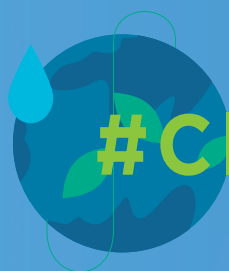


COSMETIC 360

LET'S EXPLORE INNOVATION

9TH
EDITION

PRESS KIT



#Cleantech

ACCELERATING
THE ENVIRONMENTAL
TRANSITION

18 and 19 October 2023

CARROUSEL DU LOUVRE (PARIS)

COSMETIC
VALLEY

BEATING HEART
OF THE WORLD
COSMETICS
INDUSTRY



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EDITORIAL

CLEANTECH AT THE HEART OF THE 9TH EDITION OF COSMETIC 360

COSMETIC 360, a unique and atypical venue for global innovation and a key meeting place for the fragrance and cosmetics industry, its players, and its public and private partners, is devoting this 9th edition to the theme of CLEANTECH, i.e. clean technologies.

Even though cosmetics are sustainable by their very nature, since they are ubiquitous in our lives and have been ever since antiquity, the challenges facing us today are immense: the fragrance and cosmetics industry must develop clean technologies on a massive scale to protect our planet, combat global warming, and ensure fundamental well-being for people and their environment. This is neither wishful thinking nor window-dressing, but a different conception of our role in a world where the universal challenge is to be sustainable in the best possible conditions.

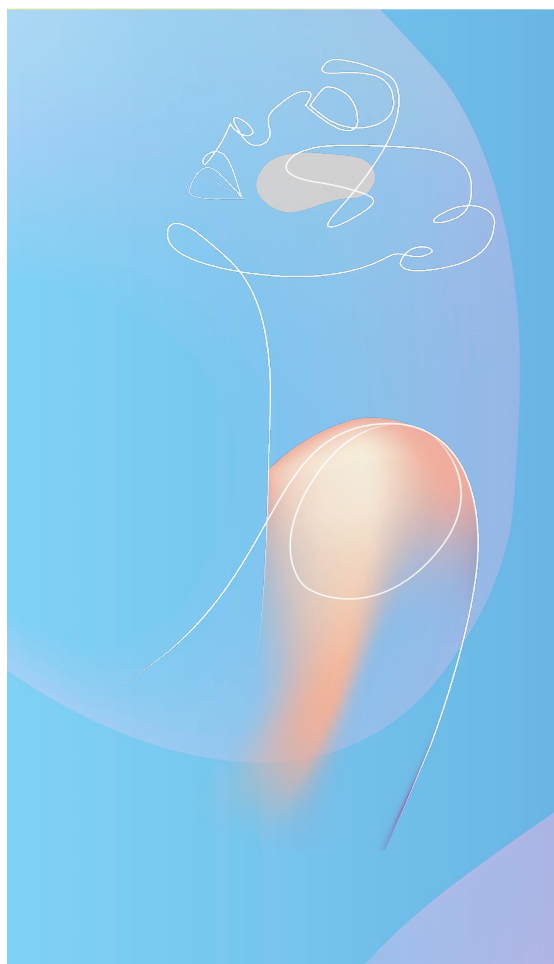
Our companies, major groups, start-ups, and our entire ecosystem of partners are now pursuing that goal: CLEANTECH is at the heart of our competitiveness and our strength in innovation.

This 9th edition of COSMETIC 360 marks our era and will be a demonstration of our progress in meeting today's ecological challenges, reducing CO2 emissions and water consumption, and finding virtuous ways to innovate even further: eco-designed cosmetic brands, preservation and restoration of biodiversity, alternatives to petroleum-derived products, carbon neutrality and carbon sequestration, water savings, recyclable and compostable packaging... in a way that is clearly defined and upheld at COSMETIC 360, CLEANTECH embodies the faces of tomorrow for our industry.

This 9th edition of the event, bringing together 250 exhibitors from 25 countries, with 12 delegations and 8 pavilions, will plunge you into real achievements in the name of sustainable progress, combining innovation and resilience, science and creation. For our enriched and expanded industry, as well as for our consumers around the world, we will be providing essential utility value that in many ways will sow the seeds of ideas and enhance fresh minds to ensure the future.

Franckie Béchereau

Director of COSMETIC 360



THE TRADE FAIR: SOME KEY FIGURES

250 French and international exhibitors

25 Countries represented:

Belgium, Canada, China, Comoros, Denmark, France, Gabon, Germany, Greece, Israel, Italy, Iran, Luxembourg, Netherlands, Peru, Poland, Portugal, South Korea, Spain, Switzerland, Taiwan, Thailand, United Kingdom, United States of America.

12 International delegations:

Belgium, Canada & Montreal, South Korea, Spain, Italy, Iran, Peru, Portugal, Taiwan, Thailand, United Kingdom.

8 Pavilions:

3 national pavilions: Belgium, South Korea, Peru.

5 French regional pavilions: Centre-Val de Loire, Ile-de-France, Martinique, Normandie, Nouvelle-Aquitaine.

40 Start-ups

7 COSMETIC 360 Awards

+4500 International decision-makers expected

The background of the entire page is a photograph of a hand reaching up to hold a plant against a sunset sky. A large, stylized number '1' is on the left side. The text 'CLEANTECH' is in a blue box, and the rest of the title is in white. A pink horizontal line is below the title.

CLEANTECH

ACCELERATING THE ENVIRONMENTAL TRANSITION

CLEANTECH

ACCELERATING THE ENVIRONMENTAL TRANSITION

The European Earth observation programme Copernicus confirmed on Tuesday 8 August that July 2023 was indeed the hottest month on record, all seasons combined. The average temperature in July was just shy of 1.5°C above pre-industrial levels. As we know, 1.5°C is the global warming cap targeted by the Paris climate agreements.

It was this sombre assessment that prompted UN Secretary General António Guterres to say that "climate change is here to stay. That is already terrifying. And this is just the beginning. The era of global warming is over, and the era of global boiling is upon us," he warned. This is not to say that we have failed. To reach that goal, we must beat that global temperature target on average over a multiple-year span.

By developing and rolling out CLEANTECH, which is to say clean technologies, the fragrance and cosmetics industry is working on innovations that will ensure the competitiveness of its companies, while taking into account current challenges in the fight against global warming.

The fragrance and cosmetics industry accounts for 0.5% of global carbon emissions, according to the 2020 Quantis Makeup the Future study. Those emissions occur at different points along the industry's value chain, namely:

- 40% of the impact relates to rinsed products (shampoos, shower gels, soaps, etc.) and corresponds to the phase of consumer use that involves the consumption of hot water and therefore the energy required to heat that water.
- 20% of the impact is due to packaging.
- 10% relates to transportation.
- 10% relates to raw materials.

This scientific approach aims to identify the points where the impact is highest in order to prioritise actions that will have the greatest effect. Every link in the cosmetics industry is affected, and action is needed at every level if we are to make a successful transition to a low-carbon model.

The first way to make progress in this regard is by changing consumer habits. Solid products, refills, and products with no disposable packaging are examples of initiatives that the sector is already working on. In the area of packaging: improving the recyclability of materials, using new types of materials and refillable product formats are important ways forward. In the area of ingredients: the industry is looking to green chemistry and biotech and to move on from the petroleum-derived era and into the bio-sourced era.

However, while reducing emissions is essential, that alone is not enough. It is imperative that we succeed in our efforts to capture and sequester carbon through natural carbon sinks and environmental restoration, as well as using the technological resources available to us.

Lastly, in the face of doubts and suspicions of greenwashing among consumers, inspiring their trust by ensuring product traceability will also be a key factor.

As such, all the event zones of this 9th edition of COSMETIC 360 will focus on best practices, green energy, and decarbonisation (conference programme, CNRS Tech Corner, Innovation center by IDEC ENERGY, etc.) to enable visitors to exchange ideas and become involved in this transition.



To clearly mark out the CLEANTECH theme of the event, the Earth emblem will be posted at various points around the trade fair to identify exhibitors, highlights, or zones dedicated to CLEANTECH.

CLEANTECH INNOVATIONS ZOOM EXHIBITORS

Eco-designed cosmetics brands

Preserving and restoring biodiversity

COSMETOPEIA - Ancestral knowledge
and safeguarding biodiversity

Alternatives to petroleum-derived
products

Carbon neutrality & carbon
sequestration

Water efficiency

Eco-designed packaging

Focus on fragrances

Artificial Intelligence

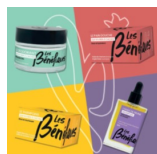
ECO-DESIGNED COSMETICS BRANDS



Taking care of yourself... and the planet

**DIVA FLORA – Brands & Retail
– Stand DB41**

Diva Flora is a young French company specialising in cosmetic skincare and food supplements, and has adopted an approach that aims to be as eco-designed as possible at every level. The company has considered the impact of every link in the production process: compostable pots, the elimination of labels by replacing them with laser engraving, no secondary packaging but wax seals on the pots to guarantee tamper-evidence... Diva Flora also recovers the containers so that they can be reused, even if the cost is higher. The company has partnered with French rail company SNCF to transport its products in the freight sections of high-speed trains and then by cargo bike for the last few kilometres, in order to reduce the carbon footprint of their transport. Diva Flora has also developed a blockchain system to ensure traceability with suppliers. It also means that consumers can find out about the previous life of the jar and whether it has actually been reused. As for the formulas, the company has worked with an agro-industrial chemistry laboratory in Toulouse to use co-products of cannabinoid active ingredients.

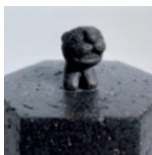


LES BÉNÉFIQUES, nothing to hide!

Les Bénéfiques – Brands and Retail – Stand DA13

Les Bénéfiques is the first brand to share its complete, natural, and minimalist formulas, based on ingredients from French producers, on its product packaging. The brand's aim is to enable consumers to make better use of cosmetics by knowing exactly what each product contains. Everything is indicated on the packaging (full details of the formula, the role and origin of each ingredient, presentation of French producers). Les Bénéfiques' value proposition is innovative because it is based

on Open Source values: total transparency for consumers, selective, high-quality sourcing (natural, French, etc.) and products jointly designed with the brand's community.



YEONJI – Authentic Korean beauty with a conscience

**TOBEWEIRD – Brands & Retail
– Stand DA35**

The YEONJI brand offers sustainable, plastic-free cosmetics. Each product contains elements of modern interpretations of traditional Korean culture. In addition to the integrity of the ingredients used, YEONJI offers products with zero plastic waste, such as permanent containers and recyclable packaging materials.



Zero-waste cleansing bars

ROOTS LAB INC. – Brands & Retail – Stand DC26

These "zero-waste" cleansing bars containing a new innovative "Pear Cell" material address a wide range of issues, from carbon-emitting incineration waste to setting up a virtuous production system for farmers. The products have an abrasive effect up to four times greater than that of competing products, while being completely safe for the skin, and a pore-reducing effect 2.4 times greater.



Vegetology, the benefits of plants applied to the skin

INGR INC. – Brands & Retail – Stand DA23

Vegetology is a range of "cosmeceutical products" containing large quantities of useful plant ingredients, whose effectiveness is guaranteed by cellular and molecular technologies. This product hydrates and brightens up the skin thanks to ingredients with excellent anti-ageing, wrinkle-reducing, and skin-brightening effects.

PRESERVING AND RESTORING BIODIVERSITY

It has been established that, according to the BEAUTYSTREAMS trend-funnel methodology, forecasting global and societal movements provides a broader view of future consumer trends and their implications for the beauty industry. The BEAUTYSTREAMS Future Collective, made up of experts in biotechnology, art, design, technology, beauty, sustainable development, and medical science, has defined the AGE OF RESTORATION as one of the macro-movements of the next four years, i.e. societal movements that will affect all sectors of activity.

The AGE OF RESTORATION movement is based on the concept that a responsible balance between people, the planet, and profit is necessary to set realistic goals. Established in the mid-1990s as a business model that places value on social and environmental responsibility as well as on a company's bottom line, the three Ps—or triple bottom line—has recently been reassessed by the United Nations as part of its 2030 Agenda for Sustainable Development. It has now been expanded to five "Ps": People, the Planet, Prosperity, Peace, and Partnership. This model takes into account areas of crucial importance for humanity and the planet.

