



**22|23 Sept. 2021**  
**Javits Center**

**The Glo.Cal BtoB Event**  
**Boosting Beauty Innovation**

**IT'S TIME TO RE-ENCHANT THE BEAUTY BUSINESS IN NEW YORK !**

MakeUp in NewYork is confirming its 2021 dates from 22nd to 23rd September at the River Pavilion (Javits Center).

You are a beauty brand, an expert, a consultant, a trend agency, a media and any other related professional in the beauty field, make sure to pre-register on line right now. The access badge is complimentary and will give you access to the 2 days event.

By visiting MakeUp in NewYork, you will find in-person, inspirations, innovations and meet your regular suppliers and new ones.

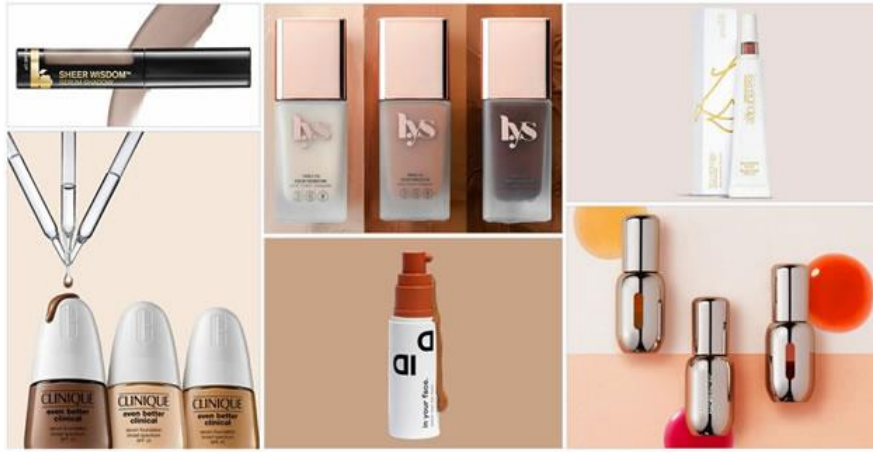
**See the partial list of exhibitors to date:**

A&H INTERNATIONAL COSMETICS <i>new</i>	ALLTA INTERNATIONAL INC	ANCOROTTI COSMETICS
APC PACKAGING	APR BEAUTY GROUP INC	ASQUAN
B.KOLORMAKEUP & SKINCARE S.P.A.	BEAUTYCROMIA SRL	BONNE CO, LTD <i>new</i>
BRIVAPLAST	BYJIN	C&C INTERNATIONAL CO., LTD
CHAO LING CHEMICAL IND CO., LTD	CHIANG PAO INDUSTRIAL CO., LTD	CHOEBE (DONGGUAN) PACKAGING CO., LTD <i>new</i>
COCO COSMETICS	COSMEI SRL	COSMETIC GROUP USA INC
COSMETIC SERVICE SRL	COSMOPAK USA LLC	COSWEL KOREA
CPI GROUP LLC <i>new</i>	CTK COSMETICS	DERIK INDUSTRIAL USA INC
DING YIH GLASS INDUSTRIAL CO., LTD	ENGLEWOOD LAB	FABER-CASTELL COSMETICS
FM BRUSH COMPANY <i>new</i>	FORSYTHE COSMETICS <i>new</i>	HEMAO COSMETICS (HUI ZHOU) CO LTD
HNB CORPORATION	IMEI DIVISION S.R.L.	INCA COSMETICI SRL <i>new</i>

INNOVATION LABS INC <i>new</i>	INTERCOSMETIC ASIA PACIFIC	INTERNATIONAL LABORATORIES CORP., LTD
ITIT COSMETICS	J.COP (JEONG-HUN CO., LTD)	KINDU PACKING PTE LTD
LIBO COSMETICS CO LTD	LUMSON	MANA PRODUCTS
MARKET LINK INTERNATIONAL CO LTD	MAX SAUER	MPLUS COSMETICS SRL
NINGBO JIELI COSMETICAL PACKAGE CO., LTD	NUCO E. I G. KOSYL SP JAWNA	NUWEN / SETALG <i>new</i>
NV INTERNATIONAL (ASIA) LIMITED	OMNICOS GROUP S.R.L.	O-PAC SRL <i>new</i>
PHARMA COS SRL	PIBIPLAST S.P.A	PONZINI SPA <i>new</i>
PRESTO PACKAGING SOLUTIONS	PUM-TECH KOREA CO LTD <i>new</i>	PURE BEAUTY LABS <i>new</i>
R&D COLOR SRL	REGI SRL	S&J INTERNATIONAL
SAI DEVI SRL <i>new</i>	SIMP	STB INTERNATIONAL
TAIKI USA INC	TECNOCOSMESI SPA	TIMESOURCE ENTERPRISE CO LTD
TONNIE COSMETICS CO., LTD	VERLA INTERNATIONAL LTD	WISTA INDUSTRIA E COMERCIO LTDA
WON YONG BEAUTY PRODUCTS CO LTD	WORMSER CORPORATION	YCY BIOCHEMISTRY TECHNOLOGY CO LTD <i>new</i>
	YUEN MYNG INDUSTRIAL CO., LTD <i>new</i>	

[CLICK HERE TO START YOUR REGISTRATION](#)

While waiting for our fabulous **MakeUp in New York tradeshow, 22 & 23 September**, let's focus on this reviving potion: Makeup Serum. Repairing, therapeutic or physiological, serums have a connotation of care elixir highly prized by consumers around the world.. "Skinification" has been a dominating trend across industries, as consumers seek out product options with added skincare benefits for superior skin support. Within makeup, this has resulted in a growing category of makeup serums, which incorporate a silky smooth serum texture and potent skincare benefits alongside color payoff and coverage. Blushes and cheek color have seen the most growth within this trend, with options like Colourpop's dewy gel Serum Blush or Lisa Eldridge's antioxidant-infused, cream-serum Enlivening Blush.



In addition to blush, foundation and concealer options have also seen a continued merging of skincare into cosmetics, speaking not only to the desire for multipurpose products, but also for a more dewy, natural, seamless skin finish. LYS Beauty's inclusive product range features a Serum Primer and Foundation duo for ultimate, hydrating coverage, while ILIA's natural Skin Serum Undereye Concealer helps to moisturize and brighten the delicate under eye area. Aside from base makeup, lip and eye options also join the serum trend, with intriguing innovations like Butter London's Sheer Wisdom Serum Shadow for eyes, or AMOREPACIFIC's tinted Lip Serum, which plumps and smooths lips along with a pigmented tint.

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# Join our Glo.cal & Exclusive shows in 2021



**MakeUp in Shanghai**  
2021, July 7 & 8  
Shanghai Exhibition Center



**MakeUp in Paris**  
2021, October 20 & 21  
Carrousel du Louvre



**MakeUp in New York**  
2021, September 22 & 23  
Javits Center



**MakeUp in Los Angeles**  
2021, December 9 & 10  
Los Angeles Convention Center



**Clean Beauty in London**  
2021, October 12 & 13  
The Brewery

## **PARTICIPATE IN THE FORMES DE LUXE AWARDS**

An unmissable event for luxury packaging professionals

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**22 & 23 September 2021**  
**Javits Center**



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