

MakeUPⁱⁿ New York

SKINCARE & MAKEUP INSPIRATION



MAKEUP IN NEWYORK

The city showed *up.*

September 16 & 17, 2026

Javits Center · New York

AN INFOPRO DIGITAL TRADE SHOWS EVENT · MAKEUP IN™

2026

A record edition, more *decision-led* than ever.

+5,000

ATTENDEES

+9% vs 2025

82%

OF US VISITORS FROM THE
NORTHEAST

89% US · tri-state led

42

US STATES

coast to coast

1 in 2

C-LEVEL VISITORS

decision-makers

55

SPEAKERS

thought leaders on stage

163

EXHIBITORS · 13 COUNTRIES

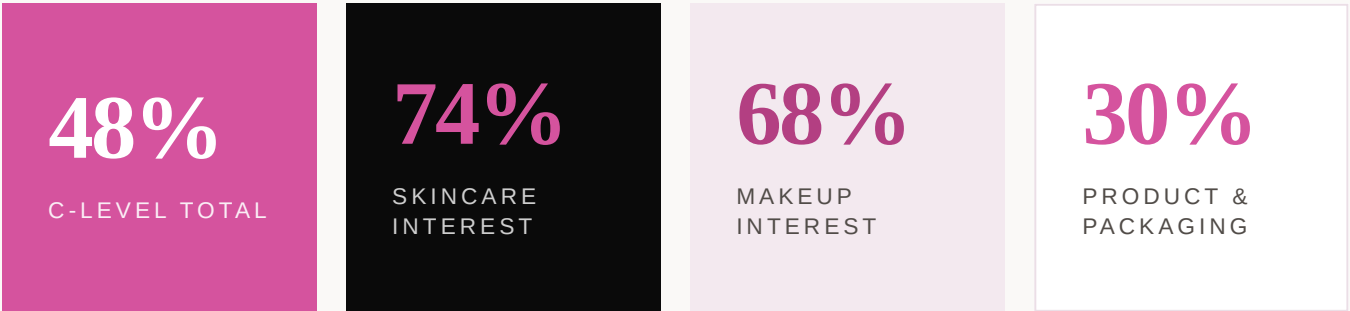
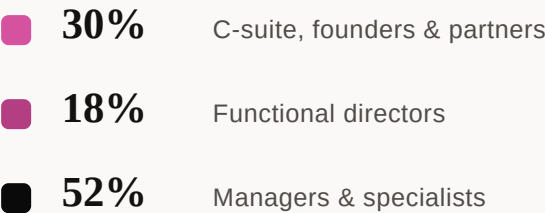
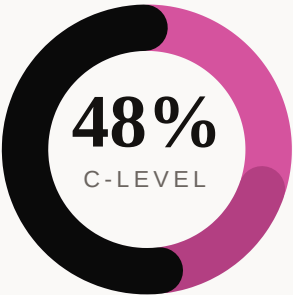
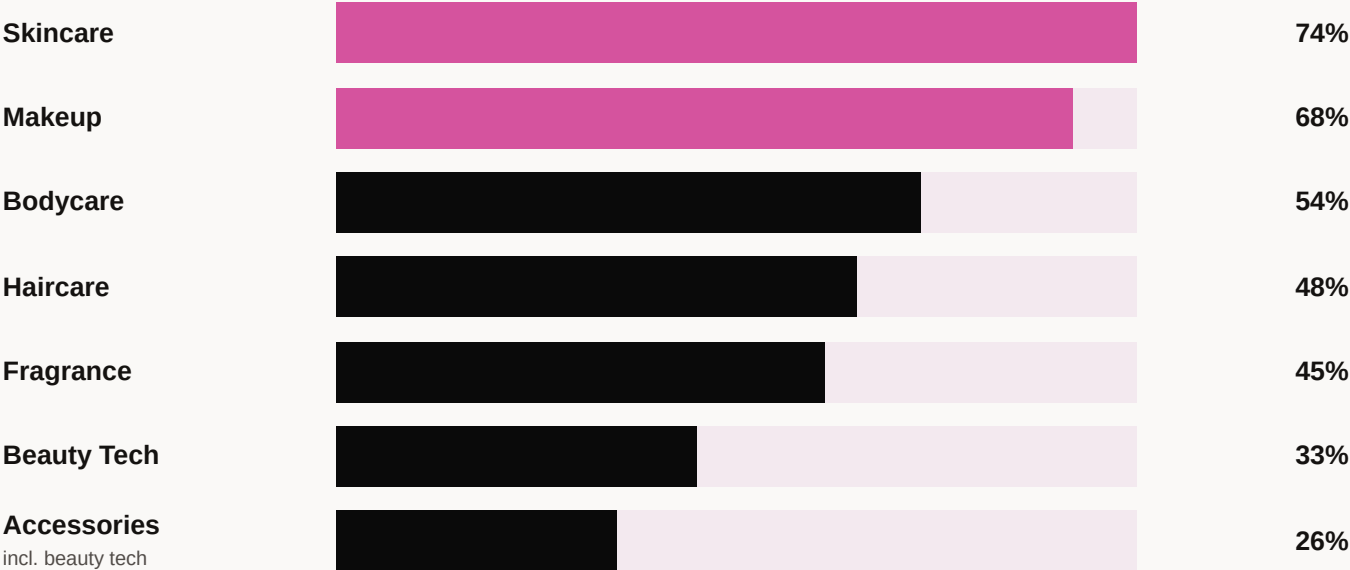
Formulation to primary packaging

