

## Unveiling the Color Wave 2020

A new snippet from MakeUp in's conference program:

### Unveiling the Color Wave 2020



Conference presented by  
Fernanda **Pigatto**, International Marketing Director,  
BEAUTYSTREAMS

**THURSDAY, FEBRUARY 28TH, 2019**  
**9:15 am - 10:00 am**

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

Continuing the unique collaboration between **BEAUTYSTREAMS x MakeUp In**, The Color **Wave** project is an expert study of color and identifies the key forecasted color for 2020. Announced one year in advance, this gives exhibitors and visitors privileged access to future information in order to anticipate consumer needs.

Join the BEAUTYSTREAMS seminar for the official unveiling of **the key color for 2020**. Our expert will explore the significance of the color and how it can be applied to different areas of color cosmetics.

**Prepare yourself for the turn of a new décade!**

### See the conferences program

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

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

**Huda Beauty drops new collection in partnership with Bollywood's Jacqueline Fernandez. Check it here.**

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

**MAC launches a line with special packaging inspired by Chinese paper-cut art. More info here.**

<https://www.instagram.com/p/BtTiXGzHR51/>

**Urban Decay's Street Style Brow Collection is ready to take brows to the next level. See it here.**

<https://www.instagram.com/p/BtOXlwlBvG7/>

\* 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.