



23 | 24 February 2022

LA Convention Center

Last Call

Attend exclusive Beauty Talks!

"Beauty brands must **adapt to the new normal**, in order to benefit from the announced resilience of the beauty market," explains Leila Rochet, Chief Inspiration Officer of Cosmetics Inspiration and Creation.

"Despite the rolling uncertainty of living in a With Covid world, McKinsey predicts that **Beauty sales in 2022 will overtake the pre-pandemic levels of 2019**. Consumer sentiment is optimistic, and the urge to create moments of escapism and entertainment in the midst of all the unpredictability – is very real"

For MakeUp in Los Angeles, the agency has selected [four trends](#) that define the need to **reinvent beauty** for 2022 and beyond. Joined by the common threads of **fluidity and adaptability**, these trends will help the industry to **find new dimensions of excellence and luxury**; redefine values; meet new requirements, and welcome the next normal of the industry.

Enjoy enriching exchanges on topics that will influence innovation and **the future of the beauty industry** through a [rich program of Beauty Talks](#).

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**.

Each session will take 90 min – including the presentation and Q&A – all curated and monitored by Leila Rochet, Chief Inspiration Officer and Beauty Innovation Expert.

Join them on [Booth D20](#), to discover **the four key trends and global product innovations** that will redefine beauty in 2022.

[GET YOUR BADGE TO ATTEND THE BEAUTY TALKS](#)



Leila Rochet

CIO – Chief Inspiration Officer

COSMETICS INSPIRATION & CREATION



Beauty Talk
From Inclusivity to Radical Adaptive Beauty

01:30



Conor Begley

President

TRIBE DYNAMICS



Gloria Noto

Founder

NOTO BOTANICS



Dorian Morris

Founder & CEO

UNDEFINED

Beauty Talk
From Color to Joyspotting

03:00



Olivier Zimmer

Co-Founder

SPATE NYC



Addison Cain

Beauty Strategy & Innovation

Manager

SPATE NYC



Katherine&Caroline Ramos

CO-Founders'

RITUEL DE FILLE



Beauty Talk
From Sustainability to Beauty Uncompromised

11:00



Anastasia Bezrukova

Founder & CEO

MINORI



Iva Teixeira

Founder & CEO

THE GOOD FACE PROJECT



Cécile Tuil

Vice President of
Communications

ALBEA

Beauty Talk
From Skinification to Augmented Underskin

02:00



Emmanuel Rey
Founder & CEO
YUNI BEAUTY



Sarah Jindal
Senior Director
MINTEL



Aimara Coupet
Expert & Founder
BE+RADIANCE

Find a world of inspiration at MakeUp in Los Angeles, 23&24 February!

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You're invited to get **INSPIRED**
Visit us at **Booth E1**
COSMETICA

[Learn more](#)



MakeUp in Los Angeles Hotline

A new and exclusive service!

Need information about the exhibition? The program? The event's schedule?

Contact **Lenin PULGAR**, North America Market Sales Manager

He will be happy to answer all your questions at:

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