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Who took home a coveted IT Award at MakeUp in NewYork 2024?

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MakeUp in NewYork IT Awards reward the best beauty industry innovations © MakeUp in NewYork

Among 108 makeup and skincare products in the 2024 competition, only three were selected as winners. Criteria including eco-design, reusability, green formula and ingenuity were key to taking home the award.

Discover the full list of nominees in the [Packaging](#), [Full Service](#), [Accessories](#) and [Formulation](#) categories of the MakeUp in NewYork IT Awards and read on to discover this year's winning products and what the awards judges had to say about them.

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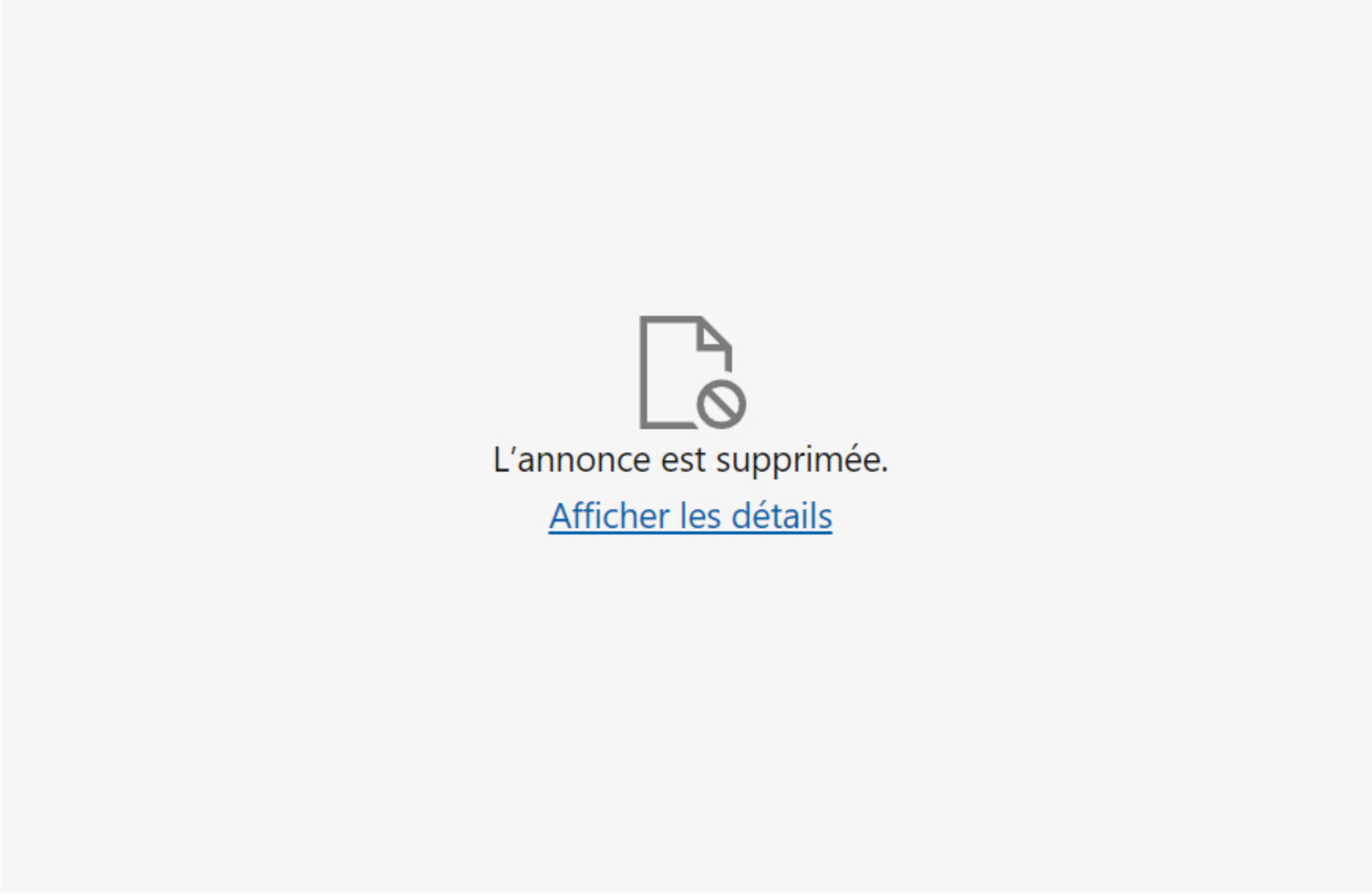
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Packaging: Essentia Beauty

Italian cosmetics packaging specialist Essentia Beauty scooped the Packaging prize with its range of monomaterial and refillable palettes. Made of PP, including the mirror, the palette has a sliding system unveiling dual refill capability with two inner compartments—a first one dedicated to frequently used products, and the second for lesser used shades. The removable and interchangeable top can be decorated in various ways, from fabric covers to 3D printing.

"Desirability and personalization being essential to the success of refillable packaging, several decoration possibilities are available thanks to innovative combined techniques called Metamorphosis," said product development and packaging sourcing expert Daniel Saclier.



The palette has a sliding system unveiling dual refill capability ©Essentia Beauty

Full Service: Weckerle USA

The Full Service award went to California-based Weckerle USA's Wood Be Good Palette. Made entirely of wood, the palette can include different types of products such as blush, multiple watercolor eyeliners, highlighters and eye shadows. The formulas, all talc-free, vegan, and cruelty-free, are filled directly into the slots created in the wood, avoiding the need for metal or plastic pans. The palette offers design versatility including engraving, printing or stamping. "A very interesting concept in terms of eco-design of container and contents, subject to wood processing," concluded Aïmara Coupet, Founder of clean makeup brand BE+RADIANCE.



The formulas are filled directly into the slots created in the wood ©Weckerle USA

Formulation: Toa Inc.

Japanese makeup manufacturer Toa Inc. took home the Formulation award for its Touch-Up Powder Cream, which blends makeup and skincare. The supplier's 'Cream-in-Powder' technology enables the hydrophobic powder to hold highly viscous emulsions, while the emollients in the emulsion protect the skin, prolonging the moisturizing effect. The formula contains 10% upcycled squalene (a byproduct of local production), olive-derived squalene, and hydrogenated soy lecithin. The supplier claims that the skin's moisture levels can be retained for up to six hours after applying the formula. "Very soft on application, it provides an intense sensation of freshness," commented Charlotte Marion, a beauty product and innovation specialist (Yves Rocher, Dior, Chanel).



The formula contains 10% upcycled apple water ©Toa Inc



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+4%

The overall growth of the prestige home fragrance market in North America and Europe in 2023. While candles still lead the segment, growth is bolstered by gift sets (+32%), followed by diffusers (+4%) and room sprays (+6%). The most expensive collections are recording the strongest growth, with +12% for products costing upwards of \$50 and +31% for references costing over \$100. Source: Circana