



22|23 Sept. 2021
Javits Center

The Glo.Cal BtoB Event
Boosting Beauty Innovation

It's time to re-enchanted Make-up and Skincare business in NewYork!

MakeUp in NewYork will open its doors in on **22 and 23 September** and we're as keen as you to get back to **doing business in person**.

Come and seize every opportunity to discover innovations and product launches, network and understand the trends to come, during **2 days of intense business**.

REQUEST YOUR INVITATION

What to expect for this "back to business" edition?

Discover the best of beauty innovation

18 innovations awarded IT PRODUCTS will welcome our visitor's at the entrance of the show. Elected by international beauty experts.



These IT PRODUCTS are elected by international beauty experts after tested and evaluated more than 40 novelties presented by the leading beauty suppliers in the U.S., European and Asian markets. **Accessories, formulation, packaging and full service**, all the beauty sector are represented. These IT PRODUCTS represented the best answer of the beauty suppliers to the user's expectations: safety and traceability, health preservation along with sensoriality and freedom.

[Read more about the IT Products](#)

Take a deep dive into the market evolution

The beauty trends expert Leila Rochet-Podvin invites all visitors to an inspiration bar to share her vision and advice on the evolution of the market according to the following 4 trends: radical traceability, healthification, eco-celebration, unleashing freedom.

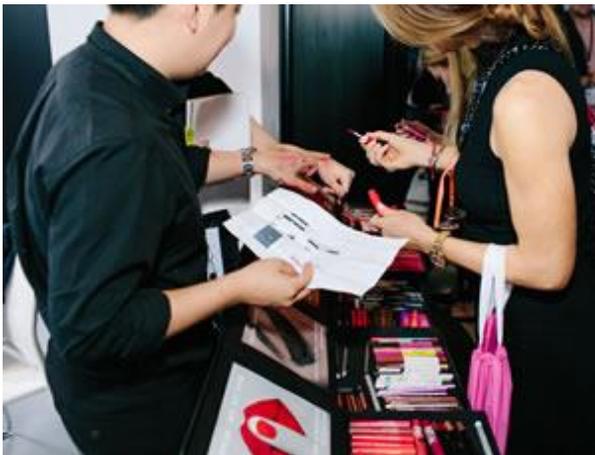
Founder of the trend and design agency Cosmetics Inspiration & Creation, Leila Rochet-Podvin Leila is immersed in global cultural influences, consumer lifestyle changes, innovations and their influence on beauty.



Source: Instagram @nailshawty nails art.

[Discover the Inspiration bar & Beauty Talks](#)

Be ready to be surprised!



Happy participants of the first trade show dedicated to beauty organized this year in New York, exhibitors are eager to unveil their new skincare and make-up products to beautify and protect the skin, complexion, lips, eyes, eyebrows...

[Exhibitors list](#)

We look forward to welcoming you on 22 & 23 September in Javits Center in New York.

[**REQUEST YOUR INVITATION**](#)

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