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MakeUp in Paris 2024: innovation and sustainability at the agenda!

Premium Beauty News (Photo: Makel in Paris)



The next edition of **MakeUp in Paris** will be held on **May 29 and 30** in the elegant and intimate setting of the **Carrousel du Louvre**. The two-day event will feature: numerous innovations showcased by some **150 exhibitors [1]**; a new edition of the **IT Awards**; a brand new **Conscious Beauty zone**; the **Beauty Tank Challenge**; an exhibition of historical beauty objects, a conference workshop; and a series of conferences.

The next edition of **MakeUp in Paris, on May 29 and 30, 2024 at the Carrousel du Louvre**, will offer a focus on innovation, science and sustainability, promising visitors a full immersion into the value chain of skin care and makeup products.

Key suppliers and innovations

Among the suppliers participating in the event this year are iconic and unavoidable names, that have exhibited at **MakeUp in Paris** since the first edition, such as B. Kolormakeup, Geka, MS BeautiLab, Ancorotti Cosmetics, Liverc, Anjac Health & Beauty, Fiabila, Faber Castell, Eisen Sales, Art Cosmetics, Chromavis, HCT, IL Cosmetics, Schwan Cosmetics International, MPlus Cosmetics, Brivoplast, Lumson, Libo Cosmetics. Several key partners such as CTK, KDC One, and Cosmax will also be making a comeback at the show!

The new products announced by the **150 exhibitors** include: whipped gels, encapsulated translucent powders, liquid blush sprays, nourishing treatment balms and butters, liquid lipsticks, long-lasting gel eyeliners, ceramic applicators, environmental-friendly materials, refillable packaging, squeezable bottles...

IT Awards

This year again, exhibitors had the opportunity to submit their innovations to the **Innovation & Trends Awards** jury.

According to the jury, the 2024 edition will offer a **unique insight into the trends** that are redefining the standards of skincare and makeup: the steep rise in the use of environmental-friendly materials, such as recycled plastic in mascaras and cellulose refills for lipsticks; the rise of products focused on transforming uses with proposals such as sticks, grinder cleansers, or even jelly foundations; or ultra-technical formulas merging skincare and makeup; as well as innovative manufacturing techniques and processes.

The four winners — in the formulation, full service, packaging and accessories categories — will be announced on **Wednesday May 29 at 10:30 a.m.** at the awards ceremony.

Overview of beauty trends

To meet visitors' expectations, the organizers are renewing and enriching the **MakeUp in Paris** trends area by hosting three new agencies: Spate, Nielsen IQ and Labelchic. Their presence will complement the insights and perspectives offered by Nelly Rodi, Peclers Paris, Beautystreams, Cosmetics Inspiration et Creation, La French Company, Dynvibe, In Trend, WeOutWow, and Asia Cosmelab.

Through a series of workshops and conferences, brands will have the opportunity to explore hot topics such as the skinification of makeup, the transformative impact of science on beauty, the evolution of online beauty, eco-responsibility in the creation of cosmetic products, and the changing aspirations of consumers in terms of beauty and well-being.

Conscious Beauty Area

In response to the quest for sustainability in the cosmetics industry, the organizers of **MakeUp in Paris** are launching the **Conscious Beauty Area**, a dedicated area that was acclaimed during the **Los Angeles edition in February**.

This immersive experience will be structured around three product families — Natural and Renewable Raw Materials, Ecodesign, and Green Chemistry — highlighting renowned exhibitors such as: Keminova Italiana SB, GNG Group, Geka, Chromavis, Tair Jih, or even Taiki.

Beauty Tank Challenge

Also coming from the **MakeUp in New York** and **MakeUp in Los Angeles** trade shows, the Beauty Tank is coming to Paris. This platform offers a selection of young makeup and skincare brands and budding entrepreneurs the opportunity to present their unique concepts during pitch sessions inspired by the famous "Shark Tank".

Ten carefully selected finalists (5 skincare projects and 5 makeup projects) will have the opportunity to present their projects live at the show in front of a jury of experts featuring: Aïmara Coupet - Be+radiance; Alexis Robillard - All Tigers; Natacha Paugam - Ustawi Skincare; Vincent Gallon - Premium Beauty News; Aymeric Bourdoules - La Samaritaine (LVMH); and Céline Lippi - Luxury Tech Fund.

Two sessions are scheduled:

- Beauty Tank: Skincare Focus, **Wednesday 29 at 12:30 p.m.** in the Beauty Agora,
- Beauty Tank: Makeup Focus, **Thursday 30 at 12:30 p.m.** in the Beauty Agora.

