

**Indie Beauty Brands,  
meet your Time to Market needs!**



**I want my invitation now!**

Beauty activity has never been so intense and new key players have been entering the market and changing all traditional methods. The rules are being reinvented every second and consumers are more and more attracted to dynamic, fun and innovative brands. Especially when these brands share their same values and insights.

What fun and new brands are we talking about ? **Indie Beauty Brands** of course! And if you are one of them, you recognized yourself in the description of this new entrepreneurship.

As an important actor of the Beauty Industry, you need your business to go as fast as the trends and as wide as the consumer desires.

How can you achieve that ? How can you reduce your Time to Market and reach ASAP your consumers and every make-up and skin care enthusiast ? Well... you

find local, efficient, at the cutting edge of technology and ready to take any size and any timing business suppliers !

Where to find them ? In **MakeUp in Los Angeles, the 27th and 28th February**, at the Barker Hangar in Santa Monica. You will meet there everything from packaging, formulation, accessories, design to full service suppliers.

**Need more info about the exhibitors ?**

[See all the packaging & accessories exhibitors](#)

[See all the formulation exhibitors](#)

[See the full exhibitors 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.](#)

[Kylie Cosmetics Launched the a Valentine's Day Eye Shadow Palette. See it here.](#)

[Gurlstalk and Revlon have teamed up to create limited edition makeup kits celebrating mental health, body positivity and feminine health. More here.](#)

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

Discover the podcast  
**BEAUTY IS YOUR BUSINESS**

Starring for this episode 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.

**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