

# MakeUP *in* New York

SKINCARE & MAKEUP INSPIRATION

18&19 [09] 2024

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# MakeUP<sup>in</sup> New York

SKINCARE & MAKEUP INSPIRATION

18&19 [09] 2024  
Javits Center



WHERE  
BEAUTY DREAMS  
COME TRUE  
MakeUP<sup>in</sup> New York



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SKINCARE & MAKEUP INSPIRATION

18&19 [09] 2024

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# MakeUP<sup>in</sup> New York

SKINCARE & MAKEUP INSPIRATION

## MANIFESTO

### INSPIRING SKINCARE & MAKEUP BUSINESSES WORLDWIDE

**“MakeUp in™”, a universe, a mood, an inspiration source, a meeting place ; MakeUp in events are all of this at once, it’s where new skincare and makeup collections are imagined, invented, created.**

MakeUp in, has, since its first edition in 2010 and for the 14 years that followed, accompanied the meteoric rise of the beauty industry and more particularly of **makeup** by positioning itself on the promising markets that were Brazil, Korea, and that are still undeniably, the USA, Los Angeles and New York and of course Paris where it all began. And because trends are the driver of these events, it is quite naturally that the offer has been extended to **skincare**, including **hybrid products** such as: mascaras that promote eyelash regrowth, moisturizing foundations, and lipsticks that smooth out fine lines... to name but a few.

**From the fusion of expertise, know-how, creativity, ingenuity and passion.**

**Hundreds of innovations are born at each edition to serve the beauty of the future.**

The most successful innovations, selected by a jury of experts, are presented at the heart of the event to facilitate their discovery and exchanges with their manufacturers, whether they are formulators, turnkey services providers, or packaging, ingredients and accessories suppliers. Dedicated to the emergence and growth of beauty brands (legacy brands, indie brands, DNVB), MakeUp in events expand on the exhibitors' offer with **rich cycles of conferences and workshops addressing hot topics, prospective, regulation, sustainable development, new materials, manufacturing technics, consumers, and current and future trends**. But that's not all our imagination is endless to welcome in the best conditions an industry that never stops reinventing itself!

**Make way for passion, beauty, its actors, and business!**

Sandra Maguarian, Shows Co-Founder & Director

# MakeUP *in* New York

SKINCARE & MAKEUP INSPIRATION

13<sup>th</sup> EDITION





# MakeUP<sup>in</sup> NewYork

SKINCARE & MAKEUP INSPIRATION

13th Edition

## MakeUp in NewYork 2024: Shaping the Future of Beauty with Innovation and Sustainability

The 13th edition of MakeUp in NewYork 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. As the demand for sustainable beauty and wellness-driven products rises, MakeUp in NewYork 2024 is set to showcase these innovations, addressing consumers' heightened expectations for transparency, efficacy, and ethical production.

This year's MakeUp in NewYork 2024 aims to be a game-changer, with **150 exhibitors** showcasing the latest in **skincare and makeup innovations**. 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 packed 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 NewYork 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*

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## EXHIBITOR LIST

MakeUp in New York 2024 proudly presents **over 30 international new suppliers\***, comprising more than **20% of this year's exhibitors** and covering the entire beauty value chain. Formulation remains at the heart of the event, staying true to MakeUp in New York's core identity. New suppliers 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 these 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 is the ultimate destination for those looking to explore the complete value chain, from conception to the final product.

*\*New exhibitors are highlighted in bold on the following list.*



## EXHIBITORS LIST

A & H INTERNATIONAL COSMETICS INC. **B1**

**ALFAPARF** **G6**

**ALLURE LABS** **H1**

ANCOROTTI COSMETICS S.P.A. **A16**

ANJAC HEALTH & BEAUTY GROUP **C33**

APR BEAUTY GROUP INC **C5**

AXILONE **B25**

BALANCE INC **E4**

**BAYPORT LABORATORIES** **H17**

BEAUTY PACKAGING **P1**

BEAUTYCROMIA **B23**

BEUKAY GROUP **D2**

BIO-JOURDENESS INTERNATIONAL CO., LTD. **A5**

BRIVAPLAST GROUP **D16**

**C.A.P (CREATIVE ALTERNATIVE PRODUCTS) SAS** **K10**

CHAO LING CHEMICAL IND CO., LTD **E9**

CHIANG PAO INDUSTRIAL CO., LTD. **B30**

CIRCANA **T3**

COCO COSMETICS **G1**

**COMPAX** **J17**

COSMEI SRL **E20**

COSMETIC SERVICE SRL **A11**

COSMETICS INSPIRATION & CREATION **A48**

COSWEL KOREA **A48**

CRYSTAL **J10**

DECORATIVE COSMETIC CONTAINER CO., LTD. **B33**

DING YIH GLASS INDUSTRIAL CO., LTD. **D43**

ECOMENT **J23**

ENGLEWOOD LAB **F10**

**ESSENTIA BEAUTY SRL** **E12**

**FAST BEAUTY RETAILING CO., LTD.** **C45**

**GPI BEAUTY** **H6**

HAKUHODO **A8**

HEDI PRESENT INCORPORATED **B42**

HOMAX COSMETICS CO., LTD **C37**

ICC SRL **A3**

IL COSMETICS **D34**

INCA COSMETICI SRL **B20**

**ALDER PACKAGING** **A44**

ALLTA INTERNATIONAL INC **D12**

AMFORA PACKAGING **G10**

ANISA INTERNATIONAL **D11**

APC PACKAGING **E30**

ASIA COSME LAB **T1**

B.KOLORMAKEUP & SKINCARE S.P.A. **C15**

BAOSHENG **B26**

**BEAUTETOOLS** **H18**

BEAUTY YAURIENT COSMETICS ACCESSORIES CO., LTD **B34**

BEAUTYSTREAMS **T2**

BEYOND COSMETICS **J21**

BONNE CO., LTD. **E34**

C&C INTERNATIONAL CO., LTD. **D5**

**CAPSUM** **K6**

CHEMICOS CREATIONS CO., LTD **G16**

CHOEBE (DONGGUAN) PACKAGING CO., LTD **C44**

**CNF CO., LTD.** **A34**

**COLEP CONSUMER PRODUCT PORTUGAL, S.A.** **A27**

COREANA BIO CO., LTD. **C38**

COSMETIC GROUP USA INC **J27 (on stage)**

COSMETICA LABS INC **C6**

COSMOPAK USA **H16**

CRODA BEAUTY **G22**

CTKCLIP **B6**

DERIK INDUSTRIAL USA INC **D38**

DM COSMETICS CO., LTD. **B46**

ELEMENT PACKAGING **J22**

**ENTH CO.,LTD** **J18**

FABER-CASTELL COSMETICS **C20**

FUSIONPKG **C11**

**GUANGZHOU SANRONG MATERIAL PACKAGING CO., LTD.** **E42**

HCP PACKAGING **A12**

HNB CORPORATION **E14**

HWASUNG COSMETICS X NOWCOS **C16**

ICONS | ICS **C12**

IMINE CO., LTD **A35**

INNOVATIVE COSMETIC CONCEPTS **J16**



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## EXHIBITORS LIST

**INUNUP S.R.L.** F15  
J.COP (JEONG-HUN CO., LTD.) C23  
JIA HSING ENTERPRISE CO., LTD. K12  
KINDU PACKING PTE LTD E18  
KOLMAR C29/C30  
LADY BURD COSMETICS A25  
LUMSON C25  
MAILKANG COSMETICS CO., LTD B37  
MARKET LINK INT'L CO., LTD A6  
MEDSKIN SOLUTIONS K21  
**MONAMI COSMETIC** K1  
NELLYRODI T4  
NF BEAUTY GROUP E37  
NIELSENIQ T5  
NOVI CONNECT C43  
NV INTERNATIONAL (ASIA) LIMITED A7  
OPAC H10  
PENNELLI FARO SRL B19  
PIBIPLAST E5  
PONZINI SPA B31  
PRESTO PACKAGING SOLUTIONS G18  
**QUADPACK** F16  
REGI SRL C24  
SIMP E6  
SOCIETY OF COSMETIC CHEMISTS P2  
**SR PACKAGING NORTH AMERICA INC.** H5  
SWISS AMERICAN CDMO G12  
TAEYANG RENEW INC. B40  
TEXEN B5  
**THE BEAUTY ARCHITECTS** G2  
TJ ENTERPRISE CO., LTD F6  
TOKIWA COSMETICS INTERNATIONAL B24  
TRENDALYTICS T8  
UDN INTERNATIONAL USA A31  
WECKERLE USA B15  
**WWP BEAUTY** F11  
YUEN MYNG INDUSTRIAL CO., LTD A15  
ITIT COSMETICS D24  
JANGUP SYSTEM H11  
JO COSMETICS CO., LTD. G15  
KODI CO., LTD. B29  
**KOVAS CO., LTD.** B12  
**LA SEA WELLNESS & BEAUTY INC** K23  
LIBO COSMETICS CO LTD E23  
MAGNOLI COSMETICS CO., LTD B7  
MARK & TEAMS CO., LTD E11  
**MARSHMALLOW MAKEUP** H22  
MINTEL T9  
MPLUS COSMETICS SRL C34  
NEW JERSEY PACKAGING EXECUTIVE P3  
NFC (NATURE'S FRIENDS COSMETICS) D37  
NINGBO JIELI COSMETICAL PACKAGE D20  
OMNICOS GROUP SRL E19  
PECLERS PARIS T6  
**PHARMA COS SRL** E38  
**PICASO COSMETIC LABORATORY LIMITED** G24  
PRECIOUS LABS E8  
**PUMTECH KOREA CO., LTD.** J6  
R&D COLOR SRL D6  
SHP GROUP F1  
**SMILE BEAUTY PRODUCTS SA** F18  
SPATE T7  
SUNGLOW GROUP USA INC H21  
SYMRISE, INC. A33  
TECNOCOSMESI S.P.A. C19  
THAI HO BIO-TECH COSMETICS (TAIWAN) CO., LTD. E7  
TIMESOURCE ENT. CO., LTD. E33  
**TOA INC.** B38  
TONNIE COSMETICS CO., LTD B16  
TRENDCOLOR SRL E29  
VERLA INTERNATIONAL LTD A9  
WORMSER GROUP K15  
YCY COSMETICS CO., LTD H12  
**YUGA GROUP** H2

# MakeUP *in* New York

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## CONFERENCES & WORKSHOPS





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## CONFERENCE PROGRAM

### TikTok Shop, Science-Led Beauty, Sustainable Innovations, Skingestibles and Much More... Beauty Brands will Experience the Next Evolution of Beauty at MakeUp in New York Conference Sessions!

