

7 Key Insights From Makeup in New York

Sustainability, unparalleled efficacy, and virtual influencers were among the key topics discussed at the 2019-edition of MakeUp in New York. Held on September 11-12, 2019 at Center415, on Fifth Avenue and 38th Street in Manhattan, the show brought together the top international manufacturers, brush makers, and packagers showcasing their solutions for the beauty world. Attendees were granted exposure to the creativity and innovation of cutting-edge makeup brands around the world.

Here's a roundup of the key discussions that took place at MakeUp in New York:

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ECO-EVERYTHING

More sustainable solutions for everyday beauty items.



With the climate crisis at the forefront of everyone's mind right now, brands are pushing more [sustainable](#) solutions for everyday beauty items. From recyclable plastics to biodegradable containers, there is seemingly no end to the options available to the environmentally-conscious business. APR Packaging had one of the largest selections of eco-friendly packaging options, most notably a patented 100% wooden live-hinge compact that uses water-based ink. Livcer, a company based in France, showed an innovative sample solution for [lipstick](#) using fully recyclable materials.

Other exhibitors showing eco-friendly options include J.Cop, SeaCliff Beauty, Pennelli Faro, Alkos Grou, MG New York, and Geka.