

make UP *in* NewYork

MakeUp in NewYork: Those three conferences you don't want to miss!



As you are now well aware, MakeUp in NewYork opens its doors in just over a month from now at the Center415 from the 12th to the 13th of September 2018! As always, our show includes an amazing conference program, this time we are emphasizing on three of them that promises to be utterly interesting! You'll find here a bit of info about each of those three conferences!

Don't forget to pre-register to this amazing event!

Wednesday September 12th

09:45am - 10:30am "Beauty Trends 2019" By Mintel

Key Note speaker: **Sarah Jindal**, Senior Global Analyst, Innovation and Insights - Beauty and Personal Care at MINTEL

"The industry has seen some fascinating trends and faced some interesting challenges this year and has been influenced in a variety of different ways. The presentation will cover some of the big topics and stories that we've been talking about this year like influencers, Gen Z, Fast Beauty, and the naturals trend with an eye to how we plan for the future."

Wednesday September 12th

1:30pm - 2:00pm "Beauty News" By Harper's Bazaar

Conference on beauty trends by Jessica Matlin, Harper's Bazaar beauty editor. Jessica Matlin, an established voice in beauty, is the beauty director of Harper's Bazaar. She's also the co-founder of the award-winning, weekly podcast, Fat Mascara, where she interviews beauty industry stars and experts. Prior to Harper's Bazaar, Jessica covered beauty at Teen Vogue, Cosmopolitan, Allure and W. Outside of work, Jessica volunteers at City Critters, spaces out to a bit of Bravo, or scouts out New York's latest spa treatments.

Thursday September 13th

What's up in Skincare; new ingredients, new benefits, new claims?"

Touching on the hottest trends in ingredients for skin care, color cosmetics, and skin physiology, panelists who include leaders from NYSCC's Scientific Advisory Committee will discuss natural ingredients, use of polymers, as well as innovations combatting digital pollution...to name a few.

Round table moderated by Giorgio Dell'Acqua, Director - Dellacqua Consulting & Chair of the NYSCC Scientific Advisory Committee, with the participation of:

Noreza Papin, Area Manager - Laboratoire Expanscience

Hani Fares, Senior Director - Ashland, Inc.

Toussaint Jordan, Technical Marketing Lead - GATTEFOSSÉ