The conference program at MakeUp in New York 2024 promises an extraordinary lineup of sessions, featuring renowned beauty companies and visionary leaders who are shaping the industry's future. Attendees will explore cutting-edge topics such as **TikTok Shop's** impact on consumer engagement, led by experts from **NielsenIQ** and **Spate**, and the rise of science-led beauty innovations, with insights from **Estée Lauder Companies** and **Goop**. The revolutionary concept of skingestibles will be explored with speakers from **Nutrafol** and **Vida Glow**, while **La Roche-Posay**, **Vichy**, and **CeraVe** will highlight the growing influence of French Pharmacy in science-backed beauty. Additionally, Danessa Myricks, founder of **Danessa Myricks Beauty**, will deliver a captivating keynote on limitless beauty, making this program a must-attend for anyone passionate about the future of skincare and makeup.



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## CONFERENCE PROGRAM DAY 1

**9:30 am**

### **IT Awards Ceremony**

[Learn more](#)

**10:30 am**

### **Life Long Care: The Changing Face of Beauty in the Age of Longevity**

- Eleonora Mazzilli - Beautystreams

**11:30 am**

### **From Nail Science to Nail Couture, Future Trends in Nailcare**

- Shannaz Schopfer - The Beauty Architects
- Christophe Beguel - Kure Bazaar
- Aurélie Ignaccolo - Il Cosmetics

**12:30 pm**

### **Revolutionizing Beauty with Skingestibles**

- Ewelina Aiossa - Topical Skin
- Giorgio Dell'Acqua - Nutrafol
- Brian Underwood - Women's Health
- Madyson Chippendale - Vida Glow

**1:30 pm**

### **TikTok Shop and the Future of Consumer Engagement**

- Anna Mayo - NielsenIQ
- Olivier Zimmer - Spate

**2:30 pm**

### **Korean Beauty Trends, from sustainability to playfulness and efficacy**

- Ron Lee - Jeong Hun
- Jeb Gleason - Allured Business Media & GCI
- Cheeho Choi - CTK

**3:30 pm**

### **The rise of French Pharmacy: When Science-Backed Beauty Takes Center Stage**

- Ewelina Aiossa - Topical Skin
- Jolie Alony - Thompson Chemists
- Tyler Steele - La Roche-Posay, Vichy, CeraVe
- Dr. Karan Lal - DO, MS, FAAD
- April Franzino - Hearst Magazines (Woman's Day, Good Housekeeping, Prevention)



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## CONFERENCE PROGRAM DAY 2

9:15 am

### KEYNOTE – “Limitless Beauty”: A conversation with Danessa Myricks, her journey and vision

- Danessa Myricks - Danessa Myricks Beauty
- Leila Rochet - Cosmetics Inspiration & Creation

9:45 am

### Biotech-Focused Beauty: The New Frontier in Cosmetic Science

- Akshay Talati - Goop
- Jasmina Aganovic - Arcaea
- Alison Cutlan - The Rootist
- Peter Tsolis - The Estee Lauder Companies

10:45 am

### Learn from the indies

- Karen Young - The Young Group
- Daniel Folkmanas - Talomi
- Kathryn Madison - Dye Candy

11:45 am

### Science & Men's Care: Do the same principles apply as in women's beauty care?

- John Cafarelli - BeautyMatter
- Tony Lecy-Siewert - Apostle
- Tomás Glenn - Chillhouse
- Jessica Tarangioli - FusionPKG

12:45 pm

### Ensuring Desirability and Luxury while maintaining Sustainability thanks to innovative packaging

- Eva Lagarde - Re-Resources
- Katia de Martino - Essentia Beauty
- Dan Campbell - Fusion PKG
- Ere Perez - Ere Perez Beauty
- Alexander Kwapis - FusionPKG BeautyLab

1:45 pm

### Beauty Talk #4: Recoded Future – Pioneering a Future Fueled by Science

- Leila Rochet - Cosmetics Inspiration & Creation
- Alex Rawitz - CreatorIQ
- Irina Mazur - Revieve
- Edna Coryell - Mother Science

2:45 pm

### Beauty Goes 360 : Toward a New Definition of Beauty

- Jacqueline Rumohr - Nelly Rodi

3:45 pm

### What it means to be a beauty professional on social media and the impact it has on beauty businesses

- Alexis Androulakis - @thelipsticklesbians
- Dr. Christina Basias - @thelipsticklesbians
- Charlotte Palermino - Dieux
- Allison Kent-Gunn - @allisonturquoise

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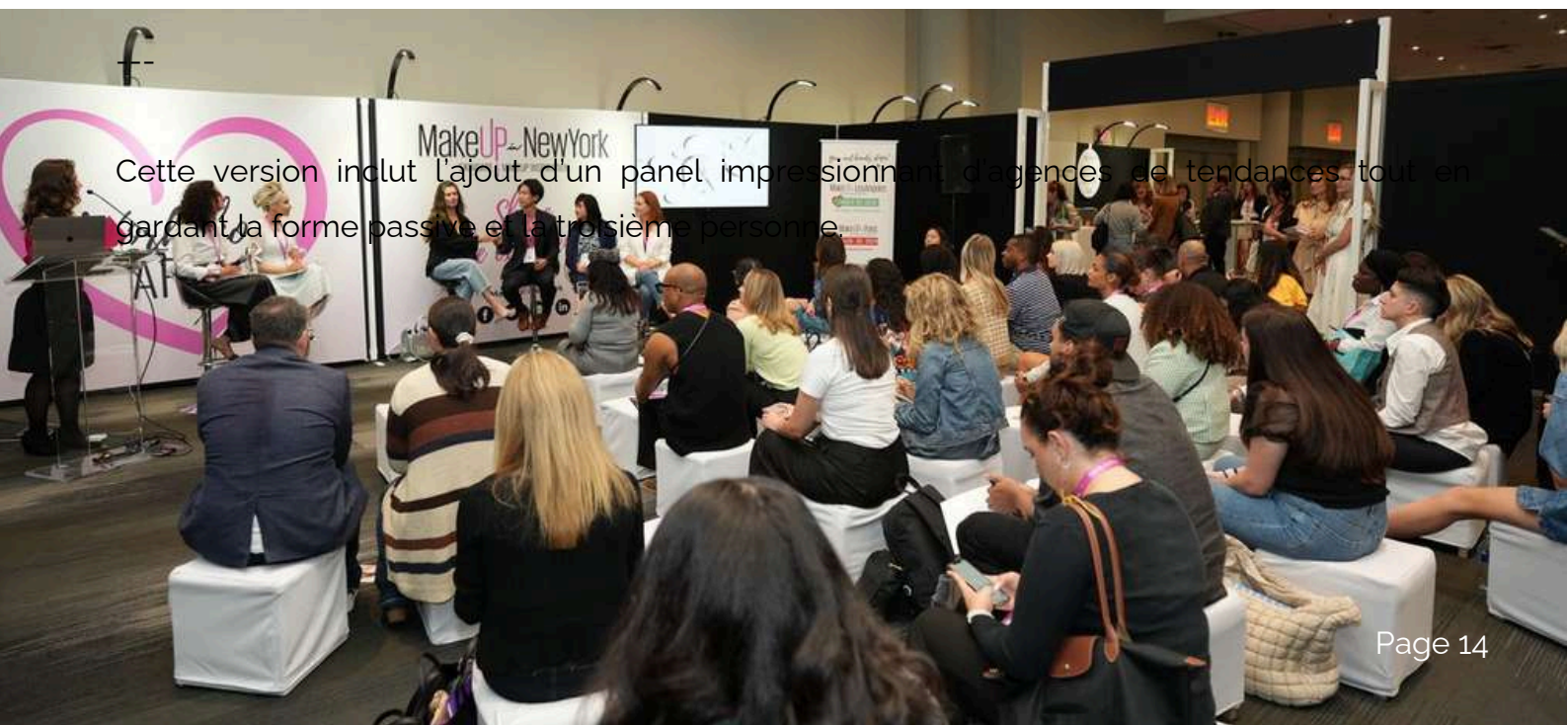
## BEAUTY AGORA PROGRAM

### Hybrid Products, Biotech Innovations, the Future of Beauty will be explored at MakeUp in NewYork 2024!

At MakeUp in NewYork 2024, the future of beauty will be showcased through a series of groundbreaking workshops. An **impressive panel of leading trend agencies** has been brought together to discuss the latest and most revolutionary trends shaping the industry. The Beauty Agora will serve as a central point where cutting-edge innovations and emerging concepts are explored, offering participants valuable insights into the future of beauty.

**Hybrid products**, merging efficiency with **luxury**, will be highlighted, and the **evolving prestige market** will be analyzed, providing a deeper understanding of how top brands are responding to shifting consumer demands. Additionally, the role of **biotech** and **AI in sustainability** will be examined, with a focus on creating **climate-resilient ingredients** for an unpredictable world.

These workshops will not only educate but also foster engagement with the experts and thought leaders driving these changes. Attendees will gain the knowledge needed to stay at the forefront of an ever-evolving industry.



Cette version inclut l'ajout d'un panel impressionnant d'agences de tendances tout en gardant la forme passive et la troisième personne.



