



SOCIETY OF COSMETIC CHEMISTS

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**For Immediate Release**

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## SCC Partners with the Makeup in LA Show

**February 3, 2022 - New York, NY** — The Society of Cosmetic Chemists (SCC) is pleased to announce our participation in the MakeUP in LA event later this month at the Los Angeles Convention Center, February 23 & 24, 2022. This event is where suppliers, brands and trendsetters come together to give life to new lines and products. With more than 200+ suppliers exhibiting, you'll be able to connect with ingredients, packaging, formulation, contract manufacturing, and accessories providers and have access to more than a dozen education sessions across the two-day event.

"The SCC is excited for the opportunity to expand its reach to both the legacy and indie beauty markets through participation in MakeUP in LA," said Erica L. O'Grady, CAE, SCC's Chief Executive Officer. "We look forward to introducing the audience to the scientific expertise of SCC and its subject matter experts, along with all of the other resources we have to offer."

In partnership with the organizers, SCC will have a booth throughout the show and will be presenting an education session titled, "**Cosmetic Ingredient Trends**" on Thursday, February 24th from 12:30-1:15pm PST. It will be a moderated panel of industry leaders discussing ingredient trends for skin care and color cosmetic products and innovative ingredients to help maintain healthy skin and improve visible signs of aging. As the global beauty industry continues to evolve, efficacy ingredients are increasingly found in color cosmetics through innovative products and key aesthetic trends.

The session will be moderated by 2022 SCC President, Michelle Hines, PhD (*Mary Kay Global*) and features these industry experts:

- Akshay Talati, RPh (*Goop*)
- Jill Manning (*Not3d Beauty*)
- Valerie George (*Simply Ingredients*)
- Robyn-Melissa Watkins (*Holistic Beauty Group*)

Registration to the event is FREE! Be sure to visit [www.makeup-in-losangeles.com](http://www.makeup-in-losangeles.com) for more information about the program and to gain free access to the event.

### About SCC

Founded in 1945, the SCC is the oldest and largest non-profit membership organization serving the cosmetics and personal care industry. Dedicated to the advancement of cosmetic science, SCC headquarters provides unparalleled education, resources, and networking for nearly 6,000 members globally and via 19 chapters across Greater North America. Visit [www.scconline.org](http://www.scconline.org) for more information.

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