As far as the beauty industry is concerned, the AGE OF RESTORATION will encourage consumers to be increasingly mindful of where and how they shop, and will require beauty companies to deliver on key expectations including circularity, transparency, traceability, energy use, community, and collaboration.

"Business as usual is no longer an option", explains Michael Nolte, Creative Director at BEAUTYSTREAMS. "The acceleration of global climate emergencies in recent years is driving industries, nations, and individuals to take action now. Countries in the developing and developed world have by now understood that ecological action is not an abstract ideological concept, but a necessity, and companies are expected to follow suit.



Reducing emissions by using the seaweed that washes up on beaches to produce emulsifier

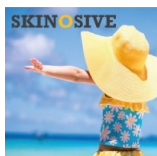
IMPAG – Raw Material – Stand DC35

Sargassum is a type of seaweed found in the world's oceans. It is so abundant that blooms of it can be seen from space. Massive quantities of sargassum wash up on the shores of seaside resorts, releasing methane emissions as they decompose. The foul smell this causes on the beach is not the only problem. Those methane emissions also contribute significantly to global warming. In fact, 20 million metric tons of sargassum wash up on Caribbean beaches every year, accounting for 8.4 million tons of carbon emissions annually, as well as causing a 30-35% drop in tourism in Quintana Roo, Mexico alone, a loss of biodiversity, and a deterioration of the beach ecosystems. Each metric ton of seaweed used avoids the release of 450 kg of carbon emissions into the earth's atmosphere.

Carbonwave works with local communities in Mexico to collect seaweed as soon as it reaches the shore. The biomass is collected before the decomposition process starts to release foul-smelling methane emissions. It is gently rinsed, dried, and transported to Puerto Rico, where Carbonwave's exclusive process extracts the emulsifying components from the sargassum to produce SeaBalance 2000, distributed in Europe by IMPAG.

SeaBalance 2000 is the world's first seaweed-based cosmetic emulsifier. That recycled emulsifier can be used to create fluid, low-viscosity oil-in-water emulsions using either a cold process or a traditional hot process. As well as emulsifying polar plant oils and esters, it leaves the skin feeling soft and silky. It also offers an alternative to using palm oil.

PRESERVING AND RESTORING BIODIVERSITY



New filters for long-lasting, reef-friendly sun protection

SKINOSIVE – Raw Materials – Stand DB31

SKINOSIVE is a revolutionary innovation in sun protection with a new generation of UV filters that offer long-lasting, extensive protection.

1. Sun protection extended beyond 2 hours.
2. Persistent UV protection even after the skin has been in contact with water, rubbing, etc.
3. Reduced skin absorption.
4. Eco-friendly/Reef Safe thanks to reduced use and/or quantities of UV filters. Skinosive's exclusive skin bio-adhesion technology provides broad, long-lasting protection (persistence) while being gentle on the skin and environmentally friendly.



Marine-friendly sunscreens

INNOV & SEA – Testing & Analysis – Stand DC34

INNOV & SEA offers an innovative, non-animal test method for assessing the toxicity of sunscreen products for marine ecosystems. Thanks to this in vitro test, cosmetics brands concerned about their ecological footprint can optimise the formulation of their sunscreens and respond to growing consumer demand for products with minimal impact on marine ecosystems. That test, based on in vitro technology, has a number of advantages over competing tests: no destruction of live animals, reliable results after just two weeks, and it can be applied to all types of product, from raw materials to finished products.



Impossible sourcing made possible

BOTALYS – Raw Materials – Stand LD22

BOTALYS is committed not only to growing rare medicinal plants of the highest quality, but also to doing so in a way that protects their original ecosystems in the wild. By reproducing wild biotopes in sterile conditions, the company is able to eliminate the use of pesticides and other harmful substances. This allows BOTALYS to exploit natural biotopes to their full potential, while leaving nature as it should be; wild and untouched. Every BOTALYS plant is grown in their European-based indoor farm, a facility that stretches over 2,000 square metres. There, they grow over 50 metric tons of fresh medicinal plants each year. And since the production capacity can be increased by expanding the facility upwards rather than outwards, the BOTALYS process requires no deforestation.



The vertical farming solution for tailor-made plant ingredients: from advanced research to industrial production

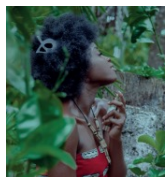
FUTURA GAIA TECHNOLOGIES – Raw Materials – Stand DB29

Futura Gaia's approach aims to understand plant physiology and metabolic pathways in order to fine-tune growing parameters to achieve the plant's full potential. The company's solution is scalable from research to industrial volumes, for stable, local, pesticide-free production. With one of the largest agronomic R&D centres in Europe, Futura Gaia is a pioneer in mimicking nature by reproducing abiotic stress, soil and climate conditions in controlled-environment agriculture to meet the standards of the cosmetics industry.

Also see Page 18

INTACT REGENERATIVE – Raw Materials – Stand DB49
BIOINSPIR – Raw Materials – Stand DB21

COSMETOPEIA - ANCESTRAL KNOWLEDGE AND SAFEGUARDING BIODIVERSITY

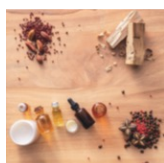


Unique ingredients and ancestral knowledge from the forests of Gabon

CLUSTER COSMETIC GABON
- Raw Materials - Stand LA34

Gabon's rich biodiversity includes almost 8,000 species, 20% of which are endemic. This cluster works on the chemical and biological characterisation of the plants used in local rituals and traditions, and then ensures that the products comply with regulations. This innovation combines several eco-design principles:

- Carbon neutrality in the harvesting of the raw materials.
- Integration of indigenous knowledge.
- Traceability of resources back to their point of origin.



Sustainable beauty in the Peruvian Amazon

PERU PROMPERU - Raw Materials - Stand LA30

Aguaje, Muña, Metahuayo oil, Amazon walnuts, Ungurahui, and Pompona vanilla... the Peruvian Amazon is a source of biodiversity that PERU PROMPERU proposes to help the natural cosmetics industry discover. The local ethnic groups possess traditional knowledge about the use of ingredients for cosmetic purposes, which forms the basis for the development of new plant-based ingredients.

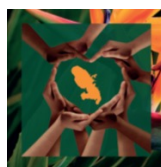


Treasures of the French Amazon revealed

BIO STRATEGIE GUYANE
- Raw Materials - Stand LA36

BIO STRATEGIE GUYANE was founded in 2019 by Dr Mariana Royer with an approach to inclusive beauty based on natural ingredients, celebrating Amazonian biodiversity for a melting pot of possibilities. Its unique catalogue of 100% natural ingredients was launched in 2022: active ingredients, dyes & pigments, plant oils, eco-

exfoliation, all from French Guiana. French Guiana is a showcase for the great diversity of its populations, where knowing how to live together in harmony is both environmentally induced and culturally rooted. Highlighting its rich diversity is also a reminder of the importance of greater inclusiveness in cosmetic products.



Caribbean biodiversity and cosmetopeia

MARTINIQUE COSMETIC VALLEY - Raw Materials - Stand LB35

MARTINIQUE COSMETIC VALLEY is helping to raise the profile of Martinique's cosmetics industry. It is the first place in the Caribbean to structure the cosmetics industry for the development of its local ecosystem and is striving to establish solid links within the entire supply chain, from manufacturers, suppliers and service providers to the Caribbean beauty and fragrance industry. Its aim is to promote and support its members by encouraging creativity and innovation through cosmetopoeia.



Ethical and sustainable production of Ylang coimetrophobia

UNION DES COMORES
- Raw Materials - Stand FA12

The richness of the land in the Comoros Islands enables us to offer different variants of essential oils adapted to different industries. Farm-based agroforestry production of the ylang coimetrophobia flower and traditional distillation preserve the authentic essence of its natural fragrance. Comoros ylang coimetrophobia essential oil is of the highest quality, with a unique "Extra Superior" grade. The collective commitment to the sustainability of the industry is a new approach to the worldwide production of ylang coimetrophobia essential oil.

ALTERNATIVES TO PETROLEUM-DERIVED PRODUCTS



Cosmetic innovation based on fermentation

BIOWEG – Raw Materials
– Stand DB45

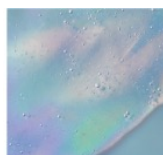
BIOWEG's MicBeads functional micropowders and RheoWeg rheology modifier can completely replace solid and liquid microplastics in cosmetics and personal care products, offering improved sensory characteristics and biodegradability in 60 days. By combining biotechnology, materials science, and green chemistry, BIOWEG is revolutionising circular production by using waste streams to develop functional, sustainable, and biodegradable alternatives to petroleum-derived polymers.



Gliss and Green hydrating mask

SURFACTGREEN
– Formulation – Stand LA14

HydraMask Gliss & Green has been developed from a 99.9% natural formula and provides a unique touch thanks to an innovative biosourced cationic conditioning agent (CosmeGreen MB1618). This highly sensorial, easy-to-make mask contains a zest of vitamin C for instant hydration and radiance.



A surprisingly transformative texture for single-use plastic-free eye masks

FAREVA – OEM – Stand LD19

Fareva offers a surprising texture for single-use plastic-free eye masks. Say goodbye to single-use patches with this transforming eye mask that erases signs of fatigue in the blink of an eye. Once in contact with the heat of the skin, the texture transforms into a patch, allowing the mask to be left on. Formulated without microplastics or acrylates, it reduces the amount of single-use plastic compared to existing patch eye masks on the market.



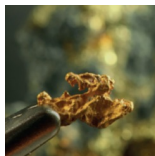
A 100% natural, silicone-free foundation

LABORATOIRES LEBEAU
– Formulation – Stand LD09

This innovative foundation is the result of in-depth research into the replacement of silicones. Its formula is 100% natural and preservative-free. This new Illuminating Primer smooths the skin's pores, gives a radiant effect, and offers a soft texture that is pleasant to apply, while being gentle on the environment and the skin.



CARBON NEUTRALITY & CARBON SEQUESTRATION



Decarbonisation

BRGM – Research laboratory
– Stand LB25CVL

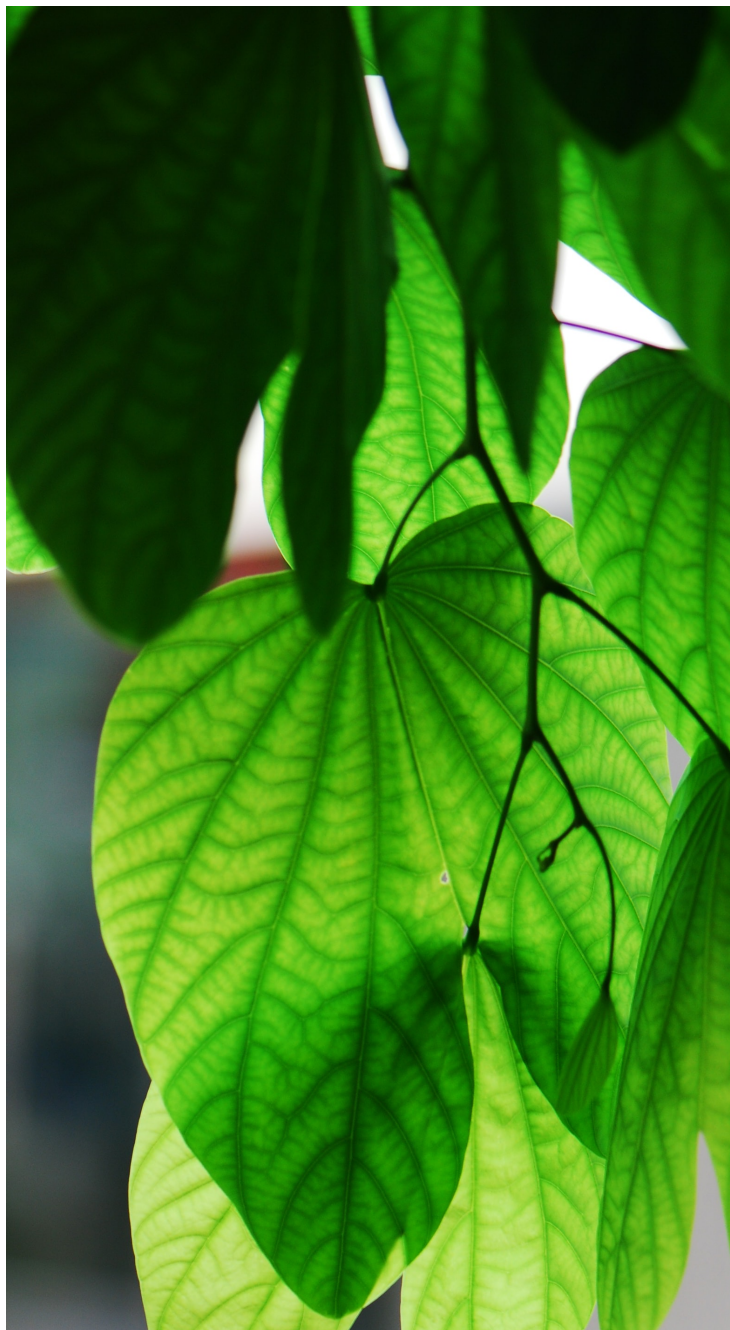
Based on its scientific knowledge of the subsoil combined with its technical and economic expertise, BRGM supports its clients in the supply chain of mineral materials, recycling, and the transition towards the decarbonisation of industry. The company is involved at different levels of the value chain: origin of resources, availability, essential nature, characterisation, quality, traceability, processing, recycling, CSR, etc. BRGM also contributes to the fields of geothermal energy (heat, cooling) and carbon storage.