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## BEAUTY AGORA PROGRAM DAY 1

**9:30am - 10:15am**

### **Offbeat Flair: Exploring the Audacity of Creativity & Unique Aesthetics**

- Jennifer Karuletwa - Peclers Paris North America

**10:30am - 11:15am**

### **Asia Cosme Lab Show Vol. 4**

- Florence Bernardin - Asia Cosme Lab
- Chanlinda Chea - Brand Strategist & Creative Catalyst

**11:30am - 12:15pm**

### **Beauty Talk #1 - Transcendent Nature - Bold Ambitions For a Better Future**

- Leila Rochet - Cosmetics Inspiration & Creation
- Sarah Jindal - Mintel
- Sébastien Bardon - Capsum

**12:30pm - 1:15pm**

### **What Consumers Actually Want: Identifying TikTok, Search & E-Commerce Trends to Take the Lead in Beauty**

- Kendall Becker - Trendalytics

**1:30pm - 2:15pm**

### **Beauty Bootcamp - How to Start, Grow, and Lead a Successful Beauty Brand**

- Maggie Spicer - Source Beauty ESG
- Antonella Colella - Colella Legal Studio

**2:30pm - 3:15pm**

### **Beauty Tank: Skincare** (More info pages 21 to 23)

**3:30pm - 4:15pm**

### **Beauty Talk #2: Feel Up Sensation - An Exploration of the Senses**

- Leila Rochet - Cosmetics Inspiration & Creation
- Angela Neal - Victoria Beckham Beauty

## BEAUTY AGORA PROGRAM DAY 2

**9:30am - 10:15am**

### **A Changing Landscape: How Demographic Shifts Will Impact the US Beauty & Personal Care Market**

- Kayla Villena - Euromonitor

**10:30am - 11:15pm**

### **The Implication of Using AI in Beauty Product Development**

- Shannaz Schopfer - The Beauty Architects
- Abdou Kane - InFLOWS AI

**11:30am - 12:15pm**

### **Sustainable Beauty Trends: The Role of Biotech & Innovation in Answering Consumer Demand for a Greener Beauty**

- Eva Lagarde - re/sources

**12:30pm - 1:15pm**

### **Beauty Tank: Makeup Focus** (More info pages 21 to 23)

**1:30pm - 2:15pm**

### **The Intersection of Beauty: The Latest Hybrid Format Trends**

- Kelcie Lesko - Croda

**2:30pm - 3:15pm**

### **Behind the Beauty of the Prestige Makeup Market**

- Natalia Bambiza - Circana

**3:30pm - 4:15pm**

### **Urban Heat Island and the Quest for Climate-Resilient Ingredients**

- Michele Robertson - Symrise



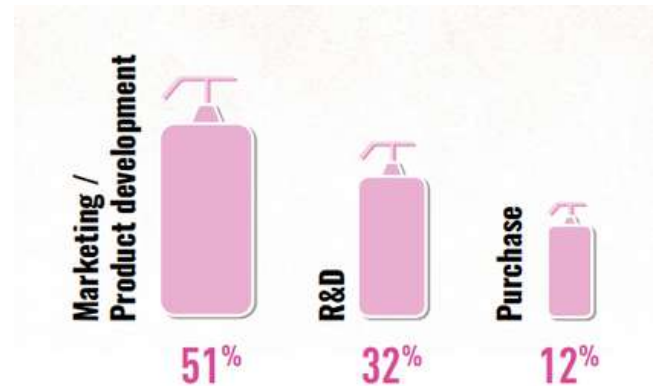
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## LAST YEAR'S FIGURES

- **4,500** Visitors
- **150** Exhibitors
- **27** Conferences & Workshops
- **+ 1,500** Participants to Conferences & Workshops
- **55** Countries represented
- **41** states from USA

### VISITORS ROLES :



### BRANDS PROFILE :

**55%** LEGACY BRANDS

**42%** INDIE BRANDS

**3%** DNVB

*\*Answers from the registration form*

### WHAT ARE VISITORS LOOKING FOR ?

**16%** SKINCARE

**12%** MAKEUP

**72%** SKINCARE & MAKEUP

*\*Multiple choice question from the registration form*

### AMONG MAKEUP IN 2023 ATTENDEES :

ANASTASIA BEVERLY HILLS, AVON, BATH & BODY WORKS, BOBBI BROWN, CHANEL, COLGATE-PALMOLIVE, COTY, CREDO, BEAUTY DANESSA MYRICKS , DOLCE & GABBANA, E.L.F., ELIZABETH ARDEN, ESTEE LAUDER, FLORENCE BY MILLS, GLOSSIER, GRANDE COSMETICS, HAUS LABS BY LADY GAGA, HERO COSMETICS, ILIA BEAUTY, INTERPARFUMS, JEFFREE STAR COSMETICS, JLO BEAUTY & LIFESTYLE, KENDO BRANDS, L'OREAL PARIS, LA MER, LVMH RESEARCH, MAC COSMETICS, MARY KAY, MAYBELLINE, MILK MAKEUP, NARS COSMETICS, NYX, RARE BEAUTY, REVLON, SEPHORA, SHISEIDO, SISLEY, SMASHBOX COSMETICS, SOL DE JANEIRO, SUPERGOOP!, TARTE COSMETICS, TOM FORD BEAUTY, ULTA BEAUTY, UNILEVER, VICTORIA BECKHAM BEAUTY, VICTORIA'S SECRET,..., and many more.

# INNOVATIONS

## IT AWARDS

### Innovation & Trends Awards MakeUp In NewYork 2024

#### Sensational! (or the Perfect Balance!)

**53 exhibitors** participated in this 9th edition of the 2024 IT AWARDS MakeUp in NewYork contest by presenting a total of **108 makeup and skincare products**, including 7 in the Accessories category, 56 in the Formulation category, 22 in the FULL Service category, and 23 in the Packaging category.

Invited to specify the key added value of their innovation compared to existing products on the market, **38% of them mentioned the sensory experience.**

Indeed, the jury members were impressed by the sensory richness of the products they evaluated and tested!

Overall, they admire the search for the perfect balance shown by the exhibitors to offer effective, beautiful, and sustainable cosmetic products.

*"The winners present a perfect balance of what makes a highly desirable cosmetic product today, focusing on all key aspects: flexible, hybrid, transformative, sensory, infused with intense care, and sustainable. These winners are part of a new generation of ideal products that blur the boundaries of use and application, offering more benefits, pleasure, and ease of use for new types of immersive yet practical and effective experiences. I have never been so captivated by the consumer-centric approaches this year, which include amazing sensory textures, user-friendly designs, and ease of use. I would therefore conclude that we are not only heading towards the 'quiet luxury' trend but that exhibitors are also witnessing the emergence of what I would call the 'quiet desire' trend this year."* Florence Bernardin



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## IT AWARDS

All the finalists and winners of this 9th edition will be showcased at the Innovation & Trends MakeUp in NewYork 2024 space located at the entrance of the show.

The winners will receive a trophy during the Awards Ceremony, during which the winners' list will be revealed.

**On Wednesday, September 18 at 9:30 AM in the conference room.**

### About the Jury :

- **Aïmara Coupet** - MakeUp Expert, Melanted Skin Specialist, Founder BE+RADIANCE Healthy Skin Makeup
- **Charles Emmanuel Gounod** - Packaging and International B2B Commerce Expert
- **Christophe Delrive** - Brand Owner Manager / Global Segment Leader Cosmetic and BeautyBrand Owner Manager / Global Segment Leader Cosmetic and Beauty - Holmen Iggesund
- **Daniel Saclier** - Expert in product development and packaging sourcing (L'Oréal, Guerlain, LVMH).
- **Ewelina Aiossa** - MakeUp in NewYork Ambassador 2024, Scientific Skincare Expert and Medical Marketing, Founder of Clinical Skin
- **Florence Bernardin** - Founder of Asia Cosme Lab, specializes in the analysis and deciphering of the Asian market trends.
- **Héloïse Lefèvre** - Project Manager - Cosmetics & Beauty Market Intelligence - Asia Cosme Lab
- **Luisa Oliva** - Founder of LO Consulting specialized in the design of make-up and skin care product formulations.
- **Aurélié Banco** - Founder of CO-LAB-ORA, a collaborative and ethical cosmetic laboratory.
- **Charlotte Marion** - Beauty product and innovation specialist (Yves Rocher, Dior, Chanel) and project management.
- **Dany Sanz** - Creator of Make Up for Ever, consultant in product development and formulation.
- **Emmanuelle Dumas** - Cosmetic Marketing Expert – Committed Beauty – Cleanbeauty – Wellness – Food Supplements Nutricosmetics.
- **Philippe Bonneyrat** - Packaging and Plastics Engineer, founder of Lion Vert Création agency.

## IT AWARDS

### ACCESSORIES CATEGORY

3 accessories were selected as finalists in this category, attesting to a revisited traditional aesthetic by bringing antibacterial properties or an eco-responsible dimension through the choice of materials and multifunctionality.



#### DETACHABLE BRUSH - NO GLUE DESIGN

Booth B34

#### BEAUTY YAURIENT COSMETICS ACCESSORIES CO.LTD- BOOTH

Makeup brush made from 100% recycled materials and free of chemical glue, with easily detachable components and a brush that comes in multiple shapes for all uses.

#### Jury Comment

*"Eco-designed; interchangeable and easy to use."* – Charles-Emmanuel Gounod



#### ANTIBACTERIAL & QUICK DRYING BAMBOO BRUSH

Booth B42

#### HEDI PRESENT INCORPORATED

Traditional brush made entirely of bamboo with antibacterial brush bristles and enhanced drying efficiency.

#### Jury Comment

*"Traditional single-material brush enriched with a new functionality."* – Christophe Delrive



#### BOTANICHIC™ KABUKI BRUSH & POUCH

Booth E14

#### HNB CORPORATION

Charming and virtuous makeover of the brush with a handle made of plant-based leather and a brush made of corn-derived fibers.

#### Jury Comment

*"Interesting use of plant-based leather, aesthetic object."* – Emmanuelle Dumas

## IT AWARDS

### FORMULATION/INGREDIENTS CATEGORY

Surprising powder or gel textures that transform upon application, light and fun to mold. The formulas have an increasingly sophisticated skincare dimension with ever more natural components. Also noteworthy is an unprecedented biodegradable plant ingredient.

#### **SENSOREAL Light Catching Powder**

**Booth C15**

#### **B KOLOR MAKEUP & SKINCARE**



A baked powder with an ultra-light texture, chalky to the touch, creamy to hold, and evanescent upon application. Its formula includes silica to control excess sebum and synthetic mica to enhance color transparency and purity. It leaves a luminous and radiant complexion that looks natural and healthy.

