



**The Glo.Cal BtoB event**  
boosting Beauty Innovation



## MakeUp in Shanghai

**A great IT Products experience for the MakeUp in Shanghai public!**



MakeUp in Shanghai team wants to warmly thank their visitors for this amazing event!

### **Throwback to our IT Products' moment!**

This experience began at the entrance of the show, with the exhibition of the 13 IT PRODUCTS award-winning novelties on the Innovation Carrousel.

For memory, these 13 innovations were awarded IT PRODUCTS by no less than 10 international experts in the beauty sector, among 38 new products presented to this competition by the exhibitors of MakeUp in Shanghai.

**[Discover our 13 awarded products here!](#)**

### **Visitors' IT choice!**

After the carrousel visit, the visitors were guided to the exhibitor's booth to test all the IT PRODUCT'S and vote on Wechat for their favorite.



And the winner is... **SETHIC!**

*Their make-up base "GEMSTONE ENERGY MAKEUP PRIMER" formulated with different precious gemstones powder and an innovative plant-derived emulsifier summed up the promises of seduction, well-being and emotion of a make-up and skin care innovation always more respectful of the environment.*



**Looking for more innovative formulas, packaging, full-service or accessories??**



Discover all awarded IT Products on the [BeauteaMatch](#) platform! From makeup to skincare, they reveal the biggest trends in the European, Asian and American beauty markets.

**Next Innovation awards in New York !**

[Register now](#) to attend MakeUp in NewYork and discover the latest innovations and consumer trends in the US Cometics industry.



**22/23 Sept. 2021**  
**Javits Center**

**The Glo.Cal BtoB Event**  
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**MakeUp in Shanghai**  
**2022**  
**Shanghai Exhibition Center**



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