Integrating green energy to meet the challenges of carbon neutrality, from design to construction

IDEC SANTE – Service
– Stand LC20CVL

Armed with its expertise in turnkey real estate, from design to construction, IDEC Santé integrates the energy and decarbonisation aspect right from the outset of its projects to offer its clients fixed-price energy and the objective of carbon neutrality. As part of the IDEC group, it brings together several subsidiaries with complementary areas of expertise. Especially in the case of IDEC ENERGY, a centre dedicated to green energy that brings together an entire ecosystem of innovative start-ups.



WATER EFFICIENCY

Water is often the first ingredient in cosmetic formulas, appearing right at the top of the list of ingredients. But water is also used in the production or ingredient manufacturing processes (washing, cooling, extraction).

With global warming, water stress is increasing and companies need to reduce their water impact.

A closer look at examples of exhibitors offering ways to use water more efficiently.

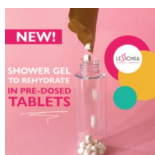


BE40: Compacted powder

BONALS TECHNOLOGIES

- Industrial Machine
- Stand FB56

BE40 is an innovation for compacting cosmetic powders. This technology enables brands to save storage space, reduce the final cost of their product, and care for the environment by making it easier to reuse their bottles or storage boxes over and over again. Bonals Technologies' manufacturing technology is unique: it can be adapted to all types of powders and all markets, and is extremely versatile and easy to use.



A rehydration tablet that changes everything

LESSONIA - Formulation
- Stand LD30

No more powder to rehydrate, no more inhaled dust, and no more mess in the bathroom... Lessonia has developed an innovative and revolutionary product for rehydrating cosmetics: pre-dosed tablets. This solid, compact solution is easy to use for consumers. All it takes is five steps to rehydrate the product: take out the desired dose of tablets, add hot water, wait a few hours, shake and use! These tablets are environmentally friendly because they can be used in a single multi-purpose bottle.



Shampoo in soluble tablet form

NUWEN - OEM - Stand LB14

Nuwen, experts in powder cosmetics since 1985, want to shake up your beauty routine with this innovative, eco-responsible shampoo. The smooth, solid tablet has a formula that gets right to the essentials, a good sensory experience, and a generous lather. Simply fill a bottle with water, drop in a tablet, and enjoy the product as it foams. This technology is innovative in the solid products market for several reasons: it offers a DIY experience by simply adding water to create your own shampoo that's easy to dose, an eco-responsible solution with a water-free formulation, and logistics that have less impact on the planet. Nuwen offers its customers flexibility in terms of pellet size, colour, and shape, and has a production capacity that can be scaled from small to large runs.



Waterless 3D cosmetics

COSMOYA - Formulation
- Stand DB39

Cosmoya, a custom formulation laboratory, offers a unique cosmetic experience with its exclusive TridiCosmic technology, enabling luxury brands to offer environmentally friendly, natural, and original galenic formulations that meet their standards of elegance and beauty.

This innovative technology, based on a water-free, energy-efficient 3D design, is fully customisable for made-to-measure solutions. Already available for production, it can be applied to a wide range of biobased skincare powder formulations. The object itself becomes cosmetic, clean, efficient, and beautiful. The active ingredients, which contain no preservatives or water, are protected in the solid outer shell.



Water-soluble cosmetics on-the-go
WOORIKIDSPLUS, SOUTH KOREA – Formulation
 – Stand DB30

This Korean company formulates nomadic cosmetics that dissolve in water, using natural biomass. Marketed under the Deardot brand, these cosmetics for people on-the-go transform into cleansing products by just adding a little water and rubbing in the hands. The company has a factory in Korea and offers a B2B service. Deardot researched and developed water-soluble cosmetics using natural Celluble™ biomass. It is PVA-free, contains no microplastics, and does not pollute marine ecosystems.



New-generation SPF505+ transparent sun stick
CREAPHARM COSMETICS
 – OEM – Stand LB12

CREAPHARM offers a solid, high-quality sun care product formulated with new-generation UV filters to provide very high SPF50+ protection. CREAPHARM has combined all its areas of expertise in formulating sun care products and manufacturing solid cosmetics by investing in a new technology that offers high-quality hot-fill. The use of innovative UV filters in the formulation of this solid sun stick makes it easier for consumers to adopt the product if they are concerned about safe ingredients.



Heat-activated cleansing stick
TECHNATURE – Formulation
 – Stand LB11

This solid, warming skincare formula cleanses the skin thoroughly. Minimalist, solid, and easy to carry, this warming, cleansing treatment in solid stick form transforms into a milky emulsion when rinsed. Its heat helps to dilate the pores, making it easier to remove impurities. The heating effect is activated by the moisture in the user's skin. The stick thoroughly cleanses the skin's surface and improves the absorption of cosmetic products. Formulated with an oil base to prevent the skin from drying out and with sulphate-free surfactants, this innovation contains 100% ingredients of natural origin.



Environmentally-friendly products designed to be easily rinsed off
EUROFINS – Testing & Analysis – FB38

Rinse-off protocols aim to improve the formulas of skin and hair care products in order to meet new environmental requirements: reduction of the carbon impact, reduction of the quantity of water used, etc. To make products easier to rinse off, Eurofins is the only company to offer three combined approaches (clinical studies, consumer evaluation, and hair samples). Moreover, Eurofins uses its worldwide network to adapt to the beauty routines of each country.

WATER EFFICIENCY



Eco-designed spray shampoos

GROUPE GILBERT –
Formulation – Stand DD48

ReNuHair Mist is an eco-designed spray that allows you to space out your shampooing sessions while giving your hair shine and care. Thanks to sustainable active ingredients, recycled packaging, and a cold process, it gives hair vitality and beauty while reducing its water footprint. The product not only gives better shine than dry shampoo, it is also a genuine hair care product. It can be used quickly and on-the-go by people who want to simplify their hair routine and reduce their ecological footprint.



Concentrated shampoo paste

LABORATOIRE COIFFANCE –
OEM – Stand DA21

Better for the planet, the paste shampoo from the Coiffance laboratory contains less water. A major innovation to create the future of hair beauty and offer consumers a new way of doing things. Its low-moisture formulation (76% low-moisture technology, three times more concentrated than an ordinary shampoo) is patent pending. This shampoo, which contains 97.83% plant-based ingredients, comes in infinitely recyclable packaging.



Waterless peel-off masks with a balm texture

BIOTIC PHOCEA –
Formulation – Stand LC10

Biotic Phoceia offers a range of four waterless, powder-free, peel-off mask formulas, in line with a major market trend, i.e. "Do It Yourself". All the user has to do is mix the balm with running water and apply to the face. All four formulas are waterless, but they are not powders. The texture is that of a balm, which is highly innovative on the market and more practical for everyday use.



ECO-DESIGNED PACKAGING



Giving a second life to obsolete packaging and packaged products

OVERPRINT – Packaging – Stand LA10

OVERPRINT makes obsolete packaging and/or finished products marketable again by bringing them back into compliance using its unique patented overprinting process. OVERPRINT can correct just the erroneous zone by masking the information that is no longer applicable and then reprinting the updated details. This service avoids the need for companies to destroy packaging and/or finished products simply because of a change in regulations resulting in some incorrect information on their empty or full packaging.



ECO CACO3 : Calcium-based packaging to reduce carbon emissions

CLOUD BEAUTY INNOVATION HUB – Packaging – Stand LD10

Eco Caco3 is a sustainable solution based on waste shells that transforms calcium into granules. This innovation reduces the use of plastic by up to 55%. CO₂ is collected and reused during the process, reducing carbon emissions by over 70% compared to virgin plastics. It offers a range of solutions to meet a number of needs:

- Eco Caco3 Stoneco: made from stone, with the aim of reducing plastics as much as possible.
- Eco Caco3 GEX: made from eggshells, using PCR materials.
- Eco Caco3 Oystech: made from oyster shells, as an anti-bacterial additive.



Biosourced and biodegradable refills

EMBALFORME – Packaging – Stand LC09

100% plant-based (linen, hemp, reed, etc.), this bio-sourced, recyclable, and compostable refill snaps into a PCR glass jar, and that's all there is to it! The PCR glass jars and their stoppers house and showcase the various refills, which can be offered in different colours to create a range effect (one refill colour for each type of product). The main advantages:

- A single plant-based material: flax, reed, hemp.
- A food-grade certificate for multi-purpose use.
- Fully recyclable and compostable at an industrial level.
- Easily snapped into the PCR glass jar without any external additions.
- Customisable, coloured, or neutral.
- Scalable for small or large production runs.



Infinitely refillable biodegradable pot

LYSPACKAGING – Packaging – Stand LB34

VEGECOS by VEGANBOTTLE is 100% plant-based and vegan packaging. This French innovation aims to replace conventional plastic with a sustainable plant-based material. Consumers can reuse and refill their pots limitlessly, thereby reducing their environmental impact. This biomaterial adds value to bio-waste by giving it natural and safe qualities.

SUSTAINABLE FRAGRANCES

Fragrances constitute France's biggest export market, accounting for 1/3 of French exports (19.2 billion in total by 2022). France is now the world leader, with €6.4 billion worth of perfumes and colognes exported in 2022, compared to €2.4 billion for Spain, its leading challenger. France sales grew by 29.4% between 2021 and 2022, which goes to show that this is a very fast-growing market. (Source: French Customs and the UN Comtrade Database, 2023 – analysed by Cosmetic Valley)

This can be explained by a shift in the fragrances market towards more functional products (combating stress and anxiety, improving sleep through scents). The segment is opening up to new formulations (alcohol-free fragrances, microemulsions). New parts of Asia, notably China and Korea, are opening up to the consumption of perfume, whereas these countries were traditionally closed to it (the use of perfume was associated with smelling bad or having an odour to hide).

The younger generations in China are driving growth, with a market that was worth \$1.6 billion in 2020 and is expected to reach \$4.3 billion according to iMedia Consulting. In Asia, fragrance is now seen as a genuine olfactory identity card, and niche fragrance makers are taking advantage of that trend.



Regenerative agriculture & reducing carbon emissions from the alcohol-based fragrances industry

INTACT REGENERATIVE – Raw Materials – Stand DB49

Agriculture is responsible for 26% of global carbon emissions, mainly through the production of nitrogen fertiliser for soil fertilisation. INTACT, a Loiret-based start-up, is working on the introduction of leguminous crops (plant proteins) in crop rotation in the Beauce plains near Orléans. These crops enrich the soil by naturally adding nitrogen, avoiding the need to use chemical fertilisers,

which damage soil biodiversity and are the primary source of greenhouse gas emissions in agriculture. This approach also reduces the need to work the soil. The structure of the soil influences its capacity to hold water: healthy soils are more resilient to climate change. These leguminous crops are processed by low-carbon fermentation, which emits one third of the carbon emissions compared to conventional processes. This produces 25% vegan vegetable protein for human consumption and 65% neutral alcohol for use in the fragrances industry.



