



Get inspired! Discover our animations program

MakeUp in Los Angeles is shaping up behind the scene and is ready to welcome you on Wednesday 23rd and Thursday 24th February.

To support you in the development or launch of new products, more than 200 suppliers are waiting to reveal their latest creations in **formulation, full service, ingredients, packaging** and **accessories**.

In the meantime, we have prepared a fantastic [workshops program in line with the market tendencies](#).

Beauty experts from all over the world will gather and share their knowledges and passion with you. A unique opportunity to learn more about **key topics in makeup and skincare** and to exchange with specialists of the industry.

These exclusive activities will help you stay in touch with your customers' needs and their new consumption patterns.

What are you waiting for? Join us now!

REQUEST MY INVITATION

INSPIRATION BAR & BEAUTY TALKS

Cosmetics Inspiration & Creation will lead 4 "**Beauty Talks**" on key beauty themes, to help you decipher major beauty trends with an innovation itinerary. In an open and creative format, the Beauty Talks invite industry experts to discuss today's major trends, focusing on four key themes, and how they will impact the beauty of tomorrow.



- 1/ Beauty Uncompromised
- 2/ Joyspotting
- 3/ Radical Adaptive Beauty
- 4/ Augmented Underskin

[More infos](#)



"NATURAL POWER" WELCOME TO THE ANIMATION OF SUSTAINABLY DESIGNED COSMETICS PRODUCTS!

Nature offers an infinite number of cosmetics ingredients to create clean, efficient, desirable, safe and sensorial formulations.

Luisa Oliva will present **CLEAN and VEGAN** trends of sustainable ingredients and formulas designed to minimize their impact on the environment: skincare and makeup, haircare, bodycare and hygiene products.

Please be advised that registration is mandatory!

[More infos](#)

IT AWARDS MAKEUP IN LOSANGELES 2022

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.

22 novelties from our exhibitors have been nominated this year, among 87 submissions from the following categories : **Formulation – Packaging – Accessories – Full service**

Experience the selection at the heart of the show!



[More infos](#)



Chic Studios offers **brow applications, beauty touch-ups and a hygiene station** at MakeUp in Los Angeles 2022.

[More infos](#)

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

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



Covid-19
SANITARY PROTOCOL



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



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