THE AUDIENCE

A senior crowd, *skincare-first.*

A senior, decision-making crowd filled the floor, nearly one visitor in two at C-level. Skincare and makeup lead the interest areas, ahead of bodycare, haircare and fragrance.

Declared interest areas · attending visitors



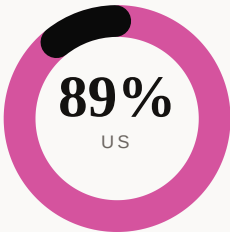


ON THE SHOW FLOOR

GEOGRAPHIC REACH

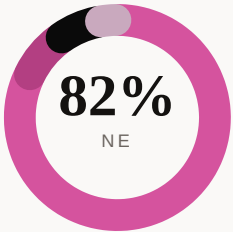
The world
shows up.

Top countries



United States	89%
Canada	2%
South Korea	1%
France	1%
Germany	1%
Italy · Colombia · China	<1%

US anchoring



Northeast	82%
West	8%
South	7%
Midwest	3%

89%

US VISITORS

78%

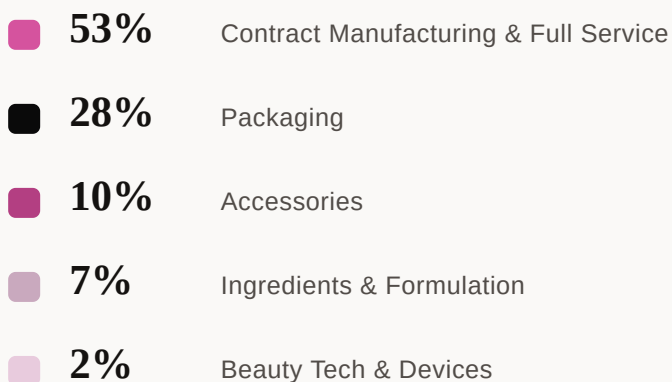
TRI-STATE NY · NJ · CT

42

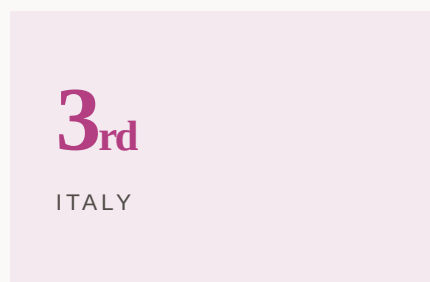
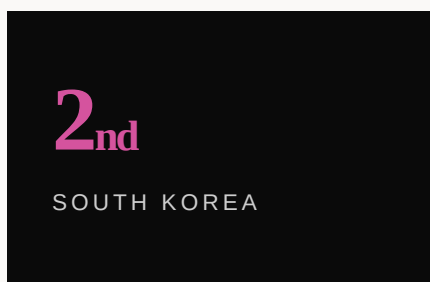
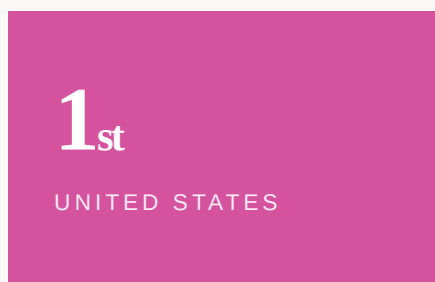
US STATES, COAST TO COAST

The supply side, *end to end.*

163 exhibiting companies from 13 countries, from formulation and primary packaging to contract manufacturing, full service, accessories and beauty tech.



