



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

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

## **Outline of our exhibitors' new products**

MakeUp in New York is THE place-to-be to co-create with key players of the Skincare and Makeup industries.

For a year and a half, our exhibitors have been actively working to inspire you and innovate!

Come and meet them in a convivial and business atmosphere, enjoy face-to-face meetings again and live a worry-free experience in complete safety on September 22nd and 23rd.

**In the meantime, discover a selection of the outstanding products displayed by our exhibitors!**

**GET MY INVITATION**



### **REGI SRL - BOOTH F27**

#### **Morphic Multi-Play Liner**

An ultra-gliding, pigment loaded, clean formula with insane payoff and 24h wear.

Featuring a 3mm tip with skip free precision to create impressive graphic looks, it also doubles as eyeshadow thanks to its smudge-friendly playtime.

## F17 BOOTH - MPLUS COSMETICS LTD

### (brow mask + brow's that (toly applicator & Lash

Have you ever dreamt to wake-up with fortified and healthier brow mask is the only solution & looking lashes and brows? Lash to promote the appearance of stronger, softer, more fortified and healthier lashes and brows. The formula contains different ingredients with nourishing and strengthening properties such as castor oil, shea butter and jojoba esters. Mimosa wax enhances the product adhesion on the lashes and brows and guarantees protective properties. Use it as a "mask" but on your lashes and brows to nourish and to repair. Wear it overnight and wash off in the morning to have a fascinating natural look! Vegan formula brow's that is a 2-in-1 full sized applicator designed for brows. The applicator has two sides; a soft wire brush for combing, as well as a .flocked sleeve for colouring and blending



## INCA - BOOTH A5

### Pear metal lips

W/ O emulsion that contains pigments and pearls in high percentage for an excellent payoff that doesn't dry the lips: the result is a makeup effect and super metallic. The full-bodied texture ensures an immediate payoff. Special texturizing agents in combination offer comfort and softness in application and a strong feeling of fusion during application. A real spout of color for lips WOW!!

## F23 BOOTH - LUMSON

### Make Care

Lumson introduces its Make Care offer: all the solutions that answer to the skinification trend. From glass bottles, jars, airless systems, to plastic tottles, tubes and flaconette, all combined with .dispensing systems and accessories



## BRIVAPLAST - BOOTH C7

### 1385 THIS IS MY SECOND LIFE!



This is our second life!" Brivaplast's solution to your sustainability questions. We have renewed our packages to showcase how Brivaplast provides a second life to materials that were once used and discarded. Our Green Product Line is comprised of retail and travel size packaging for mascara, eyebrow, eyeliner, concealer and liquid lip applications, that can be finished and decorated from a wide range of established techniques. Our handmade graphic decoration design is a way to express our need to feel close to the environment. Our newest addition to our Green Product Line is the 1385 sustainable package. The HDPE-PCR bottle is made from recycled food and beverage packaging. It is food contact safe and recyclable.

Create and develop your next product lines at MakeUp in NewYork, 22nd & 23rd September!

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Covid-19  
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[contact@makeup-in-newyork.com](mailto:contact@makeup-in-newyork.com)

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