



MakeUp in Paris IT AWARDS 2024

An enthusiastic Edition!

Enthusiasm from the 62 exhibitors who registered a total of **126 makeup and skincare products**, including 12 in the Accessories category, 65 in the Formulation category, 23 in the Full Service category, and 24 in the Packaging category.

Enthusiasm from the expert jury members during the testing for selecting finalists among the **88 new products presented** in the Formulation and Full Service categories, as well as during the testing of the 27 finalists across all categories to award a prize for the most innovative in each.

They all noted:

- **the evolution of formula technicality**, which increasingly merges the dimensions of skincare and makeup while also becoming ever more natural;
- **the textures' unexpected sensory appeal**, which are lighter and more refreshing, resembles rubber or gel, especially in products that are typically poured;
- **the transformation of rituals through a proliferation of products** in the forms of balms, butters, sprays, and sticks, which refresh both the gestures and the daily experience of skincare and makeup;
- **the genuine effort to make usage easier and simpler** through innovative application methods and packaging;
- **the ongoing search for eco-friendly materials**, such as the use of milk casein for accessories, fully recycled PP for primary cosmetic packaging, and cellulose for lipstick refills; and,
- **the perfect finish** observed in the new packaging products.



MakeUp in Paris IT AWARDS 2024

ACCESSORIES FINALISTS



BEAUTY YAURIENT COSMETICS ACCESSORIES CO., LTD **- DIAMOND HANDLE KABUKI BRUSH**

A kabuki brush featuring a diamond-inspired, three-sided design complete with a handle. Its original design enables one side to be used for contouring and the other side for applying blush.

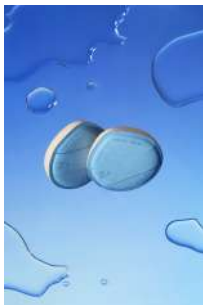
Booth K11



GNG GROUPE - MILKY POUCH

A pouch crafted from milk casein, an eco-friendly material produced by extracting fibers from milk and transforming them into fabric through a natural process. It is printable and can be made in any shape and color.

Booth L58



SHANDONG QIUPAI COSMETICS CO., LTD **- MARSMALLOW PUFF**

A puff designed with an air-infused, sandwich-like structure that mimics a marshmallow. With a fabric side on the hand side that is antibacterial, it can be used dry or wet.

Booth B11



HNB CORPORATION - VASE MAKEUP BRUSH

A set of three brushes expertly crafted for applying foundation, powder, and concealer. The handles, inspired by the shape of a vase, are designed to improve grip. The brush heads, offering control similar to that of fingertips, are handcrafted from recycled corn fibers.

Booth C20



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ACCESSORIES FINALISTS

IT AWARD ACCESSORIES



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MakeUp in Paris IT AWARDS 2024

FORMULATION FINALISTS



ITIT COSMETICS - AIR-LIGHT ENCAPSULATED LOOSE POWDER

A translucent, colorless loose powder that delivers a blurring, matte, and soft effect. Its silky, ultra-light texture effortlessly blends into the skin to reduce shine. The formula is enriched with micro-encapsulated actives that hydrate, smooth, and enhance skin elasticity and radiance. Infused with essential peppermint oil, it provides a news and refreshing sensation upon application.

Booth J11



R&D COLOR SRL - BUBBLE JAM

Distinctively original and playful, this product features a rubbery texture that feels bouncy and elastic, much like jelly candies. It can be applied to the lips or cheeks for a refreshing effect and vibrant color. Stable and easy to blend, its vegan formula is composed of 95% natural-origin ingredients and is free from PEG, cyclopentasiloxane, talc, mineral oils, and silicones.

Booth L33



B. KOLORMAKEUP & SKINCARE S.P.A. - GELEGANT Water Whip Moisturizer

A surprising whipped gel that transforms from a fine, watery texture to a richer consistency upon application, deeply hydrating the skin and enhancing makeup preparation. This gel cream provides a sensory experience of fresh, smooth, and silky skin. Its moisturizing benefits are delivered through hyaluronic acid, while its vibrant turquoise hue and antioxidant properties are derived from malachite extract.

Booth A26



MakeUp in Paris IT AWARDS 2024

FORMULATION FINALISTS



B. KOLORMAKEUP & SKINCARE S.P.A.

- GRAFFITI Luminous Spray

A refreshing, hydrating liquid spray blush that revolutionizes makeup application. This colored mist, designed to sculpt and illuminate the face, is sprayed onto a sponge or brush and then softly blended into the cheeks. The color seamlessly melts into the skin, creating a luminous finish. Its formula features natural esters, a polyethylene glycol-free emulsifier, micronized mica pigments, and a mix of natural pearls.

