In the midst of the international hustle and bustle and the traffic nightmares that accompanied this year’s United Nations General Assembly meeting, MakeUp in New York opened new doors for its seventh edition, at Center415, on 5th Avenue and 38th Street in Manhattan. Both visitors and suppliers seemed to largely approve of the 40,000-square-foot space, saying the venue was super-convenient, with lots of mass transit options and plenty of restaurants in the vicinity in which to conduct private lunch meetings.

Over the two days, September 20-21, show organizers say 3,100 attendees (up 300 from the previous year, due especially to a rise in foreign registrants) visited 110 exhibitors and sat in on 17 topical education conferences ranging from the trend in “Made in the USA” to the challenges of In-
die and Legacy brands. As a special hospitality touch, all visitors and exhibitors were treated to Saint Michel French madeleines and cookies, as well as High Brew Ice Coffee on both days.

MakeUp in NewYork’s iconic traveling Innovation Tree, this year in a leafier form, was laden with 22 products culled from 53 that were submitted by 24 exhibitors. The Top 3 winning products on the Innovation Tree were then selected by FIT students who visited the event (see sidebar for the Top 3).

WALK AROUND THE SHOW FLOOR
The 110 exhibitors at MakeUp in NewYork presented a variety of formulations, packaging and accessories, in categories ranging from eye to lip to skin care. A number of new lipsticks were presented and there was also a notable increase in skincare offerings, such as masks, as well as in suppliers providing full service to accommodate current brand demands for speed to market. Following is a look at some of the exhibitors that caught Beauty Packaging’s attention as we made our way around the two levels of the show floor.

FULL SERVICE
At Englewood Lab, founder and CEO David Chung showed Beauty Packaging an array of innovative new skincare formulations including a large variety of masks, such as non-woven, hydrogel and biocellular coconut sheet products. Known as a research and innovation company, as well as a contract manufacturer, the supplier specializes in prestige skincare, but has now expanded in response to demand for color cosmetics as well as speed-to-market and full turnkey packaging. Phase One of their expansion into color focuses on complexion, with pressed powder, foundation and BB creams. With state of the art manufacturing facilities and operations in the U.S. and Asia, as well as a team of 70 scientists, Chung says, “At Englewood Lab, we provide beauty solutions for our clients that are beyond boundaries.” Some of the additional products presented at MakeUp in NewYork included transformative formulations such as powder-to-liquid lipstick, moist eye shadow, “sea foam” cleanser and oil dispersion technology, which Chung says they are one of the few in the world to produce (see video at BeautyPackaging.com).

In addition to full turnkey services, World Wide Packaging provides the cosmetic and personal care industries with a complete range of packaging components, molding in both custom and stock options, as well as tube packaging options. At MakeUp in NewYork, WWP displayed a number of custom cosmetic innovations, including a cutting-edge mascara brush, dubbed Lash 180°. The patent-pending ergonomic brush creates a solution to wide-eye and messy mascara application. Shaped like a triangle, the Lash 180° brush is engineered and designed to be used both horizontally and vertically. Combined with a trendsetting formulation, this cutting-edge brush styles lashes 180°, making it simple to lengthen, curl, define and volumize lashes with just one swipe. The product’s proprietary formulation, developed by WWP’s product development & sales group to be U.S. and EU compliant, also incorporates vitamins.
to strengthen and fortify lashes.

WWP’s Four Play-Mini Kit is a pocket sized, playful solution. Each “fit-in-your-pocket” kit consists of four long-wear lipsticks or eye liners and can be sold as is or customized with eye shadow, eyeliner, lipstick or lip liner formulas. Single shades can be purchased separately. The Winsome Warrior eye shadow palette features “fierce but delicate” arrowhead godets, in a faux birch wood textured insert with baked powders. The soft but intense highly pigmented eye shadows all signify “the complex duality that is the woman.” Palettes can be sold as is or customized (see video at BeautyPackaging.com).

Asquan says they “specialize in bringing new concepts to market at an accelerated pace in line with trends.” At MakeUp in NewYork, they featured a wide range of innovative designs for cosmetic packaging, in plastic and metals, such as zamac. The supplier offers unique solutions, such as patented cushion systems for makeup, as well as innovative solutions for liquid eye and lip products. One travel-friendly package resembled a fan, stacking six different makeup products in one square case. An eye-catching metal lipstick case featured a zig-zag design. The company says it works with brands to deliver 2D and 3D design renderings to produce custom looks, and also produces tooling in-house. A variety of bags and cases were also on display, with holographic patterns in shiny silver, and fun lip shapes.

