



The must-attend event to understand the upcoming beauty market

MakeUp in Los Angeles is shaping up behind the scenes and is ready to welcome you on Wednesday 23 and Thursday 24 February at 9 am.

Constantly seeking out the latest innovations in the industry?

Connect with a wide range of cosmetics industry experts, from major players to rising stars through our inspiring events agenda.

In addition to meetings with **ingredients, packaging, formulation, full service** and **accessories** exhibitors, we have prepared an **exclusive animations' program** to allow you to be as close as possible to your customers' needs and their new consumption habits.

Beauty experts from all over the world will gather and share their knowledge and passion with you.

Learn more about **key topics in makeup and skincare**, source new ideas and identify trends around the world !

A unique opportunity to imagine, design, co-create your upcoming collections, and carry your business into the future of beauty in just 2 days!

[DOWNLOAD MY BADGE](#)



Discover the exciting world of plants and their uses in cosmetics

Nature offers us an infinite number of ingredients and the opportunity to create clean, efficient, safe and sensorial cosmetic formulations with verified manufacturing methods.

Luisa Oliva, Pharm.D R&D and Technical Marketing Consultant in International Cosmetics, will give you the keys to launching clean, effective and sensorial vegan ranges.

[More infos](#)

Please be advised that registration is mandatory, [click here to register](#)

Dive into the new horizons of beauty

& Our official partner Cosmetics Inspiration on 4 key "**Beauty Talks**" Creation will lead 4 beauty themes, to decipher major beauty trends and prepare the future of innovations and host to showcase the latest **Inspiration Bar** an product innovations on the worldwide beauty .market

The event will be organized around 4 trends reflecting that the need to reinvent beauty, find new dimensions of excellence and luxury, redefine values, meet new requirements, and .welcome the next normal of the industry

.The themes and participants will be announced very soon



Want more? Tomorrow's trends are already brewing here: Y2K Beauty aesthetics

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



Nostalgia continues to reign supreme over the beauty industry, as we see a strong interest in Y2K beauty aesthetics, driven by Gen Z's obsession with aesthetic experimentation and need for feel-good play, as early 00s style captures the imagination of expressive, curious young consumers.

[Read the full article](#)

Decipher the future of cosmetics on 23&24 February 2022, at MakeUp in Los Angeles

[Request my invitation](#)

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**MakeUp in Los Angeles
23 & 24 February 2022
LA Convention Center**



Covid-19
SANITARY PROTOCOL



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