

And the winners of the 2024 MakeUp in Los Angeles IT Awards are...

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The 2024 MakeUp in Los Angeles IT Awards

Sellotape-inspired dispensing for color cosmetics and a dissolvable paper sheet formula for cleansing products were among the winners of the 2024 IT Awards at MakeUp in Los Angeles.

[MakeUp in Los Angeles 2024](#) kicked off with the reveal of the IT Awards winners. The competition rewarding innovations from show exhibitors attracted more than 110 applications this year, with the winners selected from 31 finalists.

Packaging

[HCP Packaging](#) scooped the IT Award in the packaging category for its GRAFIK refill compact. The PET case with PET hinge features a spring suspension system that secures the pan and ensures it is easy to remove and

refill. A ring with bayonet system locks the product in place; the outer part of the ring is customizable.

HCP Packaging's GRAFIK refill compact ©HCP Packaging

Accessories

The Accessories category award went to [Texen](#) for its Multi Intensity Brush Eyes with patented rotative mechanism. The height and density of the eye brush bristles are adjustable, and the double-ended applicator also contains a beveled brush for eyeliner.

Multi Intensity Brush Eyes has a patented rotative mechanism ©Texen

Full Service

Contract manufacturer [CTK CLIP](#) won the Full Service Award for Aqua Zero Sheet. The single-use paper-sheet formula that dissolves in water transforms into a creamy foam. As well as hand wash, it can be used for cleansing foams, shampoo, soaps and shower gel. The sachets are housed individually in PET packaging.

Aqua Zero Sheet transforms into a creamy foam ©CTK CLIP

Formulation

Gotha Cosmetics won in the Formulation category for its Waterdrop Eye Stick. The gel formula with high-water content is said to transform into a "refreshing layer" upon application. It has an ultra-shimmer finish with intense color thanks to a blend of pearlescent pigments made

from glass and synthetic mica. The eyeshadow meets Sephora Clean standards.

Gotha Cosmetics' Waterdrop Eye Stick is formulated to meet Sephora Clean standards ©Gotha Cosmetics

Coup de Cœur - Jury's Favorite

The Jury's Favorite Coup de Coeur award went to Italian company Regi Laboratories for Hypnotic 3volution, a three-phase face serum said to protect the skin by enhancing the barrier effect and fighting inflammation. Simply shaking the bottle achieves the emulsion, without the need for emulsifiers or high-speed mixers. The formula's ingredients – which include Chinese peony - are of 93% natural origin.

Regi Laboratories' three-phase serum ©Regi Laboratories

Ambassador's favorite

New for this year in Los Angeles is the Ambassador's Favorite prize. Show Ambassador Ana Allen bestowed the award on Helix from [Chromavis Fareva](#). The tape dispenser-inspired packaging presents the patented flexible formula in a roll shape. Water-activated, the formula is both a highlighter and eyeshadow. Consumers simply detach small pieces and apply them directly to the skin.

The tape dispenser-inspired packaging dispenses flexible formula ©Chromavis Fareva

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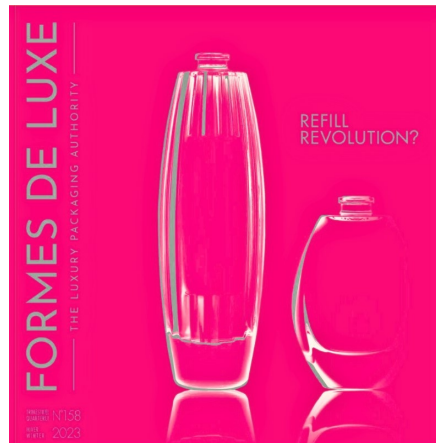
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KEY FIGURES

1%-4%

Estimated premium wine sales value growth for 2023 in the US compared to 2022. The increase is said to be driven by shifting consumer preferences, favorable supply and demand dynamics, and limited competition. With total wine sales volume down by 3% last year, the premium sector marks the bright spot for the wine category in the US. Contributing to this decline is lower consumer demand, the growth of alternative beverages such as RTDs, spirits, abstinence and oversupply of planted vineyards. Source: Silicon Valley Bank

EDITOR'S PICKS

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