The Lab Atelier

Led by **Luisa Oliva and her team**, "The Lab Atelier" will offer visitors the opportunity to create their own cosmetic products and experiment with different skincare and makeup formulas centred on natural ingredients.

Visitors will have the opportunity to explore four distinct formulas:

- ShadeMatch Natural Highlighter (Wednesday May 29, morning),
- CloudSea Moisture Glow (Wednesday May 29, afternoon),
- Power Serum (Thursday May 30, morning),
- VelvetGlaze blush and eye shadow (Thursday May 30-30, afternoon).

Talk sessions and beauty culture

Once again this year, the conference program will offer a comprehensive overview of trends and current issues for the cosmetics industry.

Finally, the **Musée à la Carte** will offer a new exhibition curated by **Anne Camilli**, on the codes and rituals of beauty from the 18th century to the beginning of the 20th century, a period which marks the evolution of French and European luxury craftsmanship towards a global industry.

"*MakeUp in Paris is preparing for its 14th edition, which promises to be a flamboyant celebration of beauty, before the explosion of creativity, innovation and surprises already in preparation for the 15th anniversary of the show,*" comments **Aurélie de Boisvilliers**, Marketing and Communication Director.

MakeUp in Paris
May 29 & 30, 2024
Louvre Carousel,
99 Rue de Rivoli, Paris, France

[Information and registration here.](#)

Footnotes

[1] 3Dust; A&H Cosmetics; Asia Cosme Lab; ADL; Allta International; Allure Labs; Ancorotti Cosmetics; Anjac Health & Beauty; Art Cosmetics; Asia Cosme Lab; Axilone; B&B Company; B.Kolormakeup & Skincare; SB Beauty Cosmetics; Baosheng; Beauty White; Beauty Yauric; Beauty Cosmetics Accessories; Beautystreams; Beukay Cosmetics; Brivoplast Group; BW Confidential; C&C International; C.A.P; Calypso Cosmetics; Chao Ling Chemical; Chromavis Fareva; Coco Cosmetics; Co-Lab-Ora; Concept 4; Confalonieri Matite; Cosmax; Cosmei; Cosmetic Service; Cosmetics Atelier; Cosmetics Information & Inspiration; Cosmopolo; Cosmotec; Cosmuses Cosmetic (Ningbo); Creapharmcosmetics; CTKclip; Derik Industrial; Ding Yih Glass Industrial; DM Cosmetics; DMC; Dynvibe; Eisen Sales; Euromakeup; Everfore Plastic; Expression Cosmétique; Faber-Castell Cosmetics; Fast Beauty Retailing; Fiabila; FR&Partners; Geka; GNG Groupe; Gotha Cosmetics; Green Brush; Guangzhou Cosoran Cosmetics; H. Bohlmeier & Co; Hakuholdo; HCP Packaging; HCT by KDC/One; Herrco Cosmetics; HNB Corporation; Homax Cosmetics; Homer Color Printing; Hwasung Cosmetics; ICC; IL Cosmetics Group; INCA Cosmetics; Inessens; International Laboratories; Intops; In-Trend; Inunup; ITIT Cosmetics; Jia Hsing Enterprise; Jiusu Technology; Jotim Daily Chemical (Hangzhou); KDC/One; Keminova Italiana; Kindu Packing; La French Company; Labelchic; Libo Cosmetics; Liverc Monodoses; LMDC Lab; Lumson; Magnoli Cosmetics; Marchesini Group Beauty; Metapack; Milott Laboratories; Mktg Industry; MPlus Cosmetics; MS BeautiLab; Nastrix; Necos; Nelly Rodi; NielsenIQ; Ningbo Jieli Cosmetics; Package; Ningbo Jinyu Technology Industry; Ningbo Zeny Cosmetics Package Products; Nippon Shikizai; Nuco; NV International; Omnicos Group; OPAC; OPT Industries; Overprint; Peclers Paris; Pharma Cos; Pibiplast; PPK & Morrama; PVL Beauté; R&D Color; S&J International; Samhua Co; Seram; Shandong Qiupai Cosmetics; Shanghai CCS Industrial; SIMP; Sing Pen Taiwan; Tanlux; SP Labs (The Innovation Company); Spate; Symex - Mixing Technology; Taiki Cosmetics Europe; Tair Jih; Tankater; Tecnocosmesi; Texen; TOA; TPC Scop; UA Packaging (Jiangmen); U-Source (HK); Wanzi Cosmetic; Weneos (ex Heliosscreen); Weoutwow; Won Yong Beauty Products; World Sponge Manufacturing; Yuen Myng Industrial; Yuga Group; Zhejiang Z&Z Industrial; Zhuhai Ding Rong Plastic Products; Zignago Vetro

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