

Organic Monitor

PRESS RELEASE

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New Technologies and Novel Ingredients Top Summit Agenda

London – New technologies and novel green ingredients are the focal themes of the European edition of the Sustainable Cosmetics Summit (www.sustainablecosmeticssummit.com/Europe). Taking place in Paris on 21-23rd November, the summit comprises a 2-day conference programme followed by an interactive workshop.

For the first time, a summit will look at the impact of new technologies on the sustainable development of the cosmetics industry. Key speakers will discuss the controversy surrounding nanotechnology, biomimicry in cosmetics, novel extraction techniques, the potential of stem cell technology, and advances in biopolymers. The growing influence of mobile devices, social media and e-based distribution models will also be featured.

The summit begins with a keynote on the growing complexity of the sustainability challenge faced by the beauty industry. Pressure on cosmetic companies is mounting as resources become increasingly scarce, raw material prices rise, yet retailers and consumers are demanding more transparency. In an industry that has historically received much negative media attention, consumers are increasingly questioning the ethical component of cosmetic products. Claudie Ravel, founder of Guayapi, discusses methods of improving the social and ethical dimensions of cosmetics. The French brand has set up sustainable sourcing projects for its ingredients in Sri Lanka and the Amazon, adopting fair trade principles and encouraging biodiversity.

With growing pressure on companies to quantify the impact of their environmental initiatives, another paper in the **sustainability best-practices** session explores the use of life-cycle analysis tools. Laboratories Expanscience describes how CSR can be integrated into supply chains via the ISO 26000 standard. Marks & Spencer, dubbed one of the most ethical retailers in the world, will give insights into how it is meeting the environmental and social challenges. Five years after implementing its Plan A sustainability project, it has become the first major UK retailer to become carbon neutral.

Since innovation in the cosmetics industry is intrinsically linked to product formulations, the search for new ingredients is intensifying. The second session hones in **novel green ingredients**, placing particular emphasis on those from marine sources. The first speaker highlights the sustainability issues associated with sourcing from the seas and oceans. Proceeding papers discuss marine ingredient innovations and novel actives from sea algae. Ocean Basis will share its experiences in setting up an algae farm for the sustainable cultivation of marine ingredients. The German company recently received the

Spa Diamond 2012 award for its natural cosmetics range. Other papers in the novel green ingredients session discuss the use of green chemistry in cosmetic formulations, and developing sustainable ingredients for hair care applications. A paper by Yves Rocher highlights developments in botanical ingredients.

Weak economic conditions and sluggish market growth rates in Europe are leading many cosmetic brands to invest in marketing to raise product sales. The **marketing session** focuses on major marketing and distribution developments for green (natural & organic) cosmetics. An update is given on the European green cosmetics market, including growth projections and future outlook. Other speakers discuss new technologies in marketing and distribution, such as social media, online retailing, and sustainable communications. Simon Duffy from Bulldog highlights the importance of customer segmentation for new brands. The UK company is building an international presence with its range of natural male grooming products.

The final session examines the impact of **new technologies** on the cosmetics industry. Advances in mobile technology are leading to a plethora of smart phone applications, enabling cosmetic brands to interface directly with consumers. The opening speaker assesses the commercial implications of this development.

The opportunities and risks of nanotechnology will be featured in a balanced debate on this emerging technology. Dr. Ian Tooley from Croda will show how nanotechnology can spur innovation by creating new applications for cosmetics, whilst another speaker highlights the risks of nanoparticles and the need for tight controls. Professor Monique Simmonds from Kew Gardens will state how biomimicry can be a source of inspiration for the cosmetics industry.

Advances in sustainable cultivation methods for active ingredients will be covered by two speakers. Fred Züllli from Mibelle Biochemistry will give details of the new PhytoCellTec Concept, recently featured at Rio +20 (Earth Summit). Roberto dal Toso, R&D Manager of IRB, will explain how plant stem cell technology can be used to extract active ingredients from rare plant species. Another speaker reviews the diverse range of applications of biopolymers in cosmetic products.

Judi Beerling, Head of Technical Research at Organic Monitor, rounds up the 3-day programme with a half-day workshop on **sustainability and fragrances**. The workshop reviews the sustainable fragrance options available to formulators and discusses the related technical problems. Sustainability issues of fragrances like raw material sourcing, certification and industry standards, quality and costs are also on the workshop agenda.

About the Sustainable Cosmetics Summit

The aim of the Sustainable Cosmetics Summit is to encourage sustainability in the beauty industry by bringing together key stake-holders and debate major sustainability issues in a high-level forum. The European edition is the 10th edition of this international series of summits, taking place in Paris on 21-23rd November 2012. More information is available from <http://www.sustainablecosmeticssummit.com/Europe/>

About Organic Monitor

Organic Monitor is a London-based specialist research, consulting & training company that focuses on the global organic & related product industries. Since 2001, we have been providing a range of business services to operators in high-growth ethical & sustainable industries. Our services include market research publications, business & technical consulting, seminars & workshops, and sustainability summits. Visit us at www.organicmonitor.com

Further Information

For more details on Sustainable Cosmetics Summit Europe, including conference programme, please contact:

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