

All the inspiration you need for your next makeup and skincare line here !



You are looking for new ideas, inspiration or innovations  
to launch your **dream** product?

We are **pretty** sure the MakeUp in NewYork Innovation Tree  
should be your next stop!

The Tree is featuring **key innovations** in terms of ingredients, textures and formulas. The innovations selected embody the **future market trends** and await you to bring colors and novelties to your customers.

But shh... this is just between you and us...

**Breaking  
news!**

The selection of the IT Products displayed on the MakeUp in NewYork Tree took place this week and **32% of the MakeUp in NewYork exhibitors** presented their creations.

In total, 73 new products, including 6 accessories, 26 formulations, 24 full service and 17 packaging, were methodically tested and evaluated by members of the Innovation Tree Products Expert Committee. The acknowledged international experts signed out the most creative ones after a 5-hour debating session.

All the applicant innovations confirm the new orientations of make-up towards **well-being**, **self-care** routines, **sustainability** and **safe environment** with creamy textures, formulas enriched with beneficial essential oils, as well as the use of natural or bio-sourced ingredients.

**Upcycling design** is also at the very heart of manufacturers concerns as most of the evaluated containers are made of recycled materials.

Let's all acknowledge and and applaud the exhibitors that have participated to the Innovation Tree Awards as their dynamism and commitment are the driving force of the industry!

**Thank  
you**

**A**LKOS, ANCOROTTI, ANTE COSMETICS, APR PACKAGING, ASQUAN GROUP,

**B**. KOLORMAKEUP & SKINCARE, BEAUTY YAURIENT, BEAUTYCROMIA, BYJIN,

**C**ONFALIONERI MATITE, COSMEI, COSMETICS INDUSTRIES, COSMETION, COSMOPAK USA, CSR COSMETICS SOLUTIONS,

**G**EKA, **H**NB CORPORATION,

**I**NTERNATIONAL LABORATORIES CORP, INTERCOSMETIC ASIA PACIFIC, ITIT COSMETICS,

**J**•COP, **L**IVCER, **M**PLUSCOSMETICS, **N**UCO, **P**HARMACOS,

**R**&D COLOR, ROBERTS BEAUTY,

**S**CHWAN COSMETICS, S&J INTERNATIONAL, STRAND COSMETICS EUROPE, STYLE BEAUTY GROUP,

**T** HAI HO GROUP, TRE EFFE COSMETICS,

**W** ECKERLE COSMETICS USA, WORLD WIDE PACKAGING

**The selected IT Products for this edition will be revealed during the show the 11 & 12 of September, at the Center415 in Manhattan.**



**A huge thank you to the experts, members of IT Products Expert Committee :**

- Charles-Emmanuel Gounod, Founder of Beautyworld Connexions
- Clarissa Scalisi, Strategic consultant in Beauty & Wellness for Peclers Paris
- Dany Sanz, Makeup Artist and Founder of MakeUp for Ever
- Florence Bernardin, Founder of Information & Inspiration
- Jean-Louis Mathiez, President of Cinqpats

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## Podcast episode

**Discover the podcast BEAUTY IS YOUR BUSINESS  
Starring for this episode Laura Schubert of Fur - The Hair Down There**

How do you start a brand in category that never existed before? Harvard and Columbia educated consulting whiz turned entrepreneur Laura Schubert, CEO of Fur (the first pubic hair and skincare line), did just that -- identifying a hole in the beauty market for care of the hair down there, powering through the obstacles with the mantra "every 'no' is a 'not yet.'" Laura joins April Franzino and Abby Wallach in the MouthMedia Network studio.

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## Hot news

### The 3 hot news selected by the MakeUp in Team\*:

L'Oréal Paris to launch colour line with Karl Lagerfeld

Alorée, a new super fresh green skincare brand, perfect with the heat wave!

Youtube is launching into augmented reality make-up!

*\* let us know which one is yours....*