#### **Jury Comment**

*"The innovative formulation creates a texture that feels like chalk to the touch, creamy to hold, and evanescent upon application. This unique texture allows for smooth and effortless blending, facilitating the achievement of a flawless finish."* – Luisa Oliva

#### **GLU-LAGEN HYDROGEL MASK**

**Booth A35**

#### **IMINE CO.**



This hydrogel mask is thinner than those already on the market for better adhesion. It thins and lightens quickly as 98% pure glutathione and low molecular weight collagen essence penetrate. It gives the skin more firmness, brightness, and radiance.

#### **Jury Comment**

*"Comfortable to leave on. Moisturizes well and leaves skin plumped and smooth. The thinness of the mask is well felt, it does not slip & adheres very well to the face."* – Héloïse Lefebvre



## IT AWARDS

### FORMULATION/INGREDIENTS CATEGORY



#### COOLING CLEAR GEL CLEANSER

Booth G15

JO COSMETICS CO. LTD.

A gel texture designed to easily remove waterproof makeup with a single wipe. Its RSO-certified formula contains 83% water and carefully selected absorbent polymers to remove makeup without rubbing. It leaves the skin clean without a sticky effect.

#### Jury Comment

*"Superb product that lives up to its promises of effectiveness and has a very pleasant texture."* – Aïmara Coupet



#### SKIN FEELING BALM FOUNDATION

Booth C33

PASCUAL/ANJAC

A 3-in-1 balm foundation that combines high coverage sensory benefits and skincare. Its ultra-melting buttery and gliding texture transforms into a silky light powder finish. Its 95% natural formula includes plant-based waxes and natural origin soft-focus powders.

#### Jury Comment

*"Melts into the skin upon application with a beautiful makeup result."* – Charlotte Marion



#### PEEL MAGIC

Booth D6

R & D COLOR

A fun patch mask composed of two gel phases to be mixed with a spatula. Applied for 10 to 15 minutes, it gives the delicate skin around the eyes a soft and fresh sensation. Its formula contains over 90% natural ingredients, including recycled Tamarind seed gum.

#### Jury Comment

*"Playful and keeps its promises of freshness, really nice."* – Charlotte Marion

## IT AWARDS

### FORMULATION/INGREDIENTS CATEGORY

#### **SYMFEEL QUAT GREEN®**

**Booth A33**

#### **SYMRISE**

A natural, easily biodegradable ingredient derived from white beet molasses that replaces Polyquaternium 7 and Polyquaternium 10 in personal care formulations such as shampoos, conditioners, and cleansers.

#### **Jury Comment**

*"Unprecedented plant ingredient, made in France."* – Luisa Oliva



The winning finalist of this category is:

#### **TOUCH-UP POWDER CREAM**

**Booth B38**

#### **TOA INC**

An innovative cream-powder texture with a high concentration of skincare ingredients. Its hybrid natural formula provides a pleasant sensation of freshness and long-lasting hydration like a cream. It includes 10% distilled water from apple juice production.

#### **Jury Comment**

*"Formulated with natural and natural origin ingredients, offering non-sticky application and a refreshing finish without a greasy effect."* – Luisa Oliva

*"Very soft on application, it provides an intense sensation of freshness."* – Charlotte Marion



## IT AWARDS

### FULL SERVICE CATEGORY

Visually appealing products in virtuous containers made of wood or recycled aluminum. Innovative formulas to be prepared oneself, simplifying use while minimizing waste and revolutionizing the routine.



#### FOAM FUSION SKIN TINT

Booth B23

##### BEAUTYCROMIA

An easy-to-use tinted moisturizer that combines the usefulness of a foundation with the sensorial experience of a skincare mousse, for a just-applied, fresh make-up look. The finish is matte but comfortable, and it's suitable for all skin types

##### Jury Comment

*"Interesting mousse formula, easy to use."*



#### SKIN FENDER MELT AWAY MAKEUP REMOVER & CLEANSER

##### COLEP CONSUMER PRODUCTS

The mousse texture of this cleanser transforms upon application into an oil that effortlessly dissolves makeup and impurities while leaving the skin nourished and revitalized. Its container is made of 100% post-consumer recycled aluminum.

##### Jury Comment

*"Innovative formula with a very pleasant texture transformation that lives up to its promises, contained in an attractive and eco-designed packaging."* – Aïmara Coupet



#### SKIN FENDER CRYO-FUSION PATCH & MASK

Booth B23

##### COLEP CONSUMER PRODUCTS

Combines the benefits of a cold gel for the skin and a rinse-free facial mask. Its fluid formula at room temperature is used in a reusable food-grade silicone mold placed in the freezer to form a cryogenic eye mask. When frozen, it transforms into a soft and solid hydrogel that melts completely on the skin without leaving any residue.

##### Jury Comment

*"A very innovative and unprecedented zero waste and DIY concept that announces the cryo-cosmetics of tomorrow."* – Emmanuelle Dumas & Charlotte Marion



## IT AWARDS

### FULL SERVICE CATEGORY



#### **DOUBLE CHAMBER REVITALIZING ANTI-AGING LOTION** **MARSHMALLOW MAKEUP**

**Booth H22**

A minimalist formula for three-dimensional care designed for post-medical, post-sun, and sensitive skin that demands a simple, highly safe formula. It notably contains bifida, squalane, and firming peptides. The double-chamber container keeping oil and water separated until use ensures maximum ingredient efficacy.

#### **Jury Comment**

*"A very innovative and unprecedented zero waste and DIY concept."* – Florence Bernardin



#### **WATER JELLY HIGHLIGHTER STICK** **TONNIE COSMETICS**

**Booth B16**

A highlighter that stands out from the more creamy and oily ones on the market with a light and transparent water-based formula with moisturizing ingredients. Its bouncy effect texture melts on the skin with a sensation of freshness, leaving a dewy glow and shine.

#### **Jury Comment**

*"Fresh and bouncy formula, easy to apply, leaving a very nice and subtle pearly effect."* – Dany Sanz



**The winning finalist of this category is:**

#### **WOOD BE GOOD PALETTE** **WECKERLE USA**

**Booth B15**

A wooden palette that fills directly, eliminating the need for cups. Multifunctional, it includes a variety of textures for complete make-up: marble blush, watercolor eyeliners, highlighters and eyeshadows. Formulas are talc-free, vegan and cruelty-free.

#### **Jury comment**

*"Very interesting concept in terms of eco-design of container and contents, subject to wood processing".* Aïmara Coupet

## IT AWARDS

### PACKAGING CATEGORY

Simplicity, precision, and desirability are at the heart of the innovative approach with the development of ingenious dispensing systems, the refinement of new innovative printing techniques, and a renewed gesture.



#### PRECISION POWDER DOSER

Booth E30

##### APC PACKAGING

Simplifies and secures the application of powder by precise dosing through hand and wrist movement. It relies on innovative dispensing technology in 100% PP material with a PCR option, eliminating the excess components needed for airless and atmospheric motors.

##### Jury Comment

*"Intelligent dosing system combining simplicity and precision of dosage. Useful in the field of fragile powders."* – Daniel Saclier and Jean-Louis Mathiez



#### POP STICK

Booth E20

##### COSMEI

A PET mono-material pack that combines a simple and immediate gesture with an attractive appearance thanks to a PUSH'N RELEASE system. Applying the product to the body and face becomes easier and more precise, avoiding sponges or other applicators.

##### Jury Comment

*"A simple gesture allowing precise application of the formulation. The pack is in PET mono-material."* – Charles-Emmanuel Gounod



#### ECO REFILL Powder Pot

Booth C12

##### ICONS | ICS

100% polypropylene (PP) mono-material refillable and recyclable loose powder pot. Discreetly shaped with a smooth surface, it is designed from 2 'Click Lock' elements on the base plate and the cap, providing intuitive and comfortable use.

##### Jury Comment

*"Optimized piece assembly: click-lock positioning and sealing. A nice return of the loose powder pot."* – Jean-Louis Mathiez

## IT AWARDS

### PACKAGING CATEGORY

#### SEALPRO COSMETIC PEN TAEYANG RENEW INC

Booth B40



Designed to preserve the freshness of formulas by minimizing air exposure and ensuring precise and mess-free application. It stands out by dispensing larger pearl particles of over 300 micrometers, unlike classic pens that only dispense fine particles. It is thus ideal for glitter eyeliners and pearlescent cosmetics.

#### Jury Comment

*"Improvement of an existing device to regularly dispense non-homogeneous formulas (glitter) without leakage." – Jean-Louis Mathiez*

The winning finalist of this category is:

#### NEW AGE PALETTE ESSENTIA BEAUTY

Booth E12

A range of mono-material and refillable palettes designed with a very user-friendly sliding system and a double refill capacity with two interior compartments. One is dedicated to frequently used colors and the other to seasonal/trend shades. The removable lid allows for renewing desirability by changing the decoration at will thanks to a new 3D Metamorphosis printing technology of fabric coatings.

#### Jury Comment

*"Desirability and personalization being essential to the success of refillable packaging, several decoration possibilities are available thanks to innovative combined techniques called Metamorphosis™. From three-dimensional effects to special finishes and textures, the aim is to transform the packaging into an object of desire." – Daniel Saclier*





# MakeUP *in* NewYork

SKINCARE & MAKEUP INSPIRATION

## BEAUTY TANK COMPETITION

### The Beauty Tank Returns: Emerging Beauty Brands Will Be Showcased at MakeUp in NewYork 2024

For the second time, MakeUp in NewYork will host **The Beauty Tank**, a competition designed to **spotlight and support emerging beauty brands**. This initiative was created with the mission to help beauty entrepreneurs, from concept development to brand growth, by providing them with vital industry exposure. Recognizing the importance of indie brands in today's beauty landscape, this competition aims to offer upcoming brands a platform to thrive and potentially become the next superbrand.

