

**For Immediate Release**

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**ICMAD President and CEO Hosts Panel at  
Cosmopack New York  
*Experts Explore the Latest Trends & Future of Cosmetic  
Packaging***

**Deer Park, IL; May 11, 2016** — The Independent Cosmetic Manufacturers and Distributors (ICMAD) Association in relationship with Cosmopack, will exhibit and host an exciting panel of experts who will share their insights on the future of cosmetic packaging to be held on the opening day, Wednesday, May 11 (10:30 a.m. EST), at the Third Edition of Cosmopack New York, Spring Studios, 6 St. Johns Lane, Manhattan.

ICMAD President and CEO, Pamela Jo Busiek will moderate a panel of industry experts to include, Maxwell Luthy (Director, Trends & Insights), Leslie Sherr (Material Innovation, Author), and Deanna Utroske (Reporter, Cosmetics Design), during the first of two seminars to take place during the event. This not to be missed seminar, entitled, “Behind and Beyond: Unveiling the Innovations from the Beauty Supply Chain” will explore packaging, its challenges and being on trend in the fast paced business of beauty. What will be the next trend and will green overlap luxury packaging all are samples of questions that will be addressed.

“It’s always a pleasure to collaborate with industry pros. This particular panel brings some beneficial and diversified perspectives to industry, media and consumers. Cosmopack has done a terrific job this year in bringing new educational platforms to the 3rd Annual New York Cosmopack,” said Pamela Jo Busiek, ICMAD President and CEO.

Cosmopack New York begins Wednesday, May 11, and runs through Thursday, May 12. This action-packed two-day, B2B event connects industry leaders that will share their insights on the latest topics such as new products, technology and regulations, as well as the latest in market trends of the cosmetic industry. More information on Cosmopack New York can be found [here](#).

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**About ICMAD**

ICMAD, the Independent Cosmetic Manufacturers and Distributors association, has been the voice of independent cosmetic companies around the world since 1974. Offering innovative business tools, timely publications, educational programs, networking opportunities, and key advocacy support, ICMAD provides invaluable guidance and support for all facets of the independent cosmetic industry. Stay on top of the latest regulations and events with ICMAD online at [www.icmad.org](http://www.icmad.org), Facebook ([www.facebook.com/ICMADTalks](http://www.facebook.com/ICMADTalks)), Twitter ([@ICMADTalks](https://twitter.com/ICMADTalks)) and LinkedIn (<http://bit.ly/ICMADTalks>).