



Where
Passion
meets
Expertise

7/8 July 2021
Shanghai Exhibition Center

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 beauty innovation to discover on 7 & 8 July !

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The new products introduced at **MakeUp in Shanghai** tradeshow will be in line with Chinese consumers' demands: innovative skincare formulas to preserve the skin and its freshness, as well as a simplified beauty boosted by its design and color. From ingredients to packaging, the combination of tradition and technology applied to makeup and skincare products reached a high level of sophistication.



Exhibitors have been invited to submit 1 to 3 novelties to international experts to assess their innovative character and select the **IT PRODUCTS, MakeUp in Shanghai IT innovation awards**.

We would like to thank the following exhibitors who participated in this challenge:

1. **BRIVAPLAST GROUP /INCOSPAC**
2. **DONGGUAN FAY COSMETIC BRUSHES CO.,LTD,**
3. **ESSENTIA BEAUTY,**
4. **EVERFAVOR COSMETICS TECHNOLOGY (GUANGDONG) CO., LTD,**
5. **GEKA GMBH**
6. **GUANGZHOU COLORITE COSMETIC LTD,**
7. **LEE SHIN BIO-TECH COSMETICS (SHANGHAI) CO.,LTD**
8. **MYC PACKAGING INNOVATION**
9. **NIHON KOLMAR CO., LTD,**
10. **SHENZHEN SENLARRY PACKAGING CO.,LTD**

11. STARWAY PACKAGING CO.,LTD

12. SETHIC INNOVATION LABO

13. VIROSPACK SLU

On **May 12th**, 10 experts and members of the MakeUp in IT PRODUCTS 2021 selection committee studied **40 innovations**. Thanks to their extensive knowledge of the cosmetics industry, on all stages of the innovation value chain, they debated and evaluated the innovative aspect of these products.



They share their enthusiasm with us!

"Beautifully staged formulas in eco-conscious packs" **Jean-Louis Mathiez**

"Qualitative, interesting" **Dany Sanz**

"Well diversified and rather rich evaluation" **Martial Touze**

At the end of their deliberation, they elected 13 MakeUp in Shanghai IT PRODUCTS : THE best of Asian

market beauty innovation!

You will be able to discover them at the **MakeUp in Shanghai** show, but not only...

Participate to the IT PRODUCTS Adventure!

Brands are invited to designate their favorite IT PRODUCT via WeChat a few days before the show!

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Join our Glo.cal & 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 New York
2021, September 22 & 23
Javits Center



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



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

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