

The 4th edition of MakeUp in Los Angeles is kicking off tomorrow



Last day to register

**Barker Hangar
27 & 28 February
9am – 5pm
3021 Airport Ave, Santa Monica,
CA 90405**



I want my invitation now!

**See the conferences
program**

**See the exhibitors
full list**

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.