When invasive plants in waterways act as a catalyst for cosmetic fragrances

BIOINSPIR – Raw Materials – Stand DB21

BioInspir uses biosourced catalysts derived from plant filters. The plants used are invasive plants originating from South America and mistakenly introduced into European aquatic environments by aquarium owners. Such plants pose a problem because they colonise and destroy the wetlands that regulate the climate. They have to be uprooted, and that is a costly process. Using them as an eco-catalyst gives them some commercial value that will pave the way for better control through the process of harvesting that value from them.

The plants can be used to treat industrial effluents by capturing metallic components, and can then be used to produce active ingredients for cosmetics and fragrance compounds.

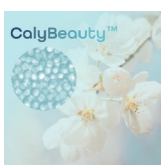
This approach has a positive environmental impact because, thanks to those processes, no chemical inputs or solvents are added.

SUSTAINABLE FRAGRANCES

Bioinspir's approach is based on two cornerstones:

- Restoring biodiversity by fighting against eutrophication of wetlands and removing invasive species.
- Decontaminating with the plants gathered, which are ground, processed and placed in a filter. These powdered plants are used to filter effluent; when they are charged with metals of interest, they are then used as catalysts. All the metals are captured before the wastewater is released into the environment.
- This has a positive impact on biodiversity, and provides an alternative to mining.

Ecocetal® – the bio-sourced version of solketal – is a green solvent that can be used to extract natural raw materials for formulating cosmetics and fragrances. Synthetic eco-fragrance used to produce new perfumery notes.



Microplastics-free, biodegradable perfume microcapsules.

CALYXIA – Formulation – Stand LA11

Calyxia develops bespoke capsules for its clients, placing its industrial facilities and team of product development experts at their disposal. Calyxia's microcapsules combine biodegradability with top performance. They offer the company's clients new functions for their formulations: new sensory effects, improved stability of shelf life, ease of administration, optimised dosage.



Composition of distilled jasmine flowers

LABORATOIRES ROSIER DAVENNE – Raw Materials – Stand LD11

This new 100% natural perfume, obtained by distilling jasmine flowers, successfully rises to the challenge of also complying with the Cosmos bio standard. This client request has now been satisfied.



Solid jelly oil

SHP – SOLID COSMETICS – Formulation – Stand LB33

This innovative texture can be used for a solid perfume or a solid skincare serum. It is easy to apply and leaves no oily residue. It brings a new ritual and new sensory feel to solid products, in particular perfumes and skincare serums. This 100% natural product offers an appealing appearance and a new beauty ritual. The water-free formula enriched with active ingredients and almond oil from Provence is accompanied by a refill.



Perfume capsule in bio-sourced materials

SCENTYS – Brands and Retail – Stand DD33

An alternative to plastic, Scentys's patented fragrance diffusion technology is now available in French-made, bio-sourced, vegan and recycled materials. This innovation helps improve your carbon footprint (compared to the resin currently used) and provides an answer to environmental concerns. A pioneer in bio-sourced materials in the field of perfume diffusing systems, Scentys ensures compatibility between the materials used and the perfumes, the quality of perfume reproduction and the absence of olfactory pollution.

**THE FRAGRANCE ESCAPE BY CENTDEGRES
Stand DA50**

Centdegrés, the international creative agency with a passion for perfume and beauty for over 30 years, exhibits an olfactory journey through time and space: perfumes from our past and present, derived from creative olfactory encounters with the professions' major talents arising from travels and projects throughout Europe, Asia and the Middle East. An escape into a world we relate to.

ARTIFICIAL INTELLIGENCE

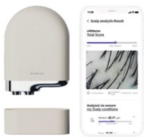


MyHair Home – science at home

CHOWIS – Testing & Analysis – Stand DB32

MyHair Home functions with a mobile app, and is used to measure up to 6 different states of hair and scalp by using a professional light system (PPL, XPL) with a 5-megapixel camera. Once the device is connected to the app via Bluetooth, it requests several photos of the scalp. Using artificial intelligence, it then provides information on the state of the hair and scalp, which brands can use to recommend products. This device in pen form, using different light systems for analysing hair and the scalp at home, is the only one of its kind. The software used with the device provides smart guides and very precise analysis using big data and AI algorithms.

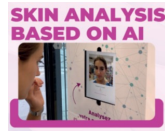
AI Mobile APP & IoT Scanner



Hair care solutions through AI

BECON CO., LTD. – Testing & Analysis – Stand DA33

This hair care solution, based on information and communication technologies (ICT), uses IA to suggest the right treatment according to the results of the analysis. It uses an IoT scanner (magnifying lens, UVA, moisture sensor, temperature sensor, VOC sensor, UVC) and artificial intelligence to understand and analyse, in 10 seconds, 10 characteristics of the state of the scalp and hair (hair thickness, sensitivity, moisture, nature of hair, dandruff, etc.).

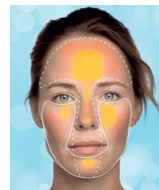


SKIN ANALYSIS BASED ON AI

SkinAnalysisIA: skin diagnosis and care routine

SkinAnalysisIA – Brands & Retail – Stand DB10

SkinAnalysisIA is a sales acquisition and assistance tool that analyses skin to deliver a personalised skincare routine. It offers consumers an objective analysis of their skin so that they can obtain a complete routine tailored to their needs. Follow-up is also provided to assess the performance of this routine. This tool is available to dermo-cosmetic laboratories as a white label product.



Detection of skin type through AI.

PERFECT MOBILE CORP – Testing & Analysis – Stand FA36

With Perfect Mobile Corp's AI technology, it takes a few seconds to determine skin type by analysing the face's T and U zones. It detects the signs of sensitive skin such as dryness, oiliness and redness. With the results of this skin-type detection, brands can offer each consumer personalised advice for skincare. Detection of skin-type by AI, powered by AI deep learning technology, is ultra-fast and precise compared to traditional questionnaires.





Online surveys based on the emotions

IGONOGO – Testing & Analysis – Stand DB33

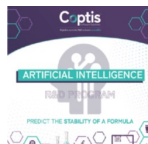
Igonogo reveals consumers' emotions through cosmetics tests using AI and behavioural measurements. Users answer the surveys in a pleasant and spontaneous way, without needing to rationalise their feelings and their emotions. This considerably increases the reliability and precision of the results. Igonogo measures the emotions and sensations of clients in a non-intrusive way, without specific material or sensors, using unique technology to monitor touch. Igonogo combines the power of the cognitive sciences with the simplicity of online surveys.



Launch of CARA A.I, the ChatGPT for beauty

THE GOOD FACE PROJECT – Services – Stand DD24

By means of an interaction that can be customised by businesses in the cosmetics industry, CARA AI answers various concerns such as proprietary lists, optimisation of star and price rankings, optimisation of the list of ingredients, identification of identical products, suggestions of raw materials, and much more... While ChatGPT lacks precision in technological queries due to its data set, Good Face has resolved this problem with a proprietary ontology.



An AI programme to predict the results of stability tests

COPTIS – Testing & Analysis – Stand DD35

Stability tests are part of developing a formula, but what would happen if AI could predict the results and thus revolutionise the process? The Coptis Lab PLM software, driven by AI, predicts the results of the stability test for a formula according to its composition. Faster and safer decision-making in the formulation process: formulators can spend more time on innovation.



Global compliance through AI

ECOMUNDO – Services – Stand FB42

The Ecomundo platform incorporating AI helps companies to provide for and rationalise global compliance of their cosmetics at four levels: regulatory, market, environmental, labelling. With this service, a correct formula can be obtained at the first attempt, in line with the marketing brief and the requirements of global regulations, for rapid roll-out. This platform uses cutting-edge technology and AI expertise for efficient and risk-free operations.



AN UNPRECEDENTED PROGRAMME OF CONFERENCES DEVOTED TO CLEANTECH



The ninth COSMETIC 360 trade fair offers four sessions devoted to clean technology, or cleantech. These new technologies ensure that businesses are competitive while providing a response to current issues with regard to ecology and the fight against climate change; they can also involve the use of renewable energies, recycling methods and more generally all eco-friendly practices.



All conferences and round tables are in English.

The programme this year revolves around the following four sessions:

- Session 1: Consumer trends
- Session 2: Responsible packaging
- Session 3: Decarbonising the industry
- Session 4: Organic ingredients to replace petrochemicals

Conference programme supported by:



WEDNESDAY, 18 OCTOBER

Session 1: Consumer trends

10.20 a.m. – 10.40 a.m.: Macro movements 2023–2027: setting up a new equilibrium

BEAUTYSTREAMS – Mikael Nolte, SVP Creative Director (France)

As environmental, societal, and economic crises converge, our societies are at a crossroads of drastic developments and decision making. Besides bringing back peace, the greatest challenge in the upcoming years will be to find the right balance between restorative actions that keep our planet habitable, economic growth that sustains security and health, and building new virtual dimensions in the most ethical ways possible.

During the conference BEAUTYSTREAMS will focus striking concepts and case studies on how to establish a responsible people-profit-prosperity equilibrium.

10.40 a.m. – 11.00 a.m.: Consumer Awareness vs Action, How to Win in Sustainability

EUROMONITOR – Maria Bogdanova, Product Manager, Sustainability (United Kingdom)

Consumers are increasingly embracing sustainable lifestyles, and businesses are responding by launching products and services related to sustainability. Demand for these varies by country, and so do opportunities. Join us to learn more about:

- How consumers' sustainability awareness differs across markets and regions
- How consumers respond to sustainability claims
- How to appeal to sustainable consumers in the Beauty and Personal Care Industry

11.00 a.m. – 11.20 a.m.: Why it is time for the beauty and cosmetics industry to refresh its approach to waste and overproduction

AVERY DENNISON – Maryna Grytsenko-Nénon, Market Development Europe (France)

Avery Dennison's report "The Missing Billions: The Real Cost of Supply Chain Waste" reveals that more than 10% of beauty products worth an estimated \$4.8 billion are wasted in supply

chains. 6.2% of goods thrown away are the result of overproduction while 4% of inventory is thrown away due to spoilage or deterioration of the merchandise. Unsurprisingly, this is a growing concern for brands, which could be losing up to 2.8% of their annual profits.

Using RFID technology is a solution that helps brands reduce supply chain waste. It creates a unique digital identity for each product and connects the physical with the digital. It provides valuable information that enables consumers to make better decisions, including transparency and carbon footprint.

11.20 a.m. – 11.40 a.m.: Promoting Sustainable Consumption in the Cosmetics Industry through AI Technology

Haut.AI – Anastasia Georgievskaya, CEO (Estonia)

Haut.AI is a leading European company that specializes in developing SaaS tools for hyper-personalized skincare and beauty applications. Its SaaS platform, trained on 3 million data points, evaluates over 150 unique multidimensional face biomarkers to deliver customized aesthetic recommendations with just the quick snap of a selfie.

Haut.AI's innovative AI technology promotes responsible consumption in the cosmetics industry by reducing waste caused by mis-bought and overproduced products. With personalized and custom-made skincare, skincare companies can produce products based on their customers' real needs, while shoppers can minimize the risk of stocking up on products that aren't right for their skin.

11.40 a.m. – 12.30 p.m.: Round table – New consumer practices for circular beauty: refills, unpackaged products and solids

BONALS, Anthony SOUSA, Sales Director (France)

COZIE, Arnaud LANCELOT, CEO (France)

DIVA FLORA, Frederic BAROIN, CEO (France)

L'OREAL, Elodie BERNADI, CSR Director (France)

WEDNESDAY, 18 OCTOBER

Session 2: Responsible packaging

1.40 p.m. – 2.00 p.m.: Seizing the Opportunities in Sustainable Packaging in Beauty and Personal Care

EUROMONITOR – Maria Bogdanova, Product Manager, Sustainability (United Kingdom)

As consumers and businesses pay more attention to social and environmental issues, product claims are becoming increasingly important for brands to communicate sustainability in the Beauty and Personal Care Industry. Join us to learn more about:

- Consumers' behavior and preferences for sustainable product packaging
- The key opportunities in sustainable packaging claims
- What is ahead of the industry and what are the current investment priorities

2.00 p.m. – 2.20 p.m.: How to use packaging ecodesign as a performance lever in your decision making?

