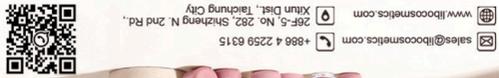


Connecting Contract Manufacturing, Packaging, and Innovation.



Fast & flexible response
Real-time support across all time zones
In-house R&D and manufacturing

MADE IN TAIWAN SAVE ON TARIFFS

March 4 - 5, 2026
Los Angeles Convention Center

THE POWER OF COLLABORATION

MakeUp in Los Angeles | LUXE PACK
The Premier Trade Show for Creative Packaging

YOUR NEXT STOPS...

MakeUp in Paris
SKINCARE & MAKEUP INSPIRATION

17 & 18 JUNE 2026
Carrousel du Louvre

MakeUp in New York
SKINCARE & MAKEUP INSPIRATION

16 & 17 SEPTEMBER 2026
Javits Center

MakeUp in Los Angeles
SKINCARE & MAKEUP INSPIRATION

FEBRUARY 2027
Los Angeles Convention Center

LUXE PACK

SHANGHAI
14-15 April, 2026

NEW YORK
6 - 7 May, 2026

PARIS
17-18 June, 2026

MONACO
28 -30 September, 2026

ANIMATIONS

MAKEUP IN LOSANGELES



IT AWARDS
Booth G22-H21

International prize awarded by a jury that rewards and promotes the best in cosmetic innovation.

DISCOVER

16 including 4
skincare, makeup and haircare products winners never displayed before

THE INSPIRATION CORNER
Booth K48

COSMETICS INSPIRATION & CREATION
forecasting & consulting in beauty innovation

Discover the future of beauty with the Trends Agency Cosmetics Inspiration & Creation's unique animation in partnership with MakeUp in Los Angeles.

- **Experience the Iconic Inspiration Bar:** A curated showcase of groundbreaking beauty innovations sourced from around the globe.
- **Explore 4 Key Beauty Trend Themes:** Gain insights into transformative trends redefining the beauty landscape.
- **Attend 2 Expert-Led Beauty Talks:** Led by Leila Rochet, Chief Inspiration Officer, these sessions will unite industry experts to uncover forward-thinking perspectives.

More info and book your seat at the bar:



Inspiration Bar Sessions:
March 4 & 5
- 11:00 am / 3:00 pm

Join the 2 Beauty Talks:
March 4 & 5 - 1:30 pm
(Beauty Talk Corner)



MakeUp in LA x Impacked Concierge Trend Tours Booth T4

Expert-led guided walks highlighting the most innovative packaging suppliers and trends on the show floor.

- **Sustainable Packaging – Innovation Meets Impact** Mar 4, 2-3pm
- **The Indie Brand Tour – Small Batch to Scale** Mar 5, 10-11am
- **Social Packaging – Standout Stock Innovation** Mar 5, 2-3pm

THE POWER OF COLLABORATION

Program as of February 4th

BEAUTY TALK CORNER

MAKEUP IN LOSANGELES

Wednesday, March 4th

9:30 am
Connections: CEW x MakeUp in Los Angeles Meetup **cew**

10:30 am
Croda Beauty - The Future of Touch: Emerging trends in body care

11:30 am
Beauty Tank - Skincare

12:30 pm
NellyRodi - Longevity Unlocked

1:30 pm
Beauty Talk by Cosmetics IC #1 - The Optimization Era: How Beauty is Evolving Towards Next Level of Efficiency

2:30 pm
Beauty Tank - Makeup

3:30 pm
Building the Future of Clean Color: Innovation, Clinical Validation & Speed-to-Market Success

4:10 pm
Beauty Career Lab LIVE

Thursday, March 5th

9:30 am
Financial Mistakes Beauty Founders Make

10:30
How Indie Beauty Brands Are Using AI to Guide Product and Pricing Decisions

11:30 am
Beauty Tank - Miscellaneous

12:30 pm
Indulgence Meets Holistic Health: The New Realm of Clean Beauty.

1:30 pm
Beauty Talk by Cosmetic IC #2 - Clean Beauty 2030: Redefining Growth, Purpose, and Performance

2:30 pm
Aesthetic Outcomes Are No Longer Delivered. They Are Distributed.

3:30 pm
From Idea to Iconic: How to Launch a Brush Line That Pops

The Beauty Tank in partnership with



Booth L38

Discover the next generation of beauty brands at The Beauty Tank, a live pitch competition spotlighting bold indie founders and breakthrough ideas. Watch emerging skincare, makeup, and beauty concepts take the stage as finalists pitch live to an expert jury and industry audience. Taking place in the Beauty Talk Corner.

