



*New dates* 23 | 24 February 2022

Where **Passion** meets **Expertise**

**Los Angeles**  
**Convention Center**

**The Glo.Cal BtoB event**  
boosting Beauty Innovation

## Decipher the upcoming beauty trends!

MakeUp in Los Angeles will soon be opening its doors on February, 23rd and 24th at the LA Convention Center.

It is the perfect occasion to discover the latest **skincare** and **makeup** innovations and tendencies.

*The market trends will no longer hold any secrets for you!*

Our experts give you the keys to respond to this new reshaped market, through an inspiring selection of high-level conferences.

Discover them below!

Get inspired on February 23rd & 24th at MakeUp in Los Angeles!

[DOWNLOAD MY INVITATION](#)



**Welcome to the Era of Healthy Aging!**

**9:30 – 10:15**



**Michele Superchi**

VP Global Sales Director

**BEAUTYSTREAMS**

**The Future of Clean Beauty  
Major Shifts and Future Opportunities**

**11:30 – 12:15**



**Leila Rochet**

CIO – Chief Inspiration Officer

**COSMETICS INSPIRATION &  
CREATION**



**Conor Begley**

President

**TRIBE DYNAMICS**



**Elena Severin**

**THE DETOX MARKET**

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

**03:30 – 04:15**



**Karen Young**

CEO

**THE YOUNG GROUP**



**Kathryn Madison**

**DYE CANDY**



**Stephy Kim**

Co-Founder + CEO

**MOONLIT SKINCARE**



**Regina Merson**

**REINA REBELDE**



**Brand Awareness through Social influencing!**

**10:30 – 11:15**



**Bethany Crellin**

CMO/Founder

**THE AMERICAN INFLUENCER  
BEAUTY BUNDLE/AWARDS**



**Chris Crellin**

Founder/ CEO

**AMERICAN INFLUENCER  
AWARDS**



**Patty Schmucker**

Partner and COO

**THE AMERICAN INFLUENCER  
BEAUTY BUNDLE AND  
ASSOCIATION**

## Cosmetic Ingredient Trends

12:30 - 01:15



**Michelle Hines, Ph.D.**

2022 President

**SOCIETY OF COSMETICS**

**CHEMISTS**

Director of product formulation

**MARY KAY**



**Patty Schmucker PartnAkshay**

**Talati, RPh**

Vice President, Product

Development, Research &

Innovation Beauty & Wellness

**GOOP**



**Valerie George**

Chief Creator

**SIMPLY INGREDIENTS**



**Jill Manning**

**NOT3D BEAUTY**



**Robyn-Melissa Watkins**

**HOLISTIC BEAUTY GROUP**

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

02:30 - 03:15



**Shirley Billot**  
CEO Founder  
**KADAKYS**



**Brandon Frank**  
President  
**PPC PACKAGING**



**Hayley Peri**  
CEO  
**DANDI DAY**



**Angela Umelo**  
CEO/ Founder  
**SALT AND EARTH LABS**



**Anne Young**  
Director of North America Active Cosmetics  
**LABORATOIRES EXPANSCIENCE**

[Full program available here](#)

See you soon at MakeUp in Los Angeles, 23rd & 24th February!

[Request my badge](#)

**Visiting inquiries:**

**Exhibiting inquiries:**

**Léa MITROU-DUMONT**

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

**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](#)



AN EVENT BY  
**INFO**PRO  
*digital*

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

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