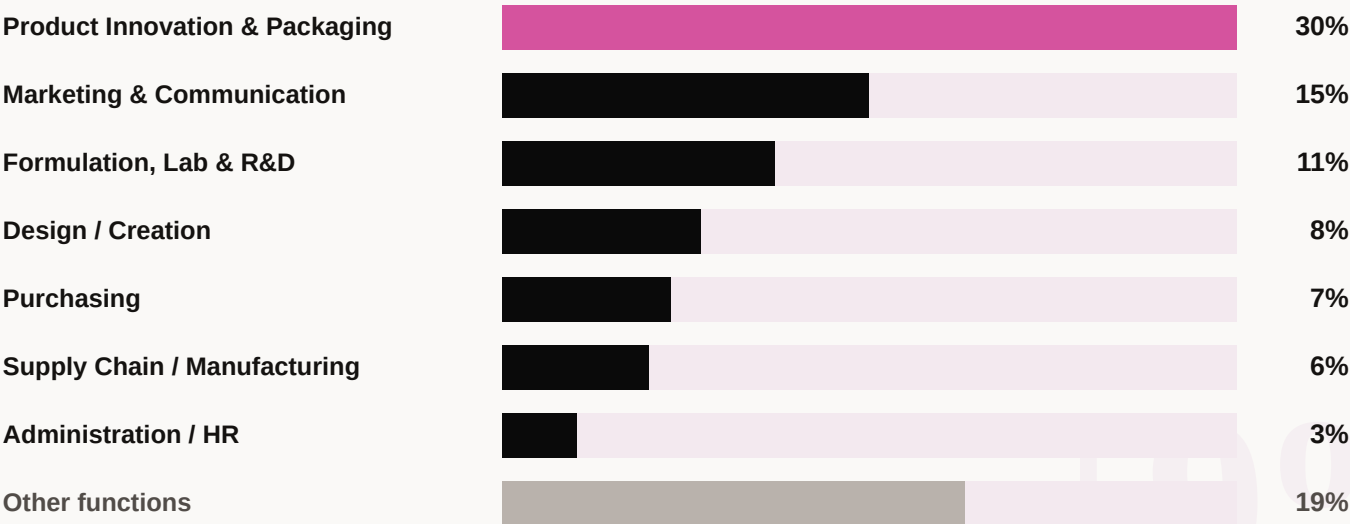
Top exhibiting countries



A record edition, after a *softer* 2025.

After a softer 2025, the 2026 edition returned to growth on every front, setting a three-year high in attendance and deepening its US footprint, coast to coast.

Visitor departments · buyer-side & product functions



Attending visitors, brand-side functions. "Other functions" groups unspecified, logistics and legal roles.



NETWORKING ACROSS THE TWO DAYS

The 2026 *IT Awards.*

From over 100 submissions worldwide to 21 finalists and 6 laureates.
A two-stage international jury: **Paris names** the finalists, **New York decides** the winners.

+100

SUBMISSIONS

21

FINALISTS

6

LAUREATES

DISPLAYED UNDER BELL JARS AT THE ENTRANCE OF HALL 1E · LAUREATES RAISED ON LIT PLINTHS



THE 6 INNOVATION & TRENDS AWARDS TROPHIES

The six *laureates*.



TJ ENTERPRISE

INGREDIENTS

Ultra 500 Microsphere Broad Spectrum UV

TJ ENTERPRISE · BOOTH
F6

*"High-SPF microsphere formula
with minimal white cast."*



PACKAGING

Dropper Jar

CTK · BOOTH B6

*"Innovative, simple, effective,
and hygienic."*



ABOVE RINALDI

Watermelon Dew Whip Mask

PRIVATE LABEL

Watermelon Dew Whip Mask

ABOVE RINALDI LABS ·
BOOTH L18

*"Reinvents the clay mask, even
for sensitive skin."*



ACCESSORIES

Moisture Balance Skin Analyzer

NUON MEDICAL · BOOTH
F10

*"Real added value, high-quality
design and technology."*

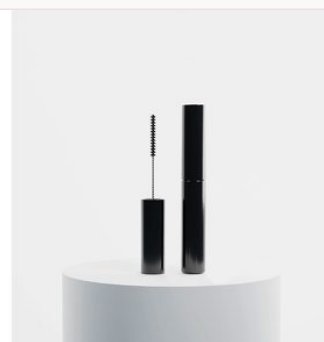


★ READY-TO-MARKET AWARD

The Clear Edit: Clear Cloud Rescue Spray

COLEP CONSUMER
PRODUCTS · BOOTH E6

*"Effective acne care, contactless
application, probiotics."*



★ FULL SERVICE AWARD

Micro-Groove Mascara

TOKIWA COSMETICS
INTERNATIONAL · BOOTH
B23

*"An effective combination that
visibly lengthens lashes."*

Where big ideas took *centre stage*.

