

JUNE 2023

Fast Track to Aesthetics:

What's Next in Aesthetic Medicine to
Inspire Your Beauty Launches?

MakeUpⁱⁿ Paris
SKINCARE & MAKEUP INSPIRATION



In-Trend Expertize

- Beauty Tracking
- Beauty Forecasting
- Ideation Workshops



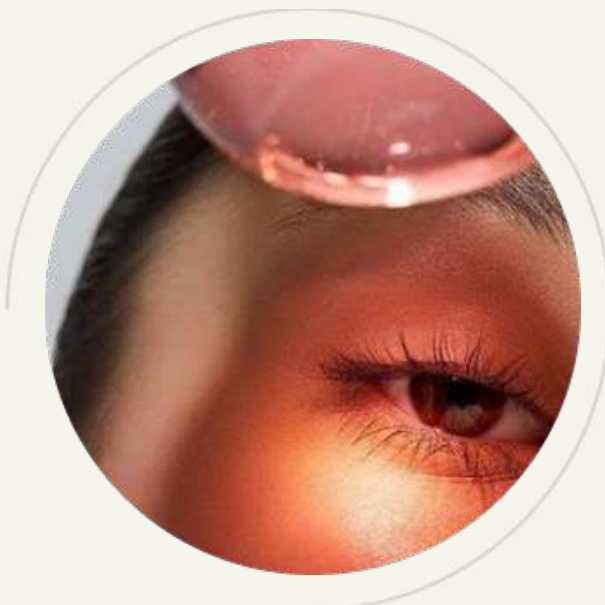
100% Focused On Beauty

We analyze all things aesthetic medicine, make-up, skincare, haircare, wellness, fragrance, packaging, nails, body care, salon and spa – with an edge for aesthetic medicine and professional treatments



Strong Credentials

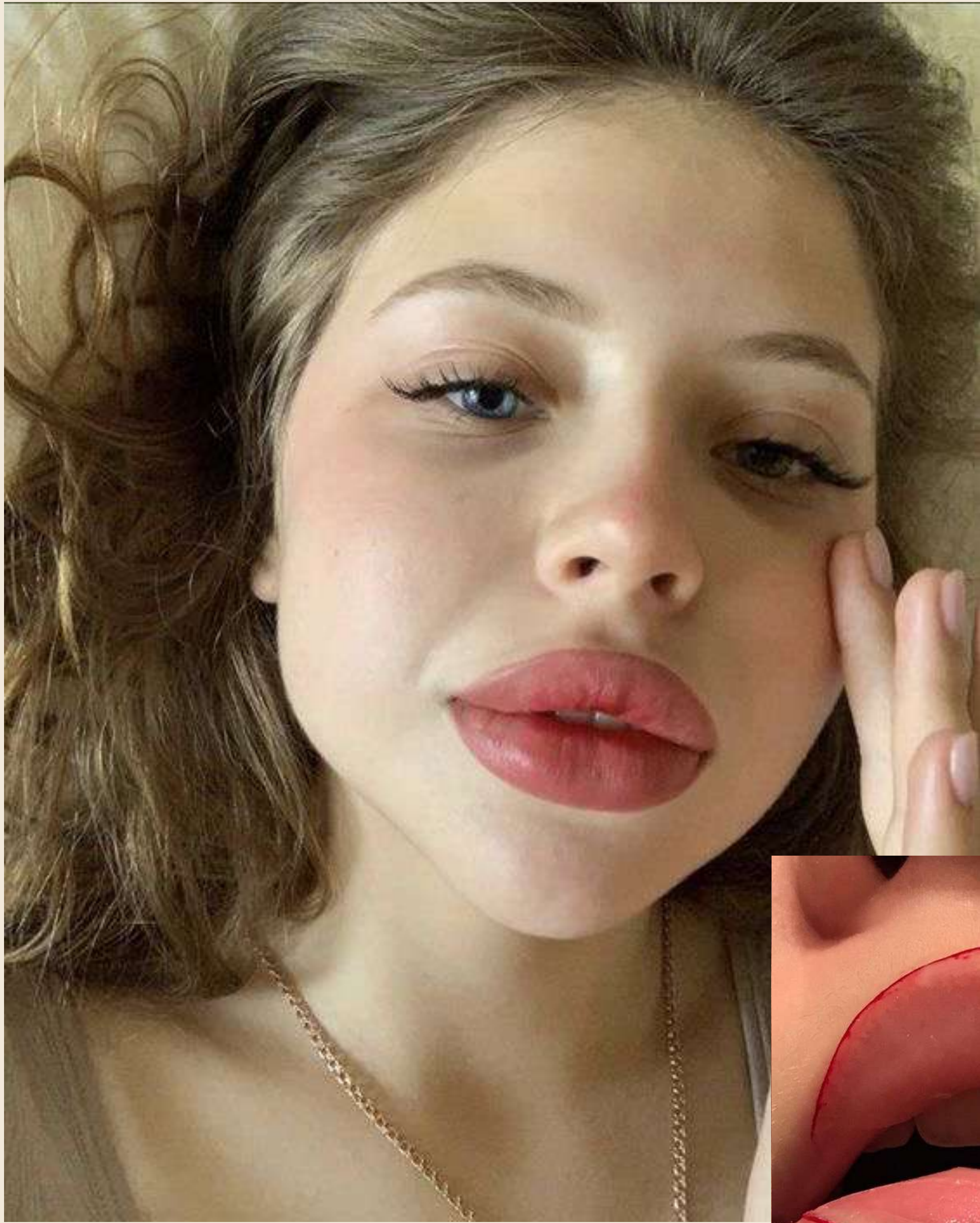
A loyal client base of top industry players



