

17 & 18 September 2025
- Javits Center

INFINITE BEAUTY BOOSTING THE EVENT



MakeUp in New York
SKINCARE & MAKEUP INSPIRATION

Your next beauty stops!

MakeUp in Los Angeles
SKINCARE & MAKEUP INSPIRATION

4 & 5 March 2026
Los Angeles Convention Center

MakeUp in Paris
SKINCARE & MAKEUP INSPIRATION

17 & 18 June 2026
Carrousel du Louvre

MakeUp in New York
SKINCARE & MAKEUP INSPIRATION

17 & 18 September 2025
Javits Center

@MakeUp in @makeupin.world @MakeUp in

makeup-in.com

Complete program here



TALKS

CONFERENCES

- Conference Room -

Wednesday, September 17th

09:30am - 10:15am
Consumer Shifts Amid Rising Costs: Strategies and Opportunities in U.S. Beauty

10:30am - 11:15am
Aesthetic Face & Beyond: How Weight-Loss Drugs Are Reshaping Aesthetic Beauty

11:30am - 12:15pm
How to Ensure Retail Compliance in the US Market

12:30pm - 1:00pm
IT Awards Ceremony / Ocean Beauty Awards 2025

1:00pm - 1:45pm
Ocean Beauty: the Power of Science and Ethics to Boost Beauty Innovation

2:00pm - 2:45pm
Makeup Unveiled: What 2025 Launches Reveal About the U.S. Beauty Landscape

3:00pm - 3:45pm
Silver is the New Cool: How 50+ Consumers Are Redefining Beauty and Brand Relevance

4:00pm - 4:45pm
K-Beauty's Unstoppable Wave: Influence Across Asia and the World

Thursday, September 18th

09:30am - 10:15am
K-Beauty's Second Wave by NielsenIQ & Spate

10:30am - 11:15am
Beauty by the Cycle: How Hormones Shape Skin, Hair, and Wellness

11:30am - 12:15pm
Strands Ahead: Navigating U.S. Hair Care Trends for 2025 and Beyond

12:30pm - 1:15pm
The Next-Gen Beauty Pro: From Analogue Beauty to AI

1:30pm - 2:15pm
How Premium Wellness Clubs offer a New Level of Consumer Intelligence in Beauty

2:30pm - 3:15pm
Clean Beauty 2030: Redefining Growth, Purpose, and Performance

3:30pm - 4:15pm
The Science of Color: Matching Tone, Texture, and Technology

WORKSHOPS

- Beauty Agora -

Wednesday, September 17th

10:30am - 11:15am
Scan QR code for details

11:30am - 12:15pm
Beauty In Transit: The On-the-Go Market Opportunity

12:30pm - 1:15pm
Shaping the Future of Beauty: Spring-Summer 2027 Insights

1:30pm - 2:15pm
Beauty Talk - Beauty Rewired for 2030: How Science and Technology Are Reshaping Innovation

2:30pm - 3:15pm
Data-Driven Beauty: Why Brands Can't Afford to Ignore Virtual Try-On and Its Analytics - Fireside Chat

3:30pm - 4:15pm
The Art of the Impossible: Combining Luxury, Constraints and Desirability

Thursday, September 18th

09:30am - 10:15am
Betting on Gen Alpha

10:30am - 11:15am
Case Study: How Beauty Brands Are Using AI-Powered Data Insights to Turn Trends into Top Sellers

11:30am - 12:15pm
Beauty Goes Barking: The Rise of Pet Care-Inspired Cosmetics

12:30pm - 1:15pm
Session by Daash Intelligence

1:30pm - 2:15pm
Scan QR code for details

2:30pm - 3:15pm
Future Trends in Skincare by Croda

3:30pm - 4:15pm
Scan QR code for details

Complete program here



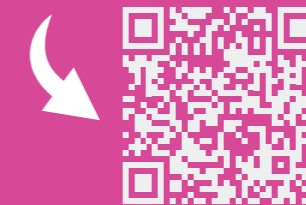
Program as of September 9th



ANIMATIONS

Scan the QR code to download KeepTrack and make the most of your MakeUp in New York experience

KeepTrack



THE BEAUTY TANK & INDIE BLOOM HUB

Where indie beauty brands shine, pitch, and bloom into the next superbrand.

