

For the first time ever, The Makeup Show is gearing towards hosting the biggest names in the beauty industry. On Sunday May 14th and 15th representatives of stellar cosmetics brands, top exhibitors and professionals from every area of makeup artistry will convene in the Big Apple. The unprecedented makeup extravaganza, to be held at the Metropolitan Pavilion, will feature new product introductions, special offers, demonstrations and world famous speakers. It's a must-attend event for anyone involved in the business of makeup. Two days of inspiration, education and community building in the global epicenter of the beauty and entertainment industries - New York City.



M.A.C. COSMETICS



GIRLACTIK BEAUTY

This touchstone event is a dream come true for those whole heartedly devoted to the gorgeous splendor, innocent charm, and ephemeral exquisiteness of maquillage. Wildly popular since the first Egyptian blackened her lids with soot, makeup has been worn by men and women alike for centuries. Used ubiquitously by countless cultures, makeup has evolved tremendously since its inception. Hence, looking back at history is necessary to understand and appreciate how far cosmetics have come.



The earliest records of makeup are the unguent jars found in tombs dating back to the 1st Dynasty of Egypt (3100-2907 BC). This ancient anti-wrinkle potion helped keep the pampered royals' skin supple and moist in the scorching desert heat.

Roman philosopher Platus (254-184 BC) wrote, "A woman without paint is like food without salt." Despite Platus' appreciation for dolled up belles, the makeup used in his time sounds like