



Dear MakeUp in Community,

We hope this message finds you and your loved ones safe and healthy.

Originally scheduled for February 2nd and 3rd, 2021, MakeUp in Los Angeles has rescheduled its 2021 event to **April 20th and 21st, 2021 at the LA Convention Center.**

It is with great consideration for the industry that we took this decision. We want to give our partners more time to prepare their innovations and to provide the community a substantial experience in April! We hope you will find this decision comprehensive and helpful.

Thank you so much for your understanding. We are looking forward to seeing you next April in Los Angeles.

Sandra Maguarian

MakeUp in shows Co-Founder & Director