PRESS KIT

INTERNATIONAL SHOW e-COSMETIC 360

THE GLOBAL SHOWCASE FOR INNOVATION

in the fragrance and cosmetics industry in 4.0

100% digital edition to experience online!
12th-13th OCTOBER 2020

HOW TO LOG IN?

If you don't have an account yet: https://www.cosmetic-360.com/en/pages/visitor-registration-57.html

If you already have an account: https://cosmetic360.app.swapcard.com/

SUMMARY

General presentation: e-COSMETIC 360, Innovating mindfully

Mindfulness, full focus on innovation fields and trends

Fields of innovation 2020

Trend 1: Green Beauty

Trend 2: Beautytech

Trend 3: Test performance

Mindfulness, full concretisation of networked innovation

Exhibitor Webinars

e-Bar of trends

Sharing experiences from the e-COSMETIC 360 forum

Launch by Business France of the « Relance Export tour cosmétiques »

Mindfulness, full foresight for innovation

Conferences: « Innovating mindfully»

Open innovation zone

Tech Corner zone

« Solutions Start-up » Zone

Cosmetic Awards

Launch of the 6th edition of the « The Cosmetic Victories » contest

Appendices

Gold Sponsors

Its organizer : Cosmetic Valley

GENERAL PRESENTATION

e-COSMETIC 360, Innovating mindfully

A flagship edition in an exceptional period



e-COSMETIC 360, INNOVATING MINDFULLY

AT THE HEART OF THE NEW GREAT ELAN OF COSMETIC INNOVATION

With 246,000 direct jobs and a turnover of 45 billion euros, COSMETIC VALLEY federates a major sector of the French economy which constitutes the second positive balance of our trade balance. The pole brings together a network of 800 members, giants or SMEs, to which it offers targeted support in the conquest of third markets, the search for partnerships and research funding, opportunities to innovate, economic intelligence resources and national and international visibility. It received from the State the mission to coordinate the cosmetic sector at the national level.

Since 2015, the international cosmetics innovation fair, Cosmetic 360, has been its flagship event. It traditionally takes place at the Carrousel du Louvre in Paris, welcoming more than 5,000 visitors from 60 countries to meet 300 exhibitors, French and international, from major groups (LVMH Recherche, Shiseido, Johnson & Johnson, Chanel, L'Oréal) SMEs or startups. Forward-looking conferences, each led by a team of experts and industrialists, address topical issues and issues of interest to the sector. Entertainment areas invite visitors to discover and test products and materials that mark the aesthetic know-how of today. An Open Innovation space allows clients to meet SMEs and startups and initiate partnerships. « Cosmetic 360 » is the appointment of the sector in all its components and challenges, a showcase of the structuring action exercised by the pole.

In this particular year marked by a global health crisis, given the importance of this « totem event » in the life of the pole, the interest of the sector, which is now an unmissable event made up of discoveries, of meetings and exchanges between cosmetic stakeholders and Cosmetic Valley wanted to position this international show as one of the major tools of *« recovery through export »,* Cosmetic Valley decided to maintain the 6th edition of Cosmetic 360 on October 12 and 13, 2020. The stakes were simple. For the cluster, it was not only a question of taking up the challenge of a show which, for the first time, would switch to *« all digital ».* but also of making it, with General states of the cosmetics industry *« Les états généraux de la filière parfumerie-cosmétique »,* on the 15th October, and the simultaneous announcement of the winners of the *« Cosmetic Victories »* prize, one of the three flagship events of the *« relaunch week»* that it will open.

Today, more than ever, Cosmetic Valley is positioned as an ecosystem of inspiration, innovation, and projection of the sector towards a winning future!

As such, this 4.0 edition of Cosmetic 360, made possible by virtual technologies, Al, interactivity and remote access, is indeed one of the flagship events of the economic recovery.

THE RED THREAD OF THE 2020 E-COSMETIC 360 EXHIBITION: INNOVATING MINDFULLY

Innovating mindfully? One might wonder about this almost Rabelaisian slogan and worry, in these troubled times, for our souls threatened with ruin. For the world of cosmetics, we will give it a more optimistic meaning. To have an innovative conscience is first of all to be open and receptive to what is happening both outside and inside our industrial sector. Let the trends, the echoes, the signals come to us. Let creativity, out of the box thoughts, express itself.

For our sector and those who support it, this consists of making oneself available to welcome the changes of the weather (external constraints and emergencies, new paradigms, new uses), or exploring what is happening in other economic sectors, to seek new business opportunities, more in line with the expectations of our society (personalization, naturalness, well-being ...) and strengthen our capacity for innovation, our research priorities to meet them.

Innovating mindfully, we wanted to make this formula a strong symbol, the banner of this edition.

It will therefore bring together the actors of cosmetics around the major contemporary issues: the need of consumers to give meaning to their consumption, the rise of naturalness, the need to protect natural resources, the growing challenge of the circular economy, the emergence of new technologies that are promising and respectful of man and his environment, the need to constantly reinforce security, transparency and authenticity of products, the need to find new sensorialities in a more holistic approach to well-being, the need to meet the challenge of the omnichannel, or to meet new societal expectations.

« Innovating mindfully » resonates particularly in the context of the COVID-19 pandemic. It speeds up our awareness of weak signals. It makes us take into account the changes in progress. It has real and lasting effects on consumer expectations, uses and practices. It requires cosmetic players, from upstream to downstream, to hasten the generation of new visions and new tools for innovation, both modern and responsible, universal and affordable.

Innovating mindfully EXPLORE and REINVENT (oneself), these are the constant, one could say eternal missions of cosmetic players, occasionally in each company and collectively at the level of the sector. The e-COSMETIC 360 fair wants to help them do this.

