

Press release

INTERNATIONAL TRADE FAIR COSMETIC360®

**A global showcase for innovation
in the fragrance and cosmetics industry**



SNEAK PREVIEW

WHAT'S NEW FOR THE 2019 EDITION

Launched in 2015 by Cosmetic Valley, Cosmetic 360 is an international trade fair that is celebrating its fifth anniversary. Cosmetic 360 is the only trade fair created as a French initiative with French governance and funding, acclaimed by industry professionals—groups, SMEs and start-ups. The event is now one of the leading world gatherings in the fragrance and cosmetics industry.

At a time when digital technology, connected beauty, artificial intelligence, and biotech are opening new horizons, Cosmetic 360 proudly affirms its aim to **bring the global movers and shakers in innovation together in Paris**. It is a bold initiative that further bolsters leadership in one of the most prestigious industries in the French economy.

220 EXHIBITORS
5,000 VISITORS
50 COUNTRIES REPRESENTED

OPEN INNOVATION: 5 INDUSTRY HEAVYWEIGHTS

Five of the biggest names in the industry will be involved in Cosmetic 360's exclusive Open Innovation programme, to engage a broader spectrum of contributors working in upstream processes—notably **IFF**, a major player in the field of ingredients. Cosmetic 360 is also delighted to welcome the cosmetics brand **Nuxe** for the first time, in addition to **Chanel, L'Oréal Recherche & Innovation** and **LVMH Recherche**.

Over the two-day event, **more than 200 meetings** will be held with project leaders from **more than 30 countries**. Open Innovation is a real springboard that gives them the chance to meet R&D managers for some of the biggest names in the industry.

Meetings can be scheduled on the Cosmetic 360 website.

TECH CORNER: PAPERTOUCHE

Organised in partnership with the **CNRS**, the trade fair's Tech Corner highlights cutting-edge technology every year. This year's focus will be **PaperTouch**, a project developed by the **LGP2 laboratory at Université Grenoble Alpes**. The project involves an innovative process to produce e-paper, which could be used in the fields of **display, lighting, and promotional packaging**.

At Cosmetic 360, there will be demonstrations featuring this paper manufacturing process with an integrated circuit, carried out by the FunPrint team, which oversees the project at the LGP2 laboratory. Run by the CNRS, LGP2 is a joint research unit (UMR 5518) at the cutting-edge of paper science, print media and biomaterials development. The project is supported by Société d'Accélération du Transfert de Technologies (SATT) Linksum, a company specialising in technology transfer in the Grenoble area.

CONFERENCE SESSIONS: THE NEW ACTIVIST BEAUTY LECTURE PROGRAMME

Cosmetic 360's conference programme has been completely redesigned, and this year's theme is **corporate social responsibility (CSR)**. Inspired by B Corp Certification—which was developed in the United States for businesses that balance purpose and profit in social and environmental performance. The Activist Beauty programme will highlight CSR initiatives in the industry, focusing on economic, social and environmental issues.

INTERNATIONAL: FOCUS ON THE UNITED STATES

Following Japan, this year Cosmetic 360 has chosen to focus on the **United States**. The country has a thriving beauty industry, and the biggest trends in American cosmetics will be presented. The event will be marked by a **partnership agreement signed between Cosmetic Valley and ICMAD** (Independent Cosmetic Manufacturers and Distributors), a non-profit trade association that supports creative and innovative companies, from start-ups to multinational businesses.

Also featured:

COSMETIC 360: MORE INNOVATIVE

- **A vibrant start-up zone and pop-up accelerator.**

The latest edition will host 30 digital cosmetics start-ups, offering a wide range of services through the trade fair's accelerator, launched by Beauty-Tech Chartres. This is where start-ups will be able to work with a wide array of experts, including INPI, BPI, Cosmetic Angels and the Prefecture of Paris's 'economic intelligence cell'.

- **The Hackathon, promoting young creatives.**

Organised with the support of LVMH and its Maisons, the Cosmetic 360 Hackathon has become one of the trade fair's key events. More than 50 participants are expected to attend.

- **The Cosmetic 360 Awards, rewarding the finest innovations in each of the following specialised categories:** raw materials, formulation & manufacturing, packaging, testing & analyses, industry support functions, distribution & brands.

- **The cosmetopoeia zone**, exploring new approaches to sourcing raw materials through the development, in plant-producing countries, of cosmetic sectors combining innovation with age-old traditions, and promoting biodiversity conservation and local stakeholders, with examples from Togo, Gabon, and French Guiana.

COSMETIC 360: MORE BUSINESS-ORIENTED

- A trade fair on a human scale, **promoting synergies** between exhibitors and visitors.
- An exclusive **networking opportunity** in the industry, with dedicated meeting areas for exhibitors and visitors.
- An unforgettable **gala dinner sponsored by LVMH, and networking event at the Lido de Paris to celebrate the fifth anniversary of Cosmetic 360.**
- **A visitorship of highly qualified professionals, 47% of which are decision makers** (CEOs, marketing directors, R&D directors) seeking out innovative ideas from around the world.
- **Regional pavilions** highlighting the special features of **French products and services** from **Nouvelle-Aquitaine, Normandy, and Centre-Val de Loire.**

COSMETIC 360, MORE INTERNATIONAL

- **More than 50 countries** and international exhibitors (25%) featured, including, for the first time ever, **New Zealand.**
Also featured: Japan, China, Switzerland, Italy, Germany, Great Britain, Taiwan, Malaysia, and more!
- **The fourth edition of Cosmetics Clusters Rendez-Vous**, an annual gathering for the **Global Cosmetics Cluster***, bringing together over a hundred professionals at the trade fair. The 2019 event will discuss progress in international cooperation between the network's 25 member clusters, specifically in the field of research.

* The Global Cosmetic Cluster, formerly known as the Cosmetics Clusters International Network (CCIN), was created as a Cosmetic Valley initiative in 2016.

- **The fifth annual China International Cosmetics Cooperation Forum – Paris Summit**, organised by **China Cosmetic Newspaper**, an event drawing CEOs and other industry professionals.

COSMETIC 360, KEY PARTNERS

The fifth annual Cosmetic 360 trade fair has received the generous support of:



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ABOUT COSMETIC 360 - 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.