

#### PRESS KIT

COSMETIC 360, THE INTERNATIONAL TRADE FAIR FOR INNOVATION

Artificial Intelligence in the spotlight

12 and 13 October 2022

CARROUSEL DU LOUVRE (PARIS)

COSMETIC360°

LET'S EXPLORE INNOVATION

ÉDITION

## EDITORIAL DO ANDROIDS DREAM OF ELECTRONIC MAKE-UP! ?

Once confined to the pages of science fiction novels, Artificial Intelligence (AI) has spread from the writings of Wells and Kubrick, Asimov and Spielberg to buggies, watches and coffee makers. Algorithms have migrated from supercomputers to become embedded in our daily routines. They recommendations. Suggestions. decisions. So that we now can't manage without them. Including in the cosmetics industry. This is not the only change we are having to contend with. Economic shifts, the digital revolution, environmental concerns, new geopolitical balances - everything is gathering pace. Barely has the new even arrived than the old already disappears. In this broad-scale redefinition of concepts and frameworks, science will play a decisive role. At the scale of our industries and our products, its significance cannot be overstated.

In the face of such progress, the alternative is simple. Either watch from the platform as the train hurtles past us or climb aboard to steer it ourselves. Cosmetic Valley is not known for being a fan of overcautious strategies. The cluster has said it time and again: it wants to support the industry as it embraces the major transitions. That's why we have decided to make AI the headline theme of Cosmetic 360 2022. Al pioneers from across France and abroad will be joining us at the exhibitor stands - most of them for the first time. The French National Centre for Scientific Research (CNRS) will tell us how AI is already revolutionising skin analysis. Avant-garde leading lights of AI working inspiringly for all will be coming together in the Paris Region. This is also the first time that the Cosmetic Awards will include a special Al prize.

What we need to realise is that Al will not just be a technological revolution. It is a new frontier for our workshops and factories, our shops and online sales, our customers and suppliers. Its applications in the cosmetics sector are already delivering new solutions, with tremendous potential, right across the spectrum: formulation and crafting of

fragrances; tests and measurements, development of experiential, interactive marketing; hyperpersonalisation of advice and products and adjustment of stocks and supply.

In this strategic area, we have fallen behind the United States and China. So, at a time when the European Commission wants to make Europe the global standard-bearer for trustworthy Al that brings growth, Cosmetic Valley is ready to play its part as a driving force in breaking new ground, to inject fresh impetus into our sector, with a single goal in mind: to retain our competitive edge and our leadership, since both are inextricably linked.

Yesterday, the building blocks of our prosperity were Versailles and the Loire Castles, Picasso and Matisse, Proust and Hugo, Christian Dior and Yves Saint-Laurent - in a nutshell, our culture, our heritage and our civilisation: the famous French way of life! They remain essential to our image and reputation. But tomorrow, the four pillars that draw suppliers and customers to us, which embody "Made in France" - the authenticity of our ingredients, performance of our innovations, safety of our customers and protection of our brands will be shored up and demonstrated, gaining legitimacy in America and Asia, thanks to science, progress and modernity. The battle will not only be fought in the *metaverse*. This is a new dimension that the public consciousness - i.e. public opinions, mentalities and society at large, which judges us, appraises us and chooses us - is in the process of taking on board. And there's not a moment to lose to make sure we feature front and centre. That is the price of excellence.

#### Marc-Antoine Jamet

President of Cosmetic Valley

<sup>1</sup> We remember the novel of the great American writer, Phillip K. Dick, "Do Androids Dream Of Electric sheep?" (1968) and its film adaptation by Ridley Scott "Blade Runner" (1989).