More than 100 French and international exhibitors — start-ups, SMEs, major groups and academic players — have responded despite the difficult context of the health crisis. They will be there to represent and inspire the « new cosmetic era », with their latest innovations, with potential projects for the future especially in the 3 key areas that are « green beauty », « beauty tech », test performance. Chats, videos, interactive exchanges, personalized itineraries will be the keystones through which digital technology will play its full role to continue to generate e-meetings essential to the dynamism of the sector, maintain a friendliness and thus continue to live our event which is a major event for the profession.

COLLECTIVE WEALTH FOR A PLURAL, ALL-ROUND INNOVATION AND A STRONG, WINNING, COMMITTED REBUILDING

Since 2015, Cosmetic 360 has stimulated innovation by promoting encounters, discoveries, exchanges and cooperation.

With this digital edition, if the usual big meetings of the show will take place to create a healthy emulation between the participants (course of conferences, Tech Corner in partnership with the CNRS, « Open innovation » zone, « Solutions start-up » zone, presentation of « Cosmetic Awards » and launch of the international competition « Cosmetics Victories »), e-COSMETIC 360 will also offer fully digital activities to go further in stimulating partnerships. Nearly 40 webinars will promote the sharing of experiences and demonstrations of know-how, in order to develop new collaborations, and a digital space will be specially created to glean the latest « trends and inspirations » that impact the cosmetics of today and tomorrow, the eC360 Forum.

Going further, the Cosmetic Valley competitiveness cluster, in this unique year, wants to give decisive impetus to a winning revival for the cosmetics sector. This will go through a week of events dedicated to achieving this goal:

First with the e-COSMETIC 360 show during which, in addition to the activities presented, the State's export operator, Business France, will carry out an exceptional « Relance Export Tour Cosmétique », at the forefront of information on market situations and economic opportunities.

Then, by organizing an unprecedented event, on October 15 in Paris, the General states of the cosmetics industry « États généraux de la filière cosmétique ». A major event that brings together all actors in the sector, of all sizes, from all professions, public and private, it will be dedicated to the construction of new models and the presentation, before the public authorities represented at the highest level, of « concrete recovery measures », to boost innovation and promote the economic recovery of « made in France cosmetics »

This 2020 COSMETIC 360 edition, which will take place in digital format due to the health crisis, is becoming an unprecedented opportunity to innovate, with a collective impetus that is essential for the entire French perfumery and cosmetics industry in mindfulness of a transformed world.



e-COSMETIC 360 : KEY FIGURES 2020

103 Exhibitors of which 55% from abroad

11 nationalities represented :

South Korea, Canada, United Kingdom, Taiwan, Germany, Japan, Switzerland, Spain, France, United States, China

- 16 Start-up
- **38** Webinars organised by exhibitors
- 4 Conferences «Innovating mindfully».
- 5 e-COSMETIC 360 Awards:
 - Raw materials
 - Products
 - Services
 - Tech
 - Special "digital exhibitor" prize
- 200 Meetings between innovation project leaders and big cosmetics names
- **200** Open Innovation Applications

MINDFULNESS, FOCUS ON INNOVATION AREAS AND TRENDS

MORE THAN 100 INNOVATIONS IN PRODUCTS, RAW MATERIALS, SERVICES AND TECHNOLOGIES

FOR 3 MAJOR
TRENDS IN
COSMETIC
INNOVATION:
GREEN BEAUTY,
BEAUTY TECH
AND TEST
PERFORMANCE



INNOVATION AREAS OF THE 2020 e-COSMETIC 360 EDITION

In order to represent the cosmetics sector and its many players as widely as possible, the show is proud to present more than one hundred innovations representing the following four universes:

- Product Innovations universe relating to innovations directly linked to the final product: packaging, formulation, finished products, brands, bio-sourced, biodegradable, recyclable, eco-design, solid cosmetics, waterless, clean beauty, sensory innovations, microemulsions, innovative formulations, vectorisation....
- Raw Materials Innovations universe relating to innovative approaches in the promotion and marketing of ingredients presented this year, "cosmegreen", new approaches to the microbiome, biosourced ingredients, biotechnologies, biomimicry, upcycling, natural antimicrobials, microbiome booster, biocompatibility, ...
- Service Innovations universe relating to services of the cosmetic ecosystem: ex-vivo tests, mechanisms studies, global objectification, eco-design, imaging, in silico measurements, sensory studies, selection support tools, co-creation platform, traceability, logistics, etc.
- Innovations Tech universe relating to new technologies, AI, integrated in cosmetics and their use: AI, digital diagnosis, virtual reality, digitalisation of processes, connected objects, 3D printing, data management, IoT

This range of innovations of all kinds will showcase the wealth and diversity of the most up-to-date news, inventions and research in the sector from around the world.

Within this panel, three major trends are undeniably emerging: green beauty beauty tech test performance.

TREND 1: GREEN BEAUTY, ECO-CONSCIOUSNESS

This edition will definitely be that of the growth of Green Beauty. Faced with more ecoconscious consumers and seeking transparency on the origin of ingredients and formulas, industry players are moving towards innovations that minimize their environmental footprint and meet the challenges of the planet.

REDUCING THE CONSUMPTION OF RESOURCES: THE WATER CHALLENGE

The growth in the number of water-stressed regions makes it necessary to question the limited planetary resources. With cosmetic products composed essentially of water and plant active ingredients from water-intensive productions, the sector is largely confronted with the problem. Solid-form cosmetics are a first step in rethinking a more responsible cosmetics, and the use of ingredients grown on arid lands is another.

ALOESOL — Organic Aloe Vera Sourcing from Southern Spain — SPAIN

As a single point of contact for a multitude of independent producers, Aloesol ensures the traceability of the product from planting to processing, bottling to customer delivery. The brand offers a natural Aloe Vera, 100% European, cut and processed on demand in southern Spain, in an eco-responsible approach thanks to a low carbon impact and guaranteed without chemical treatment.

NS RETAIL — PETITFEE Agave Cooling Hydrogel Eye Mask — SOUTH KOREA

Hydrogel is an eye mask with nourishing extracts of agave leaves and blueberries. Indeed, agave has a large water storage capacity, while blueberry has 10 superfoods that allow excellent protection of the skin, such as anthocyanin and phytochemicals.

