



PRESS RELEASE

For Immediate Release

September 14th 2018

Paris Summit Features New Technologies and Green Materials

London – The European edition of the Sustainable Cosmetics Summit (<http://www.sustainablecosmeticssummit.com/Europe/>) will feature green materials, new technologies, and marketing developments. For the first time, the executive summit will look at the disruptive influence of new technologies on cosmetic formulations and marketing. Organised by Ecovia Intelligence, the summit will be hosted in Paris on 5-7th November.

The opening session (**Sustainability Update**) covers the broader sustainability issues in the beauty industry. Kurt L. Nübling, CEO and Co-Founder of Primavera Life, will give a keynote on “Cosmetics for a Sustainable Tomorrow”. Primavera is one of the pioneering natural cosmetic & aromatherapy companies in Europe. It is involved in a number of ethical sourcing projects and its purpose-built headquarters in southern Germany has been carbon positive since 2011.

Hannah Pitts from the Natural Capital Coalition will introduce the concept of natural capital, how it can be measured, and its implications to cosmetic and ingredient firms. Chris Sayner from Croda will give an update on sustainability reporting best-practices. P&G has made a pledge to have all its manufacturing sites zero waste to landfill. Jacques Euler, Beauty Sustainability Program Leader at P&G will give insights into how the cosmetics multinational is undertaking waste reduction programmes. Grupo Boticário, one of the largest cosmetic companies in Latin America, will share its experiences in tackling sustainability. What are its key environmental and social priorities, and how do they vary from European companies?

Monique Simmonds from the Royal Botanical Gardens, Kew, kicks off the **Green Materials** session. She will give details of new botanical actives that are making their way into personal care products. Royal Botanical Gardens is renowned as one of the most biodiverse places on the planet, having around 7 million dried plants and over 19,000 living plant species. DuPont will explain how food side streams are becoming a rich source of cosmetic ingredients. Other topics include sustainable ingredients for hair conditioning, ethical alternatives to plastic microbeads, and bio-based polymers for personal care products. The session adjourns with industry experts discussing solutions to common green formulation hurdles.

Session 3 looks at how **New Technologies** are having a disrupting influence on production, processing, supply chains, and marketing of cosmetic products. Elodie Mauger, International Sales and Product Manager, Mibelle Biochemistry, will show how

plant cell technology can be utilised to create novel actives. Its MossCellTec™ material is based on the protonema culture of the moss *Physcomitrella patens*. Another speaker will highlight the use of new technologies to create vegetable oils from sugars. The potential of blockchain technology will be discussed, whilst another speaker explores the use of artificial intelligence for customisation of beauty products. The panel discussion will involve speakers debating the transformational effect of these new technologies.

The final session discusses the latest **Marketing Developments** associated with sustainable cosmetics. Oliver Gothe, CEO of Fair Squared, will explain how the vegan trend is permeating into the personal care industry. He will introduce vegan labels and outline the re-formulation challenges when removing non-vegan ingredients. With growing interest in skin biomes, Marie Drago from Gallinée will show how natural skincare products can maintain healthy skin eco-systems. Silvija Špehar, Co-Founder of Hemptouch, will outline the opportunities provided by cannabis-based ingredients in personal care products. Other topics include cosmetic sustainability claims, changing consumer lifestyles, and targeting the millennials.

Co-hosted alongside the European edition of the Sustainable Cosmetics Summit is the 2018 **Sustainable Beauty Awards**. Taking place on the evening of 6th November, the awards reception will honour those who are pushing the boundaries of sustainability in the beauty industry.

About the Sustainable Cosmetics Summit

Since 2009, the Sustainable Cosmetics Summit has been covering sustainability issues in the cosmetic & personal care industry. The international series of summits now takes place in the major geographic regions of the world. The European edition will take place at the Paris Marriott Champs-Élysées on 5-7th November 2018.

About the Sustainable Beauty Awards

Organised by Ecovia Intelligence, the aim of the Sustainable Beauty Awards is to give recognition to operators who are pushing the boundaries of sustainability in the beauty industry. The awards ceremony will take place on the evening of 6th November at the Paris Marriott Champs-Élysées. Media passes are available. More information is available from www.sustainablebeautyawards.com

About Ecovia Intelligence

Ecovia Intelligence (formerly known as Organic Monitor) is a specialist research, consulting & training company that focuses on global ethical product industries. Since 2001, we have been encouraging sustainable development via our services portfolio: market research publications, business & sustainability consulting, technical research, seminars & workshops, and sustainability summits. Visit us at www.ecoviaint.com

Further Information

For further information, including detailed summit agenda, please contact:

Ms. Katie Giorgadze

PR & Marketing Events Assistant

Ecovia Intelligence

Tel: (44) 20 8567 0788

Email: press@ecoviaint.com