

Interview with Gabriela Finimundi,

Marketing Manager at in-cosmetics North America and Latin America

EURO COSMETICS: *Gabriela, please tell us about yourself and your background. How did you become involved with in-cosmetics and what is your role across the group?*

Gabriela Finimundi: I'm originally from Brazil, moved to London over 13 years ago. Following my completion of a Masters in Marketing Management I have spent the past 10 years pursuing a career in digital marketing and communications, gaining fantastic experience at a number of international businesses.

I joined Reed Exhibitions in November 2016 as a Marketing Manager, where my focus is on in-cosmetics North America and in-cosmetics Latin America. On a day-to-day basis, I'm planning and implementing strategic campaigns, both traditional and digital, to ensure the shows are widely promoted.

EURO COSMETICS: *What regions does the in-cosmetics Group currently cover?*

Gabriela Finimundi: The in-cosmetics Group is renowned for delivering personal care ingredient sourcing events in Asia, Korea, Latin America and North America, and of course the Global show, which takes place in Europe.

Our portfolio also includes the annual Formulation Summit – a two-day conference that provides learning and networking opportunities for R&D professionals, senior formulators and decision makers from cosmetic brands, manufacturers and ingredient suppliers.

EURO COSMETICS: *in-cosmetics North America launched last year, why did you choose to expand to the region?*

Gabriela Finimundi: North America is home



Gabriela Finimundi

to the largest cosmetics market in the world. With revenue set to rise to £90bn by 2020¹, it's no surprise the region sets the agenda for some of the most revolutionary thinking in the cosmetics industry. Having run successful events in other locations, we felt that there was sufficient demand for an in-cosmetics event that focused solely on the North American market.

This was justified by the success of the inaugural show – we saw almost 2,300 first-time visitors and 162 international exhibitors. This year's event has been extended to further meet the requirements of the region's manufacturers and because of the increased demand we are moving to a new venue – The Javits Center in New York City – to expand the exhibition floor.

EURO COSMETICS: *What will find cosmetic manufacturers at this year's event, and what is not to be missed?*

Gabriela Finimundi: The in-cosmetics North

America Make-Up Bar is brand new this year. It is dedicated to highlighting the latest innovations in colour, enabling manufacturers to quickly identify ingredients that can lead to a stand-out product.

Another new area will be the Sensory Bar, which will showcase products that provide a truly unique sensorial experience. Materials with novel cooling properties, amazing textures, colours and fragrances will be demonstrated, enabling manufacturers to search for exceptional ingredients that will tease the senses of consumers.

With marketing professionals playing a key role in new product development in the US, we have also announced the launch of a brand new and exclusive marketing program for 2017. Focus on Marketing: The Story Behind The Science is designed to help marketers quickly identify innovative materials which have a strong story behind them. They'll find suppliers that help them create novel natural, anti-ageing, anti-pol-

* Euromonitor 2016

lution, haircare, skincare or suncare products.

Unique to in-cosmetics North America, Focus on Marketing: The Story Behind The Science will offer a guided tour of the show in partnership with Beauty Edge, a schedule of specially-selected keynote presentations, meetings with specific suppliers and a Marketing Trail guide.

To complement this, our unique Marketing Trends program will return, featuring a line-up of leading industry experts. Euro-monitor International, Mintel, Kline and PeclersParis are all confirmed to speak. Our educational program will also see the return of our Technical Seminars that will explain the technology behind some of the latest ingredient launches.

Finally, we are delighted to announce that, for the first time, Johnson & Johnson Innovation will launch its **JPitch™** at in-cosmetics North America. Early stage entrepreneurial companies and start-ups will have the opportunity to pitch their transformative beauty innovation or technology to J&J experts and win exclusive benefits. More information is coming soon, but this is definitely not to be missed.

EURO COSMETICS: *How does in-cosmetics North America differ from other ingredients events in the region?*

Gabriela Finimundi: in-cosmetics North

America truly puts the spotlight on the most cutting-edge ingredients and industry developments. For example, the show's Innovation Zone features ingredients which have been launched within six months of the event, offering inspiration for brands' next product formulations. As one of our visitors commented at last year's show: "We found there were many more innovative products on display than we've seen at other shows, accompanied by information that was far more technical."

Not only that, we are the only event in the region that provides a balance between the technical information required by cosmetic chemists and the stories behind ingredients that marketers want to hear about. In North America, decisions relating to cosmetic ingredient purchasing are influenced by marketers as well as R&D teams. The region is fundamentally different from the rest of the world and those responsible for driving product development are interested in more than just chemistry and regulations.

We have exclusive areas and activities such as brand new Make-Up Bar and Sensory Bar; a purpose-built and fully equipped lab on the show floor and our trademark Formulation Challenge, launched last year, where five teams compete against the clock to create the most innovative product from a box of mystery ingredients.

EURO COSMETICS: *What support does in-cosmetics North America receive from the personal care industry?*

Gabriela Finimundi: We are delighted to announce that both ICMAD and PCPC will be supporting the event again this year, highlighting its importance and value to the country's booming personal care market. We also have a number of high profile media partnerships, and the support of global market analysis providers Euro-monitor and Mintel, allowing us to offer world-class marketing and educational programs free of charge.

EURO COSMETICS: *Tell us in one sentence why someone should visit this year's in-cosmetics North America.*

Gabriela Finimundi: in-cosmetics North America will provide personal care industry R&D teams and marketers with a unique and inspiring experience that will enable them to create the next generation of cosmetic products.

EURO COSMETICS: *Thank you for the conversation.*

www.in-cosmeticsnorthamerica.com ■



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