#### **CONTENTS**

FOREWORD	P. 4
The trade fair at a glance	P. 5
•	
ARTIFICIAL INTELLIGENCE, THE FUTURE OF BEAUTY, IN THE SPOTLIGHT	P. 6
<ul> <li>Al innovations - Focus on Exhibitors</li> </ul>	P. 9
<ul> <li>Tech-corner, THE place to find out the latest innovative technologies with the CNRS</li> </ul>	P. 14
<ul> <li>Open Innov', where project leaders can meet with major companies in the cosmetics industry</li> </ul>	P. 15
o "SupplyChain4ResponsibleBeauty", the hackathon dedicated to the supply chain	P. 18
<ul> <li>The "Al for Cosmetics in the Paris Region" space</li> </ul>	P. 19
o "Beauty & Artificial Intelligence"	
a unique programme of conferences addressing the subject of Al	P. 20
THE ECO-RESPONSIBILITY IMPERATIVE, THE DUTY OF FRUGALITY	P. 25
<ul> <li>Eco-responsibility innovations - Focus on exhibitors</li> </ul>	P. 26
<ul> <li>Cosmetopeia Discovery, a spotlight on cosmetopeia for the 2022 edition</li> </ul>	P. 33
Greentech Experience, the odyssey of cosmetics ingredients	P. 34
THE NEW WELLNESS ERA, OASIS OF SERENITY	P. 35
Wellness innovations - Focus on exhibitors	P. 37
COSMETIC 360, THE NEXUS OF INNOVATION FOR COSMETICS	P.38
<ul> <li>The COSMETIC 360 Awards Event</li> </ul>	P. 41
<ul> <li>Start-up Zone, discovering the hidden gems of tomorrow's beauty</li> </ul>	P. 44
<ul> <li>Cosmetic 360 factory: A spotlight on the industry's innovative machines!</li> </ul>	P. 45
<ul> <li>Cosmetic Valley Editions celebrates 5 years in publishing</li> </ul>	P. 46
COSMETIC 360 PRACTICAL GUIDE	P. 48
Detailed trade fair programme	P. 49
o Мар	P. 51
<ul> <li>Cosmetic 360 sponsors</li> </ul>	P. 52
<ul> <li>About Cosmetic Valley</li> </ul>	P. 56

## FOREWORD COSMETIC 360, AI CENTRE-STAGE AT THIS 8<sup>TH</sup> EDITION



COSMETIC 360 is a place for global innovation, a flagship event for the industry, its stakeholders and public and private partners.

For this 8<sup>th</sup> edition, the international trade fair COSMETIC 360 will highlight the game-changing nature of Artificial Intelligence in cosmetics: blazing a radical new trail in science, production, sales, customer experiences and anticipation.

The latest trends in our society will take pride of place in this edition through two other key themes for the sector:

Eco-friendly practices, with new cosmetic solutions for saving resources: solid cosmetics, bio-based formulations and upcycling.

The new Wellness age, with innovations in terms of wellbeing enhancing the cosmetic experience, new sensory appeal and new care ranges for the body and mind combined.

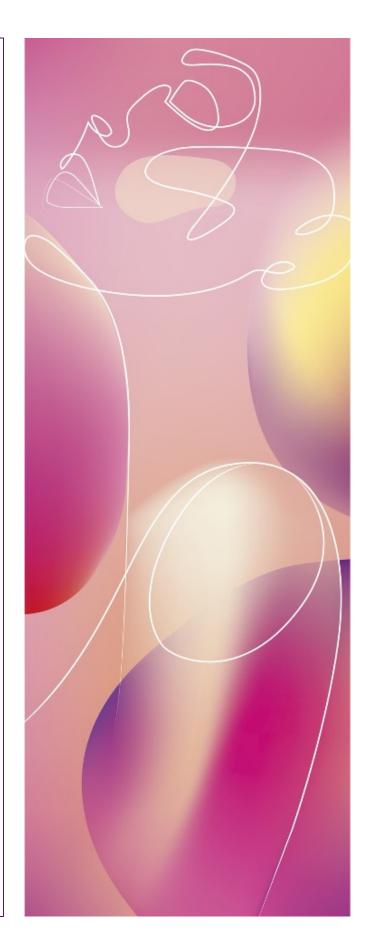
The innovations showcased at COSMETIC 360 will uphold the values of 21st century Cosmetics, within an enhanced and matured industry: universal usefulness, human well-being, environmental responsibility, creative freedom and scientific confidence.