Worldwide Network Of Experts

Expansive connections with professionals (hairstylists, make-up artists, estheticians etc.) and experts (entrepreneurs, freelancers) across the world





01

The Tweakment Culture Boom

02

The Faces of Aesthetic Medicine

03

Replacing Tweakments

04

Enhancing Tweakments

Agenda

Introduction

What Is A 'Tweakment'?

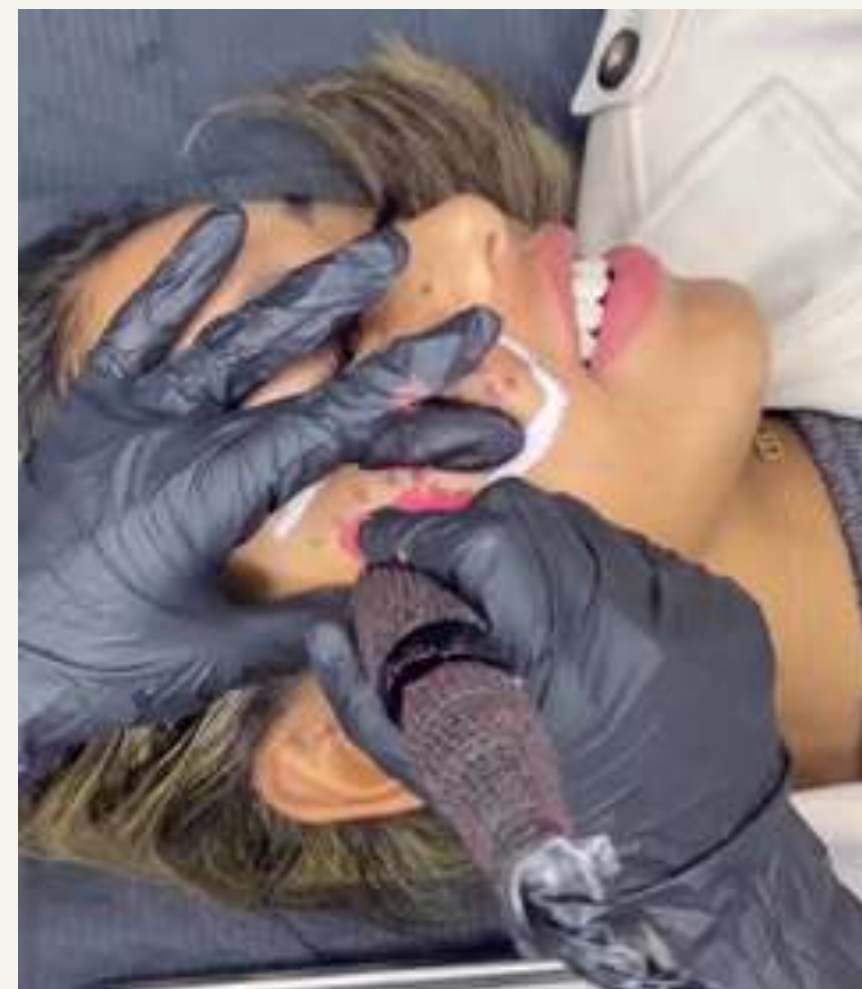


Introduction

A ‘Tweakment’ is a non-invasive treatment like filler, Botox and other micro-procedures

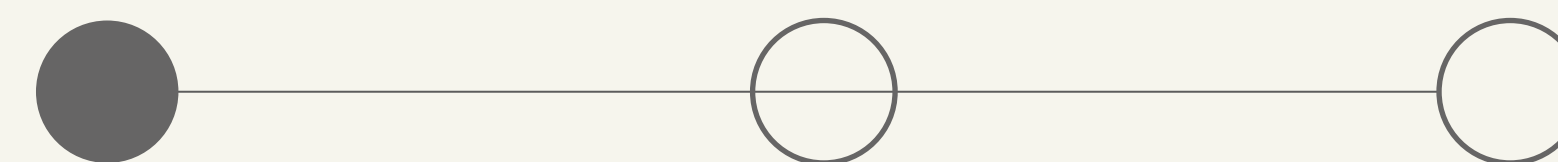


The Tweakment Spectrum



The Tweakment Queen

Vol I: Constructed Clean



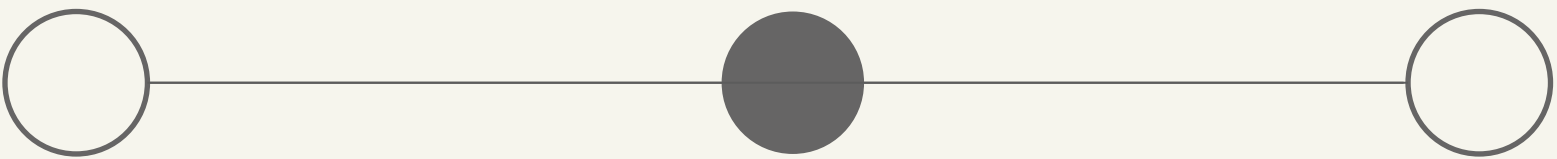


The Tweakment Spectrum



The Tweakment Queen

Vol II: Snatched Face



Introduction

As A Beauty Brand – How Do You Exist Alongside Tweakment Culture?

Replace It

Enhance It



Replacing Tweakments

Replace It

Replace Fox Eye Threading // The Face Lift



New Eye Protocol: Tense, Tighten and Tone

Eyeshadow stick that takes a full approach to tightening the eyelid:

- Hyaluronic acid plumps
- Tabebuia botanical extract reduces sagging
- Biotech active tenses and tightens

Replace It

Replace The Lip Flip



Imbed Contouring Shadows Into Lip Products

Inspired by sumi-shadow pigments used in traditional Japanese painting techniques, a hint of shading within the pigments contours the lips

Make the lips seem bigger, focus on the cupid’s bow or the reverse cupid’s bow



Enhancing Tweakments

Enhance It

The Pre + The Post



Ready – Recover – Regenerate – Radiate

A brand built around the injection market

Prepare the skin to optimally receive the treatment and quickly
reduce irritation

Reduce redness, tenderness and bruising (can be used on the lips)
and enhances the results, extending time in between treatments

A new skincare ritual: Apply 3-7 days before, 24 hours after, and 7-
10 days post injection

Uses Arnica and Bromelain – the superfood from
pineapple enzymes

Come and Chat At Booth E36!

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