QUANTIS – Victor Frontère, Cosmetics and Personal Care Lead (France)

In recent years, the urgency for sustainability has prompted businesses to address their environmental impact. Consumers are demanding more transparency and businesses are recognizing the importance of reducing their environmental footprint to align with planetary boundaries. The impending environmental scores only add to the urgency. **To tackle these challenges, packaging ecodesign offers a powerful solution that not only helps companies achieve sustainability goals but also enhances their performance.**

2.20 p.m. – 2.40 p.m.: Microbiology risk analysis of an airless skincare refill packaging

APTAR – Patrick BOUSQUEL, Marketing Director Beauty EMEA & Florence ROULLET, Applied Sciences Director GMI (France)

Through innovative qualification protocols in collaboration with an external partner laboratory and microbiology consultant, and by using the internal Life Cycle Assessment tool developed internally in partnership with Sphera, provider of GaBi software, we have characterized the new challenges of an innovative refillable solution for skincare, when it comes to safety for the end consumers while improving the environmental impact of our dispensing packaging.

2.40 p.m. – 3.00 p.m.: Packaging for recycling – how to improve the recyclability of cosmetic packaging in the industry

ALBEA – Gilles Swyngedaew, VP, Corporate Social Responsibility and Product Sustainability for Cosmetics & Fragrance (France)

Improving the recyclability of cosmetics packaging currently made of non-recyclable plastics is key to the beauty industry. But this requires some changes in the design as well as in the materials used. While presenting the 'RECYMakeup' project in cooperation with Citéo, Gilles Swyngedaew will highlight the technical, environmental and economic conditions that enable a transition to plastic resins or other materials with recycling channels, and present innovative solutions providing a lower environmental impact..

Session 2: Responsible packaging

3.00 p.m. – 3.20 p.m.: Biochar – a plastic alternative that stocks CO₂

MINELLI GROUP - Paolo Minelli, Director mPacking (Italy)

The presentation focuses on mBlack™, our proprietary material that is an alternative to plastic (injection moldable using traditional technology) and that stocks CO₂ in the long term (order of 1 000 years). The material is based on biochar that comes from wood residues originating from the Minelli Group's wood processing activities (circular, zero waste policy). mBlack™ is compostable and does not leave microplastics behind.

3.20 p.m. – 3.40 p.m.: Unboxing sustainability: how to inspire positive action with packaging

WOOLA – Antoine Leyh, CEO & Co-Founder (Estonia)

Sustainability is easy to talk about, but can be difficult to show. This talk explores how companies can show their commitment to sustainability with packaging – and how this can inspire a change for the better. It's based on an evaluation of 100+ ecommerce packages and real-life examples of cosmetics companies that inspire climate action with their packaging.

3.40 p.m. – 4.00 p.m.: 100% natural packaging material – the footprint analysis

RAIKU – Karl Pärtel, Co-Founder (Estonia)

This presentation is devoted to a 100% natural and compostable packaging material. It is supple, very protective, visually appealing and leaves no dust. It is an alternative to single-use plastic packaging such as bubble wrap, and its ecological footprint is far smaller than that of other ecological solutions such as paper and cardboard (10 times less wood, 3,000 times less water, 50 times less energy, 0 chemicals).



THURSDAY, 19 OCTOBER

Session 3: Decarbonising the industry

10.20 a.m. – 10.40 a.m.: From Shadows to Light: Engineering Trust in the Carbon Market

CARBONABLE – Ramzi Laieb, co-founder (France)

The voluntary carbon market has long been plagued by integrity and transparency issues. But what if technology could forge a new path forward? In this conference, we delve into the revolutionary potential of blockchain and AI for enhancing transparency and accountability in carbon markets. By leveraging blockchain's auditability and AI's advanced monitoring capabilities, we can not only restore trust in these markets but also supercharge our efforts to preserve biodiversity.

10.40 a.m. – 11.00 a.m.: CO₂-DISSOLVED: Decarbonizing an industrial process while producing renewable energy

BRGM – Marie GASTINE, Research Engineer / Project Manager (France)

The conference will present the CO₂-DISSOLVED concept, initiated and developed by BRGM over the past ten years, which is based on a geothermal energy production system to inject and permanently store industrial CO₂ emissions in a deep saline aquifer. The applicability to the cosmetic industry will be briefly discussed.

11.00 a.m. – 11.20 a.m.: Renewable hydrogen: a tipping point in decarbonation

LHYFE – Olivier Job, Business developer (France)

Lhyfe, a producer and supplier of renewable hydrogen, is massifying production tools, making this hydrogen economical and accessible to all. Locally produced thanks to renewable electricity, green hydrogen offers a solution to significantly reduce CO₂ emissions in the whole value chain of cosmetic industry, from raw material sourcing to supply chain. Why, how and, above all, for whom? To find out, join us on 19 October!

11.20 a.m. – 11.40 a.m.: Decarbonizing the industry with Climate Oils

COLIPI – Jonas HEUER, Co-founder (Germany)

This talk presents the development of unique bio-processes, neutral in CO₂, for the production of various oils using renewable raw materials, thereby offering sustainable and economical alternatives to vegetable oils such as palm oil for the cosmetics and food industries. COLIPI transforms CO₂ into oil by a unique gaseous fermentation process (using CO₂, O₂ and H₂, bacteria and yeasts).

11.40 a.m. – 12.00 p.m.: Turning biowaste into biodegradable polymers for cosmetics formulation

DIONYMER – Thomas Hennebel, CEO & Cofounder (France)

Dionymer has developed biomimetic technology that transforms any organic waste (food waste, grape pomace, etc.) into biodegradable polymers with user-adjustable properties. These polymers are called Polyhydroxyalkanoates (PHAs). Dionymer synthesises circular polymers using a unique bacterial fermentation process. These polymers are biosourced, biodegradable, biocompatible and compostable. They have mechanical, thermal and physico-chemical properties similar to those of petroleum-based polymers. Biodegradable like all polymers, PHAs do not accumulate in the environment. Furthermore, the material is biocompatible and naturally bioabsorbable on contact with the skin, lips, hair and mucous membrane.

THURSDAY, 19 OCTOBER

Session 4: Organic ingredients to replace petrochemicals

1.20 p.m. – 2.00 p.m.: Round Table
INNCOCELLS

A European project for the development of new
natural active ingredients for cosmetics

ALTERNATIVE PLANTS – Anna Ramata-Stunda,
CEO (Latvia)

LA PRAIRIE – Jacqueline Hill, Global Director
Strategic Innovation & Science (Switzerland)

SCANDIDERMA – Geir Håvard Kvalheim, CEO
(Norway)

VTT – Heiko Rischer, Researcher (Finland)

2.00 p.m. – 2.20 p.m.: The cosmetic industry's
challenges for the ocean

FONDATION DE LA MER – Christine Poisson,
Vincent Duret, Ocean Approved Label
Managers (France)

The aim of the Ocean Approved® Label, through its three cornerstones of "Pollution, acidification and global change of the marine environment", "Using marine and coastal resources" and "Cross-cutting questions of MDG 14", is to guide businesses towards playing a major and increasingly active role in safeguarding the planet, by giving them the keys to:

- Understand and measure their direct and indirect impact on the Ocean
- Set goals and identify practical steps to protect the ocean
- Adopt an approach of continuous improvement (biodiversity, waste, GHGs, etc.).

2.20 p.m. – 2.40 p.m.: Advancing sustainable
cosmetics through innovation, valorization
opportunities and Cooperation

(RE)SET – Frank Gana, CEO and co-founder
(France)

The cosmetic industry uses a large number of "pre-competitive" base products (moisturizers, preservatives, surfactants, etc.), most of which are petroleum-based or polluting. Most actions related to cosmetic ingredients are still currently

underdeveloped and often limited to seeking more "natural" and "organic" ingredients, without necessarily proving their environmental gains. Therefore, it is necessary to act by defining possible alternatives, identifying opportunities (i.e. use of coproducts, ...) and launching collective action with professionals in the cosmetic industry.

2.40 p.m. – 3.00 p.m.: CLEAN INGREDIENT
TECH – assessing the entire product portfolio
with a view to global compliance, in order to
avoid unnecessary reformulations and to
incorporate cleaner ingredients more easily

THE GOOD FACE PROJECT – Lucas Nanini, GM
Europe & Asia Operations (France)

It can prove very difficult, even impossible, to replace the ingredients of an entire portfolio. This is even truer when major regulations are introduced, disrupting the status quo. Thanks to large-scale automation and molecular modelling, GOOD FACE is able to incorporate regulatory changes in its data base in order to assist brands wanting to develop new products compliant with international standards. But also, with the power of molecular AI, they can create molecular digital twins to help predict safety and environmental risks presented by new ingredients, even before literature is built up.

3.00 p.m. – 3.40 p.m.: Round table: Circular
economy to replace petrosourced chemistry

GIVAUDAN ACTIVE BEAUTY – Mélanie Duprat,
Category Manager & Sustainability
Representative (France)

L'OREAL – Olivier ROLLAND, Global Director R&I
L'Oreal for the future & Green Sciences
Strategy Initiative (France)

LVMH Research – Patrick CHOISY, Associate
steering Director of Upstream Research
(France)

SURFACTGREEN – Francis Galle, Formulation
Laboratory Manager (France)

OPEN INNOV': FORUM FOR PROJECT LEADERS TO MEET WITH MAJOR COMPANIES IN THE COSMETICS INDUSTRY



The OPEN INNOV' service is an opportunity to present an innovation project and talk with experts from major cosmetics companies who have an open innovation policy and are eager to work collectively.

At this 9th COSMETIC 360 trade fair, CHANEL, L'Oréal Recherche & Innovation and LVMH Recherche, along with Pharma&Beauty Group (P&B), will be holding face-to-face meetings with 160 innovative project leaders from start-ups, micro-businesses, SMEs, mid caps or research laboratories to assess the value of the innovations they offer, find out what the companies are looking for, set up a collaboration, work on a concrete application and contribute to growth.

The innovations presented can span the entire cosmetic value chain, including raw materials, measurements, testing, packaging, materials, formulation, industrialisation, finished products, logistics, retailing and more.

They may address major issues facing the cosmetics industry, such as:

- natural character (greentech, biotech, circular economy, upcycling, etc.);
- safety (toxicological, microbiological, quality, traceability, etc.) ;
- product performance (molecular, biological, physiological characterisation) ;
- new ranges in line with consumer expectations: personalisation, connected beauty and wellness services (haptics, neuroscience, etc.) provided by cosmetics.

Since 2015, more than 1,400 projects have been submitted from 35 different countries, and more than 600 meetings have been organised.

Registrations will be open at the trade fair to apply for the 2024 session of OPEN INNOV'.

OPEN INNOV': FOCUS ON THE MAJOR COMPANIES IN THE COSMETICS INDUSTRY

CHANEL PARFUMS BEAUTÉ

CHANEL Parfums Beauté's strategy for sustainable development revolves around the brand's founding values, in particular respect for know-how and lasting partnerships with our suppliers. We strive to constantly reduce our environmental footprint, from designing the formulas that we create in our own R&D centres to developing packaging. CHANEL Parfums Beauté is convinced that the power of collective effort will build the beauty ecosystem, and since 2015 has developed strategic partnerships with innovative start-ups in the fields of ingredients, technology and sustainable beauty in order to move research forward and benefit from the best available solutions.

L'ORÉAL GROUPE

L'Oréal will present on their stand:

- **Gjosa:** a shower head that we use in our hair salons, which can rinse hair after a shampoo with 2.4 litres of water instead of the 7 usually required;
- **La Fontaine Mugler:** a refill for the iconic fragrance, inspired by 18th century perfume fountains, which can help save 1.5 million bottles and 380 tons of glass each year;
- **L'EcoBeautyScore** consortium, launched in 2022, draws on the cosmetics ecosystem to build a common methodology for measuring the ecological impact of cosmetics, and to allocate an "eco-score" (an overall rating from A to E);

Tubes partly made from cardboard used for La Roche-Posay's sun creams, which cut the use of plastics by 45%;

- Garnier's no-rinse solid skincare soaps;
- Kérastase's eco-refills;
- Recycled Elsève tubes for the "Trions en Beauté" game.

