

MakeUP *in* Shanghai

SKINCARE & MAKEUP INSPIRATION

14|15 April 2022 - Shanghai Convention Center

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



2 days to take your beauty business to the next level!

As a Glo.Cal BtoB exhibition (meaning: Global AND Local), the 5th edition of **MakeUp in Shanghai** will take place from **14 to 15 April 2022** at the Shanghai Exhibition Center.

THE perfect opportunity to meet in person all the key players of the beauty industry in one place! To support you in the development or launch of new products, cosmetics suppliers are waiting to reveal their latest creations in **formulation, full service, ingredients, packaging and accessories**.

You're invited!

Whether you are an indie brand or a legacy brand, get inspired by discovering their new products and best-sellers!

Don't miss this unique opportunity to decipher tomorrow's trends and shape together the future of cosmetics.

[DOWNLOAD YOUR INVITATION](#)

Meet your future business partners!

We have handpicked for you the best of the best in **Formulation, Packaging, Ingredients, Full service** and **Accessories**.

Some major exhibitors have joined again the adventure and **some new ones** will also present their newest innovations and product lines.

MONBON (color), **PANG'S** (skincare), **FRIME** (accessories), **ZH EJIANG Z & Z** (packaging), **KINHWA** (packaging) and so many others are eager to meet you!





Innovation & trends in the Spotlight

IT Awards competition is a true institution in MakeUp in DNA. The competition highlights the most innovative new make-up and skin care products from the **show's exhibitors** in line with the **upcoming beauty trends**.

MakeUp in Shanghai's IT Awards spotlight **key innovations** in terms of **ingredients, packaging, textures** and **formulas**. The products are tested and evaluated by our international Expert Committee. Come and discover them at the show!

Get inspired!

With insights and industry analysis from brands, trend institutes, academics and other industry professionals, key beauty market topics and trends will be discussed at the show conferences. Among the themes of this edition:

- Beauty & Globalization
- Hainan Beauty
- The future of beauty / Beauty in the Metaverse
- Dermacosmetics
- Makeup trends from North to South Asia

Full program available soon!



Want more?

Throwback to our MakeUp in Shanghai 2021 Edition!



2 show in one!

MakeUp in Shanghai is held concurrently with LuxePack Shanghai, the premier show for creative packaging in all sectors. Your MakeUp in Shanghai badge gives you access to both shows.

We look forward to seeing you again at MakeUp in Shanghai, 14&15 April 2022!

[Register now](#)

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MakeUp in Shanghai
14 & 15 April 2022
Shanghai Exhibition Center



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