

Register now to the **EYES, LIPS and SKIN** special workshops



New at MakeUp in Los Angeles

A brand new influencing zone giving updates on what's going on in the EYES, LIPS and SKIN segment

Each areas has its own universe around one type of product (eyes, lips or skin) and is orchestrated by a trend agency.

This special installation will offer animations, product demos and ROCK MY SCIENCE workshops featuring Luisa Oliva, Phar. D. MSc R&D Technical Marketing International Consultant, CEO & Founder of Luisa Oliva Consulting.

ROCK MY EYES

ROCK MY LIPS

ROCK MY SKIN

With the **cooperation** of 3 trends agencies:

**Cosmetics Inspiration
& Creation**



Asia Cosme Lab



Weoutwow



And the **expertise** of: **Luisa Oliva Consulting**
sharing her strong experience in formulation, twice a day on each Rock My... zone



And make-up touch up by the students of Chic Studio make-up academy with exhibitors best sellers':



AIRCOS **B36**
ANCOROTTI **B20**
APC PACKAGING **E20**
ART COSMETICS **A12**
ASQUAN GROUP **C35**
CDG A WWP COMPANY **D8**
COSMETION **E49**
ESSENTIA BEAUT **D28**
EUROWIPES **B36**

FABER CASTELL COSMETICS **C44**
GEKA **E44**
GOTHA COSMETICS **B33**
HNB CORPORATION **D47**
INCA COSMETICI **E50**
INTERNATIONAL COSMETIC
SUPPLIERS **B45**
ITAL COSMETICI **A17**
J. COP **E16**

KDC ONE **C36**
PASCUAL **B36**
PT KEMAS **A31**
R&D COLOR **D11**
ROBERTS COSMETICS **B44**
TOLY **C7**
TRE EFFE **B54**

The Workshop Program

Limited seats - Register now!

ROCK MY SCIENCE

EXPLORATION OF THE LATEST INNOVATION IN FORMULATION.

Meet at the Rock My Eyes, Rock My Lips and Rock My Skin corners:

Luisa Oliva: Phar. D. MSc R&D Technical Marketing International Consultant, CEO & Founder of Luisa Oliva Consulting International experience in brands in the Beauty & Cosmetics industry.

- Formulation designer specialized in make-up products, collaborating with international cosmetic companies around the world.
- Based in Paris with a network of international partners.
- Professor of a Master's-level class and professional training in cosmetic science at ISIPCA in France.
- Experience in production and processing includes:
 - Knowledge of raw materials, waste, quality control, costs and innovative technologies to develop products;
 - Working knowledge of regulatory/environmental requirements: Luisa is part of the IT Products jury of the MakeUp in shows.
- Luisa frequently speaks at beauty industry events and has held various conferences all around the world including the MakeUp in shows, Innovation day at Polo Cosmetico.

FEBRUARY 11TH 2020

10:30 am	on Rock my Eyes zone
11:30 am	on Rock my Skin zone
12:30 pm	on Rock my Lips zone
2:30 pm	on Rock my Eyes zone
3:30 pm	on Rock my Skin zone
4:30 pm	on Rock my Lips zone

FEBRUARY 12TH 2020

10:30 am	on Rock my Eyes zone
11:30 am	on Rock my Skin zone
12:30 pm	on Rock my Lips zone
1:30 pm	on Rock my Lips zone
2:30 pm	on Rock my Eyes zone
3:30 pm	on Rock my Skin zone

Book your seat: makeupworkshop@luisaoliva.com

ROCK MY EYES

Cosmetics Inspiration & Creation is a forecasting and consulting agency specializing in beauty. We decipher worldwide insights and trends to inspire key players in the industry, helping our clients craft cutting-edge innovations and captivating brand stories. We proudly return to MakeUp in Los Angeles for our fifth year. This time, we will animate the "Rock My Eyes" corner with daily

conferences and an inspiration bar. Our team will present a bird's-eye view of the eye makeup segment with inspiration seeds. From cultural archetypes and modern insights to disruptive initiatives, learn more about what will change in the decade... And catch your eye!

FEBRUARY 11TH 2020

10:30 am	Rock my Science
1:15 pm	Rock my Eyes - Trends Innovation
2:30 pm	Rock my Science
3:15 pm	Rock my Eyes - Trends Innovation

FEBRUARY 12TH 2020

10:30 am	Rock my Science
1:45 pm	Rock my Eyes - Trends Innovation
2:30 pm	Rock my Science
3:15 pm	Rock my Eyes - Trends Innovation

Coffee sponsored by:



Book your seat: stephanie@inspiration-creation.com

ROCK MY LIPS

WeOutWow is an agency providing intelligence reports and consulting services on strategy and branding. Based in Paris and Tokyo, we believe that inspiration is essential to innovate and create. We assist brands in the process of generating new ideas

and creating products and experiences that will out wow their customers. At MakeUp in Los Angeles, we bring our expertise with workshops on the latest innovation, concepts and trends on lip care and make-up.

FEBRUARY 11TH 2020

10:00 am	2020 LipCare Trends
11:30 am	2020 Lip Make-up Trends
12:30 pm	Rock my Science
2:00 pm	What's Up in Japan
3:30 pm	Customization
4:30 pm	Rock my Science

FEBRUARY 12TH 2020

10:00 am	2020 LipCare Trends
11:30 am	2020 Lip Make-up Trends
12:30 pm	Rock my Science
1:30 pm	Rock my Science
2:30 pm	What's Up in Japan
4:00 pm	Customization

Coffee sponsored by:



Book your seat: hello@weoutwow.com

ROCK MY SKIN

Asia Cosme Lab is a fantastic team of Asian experts specialized in Asian beauty trends and forecasting. Located in France, Asia Cosme Lab provide unique analyses on Asian cosmetics markets based on beauty intelligence. Asia Cosme lab deciphers the future of beauty through the Asian beauty landscape from product innovations to consumers mindsets . Asia Cosme Lab beauty experts guide you into the evolving and

inspiring world of ideal complexion. Through the latest Asian products and market evolution, you will explore in a dynamic way the beauty of today and tomorrow. Decode the new glow from innocent to foggy, foresee the cushion revolution, boost the boundaries of beauty thanks to hydration, achieve 5D dream and endorse the new male skin challenge. Book a workshop or visit us at any time and enjoy an immersive trip to the future of beauty!

FEBRUARY 11TH 2020

9:30 am	The Edgy Glow From Asia
10:30 am	Cushion Vs Compact, Battle For Outstanding Textures
11:30 am	Rock my Science
12:30 pm	Liquid Game, Endless Skin Challenge
1:30 pm	5D Light From Dream To Reality
2:30 pm	Mastering The Future Of Male Skin
3:30 pm	Rock my Science

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Book your seat: contact@asiacosmelab.com