

How Societal & Lifestyle Trends are Shaping the Beauty Industry of Tomorrow

A conference by Laura Ziv, Executive Editor, BEAUTYSTREAMS



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Which product categories will brands need to focus on? Which ingredients, textures and claims will resonate with consumers? How will sustainability and innovation influence color trends? **Discover the identities of emerging consumer tribes as we illustrate the ways in which they will create new product needs and demands.**

BEAUTYSTREAMS will open the conference series at MakeUp in New York 2019 by setting the tone for the following sessions. The Global Beauty Industry Reference, trusted by hundreds of beauty companies and corporations worldwide, explores the key lifestyle trends that will shape the evolution of the beauty industry over the coming years.

Wednesday September 11th, 2019 - 9:45am – 10:30am
"Societal & Lifestyle Trends Shaping the Beauty Industry of Tomorrow"
by **Laura Ziv**, Executive Editor, BEAUTYSTREAMS

Color Wave 2020

As cosmetics manufacturers require early color information so they have time to develop and produce products, the Color Wave project announces one year in advance the hue forecasted to be key for beauty. This gives exhibitors and visitors privileged access to future trends in order to anticipate consumer needs.

The color identified is a result of in-depth study and analysis by our team of global color experts, based on information gathered from a variety of sources ranging from beauty, fashion, art, social media, design, sociology, and consumer lifestyle movements.

This year the hue emerges from the rich chromatic splendor of nature, heralding the turn of a new decade. The color and its applications to your products will be presented at the show as the unveiling of the **Color Wave 2020** continues the unique global collaboration between BEAUTYSTREAMS x MakeUp In shows worldwide.

For general information about this initiative contact:

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Podcast episode

Discover the podcast **BEAUTY IS YOUR BUSINESS**
Julie Mathers of Flora and Fauna – Green, Kind, and Selling Life



Eco-friendly and vegan products from Australia...
Here's a classic episode of "Beauty Is Your Business" - Julie Mathers, Founder and CEO of Flora and Fauna, Australia's largest cruelty free & vegan shop with exclusive eco friendly products, joins Pavan Bahl, Marc Raco, and guest host and Kelly Stickel (CEO of Remodista) at Shoptalk Europe in Copenhagen.

Mathers reveals how her company offers all natural and vegan products, from skin care to fashion, and how essentially they "sell life", Flora and Fauna's 3.5k SKUs with many brands, and its private label brand Green and Kind

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 intellignet powder is one the hottest beauty launches of the week](#)

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