

## They have something to tell you... Part 2



**MEET THE BEST IN  
FORMULATION,  
PACKAGING,  
FULL SERVICE  
& ACCESSORIES**

### **MakeUp in LosAngeles is next week!**

And to help you survive this not-so-long wait, we asked our exhibitors what new products they were planning to reveal during the show and let's just say... It's going to be amazingly colorful!

Have a look at some of their projects geared to the West coast that will leave you wanting more!

**Here is the 2nd episode of « Hear it from the pros » for MakeUp in LosAngeles !**

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**ANCOROTTI** GROUP  
C O S M E T I C S

We are mostly working on **the big « Green Trend »**, trying to develop performing formulations with all the « green » lines. Our goal is always to provide high quality and safe products to our customers. Our standard formulations are still available, and we continue to innovate these by developing different finishes and textures.

With the innovation tree products, we will show fresh concepts and fresh ways of applying standard formulations.

**We can say that we have “hybrid” products, between skincare and makeup.** For example, our POPPY BAMBOOM SOLID CREAM (Innovation Tree) could be considered as a daily cream but also as a moisturizing primer to apply before your foundation.

**We are definitely open to indie brands!** We provide Fill, Full or Bulk services to every kind of customers. It is very exciting and inspiring for us to collaborate with start up companies and be a partner for their projects.

The West Coast is one of the most exciting areas and it's very important to us in terms of potential. Los Angeles is the heart of the indie brand boom and has the most unique and interesting scenario: full of unique brands looking for innovative, cutting-edge products. **When we partner up with West Coast clients, we get to express our creativity and we look forward to new challenges!**



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The market is actually very competitive and rich of alternatives, keeping this in mind **our team has developed products that will surprise the customer**, that in some ways are more than just make up. They are characterized not only for top performance but for their change during application that makes them personalized and unique for each consumer.

On the other hand our products want to **celebrate the diversity and inclusion** that a city such as L.A. may offer. These formulas have been created to inspire others to push the boundaries of aesthetics and to dream of beauty.

Although our main focus is color cosmetics **our products are full of active ingredients**, mostly for complexion where our laboratory works in hybrid formulas. **Halfway between skincare and make-up, we want to offer with them benefits for the skin as well.**

Absolutely, in fact we have very attractive MOQ's (for example for Bulk & Fill we have 2000 pcs per shade). Here in ITALCOSMETICI we are quite aware that **flexibility is one of the main features that a client looks for in a supplier** and moreover we want to support them during their growth. It is always a pleasure to see the evolution of a brand who gives us the chance to be a business partner since their first steps in the industry.





For the first time at Makeup in Los Angeles, Tre Effe is ready to **showcase a premium selection of highly performing and innovative makeup formulations** to introduce its potential.

Tre Effe is also eager to reveal **new concepts ranging from Clean Beauty, vegan and cruelty free products** to trendy collections, including special visual effects and finishings.

What does the West Coast mean to Tre Effe? **A unique dynamic market with positive vibes** and good energy offering new business opportunities with established brands and start ups.

MakeUp in Los Angeles is for sure the place to be and Tre Effe is thrilled to be part of it: we have big expectations of visibility aiming to new contacts and longterm relationships.

**Can't wait to be among you!**



**ARCADE BEAUTY**  
**A CENTURY OF DISCOVERIES**

Makeup in Los Angeles is a fantastic opportunity to present our **full suite of offerings spanning all beauty categories as well as reinforce the importance of sampling**. Specifically, in makeup, one exciting innovation that we'd like to share is that our patented Thermoform technology is now available in a one-of-a-kind loose powder sifter.

This now **allows beauty brands to sample loose powders utilizing a delivery system that closely replicates the user experience of the full size retail item**. Highly customizable and appropriate for a wide range of powder formulas across makeup, skincare and fragrance, our Thermoform Sifter accommodates fill volumes up to 1 gram and can be made in a variety of custom shapes, opening

features, and applicators. This innovative and easy to use delivery system is also re-closable, allowing for multi-use. The card itself is dual sided with optimal space for branded content.

As a trusted sampling partner with over a century of expertise, Arcade Beauty offers companies the ability to tap into our full spectrum of technologies in order to deliver customized and meaningful moments of discovery to customers.

**We understand the need for beauty brands to offer discovery experiences that are tailored, but do not come with long lead times and high price tags attached.** Specifically, in the fragrance category, this was the impetus behind launching SamplingMadeSimple.com, a customizable sampling platform that offers fragrance brands the opportunity to sample easily and quickly, without the worry of high set up costs or quantity requirements. This platform is low-minimum, high-quality, and personalized.

**Whether a brand needs 1,000 or 5,000 samples, they can create their samples on our website to reflect their brand codes.** The turnaround time is only 2-4 weeks from the time the fragrance bulk is received.

We have also invested in digital channels and capabilities to support more targeted customer trial and brand engagement, which is key for indie brands, and have launched the following:

- **A digital sampling company, Abeo**, which is designed to connect brands with highly targeted, qualified consumers and seamlessly deliver the right sample to the right consumer on social media. Backed by Arcade Beauty's rich legacy and passion for sampling innovation—we offer a 360-degree automated customizable sampling solution from production to campaign design & execution to distribution & reporting.
  - **A smart sampling kiosk, Vengo**, a turnkey retail, digital media and product sampling solution.
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