Day 1 - Wednesday, September 17th

10:00am - Workshop: PR, UGC, & Influencer Strategy

11:30am - Beauty Tank: Skincare

2:00pm - Beauty Tank: Miscellaneous - Haircare, Bodycare, Accessories

3:30pm - Workshop: What Community Means to Your Brand (and How to Build It)

Day 2 - Thursday, September 18th

11:30am - Beauty Tank Pitch Session: Makeup

1:30pm - Workshop: Amazon-Growth Focused

2:30pm - Workshop: Getting Retail Ready

POPUP IN LAB

in collaboration with

Luisa Oliva.

Create your own custom cosmetics, learn the art of formulation, and discover the unique benefits of natural ingredients alongside our expert Luisa Oliva, through 12 DIY workshops dedicated to skincare and makeup.

Wednesday

10 - 11am - 12pm/2 - 3 - 4pm
LUMINOUS BLOOM

Thursday

10 - 11am - 12pm/2 - 3 - 4pm
BLOOMLIGHT ESSENCE

PHILANTHROPY PARTNER

GLAMOURgals

For 25 years, GlamourGals has empowered teen leaders to end senior isolation through beauty makeovers, companionship, and heartfelt connection. Visit our My Dear Friend card writing stations to share kindness with seniors and take part in a simple, meaningful way to bring a smile to someone's day.



IT AWARDS

Tomorrow's innovation, revealed here. 5 categories: Accessories, Full Service, Packaging, Formulation/Ingredients and Ocean Beauty

EXHIBITOR'S NOVELTIES

104 Exhibitor's novelties

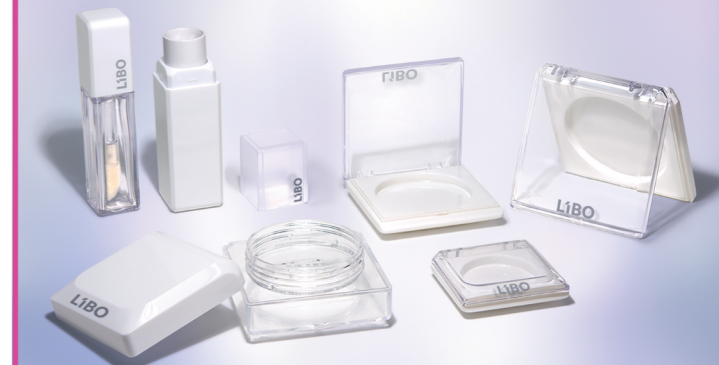
DISCOVER

20 Finalists

5 Winners

LIBO Booth E23

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



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COSMETICS INSPIRATION & CREATION BEAUTY TALKS & INSPIRATION BAR

MakeUp in New York will once again partner with Cosmetics Inspiration & Creation for the Forecasting and Innovation Corner at Booth A48. This year's program spotlights 4 Beauty Trends, features the celebrated Inspiration Bar, and hosts 2 engaging Beauty Talks led by industry experts, all guided by the agency's Chief Inspiration Officer, Leila Rochet.

