

- Draft press kit -

FIFTH ANNUAL COSMETIC 360 TRADE FAIR

SHOWCASING THE BEST INNOVATIONS IN THE FRAGRANCE
AND COSMETICS INDUSTRY

PARIS
CARROUSEL
DU LOUVRE

16.17
OCT
2019
9am-6pm

5th
ÉDITION

CORPORATE SOCIAL RESPONSIBILITY

A priority for the fragrance and cosmetics sector

BEAUTY 4.0

Digital technology driving new consumer experiences

WELL-BEING

Positive beauty

BEAUTY BUSINESS

Networking in action

ORGANISERS

SPONSORS & PARTNERS

HELPFUL INFORMATION AND MAP OF EXHIBITION SPACE

APPENDIX:

The fragrance and cosmetics market

EDITORIAL

ARE WE ALL GRETA THUNBERGS?

By Marc-Antoine Jamet, President of Cosmetic Valley



Everywhere we look—at the rostrum of the UN, at the G7 table, in marches on the streets, in pickets on roundabouts, in associations, in the French countryside, or in the Amazon—citizens want transparency, proximity, and accountability. They are demanding these things from political institutions. They are demanding them from companies, too. It would be better—for the future of the planet and all of us living on it—if those demands did not fall on deaf ears. The intolerance and pomposity of the one camp meets only with the contempt, silence, and indifference of the other. From dreadlocked “occupy” movements, to black blocs and extremist yellow-vest protesters, we see intolerant bigotry, foolish hyperbole, murderous fanaticism, and all the rest. In short, people are withdrawing, turning to blind violence, and seeing only red.

But there is a solution. In most living beings, the brain abhors a void. We need life to have meaning. We need causes to sweep us along and transform us. An ideal. An ideology. After twenty centuries of the old one, another world is being born. Ideas and values are what drive humanity. When they come along, we might as well get on board with the right ones. Clearly some of those among us—although not the least disturbing for our intellectual comfort or our ways of living and thinking, but neither the most uninteresting, nor the least sensible—are in the process of finding their way. After crying out in solidarity that we were all German Jews some decades ago, are we now—all of us—together with one Swedish high school girl speaking out in defiance?

At 25 years of age, Cosmetic Valley is a little older than Greta. And as such, it has the benefit of experience. More members, more projects, more results, like the team that breathes life into it, Cosmetic Valley has the silhouette and privileges of brilliant youth. We have a keen memory, but free of preconceptions. We are committed to combating global warming, the depletion of natural resources, rising sea levels, the disappearance of the last primary forests, the extinction of biodiversity, and we are committed to protecting fauna and flora (which we call cosmetopea), but we are not militants. Waving a red rag merely enrages the bull. And green is a good colour for grass. We must be more subtle.

And so much the better. For it is the nature of a competitiveness cluster to have our ear to the ground, to stay close, and to hear what is being said. Our ecosystem—major corporations, SMEs, start-ups, laboratories, universities, and local authorities—aims to work quickly, efficiently, and appropriately on the part of manufacturers to drive the economy and support fair and balanced growth. That is what we stand for. This is what we learn from our customers, our partners, and our employees. They aspire to a “sustainable world”—one that fully takes into account the environmental and social impacts of human activities. This is no longer merely an option, an indulgence we can use to assuage our conscience. It is a necessity. Faced with this ecological imperative, we believe that innovation—the limitless wealth of creativity of people and their businesses—will enable us to rise to the great challenge facing us.

So it is only natural—banal, almost—that Cosmetic 360 should dedicate this 2019 fair to a responsible modernity, based on trust, diligence, and optimism. The cluster and its members can take action all throughout the value chain. From ethical sourcing to environmentally friendly product design, from safeguarding agriculture to preventing pollution, by promoting the circular economy, by reducing our carbon footprint, from the search for raw materials to distribution in brick-and-mortar stores and digital marketplaces.

These are the avenues that we will be exploring at the fifth edition of our Paris convention. Some surprises await you there. You will learn about new approaches to acquiring principles and ingredients thanks to the channels set up with source countries such as Colombia, Japan, or Madagascar.

The choice of plastic-free packaging will be illustrated by Glass Vallée’s prosaic and persuasive proposition of a return to glass. Of the 80 innovations presented, 18 will be launched by our Activist Beauty conferences. Lastly, for its third gathering, our hackathon will bring together energetic young people, erudite students, and the businessmen and businesswomen of tomorrow around the theme of CSR. And not for mere speeches and expressions of intentions, but to put new wind in our sails and bring some fresh air to our profession.

This is our roadmap, this is our priority. This is not an apology for austerity. Far from it. It is a question—taking into account new constraints upon us, and based on science and common sense—of giving our field the vigour and spirit that Arthur Rimbaud ascribed to poetry, that it “no longer gives rhythm to action”, but “runs ahead of it!” To borrow a line from Claude Martinez, CEO of Parfums Christian Dior, our wish is “to move from lasting beauty to beautiful sustainability”.

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MAJ

COSMETIC 360 IN NUMBERS

- ⊗ **220 exhibitors** – 1 out of 4 from other countries
- ⊗ **5,000 m²** of floor space dedicated to fragrance and cosmetics innovation
- ⊗ **18 innovations** launching during the show.
- ⊗ **14 innovations** sneak previews (launch planned for 2020)
- ⊗ **6 specialised categories** (corresponding to the exhibition floor's 'expert routes'):
 - "Raw materials",
 - "O.E.M.",
 - "Formulation & Laboratory equipment",
 - "Packaging & Manufacturing equipment",
 - "Testing & Analyses",
 - "Retail & Brands",
 - "Cosmetic Industry Support Functions".
- ⊗ **5,000 international decision makers** expected; 50 countries represented
- ⊗ **6 major players represented at Open Innovation Meetups:**
 - CHANEL,
 - IFF,
 - L'OREAL RECHERCHE & INNOVATION,
 - LVMH RECHERCHE,
 - NUXE,
 - RODAN + FIELDS
- ⊗ **200 meetings** between innovation project leaders and major names in the cosmetics industry
- ⊗ **2 international summits:**
 - Cosmetic Clusters Rendezvous, 4th edition
 - Franco-Chinese Summit, 5th edition
- ⊗ **11 ACTIVIST BEAUTY conferences**
- ⊗ **6 Cosmetic 360 Awards** (one prize per specialised category)

Launched in 2015 by the Cosmetic Valley competitiveness cluster, the Cosmetic 360 trade fair is the only trade fair dedicated to innovations for the whole 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.

HIGHLIGHTS

16 OCTOBER
2019

10.15 a.m.	Press conference	VIP Room – Delorme Hall
11 a.m.	Opening ceremony	Atrium Hall
12 p.m.	Signing of license agreement between Rodan+Fields and TFCHEM	US Block - Delorme Hall
2-6 p.m.	<i>China International Cosmetics Cooperation Forum – Paris Summit 2019</i>	International Room Delorme Hall
2 p.m.	Kick-off of the “Start-in Cosmetic” contest	Start-up Zone - Le Nôtre Hall

17 OCTOBER
2019

9-12.30 p.m.	Cosmetics Clusters Rendez-vous Annual Convention (<i>réservée aux clusters</i>)	International Room Delorme Hall
2 p.m.	Cosmetic 360 Awards Ceremony 2019	Conference Room - Delorme Hall
2.30-4.30 p.m.	Cosmetic Clusters Rendez-vous : <i>R&D International Connection</i>	International Room Delorme Hall
4.45-5.30 p.m.	Hackathon by LVMH <i>Pitches & Awards Ceremony</i>	Conference Room - Delorme Hall

EVENTS &
PRESENTATIONS
16-17 OCT.

9.30 a.m. - 12.30 p.m. and 1.30 p.m. - 5.30 p.m. (10/16) 9.30 a.m. - 1.30 p.m. (10/17)	Conference Sessions: Activist Beauty	Conference Room - Delorme Hall
9 a.m. - 6 p.m. (10/16) 9 a.m. - 3.30 p.m. (10/17)	Hackathon <i>Working sessions</i>	Start-up Zone - Le Nôtre Hall
4.30 p.m. - 5.30 p.m. (10/16) 3.30 p.m. - 4.15 p.m. (10/17)	Mentoring by LVMH experts Pitches presentations	Start-up Zone - Le Nôtre Hall
9 a.m. - 6 p.m.	<i>ModiFace</i> presentations by L'Oréal	Atrium Hall
10 a.m. - 5 p.m. (10/16) 10 a.m. - 4 p.m. (10/17)	<i>US Block Talks</i>	Delorme Hall
9.30 a.m. - 5.30 p.m. Demonstrations every 30 minutes	Presentation of the <i>Paper Touch</i> project	Tech Corner - Delorme Hall
9.30 a.m. - 5.30 p.m.	Presentation of the <i>Cosmetopeia</i> by Greentech	Cosmetopeia Zone - Atrium Hall
9.30 a.m. - 6 p.m.	<i>Start-up solutions</i> with Beauty Tech	Start-up Zone - Le Nôtre Hall
9.30 a.m. - 5.30 p.m. Demonstrations at 4 p.m.	THE PLACE Event Live presentation of a lipstick being formulated	Start-up Zone - Le Nôtre Hall



CORPORATE SOCIAL RESPONSIBILITY

A PRIORITY FOR THE FRAGRANCE AND COSMETICS SECTOR

When it comes to sourcing raw materials, consumer safety, biodiversity conservation, eco-design and carbon footprint, the cosmetics industry is committed to sustainability and CSR strategies throughout the entire value chain.

