



20 | 21 October 2021

Carrousel du Louvre
Paris

The Glo. Cal BtoB event boosting
Beauty Innovation

Paris, 8 October 2021

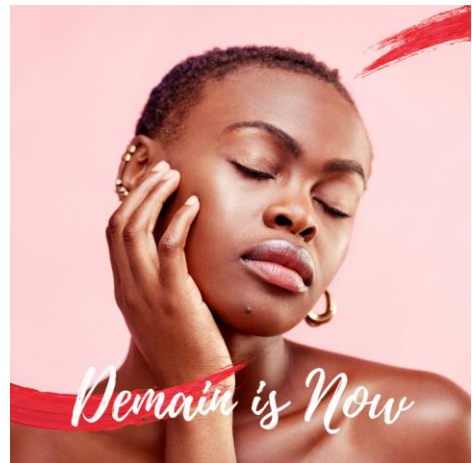
Tomorrow's trends and innovations are already bubbling up backstage!

MakeUp in Paris is back and we are so thrilled to gather the beauty community again in the mythical Carrousel du Louvre.

Spotlight on the next beauty trends!

Since 2020, consumers tend to change their purchasing behavior, their needs and their aspirations in terms of beauty. To this new reshaped market, **the 2021 edition of MakeUp in Paris will be more than ever focused on trends.**

Visitors will gain valuable insights into global beauty trends thanks to the animation « [Demain is now](#) », an **unprecedented gathering of the best international trends agencies** with the participation of: *Asia Cosme Lab, Beautystreams, Carlin, Cosmetics Inspiration&Creation, De bashmakoff Dynvibe, Fashion snoops, Lady in blue, Nelly Rodi, Peclers, WGSN, Weoutwow.*



We have invited the best experts to source new ideas and identify trends all around the world! *Florence Bernardin – Owner of Asia Cosme Lab, Laurence Bacilieri – CEO of Cosmetic Ressources, Sandrine Perraud - Global Executive Director at BEAUTYSTREAMS, Audrey ROULIN– Beauty Director at Nelly Rodi, Adélaïde Lohio – Founder of L'Observatoire de la beauté and many others will decipher the early signs of consumer behavior.*

More infos: [MakeUp in Paris | Conferences' program 2021 \(makeup-in-paris.com\)](https://makeup-in-paris.com)

More than 100 exhibitors, key players of the Skincare and Makeup industries!

In addition to the iconic categories of the show: **ingredients, formulation, packaging, full service and accessories**, a new **digital services offer** will be launched this year welcoming: *FEELIGREEN MEIYUME, and VISAGE TECHNOLOGIES*.

More than 25 new comers will also present their newest innovations and product lines: *ASQUAN, B&B COMPANY CO., LTD., BORMIOLI LUIGI, EUROTExTILE, EYTELIA, GNG PROMOTION, H & M GUTBERLET GMBH, HAASBEL SL, INESSENS, INTOPS CO., LTD, JASSEN GMBH, JOVI COSMETICS, LPI PACKAGING, NUWEN / SETALG, OLIVE PACKAGING, O-PAC SRL, OSEM-PACKAGING, QUIZ COSMETICS, SMP PACKAGING, TANKLUX SRL, THEPENIER PHARMA & COSMETICS, TRIENZU SL, VOYSEN, XL CONCEPT BV*

Full exhibitors list: [MakeUp in Paris | Participants, Exhibitors and Sponsors \(makeup-in-paris.com\)](https://makeup-in-paris.com)

Co-creation: key component of MakeUp in DNA



Among the novelties of this edition, a new animation highlighting « co-creation », key component of MakeUp in DNA.

With CosmeticsCoCreation, MakeUp in Paris offers 3 influencers to take up a challenge: **create with exhibitors attending the show a skincare or makeup collection in 2 days!**

This challenge will be organized and animated live on the show by the creative and brand intelligence teams of [Centdegrés](#) and [Firstgen](#).

Three influencers [@laralourencoff](#), [@inesnlx](#) and [@angeliemrc](#) are in the starting blocks, they will be coached and guided by [Aurélie Banco](#), cosmetics formulator and creator of the Co-Lab-Ora laboratory. Brand creation experts from the Centdegrés agency as well as communication and influence professionals from Firstgen will be at their side throughout the experience to give life to their project.

MakeUp in Paris invites visitors to vote for their favorite collection on the voting Ipads set up in 3 areas of the Carrousel du Louvre. The winner of the public votes will be on stage and will share her experience with the participants.

More info: [MakeUp in Paris | CosmeticsCoCreation \(makeup-in-paris.com\)](https://makeup-in-paris.com)

The latest innovations and product launches will be at MakeUp in Paris!

The IT PRODUCTS are a true institution on MakeUp in shows worldwide, and recognized as a reference for quality and product differentiation by beauty industry professionals

The 9 expert members of the jury tested all the new products submitted by our exhibitors, to evaluate their innovative aspects in terms of process, application, added value compared to existing products, and sustainable development.

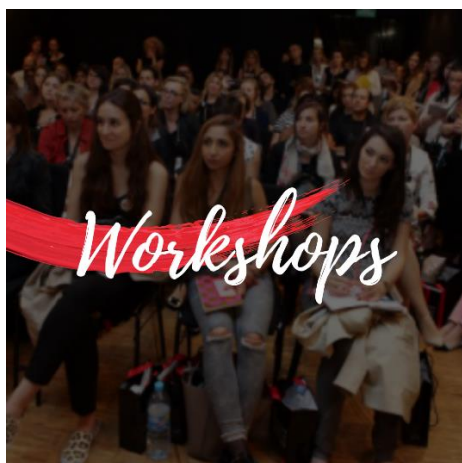


For the MakeUp in Paris 2021 innovation awards, out of the 98 new products, **22 were awarded IT PRODUCTS by our jury** within the following categories: accessories, ingredients, formulation, full service and packaging to discover at MakeUp in Paris.

Don't miss the conference, « *IT PRODUCTS MakeUp in Paris 2021: drivers and obstacles to innovation in make-up & skincare* »! Charlotte Marion, expert in beauty innovation, will decipher with other experts, members of the jury, all the novelties and will give you the keys to your next success.

More info: [MakeUp in Paris | IT Products 2021 \(makeup-in-paris.com\)](https://makeup-in-paris.com)

An exclusive Workshops program!



From ingredients to packaging, through trends, everything you need to know about what's new in the beauty world after "18 months of thinking", are to be discovered at MakeUp in Paris.

Intense Pearls for Vegan Cosmetics by KUNCAI, Spring-Summer 2022 color trends and inspirations by MERCK, Criteria for choosing packaging to develop a cosmetic/makeup product by COSMOGEN or even a cross-reflection on the end of sampling in France by Re-Resources.

Full workshops program: <https://makeup-in-paris.com/events/workshops/>

An intense, rich and exciting program with top quality conferences, workshops, animations and exhibitors, to discover innovations and product launches, network and understand the incoming

trends, co-create with the key players of the market and settle the cosmetics industry of tomorrow during 2 days of intense business.

MakeUp in Paris

20 & 21 October 2021 from 10 am to 6 pm

Carrousel du Louvre 99 rue de Rivoli 75001 Paris

Online registration: <https://makeupinparis.mybadgeonline.com/Enregistrement-en-US?trk=PRESS>

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