Participants from across the globe will be given the opportunity to **present their skincare or makeup concepts to a distinguished panel of industry experts and an exclusive audience**. Ten finalists will be selected to pitch their brand during the event, where their ideas will be evaluated based on creativity, consumer targeting, product development, sustainability, and packaging.

**Wednesday, September 18th @ 2:30 pm – Skincare Category**

**Thursday, September 19th @ 12:30pm – Makeup Category**

#### Jury Members

- Ewelina Aiossa: Founder, Topical Skin – MakeUp in NewYork Ambassador
- Ginger King: Founder, Grace Kingdom Beauty
- Colleen Mathis: Founder, absolute R relations
- Kristi Moe: Founder, Zodica Perfumery
- Liz Ritter: Executive Editor, NewBeauty
- Tara Cohen: C-Suite Executive, Founder, & Startup Advisor – Creative Beauty/Mixst Beauty
- Stéphanie Gendron: Editorial Director, Formes de Luxe
- Mike Glaicar: Chief Executive Officer, NewBeauty
- Brenda Wu: President & Chief Executive Officer, Topix Skin Health
- Klara Chruszcz, LE, CLT, LTA: Master Medical Aesthetician & Celebrity Facialist
- Jeb Gleason: Content Director, Allured Business Media & Global Cosmetic Industry

## BEAUTY TANK COMPETITION

### MAKEUP FINALISTS

#### **Tazomi**

Tazomi bridges the gap between trendy, high-quality makeup for teens and peace of mind for mothers, offering safe, age-appropriate products. Their all-in-one Vita makeup stick simplifies beauty routines with inclusive shades for cheeks, eyes, and lips. Tazomi's commitment to safety and fun empowers young beauty enthusiasts to express themselves authentically.

#### **Alchromist**

Alchromist offers a cutting-edge beauty tech device that customizes makeup shades tailored to individual skin tones. With easy-to-use pre-mixed shades for lips, eyes, and face, it simplifies beauty routines while reducing waste. Alchromist stands out by making beauty accessible, creative, and highly personalized.

#### **Love Cosmetics**

Love Cosmetics revolutionizes makeup application with its simple, 5-step routine and customizable magnetic palettes. The brand is dedicated to teaching women how to quickly and effectively apply makeup, focusing on real beauty solutions. With a range of sustainable products, Love Cosmetics empowers women to achieve effortless beauty in minutes.

#### **Brow Extra Lisa Rose**

Brow Extra Lisa Rose introduces a patented brow treatment tool designed to enhance growth, density, and shine with a simple, one-minute routine. The Overnight Brow Mask complements the tool for faster results, making this innovative system a game-changer in brow care. Sustainability is also prioritized with 100% post-consumer content packaging.

#### **Imperfectionist**

The Imperfectionist redefines luxury beauty by celebrating authenticity and inclusivity, highlighting individuals with physical and intellectual conditions. With a focus on imperfections as beauty, the brand's luxury makeup line challenges conventional beauty standards. The brand is currently in its prototype phase, with plans for an eyeshadow palette and lip products.

## BEAUTY TANK COMPETITION

### SKINCARE FINALISTS

#### **Radiance Theory**

Radiance Theory champions the beauty of aging by focusing on healthy, radiant skin rather than chasing youth. Their clean, clinical formulations are tailored for women 40+, addressing unique skincare needs with high-quality ingredients. The brand aims to ignite a new conversation around skin longevity and overall well-being.

#### **Regeily**

Regeily provides neck-down skincare solutions, addressing the 97% of neglected skin often overlooked in traditional routines. With a military-inspired structure and community-driven approach, the brand simplifies body care with easy-to-follow steps and premium, organic ingredients. Regeily's black and veteran-owned status highlights its commitment to inclusivity and empowerment.

#### **Mokana**

Mokana brings the beauty rituals and rich ingredients of Latin America to modern skincare, offering luxurious, clean products. With a focus on cultural authenticity and innovation, Mokana's MVP "booty mask" targets specific skincare concerns often ignored by mainstream brands. The brand empowers women to embrace self-care rituals that celebrate heritage and well-being.

#### **Wonderluxe Skin**

Wonderluxe Skin introduces a unique dissolvable skincare petal that reactivates with water, providing zero-waste beauty solutions on the go. These potent, clean products prioritize sustainability with reef-safe ingredients and fully recyclable packaging. Wonderluxe is designed for individuals seeking luxury, eco-friendly skincare wherever life takes them.

#### **GlassFx**

GlassFx brings the coveted glass skin look to life with tech-driven Korean skincare, featuring powerful ingredients like snail mucin. The brand's innovative formulas provide instant, visible results, delivering the luxury and efficacy of K-beauty to the USA market. GlassFx's target audience includes beauty enthusiasts seeking radiant, flawless skin.



# TRENDS

# MakeUP<sup>in</sup> NewYork

SKINCARE & MAKEUP INSPIRATION

## TRENDS ON STAGE

Through close collaborations with 10 leading international trend agencies, MakeUp in NewYork stays at the forefront of industry knowledge, ensuring it remains on the cutting edge of the latest trends and consumer insights. This year once again, **MakeUp in NewYork** brings together an exclusive platform, **Trends on Stage**, offering a unique gathering of international trends agencies. This dedicated space brings together the most influential experts from around the globe, providing attendees with an unparalleled opportunity to dive into the latest beauty innovations, consumer behaviors, and market forecasts. With **Trends on Stage**, MakeUp in NewYork empowers brands to anticipate the future of beauty and stay ahead in this ever-evolving industry.

### ASIA COSMELAB

Asia Cosme Lab is a French trend and innovation consulting agency, expert in Asian cosmetic markets:

- A unique French perspective on the Asian beauty market
- Enriched by a multicultural and enthusiastic team of Asian beauty experts based in Paris.
- Offering since 2003 decoding and insights into key trends in the Asian beauty markets
- Offering trend analysis and tailor-made innovation consulting to boost and challenge your inspiration to create tomorrow's best products.

<https://www.asiacosmelab.com>

### BEAUTYSTREAMS

BEAUTYSTREAMS is the first global beauty industry reference and an indispensable resource for beauty industry professionals. Catering to industry insiders across the full beauty supply chain — from R&D teams and raw materials manufacturers to marketers, retailers and distributors — BEAUTYSTREAMS provides two exclusive services to help beauty professionals meet their objectives.

<https://beautystreams.com>

### CIRCANA

Circana is a leading advisor on the complexity of consumer behavior. Through superior technology, advanced analytics, cross-industry data, and deep expertise, we provide clarity that helps almost 7,000 of the world's leading brands and retailers take action and unlock business growth. We understand more about the complete consumer, the complete store, and the complete wallet so our clients can go beyond the data to apply insights, ignite innovation, meet consumer demand, and outpace the competition.

<https://www.circana.com>

## TRENDS ON STAGE

### COSMETICS INSPIRATION & CREATION

Cosmetics Inspiration & Creation is an international trend forecasting and consulting agency founded in Paris in 2007. The agency is dedicated to driving beauty and wellness innovation, helping brands identify new pathways and realize long-term growth through strategic foresight and trend inspiration.

In a consultancy capacity, our global team of industry experts, cultural strategists, product developers, and beauty chemists works closely with brands to inspire new product directions and build innovative concepts. We have worked alongside the R&D departments of some of the world's leading makeup and skincare brands, to elevate their scientific message and inspire future-proofed innovation.

<https://www.inspiration-creation.com>

### MINTEL

Mintel is the world's leading market intelligence agency. For more than 40 years, Intel's expert data analysis and market research of the highest quality has had a direct impact on end-customer success. Our beauty and personal care market researchers solutions covering five intersecting areas: consumers, innovation, markets, trends and competitors. We deliver the knowledge and insights you need to inform and guide your marketing strategy.

<https://www.mintel.com>

### NELLYRODI

Forecasting specialist NellyRodi is an expert strategic consulting agency for the creative industries. We help businesses, their deciders and their teams – from defining their brand strategy all the way to operational deployment. We can meet clients' objectives for results and use our creativity, engagement and conviction to help brands. In this process we apply rigorous, finely-tuned methods, putting our consumer expertise and passion for the creative industries to work enhancing brands' desirability.

product and market trends.

<https://nellyrodi.com>



## TRENDS ON STAGE

### PECLERS PARIS, SHAPE YOUR FUTURE

A new market to conquer ? A target customers to consider ? Products to design ? A desirable aesthetic to create ?

With a deep understanding of cross-sector issues, Peclers Paris partners with brands from the fashion, beauty, hospitality, food & beverage, and consumer goods industries to help them maintain their leadership position or achieve it.

From prospective trends to consumer knowledge, brand and creative strategy, and marketing of product offerings and experiences, the agency takes a 360° approach to business challenges by developing tailor-made methodologies based on specific needs and markets.

Peclers Paris also offers an extensive trend book portfolio designed to inspire and guide you throughout your product innovation processes and new developments.

<https://www.peclersparis.com/fr/>

### SPATE

Spate analyzes over 20 billion search signals and 700 billion TikTok views to identify the next big trend in beauty. Through search, consumers reveal their most secret selves, offering a clear and honest picture of consumer interests to brands. Over 100 of the top beauty brands, such as L'Oreal, Estée Lauder, and Olaplex, leverage Spate data for product development and marketing. Contact Spate today to learn more.

<https://www.spate.nyc>

### TRENDALYTICS

Founded in 2015 by industry veterans, Trendalytics offers a unique process of leveraging data to understand and capitalize on trends across Fashion, Beauty, and more. Trendalytics is a predictive data analytics and SaaS platform that scrapes the web for data and utilizes artificial intelligence (AI), machine learning, and proprietary algorithms to develop and display analytics on product and market trends.

<https://www.trendalytics.co>

## US MARKET TRENDS

### NielsenIQ

#### Clean Beauty and Wellness Trends Propel Beauty Industry Forward in 2024!

NielsenIQ, has analyzed the latest shifts in the beauty industry for the first half of 2024, revealing dynamic trends that continue to shape consumer behavior and market evolution. From the booming success of online beauty sales to the increasing demand for wellness-oriented products and clean beauty solutions, the industry is experiencing a period of transformation. **Online sales have driven an impressive 11.4% growth**, while in-store remains steady, contributing to a \$46.7 billion market. New customers are expanding into key categories like lip balm, facial moisturizers, and hair growth products, showcasing **the resurgence of everyday glam and skincare**.

