

Meet them in 2 weeks!



I want my invitation now

At the edition, held at the same place and same location than the Luxe Pack show, you will find with our exhibitors everything you need to build your makeup or skin care line. A lot of surprises and activities are also awaiting you: the Color Wave, the Innovation Tree, the Chic Studio touch-up bar and of course the conferences.

But not only! Discover the photo call experience offered by Essentia Beauty and the sample kiosk presented by Arcade Beauty at the Barker Hangar.

ARCADE BEAUTY - BOOTH A29

In partnership with **Vengo Labs**, **Arcade Beauty will be unveiling a first-to-market "connected beauty sampling kiosk."** These high-tech digital vending machines facilitate a customized, on-demand exchange between consumers and brands creating a **unique immersive experience**.

These kiosks are **mutually beneficial for retailers and consumers**:

- **For Retailers:** They provide brands with the opportunity to engage consumers, collect valuable user data and drive product trial.
- **For Consumers:** Consumers are given the opportunity to receive beauty samples, in real time, in locations where they are needed the



most. Branded content will appear on the screen, providing the opportunity to convert each trial experience into a future purchase.

Bringing beauty products to the places that are most convenient for consumers is a natural fit for Arcade Beauty.

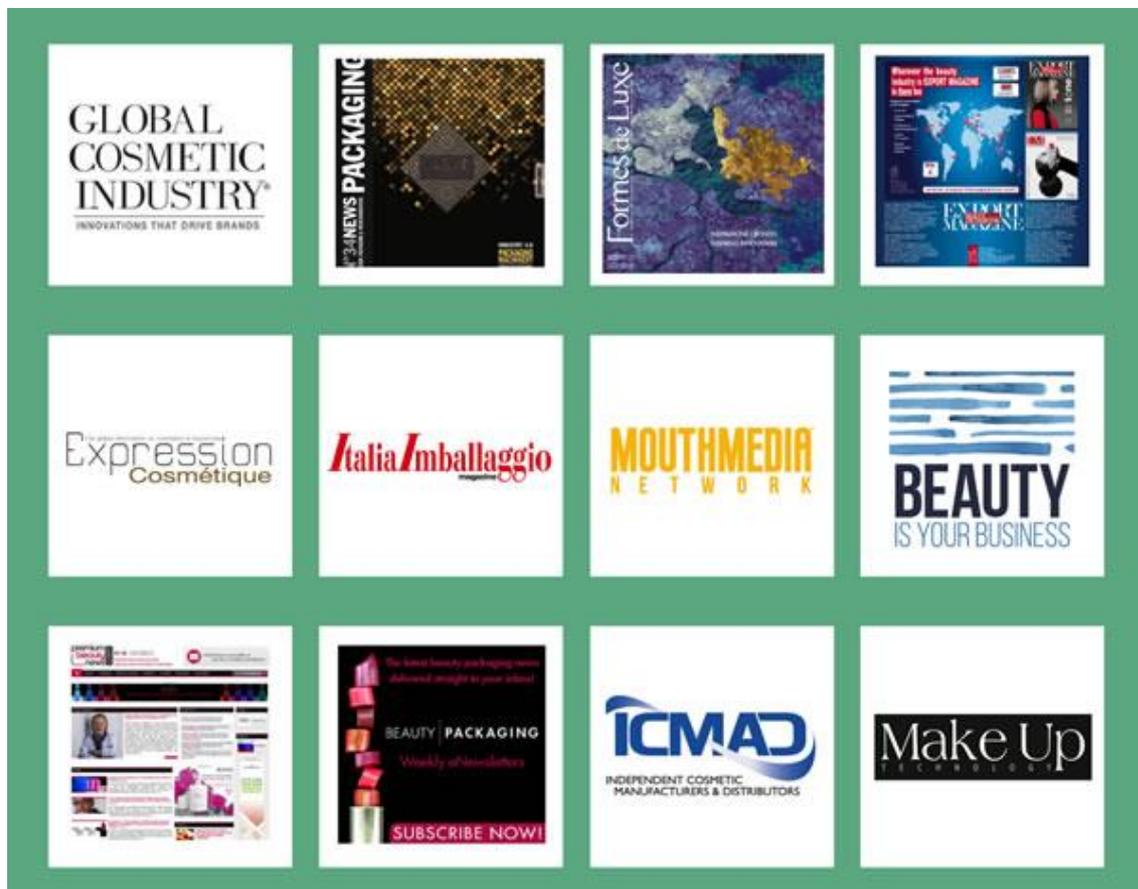
ESSENTIA BEAUTY - BOOTH B19

Essentia Beauty is offering each visitor a full special experience with an animated gifs photocall to have fun during the show.



Srop first by the near Chic Studio Bar for smokey eyes; contouring, lipstick... anything you need to get ready for the picture!

MakeUp in LosAngeles sponsors and media partners:



See you soon at the Barker Hangar!

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

The new **Benefit Hoola Bronzer Shade Extensions** are out. Check them here.

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

Kylie Cosmetics Launched the a **Valentine's Day Eye Shadow Palette**. See it here.

<https://www.instagram.com/p/BtW1iBPHgmr/>

Gurlstalk and **Revlon** have teamed up to create limited edition makeup kits celebrating mental health, body positivity and feminine health. More here.

<https://www.instagram.com/p/Btoi3wUlZuT/>

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

SAME DATES & SAME LOCATION

make **UP**
in Los Angeles



LUXEPACK
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/>



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.