



23 | 24 February 2022

LA Convention Center

*Ingredients
in the spotlight*

Beauty ingredients: foundation of success

MakeUp in Los Angeles is the must-attend event for innovation and inspiration in **Makeup & Skincare!**
Only a few days left before we meet again on **February 23rd and 24th!**

As the essence of cosmetic creation, ingredients play a major role in product conception. This is why we are naturally devoting a special focus to them in our shows.

Come and discover all the secrets of ingredients thanks to star ingredients supplier, workshops, conferences and exclusive interviews on the upcoming market tendencies.

2 days to get inspired at MakeUp in Los Angeles, on February 23rd and 24th at the LA Convention Center!

[DOWNLOAD MY INVITATION](#)

Discover our star ingredient supplier: **CRODA**

Croda is a sustainable beauty solutions provider. With a rich history of supporting and supplying independent brands, we don't discriminate on who we work with based on business size. Our five main brands, Croda, Sederma, Crodarom, Alban Muller and Parf'ex, continuously invest in research and development with a constant focus on the changes that are happening in consumer routines and behaviours to remain market relevant. **Beyond cosmetic ingredients, we are experts in formulation development, claims substantiation, market analysis, and industry regulations.** With



sustainability at our core, the Croda team is excited to offer their assistance to new and emerging brands.

Decipher the upcoming cosmetic ingredient trends

Thursday 24th February 2022 – 12:30 – 01:15

Skincare products routinely use innovative ingredients to help maintain healthy skin and improve visible signs of aging. As the global beauty industry continues to evolve, **efficacy ingredients are increasingly found in color cosmetics through innovative products and key aesthetic trends.** This moderated panel of industry leaders will discuss ingredient trends for skin care and color cosmetic products.

[More infos](#)



Explore the fascinating world of plants and their use in cosmetics

As part of this partnership, Dr. Luisa Oliva, PhD, will lead the "Nature Power" animations and 7 workshops. Nature offers an infinite number of cosmetic ingredients to create clean, efficient, desirable, safe and sensory formulations. Luisa Oliva will present **clean and vegan trends, ingredients and formulas that are sustainable and have the least impact on the environment:** skin care and makeup, hair care, body care and hygiene products. The focus is on minimalist and effective formulations developed without controversial ingredients.

Please note that registration is mandatory!

[More infos](#)



Skincare novelty at MakeUp in LosAngeles: Fermented Beauty



Interview with Nathalie DESSIRIER, Marketing Director at MS BEAUTILAB

According to the market research firm WGSN, fermented beauty is going to have a long-lasting impact on the beauty market. Indeed, **fermentation preserves the plants' benefits** without altering them and **facilitates their absorption by the skin**. Find out what are the challenges in developing fermented beauty products.

[Check out the full interview here!](#)

Lead the way in colors, textures, markets and innovations by attending MakeUp in LosAngeles, 23&24 February!

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Covid-19
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