

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 the program for the second day...

**September
12th 2019**

9:45am – 10:30am "The Future of Color Cosmetics"

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.

Conference by [Sarah Jindal](#), Senior Global Analyst, Beauty and Personal Care at MINTEL

10:45am – 11:30am “Digital and Beauty connected”

Consumers are using digital media to research, discover, and discuss products more than ever. During this session we will discuss 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.

Roundtable moderated by Sheri L Koetting, Founder, Brand Strategist, and Creative Director of the NYC-based design firm MSLK with the participation of key players in the Digital world such as:

- **Kelly Kovack, Founder and CEO, BEAUTY MATTER**
- **Laura Brinker, SVP Marketing, INFLUENSTER**
- **Amanda Zajac, VP of Beauty, STELLA RISING**

11:45am – 12:45pm “Innovations in makeup and skin care (packaging, formulas, accessories, full service)”

The innovations presented in the MakeUp Innovation Tree is a selection made by the beauty industry experts of the latest innovations developed by our exhibitors, in packaging, formulation, accessories and full service.

Keynote on innovation in makeup by Sandra Hutson, Director, Product Development, at SHISEIDO Global Makeup Center of Excellence.

Followed by a roundtable moderated by [Charles-Emmanuel Gounod](#), Beautyworld Connexions with the participation of [Leila Rochet-Podvin](#), Founder & CEO of COSMETICS INSPIRATION & CREATION who will confirm how these innovations fit into the current beauty trends and will highlight the most significant ones. Followed by the “Millennials FavorITes Awards” of MakeUp in NewYork which will be singled out by FIT students.

1:30pm – 2:15pm “Using Machine Intelligence to Spot the Next Big Beauty Trend”

Spate analyzes over 3 billion consumer data points to identify the top trends in beauty. This presentation will cover what's in and what's out in makeup, according to the consumer—and what the implications are for brands.

Conference by Olivier Zimmer, Co-founder of SPATE

2:30pm – 4:00pm Packaging sustainable development and circular economy in beauty

Keynote by [Harry Bennett](#), Adjunct Professor Packaging Engineering, RUTGERS followed by a roundtable with sustainable beauty packaging experts like:

Victor Bell, President and Founder, ENVIRONMENTAL PACKAGING INTERNATIONAL, Joe Licari, Executive Director, Package Development, SHISEIDO AMERICAS – BAREMINERALS & BUXOM and Ernel Simpson, Vice President, Global Research & Development at TERRACYCLE.

**More info
about the conferences**

Podcast episode

**Discover the podcast BEAUTY IS YOUR BUSINESS
Ira Green of Freedom Deodorant - A Path to Freedom and Opportunity**
<https://mmn.one/biyb-freedom>

When a single mother of three girls had three friends with breast cancer, she learned that their doctors stressed using natural products on the body. After being unable to find a natural deodorant that worked for her, she decided to invent one herself and started by mixing up formulas in her kitchen. She took her new product, which is human-tested to ensure effectiveness, and natural enough to be safe from spa door to spa door on the Las Vegas Strip until she found a buyer at the very last door she knocked on.

Now, Ira Kaganovsky - Green, Founder and CEO of Freedom Deodorant has created a company that's on a rocket trip, including a recent success on QVC. She joins Karen Moon and April Franzino on "Beauty Is Your Business" podcast to share how she's built this dynamo of a business; pushing past what could have been a business disaster; the realities and challenges of raising funds as a female entrepreneur; how she turns noes into yeses; and her mission to change the landscape for all women in business.

Hot news

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

[Millie Bobby Brown Is Launching Her Own Beauty Brand For Gen Z](https://www.elle.com/uk/beauty/make-up/a28757910/millie-bobby-brown-launching-beauty-brand/)
<https://www.elle.com/uk/beauty/make-up/a28757910/millie-bobby-brown-launching-beauty-brand/>

Deliveroo branches out into cosmetics with benefit deal

<https://www.globalcosmeticsnews.com/deliveroo-branches-out-into-cosmetics-with-benefit-deal/>

Selena Gomez Is is joining the celebrity beauty club.

<https://www.harpersbazaar.com/beauty/a28691718/selena-gomez-beauty-makeup-line/>

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