P & B GROUP PHARMA AND BEAUTY

The P&B group is particularly sensitive to cleantech, and wishes to guide its clients in the right direction to protect the environment as much as possible.

During the fair, we will put the spotlight on biotechnology, which has infiltrated three prominent trends!

- Metaverse Mania: The new El Dorado for brands
- Psycare: A more holistic experience
- Hair bomb: A boom in the hair category

But what exactly is biotechnology? It could be the solution for putting a stop to the plunder of nature! It is used to obtain safe, sustainable and replicable ingredients by growing micro-organisms, plant cells or algae while respecting biodiversity and natural resources. This turning point will contribute to reducing the beauty industry's environmental footprint, notably by protecting the environment from resource extraction. Natural and laboratory produced, they combine the best of both worlds. Biotechnology is featured as a common thread in this selection, through formulas with key active ingredients resulting from these processes.

LVMH RECHERCHE Parfums & Cosmétiques

LVMH RESEARCH is committed to inventing tomorrow's most desirable perfumes and cosmetics for all the LVMH Group's Houses. In a perpetual quest for innovation, performance and quality, this structure is anchored in a sustainable and Open Innovation approach, placing its unique expertise in biology, formulation, physical chemistry, sensory analysis and artificial intelligence at the service of all the World's Beauties. As a visionary creator, LVMH RECHERCHE is convinced of the importance of developing partnerships to create a genuine innovation ecosystem for Beauty. This is why Open Innovation at COSMETIC 360 is a real opportunity to forge new collaborations on key themes such as Agroecology, Biotechnologies, Biomaterials, Refillable/Recyclable Packaging, Biodegradability, Solid Cosmetics and new technologies and high-performance evaluation techniques.

TECH CORNER
DEMONSTRATIONS
EVERY 30 MINUTES
(DURATION: 15 MINUTES)



Each year, the Tech Corner showcases cutting-edge technology in partnership with the CNRS. This key event area at the fair showcases **technology developed by a research laboratory that can have a practical use in the perfumery and cosmetics industry.**

This year, the technology presented results from the collaboration between two laboratories in the Cosmétosciences program, a cosmetics research programme in the Centre-Val de Loire region: the Institut de Chimie Organique et Analytique d'Orléans (ICOA) and the CNRS Orléans's Institut de Combustion, Aérothermique, Réactivité et Environnement (ICARE).

This continuous flow extraction and functionalisation technology combines an extraction process using green solvents with on-line functionalisation to improve the natural active ingredients for use in cosmetics.



INNOVATION CENTER BY IDEC ENERGY: CHALLENGES IN ENERGY AND THE ENVIRONMENT

Le Nôtre Hall - Stand LB40



INNOVATION CENTER BY IDEC ENERGY invites you to two days of workshops, presentations, and discussions on green energy and decarbonisation, featuring a pool of 7 innovative start-ups supported by the GROUPE IDEC INVEST Innovation investment fund:

4 start-ups for innovative energy solutions:

- Windmyroof: Rooftop wind energy for decarbonised power.
- H2Sys: Hydrogen-powered generator sets.
- Bulane: Hybridisation of hydrogen gas processes.
- Ataway: Hydrogen refuelling stations for a decarbonised fleet.

3 start-ups for decarbonised mobility:

- Fludis: Last-mile river logistics.
- Towt: Wind-powered international cargo transport.
- Darwin Drones: Inventory management solution

The IDEC Group plays a significant role in supporting cosmetic industry businesses in their energy transitions through three subsidiaries:

- IDEC ENERGY, encompassing energy and decarbonised mobility solutions.
- IDEC ENERGY SOLAR, dedicated to solar energy (canopies, ground-mounted, rooftop, etc.).
- IDEC INVEST INNOVATION, focused on investing in innovative start-ups.

PROGRAM

Wednesday 18 October

9.30 a.m. - 10.00 a.m. Presentation: Idec Energy + Idec Invest Innovation

10:30 a.m. - 11.00 a.m. Darwin Drones: Inventory management solution

11:30 a.m. - 12 noon: H2sys: Hydrogen-powered generator sets

1:00 p.m. - 1:30 p.m. Bulane: Hybridisation of hydrogen gas processes

2:00 p.m. - 2:30 p.m. Windmyroof: Rooftop wind energy for decarbonised power

3.00 p.m. - 3.30 p.m. The green mobility offer from Idec Energy and its subsidiary Hydway

4.00 p.m. - 4.30 p.m. Towt: Wind-powered international cargo transport

5:00 p.m. - 5:30 p.m. Fludis: Last-mile river logistics

Thursday 19 October

9:30 a.m. - 10.00 a.m. Idec Energy Solar, and Idec Energy's photovoltaic production offer

10:30 a.m. - 11.00 a.m. Darwin Drones: Inventory management solution

11:30 a.m. - 12 noon: H2sys: Hydrogen-powered generator sets

1:00 p.m. - 1:30 p.m. Bulane: Hybridisation of hydrogen gas processes

2:00 p.m. - 2:30 p.m. Ataway: Hydrogen refuelling stations for a decarbonised fleet

3.30 p.m. - 4.00 p.m. Towt: Wind-powered international cargo transport

4.30 p.m. - 5:00 p.m. Fludis: Last-mile river logistics

GREENTECH IMMERSION: VIRTUAL EXPERIENCE

Delorme Hall - Stand FB22

For the 2023 edition, Greentech presents a breathtaking visual experience. Harnessing cutting-edge 3D animation technology and impactful booth design, the brand creates an astonishing illusion where the animation seemingly extends from the screens into the surrounding space. The magic behind this feat lies in a spectacular large-angle LED screen spanning several metres, giving a trompe-l'œil experience.



2

COSMETIC 360

THE NEXUS OF
INNOVATION FOR
COSMETICS

COSMETIC 360:

THE ONE-OF-A-KIND GLOBAL EVENT FOR INNOVATIONS AND TRENDS

Held annually at the prestigious and welcoming Carrousel du Louvre in Paris, Cosmetic 360 is a one-of-a-kind international gathering that offers industry leaders a comprehensive view of innovation in all its forms.

This unique concept provides a platform for discovering innovations and novel beauty services. It encompasses a wide spectrum of innovations, spanning technology, products, processes, and services, covering the entire industry, from raw materials and formulation to packaging, testing, finished products, and distribution.

This is a major opportunity to develop new collaborations around innovative concepts and projects, and to make important connections that foster cross-sector synergies and outstanding ventures.

This unique event stands out thanks to the novel concept that:

Showcases the **finest global innovations across the entire industry value chain** (materials, ingredients, formulations, testing and analysis, packaging, finished products, distribution, etc.)

1. Presents **solutions from other industries (agri-food, tech, pharmaceuticals, etc.) that can be applied in the fragrance and cosmetics sector**
2. Engages **all industry stakeholders**, including start-ups, small businesses, large corporations and research entities
3. **Unveils technology** developed by a **university research laboratory**
4. Reveals **upcoming international cosmetics trends**

5. **Attracts key decision-makers** seeking out the latest innovations in the beauty industry
6. **Supports the values of** the cosmetics industry in the 21st century.
7. **Organises Open Innovation meetings** between international project initiators and major groups, such as LVMH, Chanel, L'Oréal, P&B Group - Pharma & Beauty, etc.

In 2024, COSMETIC 360 will celebrate its 10th anniversary, a testament to its position as a cornerstone of the industry.

Two new international cooperation partnerships will be signed at this 9th edition of COSMETIC 360.

- the first between two private players: the signing of a "Memorandum of Understanding" between Spike Architectonics and Dr Michèle Aouizerate Pelletier, as part of the FRANCE-THAILAND Year of Innovation.
- the second between two clusters, to give member-companies of the two organisations easier access to new market and business opportunities: signing of a partnership agreement between the IBITA cluster - the International Beauty Industry Trade Association in South Korea - and COSMETIC VALLEY.

A SUSTAINABLE VISION FOR THE EVENT

Environmental issues have always been extremely important to all of us at COSMETIC 360, and we have constantly stepped up our efforts to reduce the environmental impact of the trade fair. In 2023, we're taking things even further by defining initiatives with specific targets and working towards obtaining an environmental certification by 2024.

Zero-Waste Initiatives:

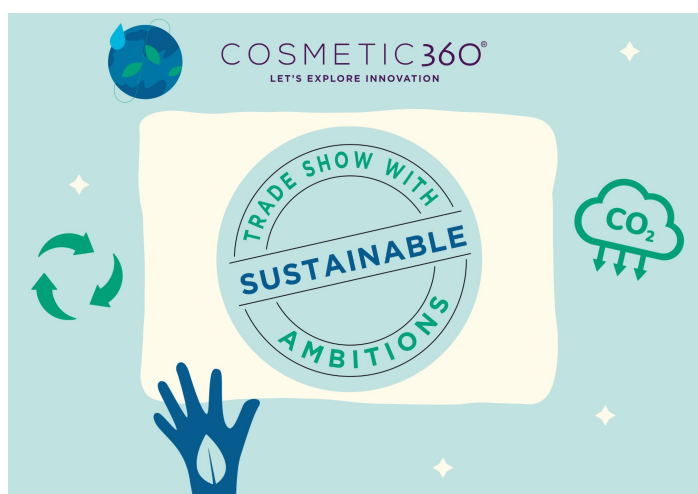
- **Eco-designed**, renewable, and reusable **stands**, created in collaboration with French suppliers and manufactured locally using 100% recyclable materials like corrugated cardboard, wood, and bio-sourced paints.
- **Elimination of 100% of carpets** (aisles and stands).
- **Recyclable exhibitor signage**.
- **Organiser signage reused every year**.
- **Collaboration with local, eco-conscious service providers**.
- **Significant waste reduction** achieved through efficient waste sorting, reduced use of plastics (food service, cardboard badges) and the installation of water fountains.
- **Environmentally responsible food service offerings**.
- **Reduction of print materials** such as badges and signage through the use of the COSMETIC 360 app.

Zero Net Carbon Initiatives:

- The Carrousel du Louvre, a centrally-located venue selected to promote accessibility via public transportation and eco-friendly mobility.
- An **eco-conscious official carrier** that has a fleet of electric vehicles.

Positive Social Initiatives:

- **Prioritising human-centred considerations** by offering a series of conferences on Cleantech, focused on improving the environmental impact of our industry.
- Informing exhibitors and visitors about **our CSR initiatives**.
- **Partnering with a sheltered workshop** for certain services.



EVENT:



The Cosmetic 360 Awards ceremony will take place
on Wednesday 18 October at 5 p.m.
Delorme Hall - Conference Room

This competition annually recognises the most exceptional innovations among the exhibitors. This year, the distinguished jury, comprising members from the French and international professional press, will bestow six awards, including a special Cleantech Award.

The COSMETIC Awards 2023 celebrate the finest innovations across more than 250 exhibitors and are presented in the following categories

- Raw Materials
 - Formulation
 - Testing & Analysis
 - Packaging and Packing
 - Brands & Retail
 - Manufacturing & Services
- + A special CLEANTECH Award

The 2023 jury is composed of 14 members:

- ALLURED MEDIA - Rachel Grabenhofer
- BEAUTY TECH JAPAN - Motoko Tani
- BW CONFIDENTIAL - Oonagh Philips
- COSMETIQUE MAG - Maryline Le Theuf
- EMBALLAGE DIGEST - Doria Maiz
- EMBALLAGES MAGAZINE - Quentin Paillé
- EXPRESSION COSMETIQUE - Anthony Boivin
- FORMULE VERTE - Françoise de Vaugelas
- INDUSTRIES COSMETIQUES - Nicolas Gosse
- LSA - Nicolas Monier
- MF FASHION - Silvia Manzoni
- PREMIUM BEAUTY NEWS - Vincent Gallon
- PREMIUM & LUXE - Jean Poncet
- RESPONSABLES REVIEW / RSE MAGAZINE - Bertrand Coty

Selection Criteria:

The criteria encompass the innovation's novelty and its value added for the cosmetic industry, its alignment with the target market and the consumer benefit it offers, as well as the Corporate Social Responsibility (CSR) system used to develop the innovation, and the aesthetics of the innovation exhibit, such as the innovation title, visual appeal, and clarity of description.

