COSMOPOLO
THE "POLO COSMESI" BEAUTY INDUSTRY MAGAZINE
PACKAGING MAKE-UP SKINCARE

MakeUp in Paris, the Beauty is ready to open its door

By **Redazione** - 15 May 2024

Bienvenue!
Welcome!
MakeUp in Paris
SKINCARE

The next edition of MakeUp in Paris is almost ready to open its doors... or rather, its boxes, tubes and other bottles! This 2024 edition – to be held from 29th to 30th May in the intimate setting of the Carrousel du Louvre – will be based on the ingredients that have made it such a success for the past 14 years. But that's not all!

A market that generates 30.4 billion euros in sales, and a country – France – that is the undisputed world leader in the sector... MakeUp in Paris aims to reflect this vitality by offering its community of visitors and exhibitors, from May 29 to 30, a new immersive experience rich in trends and innovations. A preview of the latest advances in make-up and skincare, so you can stay ahead of the game in a constantly evolving world!

The 2024 edition of MakeUp in Paris will be placed under the theme of **Science and Beauty,** highlighting the crucial importance of this alliance in satisfying consumer needs and in the sustainable evolution of the beauty industry. The event promises a **total immersion in innovation in skincare and make-up,** where visitors can explore this theme through the novelties presented by exhibitors and the inspiring program of conferences, workshops and animations.

This year, MakeUp in Paris will welcome **The Value of Beauty Consortium,** founded by IFF, Beiersdorf, Kiko Milano, Ancorotti Cosmetics, Givaudan and L'Oréal, **for an exclusive Keynote.** This intervention will explore the alliance's ambitions regarding the impact of beauty and personal care on our economy, society and well-being, thus fulfilling The Value of Beauty's mission to raise awareness of the positive

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impact of the industry in Europe.

TikTok France takes part in the first-ever retail conference!

Eden Goethals, Beauty Lead at TikTok, will take part in the retail round table, alongside L'Armoire à Beauté, Jolimoi, GO Beauty and Blissim, to discuss the current challenges facing the retail sector, the strategy to adopt in an ever-changing market, the crucial role of traditional retail in a brand's visibility, credibility and success, and the impact of social networks on sales strategy.

An abundant palette of innovations and expertise from our 150 exhibitors!

Whipped gels, encapsulated translucent powders, liquid blush sprays, nourishing care balms and butters, liquid lipsticks, long-lasting gel eyeliners, eyeshadow palettes with infinite combinations.... ceramic applicators, PCR-PP packaging materials, refillable aluminum lipstick cases, compact and refillable packs, squeezable bottles and customizable make-up palettes... just some of the thousands of products presented this year by our 150 exhibitors at MakeUp in Paris.

Among the suppliers, emblematic and unavoidable names, loyal to MakeUp in Paris since the 1st edition, such as B. KOLORMAKEUP, GEKA GMBH, MS BEAUTILAB, ANCOROTTI COSMETICS, LIVCER, ANJAC, FIABILA, FABER CASTELL, EISEN SALES GMBH, ART COSMETICS, CHROMAVIS, HCT, IL COSMETICS, SCHWAN COSMETICS INTERNATIONAL, MPLUS COSMETICS SRL, BRIVAPLAST, LUMSON, LIBO COSMETICS, as well as the return of suppliers such as CTK, KDC ONE and COSMAX.

The essential meeting place for tomorrow's beauty trends!

Over 90% of visitors ask to discover market trends and prospects. In response to this growing enthusiasm, the organizers have renewed and enriched the **MakeUp in Paris trends area,** unique on the market, by welcoming three newcomers for this edition: **Spate, Nielsen IQ and Labelchic.** Their presence will enrich the insights and perspectives offered by international agencies such as **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 make-up, emerging consumer trends, the transformative impact of science on beauty, the evolution of online beauty, eco-responsibility in cosmetics creation, and consumers' changing aspirations for beauty and well-being.**

The IT Awards, always at the forefront of innovation

For the 2024 edition of the MakeUp in Paris IT Awards, the jury of international experts conducted in-depth evaluations of the innovations submitted, revealing several growing trends in the beauty industry.

Their meticulous analyses revealed a diverse range of innovative products that are redefining the standards of skincare and make-up. Notable examples include the marked rise in the use of eco-friendly materials, such as recycled plastic in mascaras and cellulose refills for lipsticks, testifying to the growing commitment

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to sustainability within our industry. At the same time, the jury highlighted the rise of products focused on transforming uses, with proposals such as sticks, grinder cleansers and jelly foundations, illustrating exhibitors' boldness, creativity and

ability to innovate. Formulas will also be in the spotlight, with exceptionally technical products, particularly in the fusion of skincare and make-up, whether in terms of manufacturing techniques and processes, or in the formulas themselves.

The 2024 selection will reflect the vitality and dynamism of the cosmetics industry, offering a unique insight into future trends and the infinite possibilities open to brands in search of innovation.

