



Accueil > Fragrance & cosmetics

From AI to conscious beauty: What to expect at MakeUp in Paris 2024?

DOLORES DAMADE

Published on 05/13/2024

Related topics :
Fragrance & cosmetics, MakeUp In Trade Shows, Trade shows



RELATED TOPICS

- MakeUp in Paris 2024 IT Awards: Sneak peek at the nominees for Accessories
- MakeUp in Los Angeles: Who took home the 2024 Beauty Tank awards?
- MakeUp in Los Angeles 2024 focuses on Science in Beauty



The 14th edition of MakeUp in Paris will take place on May 29-30, 2024 © MakeUp in Paris

Promising a dynamic exploration of the latest trends and innovations shaping the cosmetics industry, the 14th edition of MakeUp in Paris will highlight the synergy between science and beauty. Building on the success of its US counterparts, the Paris event is introducing new additions, including the Conscious Beauty Area and The Beauty Tank.

Taking place at Carrousel de Louvre on May 29-30, the [MakeUp in Paris](#) trade show is gearing up to welcome over 150 exhibitors for its 2024 edition. Around 40 of them are exhibiting for the first time including Cosmetics Atelier, HNB Corporation, kdc/one, Seram and Somater.

What's new on the agenda?

Aiming to replicate its success from Los Angeles to Paris, the organizers are launching the **Conscious Beauty Area** at MakeUp in Paris this year. This dedicated area will shine a light on suppliers in the fields of contract manufacturing, full service, packaging and accessories, organized around three main pillars: Natural and Renewable Raw Materials, Ecodesign, and Green Chemistry. "In a world increasingly focused on sustainability issues, the beauty industry is playing a growing role in promoting responsible practices. As an international showcase for cosmetics, the Conscious Beauty Area is nothing other than our response to this imperative, to showcase the actors of change", explained the event's Marketing & Communications Director Aurélie de Boisvilliers in a statement.



The Conscious Beauty Area at this year's edition of MakeUp In Los Angeles ©MakeUp In Los Angeles

[The Beauty Tank](#) will also feature for the first time in Paris. The competition is dedicated to supporting emerging beauty brands, from initial concepts to early launch. Divided into two segments comprising makeup and skincare, the 10 finalists—chosen by the events ambassador Aimara Coupet, Founder of BE+RADIANCE—will pitch their ideas to the Beauty Tank jury live during the show. The winning product in each of the two categories will be announced at the show's Beauty Agora.

From refillable beauty to the power of AI

Starting with an exclusive keynote by the founding members of The Value of Beauty consortium (IFF, Beiersdorf, Kiko Milano, Ancorotti Cosmetics, [Civaudan](#) and [L'Oréal](#)), the conference program will cover makeup "skinification", the transformative impact of science on beauty, and consumers' changing aspirations for beauty and well-being. Some key sessions include:

- Traceability and transparency: new technologies that reconcile supply chain & consumer facing (consumer engagement)** with Annie Begnaud (ab agency), Sophie Maisant (Bastille Parfums), Laurence Azoulay (GSI France) and Raphaël Bonnici (Avery Dennison)
- Refillable beauty 2.0 – How to attract consumers and guarantee the success of refills** with Eva Lagarde (RE-SOURCES), Nina Conforti (Laboratoires Expanscience), Laure-Anne Dumas (La Rosée) and Pierre Moatti (Pharmacie Carre Opéra)
- Exploring the transformative power of AI in beauty** moderated by Élodie Vicini (BEAUTYSTREAMS)
- Carbon footprint and sustainable beauty, what indicators to take into account?** with Charles-Emmanuel Gounod (Beautyworld Connexions), Matthieu Paillot (Kisaco), Sebba Alqetrani (MAC cosmetics) and Priscille Charton (Eclo Beauty)

IT Awards return

Back by popular demand, the IT Awards competition rewards the best cosmetic innovation in four categories: Formulation, Full service, Packaging and [Accessories](#). The expert jury selects the nominees for their innovative solutions, with this year's notable examples including products using eco-friendly materials, such as recycled plastic in mascaras and cellulose refills for lipsticks, novel ways of applying products such as sticks, grinder cleansers and jelly foundations, and products fusing skincare and makeup.