GBC — GLOBAL BEAUTY CONSULTING - FRANCE

Zero waste skincare range, GBC offers 5 solid and/or reusable products to take care of the body and the planet. The brand uses biodegradable raw materials, tested using the BioDScreen method.

REUSE AND RATIONALIZE : SHORT CIRCUITS, RECOVERY OF CO-PRODUCTS AND UPCYCLED INGREDIENTS

In order to minimise its environmental footprint, the sector is now turning to the circular economy. Short-circuit supply or valorisation of agricultural by-products have many advantages: no need to farm new land, reduction of agricultural waste, additional income for the farmer, reduction of the environmental impact of transport and 100% made in France.

PERLE DE GASCOGNE — FRANCE

Established for more than 4 generations, on the lands of Pujols in the southwest of France, the Clavié family cultivated hazelnuts before launching, in 1995, in the manufacture of hazelnut oil. Today, focused on the circular economy, sustainable development and the valorization of co-products, the family produces rare and high-end cold-pressed virgin oils for cosmetics, food and nutraceuticals. 99% of virgin oil production comes from organic seeds and flowers sourced less than 50 km around the plant.

HERBAROM — « Nobles Résidus » — FRANCE

Herbarom recovers apple pomace, a waste product from a Norman cider factory, to produce 22.3% organic distilled water, 99.3% organic certified by ECOCERT according to the COSMOS standard. Integrated in a circular economy path, sourcing in a "sustainable" way and developing "upcycled" products, the brand creates a product rich in precious active ingredients in cosmetics, with a fruity and sweet fragrance.

CLOUD BEAUTY INNOVATION HUB — Stoneco Tech Biodegradable Packaging — TAIWAN

Stoneco-Tech is revolutionising the field of packaging materials. The brand has created a material composed of over 70% CACO3, naturally present in rocks, and 30% recyclable resin, which reduces the use of plastic by 70%. In 600 days, this packaging is 100% degraded.

TRANSPARENCY OF FORMULAS AND ALTERNATIVES TO PETROCHEMICALS

In search of simplicity and transparency, consumers track down controversial ingredients using rating applications. Faced with these new consumer habits, the industry must find alternatives to meet this need for transparency and reassure consumers.

SURFACTGREEN — CosmeGreen ES1822+ — FRANCE

Surfact Green launches the first COSMOS & NATURE certified hair care surfactant (conditioning effect) offering equivalent or better performance than oil-based alternatives. With a more environmentally friendly profile, it is low in ecotoxicity and easily biodegradable.

JRS RETTENMAIER — Natural thickeners and stabilizers alternatives to plastic — FRANCE

Natural thickeners and stabilizers are alternatives to plastic. Multifunctional, they can be used as emulsifiers and recreate silicone-like textures. Reducing plastic helps protect the oceans.

TREND 2: BEAUTY TECH, CONNECTED CONSCIOUSNESS

Driven by Asian players in particular, Beauty Tech is taking a new turn with increasingly « intelligent » products and technological innovations to meet new needs in terms of hygiene.

ARTIFICIAL INTELLIGENCE AND CONNECTED OBJECTS TO ASSIST USERS.

Customer relations and the beauty routine of consumers are revisited through Al and the use of connected objects. In the future, artificial intelligence will enable consumers to measure the benefits of the care they apply on a daily basis thanks to high-tech connected objects. For brands, this data is one more opportunity to better personalise their advice.

GCS Co., Ltd. — LEAF FUSION PLASMA — SOUTH KOREA

Leaf Fusion Plasma is a 6-function skin care device using plasma technology. It creates micro channels in the pores of the skin, safely with a minimal amount of ozone, and opens transdermal micro channels in the skin. Thanks to the AI, the user can communicate with the device in real time, telling it how to use the functions and treatments.

CHOWIS — Dermochoice Al-Powered Beauty Counselor — SOUTH KOREA

Dermochoice Al-Powered Beauty Counselor is a cross-platform skin diagnostic system based on CHOWIS Al technology and a BigData algorithm. The system is available on PC, tablet and smartphone. It can analyse many skin parameters such as pores, wrinkles, dark circles and spots. The system can recommend products on the basis of the analysis results and log on to any product page. Dermochoice can be integrated into any website.

AMAROS CO., LTD. — Dermaroller TM set — SOUTH KOREA

The DERMAROLLER is a new concept of roller skin treatment device for PE (electroporation). Using the NNN™ (need no needle) technology which applies innovative complex intermediate frequencies.

HITACHI VANTARA — Smart Manufacturing — USA

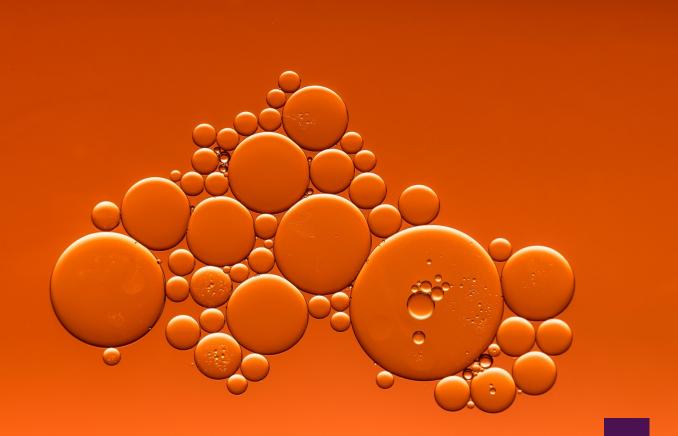
A true factory of the future, the brand presents a whole range of digital solutions, services, tools and technologies to transform data into real information to improve operational performance. Using design thinking, ethnography and advanced operations analysis, Hitachi develops hypotheses and then creates a prototype solution.

