



Decipher the upcoming trends of the beauty industry

MakeUp in Los Angeles is the must-attend event for innovation and inspiration in Makeup & Skincare! It is the perfect opportunity to meet in person all the key players of the beauty industry in one place! To support you in the development or launch of new products, **100+ suppliers** are waiting to reveal their latest creations in **formulation, full service, ingredients, packaging and accessories**.

In the meantime, discover **our conferences program**, highlights of the show! Source new ideas, identify trends around the world by listening to our expert speakers deciphering the early signs of consumer behavior.

A unique opportunity to imagine, design, co-create your future collections and gain valuable insights into global beauty trends!

Take your cosmetics business to the next level by attending MakeUp in Los Angeles, the **23 & 24 February 2022** at the LA Convention Center!

[REQUEST MY INVITATION](#)



23RD FEBRUARY 2022

9:30 – 10:15

Welcome to the Era of Healthy Aging!

– Michele Superchi – VP Global Sales Director –

BEAUTYSTREAMS

24TH FEBRUARY 2022

9:30 – 10:15

Make Mine A Single Dose – Uncoding the Myths of Monodose Sampling

– Daniela Ciocan – CEO – Access Beauty Insiders

[>> More info](#)

10:30 – 11:15

Thinking Inside the Box: How Sephora is Turning to Packaging to Drive Sustainability and Impact

- Kimberly SHENK – Co-founder & CEO – NOVI
- Carley KLEKAS – Principal of Product Sustainability – Sephora
- Yashi SHRESTHA – Director of Science and Research – NOVI

[>> More info](#)

11:30 – 12:15

The Future of Clean Beauty – Major Shifts and Future Opportunities

- Leila Rochet – CIO – Cosmetics Inspiration & Creation
- Romain Gaillard – CEO – The Detox Market
- Conor Begley – President – Tribe Dynamics

[>> More info](#)

12:30 – 1:15

Plant-based Beauty: Inside & Out

- Jeb Gleason- Allured – Content Director – Allured Business Media & Global Cosmetic Industry

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2:30 – 3:15

A Connection Unlike Ever Before

- Cameron Worth – Founder and CEO – SHARPEND
- Kathleen Van Nest Pierce – Global Transformation and Channel Innovation – The Estée Lauder Companies
- Jonathon Cheung, Head of Design, Levi's
- Christian Saclier – Vice President of Design Innovation – PepsiCo

[>> More info](#)

3:30 – 4:15

A Delicate Balance or A Perfect Storm: Young Beauty Brands Share Their Insights

- Karen Young – CEO The Young Group

- Denise Herich – Co-founder – The Benchmarking Company

- Casemed (pending speaker name)

- Birchbox (pending speaker name)

10:30 – 11:15

Brand Awareness through Social influencing!

- Chris Crellin – Founder/ CEO American Influencer Awards

- Bethany Crellin – CMO/Founder The American Influencer Beauty Bundle/Awards

- Patty Schmucker – Partner and COO with the American Influencer Beauty Bundle and Association

[>> More info](#)

11:30 – 12:15

Made for Tomorrow: Designing Sustainable Packaging & Products with Cradle to Cradle Certified® WORKSHOP

- Monica Becker – Director – Beauty, Personal Care & Household Products, Cradle to Cradle Products Innovation Institute

[>> More info](#)

12:30 – 1:15

Cosmetic Ingredient Trends

- Michelle Hines, Ph.D. – 2022 President – Society of Cosmetics Chemists and Director of Product Formulation – Mary Kay

[>> More info](#)

1:30 – 2:15

Unpack Presented by RETAILBOSS - The Future of DTC (Direct to Consumer) Packaging

- Jeanel Alvarado – Founder – RetailBoss

[>> More info](#)

2:30 – 3:15

Reduce, reuse, & rethink.... The future is upcycling!

- Anne Young : Director of North America – Active

- Regina Merson – Reina Rebelde

- Kathryn Madison – Dye Candy

- Stephy Kim – Co-Founder + CEO Moonlit Skincare

[>> More info](#)

Cosmetics at Laboratoires Expanscience

- Shirley Billot : CEO Founder Kadakys – Unreasonable

Impact EU – Google for Startup blck founder program

- Hayley Peri : CEO – Dandi Day

[>> More info](#)

3:30 – 4:15

Beauty Industry West Panel discussion

[Discover the full program here](#)

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.

Get inspired at MakeUp In Los Angeles, on 23&24 February 2022

[Download my badge](#)

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



Covid-19
SANITARY PROTOCOL



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