COSMETIC 360 AWARDS 2023:

THE NOMINEES

Raw Materials

- **BIOWEG (Germany)** - Functional ingredients obtained by cellulose fermentation to replace solid microplastics and acrylic polymers.
- **ARBORETUM INGREDIENTS (France)** - Linodermine - A versatile anti-aging ingredient extracted from flaxseed using a patented method of co-extraction with ultrasound and phytosolvent (tree sap).
- **IMPAG (France)** - Carbonwave/Seabalance 2000 Product - Emulsifier made from sargassum (invasive algae) that helps reduce CO2 emissions.

FERMENTATION-BASED COSMETIC INNOVATION



- FERMENTED CELLULOSE
- FUNCTIONAL INGREDIENT
- CIRCULAR PRODUCTION

Replacing Solid Microplastics & Acrylic Polymers with the Power of Fermentation & Green Chemistry.

GERMANY | **BIOWEG**

LINODERMINE, THE INSTANT GLOW FROM FRENCH FLAXSEED




- FUNCTIONAL ACTIVE
- GLOW & ANTIAGING
- PATENTED ECO-EXTRACTION

Patented multifunctional active obtained by phytosolvent & ultrasonic-assisted extraction from french organic flaxseed mucilage.

FRANCE | **ARBORETUM INGREDIENTS**
eco-innovative by nature

SEABALANCE 2000

SEABALANCE



- EMULSIFIER
- VERSATILE & EASY
- UPCYCLED SEAWEED

The world's first upcycled seaweed-based cosmetic emulsifier, cold process friendly, for the reduction of CO₂e emission.

FRANCE | **CARBONWAVE**

Formulation

- **TECHNATURE (France)** - Heating Cleansing Stick - Minimalist, solid, and easy to carry, this heating and cleansing treatment is in solid stick form and transforms into a milky emulsion when rinsed.
- **SICAF ANJAC (France)** - "Airflow" technology for achieving whipped textures.
- **SHP SOLID COSMETICS (France)** - A gelled oil formulation for solid fragrances and serums.

HEATING CLEANSING STICK



- ANHYDROUS PRODUCT
- MINIMALIST
- 100% NATURAL ORIGIN

A solid, heating skincare for deep skin cleansing. Transforms into a milky emulsion upon rinsing.

FRANCE | **Tech NATURE**
PRIVATE LABEL MANUFACTURER

AIRFLOW TECHNOLOGY



- WHIPPED TEXTURES
- PROPELLANT FREE
- VERSATILITY

Technological platform to create fluffy and cloudy textures offering sensoriality to clean, stable and performant formulas.

FRANCE | **sicaf**
ANJAC

SOLID JELLYFIED OIL



- FOR FRAGRANCE & SERUM
- 100% NATURAL ORIGIN
- JELLY TEXTURE

This innovative texture is perfect to be used as a solid perfume or solid serum treatment. Easy application without a greasy finish.

FRANCE | **shp.**
SOLID COSMETICS

COSMETIC 360 AWARDS 2023:

THE NOMINEES

Testing & Analysis


- INNOV & SEA (France) - Assessing the impact of formulas on the marine ecosystem for more environmentally friendly sunscreen products.
- SGS PRODERM (Germany) - A new skin imaging technique to assess the action of anti-aging products on collagen.
- EUROFINS Personal Care (France) - Assessing rinsability to develop products that help save water.

FOR MARINE-FRIENDLY SUNSCREENS



- IN VITRO TECHNOLOGY
- ECO-TOXICITY TESTING
- ALL TYPES OF PRODUCTS

An innovative animal-free test method to assess the eco-toxicity of sunscreen products and raw materials on marine ecosystems.

FRANCE | 

COLLAGEN ATTENUATION: A NEW AGING PARAMETER



- COLLAGEN MEASUREMENT
- OPTICAL ATTENUATION
- NON INVASIVE METHOD

Measure the anti-aging effect of your product on collagen with one of the latest devices available on the market : LC-OCT.

GERMANY | 

RINSABILITY TO DESIGN ECO-FRIENDLY PRODUCTS



- RINSABILITY ANALYSIS
- WATER CONSUMPTION
- COMBINED APPROACH

3 step approaches to evaluate the rinsing capacity of a cosmetic product: clinical studies, consumer evaluation or hair locks.

FRANCE |  | 

Packaging and Packing

- OVERPRINT (France) - Giving a second life to outdated packaging and packaged products through reprinting.
- SICOFOR (France) - A single-material packet that can hold up to 3 products with a large area for advertising copy.
- DWS ENGRAVING (France) - Colour laser engraving on leather.

PACKAGING RECYCLING




- PATENTED PROCESS
- ECOFRIENDLY CERTIFIED
- OVERPRINTING

Give your packaging a second life, do not destroy them! OVERPRINT rehabilitates your packaging and/or finished products.


FRANCE | 

SACHET WITH INTEGRATED COMMUNICATION



- MONO MATERIAL
- LARGE DISPLAY AREA
- UP TO 3 PRODUCTS

Optimize your information transmission with our sachet with communication insert.

FRANCE | 

COLOR LASER ENGRAVING ON LEATHER



- BESPOKE DESIGN
- PATENTED PROCESS
- SOPHISTICATED RESULT

DWS is delighted to unveil its newly-patented process that enables high-quality coloring on leather.

FRANCE |  | 

COSMETIC 360 AWARDS 2023:

THE NOMINEES

Brands & Retail

- INGR INC (South Korea) - Vegetology, the alliance of science and plants for K-Beauty skincare.
- SUBSTANCE OF LIGHT (France) - A brand that reinvents sun protection with its first product: a non-greasy sunscreen mist, perfect for use over makeup.
- DIVA FLORA (France) - Skincare made from hemp derivatives, with a multi-level eco-design system.

BORN OF DERMATOLOGY AND PLANT SCIENCE



- COSMECEUTICS
- PLANT CELL CULTURE
- MOLECULAR SWITCH

Vegetology is a science based skincare brand that researched natural plant materials and applied them to the skin.

REPUBLIC OF KOREA | **VEGETOLOGY**

THE NEXT GENERATION OF UV DAILY PROTECTION



- BROAD PROTECTION MIST
- DEEP HYDRATING FINISH
- MAKEUP FRIENDLY

Touchless protection against UVA/UVB, HEV & atmospheric pollution in an ultra-fine mist for application over skincare & makeup.

FRANCE | **Substance Of Light®**

TAKE CARE OF YOURSELF... AND THE PLANET



- HEMP BASED
- MULTI LEVEL ECODESIGN
- BLOCKCHAIN

French brand powered by hemp and locally sourced ingredients, driven by ecoresponsability at every step of the value chain.

FRANCE | **DIVA FLORA**

Manufacturing & Services

- THE GOOD FACE PROJECT (United States) - Launch of CARA A.I., the ChatGPT for beauty, "the software for cosmetic product innovators, powered by AI and the industry's best data."
- SFE PROCESS (France) - Equipment for carbon distillation and essential oil extraction using supercritical CO2.
- EXTRASYNTHÈSE (France) - A process for bioconverting natural ingredients using yeast, for optimised active ingredients.

LAUNCHING CARA A.I., THE CHATGPT FOR THE BEAUTY



- PROPRIETARY ONTOLOGY
- REVERSE ENGINEERING
- HAZARD PREDICTIONS

Good Face revolutionizes the beauty industry by offering its customers the most advanced formulation analysis tool on the market.

UNITED STATES | **Good Face**

CARBODISTILLATION FOR ESSENTIAL OILS




- SUPERCRITICAL CO₂
- FRACTIONAL EXTRACTION
- BY PRODUCT UPCYCLING

A new distillation process, more respectful to heat sensitive molecules, for an essential oil closer to the plant.

FRANCE | **SFE PROCESS EXTRACTION**

POLYPHENOLS BIOCONVERSION



- NATURE IDENTICAL
- ENHANCED ACTIVES
- GREEN BIOTECHNOLOGIES

Process to new and optimized bioactives !
Yeast based platform to biochemically modify natural ingredients.

FRANCE | **EXTRASYNTHÈSE**



THE MUST-SEE HIGHLIGHTS OF THE EVENT THIS YEAR

Start-Up Station:
Head to the Beauty Tech #Chartres
platform!

The essence of Deep Tech

Makeup show & experience
with Elroel, K-Beauty trendsetter

COSMETIC 360 Factory:
A spotlight on the industry's
innovative machines

Launch of the book
"Cosmétiques iconiques"
at the Book Store

START-UP STATION: HEAD TO THE BEAUTY TECH #CHARTRES PLATFORM!

Start-up Zone - Delorme Hall

Now Boarding! New this year, the Start-up Station offers an unusual way to explore the Beauty Tech #Chartres and Beauty Hub universe, via an immersive metro platform, and **three trains** showcasing the beauty of tomorrow:

1. **La Fabrique de la Beauté:** an incubation program to address new consumer expectations (technology for beauty, clean beauty, green beauty, holistic beauty, new packaging, etc.). Whether you're just starting out or a veteran in the cosmetics industry, this is the place to find answers to your questions.
2. **The Beauty Hub:** This area is all about acceleration, supporting BtoB start-ups that have developed innovations applicable across the value chain. The assistance offered includes workshops, mentorship, and a wealth of expertise, and nine months of comprehensive business and technical support.
3. **A Meetup Area:** The place for in-depth discussions with industry experts, financial backers, and start-ups across various topics. Events include coffee meetups, pitch sessions, and thematic workshops covering topics like eco-design, AI, Industry 4.0, financing and more.



Beauty Tech #Chartres, taking its inspiration from the French Tech movement, is a network created by start-ups from the Fabrique de la Beauté (Chartres Métropole) in direct collaboration with the Beauty Hub (Cosmetic Valley). This dynamic network connects innovative young companies with key figures in the beauty industry. The objective is to nurture a skilled ecosystem committed to shaping the beauty of the future, fostering a spirit of mutual support, sparking synergies, expanding businesses, and giving French beauty start-ups the visibility they deserve. All aboard for this exciting journey!



The **Beauty Hub** is the only innovation hub dedicated to the cosmetic industry, created in collaboration with 9 companies in this sector and supported by Cosmetic Valley. It nurtures innovative start-ups addressing the important issues in the cosmetic industry through an acceleration program and a sustainable laboratory.

THE ESSENCE OF DEEP TECH

Delorme Hall

From Artificial Intelligence (AI), blockchain, Radio-Frequency Identification (RFID), and additive manufacturing to touchless screens – this is the epicentre for exploring the boundless potential of Deep Tech. It covers the entire spectrum, from product inception to distribution, including manufacturing and marketing.

The Île-de-France Region, in partnership with Systematic-Paris-Region, the European hub for Deep Tech, offers a **tailored innovation journey designed exclusively for the cosmetics industry at COSMETIC 360: The Essence of Deep Tech.**

Five SME members of Systematic, representing an array of cutting-edge digital technologies, present impactful solutions that revolutionise numerous industrial and business processes:

- **EMBODME** – Pioneering touchless interaction through gesture-sensitive sensors, redefining how we engage with screens.
- **MIHALY** – Revolutionising product aesthetics with high-definition colour 3D creations, reducing the time to production by 90%. These innovations are perfect for seasonal trends and hyper-personalisation, effectively eliminating the need for storage and sales markdowns.
- **AXEM** – Innovative, sustainable traceability solutions for Industry 4.0 with RFID tags for traceability, security and productivity.
- **SCORTEX** – Redefining visual quality control through automation, powered by deep learning, leading to impeccable quality assurance.
- **MCLedger** with AffreterVert – Pioneering a green logistics solution for express parcel delivery in rural and suburban areas. Their approach leverages blockchain technology and an innovative multimodal logistics system, seamlessly combining road, rail, and river transport.



Systematic-Paris-Region takes pride in uniting and inspiring a community of nearly 900 member companies, including over 550 start-ups and small and medium sized businesses, in addition to 140 major corporations, 160 R&D and research organisations, an Investor group and Institutional and Local Authority Partners.



The Île-de-France Region plays a pivotal role in the lives of its 12 million inhabitants, with a significant presence in transportation, secondary education, apprenticeship, environmental concerns, and economic development. As Europe's largest region, it contributes to almost 30% of France's GDP and is home to over 1.3 million companies of varying sizes. In 2022, the Region adopted a forward-thinking Regional Development, Innovation and Internationalisation Plan known as IMPACT 2028. This strategic initiative provides robust support to Île-de-France businesses and maintains a collective commitment to address the pressing challenges of our times.