TECHNOLOGY FOR A POST COVID WORLD

Wearing a mask and barrier gestures change the relationship with cosmetics by obscuring part of the face. Hygiene and the absence of contact to avoid contamination are now the rule. To compensate for the end of in-store testers, contactless solutions are appearing, thus transforming the customer relationship in its entirety.

PERFECT CORP — Non Touch Virtual Makeup Try on features — TAIWAN

Perfect Corp. adds innovative new contactless virtual makeup trial features for a more hygienic instore shopping experience. There are now four new contactless options for trying makeup products: gesture control, voice activation, face detection and virtual lipstick colour sample.



TREND 3: TEST PERFORMANCE, DEEP CONSCIOUSNESS

Stress of the pandemic situation and wearing the mask have strong consequences on the skin and the radiance of the complexion. Dry skin with too low hydration level, « greenhouse effect » of skin in contact with bacteria, can lead to a change in cellular metabolism. Industrialists working on the development of ingredients or finished products, strongly oriented by this context, therefore need more efficient biological tests to determine their effectiveness

CEREVAA — Determination of active ingredients efficacy by NMR — FRANCE

The company is developing a device to measure the hydration provided by an ingredient or finished product thanks to an innovative technique for molecular measurement of cell metabolism. Cerevaa is also working on the valorisation of vegetable raw materials, and is looking for test methods that provide a global vision of the effects of an ingredient on the skin without specifically targeting a predefined mechanism or marker. It is no longer just the anti-ageing or anti-stain effect of a product that is studied, it is possible to define all the possible claims of an ingredient or product as a whole.

ELYSIA BIOSCIENCE — Find the mechanism of action and claims for your active ingredient in a single experiment — FRANCE

In a single experiment, innovation makes it possible to find the mechanism of action and claims of an active ingredient, while verifying its efficacy and non-toxicity. It also makes it possible to study the impact of a product on protein expression and is therefore an essential step in obtaining data to make strategic development decisions.

BIO-HC-A global and integrated approach for the assessment of senolytic / senostatic potential on cellular senescence — FRANCE

Bio-HC has developed a study system evaluating the ability of cosmetic ingredients to reverse cell senescence (the halting of a cell's ability to divide associated with the development of age-related signs and complexion radiance) by targeting different markers.

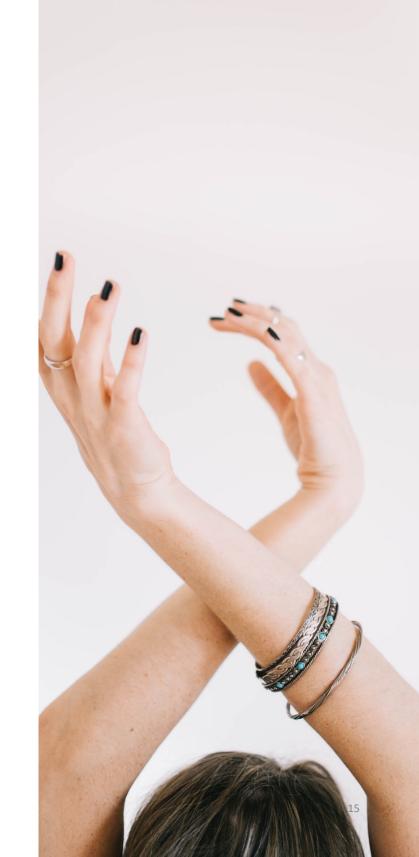
MINDFULNESS, FULL CONCRETISATION OF NETWORK INNOVATION

Exhibitor Webinars e-Bar of trends

Cosmetic Clusters meetings

Sharing experiences from the e-COSMETIC 360 forum

Launch by Business France of the « Relance export tour cosmétiques »



WEBINARS TO DIVE INTO THE HEART OF INNOVATION

In the special conditions of this year 2020, e-COSMETIC 360 has sought to enrich its usual program thanks to its digitized format. Thus, the e-show allows up to four simultaneous broadcast streams offering exhibitors the possibility to organise webinars in order to share their expertise and know-how with visitors.



MONDAY OCTOBER 12

9:15 - 10:00 AM

- Make your own brand_Private Label! "Skincare Cosmetics Manufacturer & OBED BIO Cellulose Face Mask" / HNB BIO — Gloria Nam et Jay Park
- Peel your skin! MEDI-PEEL guarantees your skin confidence. / SKINIDEA CO., LTD. Bobby
 Nam et Sarah Kim

10:00 - 10:45 AM

- Dermo cosmetics for the whole family: innovating to always offer more safety, efficacy and sensoriality / LABORATOIRE SHADELINE
- InSIliBio & Elysia Bioscience: The synergy that optimizes your R&D / INSILIBIO & ELYSIA BIOSCIENCE — Maxime JOUAUD
- Du in silico at the clinic, a 360° offer in the evaluation of barrier and hydration functions of the skin / BIOALTERNATIVES — Maxance VANDEVYVERE

11:00 - 11:45 AM

- < THESERA > Noninvasive Melting Thread Lifting Treatment / MR INNOVATION CO., LTD. Daimy Jeong

12:00 — 12:45 AM

- Global skin&hair analysis devices company Aram Huvis, Leading innovation for the future / ARAM HUVIS CO., LTD. — Kyu Jin Lim et Soon Young Song
- High-functioning Hydrogel Mask sheet, No dripping or overflow of essence, Cruelty free / LALA BEAUTY COSMETICS — Hyeongjun Je et Donghoon Seul
- China's New Cosmetic Supervision and Administration Regulation (CSAR) and Upcoming Rules / CHINA BEAUTEVILLE — Ms Yunyan LI et Ms Vian Fang

1:00 — 1:45 PM

- Organic camellia oil the sustainable impact of a cosmetic ingredient in a small Japanese island / JAPAN COSMETIC CENTER — Kaori Mita
- HYUNJIN C&T CO. which aims to achieve customer satisfaction through innovation in skin science / HYUNJIN C&T CO., LTD. — Hyo Chul Yang
- COSMETIC Factory: expert software to handle the entire lifecycle of your cosmetic products / ECOMUNDO — Sylvain DE BACKER

