

# Joyful Activism: Breaking the Codes of Sustainable Beauty



## EXPERTAINMENT

MakeUp in Los Angeles Conferences

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### It is not a secret...

As the industry evolves, eco-conscious and sustainable beauty has become **fundamental**. However, it is critical for actors of the Beauty Industry to evolve their approach to the topic.

BEAUTYSTREAMS will present during MakeUp in Los Angeles, strategic themes that challenge the norms of marketing related to **sustainable beauty**, from inspirational storytelling to product development implications.

**Don't miss this opportunity to get updates about the market, have a look on the upcoming trends and build your next business opportunities!**



# Joyful Activism: Breaking the Codes of Sustainable Beauty

Conference by **Michele Superchi**,  
Global Performance Executive, **BEAUTYSTREAMS**



Wednesday February 12th, 2020  
9:30am - 10:00 am

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