COLOR COSMETICS

Lumson revealed a new range of lipsticks at MakeUp in NewYork. The Made-in-Italy lipstick collection features different shapes, materials, finishes and mechanism options. The supplier’s ‘POP UP’ decoration features extra glossy and thick lacquering that highlights the decoration, and gives a unique embossed effect. Digital printing technology enables each lipstick tube to be customized—with no two the same. From reproducing works of art such as Starry Night to floral and pop art images, the packages would be a welcome addition to anyone’s handbag (see video at BeautyPackaging.com).

Cosfinity specializes in cosmetic packaging for Color Cosmetics, based in Taiwan. New lipstick packaging includes a rounded, capsule-like aluminum tube that’s weighted and a tube with a magnetic cap. One design features materials such as genuine leather coating. Laurence Kuo, sales executive, told Beauty Packaging: “We like to experiment with combining different materials for a luxury look and feel.”

At Too Charming Co, Ltd., turnkey solutions included an array of eye-catching lipsticks decorated with scenes and portraits, or customized with names. Each one of the paper tubes can be different. The designs are printed on sheets on a traditional press and then cut and glued to the tubes.

The emphasis at Classic Cosmetics is on quality and speed to market, according to Kim Piere, director of new business development & marketing for the Made in USA manufacturer. Products include color cosmetics from pressed powders to lipstick. Piere noted that as far as trends, “There’s been a change in eye shadows toward a heavy pigment load and an amazing transfer of color.” With lipsticks, she’s seen a rising popularity with “more cushion and shine.” (See video at BeautyPackaging.com)

At Strand Cosmetics, Denis Richard-Orliange told Beauty

The Times Square collection from Lumson was created to show the supplier’s eye-popping ‘Pop-Up’ technique.
Packaging that “more and more, our business is to develop a turnkey package.” From the development stage, they work with industry suppliers to develop formulas that match with the packaging for the proper application. One of their featured products at MakeUp in NewYork was a specialty mascara with a very small brush to limit the amount of formulation, for a product focused on a very natural look for both women and men. According to Richard-Orliange, they looked at more than 30 brushes before honing in on just the right one. (See video at BeautyPackaging.com)

Alkos presented a wide range of color cosmetics and skin care products, including several with new gestures for skin care and trendy finishes in color cosmetics, especially lipsticks and pencils, including Hydra Color Lacquer, which they call a “new generation of fluid lipstick.” This lip lacquer combines the intense color payoff of a lipstick with the fresh and easy application of a lipgloss. Laura Mariani told Beauty Packaging, “Metals are also still a big trend in lipstick”—and Alkos offers a metallic jumbo pencil with a matte finish.

Presto Packaging Solutions was showing a new airtight lipstick case, for formulas “that need that protection,” in addition to a number of other designs, both full-size and mini. Many of Presto’s lipstick packages are metal, with magnetic closures. Others have clear wells at the top of the cap, to show the lipstick color. Rex Ye, chief operation officer, told Beauty Packaging: “This design makes it easy for the consumer to see the lip color inside the package before buying, and without having to open it.”

Presto’s variety of mini packages are ideal for sample, trial and travel size products. There are mini roller balls, and mini square lipgloss packages, which come complete with extra-small applicator wands. “Our smaller packages that are in-stock make it easy for an Indie brand to take advantage of all the benefits of sampling,” said Ye.

Pibi plast spoke to visitors about their customization capabilities for cosmetic packaging. The company’s expertise lies in using cutting-edge technologies to create custom looks. Capabilities include printing and coating techniques, such as laser and ink-jet printing on packages of all shapes and sizes. The team also works with brands to develop a custom look using 3D rendering and prototyping with 3D printing.

A few of Pibi plast’s cosmetic packages on display were decorated to represent different themes, including Earth, Air, Fire and Water. In addition, the “Sparkle & Shine” collection was particularly eye-catching.

Faber-Castell Cosmetics presented a wide range of pencils to highlight eyes, face and lips. Glossy and ultra-matte magnetic pencils called Shades of Black offer definition that stays crisp for up to 12-hours but also smudge easily for a smoky vibe, while pigment-rich Lavalust metallics, infused with pearls, can be used for eyes, lips and cheeks for a mono-chromatic look. While freckles used to be viewed as a blemish, they are now welcomed as a gift, and for those who haven’t inherited them, Faber-Castell offers Faux Freckles for a “no makeup, just freckles” look. The bubble-shaped tip with a cushion feel works like a stamp that you dab onto the skin to create sweet freckles in an instant.

