

Organic Monitor

PRESS RELEASE

For Immediate Release

March 2nd 2017

New York Summit Features Green Ingredients & Packaging

London – Novel green ingredients, sustainable packaging, and natural personal care market trends will be featured in the upcoming Sustainable Cosmetics Summit (www.sustainablecosmeticssummit.com). The North American edition will be hosted in New York City on 3-5th May 2017.

The **Novel Green Ingredients** session will showcase new green materials for cosmetic & personal care products. Plant-based ingredients are now well established, however new sources of green cosmetic ingredients are emerging: marine algae, food byproducts, and new technologies. Mark Dorfman, a biomimicry chemist, will show how nature's design and processes can spur innovation. Other papers look at the use of tobacco as a sustainable source of cosmetic chemicals, and the trend of palm-free personal care ingredients.

Organic Monitor will give a detailed update on the North American market for natural & organic personal care products. The market is becoming increasingly segmented, with brands targeting specific consumer groups and/or applications. To illustrate this trend, case studies will be given of vegan beauty and anti-pollution skincare. A leading natural food retailer will give insights into how it selects and markets natural & organic personal care products. Angela Diesch, a legal professional, will describe the regulatory framework for such products. As a number of brands are accused of making false marketing claims, guidance will be given on legitimate green marketing and labeling.

The **Sustainability in Packaging** session explores the various ways cosmetic and personal care brands can reduce their packaging footprints. The ecological impact of packaging waste, as well as approaches to measure packaging footprints, will be described. An update will be given on the use of biopolymers and sustainable materials in product packaging, followed by case studies.

Nancy Mahon from Estee Lauder Companies will share the company's experiences with sustainability, whilst Robert Keen, CEO of Weleda North America, will explain how brands can make a social difference.

This eighth North American edition of the Sustainable Cosmetics Summit focuses on two of the common ways cosmetic brands are addressing their environmental footprints: green ingredients and sustainable packaging. To put some perspective, the summit begins with a workshop on environmental impacts. The latest life-cycle data on cosmetics & personal care products will be presented, as well as practical advice on the use of metrics.

Comments Amarjit Sahota, organizer of the Sustainable Cosmetics Summit: “by focusing on green ingredients and packaging, cosmetic & personal care companies should be able to make greater strides in reducing their environmental impacts.”

About the Sustainable Cosmetics Summit

Since 2009, the Sustainable Cosmetics Summit has been covering sustainability issues in the cosmetic & personal care industry. The North American edition will be hosted at the Park Central New York on 3-5th May 2017. More information is available from www.sustainablecosmeticssummit.com

About Organic Monitor

Organic Monitor is a 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 further information, including detailed program, please contact:

Ms. Janina Wolfert
PR & Marketing Events Coordinator
Organic Monitor
Tel: (44) 20 8567 0788
Email: press@organicmonitor.com