

The Connected Customer Through Connected Cosmetics

A new snippet from MakeUp in's conference program:

The Connected Customer Through Connected Cosmetics



Conference by **Bianca de la Garza**, CEO & Founder of
Bianca de la Garza Beauty,
followed by **Gary Montalbano** and **Erwan Leroy**,
Co-Founders of CMSmartConnect



WEDNESDAY, FEBRUARY 27TH, 2019
1:00pm – 1:45pm

Register to MakeUp in Los Angeles & attend the conference

What does your lifestyle have to do with your skin? Everything. Bianca de la Garza Beauty understands your skin is “connected” to every organ in your body. What you eat, drink, think about, and do impacts how healthy your skin can be—and how healthy you can feel. The inner GLO translates to our outer GLO. This inspires our philosophy that we call Connected Beauty- the Future of Connected Cosmetics.

Bianca de la Garza is a Mexican American beauty line founder and television personality with more than 20 years of tv experience across the globe. Bianca received an Emmy® nomination for her Royal Wedding coverage in London of Prince William and Kate Middleton. Her award-winning reporting exposed and closed an illegal sweatshop on the California/Mexico border.

Gary Montalbano has over 30 years in the cosmetic industry, working for L'Oréal, Avon and Estee Lauder. Gary has worked with established brands such as Clinique, Lancôme, La Mer, Jo Malone and Bobbi Brown. In his career he has worked directly with Marketing, R&D, Product Development and supply chain. Most recently Gary and Jeremy Cohen co-founded CMSmartconnect to help brands connect with their consumers.

Erwan LeRoy is Partner at CMSmartconnect. Most recently Executive Vice President of Business Development and General Manager of NFC Solutions and Smart Sensor Products at Thin Film Electronics ASA. Prior to that he was Senior Vice President of Strategic Marketing and General Manager of Sensor Platforms. Erwan held senior business development at Veeco, KLA Tencor and Credence Diagnostics Systems.

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/>



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.