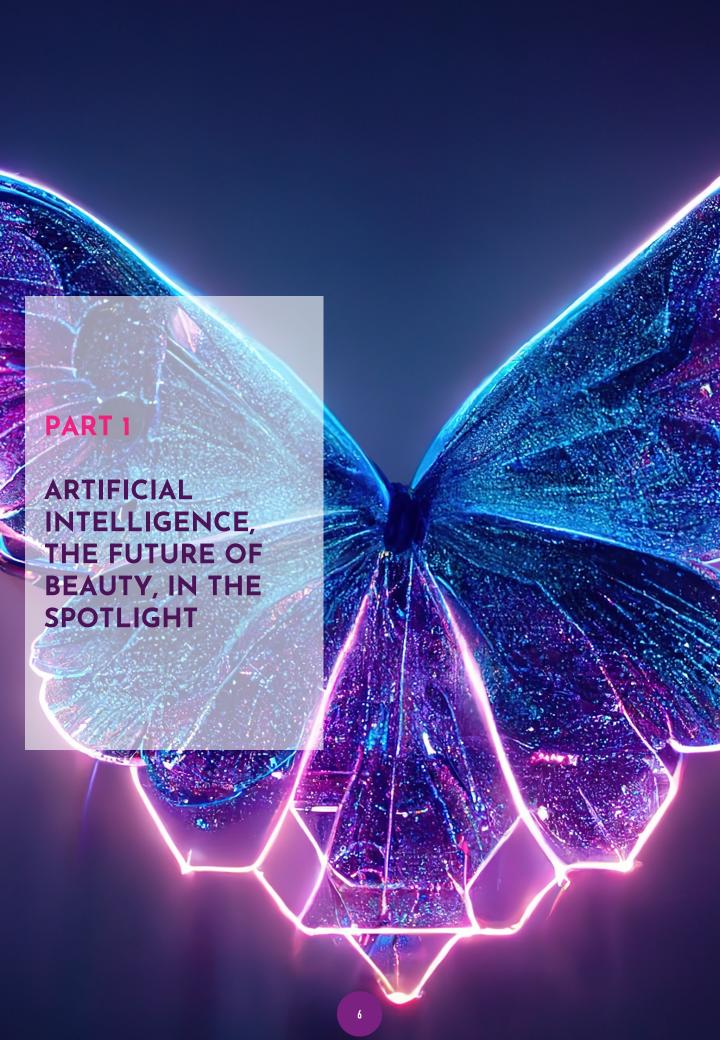
## THE TRADE FAIR AT A GLANCE

o 220 exhibitors

Including 20% from abroad Representing 16 countries, including one South Korean and Thai pavilion

- 30 start-ups in the village
- 6 regional pavilions:
   Brittany, Centre-Val de Loire,
   French Guiana, Normandy,
   Nouvelle-Aquitaine and
   Paris Region
- o 7 Cosmetic 360 awards
- 4,500 international decision-makers expected





## ARTIFICIAL INTELLIGENCE, THE FUTURE OF BEAUTY, IN THE SPOTLIGHT

With AI the headline theme of COSMETIC 360 this year, biotechnology experts, programmers and data, personalisation, digital technology and biological system modelling specialists are poised to connect us to new worlds. Science and technology are clearly making a quantum leap forward!

But this is also with a view to better connecting us with ourselves and with others - a key role of cosmetics. New experiences in-store and for consumers will be unfolding in our day-to-day practices - they should inspire confidence, which is a key value of the 21st century beauty industry.

