

Never seen before at MakeUp in NewYork!



Get your invitation

MakeUp in NewYork is next week!

With more product trends, colours, innovations, new products...
Many of which are created, designed and produced by the exhibitors!
Manufacturers and suppliers from all over the world have answered the call and are ready to
show you their latest innovations and best sellers.

You will find everything you need in packaging, full-service, ingredients, formulation, design
and accessories at **Center415 the 11 & 12 September**, at the heart of Manhattan, with +110
suppliers and their new products.

**And while waiting for the amazing 9th edition of MakeUp in NewYork, here is a little
preview of the show with the exhibitors that joined the MakeUp in NewYork adventure this
year!**



**More info
about the exhibitors**

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/>

Deliveroo branches out into cosmetics with benefit deal

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

Selena Gomez Is joining the celebrity beauty club.

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

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