14 conference sessions across three editorial pillars, plus the Beauty Talks on The Editorial Stage and the Inspiration Bar.

Beauty Business & Market Dynamics

15 Years of Beauty (Read by FIT) · The New Beauty Retail · Legacy Brands · Beauty 2030

Innovation, Tech & Science

AI from Lab to Shelf · Packaging Reimagined · Devices & Diagnostics · Beauty Meets Health

Creativity, Culture & Community

The Indie Effect · Trend Deep-Dive · Protective Harmony · The Rise of C-Beauty · The Art of Color



MAKEUP IN VOICES

The Power of Trust: Building a Beauty Business That Lasts

Anisa Telwar Kaicker, Founder & CEO, Anisa International

The keynote of the edition, honouring a voice that has shaped the beauty industry.

WHY THEY COME

Top reasons to *attend*.



Finding new
products &
innovations



Meeting new
suppliers



Learning about
new trends



Meeting existing
suppliers



Attending the
talks



Attending the
networking
sessions



Considering
exhibiting in the
future

7

REASONS
THEY ATTEND

Source: post-show attendee survey, MakeUp in NewYork 2026.



15 YEARS OF INNOVATION GALLERY

01 • SCIENCE

Science you can see

The editorial thread of the edition. From high-SPF microspheres to skin-analysis devices, the floor showed innovation you could touch, test and measure. Proof over promise.

02 • CULTURE

The rise of C-beauty

Alongside K-beauty's enduring wave, Chinese beauty took the spotlight in dedicated sessions, signalling the next axis of global influence.



THE EDITORIAL STAGE



ON THE FLOOR

03 • BUSINESS

Indies meet decision-makers

With nearly one visitor in two at C-level, conversations turned fast from discovery to deal. Networking that moves business forward.

A close-up photograph of various makeup brushes and tools arranged on a black, reflective surface. In the foreground, several brushes with different colored bristles (blue, white, red, and black) and handles (gold, black, and wood) are prominently displayed. Some brushes are standing upright, while others are lying flat. In the background, more brushes are scattered, some in a black tray. The lighting is warm and focused, creating highlights on the brushes and the reflective surface. The overall composition is artistic and emphasizes the craftsmanship of the tools.

COLOR, TEXTURE, CRAFT

The material of *beauty*.

From pigment to applicator, from formula to finish, the floor turned raw innovation into the products that shape what beauty becomes next.

MAKEUP IN NEWYORK 2026 · POST-SHOW REPORT

IN THEIR WORDS

What they *said.*

VISITORS

”

It was a great experience that let us discover new trends on site, connect with our suppliers, meet new partners and gather many innovative, creative business ideas for the future of our sector. We come back inspired, with a solid action plan.

Grupo Boticário · Visitor

”

Moving from aisle to aisle, we noticed a lot in the windows and displays, as well as in the IT Awards area, and had some interesting discussions.

L'Oréal · Visitor

”

A great introduction to the inner world of beauty.

Colgate-Palmolive · Visitor

EXHIBITORS

”

The 15th Anniversary edition of MakeUp in New York was an outstanding event and truly a highlight of the year for the beauty industry. From strong booth traffic and high-quality conversations to the conferences, awards, and networking opportunities, the energy and engagement across both days were exceptional. MakeUp in New York continues to be a must-attend event for anyone connected to beauty, innovation, and the future of our industry.

Nuon Medical · Exhibitor

”

It is always a pleasure showing in MakeUp in New York. It is a great show, very focused, very B2B and very professionally organized.

Weckerle Cosmetics USA · Exhibitor

”

I would highly recommend it. It's a fantastic platform to connect with high-quality buyers and network with industry professionals.

Homer Color Printing · Exhibitor

SAVE THE DATE



See you at the *next edition.*

The MakeUp in™ shows keep evolving, from makeup to skincare and now the full spectrum of beauty innovation.

Next stop · MakeUp in Los Angeles

February 23 & 24, 2027 · Los Angeles Convention Center

MakeUp *in* New York
■■■ SKINCARE & MAKEUP INSPIRATION

JOIN THE COMMUNITY

in LinkedIn

Instagram @makeupin_world

✉ Book a booth for 2027 →

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Event photographs available on request · makeup-in-newyork.com

