

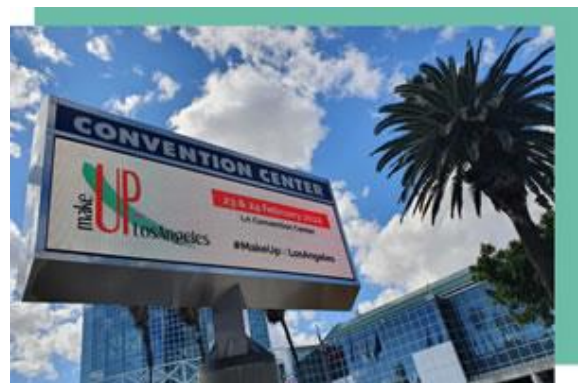


## Thank you for this amazing edition

What an incredible and long awaited edition we have just experienced! YOU made it !

### The success of this 6th edition is YOURS!

Thanks to you, **exhibitors, partners** and **brands** who enthusiastically participated, it has been two days of **non-stop business wins**, learning and discoveries at the Los Angeles Convention Center!

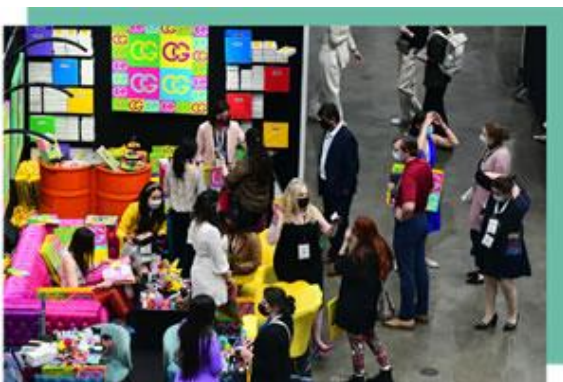


### Two days of co-creation around beauty

MakeUp in Los Angeles was once again the place to be for meetings and **creative effervescence** in skincare and makeup.

Our (great) exhibitors in **ingredients, formulation, packaging, full service** and **accessories** were present to support you in your projects development.

A time full of ideas, smiles, handshakes and business card swaps!



## A packed conference room

Diving into beauty trends and cosmetics breakthroughs, from beauty upcycling to clean beauty empowerment... these were some of the big highlights of the amazing MakeUp in Los Angeles **conference** and **workshop program**, not to mention the much-loved participation of our star influencers @xixiyang, @alexandrapotora, @dianamadison, @anya\_kay and @officialjulissab!



## Innovation at the heart of the show

Participants had the chance to discover, on the IT Awards showcase, 22 skincare and makeup innovations selected by our IT Awards Expert Committee among 88 submissions. We are very proud to present the 4 winners of our competition, in the **Packaging** category: Airless Powder Pump from **APR Beauty**, in the **Accessories** category: Paper Handle Applicators from **HNB Corporation**, in the **Formulation** category: Lip Legend no-transfer liquid lipstick from **B. Kolormakeup & skincare S.p.A. SB** and in the **Full service** category: Evoke from **Chromavis Fareva**.



[Discover the winning products details](#)



*Check out the pictures of the show!*

See you next year with our new look in LA!

**MakeUP** *in* **Los Angeles**  
SKINCARE & MAKEUP INSPIRATION

16 & 17 February 2023 | 9am - 5pm  
Los Angeles Convention Center



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**16 & 17 February 2023**  
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