Cosmetic 360 highlights:

- ⊗ The “Activist Beauty” conferences
- ⊗ The «Sustainable Beauty challenge” Hackathon
- ⊗ The Cosmetopeia’s role in protecting biodiversity
- ⊗ “Glass Packaging”: the future of luxury
- ⊗ CSR innovations by exhibitors

ACTIVIST BEAUTY

THE NEW ACTIVIST BEAUTY CONFERENCES PROGRAMME

Location: Conference Room - Delorme Hall

“Don’t be the best perfumery and cosmetics company TO the world but FOR our world”

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.



Wednesday 16 October / 9.30 a.m. - 10.30 a.m. - JOHNSON & JOHNSON

Biomimicry as a tool for sustainable innovation

Speaker: Ayla Kiser, Biomimicry Research Scientist

Who is the global leader of sustainable innovation? Nature. The millions of species on Earth today are the successful products of 3.8 billion years of innovation and sustainable development. Biomimicry is learning from and emulating nature’s biological forms, processes, and systems to create sustainable solutions. Biomimicry can be applied in almost every domain of human society, including cosmetics, and is becoming increasingly popular in industry. This presentation will demonstrate how nature can serve as a rich source of inspiration for designing effective products and systems that also support the well-being of the planet. An overview of biomimicry, its potential for industry, and the process of biomimicry in R&D will be shared.

Wednesday 16 October / 2.30-3.30 p.m. - L'ORÉAL RESEARCH & INNOVATION

Innovating sustainably, the future of innovation

Speaker: Laurent Gilbert, Sustainable Innovation Director

The future of innovation for cosmetics, and for any industry, lays in sustainable approach to every step of design and manufacturing. Come and discover how we measure the environmental impacts of our products, and how we work on new innovations, with a special focus on water use, biodiversity and carbon emission. Hot topics: water footprint & biodegradability of formulas. Main goals: improving environmental and social profile of our products.

Thursday 17 October / 9.30-10.30 a.m. - APTAR

Sustainable packaging: challenges, constraints and contradictions

Speakers: Nando Cutarella, Director for EHS and Sustainability and Hélène Chevalier, Innovation Engineer

Ambitious expectations have recently been set for the cosmetic packaging industry, challenged by the equally ambitious goals introduced by Ellen MacArthur, and APTAR is willing to commit to those common objectives. There are many challenges, constraints and contradictions involved in achieving these goals!

Starting with the issues of urban waste collection and traceability, the authors then address the challenge of affordability for end consumers.

The authors conclude with the need to improve pre- and post-sorting processes, which requires end-consumers, customers, suppliers and recyclers to work together towards this important goal.

HACKATHON

THE “SUSTAINABLE BEAUTY CHALLENGE”



Location: Start-up Zone – Le Nôtre Hall

Awards Ceremony: Thursday 17 October at 4.45 p.m. – Conference Room – Delorme Hall

With the support of: **LVMH**

and its Maisons: **DIOR GUERLAIN KENZO SEPHORA**
PARFUMS

As the key event at Cosmetic 360, the hackathon illustrates the show's strong focus on innovation, younger generations and digital tech's role in cosmetics. After 2017's hackathon on "Reveal your perception" and 2018's theme of using 3D printing to customise products, the third hackathon will be dedicated to **CSR and the concept of "Sustainable Beauty"**, a key issue for the future.

To meet this new challenge, Cosmetic 360 has once again joined forces with prestigious partners: **the LVMH group, which is renewing its active support, with the help of four of its Maisons: Parfums Christian Dior, Guerlain, Kenzo Parfums and Sephora.**

A SUSTAINABLE VISION OF LUXURY COSMETICS FOR 2025

The "**Sustainable Beauty Challenge**" is organised with the innovation experts from the BrainsWatt® Business Design Studio. It is aimed at students from universities or schools offering courses on CSR and sustainable development who, for two intensive days, must harness their collective intelligence to find innovative concepts capable of reconciling creativity, excellence and environmental performance. The objective is to propose a sustainable vision of luxury cosmetics for 2025, taking into account consumer expectations for luxury products designed with environmental and social impacts in mind.

Some of the ideas submitted to the 50 students, selected for the 2019 hackathon, include:

- **Ethical sourcing:**
respect for biodiversity, respect for producer ecosystems, concern for animal welfare, etc.
- **Carbon footprint:**
from sourcing to product distribution
- **Eco-design:**
primary packaging materials, water conservation, recyclable and/or refillable packaging, etc.
- **Product experience:**
consumer acceptance of colour, texture or sustainable packaging
- **Customer experience:**
what services, including information services with a view to transparency
- **Corporate Social Responsibility:**
can we have a positive impact on the environment? How to get customers to participate in eco-friendly practices?
- **Communication and marketing:**
how to include environmental responsibility in brand storytelling?

HACKATHON SCHEDULE

16 October 2019

8 a.m. - 4.30 p.m.	Participant reception, brief and crash tests
4.30 p.m. - 5.30 p.m.	Mentoring by LVMH sector-specific experts
5.30 p.m. - 7 p.m.	Work session

17 October 2019

8.30 a.m. - 3.30 p.m.	Work session
3.30 p.m. - 4.15 p.m.	Project presentations and pitches
4.15 p.m. - 4.45 p.m.	Jury deliberations
4.45 p.m. - 5.05 p.m.	Awards ceremony (5,000 euros in prizes), followed by a cocktail reception

*BrainsWatt studio uses the Google Design Sprint method, developed by Google Ventures, which incorporates the principles of Design Thinking, to harness the collective intelligence of multidisciplinary teams to solve problems or design innovative products. Design Thinking is a user-centric process that focuses on people's needs to come up with effective solutions to meet those needs.



View of the 2018 Hackathon. Crédit : Cécile Muzard

THE COSMETOPEIA'S ROLE IN PROTECTING BIODIVERSITY

Location: Cosmetopeia Area, Atrium Hall

With the support of:



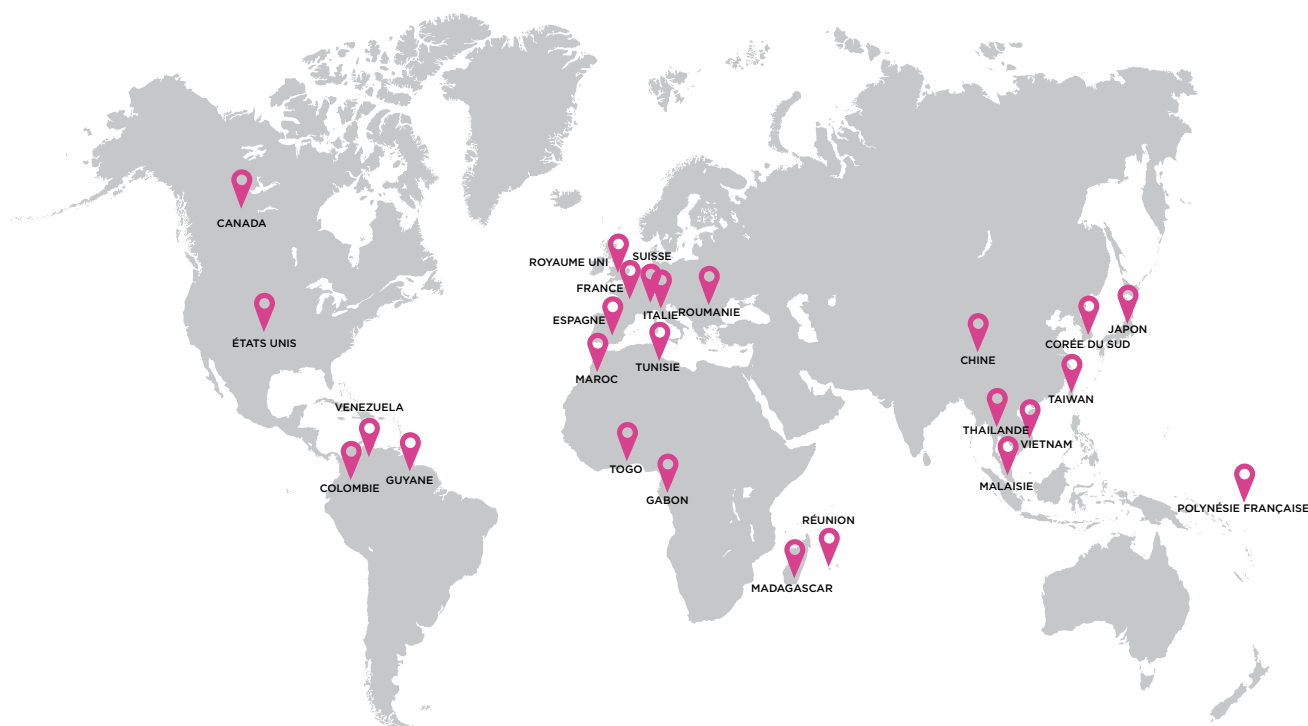
Faced with an exponential increase in demand for natural cosmetics, the fragrance and cosmetics industry is developing new ways to source the natural raw materials used in products. This commitment to biodiversity conservation includes promoting ethnobotany, signing partnerships with universities in plant-producing countries and setting up local cosmetics value chains combining innovation and ancestral traditions. All these actions are part of the Cosmetopeia programme, launched in 2010 by Cosmetic Valley following the COP 10 summit on biodiversity in Nagoya.

An interactive quiz

Ce programme sera présenté en partenariat avec GREENTECH, PME française engagée, verte et éthique, devenue pionnier en biotechnologies et leader mondial. Un **quiz interactif permettra de découvrir** les différents volets du programme, ainsi que les filières cosmétiques mises en place dans les pays producteurs, en particulier en Colombie, au Japon, à Madagascar et en Malaisie.

