

Expertainment: you have questions, we have answers!

Expertainment

TRENDS, KEY SUBJECTS & MARKET OPPORTUNITIES

Get your invitation

Innovations, trends, brands stories, market news... are some of the big highlights of the amazing MakeUp in NewYork conference program. You will find at the show all the info you need to launch your line, improve your products, better reach you consumers and build your marketing strategy !

Here is a little preview of the 1st day...

**September
11th, 2019**

#neverforget 9/11

9:45am – 10:30am

"Societal & Lifestyle Trends Shaping the Beauty Industry of Tomorrow"

Conference by Laura Ziv, Executive Editor, BEAUTYSTREAMS

10:45am – 11:30am

"How to Win in an Evolving Color Cosmetics Market"

Conference by Kayla Villena, Senior Research Analyst - Beauty & Fashion, EUROMONITOR INTERNATIONAL

11:45am – 12:30pm

"Indie Brands Surprise, Delight and Push Boundaries"

Keynote and round table moderated by Karen Young, THE YOUNG GROUP with the participation of: Kate McLeod, Founder and CEO, THE BODY STONES / Sabrina Noorani, Founder and CEO, CLEAR FOR ME

12:45pm – 1:20pm

Focus on innovation “Unique & hygienic new beauty accessories as yet unseen in the market”

Presentation by Stéphane Thiollier, Managing Director, PYLOTE and Henri Tinchant, President, ASQUAN

1:30pm – 2:15pm

“Creating Your Brand’s Strategy and Product Development to Reach Gen Z & Millennial Markets”

Conference by Courtney McKenzie Newell, CEO, CROWNED MARKETING & COMMUNICATIONS

2:30pm – 4:00 pm

“The Clean Beauty Revealed” by NYSCC

- Introduction by Giorgio Dell’Acqua, Chair - NYSCC Scientific Committee
- Clean Beauty is Beauty Without Compromise: 360 Degrees Eco Socio-Designed Responsible by Noreza Papin, Vice President of Sales – EXPANSCIENCE, Cosmetic Active Ingredients Division
- Clean Without Compromise: Consumer Expectations vs. Reality by Toussaint Jordan, Senior Technical Marketing Leader – GATTEFOSSE USA
- The Science Behind Clean Beauty by Giorgio Dell’Acqua, Chair - NYSCC Scientific Committee – DELLACQUA CONSULTING
- The Intersection of Clean & K-beauty: Building a Modern Skincare Brand by Special Guest: Christine Chang, Co-Founder & Co-CEO – GLOW RECIPI
- Followed by a panel discussion and Q&A moderated by Giorgio Dell’Acqua, Chair - NYSCC Scientific Committee

4:15pm – 5:00pm

“Cannabis and Beyond....”

Conference by Emily Safian-Demers, Trends Analyst, JWT INNOVATION GROUP, WUNDERMAN THOMPSON GROUP

**More info
about the conferences**

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 Elegura](#)

[By Terry's intelligent powder is one the hottest beauty launches of the week](#)

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