**Wellness remains a central theme, with growth rates between 6.8% and 11.3% across segments. Clean beauty is also thriving with an 8.9% growth, and Gen Alpha's interest in skincare is fueling additional gains.** However, the once-popular "beauty dupes" trend has seen an 8.2% decline, highlighting the dynamic nature of consumer preferences.

At the same time, **searches for specific product claims, such as sulfur (+108%), AHAs (+85%), and snail slime (+75%), have increased**, reflecting a heightened demand for both **clinical and natural beauty solutions**. NielsenIQ's comprehensive analysis underscores the evolving landscape of the beauty industry in 2024, where innovation and consumer demand continue to drive growth opportunities.

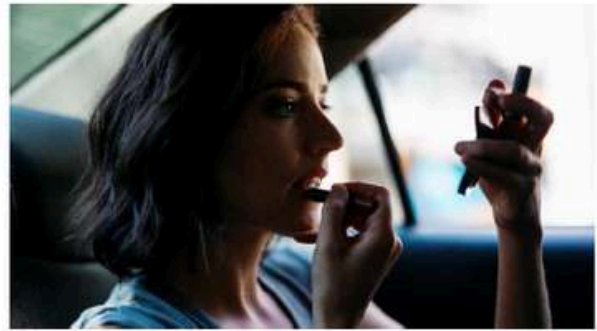
# MakeUP<sup>in</sup> New York

SKINCARE & MAKEUP INSPIRATION

## US MARKET TRENDS

Beauty growth driven by new customers  
expanding key categories

*Household Penetration point change vs YA*



### *Personal Care*

Lip Balm	+1.1pts
Hair Growth Product	+0.7pts
Exfoliators/Scrubs	+0.6pts

### *Everyday glam*

Fragrance	+2.3pts
Lip Stain	+0.5pts
Blush	+0.5pts



### *Skin care is back*

Facial Moisturizer	+1.0pts
Eye Skin Care	+0.4pts
Facial Treatment	+1.7pts

**NielsenIQ**

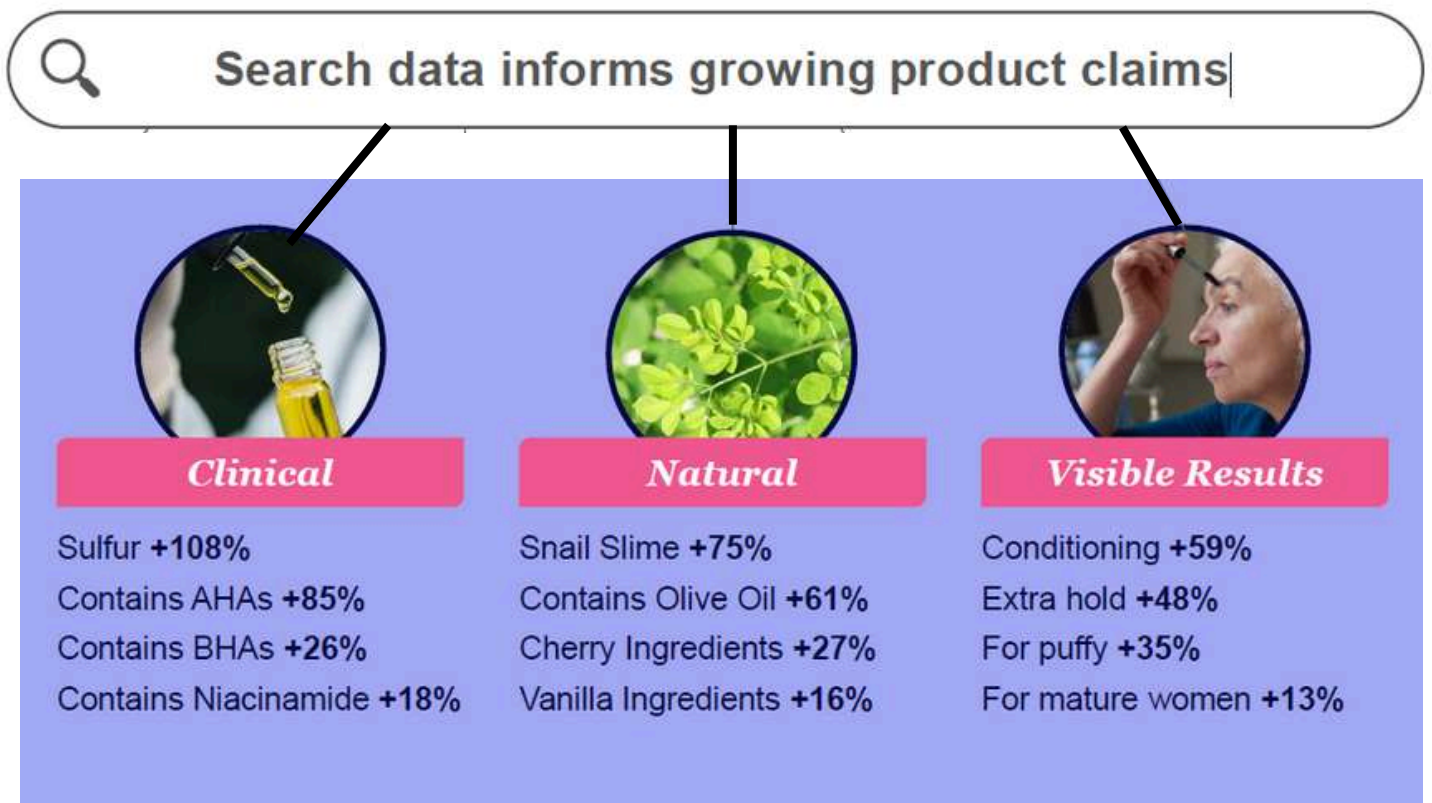
Source: NielsenIQ Omnishopper Panel Total  
US YTD week ending 6/15/2024 vs YA.  
Penetration point change



## US MARKET TRENDS

### Rising Demand for Clinical, Natural, and Visible Results Claims

In NIQ H1 2024 Beauty Update, several claims associated with beauty products are highlighted, particularly around clinical, natural, and visible results. These claims reflect the types of product attributes that resonate with consumers in today's market.



**NIQ tracks 1,500+ commonly searched product attributes including 413 beauty-specific product attributes Identify:**

- Top attributes by category
- Qualified, but unclaimed, product attributes
- Longtail keywords
- UPC and brand-level claims

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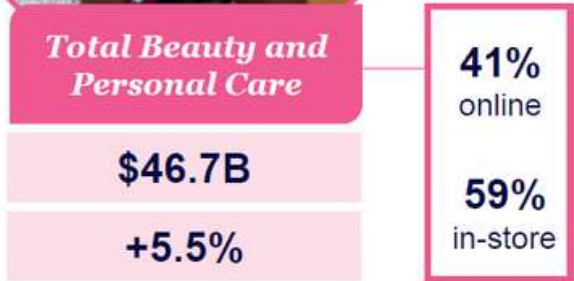
SKINCARE & MAKEUP INSPIRATION

## US MARKET TRENDS

Online continues to drive growth for beauty



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NielsenIQ

Source: NielsenIQ  
 Omnishopper Panel Total US  
 YTD week ending 6/15/2024  
 vs YA. Dollar percent change

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SKINCARE & MAKEUP INSPIRATION

## LATEST US TRENDS SPOTTED

NielsenIQ

### Top beauty trends provide outsized sales gains



Source: NielsenIQ Omnishopper Panel Total US YTD week ending 6/15/2024 vs YA.



## LATEST US TRENDS SPOTTED

### BEAUTYSTREAMS

#### LIFELONG CARE: The Changing Face of Beauty in the Age of Longevity

In recent years, there has been a notable shift toward prioritizing longevity and health-span, or the period of life spent in good health, as key areas of focus, not only within the scientific community but also across industries, including beauty. This shift is driven by a growing recognition of the importance of not just extending lifespan, but also enhancing the quality of life and promoting overall well-being through a variety of lifestyle changes.

Researchers have recently turned their attention to regions known as blue zones, where populations exhibit exceptional longevity and a reduced incidence of age-related diseases. These blue zones, such as Okinawa, Japan; Sardinia, Italy; Nicoya Peninsula in Costa Rica; and Loma Linda, California have attracted significant interest due to their unique demographics and lifestyles. By studying these populations, researchers look to uncover the distinct factors, or set of factors, that promote such remarkable longevity and overall health and vitality.

Interest in longevity and lifelong care is growing, and the beauty and wellness industries are growingly recognizing the importance of integrating these insights into their practices and communications to resonate with consumers who are increasingly attentive to their health. In recent industry news, beauty giants Estée Lauder Companies and L'Oréal have both invested in longevity-related initiatives. Recently announcing its new Skin Longevity platform, the Estée Lauder Companies has invested in the formation of a longevity expert collective across multiple disciplines to educate and empower consumers to rethink how they approach skincare and lifestyle. Meanwhile, L'Oréal Groupe's venture capital fund, BOLD (Business Opportunities for L'Oréal Development), announced in January their investment in Swiss consumer health company Timeline, a biotech focusing on aging and longevity. The multidimensional and multi-industry impact of research into longevity comes at a time when consumers are eager for solutions that support their overall health, beyond just meeting cosmetic needs.

## LATEST US TRENDS SPOTTED

While health and wellness are generally a priority for consumers across generations, younger demographics like Generation Z place significantly more importance on their health and show above-average interest in addressing mental and physical well-being compared to other age groups<sup>1</sup>. According to McKinsey & Company, in the United States alone, the wellness market is estimated at US \$480 billion, growing at 5 to 10% per year, with 82% of American consumers now considering wellness as a top priority in their everyday lives. The trend stretches across continents with similar findings in the United Kingdom and China (73% and 87%, respectively)<sup>2</sup>. When it comes to beauty, these younger consumers are seeking products and services that not only address cosmetic concerns but also support their overall health and vitality. This shift has led to the development of beauty offerings that combine cosmetic, mental, and physical benefits all into one, incorporating elements such as natural ingredients, sustainable practices, and personalized approaches to health and beauty.

