

LIVE FROM

MAKEUP IN NEWYORK

SEPTEMBER 18 - 19, 2024 • NEW YORK, NY

SPONSORED BY:

BEAUTY PACKAGING

[Breaking News](#) [Event Info](#) [Exhibitor List](#) [Travel](#) [Buyers Guide](#) [Beauty Packaging](#)

BEAUTY PACKAGING
Webinar

ECOLEAF
Mindful Metallization

Sponsored by
ACTEGA



Visit us at Booth P1

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.



Eleonora Mazzilli
Trend Localization & Business Director
Beautystreams



Shannaz Schopfer
CEO
THE BEAUTY ARCHITECTS



Christophe Beguel
Managing Director for Innovative Brands
Kure Bazaar Official



Aurélie Ignaccolo
Marketing Director
Il Cosmetics

MakeUp in NewYork is featuring a full conference program this year. A few of the not-to-miss highlights include the following discussions.

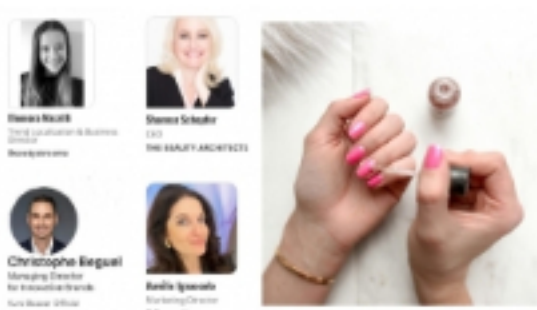
"From Nail Science to Nail Couture, Future Trends in Nailcare" takes place on Wednesday, September 18th at 11:30 am. Experts will discuss the global nail salon market, and how the demand for cleaner formulas is inspiring innovation.

The speakers are Christophe Beguel, Managing Director USA of Kure Bazaar; Shannaz Schopfer, CEO, of The Beauty Architects; and Aurélie Ignaccolo, Marketing Director of Il Cosmetics.

"Life Long Care: The Changing Face of Beauty in the Age of Longevity" will be presented by Eleonora Mazzilli, Trend Localization & Business Development Director at Beautystreams. She will discuss why the beauty industry is facing a crucial turning point as our global population ages.

How will brands transcend age-based standards to embrace beauty across life's diverse stages, celebrating one's journey and the changes that arise along the way? Find out during this discussion at 10:30 am on Wednesday, September 18th.

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

[Learn more.](#)



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.

