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MakeUp in NewYork to Welcome Visitors on September 18th

Danessa Myricks, Founder & CEO, Danessa Myricks Beauty, will give the keynote, 'Limitless Beauty.'



BEAUTY PACKAGING Webinar

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Marie Redding, Senior Editor • 09.03.24



MakeUp in NewYork will take place at the Javits Center on September 18 & 19, 2024, when beauty industry executives will come together for two days of networking opportunities. Be among the first to discover the latest breakthroughs in ingredients, formulations, packaging, accessories, and contract services for both skincare and makeup brands.

Danessa Myricks, Founder & CEO, Danessa Myricks Beauty will speak to visitors during a keynote, "Limitless Beauty," on Thursday, September 19 at 9:15 am. Myricks hopes to inspire others as she talks about her journey as a beauty entrepreneur.

MakeUp in NewYork's 2024 exhibitor lineup includes all types of suppliers throughout the supply chain, including formulations, ingredients, packaging, materials, and turnkey services. Exhibitors will showcase their latest innovations and product ranges. This year's exhibitors include **APC**, Baosheng, **Brivoplast**, **CTK Clip**, **GPI Beauty**, Inca Cosmetics, **NF Beauty Group**, Texen—and many more.

IT Awards, Beauty Bank & More

The IT Awards competition returns, showcasing the best innovations and trends from the show floor. Beauty Agora, the MakeUp in NewYork workshop program, offers a dynamic "Think Tank" where international cosmetics experts converge to share comprehensive insights on global beauty trends.

"Beauty Tank" will provide emerging brands an opportunity for exposure and critique, for the second year. Visitors to the show can watch founders of makeup and skincare brands showcase their unique concepts, or recently launched brands, in a 'Shark Tank' style pitch session during the show. Ten finalists will be selected to present their brand concepts in skincare or makeup, competing for the opportunity to gain supportive partnerships and access to mentorship from industry leaders.

Not-To-Miss Speaker Highlights

Ewelina Aiozza, Founder of Topical Skin, a clean cosmeceutical line, will unveil the latest skincare and makeup trends in the U.S., as the MakeUp in NewYork 2024 Ambassador. Aiozza will discuss "Clean Beauty 2.0" and some of the biggest social media trends, like "glass skin."

Beauty entrepreneurs won't want to miss Maggie Spicer, Founder of Source Beauty, during her conference on Wednesday, September 18 at 1:30 pm. Spicer will talk about what it takes to start, grow, and lead a successful beauty brand. Antonella Colella, Founder of Colella Legal Studio, will join Spicer to provide insights on legal issues, including protecting brand IP, sustainability, regulatory issues, and claims substantiation.

On Thursday, September 19, Eva Lagarde, Founder of Re-Sources, will speak about Sustainable Beauty Trends. Additional conferences will be added to the schedule, featuring Ginger King, Founder of Grace Kingdom Beauty; Florence Bernardin, Founder of Asia Cosme Lab; Kathryn Madison, COO, Dye Candy; Madyson Chippendale, Sales Manager, Vida Glow—and more to come.

Pre-Register to Skip the Line

MakeUp in NewYork will be held at the Javits Center, Javits Center—Hall 1E/1D, at 429 11th Ave, NY, NY. The show is open to all beauty professionals: beauty brands, distributors, trend agencies, makeup artists, journalists, and influencers.

Skip the line—[request your free badge for MakeUp In NewYork](#) today.

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