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Preparing for MakeUp in Paris on May 29th

The show returns to the Carrousel du Louvre for two days of networking and discovering the latest trends in makeup and skincare.



Marie Redding, Senior Editor 04.25.24

[MakeUp in Paris](#) will welcome visitors at the Carrousel du Louvre on May 29-30, where an exciting lineup of programs and exhibitors aim to deliver an immersive experience into the forefront of skincare and makeup innovation. 

This year's show will highlight the integration of science and beauty—and the pivotal role beauty manufacturers play in meeting consumer needs and steering the beauty industry toward sustainable evolution.

“MakeUp in Paris will explore the future of skincare and makeup through a curated selection of exhibitors, captivating conferences, and unique animations,” says Aurélie de Boisvilliers, Marketing and Communications Director.

“The increasingly intertwined relationship between science and beauty unveils a dynamic landscape of innovation. As trends continue to evolve, driven by consumer engagement and technological advancements, the beauty industry positions itself at the forefront of innovation and sustainability efforts,” she says.

Conference Sessions Focus on Science

This year's conference program at MakeUp in Paris aims to embrace the science behind beauty with an inspiring schedule led by industry experts. Speakers will present insights on emerging trends from Asia, the impact of machine learning, AI, and the effects of cognitive computing on the beauty industry. A look at “the rise of French Pharmacy” and its international prominence is another highlight.

Discussions will also explore science's impact on beauty, formulation evolution, how to scientifically measure environmental impact, and the emergence of innovative beauty startups.

The Conscious Beauty Area Debuts

The Conscious Beauty Area is debuting at this year's MakeUp in Paris show after its successful launch at the Los Angeles edition in February. This immersive experience will feature three core product families – Natural and Renewable Raw Materials, Ecodesign, and Green Chemistry.

“In this dedicated space, suppliers in formulation, full service, packaging, and accessories will showcase their vision for a beauty industry that goes beyond aesthetics, as we advocate for beauty that inspires positive change,” says De Boisvilliers.

Walk through the area to explore “responsible beauty” solutions and the industry's commitment to sustainability, ethics, and social responsibility.

Meet 40 New Exhibitors This Year

Visitors will have the opportunity to network with 150 exhibitors at the show, up from 137 last year. The companies returning this year include [Axilone](#), [B.Kolor Makeup & Skincare](#), [Brivaplast Group](#), and [HCT by KDC One](#), Gotha Cosmetics, SP Labs, and many more.

Forty companies are exhibiting for the first time at MakeUp in Paris this year, including Allure Labs, Cosmax, Cosmotec, Green Brush, Herrco Cosmetics, HNB Corp., Seram, Symex GmbH & Co. and [UA Packaging](#).

The number of attendees keeps rising as well. MakeUp in Paris welcomed 3,150 visitors in 2021, followed by 3,580 in 2022—before rising to 4,579 in 2023.

The Beauty Tank Challenge Aims To Foster Entrepreneurship

Following the success of The Beauty Tank Challenge in the U.S., the competition will debut at MakeUp in Paris this year.

Guided by Show Ambassador and beauty entrepreneur, Aïmara Coupet, the Beauty Tank Challenge is dedicated to supporting beauty brands right from their inception and fostering entrepreneurship.

Ten finalists chosen from a diverse applicant pool will showcase their projects “Shark Tank” style, presenting before an exclusive committee and audience. A panel of industry experts will award the best concepts in skincare and makeup.

Stay tuned for our full report after the show.

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