



23 | 24 February 2022

LA Convention Center

*It's Day 2!*

## Last chance to visit MakeUp in Los Angeles!

MakeUp in Los Angeles opened its door yesterday in a friendly and professional atmosphere!  
Visitors and exhibitors were so happy to meet in person and share their passion  
for **skincare** and **makeup**!

The last day promises to be just as rich and inspiring...

## There is still time to participate to our wonderful gathering!

To help you plan your visit, check out our **full list of suppliers** below and discover the highlights of the show (**conferences**, **workshops** & **animations**).

Decipher the new market demands and share with the best beauty specialists.

*The keys to your next success are HERE! Come and get them at MakeUp in Los Angeles!*

[REQUEST MY BADGE](#)

## [FULL LIST OF EXHIBITORS](#)



## Brand Awareness through Social influencing!

**10:30 – 11:15**

**Bethany Crellin**  
CMO/Founder

**Chris Crellin**  
Founder/ CEO

**Patty Schmucker**  
Partner and COO

THE AMERICAN INFLUENCER  
BEAUTY BUNDLE/AWARDS

AMERICAN INFLUENCER  
AWARDS

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** Unreasonable

Impact EU Google for

Startup blk founder

program

**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 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/ Radical Adaptive Beauty at 01:30**

**2/ Joyspotting at 03:00**

[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](#)



***We are waiting for you at the LA Convention Center, come and join us!***

**[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](mailto:lenin.pulgar@infopro-digital.com)

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



Covid-19  
**SANITARY PROTOCOL**



→ [View our Covid-19 Best Practices here](#)



AN EVENT BY  
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