3:00 - 3:45 PM

- Biohacking chronic bad sleep / LIPOTRUE Claire Bertrand
- Why JRS plant & ocean based ingredients are good alternatives to plastics? / JRS RETTENMAIER — Nathalie FAYOLLE

4:00 — 4:45 PM

How to give your cosmetics-creation workflow a digital makeover / CHEMSTER — Udo EBERLEIN

TUESDAY OCTOBER 13

9:00 — 9:45 AM

- $-\,$ Leader in eco-friendly cosmetic packaging of the world / UNIPACK KOREA CO., LTD.
 - Brian Jung
- Korean high quality and various cosmetic packaging goods like Airless Bottles and sprays.
 / CHONGWOO CO., LTD. Jiwon Baek
- Innovative package of JANG UP SYSTEM / JANG UP SYSTEM CO., LTD. Sonny Kim
- Taiwan selected natural ingredients & innovative high efficient delivery system
 / IMDERMA LAB Mark Huang

10:00 - 10:45 AM

- Reinventing skincare journey with Beauty AI technology / PERFECT CORP Sylvain Delteil
- Senolytic activity: cleanse skin senescent cells / MIBELLE Vincent Briffaut
- Make your skin mask-friendly / GREEN TECH Edith Filaire
- GCS

12:00 — 12:45 AM

- Hight Quality Makeup Brushes from Japan / UYEDA BISYODO co.,ltd M. Yoshitaka UEDA
- Save your skin and earth using our Reusable 100% Organic Cotton Puff / BLOSSOM M&C
 co.,ltd Do Hyoung et Gyeong See Woo
- KARATICA is a cosmetic customized for skin containing innovative ingredients / KARATICA co.,ltd - Ye Eun Kim et JoonHo Jeong
- A leading brand in cosmetics for sensitive skin / DERMA CENTRIC Jiwon Park

1:00 - 1:45 PM

- Japanese Traditional / Advanced Decoration Technology / KATANI co., ltd M.Keiichi KOMORI
- PhytoCodine® Natural Messenger Peptides to Reprogram Skin Structure / LIPOID Stefan Bänziger, PhD
- Clinical and in vitro tests for finished products and ingredients cosmetics / IDEA TESTS
 CHEMBERY Jasmine Shah, Yann Chilvers et Sylvain Backer

3:00 - 3:45 PM

- Cosmetic Innovators: become the growth engine & bring agility to the Cosmetics Industry / VEEVA - David Egée, Ariane Divetain et Nicolas Chomette
- CBD: the exciting new perspectives for the cosmetic industry / SPECTRUMS Europe (FR) Quentin Chauve
- Whitening Agents in Cosmetic: from molecules to societal uses / CNRS (FR) Marie-Emilie Arrault
- Opportunities for Digital Transformation in the Cosmetics Industry / HITACHI VANTARA LLC

4:00 - 4:45 PM

- Life is beauty full! My feel good essentials / DSM NUTRITIONAL PRODUCTS FRANCE Olivier Garet et Laetitia Marlier
- Citrus Pack New Biobased Packaging / PLASTIPOLIS Carolina Peñalva

UNDERSTAND THE AIR OF TIME IN e-BAR INSPIRATION

Cosmetics Inspiration & Creation, a Trends and Beauty Innovation Consultancy agency, presents a beauty insperation e-Bar. A journey around the new trends deciphered around the world, to inspire your innovation process. An e-sensory journey and an immersion in the world of tomorrow's beauty.



GLOBAL COSMETICS CLUSTER- EUROPE







Coordinated by Cosmetic Valley, the Global Cosmetics Cluster – Europe project carries a common European strategy to boost the internationalisation of SMEs in the perfumery and cosmetics industry.

A real acceleration programme dedicated to SMEs is deployed to accompany them in their access to the markets of South Korea, the United States, the United Arab Emirates, India and Mexico.

This 2-year programme is co-financed by the European Union's COSME programme and set up in partnership with AEBB (Portugal), Beauty Cluster Barcelona (Spain), IKMIB – Istanbul Chemicals and Chemical Products Exporters Association (Turkey), Polo della Cosmesi (Italy), Transilvania Lifestyle Cluster (Romania).

https://europe.cosmeticsclusters.com/







COSMETICS CLUSTERS MEETINGS TUESDAY OCTOBER 13, 2020: 1 PM TO 2:30 PM

Cosmetics Clusters Rendez-Vous is the annual meeting of clusters organised by the international network Global Cosmetics Cluster.

This fifth edition will highlight the new governance of the Global Cosmetics Cluster, take stock of past actions and present the 2021 action programme.

Following the Cosmetics Clusters Rendez-Vous 2019, which were the ground for a collective reflection, the members of the Global Cosmetics Cluster worked together on new perspectives to deploy, perpetuate and energize the network!

The counters are reset, all clusters belonging to the value chain of the perfumery and cosmetics industry are invited to participate in this meeting and to get involved in the Global Cosmetics Cluster's international network dynamics.

As a reminder, Global Cosmetics Cluster is the first international cluster network dedicated to cosmetics innovation. It aims to support collaboration between clusters in the cosmetics industry at the international level (exchanges of good practices and knowledge, support for the development of the global cosmetics industry, complementarity of services offered by each member cluster), facilitate the internationalisation of VSE/SMEs (international development of the member actors of each cluster, interactions between the actors of the network of each member cluster), be the international reference for expertise in cosmetics (actor in the safeguarding of skills and traditional know-how. Federate all the clusters operating in the cosmetics sector at a global level, holding all the skills in the value chain of the sector thanks to the diversity of the member clusters and their network).

https://cosmeticsclusters.com/

SHARE YOUR EXPERIENCES ON THE e-COSMETIC 360 FORUM SO THE FAIR CAN KEEP ITS LEGENDARY CONVIVIALITY!

