



23 | 24 February 2022

LA Convention Center

*Innovation & Trends*

## Find you next beauty inspiration !

Considering eco-design as a priority and favouring natural or recycled ingredients, MakeUp in Los Angeles exhibitors are in line with the American beauty market trends while innovating and reinforce their effectiveness!

Among the 88 new products presented at the show, 4 award-winning products and 18 IT AWARDS nominated products covering the following trends:

### RECYCLING

Recycled paper is preferred for accessories such as brushes or even applicators for in-store product testing.

### NATURALNESS AND EFFICIENCY

Encouraging natural ingredients and transformation processes such as micronisation and fermentation, the new skincare and makeup products have multifunctional formulas that simplify the cosmetics routine. They beautify and protect the skin while correcting its imperfections.

### MORE SUSTAINABLE PACKAGING AND FORMATS

Packaging novelties have in common a minimalist design reducing the amount of components, the use of a recyclable mono-material such as Polypropylene (PP), or the ability to be refilled.

### BIODEGRADABLE

100% biodegradable is making a remarkable appearance in masks...

***Explore the IT Awarded Products selection at MakeUp in Los Angeles, 23&24 February!***

[DOWNLOAD MY BADGE](#)

While waiting to discover the MakeUp in Los Angeles IT AWARDS on February 23 and 24, (re) discover the innovations awarded during the last edition of MakeUp in New York which will be showcased at the show.

**(Re)discover our MakeUp in New York last awarded on the exhibitors' booths!**



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



**AN EVENT BY**  
**INFOPRO**  
*digital*

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

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