

COSMETIC360®
EXPLORING INNOVATION

e-COSMETIC360®

Initial recap of e-Cosmetic 360 show An exceptional edition marking a new wave of cosmetic innovation

Press release

Chartres, 14 October 2020

This year's exclusively digital edition of Cosmetic 360, the international show for fragrance and cosmetics industry innovation, was held on 12 and 13 October. Dubbed **e-Cosmetic 360**, its theme was **'mindful innovation'**, and it was the first main event of the "Semaine de la Relance Cosmétique" a week dedicated to jump-starting the cosmetics industry—to be followed by the National Cosmetics Conference on 15 October. The impact of industry changes, major social and environmental challenges of our time, and the COVID-19 pandemic were all apparent at **e-Cosmetic 360**.

Following is a summary of this year's highlights.

Over 100 product innovations, raw materials, services, and technologies, and a focus on three big trends that have surfaced this year:

1. **green beauty** = environmental conscience
2. **beauty tech** = connected conscience
3. **test performance** = deep conscience

New contactless technology, formulations to treat skin irritation caused by face masks, organic products, alternatives to petrochemicals, bio-based and zero-waste packaging, short supply chains and upcycling approaches, personalized refill units, connected objects, AI developments, and digital solutions for the factory of the future, as well as many more industry innovations, were notable features of this event dedicated to the exploration and reinvention of cosmetics. **While you may participate in online exchanges until 27 October, you can also view e-Cosmetic 360 event recordings through the web platform.**

Cosmetic Valley's '4.0 show' was a smashing success: AI, webinars, chat sessions, videos, and virtual stand displays (e-totems)—all on a rich and intuitive digital platform—promoted interactions between parties around the world.

Exhibitors offered visitors more immersive, virtual showcase environments through which to discover their trailblazing solutions. Visitors were able to virtually explore the show, discover each innovation, interact with the exhibitors they choose, and participate in a large number of instructive webinars and conferences.

Here are the initial figures:

- over 55% international exhibitors
- 67 countries
- 21,800 interactions, including contacts, meetings, unique visits of exhibitor pages, and participation in exhibitor webinars and conferences*
- 110 exhibitors, including
 - SMEs, which made up the majority
 - 16 start-ups
 - large firms, e.g. L'Oréal, LVMH, Dachser, Hitachi, and Veeva
 - CRNS and university research laboratories

The **e-Cosmetic 360** show is one of the very few in our industry to have been held this year in an unabridged format. It is the result of a decision taken very early on by the Cosmetic Valley competitiveness cluster, organizer of Cosmetic 360, to preserve the event's spirit of innovation and collective emulation through a digitally enhanced experience. Cosmetic Valley hopes to welcome attendees of **the next Cosmetic 360 trade fair on 13 and 14 October 2021 in person**, and registration is now open.

e-Cosmetic 360 AWARDS:

The 2020 e-Cosmetic 360 Awards recognize the best innovations presented by this year's exhibitors in each of the following categories: Products, Raw Materials, Services, and Technology.

Winners

1. Raw Materials: **HERBAROM (France)**
2. Products: **JANGUP SYSTEM (South Korea)**
3. Services: **KAIOSID (Switzerland)**
4. Technology: **PERFECT CORP (Taiwan)**

Finally, to reflect the unique format of e-Cosmetic 360, the e-Exhibitor prize was inaugurated this year, recognizing the exhibitor who generated the most contacts. It was awarded to **Global Beauty Consulting (France)**.

About the Cosmetic 360 trade fair and its organizer Cosmetic Valley:

Cosmetic Valley represents a major sector of the French economy, yielding the nation's second largest positive trade balance, directly employing 246,000 people, and generating €45 billion in turnover. It brings together a network of 3,200 companies, both SMEs and industry giants, and offers them specialized support for expanding their presence on foreign markets, finding partners, and securing research funding; opportunities to innovate; business intelligence resources; and visibility on the national and international levels. The French government has entrusted Cosmetic Valley with national coordination of the cosmetics industry.

Since 2015, the Cosmetic 360 international cosmetics innovation show has been its star event. The only gathering of its kind that can claim French governance, Cosmetic 360 has traditionally been held at the Carrousel du Louvre in Paris, where it welcomes over 5,000 visitors coming from 60 countries to meet 300 French and international exhibitors who represent large companies like LVMH, Shiseido, Johnson & Johnson, Chanel, and L'Oréal; SMEs; and start-ups. Conferences held at Cosmetic 360 address current issues and topics of interest with industry relevance. There are designated areas for visitors to discover and test products and materials that are shaping the industry expertise of today and will define the aesthetics of tomorrow. In the Open Innovation zone, major buyers can meet with representatives of SMEs and start-ups to form partnerships. Cosmetic 360 is the cosmetics show for all industry players and all industry priorities, and it illustrates the coordinating role played by the Cosmetic Valley competitiveness cluster.

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