



Dear MakeUp in Community,

We hope this message finds you and your loved ones safe and healthy.

After taking the time to evaluate the consequences of any decision that impacts our health and the dynamism of our industry, it is once again with a heavy heart that we are announcing that **the 10th edition of MakeUp in New York will not happen in September 2020, at the Javits Center and will be postponed to September 2021.**

The current sanitary crisis linked to Covid 19 in the US and in particular the absence of visibility on domestic and international travels as well as the timetable of re-openings of activities lead us to this decision.

We are incredibly grateful for your patience and the continual support that you poured in the show preparation.

Our mission has always been to be attentive to your needs, bring you solutions, strengthen links with your clients and create new opportunities for you.

We will continue our mission!

That is why we created last June, a digital platform BeauteaMatch, that will help you find the latest innovations from beauty suppliers and with quality content and digital tools to help you conduct your business and product launches without constraint.

Innovations, best-sellers, standard products of the makeup and skincare industry will be central to this new rendez-vous.

Thank you so much for your understanding. We are looking forward seeing you again in 2021 or starting now on [BeauteaMatch.com](https://www.beauteamatch.com)

Sandra Maguarian
MakeUp in shows Director

Our Next Stop:



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Los Angeles Convention Center