Conducted in partnership with universities in partner countries, the Cosmetopeia programme is now being replicated worldwide, leading to a virtuous circle of conservation and sustainable use of the planet's resources. The programme goals include:

- Raise local biodiversity awareness in countries where plants used in cosmetics are grown, **inventory the biodiversity of these countries and preserve their traditional Beauty know-how**. Upwards of ten partnerships have been established in Togo, Colombia, Niger, China, South Korea, Japan, Vietnam and more.
- **Support the emergence of local businesses** that can leverage their biodiversity by finding new botanical ingredients that can be used in cosmetics.
- Establish sustainable fair trade value chains by creating **cosmetic clusters** that combine innovation and ancestral traditions, biodiversity protection and support for local actors.



Localization of the worldwide cosmetics clusters

« GLASS PACKAGING: THE FUTURE OF LUXURY »

Location: Delorme hall

With the participation of:

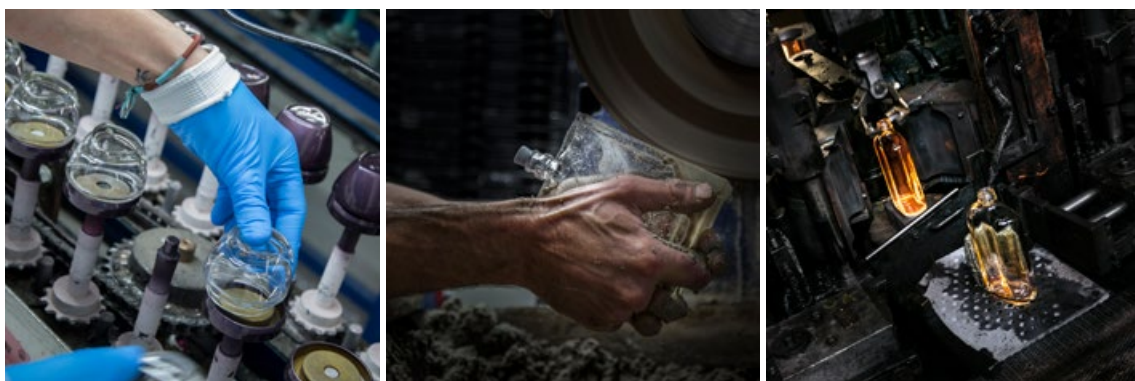


In partnership with:



Glass is an infinitely recyclable, neutral material that can accommodate a multitude of printing techniques, and is processed using increasingly energy-efficient manufacturing techniques, including those using electricity, thus improving its carbon footprint. In a demanding environmental context marked by a strong plastic-free trend, new prospects are opening up for glass, an amazing material with a high potential for the future when it comes to luxury fragrance and cosmetics products.

Glass Valley, the world's leading cluster for luxury bottling, brings together 70 businesses in an area on the border of Normandy and Hauts-de-France. They will be present for the first time at Cosmetic 360 to present innovations in the field of glass packaging.



© Christian Foutrel

Five companies representative of their core businesses will showcase the expertise of the hub, which offers global solutions, from design to packaging:

MMBpro

Models and additive manufacturing

CDM contrôle qualité

Sorting and other manual operations

Somobresle

Moulds

Groupe « Val Fi »

Printing

Waltersperger

Glass

CSR INNOVATIONS BY EXHIBITORS

RAW MATERIALS



DSM (France)

DSM ALPAFLOR: "from farm to face"

Certified organic Alpine plant extracts from the «Farm to Face» programme, which connects consumers directly to DSM's partner growers. Fair trade.



PLANT ADVANCED TECHNOLOGIES, PAT (France)

Prenylium: protector of the Matrisome

A mulberry root extract, highly concentrated in prenylated flavonoids, for enhanced anti-ageing effectiveness. PAT's technology is a sustainable solution for root extraction from white mulberry trees, without endangering the trees



ROELMI (France)

Sustainability in everyday life

Biodegradable esters, plant infusions enriched with phyto-nutrients and emollients made from inedible oils are all high-performance ingredients offering an ethical alternative to palm oil esters, water consumption and olive oil-based ingredients. The co-products are used in a circular model to protect biodiversity.

TESTS & ANALYSES



EUROFINS (France)

Sunscreen testing: protecting the skin... and coral reefs

These innovative tests ensure safe, compliant and effective sunscreen products and measure the environmental impact of sunscreen formulations. The protocol consists of two steps with efficacy, claim and safety testing, followed by ecotoxicity and biodegradability testing.

PACKAGING



EUROVETROCAP (Italy)

Luxury and sustainability in a jar!

First refillable glass cosmetic jar guaranteed to be leak-proof. A single-material inner container made of PP, a polypropylene-based material similar to plastic, but recyclable. Highly appreciated in the Luxury segment of the fragrance and cosmetics industry, heavy glass is combined with durable inner containers made from recycled PP.



LYS PACKAGING (France)

Vegan Bottle, eco-friendly container

VeganBottle is made from sugar cane, contains no endocrine disrupters or petroleum products, is compostable and follows Nature's natural cycle, from earth to earth.



PLASTIPOLIS (France)

Citrus Pack, biosourced packaging

The Citrus Pack project transforms secondary citrus fruit components into innovative and environmentally friendly packaging, additives and products. This container is designed with citrus and orange waste products that are biodegradable and compostable.



BEAUTY 4.0

DIGITAL TECHNOLOGY DRIVING NEW CONSUMER EXPERIENCES

The combination of cosmetics and digital technology is a reality in the beauty sector, where artificial intelligence is disrupting the traditional luxury playbook and driving new consumer experiences.

These include:

- ⊗ **Paper Touch inspires the world of packaging**
- ⊗ **The Beauty Hub of the “Maison Internationale de la Cosmétique”, innovation accelerator**
- ⊗ **Exclusively at the US Block: Talks and presentation of the *Mink Printer***
- ⊗ **Experience co-creating a lipstick with The Place**
- ⊗ **L’Oréal’s *ModiFace* technology**
- ⊗ **Avenia, when innovation comes from geoscience**
- ⊗ **Connected Beauty innovations by exhibitors**

PAPER TOUCH

INTERACTIVE PAPER INSPIRES THE WORLD OF PACKAGING

Location: Tech Corner - Delorme Hall

Demonstrations every 30 minutes on 16 and 17 October 2019, 9.30 a.m. to 5.30 p.m.

In partnership with:

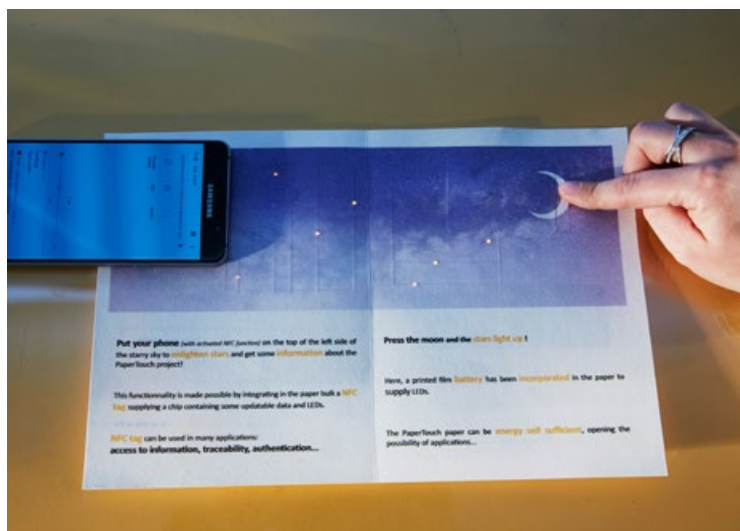


Developed by the LGP2 laboratory of the University of Grenoble, the PaperTouch project is an innovative process for manufacturing interactive paper which has numerous new applications for packaging, particularly light-up and RFID-enabled packaging.

It will be presented at the Tech Corner of the exhibition organised in cooperation with the CNRS, Cosmetic 360's scientific partner from the very beginning.

At Cosmetic 360, the e-paper manufacturing process will be demonstrated 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) Linksium, a company specialising in technology transfer in the Grenoble area.



Photos LGP2

THE BEAUTY HUB

AT THE MAISON INTERNATIONALE DE LA COSMÉTIQUE, INNOVATION ACCELERATOR

Location: Start-up Zone, Le Nôtre Hall

At the initiative of Cosmetic Valley and its partners



With the support of Chartres Métropole, PIA and Centre-Val de Loire region

The purpose of the **Beauty Hub launched by Cosmetic Valley** is to help businesses and start-ups get support from fragrance and cosmetics experts. **Opening in 2020**, the Beauty Hub will be located in Chartres at the future Maison Internationale de la Cosmétique, where fragrance and cosmetics manufacturers can network and engage in collaborative innovation.

The platform dedicated to innovation in cosmetics

More than just a venue, the Beauty Hub is a vibrant laboratory, brimming with ideas.

It is based on a special public/private partnership model, which promotes investment in the sector to drive future success. It offers a comprehensive package of services, covering all fields of action: discovery, experimentation, skills development, access to innovation and much more.

Networking services

Co-working space, innovation challenges, connection with Beauty Hub start-ups.

A unique technology hall

To meet, connect, share, experiment,

Demonstration platform, with talks, discussions, technology transfer in agri-food, pharmaceuticals and other sectors, to benefit from the expertise of equipment manufacturers in various industries.

Experiments and private training to carry out tests

The Beauty Hub will have the equipment and skills to enable manufacturing and testing

Experimentation centre

Rapid prototyping resources with the support of a dedicated expert to take advantage of the additive printing process.