Faithful to its main mission, to facilitate exchanges, e-COSMETIC 360 opens a new feature « Share your experiences » which allows everyone, visitors and exhibitors alike, to exchange on four discussion threads:

How to innovate for the ecological transition (clean processes, recycling, upcycling, co-products, decarbonation, energy efficiency, water use, short circuits...)?

Moderator: Cosmetics industry

How to innovate for the digital transition (Al, data, block chain, IOT, robotics, mechatronics, augmented reality, 5G, connected factory...)

Moderator: Premium Beauty News

The role of collaborative innovation within our sector (open innovation, decompartmentalisation, technology transfer, public/private research, start-ups, relations between principals and subcontractors, pooling of equipment, etc.)?

Moderator: Cosmetic Valley

How to address new consumers (e-commerce, market place, consumer experience, omnical distribution, social sellings, transparency, video streaming, consumer actors, devices, etc.)?

Moderator: Cosmetic Valley

« RELANCE EXPORT TOUR – COSMÉTIQUE » A GRAND PREMIERE!



To enable companies in the cosmetics sector to find out about the terms and conditions of the Export section of the Relaunch Plan dedicated to the sector and the latest market news for the Covid period, BUSINESS FRANCE EXPORT TEAM is organising the first RELANCE EXPORT TOUR COSMETIQUES in partnership with COSMETIC VALLEY at the e-COSMETIC 360 trade fair.

The RELANCE EXPORT TOUR COSMETIQUE will enable companies in the cosmetics industry to prepare their strategy to regain markets with the following measures:

- To be informed on the evolution of the cosmetic markets by the implementation of a sectorial watch at world level:
- Amplify its international visibility by setting up an e-window French offer in Cosmetics " Offre française en Cosmétique ";
- To project itself on the export market thanks to an ambitious France Export Programme with nearly 25 physical and digital BtB events in the cosmetics sector in 2021;
- Deploy a local presence on foreign markets through an adapted V.I.E.((Volunteer for International Businesses) formula.

MONDAY OCTOBER 12

9:30 AM — Presentation of the Cosmetics Recovery Plan

Frédéric ROSSI, Managing Director of Business France

Team France Export TV platform:

Find our experts: local market, regulations, REX of established French companies

10:00 AM — China & Hong Kong leading the recovery of the cosmetics market

Mélanie GAUDIN, Export Manager - Chine & Hong-Kong

Farah FLITI, Head of regulatory studies

Anaïs GRIMM, Export Manager at Quiriness

10:30 AM — New market situation in North-East Asia - Korea, Japan and Taiwan

Mikako SHIINA, Export Project Manager - Tokyo Office

Melitza GUENEE GARCIA, Head of regulatory studies

11:00 AM — The new face of beauty in ASEAN - Thailand - Malaysia-Indonesia

Lyslie LEGENDRE, Export Project Manager - Thailand Office

Marianna SIVALIANT, Head of regulatory studies

2:00 PM — France: leading supplier to the United Arab Emirates

Maya GHACHEM, Development Officer United Arab Emirates

Sana GHABRI, Head of regulatory studies

2:30 PM — Germany: beauty goes green & the "new" Europe, Central and Eastern Europe, a market to conquer

Mélanie LOZANO, Export Project Manager - Germany Office

Katarzyna PIETROWSKA, Head of Pole Warsaw Office

Farah FLITI, Head of regulatory studies

3:00 PM — West Africa: conquering a young and dynamic market (Nigeria and Ivory Coast)

Mounir ALHOZ, Country Director Nigeria

Edouard SEILLIER, Development Officer Ivory Coast

Sana GHABRI, Head of regulatory studies

4:00 PM — Beauty consumption transformed by the crisis in the United States?

Lucie BRUNO, Development Officer - San Francisco Office

Emmanuel FRITSCH, Head of North America Operations - Ecomundo (Regulatory)

David DURAND, General Manager - NAOS North America



MINDFULNESS, FULL PROSPECTIVE FOR NETWORK INNOVATION

The historic events of COSMETIC 360 in digital version

Conferences « Innovating mindfully »

Open innovation zone

Tech Corner Zone

« Solutions Start-up » Zone

Cosmetic Awards

Launch of the 6th edition of the « The Cosmetic Victories » contest.



CONFERENCES « INNOVATING MINDFULLY »

Cosmetic 360 attaches great importance to encouraging the exchange of good practices between the different sectors, thus nourishing everyone's thinking. For this 2020 edition, the e-fair has chosen to study the research and innovation movement around four prospective visions, on the following themes:

Societal impact: working for the common good, putting people back at the heart of concerns, taking into account the value of transmission to new generations, restoring confidence in humanity.

Environmental impact: preserving biodiversity, favouring short circuits, local, new energies, ecological transport, saving resources, taking into account the entire life cycle of the product in a different way.

Economic impact: redefining growth, redeploying production, investing in territories, enhancing participatory financing, integrating the inclusive, social and solidarity economy, initiating new technological models (blockchain)...

Impact company organisation: reconsider employee/employer relations, employment, work organisation, management, enhance know-how, capitalise on a new collective adventure.

CONFERENCE PROGRAMME

The conferences will be hosted by the Cosmetics Inspiration & Creation agency.

MONDAY OCTOBER 12

11:00 AM - 12:00 PM

Biomimicry = Nature inspired innovation

Speaker: Kalina Raskin, Director of the Centre for Studies and Expertise in Biomimicry

Biomimicry is an interface between sustainability, biodiversity, convergence between energy sobriety, performance management and quality management methods, and is a source of sustainable innovation. Kalina Raskin will share her experience of living organisms and her thoughts on their links with innovation.

1:00 PM - 2:00 PM

How can companies help mankind find its place in the technological world?

