

**Innovation, trends, market opportunities, success stories... all you need in this conference program!**



Get your invitation

Time just flies!... In a few days, MakeUp in NewYork will open its doors for its 9th edition. With the best speakers hosting enough conferences and round tables to get you all geared-up for the Beauty market !

**See you very soon at MakeUp in NewYork, September 11 & 12, at the Center415 in manhattan !**

**WEDNESDAY SEPTEMBER 11TH, 2019**

**9:45am – 10:30am “Societal & Lifestyle Trends Shaping the Beauty Industry of Tomorrow”**

BEAUTYSTREAMS will open the conference series at MakeUp in NewYork 2019 by setting the tone for the following sessions.

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  
Register [here](#) to receive EUROMONITOR INTERNATIONAL presentation after the conference.

### **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
- **Angelique Velez**, Founder and CEO, BREAKUPS TO MAKEUP

### **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 – 4:00pm “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 **Christine Chang**, Co-Founder & Co-CEO – GLOW RECIPE

Followed by a panel discussion and Q&A moderated by **Giorgio Dell’Acqua**, Chair – NYSCC Scientific Committee

### **4:15pm – 5:00pm “From joints to a lifestyle movement: the rise of the cannabis economy”**

Conference by **Emily Safian-Demers**, Trends Analyst at JWT Innovation Group, WUNDERMAN THOMPSON GROUP

## **THURSDAY SEPTEMBER 12TH, 2019**

### **9:45am – 10:30am “The Future of Color Cosmetics”**

Conference by **Sarah Jindal**, Senior Global Analyst, Beauty and Personal Care at MINTEL

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

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)”**

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

Round table 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”**

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: **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**

*MakeUp in New York partners*



## Podcast episode

**Discover the podcast BEAUTY IS YOUR BUSINESS  
Annie Jackson and Dawn Dobras of Credo - Leadership in Clean Beauty  
Retailing**

<https://mmn.one/biyb-credo>

What happens when two women who have played pivotal roles at in scaling disruptive industry leaders join forces to lead the way of the future for clean beauty retailing? You get Credo, and Dawn Dobras and Annie Jackson have brought that powerful momentum with them as they remain on the cutting edge—with an eye on innovation, customer experience, and the new face of the beauty consumer. Annie and Dawn join Karen Moon on "Beauty Is Your Business" podcast to share the story of Credo, including insights on achieving inspiring success and navigating through daunting challenges, and how 90% off the brands at Credo are owned or led by women.

## 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 is joining the celebrity beauty club.

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

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