Aircos, a family business in France that is currently expanding in the U.S., featured a variety of palettes and compacts at
its booth. Many of these displayed the names of the biggest makeup brands, which the company counts among its customers. Round compacts with flip-top lids designed to hold a single eye color had clear windows, which featured the makeup color. Pallettes filled with six to 12 eye shadow pans were available in metal, paperboard and plastic.

MASKS
Jim Perry, president & CEO, Taiki, pointed out how the makeup category has expanded into skin care, with many a crossover. Known for its wide range of brushes and exclusive fibers, at MakeUp in NewYork this year, Taiki was featuring a collection of masks, for everything from face to feet treatments. “Masks are Taiki’s largest category of products,” said Perry, “growing as part of the K-beauty trend.” A new, patented facial mask features a special folded mechanism, so the user can open the pouch, pull the tabs to pop open and apply. According to Perry, makeup brands can enter skin care with just a mask—such as one to “set up” skin or remove makeup (see video at BeautyPackaging.com).

Alkos scored high with two products on the show’s iconic Innovation Tree. In addition, the supplier’s charcoal stick mask scored as one of the Top 3 products on the tree as selected by FIT students (see sidebar). The stick provides a new gesture as an exfoliating, on-the-go ritual. Enriched with natural charcoal extracts, this 2-in-1 face mask and exfoliator unclogs pores from dirt and draws out excess sebum and oil. Simple to use, just run the stick under water and apply directly onto skin. Leave on to dry for 5 minutes before massaging formula in circular motions with damp fingertips all over the face. Rinse off with warm water.

BRUSHES
Soho Cosmetics Accessories is a brush company based in Taiwan that designs and customizes brushes for prestige brands from Dior to YSL. They use both synthetic and animal fibers, many with custom handles and deco. The supplier says they have passed L’Oréal’s audit for brushes.

Raphaël Brushes featured a newly designed brush line with

CHECK OUT BEAUTYPACKAGING.COM FOR VIDEOS FROM 7 FORWARD-THINKING MAKEUP IN NEW YORK SUPPLIERS: ENGLEWOOD LAB, TAIKI, WORLD WIDE PACKAGING, CLASSIC COSMETICS, YONWOO/PKG, STRAND AND LUMSON.
square handles made from genuine wood, for an eco-friendly look. The look is unusual and minimal, since it doesn’t have a ferrule. Manufactured in France, these are samples, and not produced yet, but the supplier said they will work with a brand partner to develop them, if there is interest.

SAMPLES AND MINIS
At Livcer, CEO Aude De Livonniere, demonstrated one of their newest sampling solutions, which was about as close to the real package experience as you could get: a sample cushion compact complete with an applicator. A mascara sampler from Givenchy features a blister inside a sachet, with just enough bulk on the brush for a singular application.

Geka debuted a new collection that’s ideal for on-the-go needs. The manufacturer’s “miniESSENTIALS” comes in a cute pouch with a mirror and consists of three travel-size products. The brilliantVISION mascara lengthens and volumizes lashes due to its triangular-shaped bristles, while the little petitePOWER brush tames eyebrows. Lips shine in a trendy bright pink thanks to the classicLIPS applicator. With the kit,
Geka demonstrates how the same matte pack with silkscreen printing can be customized for three different formulas.

**DISPENSING**

With seemingly more products and solutions than ever in their booth, Curt Altman, marketing director, Yonwoo/ PKG, highlighted their dispenser for dry powder, complete with a locking mechanism. He explained that it’s ideal for a number of products including body powders and dry shampoos. He said a current trend among brands is trying to find new methods of dispensing and application. “They’re getting away from cream in a jar, or lotion in a pump,” he said, adding: “Consumers are looking for new ways to apply products efficiently, and a better packaging aesthetic to go with the product” (see video at BeautyPackaging.com).

Seacliff Laboratories focused on the launch of their airtight foundation, the latest addition to its platform of airtight components, which includes jars, palettes, and customized compacts. “We’re expanding on our airtight innovations,” said Seacliff’s CEO Vonda Simon.

**MAKEUP IN… TEAMS UP WITH LUXE PACK LA**

Head to the West Coast next February 7–8 for MakeUp in LosAngeles as it co-locates with the premiere of Luxe Pack LA, both at the Barker Hanger, in Santa Monica.

More info: makeup-in-losangeles.com  BP