Speaker: Olivier Babeau, President and founder of the Sapiens Institute

Every day, science reveals intoxicating discoveries. Tomorrow the blind will regain their sight, the deaf will hear, the paralytic will run faster than Usain Bolt. Our era is, at the same time, frightening and marvellous. Being human was once a fact and a constraint. Tomorrow, being human will be a choice. The challenge of the century is to reinvent man's place in the world. It will be the task of caring companies to become trusted partners in this new art of living.

TUESDAY OCTOBER 13

11:00 AM - 12:00 PM

Business as unusual, what progress for tomorrow? Putting innovation at the heart of the society of tomorrow?

Speaker : Christophe Lienard, Director of Innovation, Bouygues Telecom

Demographic growth and urbanisation, climate change, digital and technological transformation, changes in uses: the major industrial groups are questioning the preparation of companies to face these 21st century challenges: give priority to growth? To technology? To resources?

2:00 PM - 3:00 PM

Eco-design and positive impact: new brand commitments

Speaker: Pascal Brousse, founder of l'Agence Trend Sourcing

Brands and companies are scrutinised in detail by consumers in search of absolute transparency. One of today's major trends is "green lifestyle". How can it contribute to our approach to innovation in beauty and health? Through a panorama of examples (companies, products, retail...), we will see how brands are taking a position to innovate in an eco-responsible way.

OPEN INNOVATION : MEETINGS TO STIMULATE INNOVATION!

The e-COSMETIC 360 trade fair is a major meeting place for start-ups, SMEs and large companies in the cosmetics sector, and provides an opportunity to exchange ideas on tomorrow's innovations. The Open Innovation service has always been designed to facilitate meetings so that all innovative projects can benefit from the various areas of expertise present and concretise possible collaborations. In this way, each player can « challenge » its innovation and understand the expectations of cosmetics companies and project leaders. The aim of this system is to stimulate innovation within the framework of a win-win relationship. This will also be the case during this 2020 edition.

Since 2015, more than 1,200 projects from 35 different countries and 500 meetings have been organised!

This year, L'Oréal Research & Innovation and LVMH Research will meet the nuggets of innovation.

How the Open Innovation service works:

From 20 May to 31 July: free online submission of applications Nuggets are invited to register on the Open Innovation platform.

September: meetings organisation

The major groups select innovative projects and solicit candidates for meetings on the platform.

12th and 13th October: e-Cosmetic 360 organisation

The selected candidates will be able to present their project to large companies in a private virtual room for 30 minutes.

TECH CORNER IN PARTNERSHIP WITH CNRS PIT-SLOPE METHODE





Each year, the Tech Corner showcases cutting-edge technology in partnership with the CNRS. After the success in 2019 of the Paper Touch packaging innovation, it is the turn of CÏSC02, a research group from the University of Lille, to **surprise us with a new method for characterising surfactants**. Ubiquitous in cosmetic preparations, surfactants have combination properties and the ability to modify surface/interface tension. It is notably thanks to them that cosmetic products have a foaming or emulsifying function.

Why is it so important to characterize surfactants? The characterization of surfactants in order to « choose » the best alternative to a specific application is complex. Since 1949, there is the HLB (or Griffin scale) which consists in assigning a number between 1 and 20 to each surfactant. But this method has limits, especially for compounds of complex structure. The PIT-Slope method makes it possible to characterize them in a complex mixture as a cosmetic product. CiSCO2 has developed a simple method to characterize all surfactants in relation to a reference surfactant (C10E4). The method is based on the disturbance of the phase inversion temperature (PIT) of the reference system by the surfactant to be studied and allows to quantify the hydrophilic/hydrophobic power of the surfactant with a numerical value called PIT-Slope

Four demonstration sessions are planned:

Monday October 12 at 9:15 am Monday October 12 at 4:00 pm Tuesday October 13 at 11:00 am Tuesday October 13 at 4:00 pm

« SOLUTIONS START-UP » : THE SHOW'S POP-UP INCUBATOR

More and more young companies are coming to shake up the beauty market with innovations that impact the entire value chain, from development to production, from consumption and distribution modes to marketing and packaging.

e-COSMETIC 360's « Solutions Start-up » is the ideal space for these start-ups to showcase their creations and network. It is also an opportunity for them to immerse themselves in the dynamics of Beauty Tech Chartres, an ecosystem dedicated to supporting young innovative companies in the sector, and to take advantage of the many services offered at the show.

The « Solutions Start-up » service is open to start-ups, but also to all visitors of the show. This ephemeral accelerator provides numerous experts from support to financing: Beauty Up, l'Institut National de la propriété industrielle, la Région Centre-Val de Loire, Go Capital, Cosmetic Angels, Bpifrance, The Place by CCI 28, la Caisse d'Epargne Loire-Centre, Dev'up Centre-Val de Loire.

The « Solutions Start-up » service offers free support to project leaders and early-stage start-ups in launching their projects. The aim is to enable them to transform their ideas into concrete achievements by providing support, from the submission of the idea to financing solutions, via incubation and networking solutions, in order to embark on the adventure of creation.

e-COSMETIC 360 AWARDS AWARDS TO CELEBRATE INNOVATION

The e-COSMETIC 360 Awards 2020 recognise the best innovations presented at the e-show by exhibitors in each of the following areas of innovation:

- Products
- Raw materials
- Services
- Tech

NEW IN 2020. IN CONNECTION WITH THE DIGITALISATION OF THE SHOW : BEST E-EXHIBITOR

For this 100% digital edition of e-cosmetic 360, a special prize will be awarded to the best digital exhibitor. He will receive the award in the e-Expert category.

The winners are chosen by a jury composed of leading journalists of the profession on the innovative character of the project presented and on the marketing quality of the e-totem innovation.

WHAT ARE THE SELECTION CRITERIA?

The criteria take into account both the innovative aspect of the project with criteria such as the added value for the cosmetics sector, the relevance for the target market and the interest for the consumer; but also the marketing aspect as the choice of the title of the innovation, the visual cue and clarity of the description.

