

CBD: Is there still time to “jump on the bandwagon”?



I want my invitation

CBD has made an explosive entrance into the marketplace.

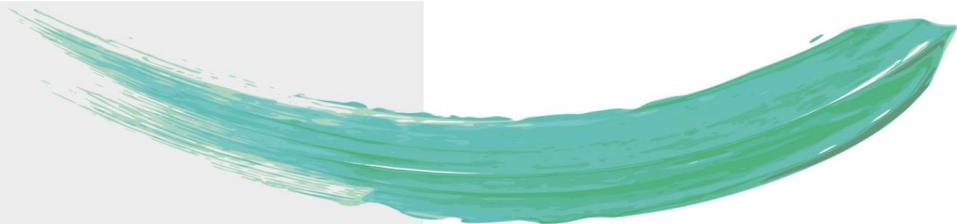
Never before have we seen a trend get traction and grow so quickly.

Following the passage of the Farm Bill and its legalization of hemp cultivation, the market for CBD products in the United States has been growing at a breakneck pace.

While expansion is currently outpacing regulation that won't be the case forever, when changes do come to how CBD products are licensed and regulated, they're likely to be significant and quick.

This panel will explore trends in CBD, white space in the category, the regulatory landscape, and how to build a future-proofed CBD brand.

However, these products require unique packaging strategies, from contemporary design that transcends traditional pot-leaf motifs to childproof packaging to regulatory and retail channel requirements.



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Key notes and round table moderated by **Kelly Kovack**, CEO & Founder, **BeautyMatter** with the participation of:

- **Ronie Schmelz**, Legal Counsel, **Tucker Ellis LLP**
- **Joan Sutton**, CEO & Founding Partner, **707 Flora™**
- **Stas Chirkov**, CEO & Founder, **Blunt Skincare**



Tuesday February 11th, 2020
1:15pm - 2:15pm

More about the conference
program & the speakers

The MakeUp in Los Angeles team is looking forward to welcoming you **February 11&12, 2020 at the Los Angeles Convention Center** for an amazing 5th edition!

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2 shows 1 location

Since 2018, MakeUp in Los Angeles is held concurrently with Lux Pack Los Angeles, the premier show for creative packaging in all sectors.



Podcast episode



**Discover the podcast BEAUTY IS YOUR BUSINESS
A new episode recorded during MakeUp in New York 2019
Brenda Gallagher of MANA Products - Innovating and Incubating Beauty Product
Development and Manufacturing**

Brenda Gallagher, Sr. Director, New Business Development, Mana Accelerator at MANA Products, offers a look into Mana products, the Mana Accelerator, color, skincare, and polysensory considerations. This episode of "Beauty Is Your Business" was recorded on location at MakeUp in New York

<https://mmn.one/biyb-mana>

Hot news

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

Pop star Kesha Launched a Colorful Makeup Line

<https://www.instagram.com/p/B5v6ZCeJqa8/>

Mario Dedivanovic is Launching His First Ever Makeup Brush Collection With Sephora This Month

<https://www.instagram.com/p/B5-Y6owlh9U/>

Nars Launches New Eye shadow-palette and Lip-balm Shades

<https://www.instagram.com/p/B5--Hs6FzwD/>

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