Inspiration Bar - Booth A48

Day 1 - Sept 17
11:00-11:30am
3:00-3:30pm

Day 2 - Sept 18
11:00-11:30am
1:00-1:30pm

Beauty Talks

Beauty Rewired for 2030: How Science and Technology Are Reshaping Innovation

Sept 17, 1:30-2:15pm - The Beauty Agora Clean Beauty 2030: Redefining Growth, Purpose, and Performance

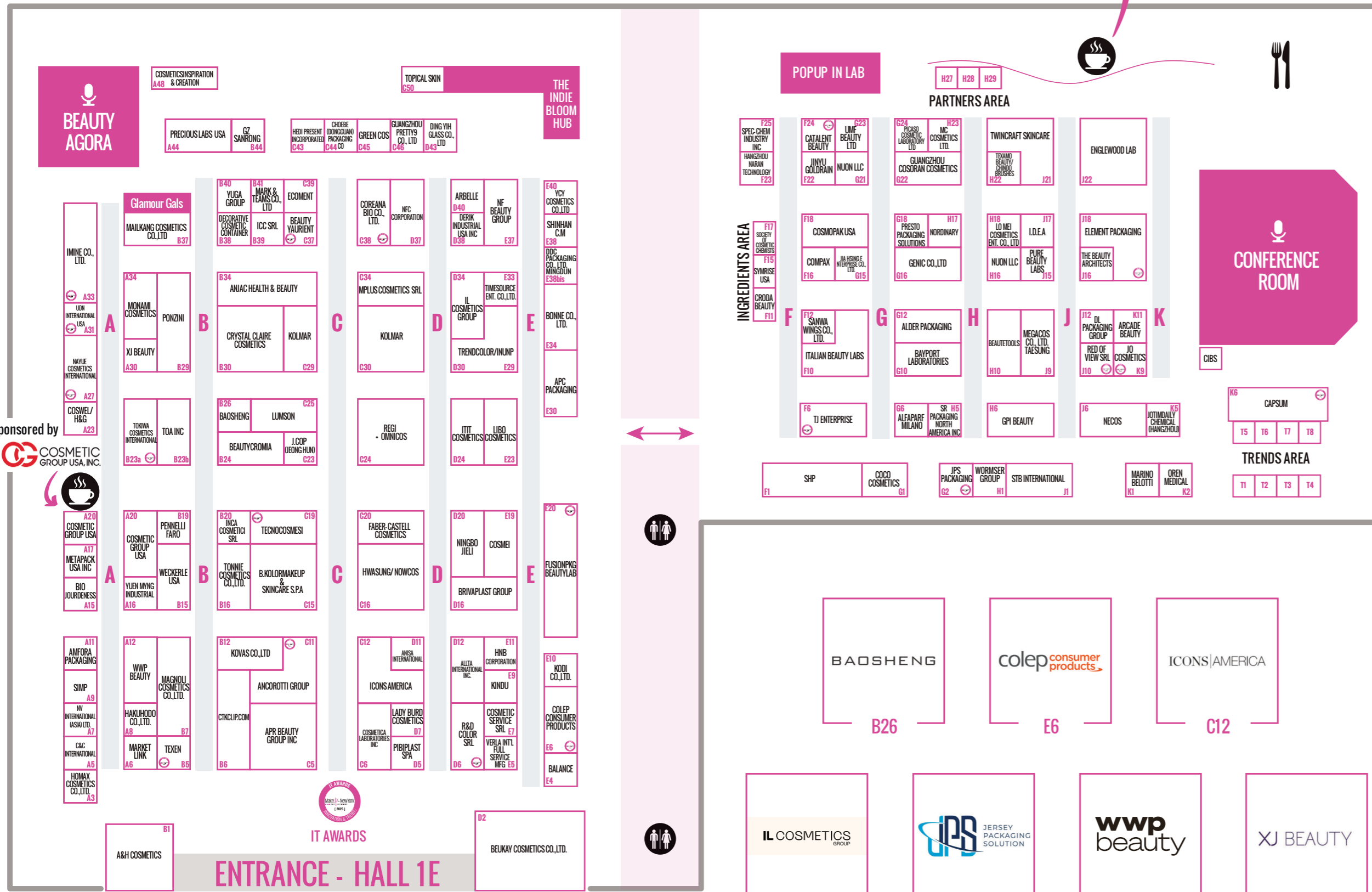
Sept 18, 2:30-3:15pm
The Conference Room

