



23 | 24 February 2022

LA Convention Center

It's Day 1!

MakeUp in Los Angeles opens its doors

The moment we've been waiting for is finally here. MakeUp in Los Angeles opens its 2022 edition at the LA Convention Center.

+200 suppliers are more impatient than ever to present you in person their new products and innovations in **ingredients, formulation, packaging, full service** and **accessories!**

An exceptional cosmetics experts' panel is gathered to share with you their passion for beauty and their expertise on trends, markets, ingredients and so much more!

Discover the full program of the day below!

Join us TODAY and tomorrow from 9am to 5pm and co-create with the BEST professionals of the industry!

[REQUEST MY BADGE](#)

[FULL LIST OF EXHIBITORS](#)



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

[Full program here](#)



INSPIRATION BAR & BEAUTY TALKS

Cosmetics Inspiration & Creation will lead 4 "Beauty Talks" on key beauty themes, help to decipher major beauty trends with an innovation itinerary.

ON BOOTH D20 ! Today's program:

1/ Beauty Uncompromised at 11:00

2/ Augmented Underskin at 02:00

[More infos](#)



Nature Power: Techno Workshops

Welcome to the animation of sustainably designed cosmetics products!

BOOTH F22

Nature offers an infinite number of cosmetic ingredients to create clean, efficient, desirable, safe and sensory formulations. As part of this partnership, Dr. Luisa Oliva, PhD, will lead the "Nature Power" animations and 7 workshops.

Please be advised that registration is mandatory!

[More infos](#)



IT AWARDS MAKEUP IN LOSANGELES 2022

In line with the upcoming beauty trends. More than a selection of innovative products, **the new IT Awards competition will reward 4 winners** among the innovations presented by **our exhibitors** in **Formulation, Full service, Packaging** and **Accessory**.



Explore the selected products at the heart of the show
and discover the winners **during the award ceremony at
01:30!**

[More infos](#)

The gates are open, come and join us NOW at MakeUp in LosAngeles!

[Download my invitation](#)

MakeUp in LosAngeles 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:

TEL: +212 776-8077 / 646-2760868

Email: lenin.pulgar@infopro-digital.com

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**MakeUp in LosAngeles
23 & 24 February 2022
LA Convention Center**



Covid-19
SANITARY PROTOCOL



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AN EVENT BY
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