

MAKEUP IN... PARIS

WHEN BEAUTY SHONE IN THE FRENCH CAPITAL



Held as usual in the Carrousel du Louvre, in the heart of the Ville Lumière, MakeUp in Paris this year really let beauty shine in the French capital! The two days – 29 and 30 May – were the occasion for the international beauty community to have a new immersive experience in trends and innovations.

A huge number of visitors, almost five thousand, came to MakeUp in Paris to explore the beauty world.

The theme of the 2024 edition was Science and Beauty, highlighting the crucial importance of this alliance in meeting the needs of consumers and in the sustainable evolution of the beauty industry. The event was a total immersion in innovation for skincare and make-up, where visitors could explore this topic through the new products presented by exhibitors and the very inspiring programme of talks, workshops and animations.

The Consortium of The Value of Beauty, founded by IFF, Beiersdorf, Kiko Milano, Ancorotti Cosmetics, Givaudan and L'Oréal, was once again present for an exclusive Keynote, which explored the ambitions of the alliance concerning the impact of beauty and personal care on the economy, society and wellbeing, thus meeting the mission of The Value of Beauty aiming to raise awareness on the positive impact of the industry in Europe.



Other prestigious experts who attracted crowds included Cristina Corduma of Magnifaik, Eden Goethals- TikTok and Laura Senacq-Blissim.

The hundreds of innovations on display at MakeUp in Paris included the revolutionary lipstick "Cheeky", a 100% personalizable, eco-responsible and refillable design, as well as soft and ultra-covering natural powders and clean, non-sticky skincare formulations that are luminous and minimalist.

The winners of the IT Awards captivated the audience, with the winners including a set of brushes with improved pick-up, a liquid blush in a spray, a paper make-up palette and a refillable aluminium lipstick case. The Beauty Tank winners revealed some exciting names for the future: Clara Nentille with Substance of Light and Fatima Ndiaye with Moss in the skincare category and Sarra Vencatachellum with The Island Cosmetics in the make-up category.



The 15th edition of MakeUp in Paris will be held on 18 and 19 June 2025: au revoir until then!