MakeUp in New York

SKINCARE & MAKEUP INSPIRATION

Sponsored by
TwincraftSkincare

EXHIBITORS' LIST



A&H COSMETICS	B1	JIA HSING ENTERPRISE CO., LTD.	G15
AIRCOS PASCUAL	B34	JO COSMETICS CO., LTD.	K9
ALDER PACKAGING	G12	JOTIM DAILY CHEMICAL (HANGZHOU) CO., LTD.	K5
ALFAPARF MILANO	G6	JPS PACKAGING	G2
ALLTA INTERNATIONAL INC.	D12	KINDU PACKING PTE. LTD.	E9
AMFORA PACKAGING	A11	KODI CO., LTD.	E10
ANCOROTTI GROUP	C11	KOLMAR	C29 C30
ANISA INTERNATIONAL	D11	KOVAS CO., LTD	B12
ANJAC HEALTH & BEAUTY	B34	LADY BURD COSMETICS	D7
APC PACKAGING	E30	LIBO COSMETICS	E23
APR BEAUTY GROUP INC	C5	LO MEI COSMETICS ENT. CO., LTD.	H18
ARBELLE	D40	LUMSON	C25
ARCADE BEAUTY	K11	MAGNOLI COSMETICS CO., LTD.	B7
ASIA COSME LAB	T1	MAILKANG COSMETICS CO., LTD	B37
B.KOLORMAKEUP & SKINCARE S.P.A	C15	MARINO BELOTTI	K1
BALANCE	E4	MARK & TEAMS CO., LTD	B41
BAOSHENG	B26	MARKET LINK INT'L CO LTD.	A6
BAYPORT LABORATORIES	G10	MC COSMETICS LTD.	H23
BEAUTETOOLS	H10	MEGACOS CO., LTD.	J9
BEAUTY PACKAGING - STAND	H28	METAPACK USA INC	A17
BEAUTY YAU'RIENT	C37	MINTEL	T3
BEAUTYCROMIA	B24	MINGDUN	E38bis
BEAUTYSTREAMS	T2	MONAMI COSMETICS	A34
BEUKAY COSMETICS CO., LTD.	D2	MPLUS COSMETICS SRL	C34
BIO-JOURDENESE	A15	NAYUE COSMETICS INTERNATIONAL	A27
BONNE CO., LTD.	E34	NECOS	J6
BRIVAPLAST GROUP	D16	NF BEAUTY GROUP	E37
C&C INTERNATIONAL	A5	NEW JERSEY PACKAGING EXECUTIVE CLUB	H29
CAPSUM	K6	NFC CORPORATION	D37
CATALENT BEAUTY	F24	NINGBO JIELI	D20
CIRCANA	T8	JINYU - GOLDRAIN	F22
CHOEBE (DONGGUAN) PACKAGING CO	C44	NORDINARY	H17
COCO COSMETICS	G1	NUON LLC	G21 - H16
COLEP CONSUMER PRODUCTS	E6	NV INTERNATIONAL (ASIA) LTD.	A7
COMPAX	F16	OREN MEDICAL	K2
COREANA BIO CO., LTD.	C38	PECLERS PARIS	T6
COSMEI	E19	PENNELLI FARO	B19
COSMETIC GROUP USA	A20	PIBIPLAST SPA	D5
COSMETIC SERVICE SRL	E7	PICASSO COSMETIC LABORATORY LTD	G24
COSMETICA LABORATORIES INC.	C6	PONZINI	B29
COSMETICS INSPIRATION&CREATION	A48	PRECIOUS LABS USA	A44
COSMETIX WEST	B34	PRESTO PACKAGING SOLUTIONS	G81
COSMOPAK USA	F18	GUANGZHOU PRETTY9 CO., LTD.	C46
COSWEL / H&G	A23	PURE BEAUTY LABS	J15
CRODA BEAUTY	F11	R&D COLOR SRL	D6
CRYSTAL CLAIRE COSMETICS	B30	RED OF VIEW SRL	J10
CTKCLIP.COM	B6	REGI + OMNICO	C24
DAASH INTELLIGENCE	T4	SANWA WINGS CO., LTD.	F12