MAKEUP SHOW & EXPERIENCE WITH ELROEL, K-BEAUTY TRENDSETTER

Delorme Hall



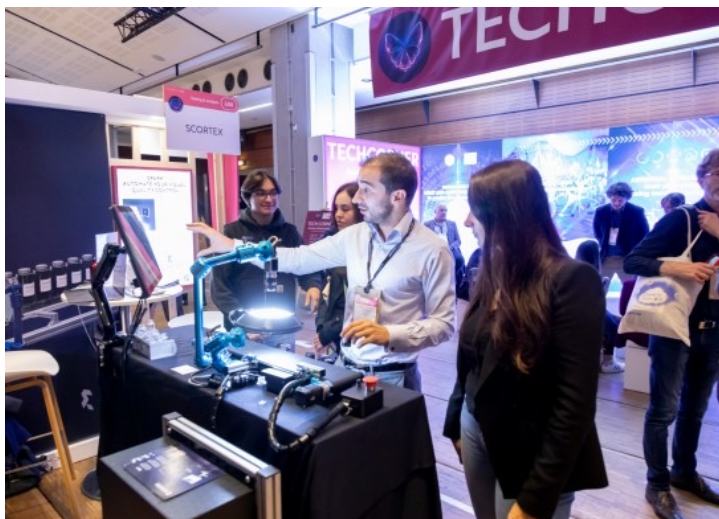
Founded and headed by the illustrious Korean makeup artist Yoo Yang Hee, a creative director with 30 years of experience, ELROEL continues to blaze a trail in the industry. With novel formulations and avant-garde packaging, ELROEL is reshaping the cosmetics landscape by introducing new categories of cosmetic products.

To showcase the best in K-Beauty makeup trends, ELROEL presents a makeup show led by Yoo and her team of makeup artists. The artists unveil the latest innovations and techniques, showcasing the transformative power of makeup.

The brand also hosts an immersive experience area where visitors can follow step-by-step tutorials and use products to recreate the allure of Korean makeup.

COSMETIC 360 FACTORY, A SPOTLIGHT ON THE INDUSTRY'S INNOVATIVE MACHINES!

LOBBY



In response to the resounding success of this zone in the last two editions, COSMETIC 360 once again shines the spotlight on the innovative machinery and equipment that drive the industry's production plants.

The exhibitors this year include:

- ANTARES VISION GROUP
- BONALS TECHNOLOGIES
- BOSCH REXROTH
- EKATO SYSTEMS
- MICROFACTORY
- OXY'PHARM
- POLY DISPENSING SYSTEMS / VERFILCOS
- VMI

LAUNCH OF THE BOOK "COSMÉTIQUES ICONIQUES"

Thursday 19 October
11:00 a.m. at the Book Store - Le Nôtre Hall

This year, COSMETIC VALLEY EDITIONS is launching "**Cosmétiques Iconiques, 30 produits cultes made in France**", a book with stunning photos that traces the history of 30 iconic products made in France, selected by Cosmetic Valley experts.

Co-authored by Ariane Goldet and Jean-Claude Le Joliff, with the collaboration of ISIPCA, this beautiful new book delves into the captivating world of French beauty and revisits the essentials of skincare and beauty routines throughout history.

Clarins' Eau Dynamisante, Garnier's Ambre Solaire, Nuxe's Huile Prodigieuse, Guerlain's Terracotta, Chanel's Vernis Rouge Noir – all of these products have become timeless classics, holding a special place in the hearts of consumers everywhere. "**Cosmétiques Iconiques**" offers a historical perspective, exploring the eras, expectations, innovations, and formulas that accompanied the launches of these iconic products that have become enduring cult favourites across the globe.



"Cosmétiques Iconiques" is published by COSMETIC VALLEY EDITIONS.

Release date: October 2023

Co-authors: Ariane Goldet and Jean-Claude Le Joliff

Preface: Marie-France Zumofen (General Manager ISIPCA) and Christophe Masson (General Manager COSMETIC VALLEY)

200-page hardcover

"Cosmétiques Iconiques" will be available for pre-sale at the COSMETIC 360 Book Store on October 19, 2023, and will then be available online at www.cosmetic-valley.shop and in bookshops for €29.90.

The Book Store is a pop-up shop where you can purchase the latest publications on topics related to the fragrance and cosmetics industry. You'll also be able to discover the other publications produced by Cosmetic Valley Editions, as well as the industry magazine "La Pivoine".



3

COSMETIC 360 TRADE FAIR PRACTICAL GUIDE

MAP OF THE TRADE FAIR



PROGRAMME: HIGHLIGHTS OF THE TRADE FAIR

Wednesday 18 October

EVENT	TIME	ROOM
GREENTECH immersion	9:00 - 18:00	DELORME
ELROEL K-Beauty Trensetter	9:00 - 18:00	DELORME
Deeptech for Industry	9:00 - 18:00	DELORME
Innovation Center by IDEC ENERGY	9:00 - 18:00	LE NÔTRE
Tech Corner	9:30 - 17:30 15 minutes every 30 minutes	LE NÔTRE
CLEANTECH Conferences program	10:20 - 16:00	DELORME Conference room
Opening ceremony	11:30	FOYER
Start-up Station	11:30 - 17:30	DELORME
Cosmetic 360 Awards ceremony	17:00 - 17:45	DELORME Conference room

PROGRAMME: HIGHLIGHTS OF THE TRADE FAIR

Thursday 19 October

EVENT	TIME	ROOM
GREENTECH immersion	9:00 - 18:00	DELORME
ELROEL K-Beauty Trensetter	9:00 - 18:00	DELORME
Deeptech for Industry	9:00 - 18:00	DELORME
Innovation Center by IDEC ENERGY	9:00 - 18:00	LE NÔTRE
Tech Corner	9:30 - 17:30 15 minutes every 30 minutes	LE NÔTRE
Start-up Station	10:00 - 15:35	DELORME
CLEANTECH Conferences program	10:20 - 16:00	DELORME
Book launch: "les iconiques"	11:00	LE NÔTRE Bookstore

COSMETIC 360 SPONSORS

Platinum Sponsor



GREENTECH, At the Crossroad of the Worlds - Pioneer and expert in Ethical Biotechnologies for over 30 years, GREENTECH researches, develops and produces high-tech active ingredients from natural sources from the plant, marine and microbial worlds, with respect for People and the Environment.

Gold Sponsor



CHINA BEAUTIVILLE aims to integrate the world cosmetic resources. It is made up of one core, three areas. While the entire industry and many companies supporting the industry are vertically integrated, at the heart, the three areas are dedicated to services. The first is an industrial service area, offering services ranging from culture to R&D, from innovation to consultation on how to enter the market, from market surveillance to distribution solutions, from regulatory advices to business registration, product information, office leasing and value-added services on financial, legal, and HR. The second is a leisure area and the last is a community area with shopping streets, a hotel and a conference venue.

The **Beauty Tech Chartres** network – inspired by the French Tech movement – is a network founded by “Beauty Tech” start-ups, the Chartres metropolitan area, and Cosmetic Valley with the goal of bringing young innovative companies together with all stakeholders in the beauty industry. The



objective is to create a network of skills committed to inventing the beauty of tomorrow, helping one another, creating synergies, expanding each and every business, and enabling the gems of the French beauty industry to shine.

Gold Sponsor

ELROEL

ELROEL is a K-Beauty brand that draws on the 30 years of experience of the first generation of Korean make-up artists, "YOO YANG HEE", to create innovative, user-friendly products that enhance innate beauty. As a pioneer of K-beauty, "YOO YANG HEE" has participated in events such as modelling contests, K-POP collections, as well as various film shoots, fashion and magazine shows and make-up presentations. Now, as Creative Director of the ELROEL brand, she is involved in all stages of product planning, R&D and sales, implementing her philosophy of beauty.



InnCoCells is a Horizon 2020 project launched in 2021 for 4 years, aiming to develop innovative plant-based production processes for the commercial exploitation of scientifically validated cosmetic ingredients using profitable and sustainable cell cultures, aeroponic cultivation, and greenhouse/field cultivation. It brings together a consortium of 17 partners representing European academic and industrial leaders in the development, sustainable production and scientific testing of natural cosmetic ingredients derived from renewable plant-based sources.



IDEC ENERGY is the energy subsidiary of the IDEC GROUP, a major player in the real estate sector with more than twenty firms, each specialised in its own field (development, engineering, investment, innovation, energy and international) in France and abroad. IDEC ENERGY designs, builds, invests in and supplies energy solutions to park and building users right from the design stage, taking into account their energy requirements and the optimised management of these solutions in their environment. It identifies available natural resources and anticipates potential and future needs in order to offer low-carbon, sustainable and competitive solutions for buildings, processes and mobility (green hydrogen, photovoltaics, geothermal energy, energy storage, etc.). Finally, it operates these solutions to guarantee their long-term viability, with maintenance operations tailored to users' needs.



The Ile-de-France Region is involved in most aspects of the lives of its 12 million inhabitants: transport, secondary schools, apprenticeships, the environment and economic development. As Europe's largest region, it contributes to almost 30% of France's GDP and is home to over 1.3 million companies of varying sizes. In 2022, the Region adopted a forward-thinking Regional Development, Innovation and Internationalisation Plan known as IMPACT 2028. This strategic initiative provides robust support to Île-de-France businesses and maintains a collective commitment to address the pressing challenges of our times.

COSMETIC 360 SPONSORS

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PHENIX EN PROVENCE® is a 50-50 Joint-Venture between Inaturals® (an independent R&D Office creator of premium clean label ingredients) and CAPL (Agricultural Cooperative in Provence Languedoc regions), which was created in 2021.

The mission of PHENIX EN PROVENCE® is to support cosmetic and well-being brands that create value within a clean label movement, by supplying high quality French origin ingredients from tomato co-products, while at the same time strongly promoting the short supply chain and the farmers who grow tomatoes in the Provence region.

Thanks to scientific collaborations between academic and private research (presentations at renowned international congresses, publication of articles in impactful scientific journals), PHENIX EN PROVENCE® offers extracts from agri-food co-products with the same level of excellence in terms of quality and research as a natural ingredient derived from conventional cultivation, with the added benefit of a low carbon footprint and immediate added value for the farmers involved in this project.

PHENIX EN PROVENCE® is committed to high quality excellence, and since its creation in 2021 has already been COSMOS ORGANIC certified for the 3 ingredients derived from organic tomato co-products marketed under the Intelligene® brand.

Silver Sponsor



ABOUT COSMETIC VALLEY



About COSMETIC VALLEY - "THE BEATING HEART OF THE WORLD COSMETICS INDUSTRY":

COSMETIC VALLEY is the world's leading fragrance and cosmetics network and the coordinating body for the French industry. The association brings together all the expertise involved, from plant cultivation to finished products. Its purpose is to support the economic development of the industry by promoting the French brand, enhancing the visibility and attractiveness of research laboratories, companies and regions, and sharing the challenges and opportunities facing the sector.

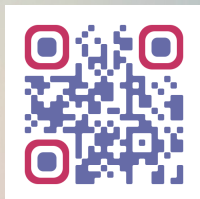
Innovation is the driving force behind COSMETIC VALLEY's growth in an increasingly competitive environment. COSMETIC VALLEY's member companies and research bodies are committed to a dynamic of progress and transition towards an increasingly sustainable and high-performance industry.

COSMETIC VALLEY brings together and supports this gem of the French economy, defending the voice of a network of over 3,200 companies of all sizes (85% very small, small and medium-sized enterprises, and all the world leaders), employing nearly 250,000 people, generating estimated sales of €45 billion and registering over a thousand patents a year. It is the world's leading exporter of fragrances and cosmetics, with exports totalling €19.1 billion in 2022.

COSMETIC VALLEY, on behalf of the industry, stands for values of universal utility, human well-being, responsibility towards living beings, freedom and scientific progress. These values, brought together under the FRANCE CARES FOR YOUR SKIN slogan, set out the sector's promise to become a mission of general interest, enhancing the value of the entire industry.

COSMETIC360

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