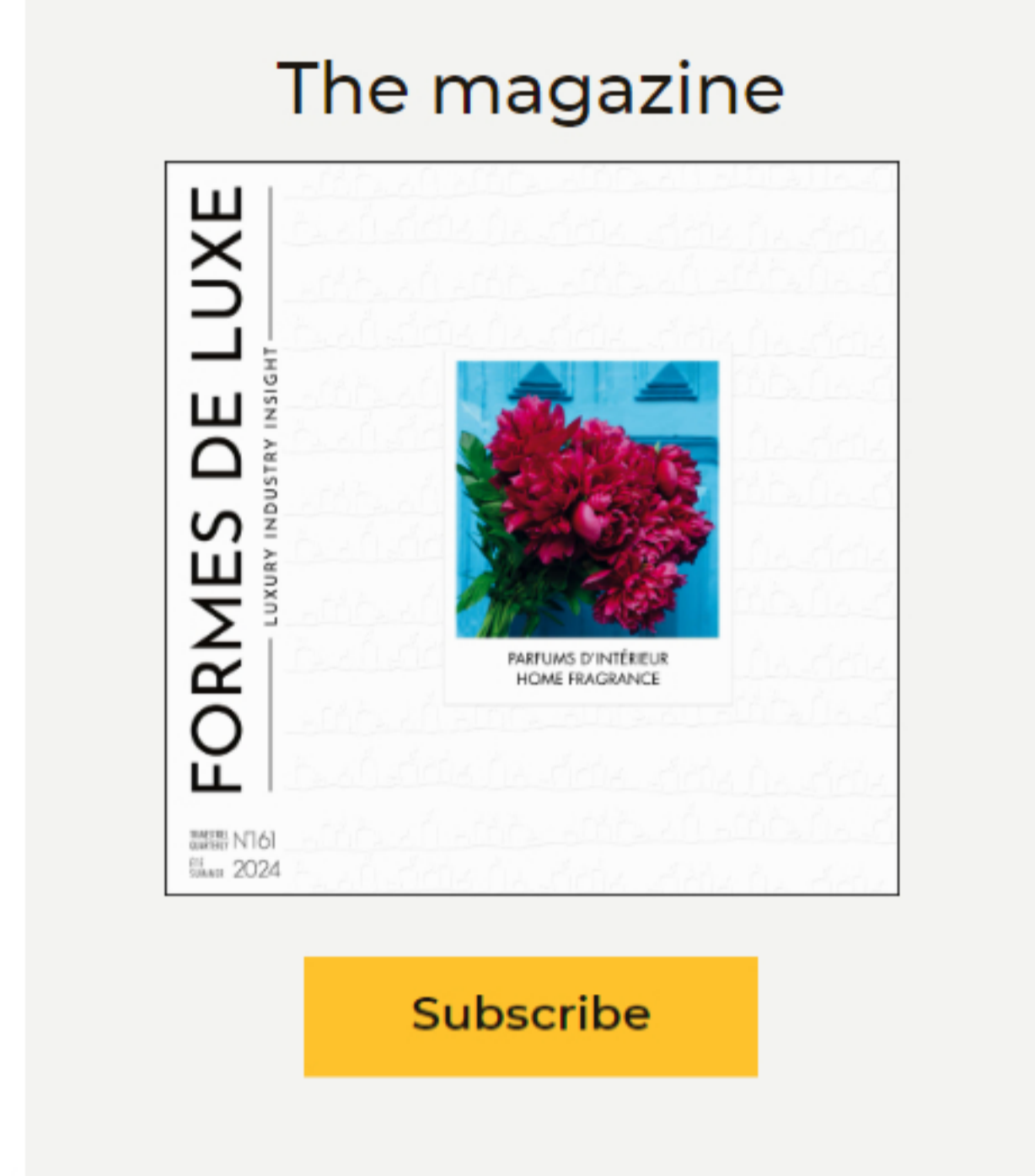
The four winners, one for each category, will be announced at the opening of the show on Wednesday, May 29th, at 10:30 a.m. during a dedicated IT Awards Ceremony.

In order to attend MakeUp in Paris, click [here](#) to get your badge.



Get the latest luxury packaging insight every week!

Email address [Sign up](#)



MOST READ

- Hennessy cognac packaging celebrates Year of the Rabbit with Yan Pei-Ming
- Chanel rethinks Sublimage La Crème as on-the-go, refillable object

EVENTS

Upcoming Trade Events
[Click here for the full list](#)

KEY FIGURES

6.7%

The global oral care market's forecast compound annual growth rate from 2024 to 2030 to reach an estimated \$58.9bn. The pace of growth is accelerating, with Asia Pacific dominating the segment with a share of 40.7% in 2023. This is attributed to the rising population and growing awareness regarding dental hygiene. Source: Grand View Research

Get the latest luxury packaging insight every week!

Email address [Sign up](#)

EDITOR'S PICKS



Aptar Beauty claims market first with Color Code PCR fragrance pump

Color Code PCR from Aptar Beauty is an all-plastic perfume pump made using post-consumer recycled resin—a first-to-market, according to the beauty packaging supplier. The company also recently unveiled NeoDropper, a dispenser designed for...

06/04/2024 | APTAR BEAUTY, Applicators, Dispensing



Bormioli Luigi bets on glass refills for skincare packaging with Reverre



How Bioweg's technology is replacing microplastics in cosmetics formulation



INTERVIEW

Albéa's François Tassart: "Increasing our agility in the highly volatile beauty market is key"

[More articles](#)

