

An edition of all records for Beauty Innovations !



FINALLY !

The glamorous Expert Committee has selected the 2020 MakeUp in LosAngeles products! You will be able to discover all of them in less than a week at the Los Angeles Convention Center, at the special installation « Innovation Gallery » near the entrance.

The Innovation Tree will display the key innovations in terms of ingredients, packaging, textures and formulas. The Tree displays technical, material, eco-friendly ad design innovations selected from amazing products submitted by our exhibitors.

And what a start for the year !

151 products were submitted by 62 of the exhibitors... the highest score since the creation of MakeUp in LosAngeles 5 years ago !

The jury has selected 39 products you will see and test at the exhibitors booth the 11&12 February. The winners' booths will feature special Awarded MakeUp IT Products logo, so you can spot them easily.

We can't wait to share with you the trends embodied by these innovations and show you the exhibitors' amazing achievements! For now, here is a sneak peek of what will be presented during the show :

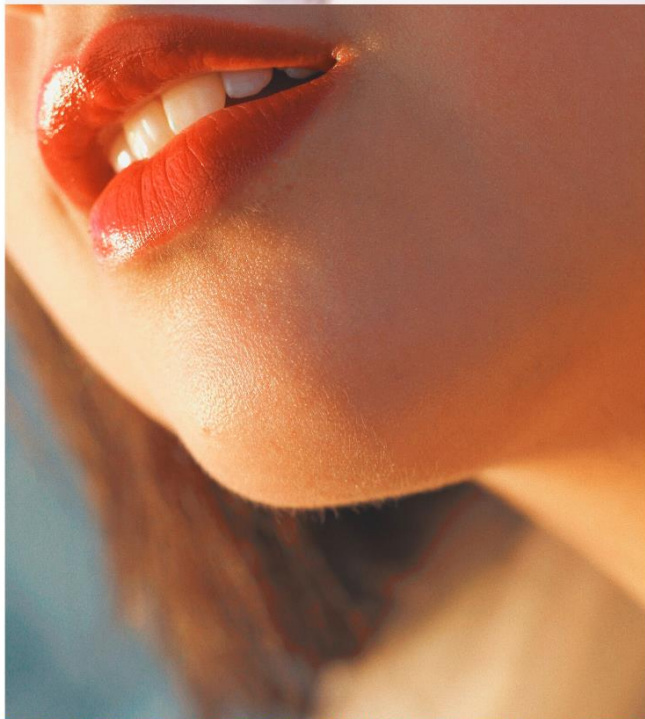
NUTRI- COSMETICS

Products designed with the same spirit as food supplements that beautify, nourish and protect



GLOSSY LIPS

Gourmet, juicy, voluptuous and fresh mouth that evokes fruits



TREE



INNOVATION

ARTY

Artistic tracings, vivid and intense colours

GLITTER TOUCH

Sublime but subtle sparkles touch



BOLD BROWS

highlighted, elongated, asserted in pencil, in wax



TREE



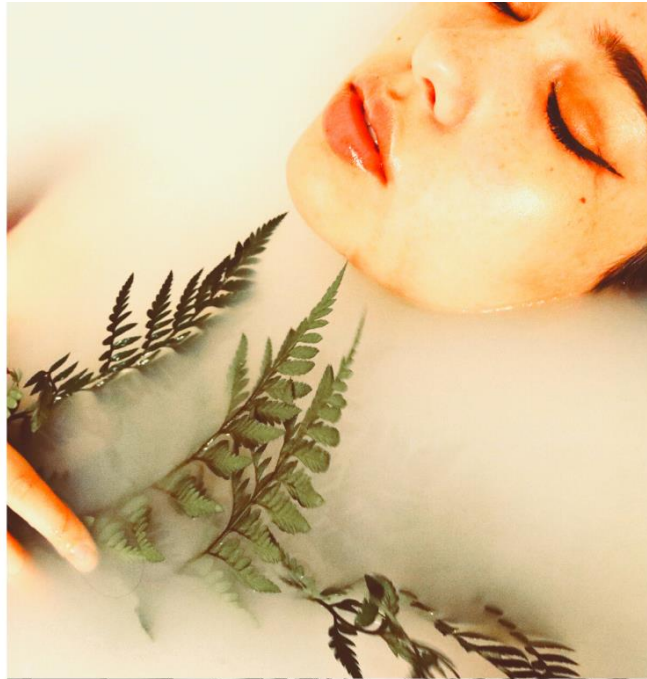
INNOVATION

IN & OUT GREEN

global green design

WELLNESS FIRST

Products with multiple functions to take care of yourself, your body, your skin, your loved ones



INTUITIVE DESIGN

Shapes and concepts created to meet the user's intuition

INNOVATION TREE

Congratulations to all the selected exhibitors for their innovativeness, and many thanks to the exhibitors who participated:

AIRCOS, ANJAC HEALTH & BEAUTY, ALBEA, ALLTA INTERNATIONAL, ANCOROTTI COSMETICS, ANISA INTERNATIONAL, APC PACKAGING, APR BEAUTY GROUP, ARCADE BEAUTY, ARTCOSMETICS, ASQUAN GROUP, B.KOLORMAKEUP & SKINCARE, BAOYU, CDG | A WWP COMPANY, CHROMAVIS FAREVA, CONFALONIERI MATITE, COSMEI, COSMETIC GROUP USA, COSMETION, COSMOGEN, CSR COSMETICS, D.LAB, ESSENTIA BEAUTY, FABER-CASTELL COSMETICS, FUSIONPKG BEAUTYLAB, GEKA, GOTHA COSMETICS, H&G CORPORATION, HCT GROUP, HNB CORPORATION, ILC, IMEI, INCA COSMETICI, INTERCOS LA, ITALCOSMETICI, ITIT COSMETICS, J.COP (JEONG-HUN), JIA HSING GROUP, JHG (JIH HSIN GLASS), KDC/ONE, KEMAS USA, LISSON PACKAGING, LIVCER UNIT DOSES, MPLUS COSMETICS, NUCO, ORCHARD, PASCUAL COSMETIQUES, PREMI, R&D COLOR, ROBERTS BEAUTY, SCHWAN COSMETICS, SEACLIFF BEAUTY, S&J INTERNATIONAL, STB INTERNATIONAL, THAI HO GROUP, TOLY, TOP BEAUTY, TONNIE COSMETICS, TRE EFFE COSMETICS, TRENDCOLOR, VIROSPACK, WISTA AIRLESS SYSTEMS, XJ BEAUTY LIMITED

The Millennials will also single out their 3 favorite products during a dedicated ceremony, with awards designed by Thierry de Baschmakoff.



DE BASCHMAKOFF

The Ceremony will be held during the conference :

Wednesday February 12th, 2020

10:15 -11:15 am: Innovations in makeup and skin care (packaging, formulas, accessories, full service)

A special thank you to the jury

Audrey Roulin, Beauty Department Director, **NellyRodi**
Charles-Emmanuel Gounor, Founder, **Beautyworld Connexions**
Dany Sanz, Consultant, Founder, **Make Up for Ever**
Florence Bernardin, Founder, **Asia Cosme Lab**
Jean-Claude Le Joliff, Biologist and Founder, **La Cosmétothèque**
Jean-Louis Mathiez, Founer, **Cinqpats**
Luisa Oliva, CEO, & Founder, **Luisa Oliva Consulting**