By incorporating insights from blue zones and other research into their practices, beauty and wellness companies can help empower individuals to care for their health in a multidimensional way while simultaneously changing the stigma around age: consumers now aspire to age gracefully and healthily. Ultimately, the integration of insights from longevity research into the beauty industry represents a significant step towards a more health-conscious and destigmatized approach to beauty and age. By recognizing the interconnectedness of physical, mental, and emotional well-being, the industry can better meet the evolving needs and aspirations of consumers in their pursuit of a longer, healthier life.

### **Longevity and Beauty: A Shifting Perspective on Aging Prompts a Positive Re-Evaluation of Beauty Standards**

Traditionally, the beauty industry has largely equated beauty with youthfulness, often promoting products and treatments aimed at erasing or concealing signs of aging. However, as our understanding of health and well-being evolves, the perception around aging is steadily shifting.

## LATEST US TRENDS SPOTTED

Rather than viewing aging as something to be feared, there is a growing acceptance of aging as a natural part of the human experience and an increasing emphasis on healthy aging. As society moves toward a more accepting stance on age, such a change brings forth positive outlooks on overall quality of life. According to recent studies, there is a strong association between positive perception of aging and overall quality of life, thus concluding that “promoting a positive perception of aging and a self-care attitude would help to enhance older adults’ quality of life”<sup>3</sup> and should be included in the messages that companies send out to their consumers.

Such a shift in perspectives has profound implications for the beauty industry, as it challenges traditional notions of beauty and prompts a re-evaluation of beauty standards. Instead of striving to recapture youthfulness, the movement tends toward embracing aging. As preventive care takes its place into consumers’ daily routines, the focus has shifted to a holistic view of aging. Consumers seek to look and feel good from the inside out, and subsequently age gracefully. There is a myriad of factors that contribute to optimal internal health for a healthy external appearance. A study published in the National Library of Medicine that focuses on gut-brain-skin interconnectedness has shown that the intestinal microbiota is highly responsible for skin health<sup>4</sup> and skin longevity. Such findings are prompting a shifting approach to skin health and aging: instead of focusing solely on anti-aging solutions that treat one’s external appearance, there is a greater emphasis on products and services that support inner health and vitality. Skin care formulations may incorporate ingredients that nourish and rejuvenate the skin from within, rather than simply masking the signs of aging, and supplements aimed at re-balancing gut health may communicate its benefits to include skin health.

### **Hormones: Celebrating Them as the Life Companions That They Are**

It would be impossible to discuss lifelong care without addressing hormones. Hormones, or the body’s chemical messengers, play a huge part in one’s physiological and mental well-being.

## LATEST US TRENDS SPOTTED

Frequently seen as unwelcome troublemakers, hormones are an essential part of life's journey. Bringing about physiological, mental, and emotional changes, hormones and their periodic imbalances have long been perceived negatively and have not been openly talked about until very recently. Ranging across the entirety of life's journeys from puberty, pregnancy, post-partum, menopause, andropause, and everything in between, hormonal changes affect everyone from early life to elderly years.

As the lifelong care movement continues to settle itself in consumers' mindsets, hormonal changes are taking center stage and are being more openly discussed, and celebrated, than ever before. The movement extends to the appreciation and celebration of the intricate balance of hormones and their importance in maintaining overall well-being. Once considered unmentionable taboos, hormones are beginning to be perceived as welcome companions for life.

By embracing and celebrating hormonal balance, the beauty and wellness industries are encouraged to promote a more holistic approach to beauty and well-being that recognizes the interconnectedness of aging and hormonal health with overall vitality. With growing demand for health-conscious alternatives, we can expect to see significant changes in the industry over the next five years such as a greater emphasis on personalized approaches to beauty and wellness, that take into account individual differences in aging processes and health needs. As part of this movement, it is expected that beauty brands and wellness companies will increasingly play a role in raising awareness about specific health-related topics and shine a

light on often overlooked conditions, illnesses, disabilities, and beyond. As consumers continue to invest their time and money in health-conscious brands, products, and practices, they will also demand for companies to understand their unique needs and address natural life changes in an authentic way. We can expect more beauty companies to tap into specific health concerns when formulating new product lines, addressing beauty and wellness on a deeper level than ever before; and create spaces for consumers to connect about shared concerns. Overall, the beauty industry's shift toward journey-inclusive practices represents a positive step towards promoting health and well-being for people of all ages, across life's stages.



## LATEST US TRENDS SPOTTED

### **Longevity: An Approach to be Considered as Early as Pre-Teen Years**

While longevity may seem like a concept of interest for older generations, one's lifespan and health-span, or the length of time during which one is healthy, begins in the early years. Diet, lifestyle, physical activity, intellectual and social stimulation, and stress levels are all factors that contribute to one's health-span. In fact, about 20% of how long the average person lives is dictated by genes, while about 80% is influenced by lifestyle and environment<sup>5</sup>. As beauty is being increasingly regarded with an inside-out approach, with a strong consideration of physical and mental health to enhance outer beauty, the approach to longevity from an early age is essential.

Although such factors are some of the most essential contributors to one's health-span, it is important to consider skin care as a tool that also impacts the longevity of our largest organ: our skin. The growing influence of social media on younger generations as young as Gen Alpha, or those born from 2010 onwards, illustrates the tangible need, and white space opportunity, for pre-teen and teen-specific skin care offers. As witnessed online, "Sephora kids" — or pre-teens who take to the beauty retailer to purchase premium skin care — seek to mimic the skin care routines of older adults, using retinol or vitamin serum-based routines seen on social media. The skin care needs of a pre-teen are real but sparser than of adults: at most, pre-teens and teens can care for their skin with a gentle cleanser, a lightweight moisturizer, and sunscreen. While skin types may vary amongst teens, some ingredients like salicylic acid or mild AHAs may also be beneficial for those with acne-prone skin, while those with dry or sensitive skin can look out for hyaluronic acid, glycerin and vitamin B5.

In this newest wave of skin care craze, it is important for brands to leverage the growing interest from pre-teens and offer age-appropriate solutions. There is significant white space in the skin care realm where offers for pre-teens could help close the gap with this younger generation who is highly interested in the category and has a considerable amount of purchasing power. Indeed, today Gen Alpha has an additional US \$300 billion in spending power through parental influence<sup>6</sup>, an opportunity to be explored by teen-dedicated beauty brands.

Beyond the business opportunity in teen skin care, this presents an education opportunity as well, as brands can utilize their voice to help educate younger generations on what types of products and actives to prioritize at what age, how to use them, and help them establish a healthy relationship with skin care early on.

## LATEST US TRENDS SPOTTED

### COSMETICS INSPIRATION & CREATION

forecasting & consulting in beauty innovation

Cosmetics Inspiration & Creation has identified a series of groundbreaking trends that will be unveiled at the MUNY event under the captivating theme "The Age of Thrill: Desiring the Extra-Ordinary."

*Beauty is an ever-changing industry, and has undergone a rapid transformation these last years. Beauty plays a key role in the emergence of a new 'treat culture', which is being shaped by the heightened demand for emotionally compelling experiences adapted to evolving lifestyles. The rise of wellness and technology further elevates expectations for performance and the need for a more individualized mindset. The future success of brands will depend on their capacity to reinvent themselves and answer to these evolving needs."* **Leila Rochet, Chief Inspiration Officer of Cosmetics Inspiration & Creation**

At the event, the agency will showcase four major trends, providing a strategic perspective on the evolving beauty landscape. Each trend focuses on key consumer expectations in performance, creativity, and sustainability. These trends will be featured at the Cosmetics Inspiration & Creation booth (A48), on the Inspiration Bar, and will be the subject of four Beauty Talks led by Leila Rochet. These discussions will bring together a dynamic panel of industry leaders, offering attendees valuable insights into the key themes shaping the future of beauty.

## THE TRENDS

### #1- Transcendent Nature - Bold Ambitions for a Better Future

In the future, sustainability will be tackled with innovative ideas and partnerships across industries, leading to solutions that benefit both people and the environment. Responding to growing consumer pressure, eco-native brands will drive an industry-wide transformation, setting new standards in eco-desirable packaging and ambitious makeup innovations. This shift will be propelled by new lab-borne ingredients and novel materials that transcend the potency of nature while providing protection for the planet. Brands will only unlock a greener future by thinking beyond clean, by democratizing efficacy, and adding value to forge a powerful pact between science, technology and nature.

## LATEST US TRENDS SPOTTED

### #2- Feel Up Sensation - An Exploration of the Senses

Sensory feedback becomes a new metric for effectiveness, calling for brands to explore indulgent textures, hyper-tactile tools and packaging, soothing colors and functional scents. New experiential narratives emerge as consumers demand emotionally enriching sensations, providing comfort, relief and emotional reconnection at a time of high anxiety.

### #3- Treat-o-nomics - Limitless Beauty

Anything-but-ordinary is the aim of hedonistic beauty fans, for whom makeup becomes integral to a new treat-based culture. The boom in concert makeup, couture-inspired makeovers and character-driven narratives signals a new era of creativity as pleasure becomes a key driver for thrill-seeking consumers. This culture shift is propelled by the proliferation of fashion and beauty sub-trends on social media, which encourages constant self-reinvention, enticing consumers to experiment with bold looks, explore new personas and indulge in lavish artistry.

### #4- Recoded Future - Pioneering a Future Fueled by Science

Science and technology emerge as essential pillars, fueling a wave of data-driven solutions for optimized daily routines. Hybrid innovations and experiences take center stage as brands lean into the latest innovations to develop bold, multi-faceted solutions. Consumers' hunger for both clinically proven results and personalized experiences will have a ripple effect across all beauty categories. This demands a strategic shift, pushing brands to integrate the latest S.T.E.M. advancements and embrace a science-centric approach to innovation.

## LATEST US TRENDS SPOTTED

### THE BLUSH EMPIRE

## NellyRodi™

Inspired by a healthy glow, the new Island Girl Makeup trend is taking TikTok by storm. It evokes a naturally fresh, sun-kissed look, like after spending a day at the beach.