For the first time, some thirty pioneering Al businesses from France and abroad will be joining the exhibitors at the COSMETIC 360 trade fair to unveil innovative solutions on three main themes:

- PREDICTION: Al algorithms can predict buying behaviour and therefore sales, molecular activity, product quality as well as production problems and anticipate maintenance operations...
- PERSONALISATION: Al-led skin analysis, adaptation of the most effective products to meet consumer

needs, continual learning to tailor responses in real-time. This is also about augmented customer experiences.

 DECISION SUPPORT AND REDUCING "TIME TO MARKET": through data visualisation and analysis for making informed decisions.

Artificial Intelligence is full of promise for the future of beauty, from marketing to industrial competitiveness.



To help visitors quickly identify the AI theme at the trade fair, a "Butterfly" symbol indicates which exhibitors, sessions and areas are devoted to AI.

## AI AND POTENTIAL FOR GROWTH OF THE COSMETICS INDUSTRY

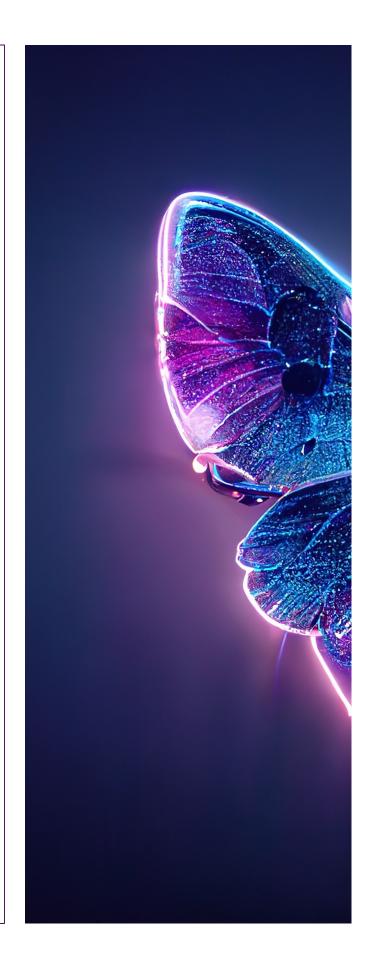
With global revenues for its market expected to reach USD 500bn in 2023<sup>[1]</sup>, Artificial Intelligence is set to pave the way for new solutions with tremendous potential right across the cosmetics sector:

- Formulation and crafting of fragrances, with swift assessment of the regulatory compliance of formulas, the possibility of predicting the properties of chemical molecules or of assessing the impression of consumers sampling a fragrance;
- Tests and measurements, improving experiments, for instance, by analysing behaviours and reactions in light of previous experiments;
- Development of experiential, interactive marketing, such as the design of smart mirrors for testing makeup or harnessing the metaverse in combination with social media, gaming, NFTs, virtual reality and AI;
- Hyper-personalisation of advice and products, by cross-linking the biological, environmental or emotional data of a specific consumer;
- Adjustment of stocks and supply by processing reams of purchasing data or identifying production problems using automated image recognition technology.

[1]https://www.silicon.fr/intelligence-artificielle-500-milliards-2023-432263.html

# AI INNOVATIONS FOCUS ON EXHIBITORS

- Industry 5.0
- Predictive testing
- Skin analysis
- Customer experience & Sales



#### **INDUSTRY 5.0**

#QUALITY CONTROL

#PREDICTION

#SAVING RESOURCES

BOSCH REXROTH SAS (France) - LA 10

INDUSTRIAL MACHINE - Pure Cleaning is an ecofriendly cleaning solution combining Artificial Intelligence, optical sensors and an automation platform, for more effective data collection, savings of more than 20% in the volume of water used and 50% faster cleaning time.

#### GREENTROPISM (France) - DD71

RAW MATERIALS - By monitoring the cosmetic active ingredients/raw materials used and flows in real time and issuing warnings about process irregularities, this tool guarantees the quality of the components used. Predictive modelling combines spectroscopic information with other influential parameters. It thus improves bioreactor processes and controls and optimises their production. It not only monitors and checks the microbiological quality of water but also combats counterfeiting and adulteration, which is when inferior components are added.