Booth A26



CHROMAVIS FAREVA - MOTIF Addictive Bare Foundation

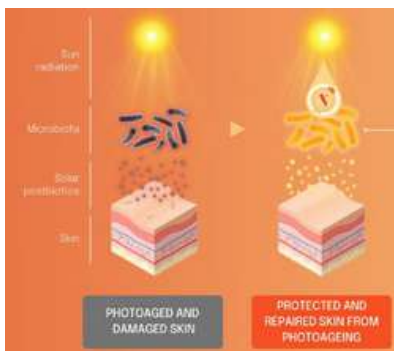
A powder foundation tailored for those who typically shy away from traditional foundations. Upon application, its melting texture transforms into a flexible, creamy, and nourishing layer that offers a natural finish. It blurs imperfections while preserving the skin's natural look. This naturally-sourced formula is enriched with a complex of ceramides to diminish wrinkles and enhance skin elasticity.

Booth A31



MakeUp in Paris IT AWARDS 2024

FORMULATION FINALISTS



COSMOTEC SA - PHOTOBRIGHTENING CREAM

A gel cream that activates the skin's natural microbiome barrier to fight photo-aging. It targets specific microorganisms that produce protective, anti-aging, and brightening post-biotics when exposed to UV rays. With a light and easily absorbed texture, this non-sticky gel cream offers a refreshing and soothing effect. Its formula is free from controversial raw materials.

Booth K51



COSMAX - THE INNOCENT CLEAR LIP

A clear balm that hydrates and enhances the natural color of the lips. This vegan and cruelty-free formula is free from microplastics and made with water, hyaluronic acids, pigments, and oils. Its light and refreshing texture applies smoothly, providing a comfortable feel and a lasting shiny finish.

Booth D18



MakeUp in Paris IT AWARDS 2024

FORMULATION FINALISTS

IT AWARD FORMULATION



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FULL SERVICE FINALISTS

3DUST - ANGEL SHIMMER



A powder texture formula that is safe and free from harmful ingredients, suitable for use on the eyes, face, décolleté, and shoulders. It is crafted using an innovative makeup powder technology that employs a freeze-drying process. This process maintains the original color and glossy effect of the products while enhancing their stability and longevity. Notably, this technology avoids the use of solvents or high temperatures.

Booth B25

MKTG INDUSTRY - BLOOMING BEAUTY BUTTER



A gentle, fragrant cleansing butter featuring a vegan formula made up of 99.6% natural-origin ingredients. Upon contact with water, it transforms into a nourishing milk. This sensory experience is complemented by innovative packaging: a PCR-PP jar equipped with an advanced rotation system for an unconventional dispensing method.

Booth J29

GOTHA COSMETICS - BUBBLE GUM FAMILY



A hybrid blush that combines the lightness of a powder with the melt-in-your-skin quality of a cream. Its playful texture is reminiscent of modeling clay or bubble gum. Easy to apply, it delivers a velvety, soft finish with buildable and layerable color. Formulated with sustainable esters and RSPO-certified raw materials, it is free of silicone and microplastics.

Booth K32



MakeUp in Paris IT AWARDS 2024

FULL SERVICE FINALISTS

CHROMAVIS FAREVA - CARTE BLANCHE



Your Own Story Palette (on-the-go makeup card)
A groundbreaking concept in portable makeup: the first water-activated makeup powder presented on paper. This unique, patent-pending technology is a reengineered version of a patented formula, delivering an authentic product without traditional packaging. The blank card format allows unlimited creative opportunities for brands to captivate their customers. Ideal for travel and lightweight, it is fully customizable in terms of product type, design, and available in various shapes. The prototype is showcased on FSC (Forest Stewardship Council) certified paper.

Booth A31



GOTHA COSMETICS - LUSH-IOUS SKIN BALM

A poured balm featuring an anhydrous, creamy, and comfortable formulation. Easy to apply with fingertips and gentle to the touch, it provides buildable coverage from light to medium with a youthful, rosy finish that evokes porcelain. Housed in a compact casing free of ABS, its formula contains over 90% natural-origin ingredients.

Booth K32



TECNOCOSMESI S.P.A. - STARKISS

A lipstick with a gummy texture that glides on like ultra-fine powder, delivering a blurred, soft finish. Enhanced with silicone resin, it coats the lips in intense color and an ultra-matte, glamorous finish that endures. Its hybrid formula, enriched with retinoic acid esters, boosts the firmness and softness of the lips while diminishing the appearance of wrinkles and fine lines.

Booth J38



MakeUp in Paris IT AWARDS 2024

FULL SERVICE FINALISTS

IT AWARD FULL SERVICE



CHROMAVIS FAREVA CARTE BLANCHE



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PACKAGING FINALISTS

BRIVAPLAST GROUP

- CERAMIC APPLICATORS FOR HYBRID FORMULATIONS



Three applicators that incorporate ceramics, recognized for their antibacterial properties and cooling effect, setting a new standard for applying color cosmetics or hybrid formulas. Available in three designs: a long spatula for the face and neck, a spoon-shaped tool for the eye contour, and a deer foot applicator to target imperfections on the skin.

