



PRESS RELEASE

For Immediate Release

April 20th 2018

New Natural Cosmetics Masterclass Features Ethical Labelling Schemes

London – Ecovia Intelligence is hosting its new Natural Cosmetics Masterclass in London on 11th July. Titled ‘Future Direction of Ethical Labels’ (<http://www.ecoviaint.com/masterclass18>), the one day event will discuss the outlook for natural, organic, fair trade, vegan, halal, and related labels in the cosmetics industry.

With the rise in ethical consumerism, a growing number of cosmetic and personal care products are brandishing ethical labels. Natural and organic are the most established, however many new labels are being introduced that represent some ethical or sustainability attributes. Some, such as fair trade, halal, vegan, gluten-free and non-GMO, are crossing over from the food industry. Others, such as EU Eco-flower and Nordic Swan, represent environmentally-friendly products.

This new masterclass has been designed to help cosmetic companies & related operators navigate through the maze of ethical labels. Details will be given of leading labelling schemes, the adoption issues, as well as marketing and commercial opportunities.

The masterclass begins with an update on the natural & organic cosmetics market. Mr. Amarjit Sahota, Founder and President of Ecovia Intelligence (organiser) will present the latest market facts and trends for the UK & European market. Although the market share of total cosmetic & personal care products has exceeded 3 percent, there remain many challenges ahead. An update will be given of product trends, ingredients, distribution and competitive developments.

With continuing debate about the role of standards, details will be given of leading natural & organic cosmetic certification schemes. Emma Dawes from the Soil Association will give an update on COSMOS standards. Reinhold A. Brunke, CEO of ICADA, will show how companies can adopt the new ISO 160128 guidelines for natural & organic cosmetic ingredients and products.

Louise Green from Neal’s Yard Remedies will give insights into how the pioneering organic cosmetics brand is implementing fair trade practices. Neal’s Yard Remedies was one of the first brands to adopt the Soil Association organic standard, and has now adopted fair trade labels. Details will be given on how it is ethically sourcing ingredients, and its stance on ethical labels. Marie Drago, Founder of Gallinee, will show how natural personal care products should work with microbiomes to develop healthy skin. Other

seminars will cover novel natural ingredients, and the retailers perspective on ethical labels.

Judi Beerling, Technical Research Manager, will host a workshop on Formulating Certified Green Cosmetics. With over 30 years experience in cosmetic formulations and innovations, Judi will discuss the technical issues when adopting leading labelling schemes. An overview will be given of popular natural & organic cosmetics standards, including a review of permitted and prohibited raw materials, processes and labelling issues. Details will be given of the adoption issues of other ethical labelling schemes, as well as practice advice for brands looking to use certified raw materials in product formulations.

By hosting this first-ever masterclass on ethical labels, Ecovia Intelligence aims to guide cosmetic brands and ingredient firms on the opportunities and pitfalls provided by popular labelling schemes.

Natural Cosmetics Masterclass

Organised by Ecovia Intelligence, the Natural Cosmetics Masterclass will take place at Regent's University (London) on 11th July 2018. For over 10 years, we have been hosting masterclasses and workshops at various international locations that include London, Paris, Nuremberg, Bologna, Barcelona, New York, São Paulo, Auckland, Dubai, Bangkok, Singapore, and Hong Kong.

Registration for this interactive training course is limited to 50 delegates. More details on the Natural Cosmetics Masterclass is on <http://www.ecoviaint.com/masterclass18>

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, please contact:

Ms. Katie Giorgadze
PR & Marketing Events Assistant
Ecovia Intelligence
Tel: (44) 20 8567 0788
Email: press@ecoviaint.com