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**CosmeticBusiness****International Trade Fair of the Cosmetics Supplying Industry****21 to 22 June 2017**

Leipzig, 23 March 2017

**CosmeticBusiness 2017 with broad conference programme**

**In focus: current topics such as digitalisation, trends in beauty, colour and materials and how political developments are affecting the sector**

**CosmeticBusiness 2017 takes place from 21 to 22 June. In addition to the comprehensive range of products at the trade fair, the supporting conference programme provides an overview of the cosmetics industry and its supplying industry in terms of new developments and innovation too. The main topics include increasing digitalisation trends in beauty, colour and materials and how political developments are affecting the sector. As part of this conference programme the German Cosmetic, Toiletry, Perfumery and Detergent Association (Industrieverband Körperpflege- und Waschmittel e.V. – IKW) is organising an information event for the first time.**

“This multifaceted conference programme is organised to offer visitors and exhibitors more detailed information to add to the value of the trade fair”, says Project Director Ivonne Simons. “As organiser, we feel it is important to provide leading-edge, industry-specific knowledge. Also, since the lectures are not exclusively focussed on topics relating to the cosmetic industry, we aim to help participants see a bigger picture, providing them with new ideas for their day-to-day business.”

**Lectures on trends in beauty, colours and materials**

The trend lecture on June 21, ‘Prospects 2018 beyond – Zeitgeist, colours, materials’, looks at industry trends and is eagerly awaited by industry experts. The speaker, Niels Holger Wien will explain which colour schemes and material trends will shape the 2018/19 fashion season. As a fashion trend researcher and colour expert at the German Fashion Institute (Deutsches Mode Institut – DMI), he has been president of INTERCOLOR, the international network of trend specialists, since 2016. He uses multi-layered analysis to put forward ideas to inspire the development and design of cosmetic products and packaging. On the second day of the trade fair Pauline Bonafous will hold a trend lecture entitled ‘Must Have Beauty Trends 2018’. She is Marketing Project Manager at the Carlin Creative Trend Bureau in Paris and describes innovative new colours, textures and packaging ideas for the beauty industry.

**Expert lectures feature topics including increased digitalisation**

Digital body care solutions such as smart hair brushes, intelligent make-up mirrors or skin-care apps are very popular with consumers. In his expert lecture, Dr. Stephan Telschow, member of the Management Board of the Association of Innovative Market

Research (Gesellschaft für Innovative Marktforschung – GIM), analyses the trend towards digitalisation in cosmetics and care products and, as an expert in consumer behaviour, he provides recommendations for product development, communication and sales.

Packaging is extremely important for a product's attractiveness. So, an expert lecture is devoted to the topic of packaging design. Alexandre Rampollo, Key Account Manager at the French Certesens laboratory, having specialised in assessing perceptions and emotions to improve product design, says: "In a very competitive environment one element of strategy for cosmetic brands is to clearly define the sensory aspects of a product, including its attractiveness and product differentiation". In his lecture, he demonstrates how cosmetic brands can improve the attractiveness of their products with sensory techniques.

The way a brand communicates with consumers is essential. "Filter and Photoshop, exaggerated promotional claims or negative comments vis-à-vis specific ingredients – this all has an effect on consumer trust in the cosmetic industry and its products", explains Andrew McDougall, Analyst in the field of beauty and personal care products for the market research company Mintel. In his lecture this industry expert investigates to what extent consumers trust cosmetic brands, how these brands can build customer relationships that are trust-based and which sources enjoy maximum credibility.

In the final expert lecture on this day of the trade fair, Michael Pfeiffer, Managing Director at Pfeiffer Consulting, and Selcuk Mumcu who works for the consultancy company SynergyNapex, helping American manufacturers of natural cosmetics to export and import their products, will look at the success factors for the cosmetics market in the USA. In particular, Pfeiffer will address the question how to legally sell products in the United States. Mumcu will focus on the changing market conditions in the USA and propose various possibilities to enter the market successfully.

### **IKW information event on the challenges in Europe**

This year's conference programme has a new component: on June 22 CosmeticBusiness will include for the first time a series of lectures organised by the IKW. Dr. Jens Burfeindt, Scientific Coordinator at the IKW is looking at the issue of 'Natural cosmetics – legislation, standards, quality marks and norms'. Dr. Werner Schuh, Corporate Director Regulatory Affairs at Henkel, will give a report on the current status of animal testing and alternatives. In addition, Prof. Dr. Gisela Degen from the Leibniz Institute of Labour Research at the Technical University of Dortmund will ask the question regarding 'endocrine disruptors in cosmetic applications'.

A key topic of the IKW information event is the current challenges for the European cosmetics industry. Dr. Bernard Cloëtta, Managing Director of the Swiss Cosmetic and Detergent Association (Schweizerischer Kosmetik- und Waschmittelverband – SKW) based in Zurich, reports on the 'Total revision of the Swiss cosmetics legislation in 2017', while Dr. Chris Flower, Director General of the Cosmetic Toiletry & Perfumery Association (CTPA) Ltd. based in London, will talk about the effects, challenges

and opportunities that Brexit offers the industry. Participation in the IKW information event costs €350 per person, while IKW members pay €250.

### **CosmeticBusiness SPOTLIGHT highlighted in conference programme**

This year the special SPOTLIGHT show will again give a high profile to exhibitors' new products relating to raw materials, manufacturing and packaging. The products presented in the special area in Hall 4 – including packaging of the future, this season's colours or new raw materials – will be featured in more detail in the conference programme. Exhibitors participating include GRAFE Color Batch, RENOLIT/Lifocolor, Sederma, Seppic and Singulus Technologies. Anyone interested can get more information about these 'SPOTLIGHTS' on 21 and 22 June in the conference programme of events, each day from 10.30 am to 11.45 am.

### **Appeal of CosmeticBusiness unwavering**

In 2016 CosmeticBusiness registered the best result in its history and the forthcoming edition of this trade fair is unwavering in its appeal. There are alone around 40 new exhibitors from Germany and abroad – especially in the exhibitor sectors of manufacturing/private label, packaging and raw materials – who have already secured their stand space. These include Polygon Chemie from Switzerland, MaqPro from France and Unilogo from Poland.

This year CosmeticBusiness again has a strong international presence. Based on current figures, France, Italy, the Netherlands, Poland and Switzerland have the strongest international exhibitor contingents, while companies from Greece and Lithuania will be first time attendees at the MOC in Munich.

### **About CosmeticBusiness**

In 2016, 410 exhibitors and represented companies from inside and outside Germany presented themselves, their products and services at CosmeticBusiness, the international trade fair for the cosmetics industry and its suppliers. CosmeticBusiness is the only international trade fair in Europe, at which the cosmetics industry meets up exclusively with its suppliers and finds the wherewithal for the development of all kinds of cosmetic products, from the raw materials and manufacture to packaging. The only sector meeting place in Germany, Europe's largest cosmetics market, this B2B trade fair is indispensable as a trend barometer for decision makers in senior management positions, in product management and development, as well as those in marketing, purchasing and production. CosmeticBusiness 2017 will take place on 21 and 22 June in the MOC Events Centre in Munich.

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