



MAKE UP IN PARIS 2012: A figure to remember: + 25%

+ 25% increase in exhibition space!

+ 25% increase in the number exhibitors!

The coming edition of MakeUp in Paris to be held on 21 and 22 June at the Carrousel du Louvre in Paris already looks like a great success!

Rare enough to be mentioned in the organization of an event, not only almost all exhibitors have registered from one year to the next, but over 15% of them have decided to increase the surface of their stand in 2012.

More than ever in 2012, the right balance between specialists in formulation, full service and packaging will be respected. More than ever, the dynamism of "make-up" animations and professional conferences is sure to gather many participants.

MakeUp in Paris confirms even more its unique positioning in Europe of high end quality targeted and exclusive event fully dedicated to the make-up sector.

All the news in recent weeks has once more proven the relevance of an event like MakeUp in Paris. Hasn't just recently a major brand made announced that to regain market shares in France, it wanted to encourage impulse buying and attract new customers by relying on make-up...

Hasn't the French Federation of Selective Perfumery recently observed that "*the dynamics of the market was driven by products with a high price accessibility like make-up pallets up and nail polishes.*"

Every month, every week the news remind us of the specificity of a sector that shows its dynamism with a extraordinary level of innovations both in terms of formulas and of tools to apply them, and packaging.

MakeUp in Paris in 2012 will take place next year in two new exhibition rooms, Salle Delorme and Salle Gabriel, at the Carrousel du Louvre a splendid exhibition facility.

An appointment not to be missed.

They are joining us for the first time in 2012, they tell us why:

COSMOGEN

MakeUp in Paris is the only trade show bringing together the suppliers from the make-up industry: they showcase a selective offer of innovations exclusively intended for this market. The show is on a human scale and the atmosphere is warm and friendly. We perceive it as an efficient working environment. The venue in the Carrousel du Louvre is ideal. It's convenient and easily accessible.

The various conferences focus on issues related to innovation, R&D and regulations: a number of concerns that interest brands and their suppliers.

It made us want to attend the show as an exhibitor and we hope MakeUp in Paris will maintain this level of performance in the future.

Pioneer in the design of packaging, Cosmogen holds an expertise in the development of solutions for cosmetic applications: make-up, powders and fluids.

The specificity of its products lies in their multiple functions: contain, apply, treat. With its design and development departments, Cosmogen offers its clients innovative standard and custom made solutions.

In 2011, new ranges of brushes (From Nature, Text, Jungle) were created, but also clever packs like Shaken Powder: this powder compact meets both consumer requirements and technical production constraints. It will be a featured product at MakeUp 2012 among many other innovations to be unveiled!

MARBELLA

We have been working in the past two years with clients of international renown in the world of cosmetics. All of them advised us to exhibit at the MakeUp in Paris show.

The location at the heart of Paris, the quality of animations and the selection of exhibitors convinced us even more.

Marbella, the French creator of skin jewel, designed a revolutionary concept: The "ready to paste" Couture Eyeliner.

Marbella has invented a new eyeliner in the form of an adhesive and repositionable patch. Easy to apply, the eyeliner patch perfectly reproduces the expertise of professional make-up artists.

Directly applied on the eyelids at the base of the eyelashes, the eyeliner patch immediately creates the glamorous "doe eye" effect in the blink of an eye.

RUSI

At a time when the Rusi Group has announced an increase of 15% of its production capacity in mascaras, eyeliners and lipgloss, and the commissioning of a lacquering line with a capacity of 15 to 20 million pieces per year, thus demonstrating its desire to strengthen its presence in 2012 in the make-up sector, it was evident to us that we should attend the next MakeUp in Paris trade show in 2012 which proved after only two successful editions that it had become the key event in the make-up sector in Europe. This kind of specialised event certainly fills a gap in our trade. Congratulations once again for this initiative.

SGD

SGD is the world glassmaker for the beauty industry. Best known for its perfume bottles, it is also a partner of choice to develop skincare and make-up ranges.

The codes for premium skincare and make-up applications change very quickly. Some segments are growing strongly, and brands seek to differentiate even more their offerings. There is a growing trend that confirms the development, not to say a renewed interest for glass made packaging, more sophisticated, more creative and more premium. Which is only logical, when one considers the real assets of glass, for this field of application. First of all, glass is a neutral inert, material, which has no compatibility problems with formulas, and in addition features a barrier effect that protects the most fragile ones. Weight, brightness, and the many decorative options of glass make it inevitably a "premium" image vector for skincare and make-up products. And of course, let's not forget a major ecological advantage: glass is 100% recyclable!

Already present at the 2011 edition of MakeUp in Paris as part of the "Materials" workshop, SGD had to increase its presence at the upcoming MakeUp in Paris in 2012, because this event is undeniably become in two years the meeting place of the European make-up industry."

KUM

Press release MakeUp in Paris 2012 – November 28th, 2012

We have decided to take part at MakeUp in Paris to meet customers/ potential customers and to introduce new products.

KUM is the manufacturers of Sharpeners for over 90 years with a tradition based on creativity, quality and customer service. Our Cosmetic Sharpeners range in size from 6.48mm to 16mm pencil diameter and are made of the highest quality with the blade made from the hardest carbon steel and will sharpen all types of cosmetic pencil from plastic, wooden & cosmetic formula.

KUM® is very proud to introduce a complete range of brushes developed together with master brush makers and make-up artists. Attention to detail, the finest materials from all around the globe and skilled labour make it possible to produce the finest beauty brushes. You will notice the difference when you use one of the KUM® Beauty Brushes.

MakeUp in Paris
21 to 22 June 2012
Carrousel du Louvre - Paris

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