#### CHEMINTELLIGENCE (France) - DC44

**FORMULATION** - This Al-based formulation software has been designed to develop formulas while keeping experimentation to a minimum; it analyses past tests with a view to suggesting the most relevant experiments to perform next.

THE GOOD FACE PROJECT (United States) - DD41 FORMULATION - Designed around a database cataloguing 150,000 ingredients with 15 dimensions of ingredient safety and efficacy, this solution enables chemists to develop formulas from scratch using technology providing ingredient intelligence (cost of ingredients) and regulatory feedback.

#### SCORTEX (France) - LA18

TESTING & ANALYSIS - Founded in 2016, the Parisian start-up has developed automated visual inspection technology powered by Al algorithms that can learn (deep learning) and detect defects on the parts of a production line.

Scortex stands out as a leader with a strong track record, offering data-led solutions developed to be used easily by operational teams.

#### ANOTHERBRAIN (France) - DD73

INDUSTRIAL MACHINE - PHOSPHOR® Quality is the innovative vision quality control solution for Industry 4.0. Extremely flexible and user-friendly, it learns continually with no need for Big Data, from a small sample of compliant parts, empowering it to detect production defects that could never previously be seen. Demonstration with a robot on the stand.

#### NIAGARA (France) - DB47

SERVICES - This no-code interface designed for non-techs can capture, provide and store, in real time, any data format (paper, pdf, machines, IoT, PLC, CnC, historian, ERP, etc.) and map production sites to produce a digital twin of them. By setting thresholds and alerts for each layer of the factory, it can improve production and implement predictive maintenance and machine learning.

#### FABRIQ (France) - DB49

SERVICES - This Al-led lean management solution enables routine detection and digitisation of problem-solving requests. Fabriq has the world's largest problem-solving database which can generate a knowledge base for accelerating corrective action.

#### LIBR (France) - DC40

SERVICES – This consulting and services platform dedicated to the cosmetics industry connects subcontractors with their customers thanks to Artificial Intelligence. Its aim is to determine the needs of beauty brands and to recommend the best subcontractor to them. LIBR plans to incorporate Al into its expert advice to ensure the perfect fit between the project manager and the service provider so as to reduce prospecting time and speed up a new cosmetic's time to market.

#### PREDICTIVE TESTING

#### #FORMULATION OPTIMISATION #FASTER TIME TO MARKET #CUSTOMER EXPERIENCE ANTICIPATION

ECOMUNDO (France) - FA 35

SERVICES – This virtual assistant helps to accelerate the market launch of cosmetic products. Ecomundo provides a hybrid Al solution, combining an expert system (ES) and machine learning (ML) which predicts the result of the challenge test, in other words the efficacy of the preservation system. Because the system recommends areas for improvement, this solution plays a useful and reliable role as a formulation optimisation and support tool.

QIMA LIFE SCIENCES (France/Nouvelle-Aquitaine) - LD36

TEST - SKIN-BIOSENSE® is an innovative AloT solution which combines lab testing with analytical/predictive modelling. It can measure the antioxidant potential of cosmetics and assess their efficacy *in vitro*, ex vivo and in vivo. This technology is ideal for the screening of active ingredients, assistance with formulation and justification of claims.

GREENPHARMA (France/Centre Val de Loire) -LC29V

RAW MATERIALS - This platform taps into different types of data (Al-generated protein structures, molecules, natural sources, user data, biological activities, edible nature, IECIC conformity, etc.) at the start of the R&D project, for swift design of active ingredients.

PROVITAL FRANCE (France) - DC41

RAW MATERIALS – Artificial Intelligence is leveraged in conjunction with clinical tests to anticipate future consumer experiences and the emotional benefit of the active ingredient Wonderage.

SILAB (France/Nouvelle-Aquitaine) - LC30 - Conference on 13/10 at 1.00 p.m.

