



New dates 23 | 24 February 2022

Where **Passion** meets **Expertise**

Los Angeles

Los Angeles Convention Center

The Glo.Cal BtoB event
boosting **Beauty Innovation**

When it comes to beauty, the United States remain the worldwide market leaders with US\$17,217M annual revenue in 2021 (just before China US\$14,368M). And this is only the beginning: exponential growth is expected until 2025 with an increase of 5.09% each year*.

Want to make sure you're ahead of the game and take your skincare & makeup business to the next level?

MakeUp in Los Angeles **will bring you an in- depth knowledge of the beauty market trends**, reveal the last innovations and product launches, allow you to network and co-create with the key players of the market to find your next business partners in **ingredients, formulation, packaging, full service and accessories**.

We are eager to welcoming you again at the Convention Center, on 23&24 February 2022!

* www.statista.com

You're invited !

REGISTER ONLINE

Get inspired!

Since 2020, consumers tend to change their purchasing behavior, beauty needs and aspirations. To answer to this new reshaped market, **we are gathering international trends agencies and experts**, and building up an exciting program of conferences & workshops.

Full program available very soon !



To whet your appetite on the upcoming trends:

Here is a sneak peek of one of the upcoming trends with our partner FashionSnoops



Zoom on the Cyber Era

As technology propels us into a new era, we become fascinated by alien life forms and virtual avatars, as we embrace a digital-age aesthetic, with beauty products inspired by futuristic colors and other-worldly textures.

[Read the full article here !](#)

Looking forward to welcoming you on 23 & 24 February 2022, at MakeUp in Los Angeles

REQUEST MY BADGE

MakeUp in Los Angeles is held concurrently with LuxePack Los Angeles, the premier show for creative packaging in all sectors. Your MakeUp in Los Angeles badge gives you **access to both shows**.

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