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Biodegradability

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Industry Buzz

MakeUp in New York 2024 to host 150 exhibitors on September 18 and 19

Premium Beauty News (Photo: MakeUp in New York)



The 13th edition of **MakeUp in New York** promises to be a pivotal event in the beauty industry, aligning with major market trends that are reshaping the sector. The global beauty market is projected to grow by 6% annually, reaching an impressive \$580 billion by 2027 [1].

This year's MakeUp in New York 2024 aims to be a game-changer, with **150 exhibitors** showcasing their latest innovations in skincare and makeup. As consumer preferences shift towards more personalized, science-backed beauty solutions, the show will provide exclusive insights and solutions in formulation, full-service, packaging and ingredients into how brands are navigating this competitive landscape.

The **conference program** will tackle key themes such as the rise of **skingestibles**, **biotech-driven beauty innovations**, and **sustainable packaging solutions**. With a growing focus on wellness, brands are increasingly aligning their strategies to meet evolving consumer needs. Sessions will explore how companies can capitalize on **wellness trends**, projected to grow at a 10% CAGR through 2027, while integrating sustainability into their core offerings. The program emphasizes how wellness is reshaping beauty, encouraging brands to prioritize holistic approaches to product development and sustainability.

"We are incredibly proud to be a key connector between the world's most innovative makeup and skincare brands and the leading international suppliers in the industry. **MakeUp in New York** and its influential power is boosting suppliers to develop innovations which are displayed as a preview on the show floor. This is the most rewarding gift and why brands are so loyal to the show in New York every year. This year's edition is our biggest yet, and we're thrilled to facilitate these powerful connections that are driving the industry forward," says **Sandra Maguarian**, Show Co-Founder and Director.

Formulation remains at the heart of the event, staying true to the event's core identity. New exhibitors such as Bayport Laboratories, Capsum, Beyond Cosmetics, and Colep Consumer Products bring unparalleled expertise in formulation and full-service development, offering advanced solutions in skincare, makeup, and product manufacturing.

Complementing the leaders in formulation are **packaging specialists** like Alder Packaging, who focuses on innovative and sustainable packaging solutions. Together, these exhibitors represent the full spectrum of beauty creation, from ingredients and formulation to packaging and accessories.

MakeUp in New York 2024

Javits Center

From 9am to 5pm - 18 & 19 September 2024

www.makeup-in.com/newyork/

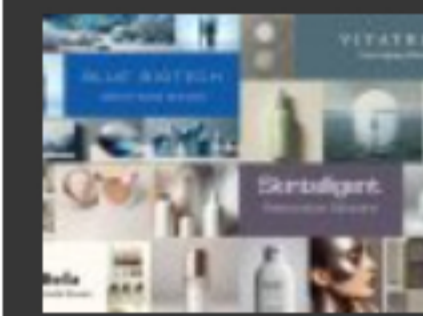
Footnotes

[1] "The beauty market in 2023: A special State of Fashion report" - May 22, 2023