RAW MATERIALS - Thanks to the quantification of images in vitro, SILAB has developed deep learning models for automatically quantifying the information of images in vivo. These developments make it possible to optimise data interpretation for improving evidence of ingredient efficacy.



#### SKIN ANALYSIS

## #SIMPLIFICATION #ACCELERATION #AUGMENTED CUSTOMER EXPERIENCE

#### PERFECT MOBILE CORP (Taiwan) - FA28

TESTS - This sophisticated real-time skin analysis software is grounded in an ultra-fast algorithm and deep learning for enhanced user experiences. Users scan their faces in camera mode to detect 14 types of skin concerns in less than 2 seconds: spots, wrinkles, texture, dark rings, redness, etc.

#### CHOWIS (South Korea) - DB 48

TESTS - MySkinF.A.I.N delivers pro-quality results based on a full facial analysis. It analyses more than 10 parameters for a comprehensive analysis thanks to different lighting and Artificial Intelligence. Customers are recommended the best product based on the results.

#### DATACAPT (France) - LA34

SERVICES - Datacapt has been specially designed to cater to the specifics of cosmetic and dermo-pharmaceutical tests. An instrumental data processing module can analyse the results of measurements carried out using the Courage and Khazaka devices (Cutometer, Corneometer, Sebumeter, etc.) Tables indicating averages, standard deviations and statistical analyses can be generated in a click and integrated directly into study reports. They can be personalised in line with the company's brand guidelines. Datacapt reduces the time it takes to set up clinical trials by more than 60%.



#### **CUSTOMER EXPERIENCE & SALES**

#PERSONALISATION

#AUGMENTED CUSTOMER

EXPERIENCE

#PERFORMANCE

#PREDICTION

#DECISION SUPPORT

SOPOST (France) - LD14

BRANDS & RETAIL - SoPost enables brands to effortlessly conduct highly effective product sampling campaigns in line with relevant data analyses. Each experience is personalised based on the objectives of the campaign and intelligent, exclusive order filtering makes sure that no samples are wasted (advanced deduplication, shipping address validation and ability to detect low-quality requests). Data capture, post-trial consumer rating & review assessments and surveys provide powerful analyses and reports about sampling campaigns.

NWO.AI (United States) - DD72

BRANDS & RETAIL – This consumer intelligence software can predict consumer trends thanks to Al. The platform analyses over 93 million consumer signals at any given moment from different industries and notifies the companies of emerging trends before they become exponential.

#### GRAND SHOOTING (France) - DD70

BRANDS & RETAIL - Grand Shooting enhances the performance of sales visuals thanks to Artificial Intelligence. Production of photos and videos is now a decisive factor in the retail sector. Expert control of the quality of media and wideranging formats (eshop, marketplaces, Instagram, etc.) is a requirement for expanding online. Without the right support tool, oversights and errors can delay product launches, undermine the brand image and have a negative impact on sales.

The Grand Shooting technology detects errors to reduce launch times and speed up omnichannel development.

FENTECH (France) - DD74

BRANDS & RETAIL - DSales is Fentech's smart sales forecasting platform that helps retailers to anticipate day-to-day decisions by cross-linking exogenous data (competitors' data, weather data, etc.) with endogenous data (product characteristics, sales histories, prices and stock situations). DSales synchronises with ERP software to retrieve and update endogenous data. The algorithm analysing all of this data generates scenarios in which you can view sales forecasts, actions to take, notifications in progress and all the points requiring your attention.

O MY NOTE (France) - DB43

BRANDS & RETAIL - This voice assistant-enabled augmented shopping solution proposes an instructive, Al-guided experience for consumers in real-time to buy their favourite perfume anywhere, anytime.

LEVIA (France) - DD74

BRANDS & RETAIL - This Al semantic search tool can adapt content, enriching it in dialogues with customers: chatbot, semantic information searches and customer dialogue to bring together information depending on the dialogue with users.