DDC PACKAGING CO.,LTD	E38bis	TEXAMO BEAUTY/CHINDO BRUSHES	H22
DECORATIVE COSMETIC CONTAINER	B38	SHINHAN C.M	E38
DERIK INDUSTRIAL USA INC	D38	SHP	F1
DING YIH GLASS CO.,LTD	D43	SICAF	B34
DL PACKAGING GROUP	J12	SIMP	A9
ECOMENT	C39	SOCIETY OF COSMETIC CHEMISTS	F17
ELEMENT PACKAGING	J18	SPATE	T5
ENGLEWOOD LAB	J24	SPEC-CHEM INDUSTRY INC.	F25
FABER-CASTELL COSMETICS	C20	SR PACKAGING NORTH AMERICA INC	H5
FUSIONPKG BEAUTYLAB	E20	STB INTERNATIONAL	J1
FUTURE SNOOPS	T7	SYMRISE USA	F15
GENIC CO., LTD	G16	TAESUNG	J9
GPI BEAUTY	H6	TJ ENTERPRISE	F6
GREENCOS CO., LTD.	C45	TECNOCOSMESI	C19
GUANGZHOU COSORAN COSMETICS	G22	TEXEN	B5
GZ SANRONG	B44	THE BEAUTY ARCHITECTS	J16
HAKUHODO CO.,LTD.	A8	TIMESOURCE ENT. CO., LTD.	E33
HANGZHOU NARAN TECHNOLOGY	F23	TOA INC.	B23B
HEDI PRESENT INCORPORATED	C43	TOKIWA COSMETICS INTERNATIONAL	B23A
HNB CORPORATION	E11	TONNIE COSMETICS CO., LTD.	B16
HOMAX COSMETICS CO.,LTD.	A3	TOPICAL SKIN	C50
HWASUNG / NOWCOS	C16	TRENDCOLOR/INUNP	D30
ICC SRL	B39	TWINCRAFT SKINCARE	J21
ICONS AMERICA	C12	UDN INTERNATIONAL USA	A31
I.D.E.A	J17	UMF BEAUTY LTD	G23
IL COSMETICS GROUP	D34	VERLA INT'L, FULL SERVICE MFG	E5
IMINE CO., LTD.	A33	WECKERLE USA	B15
IMPACKED	H27	WORMSER GROUP	H1
INCA COSMETICI SRL	B20	WWP BEAUTY	A12
I.D.E.A	J17	XJ BEAUTY	A30
ITALIAN BEAUTY LABS	F10	YCY COSMETICS CO., LTD.	E40
ITIT COSMETICS	D24	YUEN MYNG INDUSTRIAL CO., LTD.	A16
J.COP (JEONG HUN CO., LTD)	C23	YUGA GROUP	B40

MakeUp in New York x Impacked Concierge Trend Tours

Join Impacked for two curated trend tours spotlighting the latest in packaging innovation (meet beside their booth):

Tour 1: Sustainable Components & Green Innovations
Sept 17 - 2:00 pm
Explore sustainable packaging solutions and new components to help meet your sustainability goals.

Tour 2: Unique Components & Launch-Ready Innovations
Sept 18 - 2:00 pm
Discover standout formats, functions, and visuals designed to differentiate on shelf, featuring stock mold solutions from diverse suppliers.

TRENDS AREA

ASIA COSME-LAB Information & Inspiration

BEAUTYSTREAMS

Circana.

DAASH

Future Snoops

MINTEL

Peclers Paris

SPATE

TOILETS

COFFEE STATION

FOOD STATION

IT AWARDS FINALISTS

TREND = TrendAgencies