

Unfolding The Future of Color Cosmetics at MakeUp in NewYork



Get your invitation

What are the big shifts tracked within makeup over the next 2-5 years?

Glowing skin will continue to be at the center of consumer needs with lighter and water-based textures. Subtle makeup trends allow for the eyes to take centerstage-driving innovation in the category.

Creativity will embrace virtual influencers changing the way brands reach new groups of consumers. Eco-friendly and clean brands will have an edge on the competition as consumers demand products that help them reduce waste and put the planet before profit.

Be the first to apprehend these shifts, get ahold of the keys to master them and get your brand to the top at MakeUp in NewYork, the 11&12 September at the Center415 in Manhattan.



“The Future of Color Cosmetics”



Thursday September 12th, 2019
9:45am - 10:30am

Conference by **Sarah Jindal**,
Senior Global Analyst,
Beauty and Personal Care at **MINTEL**

Podcast episode

Discover the podcast **BEAUTY IS YOUR BUSINESS**
Celebrity Hairstylist, Entrepreneur, and Pioneer Frederic Fekkai



Haircare industry icon, pioneer, and founder and cofounder of two brands celebrity hairstylist and Entrepreneur Frederic Fekkai talks with Abby Wallach and Karen Moon about taking care of yourself, how beauty is a way of life, creating a unique VIP customer experience, the concept of clean and slow beauty, and why he sold and then bought back his namesake brand.

Hot news

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

Pat McGrath launches new foundation

Discover the bio-designed skincare line from Elequra

By Terry's intelligent powder is one the hottest beauty launches of the week

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