

makeUPⁱⁿ NewYork

Top-notch speakers for you at MakeUp in NewYork

As always at the MakeUp in NewYork shows, an amazing conference program awaits you on the fringe of the show itself. With **18 conferences** held by **23 speakers**, all the “hot” subjects of the moment will be covered and explained to you in great details!



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

*Watch out : this is the final program which replace the previous one.
Please, pay attention to final timing, speaker and topics of the presentations.*

Wednesday, September 12th

MORNING

09:30am – 09:40am “Morning Sessions Welcome”
by **Benny Calderone**, CIBS President

09:45am - 10:30am “Beauty Trends 2019”

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

10:45am - 11:45am "Indie Brands Move the Needle"

Roundtable moderated by **Karen Young**, The Young Group, with the participation **Christine Campbell**, Head of Product Development at Free People, **Randa Fahmy**, Founder of Makeupamerica!, and other selected Indie Brands

12:00pm – 12:45pm "How J-Beauty recent staging highlights the identities of Asia"

Conference by **Florence Bernardin**, Founder & CEO of Information & Inspiration

AFTERNOON

1:30pm - 2:00pm "Beauty News" Conference on beauty trends

by **Jessica Matlin**, Harper's Bazaar beauty editor.

2:15pm - 3:00pm "Legacy Brands staying current!" Conference

by **Verane de Marffy**, Senior VP YSL Beauté

3:15pm - 4:00pm "What new in Full Service / Formulation?"

Round table moderated by **Karen Young**, The Young Group and **Charles-Emmanuel Gounod**, Beautyworld Connexions with Full Service or formulation suppliers such as: **Bonnie Beer**, Chief Innovation Officer for KDC/ONE Companies, **Florence Lefevre**, VP Group Sales, Marketing & Communication at Alkos Group and **Judy Zegarelli**, Founder/Creative Director at Cosmetic. Group USA

4:15pm - 5:00pm "FIT Fashion & Beauty program 30 years and Masters 15 years anniversaries"

Round table moderated by **Virginia Bonofiglio**, Associate Chairperson - Cosmetics and Fragrance Marketing at the Fashion Institute of Technology, assisted by **Charles-Emmanuel Gounod**, Beautyworld Connexions

Thursday, September 13th

MORNING

09:45am - 10:30am "What's up in the development of new products; an innovative proposal from Italy to speed up time to market"

Presentation by **Marica Sottile**, Marketing Manager of CMI Advanced and **Federico Mocchetti**, Key Executive of Nastritex Lab

10:45am - 11:30am "COLOR WAVE by BEAUTYSTREAMS: Anticipating Color Trends for North America"

Conference by **Michael Nolte**, Creative Director at Beautystreams

11:45 am – 12:30pm "Surviving and Thriving as an Indie Brand"

Alicia Yoon, founder of Peach & Lily will share her story on the highs and lows of being an indie brand in a fast moving, highly competitive market.

AFTERNOON

1:30pm - 2:15pm "Coloring the Zeitgeist – How Trends in Color Reflect the Culture"

Conference by **Laurie Pressman**, Vice-President Pantone Color Institute at Pantone

2:30pm - 3:15pm "What's up in Skincare; new ingredients, new benefits, new claims?"

Color cosmetics with skin care benefits: a general introduction by **Giorgio Dell'Acqua**, Director - Dellacqua Consulting & Chair of the NYSCC Scientific Advisory Committee followed by

- Enhanced performance and skin feel in makeup formulations with a novel wear-resistant, anti-pollution, film former" by **Hani Fares**, Senior Director – Ashland, Inc.
- When makeup takes care of your skin: natural ingredients with benefits in color cosmetics and

skin care” by **Noreza Papin**, Area Manager – Laboratoire Expanscience

- Beauty armor: using make up to pollution-proof skin” by **Toussaint Jordan**, Technical Marketing Leader – Gattefossé

3:30pm - 4:00pm “Millenials FavorITes Awards ”

Madison Donaldson, President of the FIT Cosmetic & Fragrances Marketing Association will present awards, attributed by FIT students, to 3 of the most innovative products taken from the 2018 MakeUp in NewYork’s Innovation Tree. Awards kindly designed and provided by World Wide Packaging

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