The 4 winners in the categories: formulation, full service, packaging and accessories **will be announced at the opening of the show on Wednesday May 29 at 10:30 a.m. during the IT Awards Ceremony.**

FINALISTS
FINALISTS
FINALISTS

Quotes from the 2024 Jury:

Jean Louis Mathiez: *"Overall, many of the products are perfectly finished, in terms of decoration and packaging, with a real concern for materials, particularly full-contact recycled PP for the mascaras".*

"Very well thought-out handling and ergonomics on a lipstick with its all-cellulose refill".

Philippe Bonneyrat: *"The search for eco-friendly materials is becoming increasingly apparent".*

"We liked the lipstick with the all-cellulose refill, which is really eco-friendly. For once, it's not the mechanism that's the refill, it's just the cup and a cellulose cover, with an all-aluminum lipstick, very well designed."

Florence Bernardin: *"We're seeing more and more transformations in usage: we've seen sticks, cleanser grinders, application balms, MISTs, a lot of hybridization in application methods and formats, on products we're not used to seeing, like products usually poured that are presented differently like this jelly foundation".*

Charlotte Marion: *"Particularly interesting formulas this year, we really appreciated the performances of the finalists, and we were thrilled by many products that were difficult to choose between".*

Luisa Oliva: *"We tested some highly technical formulations. Lip products, powders and face emulsions that don't yet exist on the market: minimalist, fresh, water-based, long-lasting and caring. Extremely nourishing lip products. We have selected highly technical products".*

Aimara Coupet: *"I'm very impressed to see that there are so many candidates, it's just teeming! It illustrates the incredible dynamism of the industry and reflects the desire to show what is being worked on in manufacturers' laboratories. The level of technical sophistication in R&D is on the rise, particularly in the fusion of* *skincare and make-up. We're also seeing breakthroughs in manufacturing techniques, showing that innovation is also to be found in the manufacturing and industrialization processes, and not just in the laboratories."*

MakeUp in Paris
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The Conscious Beauty Area, MakeUp in's answer to the sustainability imperative

Following its success in Los Angeles, the organizers are delighted to announce the launch of the Conscious Beauty Area in Paris. This new initiative is part of MakeUp in's commitment to sustainability and ethics in the beauty industry.

This dedicated space will highlight suppliers in the fields of contract manufacturing, full service, packaging and accessories, who share this vision of a beauty industry that goes beyond aesthetics.

"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 initiative, to showcase the actors of change", explains Aurélie de Boisvilliers.

While MakeUp in advocates beauty that inspires positive change, the Conscious Beauty Area aligns perfectly with the theme of "Science at the Service of Beauty", emphasizing informed choices and a collective contribution to a better world. This immersive experience will be articulated around three main product families – **Natural and Renewable Raw Materials, Ecodesign, and Green Chemistry** – featuring renowned exhibitors such as: **Keminova Italiana SB, GNG Group, Geka, Chromavis, Tair Jiuh, and Taiki.**

Le Musée À la Carte ®: When beauty exposes itself

The Musée À la Carte, partner of MakeUp in Paris, will be presenting a new exhibition, curated by Anne Camilli. As soon as they enter the show, visitors will plunge into a captivating exploration of beauty codes and rituals over two hundred years, from the 18th to the early 20th century. This period marks the evolution of French and European luxury craftsmanship into a global industry. Heritage objects and documents from private collections will illustrate this transition, highlighting the impact of European courts, industrial revolutions and the emergence of new influencers on the spread of beauty fashions and practices. The exhibition will also highlight the importance of sustainability and quality, offering a source of inspiration for the contemporary beauty industry.

The Beauty Tank Challenge comes to Paris!

After its dazzling success at American trade shows, the Beauty Tank is coming to MakeUp in Paris!

The Beauty Tank offers a unique platform for budding entrepreneurs and new brands with innovative ideas in make-up and skincare to present their unique concepts in pitch sessions inspired by the famous "Shark Tank".

10 finalists (5 skincare projects and 5 make-up projects) carefully selected by our Ambassador Aïmara Coupet will have the opportunity to present their projects

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live at the show before an expert Jury made up of : **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.

For the 2 finalists, the opportunity to forge partnerships and gain access to invaluable mentoring from industry leaders.

- **Beauty Tank: Skincare Focus Wednesday 29 at 12.30pm – Beauty Agora**
- **Beauty Tank: Makeup Focus Thursday 30 at 12:30 pm – Beauty Agora**

The Lab Atelier: the art of cosmetic formulation and the power of natural ingredients

The ephemeral laboratory **"The Lab Atelier",** hosted by our partner Luisa Oliva and her team, will offer visitors the chance to create their own cosmetics and experiment with different skincare and make-up formulas while discovering the unique properties of natural ingredients.

Visitors will have the opportunity to explore four distinct formulas:

- **ShadeMatch Naturel Highlighter –** Wednesday May 29, Morning
- **CloudSea Moisture Glow –** Wednesday May 29, Afternoon
- **Power Serum –** Thursday, May 30, Morning
- **VelvetGlaze Blush and Eyeshadow –** Thursday May 30, Afternoon

MakeUp in Paris is gearing up for its 14th edition, which promises to be a flamboyant celebration of beauty, before the explosion of creativity, innovation and surprises already in store for the 15th anniversary of the show where it all began!

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