



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

Ready to live an IT experience?

[CLICK HERE TO START YOUR REGISTRATION](#)

The new products introduced at **MakeUp in Shanghai, 7 & 8 July** represent the latest innovations in terms of formulas, packaging, full-service or accessories... Follow the guide and discover the IT experience!

First Step at the entrance: Discover the Innovation Carrousel

Come and take a little ride on the "IT PRODUCTS" carousel to discover at a glance the best of exhibitors' beauty innovation:

- High technology formulas based on natural ingredients, capable of beautifying and strengthening the skin's defenses
- Bright and trendy colors for accessories and eyeshadows
- Refined packaging with an artisanal finish
- High precision applicators



Second step on the Show: Test the most innovative products in Live



For a sensory adventure, go to the Carousel, catch the IT product post and follow the instructions to test textures, colors, effects ... on the award-winning exhibitors stands:

- COLORITE
- DONGGUAN FAY COSMETIC BRUSHES
- ESSENTIA BEAUTY
- EVERFAVOR COSMETICS
- GEKA GmbH
- NIHON KOLMAR CO., LTD.
- SETHIC INNOVATION LABO
- SHENZHEN SENLARRY PACKAGING
- STARWAY PACKAGING CO.,LTD
- VIROSPACK S.L.U.

Third step online: Elect your favorite IT PRODUCTS

You are invited to designate your favorite IT PRODUCT via our WeChat lottery!

How to participate?

**活动一
CAMPAIGN ONE**

2021 上海国际美妆展创意汇重磅归来!
2021 MakeUp in Shanghai IT Products are back!

线上投票通道持续开通至7月8日!
Our online voting channel is opening till July 8th!

快来pick你心中的最佳创意彩妆及护肤产品吧!
Go & Pick your best creative makeup
and skincare product and vote for it now!

关注微信公众号
发送关键词“创意汇”
即有机会赢取玛丽黛佳赞助大奖!
(奖品领取方式请咨询现场工作人员)

Follow us on WeChat
Send key word "IT Products"
Get the chance to win Prize sponsored by Marie Dalgar!
(Ask onsite helpers to collect your prize)

观众预注册及创意汇投票
抽奖礼品领取
Prize collection for visitor pre-registration
& IT Products voting lottery



We wish you a lovely show! See you soon on MakeUp in Shanghai!

[CLICK HERE TO START YOUR REGISTRATION](#)

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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