Booth M02

INESSENS - DORURE DOUBLE VUE



A double-sided hot stamping technique that enables a golden finish on the back of the label, as opposed to the typical silver. This method boosts the visual appeal of the product, especially when it is transparent or clear enough to allow visibility through it. Additionally, it provides a larger surface for communication due to the printing on the back.

Booth K29

GEKA GmbH - FORMULATION COMPLIANT PCR-PP MATERIAL FOR PRIMARY PACKAGING



A pioneering adoption of post-consumer recycled PP material for mascara cases. This material complies with current European standards and is suitable for components that come into direct contact with the formula. Composed of at least 95% recycled materials, it delivers unparalleled color brilliance and maintains its visual impact. This innovation opens new possibilities for PCR-PP bottles for washable mascaras and other primary cosmetic packaging.

Booth J20



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PACKAGING FINALISTS

PPK & MORRAMA - MAYA REFILLABLE LIPSTICK PACKAGING



A refillable lipstick case made of aluminum, with the refill made from a material composed of bamboo pulp and bagasse resembling paper. Combining luxury with sustainability, its casing offers a velvety, smooth texture and an ergonomic shape that comfortably fits in the hand. Ingeniously designed, the refill smoothly slides into the case with a simple twist. Each lipstick case can be personalized.

Booth D24

OVERPRINT - LA SURIMPRESSION ÉCOLOGIQUE



A patented overprinting technique designed to correct errors on already printed and/or filled packaging materials, allowing them to be reintroduced into the supply chain and packaging facilities. This process effectively prevents the loss of millions of packages.

Booth M34

CTKCLIP - REFILLABLE PACT



A compact packaging solution for pressed powders or balm formulas, constructed from four PET components. It includes an innovative patented mechanism that tilts the lid back 180 degrees, to activate a movable block linked to the hinge, making the refillable pan easy to eject and replace. Its mono-material, minimalist design ensures ease of reloading and is suitable for users of all ages and genders.

Booth C12



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PACKAGING FINALISTS



HCP Packaging - TWIST TOTTLE 30ML

Compact and compressible, this bottle enables one-handed dispensing and application of liquid cosmetics and skin care products. It can be made from PCR or other materials to achieve the level of flexibility appropriate to the formula's viscosity. The two-part cap can be reused on a refill bottle. Simple and contemporary, it is adaptable to all brands and market levels.

Booth L42



COSMEI SRL - STYLETTO

Slim, ultra-thin, lightweight lipstick case. Designed with an ingenious cap that nestles into the body for easy application. Secure, it opens and closes elegantly and offers a sensory experience. It is made of two waterproof materials, PETG and aluminum.

Booth L41



FR&PARTNERS SA - UNLIMITED PALETTE

A case that revitalizes the design of makeup sets with a playful element, encouraging creativity and imagination through diverse combinations of colors, shapes, and textures. Constructed from FSC-certified paper, its design is inspired by the Tangram logic game, making it an appealing, communicative, and modular tool. This case accommodates a complete makeup set on a single support while offering the flexibility of use with individual and independent palettes tailored to different application areas.

Booth L34



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PACKAGING FINALISTS

AXILONE - YSL ROUGE PUR Couture Slim Velvet - Chinese Valentine's Day edition



A limited edition lipstick featuring a base, cap, and an aluminum shell, adorned with a superb decoration inspired by the iconic YSL zebra pattern—a real five-step challenge. The process includes clean anodization to prepare the aluminum for decoration, white luminescent lacquering that turns green at night, black screen printing to create the pattern, and a final clear protective varnish. Its slim design with a square bullet enables precise and controlled application.

Booth L28

IT AWARD PACKAGING



PPK & MORRAMA **MAYA REFILLABLE LIPSTICK PACKAGING**



A refillable lipstick case made of aluminum, with the refill made from a material composed of bamboo pulp and bagasse resembling paper. Combining luxury with sustainability, its casing offers a velvety, smooth texture and an ergonomic shape that comfortably fits in the hand. Ingeniously designed, the refill smoothly slides into the case with a simple twist. Each lipstick case can be personalized.

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A finalist in the Formulation category at the IT Awards MakeUp in Paris 2024, this product is the favorite of Aïmara Coupet, the event's Ambassador:

"A 'next-generation' foundation that aligns with key market trends: it's soft and lightweight on the skin, delivers a very natural finish, and incorporates skincare benefits."

AMBASSADOR'S FAVORITE



CHROMAVIS FAREVA

MOTIF Addictive Bare Foundation



A powder foundation tailored for those who typically shy away from traditional foundations. Upon application, its melting texture transforms into a flexible, creamy, and nourishing layer that offers a natural finish. It blurs imperfections while preserving the skin's natural look. This naturally-sourced formula is enriched with a complex of ceramides to diminish wrinkles and enhance skin elasticity.

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