

MakeUp in Paris 2026

Skincare and makeup are entering a new era.

June 17 & 18, 2026, Carrousel du Louvre, Paris

For its 2026 edition, **MakeUp in Paris** establishes itself as the leading platform for decision-makers in the global cosmetics industry. On June 17 and 18, at the Carrousel du Louvre, the show brings together the key players of the value chain: ingredients, formulation, packaging, contract manufacturing, full-service producers and accessories, around an unprecedented program: **new voices on the conference stage, disruptive content for the Beauty Talks, +100 innovations recognized by the IT Awards, +150 exhibitors from 30 countries and over 4,500 visitors expected**. Organized by Infopro Digital Trade Shows, MakeUp in Paris is the only show dedicated to C-Level cosmetics professionals, designed as a full immersion to source, compare, learn and find inspiration.

✦ 2026 PROGRAM, CONFERENCES & BEAUTY TALKS

The 2026 **Conferences** program is structured around three pillars: **Beauty & Identity** (new maps of the world: C-Beauty, T-Beauty, French Beauty, A-Beauty, I-Beauty), **Formulation & Innovation** (AI & R&D, skincare actives, pigments, smart devices, biomimicry) and **Experience & Wellbeing** (skincare rituals, dermo-cosmetics, longevity, market).

Over 30 speakers take the stage, including: Elodie Carpentier (Le Rouge Français), Laurence Dorlhac (France Télévisions), Anastasia Georgievskaya (Haut.AI), Sébastien Guerra (La French Beauty), Hajir Hakim Hashemi (Laboratoires Dermeden), Dr Valérie Leduc (Maison Epigenetic), Marjorie Minel (Charlotte Bio), Fanny Spriet (Léa Nature), Dr Marine Vincent (The French Pharmacy) and So Loic (makeup artist & beauty influencer).

A format now recognized and firmly anchored in the show's identity, the 2026 **Beauty Talks** will feature six independent experts: Florence Bernardin, Louisa Legrand, Leila Rochet, Mathilde Riba, Bengt Jacobsson and Luisa Oliva. They will share their reading of the market in 30 to 45 minutes. A free, sourced conversation, designed for decision-makers who want to understand where the industry is heading, before everyone else.

✦ THREE TRENDS TO READ ON THE SHOW FLOOR

We have identified and analyzed several underlying movements running through the industry. Here is a preview of what awaits you:

Nocturnal beauty: sleep enters the routine.

Night is no longer a passive resting window, it is a territory of active care. Chrono-active serums, regenerating masks, formulas synchronized with the circadian rhythm: skin repairs while the body recovers. A generation has rediscovered sleep as an act of health. Beauty rises to meet it.

Blush, the essential that diversifies.

Stick, balm, tinted serum, lip-and-cheek gloss, silky powder. Blush leaves its historical compact and becomes a social, immediate, transformative gesture. Driven by the codes of *clean girl* and *strawberry makeup*, it erases the line between makeup and skincare. The most dynamic beauty product of the moment.

SPF50: sun protection infuses everywhere.

Mists, tinted sticks, foundations, morning serums, ultra-fine fluids: high sun protection invites itself into every typology. No more white cast, no more sticky finish. A reflex of skin hygiene, on par with brushing one's teeth. A generalization opening up vast formulation territories.

✦ IT AWARDS 2026, INNOVATIONS DRIVING THE INDUSTRY FORWARD

With over 100 entries received for this record-breaking edition, the **Innovation & Trends Awards** highlight the most remarkable products: breakthrough ingredients, unprecedented textures, formulations that push the limits, packaging that reinvents gestures. Each submission is reviewed by an international and independent jury of beauty experts, across four categories: Formulation, Contract Manufacturing, Packaging, Accessories — and new this year, 2 special awards: Full Service and "Ready to Market". Finalists and winners are showcased in an exclusive display at the entrance of the show.

✦ C-LEVEL NETWORKING

MakeUp in Paris is also a high-quality networking moment at the heart of the show. An exhibitor selection covering the entire makeup & skincare value chain, from historical leaders to new international entrants. On the visitor side, the 2026 edition already brings together iconic houses of the industry: **Chanel, L'Oréal, Clarins, Sisley, Yves Rocher, Nuxe, By Terry, Charlotte Tilbury, Make Up For Ever, Filorga, Uriage, Respire, La Rosée, Oh My Cream, Merci Handy and Martine Cosmetics**, and many more. These brands choose MakeUp in Paris to meet their peers, exchange on industry stakes and compare what the market has to offer at its best.

This year, visitors can organize their meetings ahead of the show to make the most of these 2 days.

"MakeUp in remains a rare environment in the business world: intimate, warm and rooted in trust. A place where conversations turn into partnerships and ideas into launches." Asmaa Cherraf-Bonneville, Director of MakeUp in Paris

✦ PRACTICAL INFORMATION

Dates June 17 & 18, 2026 · **Venue** Carrousel du Louvre, 99 rue de Rivoli, 75001 Paris · **Registration** free, exclusively for cosmetics industry professionals, at www.makeup-in-paris.com/en

✦ NEW THIS YEAR

The MakeUp in Paris badge gives access to **Édition Spéciale by Luxe Pack**, running simultaneously at the Carrousel du Louvre. A broader experience extending into sustainable and eco-designed packaging innovation.

✦ PRESS CONTACT

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