



22|23 Sept. 2021
Javits Center

The Glo.Cal BtoB Event
Boosting Beauty Innovation

Wondering what we'll find in the make-up cases next year?

The latest innovations and product launches will be at MakeUp in NewYork!

A few days before the opening, we couldn't resist the urge to give you a sneak **preview of some of the make-up innovations** that will be showcased by our exhibitors.

Key actors of #Skincare and #MakeUp (suppliers, brands and trend setters) will be gathered during 2 days to co-create and give life to new lines and products.

Will you be joining too?

REQUEST YOUR INVITATION

Avant première N°2: Make-up products



A standard lipstick with the makings of a luxury product?

It's not a promise, it's a reality to be discovered: a revolutionary lipstick formula with a petal-soft matte texture, high-impact color and a detailed design that showcases sophisticated design capabilities while maintaining the integrity of a standard lipstick cap.

A & H COSMETICS

Enjoy extremely detailed motifs combining super performing powder texture?

All models feature a surprising contrast between the base and the set; the textures are both clean, very natural, talc-free and wet &



dry. They blend into a punchy, very sparkly but smooth texture with an incredible performance.

REGI SRL



99% naturals' ingredients to beautify and care for your lashes

A multifunctional formula that combines an intense black finish to intensify the eyes and reinvigorate the lashes by making them denser, giving an immediate effect of volume and lengthening.

PHARMACOS

Water and colors for a super soft sensation

Water freshness and color intensity in a formula which easily glides on the lips and provides an incredible satin effect in a single swipe.

ITIT COSMETICS



A miniature pencil that gives an intense and precise line

Combining a sustainable and 100% natural texture with highest long-lasting properties, this hybrid eyeliner is presented in a PEFC certified sustainable wood pencil.

FABER-CASELL COSMETICS



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

[REQUEST YOUR INVITATION](#)

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MakeUp in NewYork
22 & 23 September 2021
Javits Center



Covid-19
SANITARY PROTOCOL



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AN EVENT BY
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