

## Dreams really do come true in New York !



What an amazing edition we had this year, with you all the exhibitors and the tremendous amount of brands that have visited the show at the Center415 !

And with a first-day that broke the MakeUp in NewYork record in terms of guests who made the trip to discover your innovations, new products and lines, crowded aisles, plenty of business meetings, successful conferences... It was an intense 2 days of business and networking, full of smiles, handshakes and the exchange of cards.

**With an increase of participants compared to last year, it was the best show ever!**

**3812+**  
participants  
with **12%** of  
international  
guests



## Visitors profil

**50%**  
Product & Packaging Development

**10%**  
Reasearch and Development

/Brazil /Danemark  
/Canada /Italy  
/China /South Korea  
/Colombia /UK

## Growing visiting countries

## New visiting countries

/Argentina  
/Australia  
/Bahrein  
/Guatemala



## MakeUp in conferences : always at the top !

The success was huge as usual for conferences which gathered in two days and 13 sessions nearly **1340+ participants**.

Innovations, trends, brands stories, market news... were some of the big highlights of the amazing MakeUp in New York conference program. Presented by the best experts of the Beauty world, you could find at the show all the info needed to launch a new line, improve products, better reach consumers and build an efficient marketing strategy!

**Unanimously, exhibitors and visitors already signed up for next year's rendez-vous, this time at the Javits Center, in the magnificent and flodded with natural light River Pavillon !**

## MakeUp in New York partners

**BEAUTY** IS YOUR BUSINESS

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# Podcast episode

Discover the podcast **BEAUTY IS YOUR BUSINESS**  
**Sandra Maguarian and Manal Ghazzali of MakeUp-In - The Global Business of  
Beauty**

<http://mmn.one/biyb-makeup>

In many industries, including beauty, it's whom you know (or whom you know of), that can make the difference. MakeUp-In makes it clear that it is the only B-to-B makeup event, and is the beauty professional's chance to connect with suppliers, brands and trend-setters who come together in the heart of centers of beauty activity like Paris, New York, Seoul, Sao Paulo, Los Angeles & Shanghai. **Sandra Maguarian** (Co-Founder and Show Director) and **Manal Ghazzali** (Marketing, Press, and Communications) for MakeUp-In, join "Beauty Is Your Business" podcast host **Karen Moon** and me on-location at MakeUp-In NY to discuss why it exists, what trends it reveals, and what's next. **MouthMedia Network**

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## Hot news

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

Avon launches a NEW Skincare Collection : Distillery  
<https://www.instagram.com/p/B2KLY9mAWPd/>

Lancôme's brand new shop in Shenzhen Bay, China, opened on July 22nd.  
<https://www.instagram.com/p/B2hZXw7gOjS/>

Biotherm entrusted Cosmogen for its Life Plankton skincare line  
<https://www.instagram.com/p/B2lyPH8CxeI/>

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