



## Innovation and trends are bubbling up backstage!

Today was the IT AWARDS selection committee for the final round of the MakeUp in Los Angeles 2022 selection.

Recognized as a worldwide reference in terms of quality and product differentiation by beauty professionals, **the Innovation & Trends Awards competition highlights the most innovative makeup and skincare products from the show's exhibitors, in line with the upcoming beauty trends.**

This competition, open to all our exhibitors, involves a dozen international experts in cosmetics innovation and trends, to identify and elect the best in skincare and makeup innovation.

**22 novelties** have been nominated this year for MakeUp in Los Angeles IT AWARDS, among 87 submissions from the following categories :

**Formulation – Packaging – Accessories – Full service**

Among the displayed products, explore eco-friendly, natural and biodegradable innovations, astonishing and delicate textures, hybrid formulations or customizable packaging.

***Get your free 2 days pass and discover the selected and awarded products at MakeUp in Los Angeles, on February 23 and 24!***

[DOWNLOAD MY BADGE](#)

*« There was quite a lot of submissions...in each direction there were interesting submissions, lips products were there, foundation was there, and of course a lot of sustainability directions, so this will be really the hot topic of this next MakeUp in Los Angeles »*

*Florence Bernardin – President of the Jury and Founder of Asia Cosme Lab*



### We warmly thank our experts members of the 2022 jury:

- **Audrey Ducardonnet** – *Freelancer and expert in textures.*
- **Aurélie Banco** – *Founder of CO-LAB-ORA, a collaborative and ethical cosmetic laboratory.*
- **Charlotte Marion** – *Product and innovation specialist (Yves Rocher, Dior, Chanel) and project management.*
- **Charles-Emmanuel Gounod** – *Expert in B2B international trade in the beauty sector.*
- **Dany Sanz** – *Brand creator, Make Up for Ever, consultant in product development and formulation.*
- **Daniel Saclier** – *Expert in product development and packaging sourcing (L'Oréal, Guerlain, LVMH).*
- **Florence Bernardin** – *Founder of Asia Cosme Lab, a company that analyzes and deciphers the Asian cosmetics market.*
- **Luisa Oliva** – *Founder of LO Consulting specialized in the design of make-up and skin care product formulations.*
- **Jean-Louis Mathiez** – *Expert in packaging, creator of the agency Cinqpts.*
- **Jean-Claude Le Joliff** – *Biologist, President of the Cosmétothèque, a conservatory of the sciences and techniques behind the creation of beauty products.*
- **Julia Cornière** – *Account Executive Europe of the consumer insight & trend forecasting company FashionSnoops.*
- **Philippe Bonneyrat** – *Packaging and Plastics Engineer, founder of Lion Vert Création agency.*

Let's meet on February, 23 & 24 to experience the selection at the heart of the show!

[Request my invitation](#)

**Visiting inquiries:**

**Léa MITROU-DUMONT**

[lea.mitrou-dumont@infopro-digital.com](mailto:lea.mitrou-dumont@infopro-digital.com)

**Exhibiting inquiries:**

**Adriana RODRIGUEZ**

[adriana.rodriguez@infopro-digital.com](mailto:adriana.rodriguez@infopro-digital.com)

**Follow us to discover more**



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



Covid-19  
**SANITARY PROTOCOL**



→ [View our Covid-19 Best Practices here](#)





[contact@makeup-in-losangeles.com](mailto:contact@makeup-in-losangeles.com)

[www.makeup-in-losangeles.com](http://www.makeup-in-losangeles.com)