Small run solutions

The Beauty Hub also provides services further afield, helping manufacturers produce small run solutions, by connecting buyers and suppliers at the national level.

A strategic resource to promote the sector, La Maison Internationale de la Cosmétique will open its doors in Chartres in 2022

Headed by fragrance and cosmetics professionals, the Maison Internationale de la Cosmétique was conceived as a strategic resource to support and promote the sector. This ambitious project will be a strong growth driver that lives up to the high standards of French industry, showcasing the expertise of the French fragrance and cosmetics sector, promoting the sharing of ideas and skills, and serving as a vector of creativity and innovation. In this exclusive Maison just steps from the Chartres Cathedral, the general public and professionals will be introduced to the values of Brand France. SMEs will find working spaces and a training venue. Beauty Tech start-ups will find business support services and incubator facilities. Students will be able to learn about training and career opportunities.

This major project is headed by the Chartres metropolitan area, where city leaders strongly believe in the value the Maison will bring to the city centre. The architectural firm Dubuisson was awarded the contract for designing the building.



Photo Chartres métropole

US BLOCK

EXCLUSIVE: TALKS AND PRESENTATION OF THE MINK MAKE-UP PRINTER

Wednesday, 16 October 2019, from 10 a.m. to 5 p.m.

Thursday 17 October 2019, from 10 a.m. to 4 p.m.

Location: Delorme Hall

With the support of: **RODAN+FIELDS**

In collaboration with:



After Japan in 2018, this year Cosmetic 360 is training the spotlight on the United States, where many trends that influence the world of beauty care originate. Organised in partnership with the agency Cosmetics Inspiration and Creation, the **US Block** will offer a **programme of Talks** that will showcase the latest trends, and provide information on indie brands, inclusive beauty, Beauty Tech, CBD cosmetics and American style wellness. One highlight is the exclusive presentation of the brand new **MINK PRINTER make-up printer**, which will hit the US market in 2020.



Photos Mink

MINK PRINTER: THE FIRST MAKEUP PRINTER

A beauty company centred on innovation, MINK has developed a high-tech 3D printer for makeup. It lets the user immediately visualise the colours of a makeup from a simple photograph sent to the Mink Printer over Wi-Fi. What emerges is an image, printed from pressed pigments, that reproduces the effect of all the desired colours on the face.

CBD, TRENDY INGREDIENT...

In line with the trend towards all-natural products and the quest for well-being that is so popular in the United States, the cannabis extract cannabidiol (CBD), has emerged as the new "superhero" of beauty ingredients. It has antioxidant, anti-inflammatory, and relaxing properties. Spectrum experts will be part of a US Block Talk on this powerful active which optimizes the effects of skincare on the skin.



US BLOCK TALKS PROGRAMME (IN ENGLISH)

	US Success models, Tech & Indies	US Wellness & Green Future
Slot/day	October 16	October 17
10.00-10.30	Opening / welcome of the US Block Sophia Bourdon, <i>Cosmetic Valley</i> & Leila Rochet, <i>Cosmetics Inspiration & Creation</i> The Roots of American Beauty & Forecasting The Future Influences Chair: Leila Rochet, <i>Cosmetics Inspiration & Creation</i>	Positive & Negative Impacts Of Inclusivity On Wellness Pierre Bisseuil, <i>Peclers</i> The Challenge of Inclusivity in Innovations/ Inclusive Beauty Aimara Coupet, <i>Be+Radiance</i> Chair: Leila Rochet, <i>Cosmetics Inspiration & Creation</i>
10:30-11 :00	From San Francisco To The World – Behind the American Success Story of Benefit Conversation with Chloe Renard, <i>Benefit Cosmetics</i> Chair: Leila Rochet, <i>Cosmetics Inspiration & Creation</i>	
11.00-12.00	Brand philosophy, unique approach and proprietary: technologies Conversation with Sumita Butani, <i>Rodan + Fields</i> Chair: Leila Rochet, <i>Cosmetics Inspiration & Creation</i>	The Fast Growing CBD Economy – From Blurring To the Light – Influence, Implications and Innovation Jean-Pierre Roumat, <i>Huilerie d'Occitanie</i> Sébastien Cavelier, <i>Eurofins</i> Nico Forraz, <i>CTI Biotech</i> Eli Doppelt, <i>Laboratoire LEAF</i> Quentin Chauve, <i>Spectrums Europe</i> Chair: Laure Bouguen, <i>Ho Karan</i>
12.00-1.00	Event: Licensing Agreement signature between Rodan + Fields and TFCHEM about a molecule developed in a FUI project certified by Cosmetic Valley	Event: US Acceleration Program launch Between Business France and Cosmetic Valley
1.00-2.00	The Indie Brands Disruptive Models – Recipe For Success & Implication For Innovations Denis Richard-Orliange, <i>Strand Cosmetics Europe</i> Ulli Hashlacher, <i>Pour Moi</i> – indie brand Vincent Gallon, <i>Premium Beauty News</i> Chair: Leila Rochet, <i>Cosmetics Inspiration & Creation</i>	From lonesome cowboy to mindful Chief Happiness David Alexandre, <i>WAWNOW, Einai</i> / <i>Tryangle</i> Chair: Franckie Béchereau, <i>Cosmetic Valley</i>
2.00-3.00	The Rise of Technology & The Future Challenges of the Beauty Tech Conversation with Grace Choi, <i>Mink</i> Chair: Leila Rochet, <i>Cosmetics Inspiration & Creation</i>	Innovation in Sustainability – From Waste To Business - How TerraCycle Pioneered Circular Solutions And Became A Key World Player. Roots, Strategy & Future. Conversation with Benjamin Jones, <i>TerraCycle</i> Chair: Leila Rochet, <i>Cosmetics Inspiration & Creation</i>
3.00-4.00	Social Media And The Influencer Economy, – Learnings from the USA, Reasons for Success, Brands to Watch Conversation with Conor Begley, <i>Tribe Dynamics</i> Chair: Leila Rochet, <i>Cosmetics Inspiration & Creation</i>	Fragrance in the USA – Roots & Emergence of Artisan Fragrances Conversation with Thomas Fontaine, <i>Pallida</i> Chair: Leila Rochet, <i>Cosmetics Inspiration & Creation</i>
4.00-5.00	USA Inspiration Bar – Trends and Innovations to Follow Leila Rochet, <i>Cosmetics Inspiration & Creation</i>	

GET THE EXPERIENCE OF JOINTLY CREATING A LIPSTICK IN REAL-TIME

16 and 17 October 2019/Live formulation at 4 p.m.

Location: Start-up Zone – Start-up Solutions – Le Nôtre Hall

In partnership with:



This experiment in collaborative creation has been put together by an incubator called The Place by CCI 28, based in Chartres. It will be conducted live at the trade fair by three of the incubator's start-ups. They will combine their know-how to dream up and formulate a lipstick based on the votes of visitors to the show. The event will take place in three phases:

- 1 - Each day at the trade show, the start-up **Matchmarket** will go and meet visitors and ask them to choose the lipstick they prefer (in terms of colour, texture, fragrance) from a selection of three. The data will be collected by means of a mobile app and analysed in real time to define the characteristics of the lipstick that receives the most votes.
- 2 - **Beauty By Me**—another start-up—will use those data to formulate a lipstick there and then using its **Beautymix connected robot**. Demonstrations at 4 p.m. on 16 and 17 October.
- 3 - As soon as it emerges from the robot, the lipstick will be tested on volunteers by means of an app called **Shayd**, which is a sort of beauty-oriented version of Instagram. The photos will be posted on the app to visualise the resulting colour effect.

The Place by CCI28. Based in Chartres and certified as a European Business and Innovation Centre, this incubator supports start-ups and companies in their innovation projects.



Matchmarket offers a service that allows brands and fashion designers to determine which products will really appeal to their consumers before putting them into production. The products are tested by a panel of qualified Praedicters based on a drawing, a photo, a 3D model, or a video.



Beauty By Me has launched Beautymix, the first connected robot that produces “homemade” cosmetics, so that anyone can make their own beauty products at home, using natural ingredients: moisturiser, lipstick, shampoo, and so on.



Shayd: an app similar to Instagram, but in a version fully dedicated to beauty. Shayd help users find makeup ideas tailored to the colour of their skin, eyes, or hair. The users can contribute to the community by posting photos of their swatches and makeup, and access thousands of referenced products.

L'ORÉAL'S MODIFACE TECHNOLOGY

16 and 17 October, 9.00 a.m. to 6.00 p.m.

Location: Stand L'Oréal – Stand Oi1 - Atrium Hall

In partnership with:

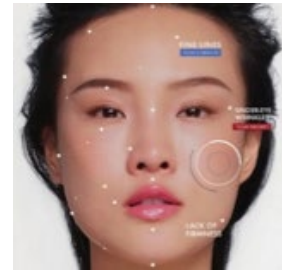


Photo L'Oréal

L'Oréal will introduce "Vichy Skin Consult AI" developed on the basis of ModiFace technology. ModiFace has developed a new technology based on an **artificial intelligence algorithm** and enhanced with L'Oréal's expertise in skin ageing and its scientific image bank. The algorithm is based on deep-learning methods. It was trained using 6,000 clinical images from evaluations and studies conducted by L'Oréal Recherche and Innovation teams with the help of the Atlas of Skin Ageing. It was then tested on more than 4,500 selfies for three populations of women (Asian, Caucasian, and African-American) under four different lighting conditions. The results show a high level of accuracy for skin evaluation.

From a simple selfie that women are invited to take or upload to the brand's website, ModiFace will detect seven signs of ageing: wrinkles under the eyes, lack of firmness, fine lines, lack of shine, pigment spots, deep wrinkles, and pores.

