

Clean Beauty - What is next?

EXPERTAINMENT

MakeUp in Los Angeles Conferences

I want my invitation

Once a niche trend, **Clean Beauty** has become a mainstream phenomenon and has cascaded into all segments – from skincare to makeup – and retailers.

Propelled by consumers looking for transparency and authenticity, Clean Beauty morphed into a full-on tsunami. Today **94%** of consumers read the ingredient label (Preen.Me survey) and Millennials are willing to spend an average of **18%** more for clean beauty products (AlixPartners survey).

What is the future of Clean Beauty?
How will the market evolve?



Clean Beauty : What is next?

With the participation of:

- **Christy Coleman**, Chief Artistic Officer, **BEAUTY COUNTER**
- **Valérie Grandury**, Founder and CEO, **ODACITE**
- **Katherine & Caroline Ramos**, Founders, **RITUEL DE FILLE**

Roundtable moderated by **Leila Rochet-Podvin, CEO & Founder,**
COSMETICS INSPIRATION & CREATION



Tuesday February 11th, 2020
10:30am - 11:15am

More about the conference
program & the speakers

The MakeUp in Los Angeles team is looking forward to welcoming you
**February 11&12, 2020, from 9am to 5pm, at the Los Angeles
Convention Center** for an amazing 5th edition!

I want my invitation

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.



The new Beauty Era | Better for the people and the planet

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beauty *New in 2020!*
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