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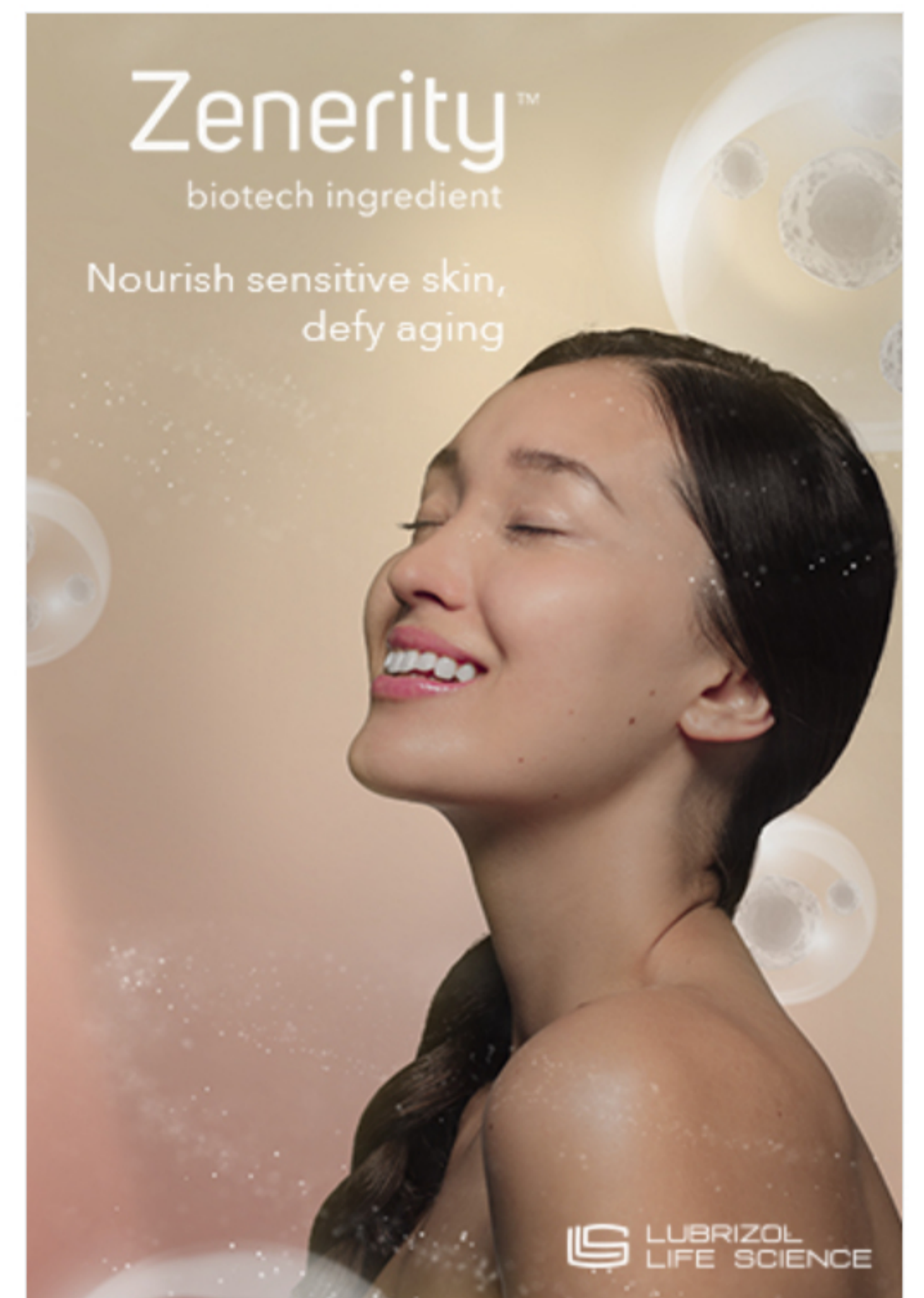
INNOVATIONS



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FOCUS

After Las Vegas and Miami, Cosmoprof unveils a new beauty event in New York



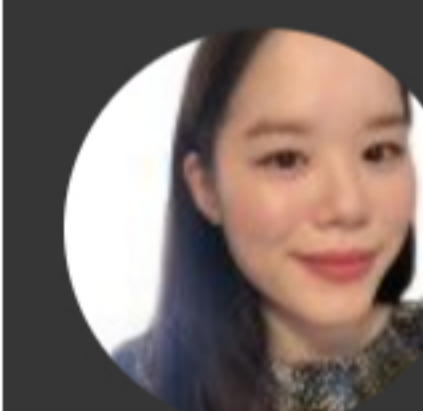
Cosmoprof North America is preparing a brand new annual event dedicated to beauty in New York City. The announcement...

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Iris Eun

Korea Senior Project Manager, Asia Cosme Lab