

Inaugurated by French Minister for the Economy and Finance Bruno Le Maire, the fourth edition of the international trade fair Cosmetic 360 recorded a 12% increase in attendance with 5,000 visitors.

Next edition: 16 and 17 October 2019 at the Carrousel du Louvre in Paris.

A look back on the 2018 edition:

A trade fair that has gained prominence and established itself among the leading world gatherings in the fragrance and cosmetics industry: 220 exhibitors (10% more than the 2017 edition) and nearly 5,000 visitors took part in the fourth edition of an event that only continues to grow (10% more exhibition floor space), while remaining on a human scale to enable high-quality connections among the industry professionals in attendance—big brands, SMEs, start-ups, and public and private research laboratories.

A trade fair that highlights innovators, the key drivers of an industry in which half the products to hit the market within the next five years are still unknown. It is a major event that attracts an ever greater number of professionals—be they exhibitors or visitors—every year.

The six SMEs that received an award illustrate the quality of the innovations on display in each specialised category: Ceapro (Canada, Raw Materials), Inovendo Lifestyle Technology AG (Switzerland, Formulation), Mobefox (France, Packaging), Microfactory (France, Testing & Analyses), Beauty By Me (France, Retail and Brands), Veeva (United States, Industry Support Functions).

A trade fair that aims to lead the way for French innovation

The four pavilions that brought together SMEs from various parts of France (Centre-Val de Loire, Normandy, Nouvelle-Aquitaine and Auvergne-Rhône-Alpes) made this international event a showcase for excellence in the French fragrance and cosmetics industry. Held at the Carrousel du Louvre in the heart of Paris, the event affirmed France's leading position in the global market for

perfume and cosmetics, more than ever before.

A trade fair open to the world that celebrated the Year of Japan and J-Beauty

Cosmetic 360 also aims to be a showcase for international innovation; this year it highlighted Japan, a country both traditional and modern, which has the third largest market for cosmetics in the world. Organised with and sponsored by Shiseido, the Year of Japan was an opportunity to discover the traditions and trends of J-Beauty. The Innovation Japan 360 village hosted a dozen companies and provided an overview of the latest Japanese innovations, including microneedle applicators for skincare solutions.

A trade fair that highlights cutting-edge technology in its Tech Corner

This year, the Tech Corner presented the Green Factory of the Future, developed by the CNRS, and a major breakthrough in continuous production processes for cosmetic lotion and cream. Live demonstrations at the event made it possible to produce 200 litres of cosmetic cream!

A trade fair that stands out for its exclusive Open Innovation programme

The event further expanded its scope with seven major companies in attendance to scout out promising projects and establish partnerships: Johnson & Johnson, L'Oréal Recherche & Innovation, LVMH Recherche, Puig, and, for the first time ever, Pierre Fabre, Rodan + Fields and Yves Rocher. Over the two-day event 210 meetings were organised with project leaders from more than 30 countries. This programme has proved to be a real springboard giving them direct access to R&D managers for the biggest names in the industry.

A trade fair that promotes young creatives through its hackathon

More than 50 participated in the trade fair's second hackathon. This year's edition focused on sustainable development and 3D printing, a technology which is making waves in the world of luxury goods. Organised with the support of LVMH and its Maisons (Parfums Christian Dior, Guerlain, Kenzo Parfums and Sephora), Dassault Systèmes and I3DP, the event recognised JUNE (Just Use of Natural Essential oils), a project featuring personalised aromatherapy and led by three young women scientists.

A trade fair known for its vibrant Start-up Zone

Sponsored by Coty, Beauty Tech Chartres and The Place by CCI28, the trade fair's Start-up Zone hosted 30 digital cosmetics start-ups and offered a range of services for up-and-coming companies—including Beauty Tech's pop-up accelerator, Start-up Solutions, led by support experts such as INPI, Cosmet'Up, Cosmetic Angels and the Prefecture of Paris's 'economic intelligence cell'. Coty's new Start-up Studio was particularly popular among exhibiting start-ups, with over twenty interviews in two days.

A trade fair with an international reach that welcomes cosmetics clusters from around the world

The event featured 50 countries, international exhibitors (25%), a Franco-Chinese summit... as well as the Cosmetic Clusters Rendez-Vous, which this year brought together 60 professionals from 21 countries and welcomed five new members into Cosmetics Clusters, the International Network (CCIN), launched at the trade fair in 2015: Cosmetic Cluster Canada (Toronto), Cosmetic Cluster UK (York), Biointropic (Medellín, Colombia), Cluster Bogotá Cosméticos (Colombia), Cluster Cosmetic Corse (France). The trade fair has also become an ideal opportunity to establish international partnerships: Greentech signed a joint venture agreement with a Japanese partner, and Cosmetic Valley signed agreements with the FKCCI/French Korean Chamber of Commerce and Industry (South Korea), Beautéville (China), and a four-party agreement with the Chartres metropolitan authority and the City of Huzhou, Cosmetic Cluster Canada and Cluster Menara (Morocco).

A trade fair that continues to expand and offer new services

One new feature of the 2018 edition was the Open Distribution programme; in just two days, it enabled the American company QVC—the leading TV and Internet retailer of premium brands worldwide—to connect with more than 30 new innovative French brands that could potentially be sold throughout the world. The event also took on a multisectoral dimension by covering a broader spectrum of innovation—in the supply chain, digital technology, 3D printing and food industry.

A trade fair with conference sessions that put ‘Theory Into Practice’

Rather than adopt the standard conference session format, Cosmetic 360 sessions bring together experts from both academia and industry, to expose audiences to their respective views. Several hundred attended the 16 sessions that covered ten major challenges in the industry, including formulation, eco-design, well-being, reconstructed skin models, textures and emotions, regulations and the Russian market.

A trade fair that features a bookstore specialised in the field of cosmetology

The bookstore offered a selection of reading materials on the fragrance and cosmetics industry, with exclusive pre-release copies of three works published by Cosmetic Valley: *Conception des Produits Cosmétiques: La Formulation* [Cosmetic product design: Formulation] (2nd edition, October 2018); *Modèles pour l'Évaluation des Produits Cosmétiques: De la Molécule à l'Humain* [Models for cosmetic product evaluation: From molecules to humans] (compiled by C. Grillon and M. Haftek); and *Évaluation des Produits Cosmétiques: La Sécurité* [Cosmetic product evaluation: Safety] (compiled by Marc Feuilloley and Nicole Orange).

About the COSMETIC 360 INTERNATIONAL TRADE FAIR – www.cosmetic-360.com

Launched in 2015 by the Cosmetic Valley competitiveness cluster, the Cosmetic 360 trade fair—the only trade fair created as a French initiative with French governance and funding—is now one of the leading world gatherings in the fragrance and cosmetics industry. An excellent setting for meeting industry professionals, Cosmetic 360 seeks to spotlight innovators—the key drivers of an industry in which half the products to hit the market within the next five years are still unknown. An industry hive for showcasing and supporting the latest breakthroughs, it aims to help the companies behind them succeed in their endeavours, through contact with the industry's players—big brands, SMEs, start-ups, public and private research laboratories, and innovation support experts—all gathered for one event. Held at the Carrousel du Louvre, an emblematic location in the heart of Paris, Cosmetic 360 affirms France's leading position in the global market for perfume and cosmetics and further enhances its influence in the world of beauty.

Photos available on request