MYRIAD (France) - DD72

BRANDS & RETAIL - Myriad personalises and improves the consumer experience. Al makes it possible to harness consumer data and their browsing data to personalise interactions in real time by displaying the right information at the right time.

# TECH-CORNER THE PLACE TO FIND OUT THE LATEST INNOVATIVE TECHNOLOGIES WITH THE CNRS

#### **DELORME HALL**

DEMONSTRATION EVERY 30 MINUTES (EACH ONE LASTS 15 MINUTES)

Each year, the Tech-Corner showcases cutting-edge technology in partnership with the CNRS.

After the success of the Paper Touch packaging innovation in 2019, the new CÏSCO2 method of characterising surfactants in 2020 and the "Touchy Finger" technology developed by the Laboratory of Tribology and Systems Dynamics (LTDS) in 2021, this year, Artificial Intelligence is coming to the COSMETIC 360 fair's Tech-Corner with the technology "SOAP".

Unveiled for the first time at Cosmetic 360, the AI technology "SOAP" is the fruit of research by the University of Strasbourg's ICUBE laboratory, including Dr Jihad Zallat (TRIO – Remote sensing, Radiometry and Optical Imaging team) and Dr Heinrich (IMAGES – Images, Modelling, Learning, Geometry and Statistics team).

This technology combines skin imaging and Artificial Intelligence to perform skin analyses and personalise products. Developed by the laboratory, this innovative device emits polarised light beams which penetrate the skin's layers at varying depths to capture information about it, according to a range of surface criteria such as appearance, roughness, collagen levels, hydration and dryness levels. This data can then be quickly thanks Artificial processed to Intelligence and Machine Learning to deliver a skin diagnosis. It will now be easier and faster to analyse skin vitality and spot skin disorders. This technological breakthrough will not only steer manufacture of a product but also consumers towards personalised formulas and advice based on this skin diagnosis.



#### **OPEN INNOV**

## WHERE PROJECT LEADERS CAN MEET WITH MAJOR COMPANIES IN THE COSMETICS INDUSTRY

**CHANEL** 

L'ORÉAL RESEARCH & INNOVATION



P&BGROUP PHARMA AND BEAUTY

The OPEN INNOV' service is an opportunity to present an innovation project and talk with experts from major cosmetics companies who have an open innovation policy and are eager to work collectively.

At this 8th COSMETIC 360 trade fair, Chanel, L'Oréal Recherche & Innovation and LVMH Recherche, joined for the first time by Pharma&Beauty Group (P&B), will be holding face-to-face meetings with 160 innovative project leaders from start-ups, microbusinesses, SMEs, mid caps or research laboratories to assess the value of the innovations, find out what the companies are looking for, set up a collaboration, work on a concrete application and contribute to growth.

The innovations presented can span the entire cosmetic value chain, including raw materials, measurements, testing, packaging, materials, formulation, industrialisation, finished products, logistics, retailing and more.

They can address key concerns of the beauty industry, such as natural and/or locally sourced ingredients (greentech, biotech, circular economy, upcycling, etc.); safety (toxicological and microbiological safety, quality, traceability, etc.); product performance (molecular, biological, physiological characterisation) and new

ranges in line with consumer expectations: personalisation, connected beauty and wellness services (haptics, neuroscience, etc.) provided by cosmetics.

Since 2015, more than 1,400 projects have been submitted from 35 different countries, and more than 600 meetings have been organised.

Registrations will be open at the trade fair to apply for the 2023 session of OPEN INNOV'.



#### **FOCUS**

## AI SHOWCASED AT THE TRADE FAIR BY THE INDUSTRY'S MAJOR COMPANIES

#### CHANEL

#### Al to personalise consumer products & services

Love it? Scan it! Find your perfect shade. Scan the colour of your choice on someone's face, in a magazine, on a poster or in the street. Within seconds, the brand new app LIPSCANNER will find the matching CHANEL lipstick.



