



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!

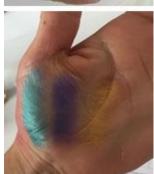
First Step at the entrance: Discover the Innovation Carrousel

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
- GFKA 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?



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!





### Follow us to discover more





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



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