The user then receives a personalised chart with information about the ageing of her skin, its strengths, and the signs of ageing to treat as a priority. It then makes product recommendations according to her needs.

Amazon customers will soon be able to use ModiFace to virtually test the make-up products sold on the American giant's platform.

AVENIA: WHEN INNOVATION COMES FROM GEOSCIENCE



Location: Stand H2 - Le Nôtre Hall

The AVENIA geoscience cluster was represented for the first time at the Cosmetic 360 trade fair in 2010, and awarded the “centre of competitiveness” label in the eco-technologies category. The cluster brings together more than 180 members (large companies, temporary employment businesses, SMEs, R&D and training organisations from the energy and environment sectors) based in and around Pau in the south west of France. Two of those companies will be at the event presenting innovations and solutions with potential applications in the field of cosmetics.

FIELDBOX

FieldBox.ai is an artificial intelligence roll-out platform for manufacturing. It develops algorithms, collects data, and utilises those data to **improve productivity and safety at manufacturing sites**. Clients such as TOTAL, SNCF, ADP, Suez—as well as players in the cosmetics and luxury industries—have been using it since 2014 on all five continents. The company offers a way to quickly roll out artificial intelligence in the operational sphere, so that its clients see a return on their investment within weeks.

UPPA TECH

This instrumental service centre—made up of a group of technical platforms from the University of Pau and Pays de l'Adour—offers research collaborations, high-tech services, and training with manufacturers from a range of sectors.

UPPA TECH works on the chemical traceability of products and raw materials, analytical characterisations, imaging, and the development of new materials and energy processes. The group positions itself as a bridge between companies and researchers. Its analytical technologies make it possible to accurately distinguish between synthetic products and ones derived organically, and to characterise the volatile footprint of materials and products.

EXHIBITORS' SIDE

INNOVATIONS IN CONNECTED BEAUTY

BRANDS



SYHA (France)

Intelligent organic cosmetics

The first range of anti-pollution organic cosmetics made using artificial intelligence and phytotherapy. SYHA protects and repairs the skin from damage caused by pollution and blue light. Effectiveness proven by Cosmos Organic certified measuring instruments.



TOUN 28 (South Korea)

Personalised cosmetics based on the weather

Starting from a skin analysis using a connected device, Toun uses its weather algorithm to create personalised cosmetics presented in eco-responsible packaging.



VESCIR (Taiwan)

ICI analyses the condition of the skin in 30 seconds

The first portable analyser capable of detecting skin pigmentation and oxygen levels in the different layers of the dermis. ICI consists of a portable analysis device and a customisable range of cosmetics. In just 30 seconds, ICI offers tailor-made cosmetic formulas!

TESTS & ANALYSES



SYRES (France)

The smart boutique

This connected smart boutique—a real “living lab”—lets you understand purchasing behaviour in real time. Intelligent tools match consumer and product in order to accurately determine the product best suited to that individual. The boutique will open in a Parisian shopping centre in late 2019.



PROCOLUIDE (France)

The first community based on the collaborative creation of products

This service offers brands a way to develop their products in collaboration with targeted and relevant consumers. The collaboration is based on the desired positioning at each stage of the development cycle (briefing, laboratory sample, packaging, marketing approach, post-launch).

COSMETIC INDUSTRY SUPPORT FUNCTIONS



PERFECT CORP (Taiwan)

YouCam artificial intelligence

From a photo taken on the user's smartphone, the AI detects the skin tone, searches for the corresponding shade of foundation, applies a virtual foundation and recommends products in real time... A perfect virtual test for the retail and e-commerce spheres.



SHAYD (France)

The Instagram of beauty

This mobile app lets users find personalised make-up ideas based the colour of their skin, eyes, or hair. Just like an "Instagram" dedicated to beauty.

PACKAGING



KAIOS ID (Suisse)

Combating counterfeiting

A cloud-based traceability solution: the phone is able to read hidden data on the product packaging. Kaios enables brands to fight against illegal trade and build consumer confidence by adding hidden data on the packaging that can be decrypted using a smartphone.



WELL-BEING

POSITIVE BEAUTY

Two major trends are shaping what consumers with changing habits are looking for. On the one hand, well-being, with a focus on the body and self-acceptance, as well as the search for a “holistic” approach that combines cosmetics and diet. On the other hand, strong and growing concerns related to the impact of the environment on the skin.

The makers of cosmetics are developing their responses. In particular, we have seen three trends emerging this year: “superfoods”, special attention to skin comfort and sensitive skin, and the development of targeted hair products...

- ⊗ **“SUPER FOODS”, a holistic approach to cosmetics**
- ⊗ **SENSITIVE SKIN, a leading field of research**
- ⊗ **The boom in HAIR CARE**

« SUPER FOODS », A HOLISTIC APPROACH TO COSMETICS



GLYCONIC (Germany)

Rhamnosyl-based natural ingredient

Glyconic has developed a glycosylation platform that allows it to offer very powerful small molecules that meet the industry's unmet needs: rhamnosides. These active ingredients strengthen protective mechanisms and cellular regeneration. They also have soothing and anti-oxidant effects. This technology improves the bio-availability of the molecule by reducing its cytotoxicity. The first compound targeting anti-ageing, anti-inflammation, pigmentation, and anti-sagging will be launched in 2020.



JRS (France)

A natural alternative to synthetic powders

JRS offers ultra-fine cellulose and fruit fibre the colour of Matcha tea to add softness to formulas. Its "veil" effect masks imperfections in the skin. Approved by Cosmos (organic label), this long-lasting powder is an alternative to synthetic powders derived from petrochemicals.



LIPOID (France)

Jackfruit nourishes the skin of vegans

Vegans suffer from a creatine deficiency in their skin. Creatine is necessary for cellular energy. Herbasol® is derived from organic jackfruit. In vitro tests have shown that it increases the absorption of creatine in the cells



MIBELLE (Switzerland)

PhytoCellTec™ Goji: Superfruit for a V-shaped face

This active ingredient encourages fibroblasts to produce more collagen and elastin through the activation of mesenchymal stem cell exosomes. Ideal for V-shaped faces.



SYTHEON (France)

Synastol® TC offers protection against pollution and blue light

Haritaki, or terminalia chebula, is a superfruit used in ayurveda (traditional Indian medicine). Its antioxidant properties surpass those of other fruits, such as açai berries or cranberries (source: ORAC index). Syntheon is the first company to use this ingredient, which provides very good protection of the skin against oxidation and inflammatory stress caused by pollution and/or blue light.



VTT (Finlande)

Arctic plant extracts for the balance of the cutaneous microbiome

VTT uses new processes to produce multifunctional ingredients based on the cell cultures of Arctic berries and the use of by-products from those fruits. These plant extracts with antimicrobial and antioxidant properties protect the skin against harmful bacteria and free radicals.

SENSITIVE SKIN, A LEADING FIELD OF RESEARCH IN COSMETICS

RAW MATERIALS



GREENTECH (France)

EXPOZEN®: General active ingredient against irritants in the “exposome”

The first company to explore the concept of the exposome as a cause of skin sensitivity, Greentech uses the virtues of a seaweed from the Indian Ocean. EXPOZEN® provides an immediate soothing effect, reduces erythema, and reduces feelings of heat and redness. It maintains bacterial diversity and fights against bacterial species responsible for redness.



SEQENS (France)

Glyco-emotional intelligence for beauty

Seqens uses innovative methods to gauge the emotional state of the consumer by quantifying parameters such as prosody (vocal frequency) and verbatim (lexical fields used by volunteers). Creating a research platform on Glyco intelligence resulted in highlighting a mega sugar, exopolysaccharide. This substance provides a quantifiable benefit (compared to a placebo), visibly improving the quality of skin tissues and the emotional state of the consumer.



SOLABIA (France)

Ageraline® - A balm for sensitive skin

Made from ageratum—a flower that never wilts—this active phyto ingredient acts on the well-being of sensitive and stressed skin that has been weakened by modern lifestyles. To improve the feeling of “ageing well”, mature skin in particular needs to be soothed and protected by limiting the release of inflammation mediators, free radicals, and histamine.



STORA ENSO (Sweden)

Microfibrillated cellulose (MFC)

Stora Enso has been producing microfibrillated cellulose in its pilot plant in Imatra, Finland, since 2012. This autumn, the company is launching its MFC for cosmetic application. MFC is an ingredient that can act as a rheology modifier, emulsion stabilizer, and sensory agent. This 100% biodegradable and non-toxic material contains no chemical additives. It offers a natural alternative to chemicals, and provides long-lasting hydration with a light and gentle application.

ORIGINAL EQUIPMENT MANUFACTURER/OEM



SHANGHAI PREMIUM BIOCOSMETIC (China)

Patented plant complex Premium FUST-SOOTHIE™

Specialised in natural cosmeceuticals, the company designs its products based on extensive research on sensitive, acneic, and wrinkled skin. At the trade fair, it will be presenting an innovation based on its patented plant complex Premium FUST-SOOTHIE™, which instantly relieves itching, redness, and similar symptoms.

TESTS & ANALYSES



BIO HC (France)

RHETCOAT: a new model for skin sensitisation

RHETCOAT is an alternative to the HRIPT test. The RHETCOAT test uses THP1 cells (cells with antigens) to assess the potential skin sensitivity of finished cosmetic products on a reconstructed epidermis model. It is used to treat the key mechanisms in the skin sensitivity process: keratinocyte activation and dendritic cell activation-maturation.