With nearly 60 million views on TikTok, the #IslandGirlMakeup hashtag is much more than just a passing fad. This summery, luminous esthetic, once reserved for summer, is becoming a year-round beauty trend. Online users and influencers are obsessed, creating buzz around the style that offers a permanent and healthy radiance

Other spin-off trends stem from the popularity of the esthetic. The **#BoyfriendBlush** trend, featuring a supposedly masculine rosy complexion, has over 64 million posts, while the **#BlushBlindness** trend, with over 80 million posts, aims to create a faux sun-kissed effect on skin.

This trend is driven by an iconic product – blush. According to a Circana report, blush sales have seen significant growth, solidifying its status as a key product in today's beauty routines. **Blush sales in the U.S. prestige market increased by 60% in 2023**, reaching \$427 million, while unit sales surged by 58% (Circana, 2023). It is the fastest-growing product category in face makeup.

Blush comes in all kinds of forms; there are innovative formulas like Glossier's Cloud Paint, which achieved massive success due to its unique texture, easy application, and paint tube packaging and generated 16 million related posts. Then there's Milk's Cooling Water Jelly Tint, which, in just a few months, garnered over 44 million views on the platform. Simultaneously, new shades are emerging, letting consumers find the color that best suits their skin tone and style.

This new iconic product is even the core of immersive experiences: Hailey Bieber launched her new Rhode Pocket Blush by opening a dedicated pop up store in New York and creating an event around her new product.

This esthetic trend reflects a strong consumer demand to look healthy year-round, meaning a fresh complexion that indicates good health in a time when the sun's harmful effects on the skin have never gotten more attention. The 2024 tan is resolutely faux, using makeup that mimics the sun's effects while being increasingly infused with skincare ingredients ... to, in fact, protect against the sun.



## LATEST US TRENDS SPOTTED

### FROM MINIMALIST 'CLEAN GIRL' TO MAXIMALIST 'BRAT'

SPATE

In the coming months, the makeup category is poised for significant shifts. As consumer preferences evolve, brands must stay ahead by understanding and responding to these emerging trends. Leveraging insights from Google Search and TikTok data, brands can better anticipate consumer needs and tailor their offerings to meet demands before consumers make a purchase.

Aesthetic-driven beauty continues to influence consumer behavior, with trends like Clean Girl and Indie Sleaze evolving into their next iterations. **Clean Girl Makeup**—a trend that has shown a +56.0% year-on-year (YOY) growth in Google searches and a +318.2% YOY growth in views on TikTok—remains popular for its minimalist, natural look. The emergence of this trend in late 2021 marked a shift away from the full-coverage, heavily contoured looks of the 2010s, favoring products and techniques that enhance natural beauty.

However, the Clean Girl aesthetic is now being juxtaposed by more maximalist trends like Indie Sleaze and the **newly popular Brat look**. The Indie Sleaze aesthetic, which first thrived in the mid-2000s, has made a comeback, characterized by messy eyeliner, smudged lipstick, and an overall undone vibe. This trend has seen a **+178.6% YOY growth in views on TikTok**, reflecting a growing consumer appetite for more rebellious, less polished beauty looks. Brat is an evolution of Indie Sleaze, but with more intentional beauty call outs. This aesthetic merges Y2K nostalgia with a modern twist. Trends associated with this look, such as green chrome nails, have seen a +132.0% increase in Google searches over the past year.

At the same time, the **Tradwife aesthetic** is also gaining momentum. This trend, characterized by a wholesome, effortless beauty reminiscent of a bygone era, has gained attention through creators like Nara Smith and Ballerina Farm, and amasses 15.6 million weekly views on TikTok. Within this aesthetic, trends like the no-mascara look are rising, averaging 1.6 million weekly views, while skin tints have seen a staggering +485.2% growth in TikTok views since last year. Alongside these trends — aligning with Brat — there's a resurgence of **fuller coverage routines**, as seen in the rising popularity of Sabrina Carpenter Makeup. This trend has experienced over **+2,000% growth in Tiktok views** since last year, signaling the simultaneous rise of more polished and elaborate makeup routines. This highlights the ongoing tension between minimalism and maximalism in the beauty world, with consumers gravitating towards either end of the spectrum depending on their personal style and cultural influences.

For brands, the key to success in this dynamic landscape lies in their ability to pivot quickly and align their offerings with these evolving aesthetics. Whether it's through launching new product collections that embody the simplicity of the Tradwife look or embracing the boldness of the Brat aesthetic, brands must stay agile. Collaborating with influencers who resonate with these aesthetics will be crucial in amplifying their reach and connecting with consumers on platforms like TikTok, where trends often originate and spread rapidly.

Ultimately, the beauty industry is in a state of flux, with multiple, sometimes contradictory trends coexisting and vying for consumer attention. By staying attuned to these shifts and leveraging the power of social media, brands can navigate this landscape successfully and capture the hearts and minds of today's beauty consumers.



# MISCELLANEOUS

## ORGANIZER'S FAVORITES



The Organizers' Favorites offers an exclusive preview of select products that have caught the eye of the MakeUP in team. With the privilege of discovering these upcoming launches before the show, the team took great care in choosing items that stood out for their unique appeal, exceptional design, or potential to resonate with beauty lovers. These handpicked favorites reflect the team's passion for what's fresh, exciting, and poised to make waves at the event. It's a celebration of beauty in all its forms, highlighting products that, in their view, deserve a moment in the spotlight.

### Powder to Face Cream

#### O-PAC



A gorgeous transformative texture, a water-activated beauty treatment:

- DIY approach: mix 10g of powder with 30ml of water to reconstitute a 40ml emulsion.
- Fast product activation: 2 minutes for the powder to turn into a face cream, ready to be applied.
- Planet-friendliness: water-free manufacturing process, reusable packaging, lower transport costs, CO2 footprint reduction.
- Skin-friendliness: super mild preservative-non-preservative system.

## ORGANIZER'S FAVORITES



### Sunscreen CONCEALER + CUSHION DUO

THAI HO BIO-TECH COSMETICS



FOUNDATION AIR CUSHION + CONCEALER in the double layers compact, SUN PROTECTION ON THE GO! Dual physical and chemical sun protection, SPF50 pa+++, long-lasting without over-absorbing the skin's natural oils. Using the ultra-fine and sheer powder after cushion for detailed coverage to get the soft focus and smooth finish, blurs pores without dryness, caking, or dullness, creating a refined and luminous finish, ideal for dry skin.

### Smart Compact

ESSENTIA BEAUTY



Essentia will highlight refill packaging that will be unveiled is the Smart Compact, created to meet the expectations to have a user-friendly design for all-day retouch makeup to fit in the mini-sized bags popular today. Totally refillable and customizable, this innovative concept has the potential to become a must-have and showcases the company's dedication to creating practical, sustainable beauty solutions.



## Metallic Punk:

### MARSHMALLOW MAKEUP BIOTECH



Metallic Punk: Dazzling, Rich Color with Full Coverage! 1. Metallic Frenzy, Dazzling Radiance. Dry processing and single-layer coating ensure skin affinity well to the lips with excellent coverage and extendibility. 2. Skin-Friendly Film Formation, vibrant with just one swipe. Provides a fresh feel without stickiness and resists dryness. 3. Essence Infused for Hydration. Enriched with Vitamin E, phytosterol esters, jojoba seed oil, etc., for deep moisturizing, repair, and antioxidant benefits.

## Invisilash Primer

### IL COSMETICS



Invisilash Primer is an innovative transforming primer formula! This transforming and gripping formula appears whiteish and leaves a slightly sticky film to boost your mascara results.

After a few seconds, the primer formula disappears and only leaves on your lashes a nice transparent sticking coat to merge with your mascara.

This chameleon technique will enhance your makeup effects (lengthening and volume), allow a better application on the lashes, and a better hold of your mascara during the day.



## OUR COMMITMENT TO PROTECTING THE ENVIRONMENT .

At our events, we aim to go beyond simply connecting industry stakeholders. We are committed to making a real impact by implementing tangible actions that address various environmental challenges. From minimizing plastic waste to promoting sustainable practices, **we strive to create a greener and more eco-conscious event experience.**

- **Collecting and recycling lanyards at the exit of our shows!**
- **Going Plastic-Free: No more plastic badge holders at all our shows! No Carpets in aisles at our shows!**
- **Our shows are Glo.cal (Global + Local) : we bring our international offer to local markets.**
- **Reusing booths and furniture across editions**

**Together, we can pave the way for a sustainable future while fostering meaningful connections within the industry!**

# MakeUP *in* NewYork

SKINCARE & MAKEUP INSPIRATION

MakeUp in NewYork is organised by



Infopro Digital Tradeshow is Connecting professionals to opportunities in their industry ecosystem Infopro Digital Tradeshow is part of Infopro Digital group, a B2B group specializing in information and technology



## **About Infopro Digital**

Infopro Digital is a B2B group specializing in information and technology. The group is present in 21 countries and employs over 4,000 people. Its innovative solutions are aimed at professional communities in 5 key economic sectors: construction & public sector, automotive, risk & insurance, industry and retail.

Thanks to the group's sectorial expertise, Infopro Digital covers all the needs of professionals. Its solutions enable decision-makers to make informed decisions and companies to sustainably develop their commercial activity and performance.

For more information, please visit <https://www.infopro-digital.com/>

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# MakeUP *in* New York

SKINCARE & MAKEUP INSPIRATION

**MAKEUP IN WORLD**

“MakeUp in™” is a world of its own within the skincare and makeup industries. Suppliers, brands and trend setters come together in the heart of mythical cities, Paris, New-York & Los Angeles, to give life to new lines and products.

## MakeUP *in* Los Angeles

SKINCARE & MAKEUP INSPIRATION

**12&13 [02] 2025**

**Los Angeles Convention Center**

## MakeUP *in* Paris

SKINCARE & MAKEUP INSPIRATION

**18&19 [06] 2025**

**Carrousel du Louvre**

## MakeUP *in* New York

SKINCARE & MAKEUP INSPIRATION

**17&18 [09] 2025**

**Javits Center**