

From Chinese tradition to high tech beauty, MakeUp in Shanghai, the tailor-made BtoB event pairs global offer with local demand.

## Makeup in Shanghai IT Products

The best of Asian beauty approved by International experts

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The IT Products Awards is a competition where beauty suppliers and manufacturers introduce their latest novelties. These new products benefit from our professionals members' expertise in skincare and makeup innovation. Gathered in committees, experts test and evaluate all the products presented in the competition to bestow an IT PRODUCT award to the most innovative.

On May 12, the experts committee designated the Makeup in Shanghai IT Products awards.



**Florence Bernardin:** founder of **Asia Cosme Lab**, expert in Asian cosmetics, she analyzes with her team all aspects of products in the most dynamic markets to determine trends, innovations, evolutions and others.



**Aurélie Banco:** founder of **CO-LAB-ORA**, a collaborative and ethical cosmetic laboratory. She has 15 years of expertise in cosmetics subcontracting and formulation laboratories of major brands.



**Audrey Ducardonnet:** independent and texture expert, she analyzes the markets to find the best match between formula and trends.



**Serge Germain:** director of the **European School of Packaging (ESPEAC)** represented by **Martial Touzé**, packaging manager for major cosmetic brands and teacher at ESPEAC.



**Charles-Emmanuel Gounod:** cumulates more than 40 years of experience in international B2B trade in the beauty and cosmetics sector, within multinational organizations and family businesses.



**Jean-Louis Mathiez:** Expert in packaging, creator of the **Cinqpats** agency, he led many innovative projects in the cosmetics sector and has worked for more than twenty years with major brands.



**Luisa Oliva:** has been collaborating for more than 20 years with companies to create formulas. She also teaches in master's degrees and professional trainings in cosmetic chemistry and all aspects of cosmetic product development.



**Dany Sanz:** creator in 1984 of the brand, **Make Up for Ever**, acquired in 1999 by *LVMH*, she remained at Make Up For Ever for eighteen years as artistic director. Since 2017, she has been involved in consulting assignments in the development of concepts, tools, and product formulation.

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## Join our Glocal & Exclusive shows in 2021



**MakeUp in Shanghai**  
2021, July 7 & 8  
Shanghai Exhibition Center



**MakeUp in Paris**  
2021, October 20 & 21  
Carrousel du Louvre



**MakeUp in NewYork**  
2021, September 22 & 23  
Javits Center



**MakeUp in LosAngeles**  
2021, December 9 & 10  
Los Angeles Convention Center



**Clean Beauty in London**  
2021, October 12 & 13  
The Brewery

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**MakeUp in Shanghai  
7-8 July 2021  
Shanghai Exhibition Center**