BRANDS



GEOSKINCARE (New Zealand)

Nanochip beauty technology

This technology originated in Silicon Valley. It is non-invasive, painless, causes no bleeding, and requires no recovery time after use. It is intended for spa and beauty professionals, with the possibility of direct use at home. The device has 400 nano-needles, which penetrate the skin (only to a depth of 0.1mm) to make the action of the serum more effective.

THE BOOM IN HAIR CAIR

RAW MATERIALS



COSMACT (France)

COSM'OIL® KD-S: the new organic skin regenerator

This unique hair repair oil is rich in fatty acids and flavonoids. It has an anti-itch, soothing, nourishing, and protective action. COSM'OIL® KD-S is a multifunctional organic ingredient that combines Pongamia seed oil with Comact's unique bleaching and deodorisation process.



GELYMA (France)

KIMARINE® HC: a powerful hair protector

This protective treatment acts on the stem cells of the hair follicle and the hair fibre, promoting hair growth and preventing hair loss. Hair beauty and exposure: It protects the hair's beauty against hair erosion, environmental exposure to benzo(a)pyrene (emanating from fires, industrial processes, heating, agricultural burning, etc.), and UV exposure.

TESTS & ANALYSES



TRANSDERMA/SPINCONTROL (France)

A new method for objective assessment of hair-styling products

These two companies joined forces to develop a new method for objectively assessing the effects of hair-styling products. It reproduces external conditions in a standardised way: wind, temperature, and humidity.

BRANDS



ODYHA (France)

Customisable organic shampoo

A natural organic product, this customisable shampoo combines science and nature to provide "clean" hair care that is suitable for all women.



NOVANTIC (France)

Novantic Smooth straightens the hair

Certified by a qualified laboratory, Novantic Smooth is the first organic and water-resistant hair straightening shampoo with a repairing action.

RETAIL



CREATE Co, Ltd (Japan)

MICRO MINERAL MIX®, a hair dryer that repairs the hair

New hair care technology from Japan. Featuring MMM technology, this hair dryer maintains the hair's moisture level and leaves the user with silky, shiny, and healthier hair.



YC PRIMARILY (Japan)

A technological comb

Based on JP CHROME-TECH® technology, this comb eliminates static electricity and prevents frizz and the build-up of bacteria over the long term. It reduces hair damage by 70%.



BEAUTY BUSINESS **NETWORKING IN ACTION**

Open innovation meetups, an area dedicated to start-ups, awards ceremonies, tailor-made B2B, a bookstore, spaces dedicated to discussions between premium visitors and top managers, and more. A trade fair on a human scale, Cosmetic 360 offers many networking opportunities to promote synergies between exhibitors and visitors and do business differently.

- ⊗ **The exclusive Open Innovation service**
- ⊗ **The “Start-up Solutions” accelerator**
- ⊗ **Awards to celebrate innovation**
- ⊗ **Meetups with Cosmetics Clusters**
- ⊗ **The Franco-Chinese summit**
- ⊗ **The pop-up industry bookstore**
- ⊗ **National and International Partnerships**

OPEN INNOVATION

SIX MAJOR PLAYERS FOR AN EXCLUSIVE SERVICE

16 and 17 October 2019

Stands: L'Oréal (Atrium Hall) - Chanel (Delorme Hall) - Rodan + Fields (Delorme Hall)

Open Innovation Rooms (IFF, Groupe Nuxe, LVMH Recherche), on the first floor (Atrium Hall)

In partnership with:

CHANEL

IFF | **LUCASMEYER**
COSMETICS

L'ORÉAL
Research & Innovation

LVMH RECHERCHE
PARFUMS & COSMETIQUES

NUXE
GROUPE

RODAN+FIELDS

Since its first edition, Cosmetic 360 has set itself apart by the quality and effectiveness of its exclusive Open Innovation service, where major brands are increasingly involved. Recognised as a singular arena for spotting golden opportunities and forging partnerships, this service has scheduled nearly 200 meetings over two days between leaders in the sector and project initiators.

Six big names will be present in the Open Innovation area, which has expanded its range of speakers from upstream of the sector. One notable participant will be IFF, a major player in the field of ingredients. Cosmetic 360 will also be pleased to welcome for the first time the cosmetics brand Nuxe, alongside Chanel, L'Oréal Recherche & Innovation, LVMH Recherche, and Rodan + Fields.

This service is a real springboard for project initiators from around thirty countries, who will have direct and special access to the R&D managers of six major players in the cosmetics industry

How the open innovation service is organised:

- April to August 2019: Sourcing of young start-ups via the website: www.cosmetic-360.com, Nearly 300 candidacies and appointment requests were received from 34 countries*.
- September 2019: Analysis of proposals by the six principals
- 16 and 17 October: Organisation of the 200 meetings scheduled at the trade fair.

*Australia, Austria, Belgium, Bulgaria, Cameroon, Canada, Colombia, Croatia, Denmark, Estonia, Finland, France, French Guiana, Greece, Hungary, Ireland, Israel, Italy, Japan, Luxembourg, Malaysia, Netherlands, Poland, Portugal, Republic of Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Tunisia, United Kingdom, United States.

THE START-UP SOLUTIONS POP-UP ACCELERATOR

Dates: 16 and 17 October 2019, 9.00 a.m. to 6.00 p.m.

Location: Start-up Zone – Le Nôtre Hall

In partnership with:



The cosmetics industry is currently abuzz, and more and more start-ups are disrupting the beauty market with innovations that impact the entire value chain, from development to production, from consumption and distribution methods to marketing and packaging.

At the Cosmetic 360 trade fair, a zone at the centre of the venue will be dedicated to start-ups; the ideal place for these young companies to present their creations and expand their networks. It will also give them the chance to immerse themselves in the dynamics of Beauty French Tech Chartres, a network dedicated to supporting young innovative companies in the beauty sector, and to take advantage of the many services offered at the event.

Organised by Beauty Tech Chartres and The Place by CCI28, the **Start-up Solutions** service is open to the start-ups in attendance, but also to all of the fair's visitors, with or without an appointment. There will be many experts on hand at this pop-up accelerator located at the heart of the start-up area: Beauty Hub, Beauty Tech Chartres, BPI, Caisse d'Épargne, Cosmetic Angels, INPI, Dev'up Région Centre-Val de Loire, Go Capital, the Prefecture of Paris, The Place by CCI28.

It offers free support to project initiators and early-stage start-ups launching their projects. The objective is to enable them to transform their ideas into concrete achievements by benefiting from support, from submitting the idea to finding financing solutions, including incubators and networking solutions to help them embark on the adventure of creation.

LAUNCH OF THE 5TH EDITION OF THE INTERNATIONAL COMPETITION

THE COSMETIC VICTORIES

The Cosmetic Victories worldwide competition aims to reward and promote students, researchers, start-ups and SMEs in charge of innovative projects related to the perfume and cosmetics value-chain.

All kind of innovation may be submitted: technologies, processes, products, services...

2 Cash prizes of €10.000:

- Academic Prize
- Industry Prize

Application before January 15th 2020

www.thecosmeticvictories.com

AWARDS TO CELEBRATE INNOVATION

Prize-giving ceremony: Thursday, 17 October 2019 at 2.00 p.m.

Location: Conference Room, Delorme Hall

The Cosmetic 360 Awards 2019 will recognise the best innovations presented by exhibitors in each of six specialised categories, which correspond to the exhibition floor's "expert routes".

The winners will be chosen by a panel of leading cosmetics industry journalists. Their decisions will be based on the innovative nature of the project presented and on the marketing quality of the innovation totem displayed at the stands.

This year, the panel will be chaired by the American magazine WWD in honour of the United States, guests at the 2019 trade fair.

CATEGORY

RAW MATERIALS

Eco-chemistry, extraction, natural, active ingredients, active ingredient extraction, antimicrobials, anti-ageing, biotechnology, food ingredients, essential oils, antioxidants, etc.

OEM, FORMULATION, LABORATORY EQUIPMENT

Masks, textures, sensory experience, manufacturing machines, manufacturers, white label, galenic, formula, make-up, sun protection, eco-responsible, perfumes, creams, colour, full-service, etc.

TESTING & ANALYSES

Qualification, containers, sensory/emotional analysis, consumer tests, imaging, in vivo/in vitro, microbiology, odour measurement, efficacy tests, microbiological analyses, genetic analyses, hair analysis, 3D skin models, etc.

PACKAGING & MANUFACTURING EQUIPMENT

Labels, digital printing, filling systems, 3D printing, eco-responsible, traceability, distribution system, airless, robotics, manufacturing machines, laser, engraving, packaging, samples, white label, etc.

RETAIL & BRANDS

Connected beauty, smells, smart data, I.o.T, distributors, online sales, customisation, perfumes, brands, skin care, makeup, certification, consumer experience, organic cosmetics, etc.

COSMETICS INDUSTRY SUPPORT FUNCTIONS

Services, software, clusters, web agency, business zone, marketing, holograms, data collection, regulation, marketplace, incubator, research programme, full service, logistics, cloud, platform, etc.

2019 PANEL OF JUDGES

- **Jennifer WEIL**,
Editor-in-Chief of WWD,
Chair of the Panel of Judges
- **Vincent GALLON**,
Editor-in-Chief of
PREMIUM BEAUTY NEWS
- **Nicolas GOSSE**,
Editor-in-Chief of
INDUSTRIES COSMÉTIQUES
- **Maryline LE THEUF**,
Editor-in-Chief of
COSMÉTIQUE MAG
- **Véronique LOUIS and Ariane GOLDET**
EXPRESSION COSMETIQUE
- **Doria MAIZ**,
Editor-in-Chief of
EMBALLAGE DIGEST
- **Silvia MANZONI**,
Italian press correspondent
- **Pierre MONNIER**,
journalist for
EMBALLAGE MAGAZINE
- **Oonagh PHILLIPS**,
Editor-in-Chief of
BW CONFIDENTIAL
- **Motoko TANI**,
correspondent for BEAUTY TECH JAPAN



Trophées for 2018 Cosmetic 360 awards

THE COSMETICS CLUSTERS RENDEZ-VOUS

Date: Thursday, 17 October 2019, 9.00 a.m. – 4.00 p.m.

