

How to answer Indie Brands' specific need in packaging and formulation?



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Beauty activity has never been so intense and new key players have been shaking the market and changing all traditional methods. The rules are being reinvented every second and consumers are more and more attracted to the dynamic and innovative aura of Indie Beauty Brands.

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

And among the various difficulties for Indie Brands, one is the selection of the right supplier for formulation and packaging as well as finding the ones who will accept, at least initially, low minimum order. On the supplier side, the issue is mainly short deadline requested and financial uncertainty.

This round table will gather selected formulation and packaging suppliers who have a great experience in start-ups and are willing to expand with Indie Brands

who may become the next “golden nugget”!



How to answer to specific needs of Indie brands in terms of both packaging & formulation

Round table moderated by **Charles-Emmanuel Gounod**, CEO & Founder,
Beautyworld Connexions, with the participation of:

Kaley Nichol, Co-Founder & COO, **Sagely Naturals**

Fabrizio Buscaini, CEO, **Chromavis**

Shannaz Schopfer, General Manager Innovation Lab, **Cosmetica Laboratories**

Winnie Sung, VP Sales, **HCT Group**

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G R O U P



Wednesday February 12th, 2020
2:30pm - 3:30pm

More about the conferences'
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*:

Fenty Beauty's New 'Snap Shadows' Snap Together

https://www.beautypackaging.com/contents/view_breaking-news/2019-12-19/fenty-beautys-new-snap-shadows-snap-together?utm_source=SilverpopMailing&utm_medium=email&utm_campaign=BP_eNewsletter+%2812-19-2019%29+%281%29&utm_content=&spMailingID=4599253&spUserID=MTQxODU2MDc4NTM5S0&splobID=920821645&spReportId=OTIwODIxNjQ1S0

L'Oréal's New At-Home Device Makes Personalized Beauty Products, Signaling the Democratization of Cosmetics

<https://fortune.com/2020/01/05/customized-personalized-makeup-ces-2020-loreal-cosmetics/>

The CES Winner That Could Change Beauty with AI

https://www.beautypackaging.com/contents/view_breaking-news/2020-01-06/the-ces-winner-that-could-change-beauty-with-ai/44392

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