

Multi-facetted global trends in a nutshell - Marketing Trends Presentations 2015 at a glance

Leading research companies, agencies and industry experts presented themes including research into changing global beauty habits and how the industry is adapting; practical guides to cosmetic claims in the EU and property rights in fragrance; and trends in the fast-growing beauty devices, men's grooming and natural and organic cosmetics markets. For the first time, In-Cosmetics provided a focus on Turkey and the Middle East Market which was covered in four presentations and Mintel's daily product demonstrations in the Innovation Zone (details to follow in the July/August edition of COSSMA).

Link-List

Beiersdorf:	www.beiersdorf.com
Bulldog Skin Care:	www.meetthebulldog.com
Burberry:	www.burberry.com/
Cambridge Consultants:	www.cambridgeconsultants.com
Carol's Daughter:	www.carolsdaughter.com
CE.way:	www.ceway.eu
Cover Girl:	www.covergirl.com
Datamonitor:	www.datamonitor.com
Ecocert:	www.ecocert.com
Euromonitor:	www.euromonitor.com
Evolution Man:	www.evolution-man.com
Garnier:	www.garnier.com
IOPE:	www.iope.com
J.F. Schwarzlose:	www.schwarzloseberlin.com
Kline:	www.klinegroup.com
L'Occitane:	www.loccitane.com
Lowe Profero:	www.loweprofero.com
Lutz Herrmann:	www.lh-design.de
Maybelline:	www.maybelline.de
MicroNail:	www.micronail.co.uk
Mintel:	www.mintel.com
Nivea:	www.nivea.com
NSF Agriculture:	www.nsf.org
Olay:	www.olay.com
Organic Monitor:	www.organicmonitor.com
Oriflame:	www.oriflame.com
Peclers:	www.peclersparis.com
Rexona:	www.unilever.com
Revlon:	www.revlon.com
Seers Consulting:	www.seersconsulting.com
Sepai:	www.sepai.eu
Soil Association:	www.soilassociation.org
SpringPool:	www.springpool.de
Tom Ford:	www.tomford.com
TREsemmé:	www.tresemme.com
Unilever:	www.unilever.com
Vichy:	www.vichy.com
Yves Rocher:	www.yves-rocher.de