Location: International Room – Delorme Hall

Bolstered by its experience in international partnerships, Cosmetic Valley created the Global Cosmetics Clusters in 2016. It continues to lead the initiative, which today brings together 25 clusters from 15 countries. The trade fair will host the fourth edition of the Cosmetics Clusters meeting, the annual gathering of the Global Cosmetics Clusters, which will bring together over one hundred professionals from around the world. The programme will be primarily dedicated to international collaborative projects aimed at supporting innovation in the cosmetics sector by connecting companies and laboratories on an international scale.

Programme

9.00 am – 12h30 am

- Presentation of the new dynamics of the Global Cosmetics Cluster: 4th anniversary and new horizons
- International innovation and overview of financing solutions for innovation projects

1.30 pm – 4.00 pm

- Collaboration project benchmarks within the Global Cosmetics Cluster
- B2B meetings

THE “GLOBAL COSMETICS CLUSTERS” METACLUSTER

In its two-and-a-half decades of activity, Cosmetic Valley has established numerous bilateral partnerships with other cosmetics clusters around the world. Those partnerships have been formed over the years on the basis of its pioneering model. On the strength of its experience, Cosmetic Valley created the “Global Cosmetics Clusters” in 2016, of which it is the leader. This “metacluster” brings together 25 clusters from 15 countries seeking special partnerships to meet several objectives. Namely, to promote innovation, stimulate sustainable international growth of the sector, create a network for information exchange, and support their companies’ export activities.

- | | | |
|--|---|--|
| • Canada
Cosmetics Cluster Canada | • Madagascar
CLUSTER HUILES
ESSENTIELLES MADAGASCAR | • Switzerland
TEDD - TISSUE ENGINEERING
FOR DRUG DEVELOPMENT AND
SUBSTANCE TESTING |
| • Colombia
Cosmeticos Cluster de Bogota,
Biointropic | • Malaysia
Cosmetics Cluster
(Hala, herbal bioactives) | • Tahiti
TAHITI FA'AHOTU |
| • Spain
BEAUTY CLUSTER BARCELONA | • Maroc
CLUSTER MENARA | • Taiwan
TAIWAN BEAUTY VALLEY |
| • France
COSMETIC VALLEY, CIIME,
ADEBIOTECH, TRIMATEC, UESS
- European University of Scents
and Flavours, CBB CAPBIOTEK | • Portugal
AEBB | • Thailand
THAILAND CENTER OF EXCEL-
LENCE FOR LIFE SCIENCES |
| • Japan
JAPAN COSMETIC CENTER | • Romania
TRANSYLVANIA LIFESTYLE
CLUSTERS | • Tunisia
TUNISIA DATES & PALM
CLUSTER, Cluster 2TS |
| | | • Ukraine
EFFECT «JSC» |

THE 2019 FRANCO-CHINESE SUMMIT

Wednesday, 16 October 2019, 2.00 p.m. – 6.00 p.m.

Location: International Room, Delorme Hall

The trade fair will host the 5th edition of the **Paris Summit**, organised by **China Cosmetic Newspaper**: Path of WEME China International Cosmetics Cooperation Forum.

A delegation of about forty Chinese cosmetics company managers will come to Paris for the occasion to discuss the major trends in the cosmetics market. The summit is open to all visitors.

Agenda

- 2.00 pm** Welcome and opening by Marc-Antoine Jamet, President of COSMETIC VALLEY
- 2.10 pm** Introduction by China Cosmetic Newspaper
- 2.40 pm** Overview of Chinese cosmetics companies operating in France
- 3.10 pm** Paris Peony Awards Ceremony
- 3.20 pm** Introduction from SYHA, and its innovative “Made in France” business model
- 4.00 pm** State of play of cosmetic research in China in 2019
- 4.30 pm** Perfumery French Retail - William KOEBERLE - FEDERATION FRANCAISE PARFUMERIE SELECTIVE
- 5.00 pm** Challenges and opportunities for French companies in China
- 5.30 pm** Discussions and conclusion

THE INNOVATIVE COSMETICS BOOKSTORE

Location: Bookstore - Delorme Hall

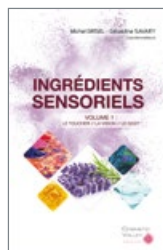
A popular meeting place for visitors, the fair's bookstore offers the Cosmetic Valley Editions collection of technical and scientific books, in response to demand from the profession and based on the work of an editorial committee made up of experts and consultants. These books are available in print at the fair's bookstore and in e-book format on the platform: www.cosmetic-valley-shop.fr

Books signing sessions on October 17, at 10 am (Jean-Luc Ansel) and 2pm.



Les Formulations innovantes en Cosmétique

Coord. par Vincent Faivre, Institut Galien, Chatenay-Malabry



Matières premières cosmétiques – Ingrédients sensoriels – La vision, le toucher, le goût

Coord. par Michel Grisel et Géraldine Savary, Université Le Havre Normandie



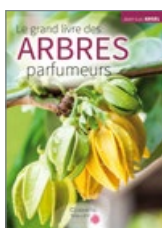
Le Packaging des produits cosmétiques

Vol 1 : le packaging primaire
Coord. par Michel Sabadie et l'ESI de Reims



Évaluation des produits cosmétiques – L'objectivation

Nouvelle présentation actualisée
Coord. par Anne-Marie Pensé-Lhéritier, École de biologie industrielle



Le grand livre des arbres parfumeurs

Ou les secrets des traditions cosmétiques
Coord. par Jean-Luc Ansel

Launch of LA PIVOINE magazine

Issue 1 of the new magazine LA PIVOINE will be launched at the fair on 16 October 2019. LA PIVOINE is the first magazine dedicated to the fragrance and cosmetics sector and aimed at all the professions in the field (raw materials, manufacturers, packaging, tests, finished products, equipment manufacturers, etc.). LA PIVOINE will cover trends and challenges in the industry: SME strategies, manufacturing challenges, cosmetology with a presentation of academic laboratories and innovative start-ups. The magazine will also focus on international business development, with a focus on export countries. And it will highlight the talents and expertise of the business with input from experts on regulatory issues and key professions.

Three issues are planned per year.



Caption: In the contents of the first issue: CSR, bio-printing skin, and the Mexican market

NATIONAL AND INTERNATIONAL PARTNERSHIPS

FRANCE

CENTRE-VAL DE LOIRE region

Stands G3 à H6 - Le Nôtre Hall



Centre-Val de Loire is the leading French region for fragrance and cosmetics. It has been a major partner of Cosmetic Valley since the cluster was first formed. It is the largest regional pavilion at the show, with 25 companies supported by the regional economic development agency, DEV'UP Centre-Val de Loire.

NOUVELLE-AQUITAINE region

Stands N5 à P14 - Delorme Hall



The establishment of the Cosmetic Valley cluster in the Nouvelle-Aquitaine region in 2017, in partnership with the regional government and the ADI-NA regional development agency, has given a boost to the local fragrance and cosmetics industry. The 17 companies coming to the fair—four of which will be attending for the first time—will present a wide range of innovations in the fields of evaluation tests, packaging, ingredients, and formulation.

NORMANDY region

Stands P5 à P15 - Delorme Hall



The Normandy region has a long-standing association with Cosmetic Valley, and the regional government is closely involved in developing the cosmetics industry there. It provides financial assistance to businesses through Impulsion-Export, an export assistance programme run by the regional development agency (AD Normandie). The pavilion focuses more specifically on the region's Territorial Strategic Domain of Excellence, namely Security, with companies presenting their expertise in tests and measurements and innovations in chemistry.

OVERSEAS TERRITORIES: FRENCH GUIANA

Stand N18 - Delorme Hall

The regional government of French Guiana bases its research strategy on the European programme Smart Specialisation Strategy 2014–2020. It provides assistance to local industries that are developing natural active ingredients from the Amazon for a range of markets, including cosmetics. By taking part in the fair for the first time, it intends to promote endogenous Amazonian resources through four major cosmetics companies.

INTERNATIONAL

NORTH AND SOUTH AMERICA



Location: US Block

The United States—this edition's guest country of honour.

ASIA



CHINE (Delegation from China Cosmetic Newspaper), ,

KOREA will be represented by nine exhibitors,

JAPAN (Japan Cosmetic Center cluster),

TAIWAN (Taiwan Beauty Valley cluster),

THAILAND (TCELS cluster).

EUROPE



As every year, Europe will be strongly represented at the show with exhibitors from a number of countries: Belgium, Germany, Italy, Poland, Spain, the UK, Switzerland, and—for the first time—two Scandinavian countries: **Finland and Sweden.**

INDIAN OCEAN & OCEANIA



Following the recent creation of the Indian Ocean metacluster—the **Essential Oils and Cosmetics cluster—Madagascar, Mayotte, and Mauritius** will for the first time send a delegation to the fair to present their local resources.

New Zealand is also among the newcomers.

ORGANISERS

Cosmetic 360 is organised by the Cosmetic Valley competitiveness cluster, the first French operator to invest in organising an international trade fair on a human scale. It immediately found an audience, by establishing an ambitious programme with a 360° perspective of innovation. It is supported by major public and private partners.



