

- Press Kit -

FIFTH ANNUAL COSMETIC 360 TRADE FAIR

A GLOBAL SHOWCASE FOR INNOVATION IN THE
FRAGRANCE AND COSMETICS INDUSTRY

16.17
OCT
2019

5th
EDITION

PARIS
CARROUSEL
DU LOUVRE

SNEAK PREVIEW

THE 2019 EVENT IS ALL ABOUT INNOVATION IN THE FIELDS OF SUSTAINABLE DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY (CSR)

An emblematic branch of French business and a world leader, the fragrance and cosmetics industry is getting ready for the Cosmetic 360 international trade fair in Paris on 16 and 17 October 2019. The fair, which takes place at the Carousel du Louvre and is driven by the Cosmetic Valley competitiveness cluster, is now a key event for this booming industry whose growing number of consumers is expected to increase by 40%, reaching 6.3 billion by 2030.

The standpoint of the fifth annual fair is very evident: to respond to **issues related to sustainable development and CSR, which are a priority today for the fragrance and cosmetics industry, and to bring together in France the major players in global innovation**, who are increasing their initiatives in all fields: cosmetics ingredients, tests and analyses, formulation, packaging, connected beauty, etc.

HERE ARE JUST SOME OF THE HIGHLIGHTS TO LOOK FORWARD TO AT THE 2019 FAIR:

ACTIVIST BEAUTY, a new conference programme featuring economic, social and environmental aspects of the CSR strategies of businesses in the sector with, in particular, eagerly awaited presentations by Johnson & Johnson, L'Oréal Research & Innovation and APTAR.

The **"SUSTAINABLE BEAUTY CHALLENGE"** hackathon, organised with the support of the **LVMH group and its Maisons – LVMH, GUERLAIN, PARFUMS CHRISTIAN DIOR, SEPHORA and KENZO PARFUMS** – which will enable 50 students to take part in a debate about a sustainable vision of luxury cosmetics for 2025 (carbon impact, eco-design, environmental impact, etc.)

NEW APPROACHES TO SOURCING NATURAL RAW MATERIALS with a presentation of the cosmetics sectors established in producer countries, in particular Colombia, Japan, Madagascar and Malaysia. Hosted in the Cosmetopoeia area with biotechnology pioneer Greentech, a profoundly committed, green and ethical business from Clermont-Ferrand (France), which has become a world leader.

**220 EXHIBITORS,
5,000 VISITORS,
MORE THAN 50
COUNTRIES REPRESENTED,**

WITH 25% INTERNATIONAL EXHIBITORS. THEY INCLUDE: GERMANY, CHINA, KOREA, GREAT BRITAIN, ITALY, JAPAN, MALAYSIA, NEW ZEALAND, SWITZERLAND, TAIWAN AND MORE!

• A VISITORSHIP OF HIGHLY QUALIFIED PROFESSIONALS, 47% OF WHICH ARE DECISION MAKERS (CEOS, MARKETING DIRECTORS, R&D DIRECTORS, PACKAGING DIRECTORS) SEEKING OUT INNOVATIVE IDEAS FROM AROUND THE WORLD.

PLASTIC-FREE PACKAGING makes a powerful début at the fair with **the PaperTouch project** resulting from academic research (the LGP2 laboratory at the University of Grenoble) and its innovative process for producing interactive paper which opens new horizons in the field of luminous, interactive packaging. Another highlight, **Glass Valley**, will present glass-manufacturing techniques. **This infinitely recyclable material with high potential for the future** is undergoing a resurgence in the industry due to its energy-efficient performance.

BEAUTY 4.0, with the launch of the BEAUTY HUB due to open in early 2020 at the future Maison Internationale de la Cosmétique in Chartres. Under the guidance of industry professionals, **this platform devoted to innovation in cosmetics** offers start-ups and established businesses access to guidance by experts from the sector. It will provide a comprehensive package of services: co-working, exchanges, environmentally responsible practices, technology transfer, experimentation by means of rapid prototyping, access to innovation, etc.

THE US BLOCK: this year the fair 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 information on indie brands, inclusive beauty, e-distribution, CBD-based cosmetics and wellness the American way. A preview will be given of the first ever make-up printer, **Mink Printer**.

POSITIVE BEAUTY, a strong new trend amongst cosmetics consumers who are particularly attentive to environmental concerns and the pursuit of well-being. Don't miss: **SUPERFOODS**, star cosmetic ingredients, **HAIR CARE** which is developing to include an ever-increasing number of products... and also a great many **innovations for sensitive skin**, always more vulnerable to the surrounding environment (pollution, etc.) and stress.

THE START-UP ZONE, overflowing with ideas and dynamism, where young businesses can benefit from the services of a **pop-up accelerator, Start-up Solutions**, which provides access to its many experts for exhibitors and visitors, free of charge: Beauty Tech Chartres, BPI, Caisse d'Épargne, Cosmetic Angels, INPI, Dev'up Centre-Val de Loire, Go Capital, the Prefecture of Paris, and The Place by CCI28.

OPEN INNOVATION SERVICE featuring six leading industry names: **CHANEL, IFF, L'ORÉAL RECHERCHE & INNOVATION, LVMH RECHERCHE, NUXE, and RODAN + FIELDS.**

This exclusive service is a real springboard for project initiators from all countries (30 countries represented this year), who are given direct access to managers from some of the biggest names in the industry: 200 meetings are planned over the two-day event. Meetings can be scheduled on the Cosmetic 360 website. www.cosmetic-360.com

INTERNATIONAL: Fifty countries will be represented at the fair, which will host numerous foreign delegations and two major symposiums: The fourth **Cosmetics Clusters meeting**, an annual gathering of the Global Cosmetics Cluster, brings together over a hundred industry professionals from the 25 clusters in this international network of cosmetics hubs; And the fifth annual **China International Cosmetics Cooperation Forum – Paris Summit**, organised by China Cosmetic Newspaper; Open to all visitors, it offers an arena for Franco-Chinese discussions on major market trends.

MADE IN FRANCE: The national COSMETIC VALLEY hub has three pavilions, representing the know-how of the three leading regions for French cosmetics: Centre-Val de Loire, Nouvelle-Aquitaine and Normandy.

THE COSMETIC 360 AWARDS reward the finest innovations in each of the fair's six specialised categories: RAW MATERIALS; OEM, FORMULATION & LABORATORY EQUIPMENT; TESTING & ANALYSIS; PACKAGING & MANUFACTURING EQUIPMENT; RETAIL & BRANDS; COSMETIC INDUSTRY SUPPORT FUNCTIONS.

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.

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

- **GREENTECH**
Platinum sponsor and Cosmetopoeia zone partner
- **LVMH**
Gold sponsor, Hackathon and gala evening partner
- **BEAUTY TECH CHARTRES**
Gold sponsor and start-up programme partner
- **BEAUTÉVILLE**
Gold Sponsor
- **RODAN + FIELDS**
Gold sponsor and Year of the United States partner
- **DEV'UP**
Gold sponsor