

Rise of the Natural and Clean Movement

A new snippet from MakeUp in's conference program:

Rise of the Natural and Clean Movement



Presented by **Leila Rochet-Podvin**, founder of COSMETICS INSPIRATION & CREATION, with the participation of :

- **Sasha Plavsic**, CEO/Founder, ILIA
- **Katey Denno**, Celebrity Makeup Artist, Green Living and Beauty Expert
- **Conor Begley**, Co-Founder & President, TRIBE DYNAMICS
- **Romain Gaillard**, CEO/Founder ,THE DETOX MARKET

THURSDAY, FEBRUARY 28TH, 2019
10:15 AM - 11:15 AM

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

From Retailers to Brands, from a trend to a mainstream movement, the clean beauty movement took the market by storm. Influenced by the Wellness movement and propelled by a new generation of influencers, clean indie brands and retailers, this is one of the main topics for the future.

Today, 59 percent of women over the age of 35 believe buying green beauty is important to them, while 73 percent of millennial women seek out cleaner, all-natural products (Source: Harris Poll Survey – Allure).

Why is the Clean Beauty Movement on the rise? What is driving this phenomenon? How will this impact the future of beauty both in skincare and makeup? Get all the answers at MakeUp in Los Angeles!

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....

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 KRISTY ENGELS OF BEAUTY
BARRAGE – SECRET STORE SUCCESS SAUCE FOR
BRANDS [https://beautyisyourbusiness.com/2019/01/072-
kristy-engels-of-beauty-barrage-secret-store-success-
sauce-for-brands/](https://beautyisyourbusiness.com/2019/01/072-kristy-engels-of-beauty-barrage-secret-store-success-sauce-for-brands/)



Managing sales reps while training, planning, and nurturing in-store retailer relationships...

Kristy Engels, SVP Marketing & Brand Strategy for Beauty Barrage (an outsourced sales force for beauty brand) joins Regina Gwynn, April Franzino, and Abby Wallach on "Beauty Is Your Business" podcast on MouthMedia Network.