

LIVE FROM

# MAKEUP IN NEWYORK

SEPTEMBER 18 - 19, 2024 • NEW YORK, NY

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Visit us at Booth P1

## HCP Showcases Latest Innovations at MakeUp in NewYork

09.11.24

Visit Booth A12 to see HCP's 'Color Capsule', 'Twist Tottle', and more.



HCP will be exhibiting at MakeUp in NewYork, showcasing its latest sustainable, eye-catching, and sensory packaging innovations.

HCP's extensive primary packaging portfolio offers high-performance solutions for skincare and cosmetics brands, including refillable compacts, lipsticks, jars, portable tottles, airless systems, and advanced applicators.

The "Color Capsule" is a production-ready new design. It has a sleek, flexible tottle with a cool aluminum cap crafted to elevate skincare and complexion products.

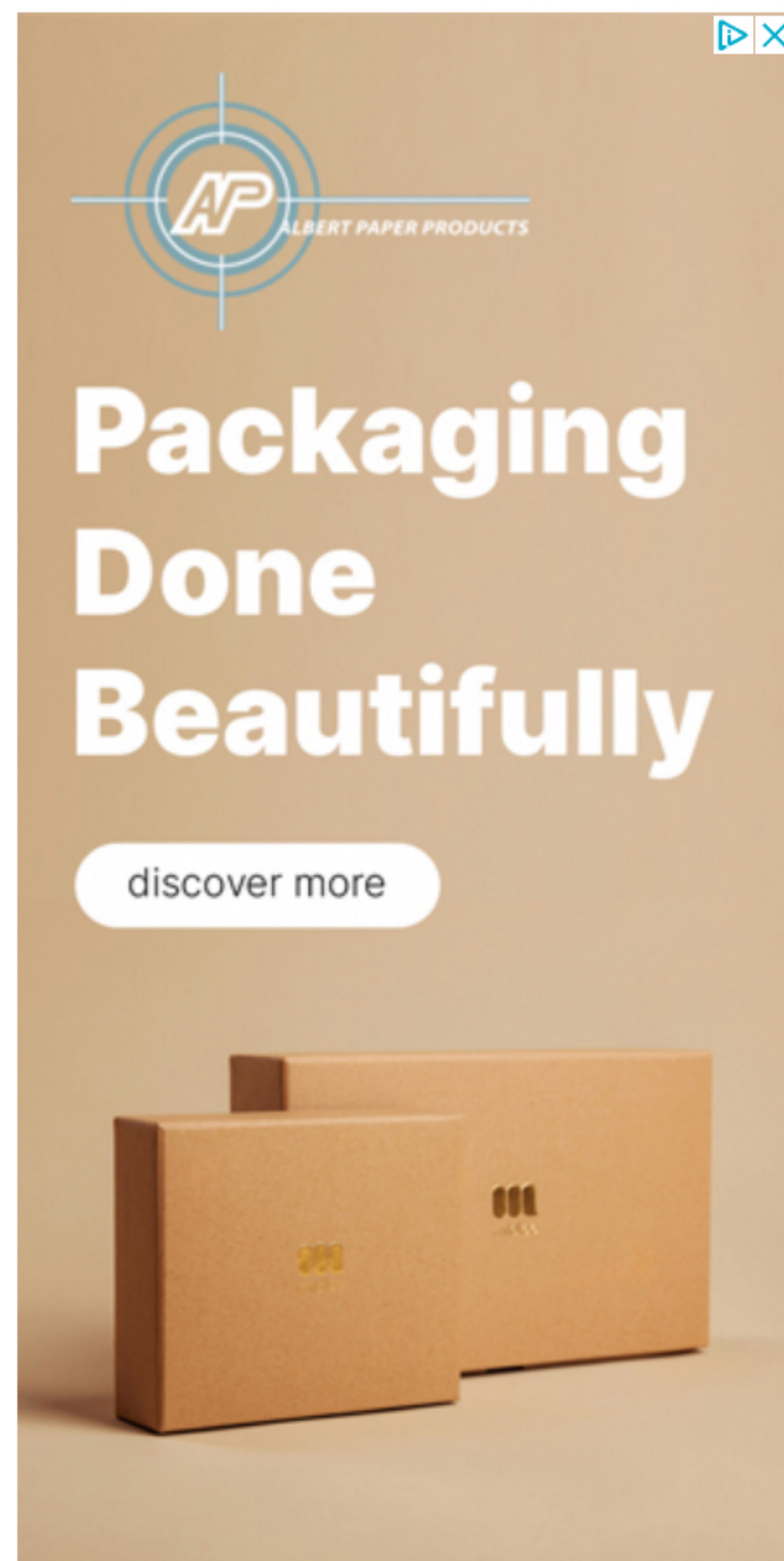
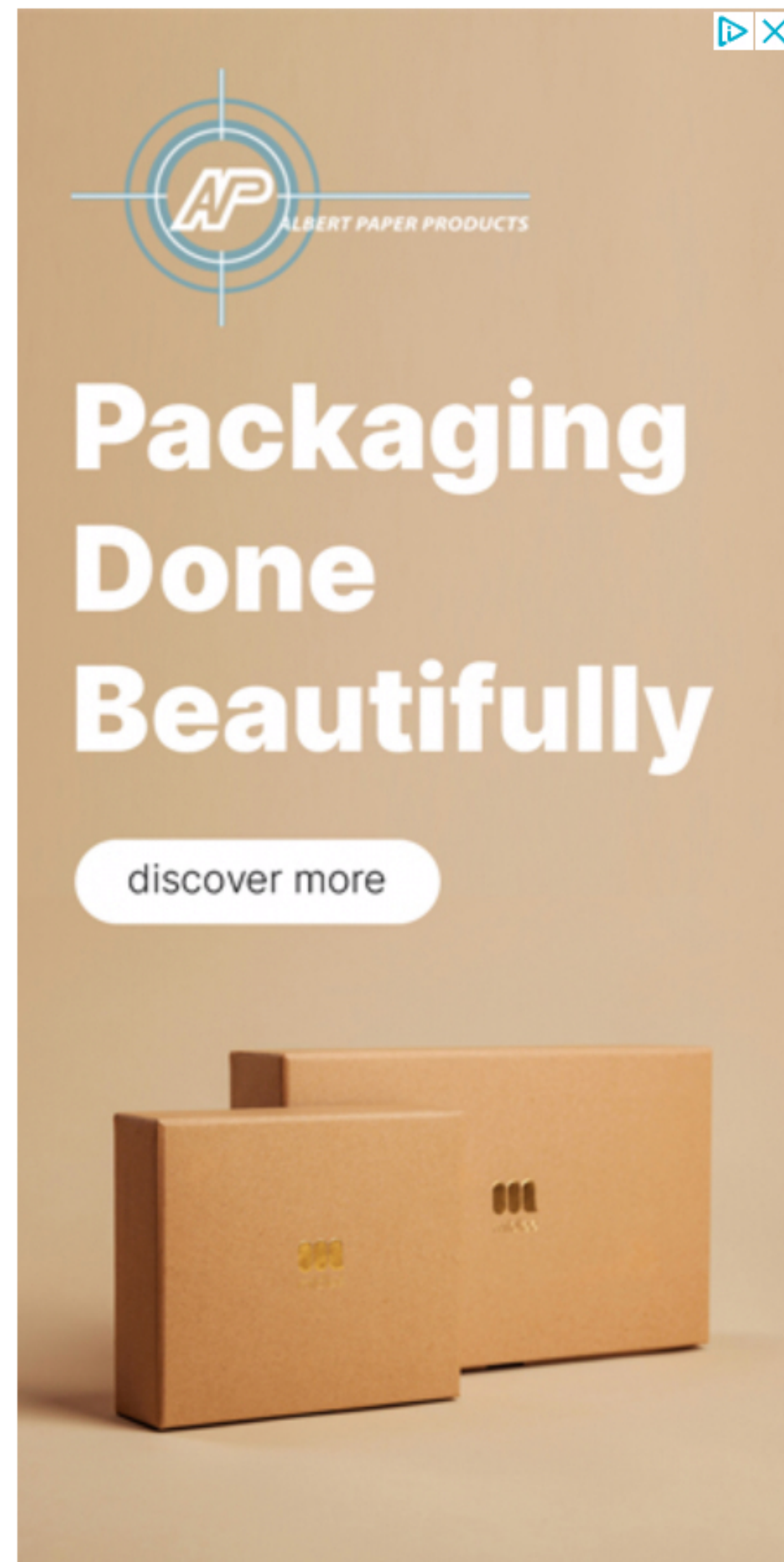
"Color Capsule" offers a premium look and tactile feel boosts product appeal and provides convenience for on-the-go use.

