



FOR IMMEDIATE RELEASE

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LUXE PACK NEW YORK AND NYSCC SUPPLIERS' DAY ANNOUNCE OFFICIAL "CROSS-OVER" DAY

LUXE PACK is thrilled to announce an official "CROSSOVER" day with New York Society of Cosmetic Chemists (NYSCC) (Suppliers' Day). For the first time, both industry platforms will be co-located at the Jacob K. Javits Convention Center, New York City on Wednesday, May 6th. The partnership between NYSCC Suppliers' Day, the main event for beauty ingredients, formulations, and delivery innovations and LUXE PACK, the premier event for creative packaging will provide an added opportunity for brand contacts to meet all of their "sourcing to shelf" needs. The LUXE PACK show badges will facilitate the NYSCC Suppliers' Day exhibit floor entrance and vice versa.

To build on the 360° experience, LUXE PACK and NYSCC are also collaborating with BXP, Brand Experience: Packaging magazine, to develop a comprehensive educational networking experience on both show floors. This two-part series will be the first installment in BXP's newest initiative, the BXP Live Road Show Think Tank Series. Both sessions will take place in the afternoon on May 6th and be followed by a brief networking break offering attendees a chance to mingle with each other and connect with the presenting speakers.

PRODUCT DEVELOPMENT AND BRANDING WITH FEROCITY PART 1

1PM TO 2:30 – NYSCC SUPPLIERS' DAY INNOVATION HUB & SOLUTIONS CENTER- HALL 1D

Part one of a two-part series developed by Brand Experience: Packaging in collaboration with NYSCC and LUXE PACK is a dynamic panel discussion led by the editor-in-chief of *BXP* magazine and featuring brand, design and industry professionals. The panel will explore how innovation and branding leaders launch, market and design with fierce speed, and yet in concert with consumer's growing demands, such as for natural and clean beauty products as well as more sustainable packaging. Attendees will receive a better understanding of sustainable ingredients' roles in product and package design, best practices and tips on how to launch new products more effectively, and strategic advice on how to refresh existing product line-ups and brands.

DESIGNING PACKAGES THAT SEDUCE SHOPPERS PART 2

3PM TO 4:15PM LUXE PACK NEW YORK CONFERENCE AREA-HALL 3A

Designing Packages That Seduce Shoppers with Your Product's and Brand's Benefits is part two of a multi-part series developed by Brand Experience: Packaging in collaboration with LUXE PACK and NYSCC, and this class continues the conversation about effective and seductive product and package design, development and innovation. In this session, BXP's editor-in-chief canvases the world of product and package design to bring best-in-class examples of product development and brand design across categories to bring cross-industry inspiration for beauty brands looking to: develop products that resonate with consumers on an emotional level and design strikingly effective and dynamic packaging—with sustainability, e-commerce and Omni-channel marketing strategies in mind. The class will also investigate more effective packaging supply chain collaboration and transparency as well as consumer trends and engagement. Attendees will not only walk away with inspiration for their brands, products and packaging, but with real-world knowledge on how to bring spectacular packaged beauty products to market.

This unique collaboration will provide a full spectrum attendee experience unlike ever before.



About LUXE PACK

The leading global BtoB tradeshow platform dedicated to creative packaging for all luxury sectors. LUXE PACK NEW YORK 2020, May 6-7, 2020, will showcase over 200 of the leading manufacturers and suppliers of primary and secondary packaging. The strategically selected exhibitor listing attracts thousands of the brands both legacy and indie sourcing the best in packaging concepts and solutions. Supplementing the exhibition floor, will be a powerful conference program. All topics are developed to provide high level foresight to inspire design creativity, marketing tactics, and effective program solving. For additional information and to request your complimentary badge, visit <https://www.luxepacknewyork.com/>

About New York Society of Cosmetic Chemists (NYSCC)

Dedicated to the advancement of cosmetic science, the New York Society of Cosmetic Chemists, www.nyscc.org, strives to increase and disseminate scientific information through meetings and publications. By promoting research in cosmetic science and industry, and by setting high ethical, professional and educational standards, we reach our goal of improving the qualifications of cosmetic scientists. Our mission is to further the interests and recognition of cosmetic scientists while maintaining the confidence of the public in the cosmetic and toiletries industry. The NYSCC Suppliers' Day, May 5-6, 2020, has become the most important annual event on the industry calendar in North America for beauty ingredients, formulations, and delivery innovations. It attracts thousands of the leading players in the market and has become the showcase for new product launches, and educational programming, on top of being an excellent networking opportunity. For more information and to attend visit: www.nyscc.org/suppliers-day.

About BXP Magazine

Published nine times a year, Brand Experience: Packaging magazine, elevates the value of innovative and collaborative brand design as a strategic business competence across the Omni-channel path to purchase, to ultimately help consumer facing and retail brands deliver more relevant experiences that connect with shoppers, win at shelf, own the moment of sale and maximize brand loyalty. BXP believes strategic design can shape consumer behavior and is an investment in brands, not a cost, ensuring design has a proper seat at the table early for better business results. BXP explores consumer and retail facing brand design from concept to shelf, for senior business leaders in marketing, design, R&D/Innovation and their design firm and supply chain partners. To learn more, visit www.bxpmagazine.com

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