

make UP in NewYork

MakeUp in NewYork: Where Innovations **grow** on a Tree!



Wow! What an incredible hit list for this 8th edition of MakeUp in NewYork! So many new products and innovations in formulation, packaging, accessories and full service... enough to make the 2 days of the show full of surprises and new discoveries. For those who were there, you could not miss the impressive tree where the Awarded IT Products were displayed.



**Did you want to know more about the awarded products?
Did you miss the show or the (big) Tree at the entrance?**

Have no fear... we got you!
Here is the list of the 31 Awarded IT Products... only for your eyes...

8. **WORLD WIDE PACKAGING** with its LOC STACKABLE POTS
9. **YONWOO PKG GROUP** with its POWDER SPRAY
10. **YONWOO PKG GROUP** with its AMPOULE DROPPER

• **4 ACCESSORIES**

1. **ASQUAN GROUP** with its SKINCARE KABUKI BRUSH
2. **HYANG NAM BEAUTY** with its PETAL DUO-FIBER BRUSH
3. **LIVCER** with its LE TEINT TAMIS
4. **LIVCER** with its COSMETIC PRESS

Congratulations to the Millennial' favorITes!

The young generation has not been forgotten as students from the Fashion Institute of Technology of New-York were invited to test and evaluate the Awarded MakeUp IT Products. With so much enthusiasm and thoroughness, they singled out their 3 preferred ones.



And... the MakeUp in NewYork Millennial' FavorITes are:

1 - STEP COSMETICI– Solid Parfume Cream Soft Focus Pillow

2 - QUALIPAC AMERICA – Epure

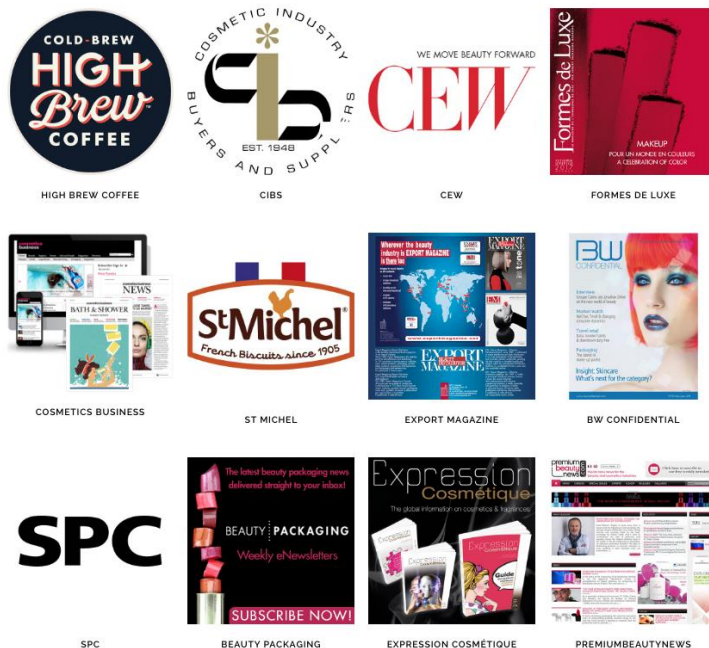
3 - QUALIPAC AMERICA – Click Lipstick

And a big special thank you to Worldwide Packaging for designing, producing and offering these gorgeous awards!



Many thanks also to the experts committee: **Florence Bernardin** - Founder of Information & Inspiration, **Charles-Emmanuel Gounod** - Founder of the consulting firm Beautyworld Connections, **Morgane Hilgers** - Make-up Artist and director of the Morgane Hilgers Academy, **Gerald Martines** - Founder and CEO of the marketing and innovation consulting firm In.signes specialised in the beauty and luxury world, **Jean-Louis Mathiez** - Founder of Cinqpat, Agency specialised in cosmetics packaging innovations, **Luisa Oliva** - International Consultant and Formulation Designer and **Martial Touze** - Teacher at the Ecole Supérieure Européenne de Packaging ESEPAC.

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A big surprise awaits you...

**NEW NEXT YEAR: MakeUp in NewYork will feature
Korea as a special country guest!**

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