting some marketers to make claims that land them unwanted FDA / FTC attention.

Find out what are the claims most coveted by today's consumers, what 'buzzwords' to stay away from and how brands can thrive when all elements come seamlessly together.

**See the conferences program**

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

**See you soon at the Barker Hangar!**

**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](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](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/BsXijhaHhgo/>

\* 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

Discover the podcast

**BEAUTY IS YOUR BUSINESS**

Starring for this episode 071 – ROCHELLE JACOBS OF JUNE  
JACOBS SPA COLLECTION AND NATURALLY SERIOUS  
SKINCARE – NATURAL BEAUTY



<https://beautyisyourbusiness.com/2019/01/071-rochelle-jacobs-of-june-jacobs-spa-collection-and-naturally-serious-skincare-natural-beauty/>

**Taking on the big challenges of going au natural with big results, coming from a legacy of spa skincare pioneers, unplugging for beauty, and making natural skincare that really works...**

Rochelle Jacobs, Owner/Co-Creator of June Jacobs Spa Collection and Naturally Serious Skincare, joins April Franzino, Abby Wallach, and Regina Gwynn in the MouthMedia Network studio powered by Sennheiser.