Beauty Tank Schedule

- Wed, March 4 | 11:30 AM - Skincare
- Wed, March 4 | 2:30 PM - Makeup

CONFERENCE PROGRAM

MAKEUP IN LOSANGELES

LUXE PACK LOS ANGELES

Wednesday, March 4th

9:30 am
Designing for Long-Term Value (on purpose)

10:30 am
Haircare Science Enters the Age of Active Ingredient Leadership

11:30 am
Extended Producer Responsibility in Action: Case Studies and Crystal Balls

12:30 pm
Beyond the Hype: Balancing Viral Velocity with R&D Excellence

1:30 pm
Designing for Diversity: Creating Sustainable Premium Packaging for Brands with Distinct Identities

2:30 pm
Luxury 3.0: Wellness, Premium Experience and the New Geography of Beauty

3:30 pm
Design Boom or Bust by Designalytics

Thursday, March 5th

9:30 am
The Science of Color: Crafting Makeup that Matches Every Tone

10:30
"The Power of the Room" - A Live Open (Interactive) Forum on Packaging Innovation and Design"

11:30 am
K-Beauty 2.0: Beyond the Wave. How Korea's Beauty Innovations Are Rewriting the Global Category

12:30 pm
Trend vs. Trap, When To Know If Trending Packaging Is Worth Implementing.

1:30 pm
Beauty 2028: The Future of Make-Up and Skin Care

2:30 pm
Turning Tariffs into Opportunity: Mastering Duty Drawback for Packaging Businesses

3:30 pm
The New Indie Code: From Ingredient-Led Simplicity to Artistry-Led Expression



Check the KeepTrack App for program updates!

ANIMATIONS

LUXE PACK LOS ANGELES



PackSprint Tour in partnership with MSLK

Where Innovation and Brand Strategy Meet

Whether you're new to LUXE PACK or a seasoned attendee, you'll find value in this 60-minute, high impact tour of the show floor. We'll spotlight the most relevant, forward-thinking packaging innovations shaping premium and creative brands today helping you see more, learn faster, and leave with clear direction.

Wednesday, March 4 | 2:15 PM
Thursday, March 5 | 11:15 AM
Starting Point: Conference Area



Play "Design Boom or Bust" by Designalytics

Think you know great package design when you see it? Prove it. Step into Redesign Boom or Bust, the interactive game where real-world redesigns either drove sales...or totally flopped. Hosted by Steve Lamoureux, Founder & CEO of Designalytics, this high-energy session mixes insight, laughs, and a little friendly competition. Come for the fun, stay for the "aha" moments and maybe even walk away with a prize.

When: Wed, March 4 | 3:30 PM - 4:15 PM
Where: Conference Area

The Sustainable Showcase



LUXE PACK Los Angeles and Dieline will reaffirm their commitment to sustainability leadership with the return of the "Sustainability Showcase" an immersive, on-floor installation paired with forward-looking, expert-led consulting. This interactive experience will feature over 60 new projects of the latest innovations in eco-conscious primary and secondary packaging, showcasing both pioneering stock solutions and inspiring branded projects across multiple industries.

New Showcase Feature "Sustainability on Demand"
Andrew Gibbs, Dieline Founder and Plastic Free Co-founder will offer **live consulting sessions**. We welcome all attendees to bring your in-progress sustainable concepts and receive real-time, expert guidance from one of the industry's most influential voices.

Where: A27 - B28

Making its LUXE PACK Los Angeles debut



This isn't a panel. It's not a presentation. It's an open conversation. Guided by Krystina Wilson, Host of the Beauty Confidential Podcast and Founder of Creative Solutions Consulting, this live forum invites the LUXE PACK community to think out loud together. Every attendee is part of the discussion, bringing hands-on experience, real-world insight, and fresh perspectives. Expect an interactive, candid conversation where ideas are shared, debated, and shaped collectively.

THE POWER OF THE ROOM
In partnership with



A Live Open Forum on Packaging Innovation and Design

When: Thur, March 5, 10:30 AM - 11:15 AM
Where: Conference Area



Colt's Plastics Co.
Made in the USA

For more information call 1-800-222-2658

Visit us at www.coltsplastics.com

Booth C11



Extensive lines of stock jars, caps, sifters, spatulas, and discs, as well as GCMJ standard jar and bottle caps for plastic or glass containers. To complement our products, we also offer the following services: Compression molding, Injection molding, Hot stamping, Silk-screening, Heat transfer labeling, UV metallizing, Spray coating, Lining and Mold design & construction
Let us help you make your brand a success

