

make UP *in* NewYork

Behold MakeUp in NewYork 2018's IT Products!



Drum roll..... And the IT Products for MakeUp in NewYork 2018 aaaare..... YES you got it, here we'll be talking about the results of the jury's deliberation. This year, our jury composed of Charles-Emmanuel Gounod, Gérald Martines, Martial Touze, Jean-Louis Mathiez, Florence Bernardin, Luisa Olivia, Morgane Hilgers has selected 31 products out of 78 products presented to them!

A concentrate of trends and innovations, MakeUp in NewYork's Innovation Tree is waiting for you with colors, diaphanous, aerial textures all the more moisturizing and protective but also new gestures especially concerning fragrances, make-up removal, packaging, make-up palettes!

Congratulations to all the selected exhibitors for their innovativeness, you'll be able to find them at the Center415 on the Innovation Tree on the 12th and 13th of September 2018 in NewYork. Many thanks to all the exhibitors who participated in

the selection process, we do hope that next time you'll be selected for an incredible innovation!

All the participating exhibitors:

ALKOS GROUP, ANCOROTTI COSMETICS, ANTE COSMETICS, APR PACKAGING, ASQUAN GROUP, BEAUTY YAURIENT, COSMEI, COSON, FABER-CASTELL, GEKA, HYANG NAM BEAUTY, JEONG-HUN, LIVCER, MASCARA PLUS, NUCO, ORCHARD INTERNATIONAL, PIBIBLAST GROUP, POLYCHROMATIC, PHARMACOS, QUALIPAC AMERICA, RAPHAEL, ROBERTS BEAUTY, SCHWAN COSMETICS, SEACLIFF BEAUTY, STEP COSMETICI, STRAND COSMETICS EUROPE, TAIKI, TRE EFFE, WORLD WILD PACKAGING, WECKERLE COSMETICS, YONWOO - PKG GROUP

Many thanks to our Jury! Let us remind you of their experience:

Florence Bernardin: Founder of Information & Inspiration

Florence created and has been running for 14 years her agency Information & Inspiration specialised in benchmarking and tracking of cosmetics markets in Asia. Being an expert in Asian Cosmetics she and her team analyse all aspects of all the products from the most dynamic markets to determine trends, innovations, evolutions and other.

Charles-Emmanuel Gounod: Founder of the consulting firm Beautyworld Connections

Charles-Emmanuel Gounod, brings over 40 years of B to B global business experience in the Beauty & Cosmetics industry in multinational organization as well as family owned companies. His expertise is particularly strong in areas such as fragrance creation, make up design and cosmetic packaging development. Beautyworld Connexions' mission is to connect people & business throughout the world.

Morgane Hilgers: Make-up Artist and director of the Morgane Hilgers Academy

For the last 15 years, Morgane Hilgers applies her expertise at the service of prestigious make-up brands in France or abroad. Also free-lance make-up artist for ad campaigns and ambassador of the French Make-Up in Japan. Her career allows her today to offer high end formations in the academy she founded two years ago.

Gerald Martinez: Founder and CEO of the marketing and innovation consulting firm In.signes specialised in the beauty and luxury world

His expertise comes from 30 years of experience in various direction position: marketing, design, R&D, commerce and general direction in various international groups. He created in 2016 IN•SIGNES, a consulting agency dedicated to innovation to offer enterprises from the beauty world his rich experience.

Jean-Louis Mathiez: Founder of Cinqpats, Agency specialised in cosmetics packaging innovations

After having worked in the cosmetics field for twenty years alongside prestigious brands (Revlon, Bourjois, Chanel, L'Oréal), Jean-Louis Mathiez left the Coty Group

to create his own company in 2005: Cinqpats. He has been at the origin of many innovations since then, award winner of Cosmetic Valley's first Innovation contest in 2006.

Luisa Oliva: International Consultant and Formulation Designer

For over 20 years, Luisa, Doctor in Pharmacy, collaborates with companies to create make-up formulas. She also teaches in Master degrees and also in professional formations in cosmetics chemistry and about all the aspects of the development of cosmetics products. She also organises cosmetic trends technical analysis workshops.

Martial Touze: Teacher at the Ecole Supérieure Européenne de Packaging – ESEPAC

Martial Touze has been responsible for more than 30 years of the quality and packaging development of leading brands of cosmetics. Today, as an expert in packaging, he teaches at ESEPAC, a leader in packaging training in France.

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to discover next September 12th and 13th

on the MakeUp in NewYork Innovation Tree Products