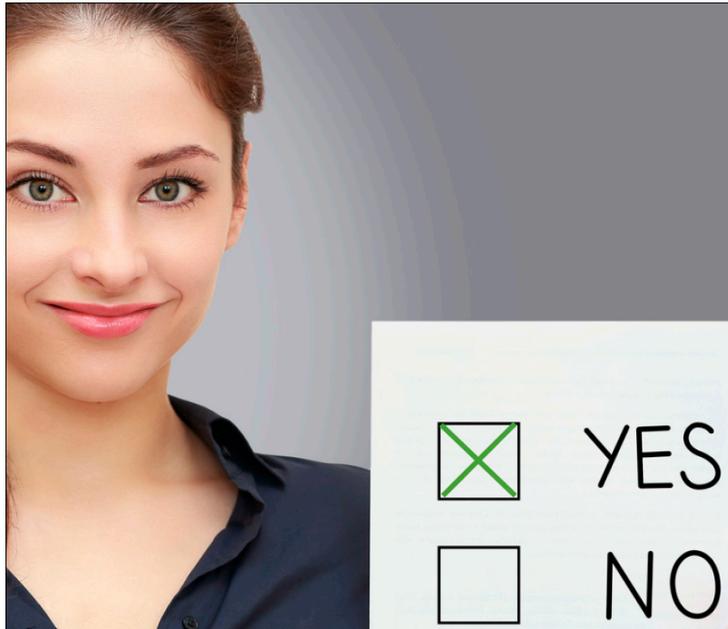




## MAKEUP IN NEWYORK, A UNANIMOUSLY PRAISED SUCCESS!

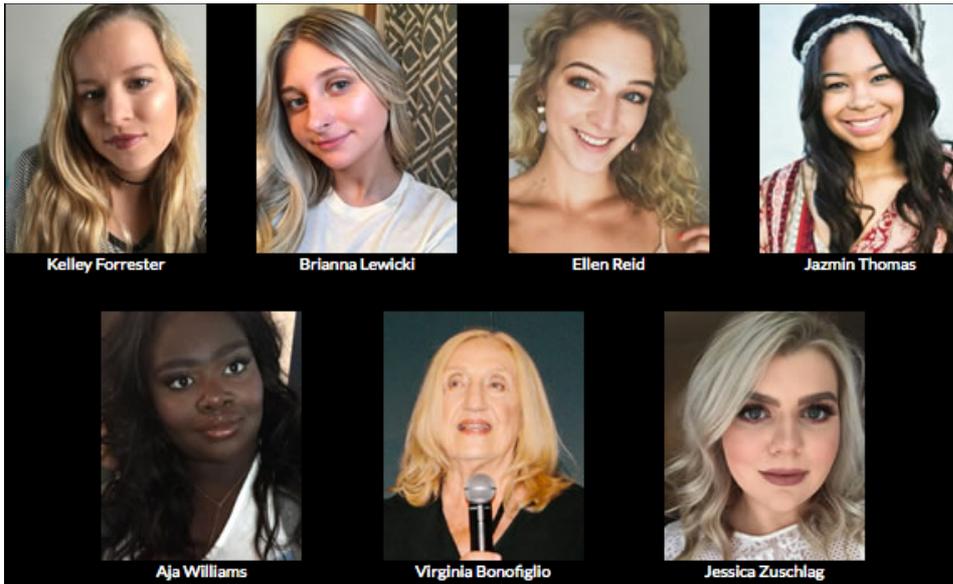


This seventh edition of MakeUp in NewYork was once again an opportunity to put in the spotlights the entire professional make-up sector. Both through the quality of this new exhibition center at the intersection of 5th Avenue and 37th Street, but also thanks to an exceptional level of quantity and quality visitors (more than 3,000!), and finally with conferences that attracted a large audience (more than 1,800 attendees!) during two days. As for the "Innovation Tree" and its 22 products presented on its branches, hundreds of visitors were able to appreciate at the show entrance, the level of research and development of an always dynamic sector. "Icing on the cake", this year, students from the Cosmetics and Fragrance Association within the prestigious Fashion Institute of Technology, – and we thank them –, were the ones who had the difficult task of singling out and award a prize to the three products they considered the most innovative.



