



MakeUp *in* New York
SKINCARE & MAKEUP INSPIRATION

THE EVENT BOOSTING INFINITE BEAUTY INNOVATION

September 17 & 18 2025 - Javits Center

Date: Paris, September the 24, 2025

Business Networking & Strategic Connections

Beyond product innovation and trend forecasting, **MakeUp in New York 2025** is as a powerful platform for **high-level networking**. Decision-makers, brand founders, R&D experts, and creative agencies came together to forge new partnerships, explore co-development opportunities, and accelerate time-to-market strategies.

From spontaneous meetings on the show floor to curated sessions, the event fostered a dynamic environment where **business meets creativity**—resulting in tangible collaborations and long-term alliances.

"We left with more than inspiration—we left with new partners and a roadmap for our next launch." — Attendee, Indie Brand Founder

With **4,765 attendees** and a remarkable increase in qualified brand participation,

MakeUp in New York 2025 is a must-attend event for the beauty and cosmetics industry. Held at the Javits Center on September 17–18, the show brought together **over 160 exhibitors**, exploring the synergies between technology, science, beauty, and trends.

The event hosted **148 manufacturers** and **13 trend agencies** from **15 countries**. The largest delegations hailed from **United States, Italy, and South Korea**.

Key Takeaways from MakeUp in New York 2025

Prestigious brands in attendance: Chanel, Charlotte Tilbury, Clinique, Estée Lauder, L'Oréal, Rare Beauty, Pat McGrath Labs, Milk Makeup, Glossier, NYX, Shiseido, Tom Ford Beauty... and many more.

**YOUR NEXT
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STOPS...**

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SKINCARE & MAKEUP INSPIRATION
March, 4 & 5 2026
Los Angeles Convention Center

MakeUp *in* Paris
SKINCARE & MAKEUP INSPIRATION
June, 17 & 18 2026
Carrousel du Louvre

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Exclusive launches honored at the Innovation & Trends Awards:

The competition allowed **52 exhibitors to submit 104 innovative products**, divided into the following categories:

Accessories: 7 entries

Formulation: 49 entries

Full Service: 25 entries

Packaging: 23 entries

Ocean Beauty (cross-category): 21 entries

The winners in the spotlight are:

Accessories Category: **Peaceout Instant Oil Control Roller – ELEMENT PACKAGING**

Formulation Category: **IONIC Whipped Jelly Powder – TJ ENTERPRISE**

Category Packaging: **Verve Airless Freeform+ – FUSIONPKG BEAUTYLAB**

Ocean Beauty Category: **CALIRAY Come Hell Or High Water Mascara – ELEMENT PACKAGING**

Emerging brands in the spotlight during the Beauty Tank competition

Skincare: Cyster Skincare

Makeup: Jenn of Arch

Miscellaneous: LotiBloom

Learn more about the winners and their concepts here: [Discover Beauty Tank.](#)

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Conferences: Insights That Matter

The conference program highlighted key industry shifts:

The Silver Economy: A strategic opportunity for brands, with senior consumers showing strong purchasing power and brand loyalty when offered targeted solutions.

K-Beauty's second wave: A creative resurgence that's here to stay, now firmly embedded in the global beauty landscape.

Over two days, **35 talks** were held — including 15 conferences, 12 workshops, and 8 sessions on the Indie Bloom Hub — featuring **83 speakers**.

[Speaker list](#)

Responsible Beauty & Sustainable Innovation

The 2025 edition spotlighted eco-conscious solutions:

- Waterless formulations
- Refillable and compostable packaging
- Ingredients sourced from circular economy models
- Marine-based sustainable products, recognized through the Ocean Beauty Award

The MakeUp in™ shows continue their evolution—expanding from their original focus on makeup to embrace skincare, and now addressing the full spectrum of beauty innovation. This progression reflects the industry's shifting priorities and is evident in the diversity of exhibitors, product categories, and conference topics featured across each edition.

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[Aftermovie](#)

[Photos Gallery](#)

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Next Stop: MakeUp in Los Angeles March 4 & 5, 2026

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Contact:

We'd be delighted to meet you — feel free to contact us!

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*Show organized by Infopro Digital Trade Shows, MakeUp in™ is a global series of B2B events
 dedicated to cosmetic innovation.*

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