



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

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

### **2 months to go before MakeUp in NewYork !**

As a business facilitator, MakeUp in NewYork wants more than ever to help the East Coast beauty industry recover by organizing a local event specifically designed for that.

You are a beauty brand, an expert, a consultant, a trend agency, a media and any other related professional in the beauty field?

Take the opportunity to **meet again in person with the key players of the market** in a convivial and professional atmosphere!

**REGISTER NOW!**



#### **Explore new trends!**

Since 2020, consumers tend to change their purchasing behavior, beauty needs and aspirations. To answer to this new reshaped market, we are organizing **workshops, tour routes** and an **inspiration bar** around the following 4 major themes!

- **Radical Traceability** • **Eco-Celebration**
- **Healthification** • **Unleashing Freedom**

*(full program available soon)*

## An explosion of Innovation!

Yesterday, the MakeUp in New York experts committee met and tested more than **48** innovations in formulation, full service, accessories and packaging.

**Join us for MakeUp in New York, 22nd & 23rd September to discover the IT Products selection!**



**REGISTER NOW!**

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