*"MakeUp in NewYork 2017 was full of innovations. It was hard to choose which products were the most innovative, as every product I got to test excelled my expectations. Thanks to the MakeUp in NewYork team and to the exhibitors for a great experience."*

These comments from Jessica Zuschlag, President of the FIT's Cosmetics and Fragrance Marketing Association, summarize perfectly the level of excellence achieved by this new edition of the Innovation Tree competition in New York. Congrats to Roberts Cosmetics, Alkos Group and Weckerle Cosmetics. And Virginia Bonofiglio, Head of the Cosmetics and Fragrance program enthusiastically observed: *"The Cosmetics and Fragrance Marketing program at the Fashion Institute of Technology has had the pleasure of participating in MakeUp in NewYork for the past 4 years. Our students have gained both creatively and professionally from their experiences at the show. We look forward to participating again in future editions of the event. Thank you MakeUp in NewYork for your continued support of the students at the Fashion Institute of Technology"*



## What exhibitors thought!

### LUMSON

MakeUp in NewYork 2017 edition has been a great success for Lumson: distinguished visitors, an amazing venue, unique booth and promising business meetings have all contributed to surprisingly positive results. The show is fast becoming an event not to be missed for anyone in the MakeUp business.

### TRE EFFE

It was the first time for Tre Effe at MUNY! The location was great and we are very happy with new contacts made. We also feel that it gave us much needed exposure to key players in the industry. We will definitely be back next year!

### **NEENAH PAPER & PACKAGING**

I want to thank you for putting on such a lovely show.

### **BARALAN**

Yes, thank you! I went to several seminars and they were awesome. Thank you for putting on such a great show.

### **OMNICOS**

It was an exciting fair which gave us a lot of new contacts. Visitors seemed very impressed by our innovative products and we received a lot of enthusiasm from potential customers who in fact even suggested to others to pass by our stand to discover our products. Word of mouth is our best publicity! Very productive show once again and a lot of follow-up to do!

### **PENNELLI FARO**

Once again the excellent organization of an event that cannot be missed for the cosmetic industry on the East Coast.

The new location on 5th Avenue gave it an improved image as well.

Keep up the good work!

### **BEAUTY PACKAGING**

Congratulations on another success!

### **VERLA**

I would like to thank you for all your efforts, this was a very nice show. Please know that we plan on attending again next year and if it is at the same venue and the same set up we would like to request the same booth location. Thank you again and safe travels.

### **LIVCER**

We were delighted with the show: many interesting contacts, exciting projects in perspective.

The place was central and easy to access.

Congratulations for this 2017 edition!

### **NUCO**

Thank you very much for giving us the opportunity to exhibit at this year's edition of MakeUp in New York. The show was fantastic! The venue and organization were great, and the number of quality visitors was impressive, proving again that this is the best show in the US for companies like Nuco. Thank you again, and see you next year in New York!

### **CALYPSO**

The show was very productive the first day but much less on the second because of the Jewish New Year it seems. There were also some traffic problems due to the United Nation week.

### **TAIMENG**

Thank you so much for giving us the opportunity of participating in the 2017 edition of MakeUp in NewYork.

It was a truly wonderful show that allowed us to meet with lots of specialists and professionals from the cosmetics industry around the world.

We are really very happy about the organization, the numbers and the quality of our contacts. I met so many interesting people who will take our product to their line. Thank you.

### **PIBIPLAST**

MakeUp in NewYork is doing always better: the 2017 edition has been really successful!

Congratulations Beauteam, good job!

### **GEKA**

Thanks a lot for organizing another great edition of MakeUp in NewYork!

### **SUNCHINA**

Everything went well. But we were not happy with the way our booth was placed.

### **BRIVAPLAST**

MakeUp in NewYork has been a successful appointment for Brivaplast with numerous quality

visits. We've enjoyed the location as well as the conference given by Sarah Jindal. See you next year.