The versatile tottle is ideal for a variety of mid-to-high viscosity formulas, making it a must-have for modern beauty brands.

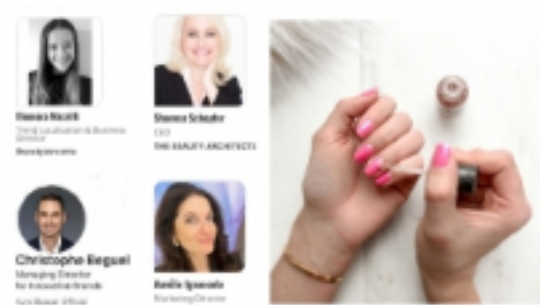
HCP's 'Twist Tottle' features a unique one-handed twist dispensing gesture, eliminating the need for a separate cap and enhancing user convenience.

It is designed for travel with a squeezable design and compact size, making it an excellent choice for liquid skincare and complexion formulations applied on the move.

More Info: [MakeUp in NewYork Booth No. A12](#)



## Breaking News



### Nail Care & Longevity Are Conference Highlights on Day 1 of MakeUp in NewYork

09.11.24

More about these not-to-miss conferences on September 18th at MakeUp in NewYork.

## Limitless Applicators, Wonderland by Brivaplast

Dreams meet innovation with endless applicator styles. Done via 3D-printing, we've created infinite options to revolutionize cosmetics.

[Learn more.](#)



LIMITLESS APPLICATORS  
WONDERLAND BY BRIVAPLAST



### IT Awards Finalists on Display at MakeUp in NewYork

09.11.24

The IT Awards competition returns, showcasing the best innovations and trends from the show floor—don't miss the presentation.



### Brivaplast Highlights Applicators at MakeUp in NewYork

09.11.24

Its new 'Wonderland' applicators are 3D printed.

## Explore Anisa International's Sustainable Brush Innovation

Anisa's cutting-edge brushes are crafted with sustainability in mind. Dive into their innovative approach to beauty manufacturing and craftsmanship.

[Watch video.](#)



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### Colep is a Full Service IT Award Finalist

09.11.24

The 'Skin Fender Melt Away Makeup Remover & Cleanser' comes in a PRC aluminum container.