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News Release

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**IBG to Showcase Several New Products at MakeUp in Los Angeles**

***From booth graphics to featured product innovations, all were inspired by a powerful blend of art, beauty, and fashion.***

*Toronto, Canada –* **IBG (Innovative Beauty Group)**,a leading global beauty solutions provider, is debuting a range of new products at the upcoming MakeUp in Los Angeles event, February 16-17, at the LA Convention Center. IBG has collaborated with its turnkey brand, Orchard Custom Beauty, to showcase a variety of cosmetic formulas, products, and tools that speak to emerging categories in the industry.

For example, the aptly named Lip & Cheek Play Clay can be used for both the lips and cheeks and features mushroom extract as a star ingredient. Richly pigmented, the Lip & Cheek Play Clay provides a muddy, “playful” texture that dries down to a lightweight, velvet matte finish with a cooling effect on the skin.

Created using the concept of color theory, IBG x Orchard’s new lightweight Color Slash False Lashes come in an array of colors that, when properly paired, enhance the wearer’s natural eye color. Made from vegan materials, the lashes feature a thin, flexible clear band that makes them comfortable enough for all-day wear. Feather-light tapered fibers are double-layered for 3D volume. The durable lashes are wearable up to twenty times with appropriate care.

Continuing to build and refine on the “macro movements” of sustainability, inclusivity, and wellness, IBG x Orchard also will feature additional products from emerging categories such as new body cleansing routines, super luxe play time color cosmetics, and sleep hygiene. Other products debuting at the show include the Beauty in Los Angeles eyeshadow-palette with colors inspired by iconic DTLA locales such as The Broad and Grand Park, a biodegradable makeup blending sponge, wishbone shaped stainless steel Gua Sha roller, and a marbled color corrector.

The theme of the IBG x Orchard booth is inspired by the streets of Los Angeles, and features artwork created by a local LA artist showcasing a blend of diversity, beauty, inclusivity, and community.

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**About IBG**

IBG (Innovative Beauty Group), a division of the Albea Group, is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. Comprised of Orchard Custom Beauty and FASTEN Packaging, IBG applies its industry expertise to support its customers with innovative and responsible custom and turnkey solutions that include design, sourcing, formula development, bespoke packaging and accessories for color cosmetics, skin care, personal care, home care, hair care, and gifts with purchase.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Shanghai, Los Angeles, New York, Toronto, the Netherlands, and Paris.

For more information, visit <https://innovativebeautygroup.com/>.