#### **SEACLIFF**

The show was focused with many existing clients visiting our booth. We always make good new and existing connections at the show and are excited for the upcoming Makeup in LA show as well. Thank you for a great show again this year.

#### **SCHWAN COSMETICS**

This year's MakeUp in NewYork has once again proven to be one of the most important trade shows in the beauty sector for Schwan Cosmetics. The perfect event to connect with our customers and partners in the industry."

#### **FABER**

Convenient location, great discussions, promising meetings with existing and new potential customers! This make up show was a success again. Thank you so much to the make up team for the great organization! We'll be back!

#### **EISEN**

MakeUp in NewYork once again offered great exposure to the best the beauty industry has to offer. Eisen will continue to be a part of the MakeUp experience and the great partnerships developed between manufacturers and brands. Thank you for another wonderful edition!

#### **WECKERLE**

Thank you for the great show! It was a big success with fruitful meetings in a good location. We appreciate all the kind support from your obliging team. Looking forward to the next show.

#### **CIBS**

On behalf of the Cosmetic Industry Buyers & Suppliers organization (CIBS), we are pleased to say we had a very successful year at Make Up In NY. Collaboration with the MUNY team was flawless, attendance was excellent and many of our members remarked about the innovation on display and in discussion during the conference program. Planning for 2018 participation is already underway!

#### **CEW**

This year's MakeUp In NewYork Show proved to be a great place for CEW to continue to build its presence by being able to discuss more about our organization with attendees and exhibitors. We were able to join new members in the beauty industry, while discovering & connecting with brands that were attending. Thank you Makeup In New York for providing a platform to the CEW to further expand its organization.

#### **PROCESS TECHNOLOGY**

"It's great to see MakeUp NY growing as fast as the industry. The fusion of innovation and talent on the show room floor was energizing. This show is truly a focal point and the perfect forum to stretch imaginations." -Steve Levine President & CEO Process Technologies & Packaging.

#### **ROBERTS**

MakeUp in NY continues to be the premiere location to find the latest and greatest in the beauty industry. We are honored to have been selected for 1st prize for our patented Spring Eyeliner system! We are so proud of this product and are anxious to see its impact on the industry. Engaging the FIT students as judges was an excellent way to get the millennial minds perspective on the new frontier of beauty! We appreciate that the MUNY team is focused not only on its exhibitors and visitors, but also supporting the future generation of the beauty industry.

#### **FIT**

Makeup in NY 2017 was full of innovation. It was hard to choose which products were the most innovative, as every product I got to test excelled my expectations. Thank you to the Makeup In NY team as well as the exhibitors for a great experience. The Cosmetics and Fragrance Marketing program at the Fashion Institute of Technology has had the pleasure of participating in Make-Up New York for the past 4 years. Our students have gained both creatively and professionally from their experiences at the show. We hope that we can continue to participate. Thank you Makeup in New York for your continued support of FIT's students.

#### **WWP**

"As first time exhibitors, World Wide Packaging was impressed with the quality of attendees. We felt the intimate setting of MakeUP in New York was a great environment for our Product Development and Sales Group to showcase full turnkey items", said Holly Benda, Marketing Director.

#### **HIGH BREW COFFEE**

It was an honor to be a part of MUNY! Beatrice and her team did amazing job! We were happy to fuel everyone with delicious ready to drink cold brew! It was amazing to see the genuine connections and networking going on. Any brand would be lucky to have to opportunity to be a part of MUNY and we're already looking forward to next year!

#### **ITIT COSMETICS**

MakeUp in New York was in a great location, we had good contacts and we hope we will see the results soon.

#### **COSMEI**

We are very satisfied with the MakeUp in New York exhibition this year in terms of stand position, location and organization/services offered during the show.

We also liked the two-day formula that allows us to concentrate the meetings and optimize the time.

#### **REGI**

Thanks for a very successful edition. The location was great and the organization was good.

We are always very excited to take part to the MUNY where the sizzling atmosphere is the perfect occasion to share our latest creations with our clients.

#### **R&D COLOR**

The show was great. We met many visitors from America and abroad. We appreciated the venue, the organization and location of our stand.

***MakeUp in NewYork  
September 2018***