

## Digital and Beauty connected : get your brand up and running !



Get your invitation

**Can we live without digital media? Can a brand launch makeup and skincare products without a strong digital strategy? Get more insight about how Digital and Beauty are connected at MakeUp in NewYork conferences.**

Consumers are using digital media to research, discover, and discuss products more than ever. During this session you will discover how to use technology to clarify your brand value and point of difference, to connect consumers to the product that is right for their needs, and to educate consumers on needs, tips, and techniques.

### *Why attend?*

- Understand better your consumers' **digital uses**
- **Reach your targets** through their favorite media and stay on top of mind
- Stay up to date on the **upcoming opportunities** and boost your business



“Digital  
and  
Beauty  
connected”



Thursday September 12th, 2019  
10:45am - 11:30am

Conference by **Sheri L Koetting**,  
Founder, Brand Strategist, and Creative Director  
of the NYC-based design firm **MSLK**

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## 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.

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# Hot news

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

Pat McGrath Labs launches new foundation

Discover the bio-designed skincare line from Elequra

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

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