Created in 1994 by a handful of professionals and awarded the “centre of competitiveness” label in 2005, Cosmetic Valley is now the national centre of the French fragrance and cosmetics sector. The French state has tasked it with implementing a national strategy for coordinating initiatives within France for the benefit of the industry.

In that capacity, Cosmetic Valley’s ambitious strategy aims to focus the energies of the French fragrance and cosmetics industry to better meet future challenges in a booming and highly competitive global market. The Cosmetic Valley model has inspired the creation of numerous clusters internationally. Its success is due to the creation of a German-style “industrial fabric” bringing together big companies, SMEs in manufacturing and other sectors, and start-ups; connecting purchasers and suppliers; and creating an interface between public basic research and private applied research. This synergy boosts industry capabilities and enhances visibility.

The creation of the Cosmetic 360 international trade fair in Paris dedicated to cosmetic innovation illustrates the cluster’s international strategy. Its rise to prominence reflects demanding requirements and matches the vibrant activity of an industry cluster France can be proud of.

www.cosmetic-valley.com

PARTNERS

PLATINUM SPONSOR and Cosmetopea zone partner



A pioneer in biotechnology, GREENTECH is a multinational group dedicated to the plant, marine, and microbial worlds with four distinct companies: GREENTECH (plant world), GREENSEA (marine world), BIOVITIS (microbial world), and MAPRIC (Brazilian biodiversity).

The Group develops and produces innovative and high-tech active ingredients derived from the mechanisms of plants, algae, microalgae, and micro-organisms. In particular for the fields of cosmetics, pharmaceuticals, and nutraceuticals.

GREENTECH is a deeply committed, green, and ethical company, dedicated to beauty and well-being.

www.greentech.fr

GOLD SPONSORS



BEAUTÉVILLE

A city within a city: two hours from Shanghai, Beautéville is China's beauty hub for showcasing the country's cosmetics know-how. Spread over a 10 km² zone in Huzhou, the site is a prized destination for local and international companies of all sizes. More than just a business park, Beautéville provides a range of services to foreign firms to help them establish themselves on the local market.



Partner of the Start-up zone

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

www.beautyfrenchtech.fr



DEV'UP Centre-Val de Loire, the regional economic development agency, aims to provide employment and support to regional companies and areas.

Its undertakings are mainly concerned with providing development assistance, promoting and leading the region, and disseminating economic information. The agency supports any company or economic project initiator in the Centre-Val de Loire region (innovation, establishment, investment, takeover, search for partners, export, etc.), relying in particular on its six departmental offices. Those offices form a technical, operational, and advisory network that complements the work of the economic players.

www.devup-centrevaldeloire.fr



Partner of the hackathon and the fair's gala evening

LVMH, the world leader in luxury goods, has maintained a dynamic of sustained growth ever since its founding in 1987. As the parent company of 75 brands with strong identities and spread across 5 business sectors (wines & spirits, fashion & leather goods, fragrances & cosmetics, watches & jewellery, selective retailing), LVMH sees itself as the ambassador of the French way of life, in its most refined form.

As Chairman and CEO Bernard Arnault puts it, LVMH's 156,000 employees share three fundamental values: being creative and innovative, offering excellence, and cultivating a spirit of entrepreneurship. As drivers of excellence, these three imperatives form the foundation of the Group's performance and sustainability. And that economic performance is inseparable from a commitment to social, environmental, and artistic issues.

www.lvmh.fr

RODAN+FIELDS Year of the United States partner

Rodan + Fields is a high-end American skin care brand founded on a heritage of innovative skin care products inspired by dermatology and supported by clinical results. Founded by Stanford-trained dermatologists Katie Rodan and Kathy Fields, Rodan + Fields was founded in 2002 with the goal of giving consumers the best skin of their lives. The brand is the result of the doctors' conviction that healthy skin gives you confidence. Born in the digital age, designed to reach consumers directly where they live and give them a way to purchase what they need via mobile and social networks, Rodan + Fields is revolutionising the sector with its skincare range based on treatment regimens and its powerful community of independent consultants.

www.rodanfields.com

PROFESSIONAL PARTNERS



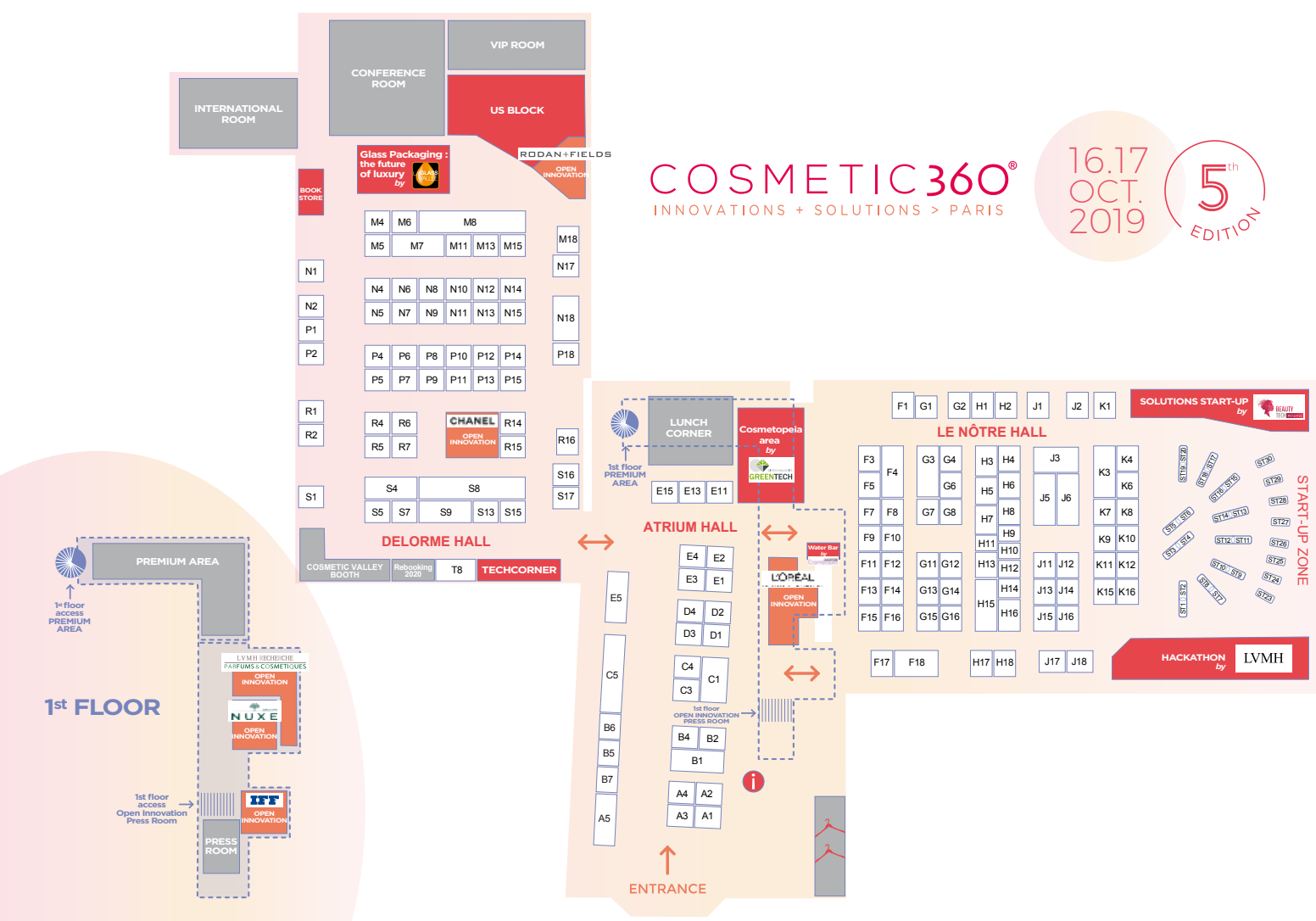
SCIENTIFIC PARTNER: CNRS

Represented on the trade fair's steering committee, the CNRS is the authoritative scientific partner of Cosmetic 360 in its endeavour to meet the greatest challenges of the fragrance and cosmetics industry, now and ahead.

A major research institute on the global stage, the CNRS has designated cosmetics a priority area for capitalising on scientific advances. In the world of French academia, CNRS leads the pack in number of patents filed. Together with its national technology transfer sister organisation, CNRS Innovation, it has put together a portfolio of 180 patent families spanning specialised technologies like vectorization, formulation, and 'dermocosmetic' systems.

This strategy, dubbed Focus Transfert (Transfer focus), was bolstered in 2015 through the creation of the Cosm'actifs research consortium (GDR3711), which now includes over fifty laboratories and concentrates its efforts in four main areas: sourcing (bioactive compounds and ingredients); formulation and vectorization; biological models and targets; and safety and spoilage prevention.

MAP OF THE TRADE FAIR



Helpful information

Trade fair management:

Director: Frankie Béchereau

Sales manager: Fanny Veau

Location:

Carrousel du Louvre

99 rue de Rivoli

75001 Paris

Dates:

Wednesday & Thursday, 16–17 October 2019

Hours:

9 a.m.–6 p.m.

Website:

www.cosmetic-360.com

Social media accounts:

@COSMETIC 360

@Cosmetic360

@cosmetic360

@cosmetic_360

Directions:

• By métro:

Lines 1 and 7. Stop at 'Palais Royal–Musée du Louvre', and take the 'Carrousel du Louvre' exit.

• By car:

Carrousel-Louvre car park.

• By bus:

Lines 21, 27, 39, 48, 67, 68, 69, 72, 81, 95. Get off at the 'Palais Royal–Musée du Louvre', 'Palais Royal–Comédie Française' or 'Musée du Louvre' stops.