

MakeUp in Paris

Color on show

BW Confidential reports on what was seen and heard at MakeUp in Paris, which took place in the French capital from June 9-10



The seventh edition of MakeUp in Paris, the trade show dedicated to make-up formulation, packs and trends, continues to grow. The show welcomed 3,508 visitors, up 12.7% from 2015, and 151 exhibitors, an increase of 20.8% from 2015. Some 36 of these exhibitors were new, and were mainly from Europe, but also Asia and the Americas.

New features at this year's show included an area called Digital Beauty, where visitors could find digital solutions specifically for beauty and make-up. The area housed around 10 companies across product development, retail, consumer relations and digital strategy consulting. In addition, there were a series of conferences on digital and beauty.

The show also presented its Innovation Tree again this year, showcasing 28 creative products selected by a panel of judges. Some 75 products were submitted by 33 companies for a place on the Tree. There was also a new stand dedicated to sustainable development, sponsored by Chanel Parfums et Beauté.

In terms of make-up trends, products for brows continued to be strong, as were specific applicators for eyes and lips and brushes for contouring and strobing. Cushions for all types of products including lips, eyes, foundation and even nails were also much in evidence. Several formulators indicated that new, more daring colors for the eye area and brows, such as green for example would hit the market next year. Many highlighted the trend for long-lasting products, especially in lips and eyes, and for items that put the comfort of the user at the forefront. When it came to pack decoration, metallization was a strong trend, as were crackled or marbling effects.

Seen in Digital Beauty

France-based **Provane** presented its app, La Nail Revolution, whose goal is to allow users to create nail varnish in the color of their choice. Users can scan an item of clothing or an accessory with the small Colorcatch Nano device (created by Swiss company Colorix) before validating one of the proposed shades of the color and receiving the product at home within 24 hours for €20. The app launches in July and the brand also hopes to introduce the machine, which can make the nail varnish in a few minutes, to a network of stores including nail-bars, department stores and perfumeries in early 2017.



France-based **Adelphi** presented Delphi, an automatic sample distributor which aims to help its clients gather information on their consumers. The machine, which claims to be a better solution than street marketing, can be rented out by clients for specific events, and its system can be personalized with games or videos. Consumers scan a ticket (previously provided by the brand) and enter some personal data, before receiving a free sample. The machine will be presented in September, and the aim is to target Germany, Spain and the UK in 2017. ■■■



MakeUp in Paris

Took place: June 9-10, Paris, France

Visitors: 3,508, + 12.7% vs 2015

Exhibitors: 151, + 20.8% vs 2015

New exhibitors: 36

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■■■ French start-up **Feeligreen**'s cosmetics brand Feeligold presented its i-feel Sport box set, which includes four sports care products, and the Activ'feel device, designed to be used with the products and controlled via a smartphone through the Feeligold app. Once the user has applied the product, they can massage the skin with the device, which diffuses bipolar micro-currents and uses photodynamic treatment by LED, according to the brand. Priced at €350 for a box set, i-feel Sport launched in early 2016, and is available on the brand's webshop.



France-based technology company **Wisimage**, which was founded in 2007, presented its My Smart Makeup and Makeup Live mobile apps. My Smart Makeup proposes personalized make-up looks and techniques adapted to the user's facial features. It uses algorithms to detect the color of the user's eyes, skin and hair, and 100 color combinations are possible for each personalized make-up option.



Makeup Live allows users to virtually test a product by scanning its barcode, and enables them to see themselves wearing the make-up featured on models in ads.

Wisimage aims to launch Makeup Live this summer, and to roll out My Smart Makeup in late 2016 or early 2017, when it will be combined with Makeup Live into one app. The two apps can also be licensed and customized separately.

First-time exhibitor French packaging supplier **Albéa** presented the Albéa Connect app, its B2B application which aims to show clients its digital expertise and enable them to find out more about the company's packs. The app is designed to visually recognize Albéa packaging to provide clients with details including product benefits, technical specifications and product tutorials. Clients can also send a direct request via the app for follow-up. The app will serve as a tool for its sales teams, and aims to connect the packaging manufacturer to brands, according to Albéa. Albéa Connect will launch in September 2016 in Europe and North America.



French company **Otstc Creative Biometric**, which offers virtual cosmetics solutions, showcased its software that aims to analyze the user's skin to help them choose products. It can pinpoint dark spots or wrinkles, loss of firmness on the user's face, before providing them with personalized advice and proposing products. Its make-up solutions include an automatic shade recommendation, which suggests shades for foundation and blush and brings up the product recommended by the brand. Otstc Creative Biometric counts L'Oréal Paris and Lancôme among its clients.



Seen in show

German company **Geka** showed its latest collection focusing on trends for spring/summer 2017, called Green Glamour. The company says that green products are becoming more elegant and refined. The collection includes new endlessDefiner mascara, which claims to provide lashes with maximum length and volume. The EOS 2K fiber consists of two components: the core is made of a harder material than the outside thereby ensuring precision and softness at the same time. Second in the line-up is the company's molded brush flexiQUEEN, which has been given a new extra soft material for volume. The short bristles enable a bulk deposit on the lashes for volume, while the long bristles push the lashes upwards. The cap of the mascara sports a marble effect. The third product ■■■