THE 2020 JURY IS COMPOSED OF:

- Oonagh Phillips, Editor-in-Chief BW CONFIDENTIAL
- Pierre Monnier, journalist for EMBALLAGES MAGAZINE
- Nicolas GOSSE. Editor-in-Chief INDUSTRIE COSMÉTIQUES
- Véronique LOUIS, EXPRESSION COSMETIQUE
- Doria MAIZ. Editor-in-Chief EMBALLAGE DIGEST
- Silvia MANZONI, Italy press correspondent MFF FASHION
- Ariane GOLDET, journalist, editor and Beauty, Fitness & Health consultant for EXPRESSION COSMETIQUE
- Vincent GALLON, Editor-in-Chief PREMIUM BEAUTY NEWS
- Motoko TANI, correspondent BEAUTY TECH JAPAN

THE e-COSMETIC 360 AWARDS 2020 **WINNERS ARE**

CATEGORY RAW MATERIALS:

HERBAROM

French company

HERBAROM

Solution for revalorisation of cider mill residues Development of an apple pomace water that can be used in cosmetics : an extract 99.3% organic certified by ECOCERT according to the COSMOS standard.

Keywords: Upcycling, Biosourced, ecodesign



CATÉGORIE PRODUITS :

JANGUP SYSTEM

Korean company



Refillable packaging to integrate several types of liquid make-up (several colours, textures...) Key words: rechargeable, reusable, personalisation, nomadic, etc.

Products sponsored by



CATÉGORIE SERVICE :

KAIOSID

Swiss company



Invisible traceability solution integrated into the packaging, enabling all stages of product manufacture to be traced.

Packaging provides an additional function, gives information to the consumer and gives credibility to the producer (fight against counterfeiting).

Key words: traceability, information in the value chain. reassuring the consumer. counterfeiting, exchange with the consumer for the brand.

Services sponsored by Trade[×]

o

Elegant and efficient traceability solution

CATÉGORIE TECH :

PERFECT CORP

PFRFFCT

Taiwanese start up

Virtual reality application to virtually try on make-

Offers a "don't touch" version with voice activation (no more need to touch) and a rendering adapted to the wearing of the mask.

Keywords: Virtual reality, "including touch", make-up, point of sale

Tech sponsored by





THE e-EXHIBITOR AWARD WILL BE PRESENTED

AFTER THE EXHIBITION

LAUNCH OF THE 6th EDITION OF THE COSMETIC VICTORIES CONTEST

On the occasion of e-COSMETIC 360, the 6th edition of the international The Cosmetic Victories contest will be launched. This contest rewards and promotes innovation projects applicable to the perfumery and cosmetics industry of all types: technologies, processes, products, services...

Two prizes will be awarded, each worth €10,000, with support from the Cosmetic Valley cluster :

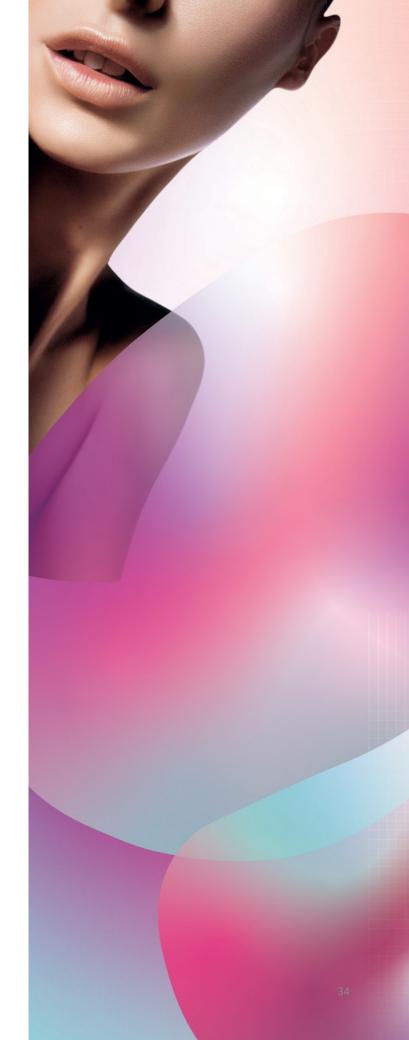
Academic prize for the most relevant research project that responds to the new technical challenges of the cosmetics industry (projects from PhD students, post-docs, researchers, scientists).

Industrial Prize, for the best cosmetic innovation of the year (projects from industrialists, entrepreneurs, start-ups and innovative SMEs)

APPENDICES

SPONSORS GOLD

ITS ORGANIZER : COSMETIC VALLEY



SPONSORS GOLD







ITS ORGANIZER : COSMETIC VALLEY

The Cosmetic Valley association was created in 1994 by a group of small and medium-sized companies wishing to promote synergies in the short circuit and share the values of the French brand internationally. Labelled a competitiveness cluster since 2005, it has been mandated by the French State since 2014 to coordinate the national perfume and cosmetics industry. Cosmetic Valley's teams are now based in the Centre Val de Loire (Chartres), Normandy (Caen) and Nouvelle Aquitaine (Bordeaux) regions. They work in close collaboration with clusters, associations and professional federations in the sector.



In France, Cosmetic Valley integrates all the links in the sector, from the cultivation of medicinal or aromatic plants to the packaging and distribution of finished care, make-up, perfume and hygiene products.

Cosmetic Valley is the first cluster dedicated to the perfumery and cosmetics industry in the world. Its model is now spread around the world and Cosmetic Valley benefits from a worldwide network of connected clusters dedicated to the development of innovation and international partnerships in the field of perfumery and cosmetics.



PRESS CONTACTS:

Agence PPR - cosmetic360@pprww.com

Scandra Haïf - 06.30.09.79.38 - 01.56.03.12.10 Maeva Cousin - 06.46.62.38.57 - 01.56.03.14.32