

**Among this edition's guests...**



**I want my invitation now!**

9 days left for MakeUp in Los Angeles... And we cannot be more excited! The best of the best of packaging, full-service, ingredients, formulation, design and accessories suppliers will be there to present you their new products and lines.

One of them is Albea which answered few questions.

**How would you define Albéa's Packaging-as-a-Service?**

Packaging-as-a-service meets the needs of up and coming brands who look for small runs, creative concepts, project management...and customized solutions. It is about adding value and making our customers' lives easier.

It includes fast-track service with ready-to-go tubes tubes available in 5 weeks from Shelbyville (TN) to help brands launch fast on the market.



*Avit Ghibaudo, Vice President  
Sales North America Color  
Cosmetics*

It includes turnkey solutions: packaging and applicators; trendy accessories; formulas that are pre-qualified, tested, safe and compliant; all-inclusive project management

It includes a creative service with our Studio 360 which aims to analyze, design and customize impactful packaging concepts with pouches, kits and other cosmetic products that reflect the brand's values and D.N.A.

It includes the Albéa Tips Studio in Morristown (TN) where customers can visit and fine-tune their mascara brush developments through prototyping, real-time testing and design adjustment. Customers can return home at the end of the day with the brush that they have imagined.

### **What examples of "Packaging-as-a-service" will you show at MakeUp in Los Angeles?**

We will show our new Back to Basics family, our three innovative twisted wire mascara brushes designed to bring eye makeup to another level while making no compromise with performance.

We will highlight our decoration expertise with the Million Vibes collection: 14 customized designs with 14 unique and trendy decorative effects, coming from Matamoros (Mexico). The ambition is clear: your D.N.A on our packaging!



### **Speaking of passion, what drives you and your team every day?**

We are proud of our industrial vision and American roots. We have 9 plants in Canada, the United States and Mexico and headquarters in New York City. We serve our international and American customers, be they legacy or indie brands. We work closely with our partners and network of suppliers. We believe in agility, reliability, creativity and corporate social responsibility. We have been the first packaging supplier to sign the New Plastics Global Commitment from the Ellen McArthur Foundation and we have the ambition to achieve 100% of recycled or reusable plastic packaging and incorporate at least 10% of recycled plastic in our packaging by 2025. It's about "Made here. Made responsibly". And we love it!

**Albéa, Packaging & more**

We make the packaging you use every day. Our product range comprises lipsticks, mascara brushes and bottles, lipgloss, tubes, fragrance and skincare pumps, compacts, applicators, accessories and much more.

Come meet us Booth B54!

[Read more](#)

**See the complete exhibitor's list**

**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**



**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.