

in-cosmetics® global

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in-cosmetics Global reveals new Sustainability Corner

New feature to highlight how the cosmetic industry is boosting its efforts to be fundamentally more sustainable

January 2017 - To showcase the cosmetic industry's creativity and progress in sustainability, [in-cosmetics Global](#) - the world's foremost personal care ingredients event - has announced it will launch a new Sustainability Corner in London next April.

Water, waste and emissions management, environmental responsibility and sustainable forest management have dominated the headlines in recent times, generating concern for consumers and governments across the globe. As part of an industry-wide effort, beauty brands and their suppliers are now investing heavily to develop more sustainable formulations and manufacturing processes.

A selection of environmental and social initiatives will be on display in the Sustainability Corner at in-cosmetics Global 2017, aiming to highlight how the beauty industry is moving beyond compliance and paving the way towards a fundamentally more sustainable business model.

Sponsored by Solvay, the new feature will house more than 15 pods, each displaying a sustainable product or project that aims to make a real difference to the environment or society. Companies - including BASF, Clariant, DSM

Nutritional Products, Earthoil Plantations and Kolb – will highlight their efforts and give R&D visitors the chance to learn how to use sustainability to drive innovation within their own companies.

Lamia Narcisse, Sustainability Director, Solvay, commented: "At Solvay we are driven by trust in progress and the concern for responsibility. The challenge of more eco-conscious development is an opportunity for us to invent tomorrow's world. Beyond Solvay's Sustainability policy, at in-Cosmetics it is crucial for the sustainability story to be told. We want to share our experience on two main features in the Personal Care Market. We will introduce Solvay's Sustainable Portfolio Methodology, a robust and auditable tool that helps us evaluate the sustainability benefits of the new products we are bringing to the marketplace. From a societal point of view, we will also communicate the results we have achieved with our Sustainable Guar Initiative in India, a responsible sourcing project aiming at improving the livelihood of thousands of guar farmers in the country."

Located on the show floor, the interactive space – made from renewable materials – will educate and inform visitors while providing a forum to debate key aspects of sustainability. It will also illustrate what the cosmetics sector is doing to support the achievement of the UN Sustainable Development Goals (SDGs).

The space will also house an open theatre where presentations by leading brands and selected suppliers – on relevant topics within personal care sustainability – will take place throughout the show. R&D professionals will have the chance to learn from industry leaders and participate in debates to advance their own initiatives.

in-cosmetics Global will take place at ExCeL London from 4-6 April 2017. For more information, please visit <http://www.in-cosmetics.com/>.

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For further press information, please contact the in-cosmetics group press office on +44 (0) 207 240 2444, or email in-cosmetics@stormcom.co.uk.

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