#### Al to characterise product efficacy

The development of imaging instruments over the past couple of decades has radically changed how the efficacy of cosmetic products is assessed. Previously, conventional image analysis techniques enabled us to assess physical parameters like skin tone or texture and clinical dimensions like pigmentation or wrinkles. But the beauty industry, as a world of sensory experiences, is interested in more subjective, perceptual and holistic dimensions. The goal is to create a set of Artificial Intelligence models capable of quantifying seven holistic descriptors (Health, Energy, Strength, Glow, Tonicity, Vitality and Appeal) and to assess the product has on these descriptors.

RESEARCH & INNOVATION

#### Al for bespoke solutions

To achieve beautiful skin for everyone, Lancôme is committed to providing its customers with smart diagnostics, bespoke solutions and expert advice. In the context of developing its own Beauty Tech services, the brand has designed Skin Screen, an exclusive, cutting-edge skin analysis service for all women. Inspired by clinical studies and dermatologist-approved devices, Skin Screen is available at selected Lancôme counters.

P&BGROUP

#### Al for industrial optimisation

The goal is to accelerate flows and increase agility through the digitisation of new processes and data-led guidance. In keeping with the company's digital road map, Pharma & Beauty Group would like to convert data into information on which the company can act. The digital tools will focus on high-value-added activities whilst automating all low-value-added activities or tasks. All of the company's departments will be able to benefit from this development, which will instil greater efficiency in activities and processes, flexibility and agility, and significantly improve data privacy and cybersecurity. It will also actively support the company's growth.

# INITIATIVE LAUNCH OF THE CONTEST "EXPLORE OUTSIDE THE BOX"





On the occasion of the Cosmetic 360 trade fair and with support from the Cosmetic Valley competitiveness cluster, the Institut Français du Design (IFD) and L'Oréal France have announced a partnership in the competition EXPLORE I Outside the box for graduate students.



The competition aims to capture the views of younger generations on new uses/behaviours related to an inspiring and optimistic social issue. For the 9th edition 2022/2023, the competition theme is based on the L'Oréal group's stated purpose: "Create The Beauty That Moves The World".

The initiative will involve a dozen French institutions of higher education in design, applied arts, fashion, business, humanities & social sciences, and engineering. Schools and universities are currently being selected.

Using a mobile phone — an everyday tool — students will be asked to take a photo or a series of photos accompanied by a title and a text of 400 characters. Photography is a contemporary art form while also being a universal, democratic and creative medium, one that invites viewers to immerse themselves in the artist's vision of the world.

Students will be assisted by their instructors and webinars with experts. They will have the unique opportunity to have their work interpreted by a multidisciplinary panel of experts through "cross-pollination".

This partnership between IFD and L'Oréal France is a chance to strengthen the key links between artistic practice, learning and concrete applications in a real-world, professional context.

Since 1951, the IFD has aimed to promote design, talent, skill and exemplary practices in striving for a sustainable and desirable world for people, industry and the city.

For over 110 years, the L'Oréal group has always been connected to the applied arts. Photography and design are a part of the foundations of advertising and the creation of new products and packaging.

Finally, throughout its 100-year history, L'Oréal has been committed to supporting and preparing young talent for the professional world.

## SUPPLYCHAIN4RESPONSIBLEBEAUTY THE HACKATHON DEDICATED TO THE SUPPLY CHAIN

This year, COSMETIC 360 is organising a Hackathon on the Supply chain, sponsored by the Deret Group, a leading logistics provider. This two-day competition will bring students from renowned schools together with experts and businesses from the sector to jointly come up with relevant, practical and innovative answers to the question "How can the cosmetics sector organise itself to achieve zero-environmental impact thanks to the Supply Chain?"

The fragrance and cosmetics industry is ramping up its environmental transition.

Consumers expect from the beauty industry eco-designed products, transparency and meaningful solutions to safeguard resources. The Deret Group is hoping to address these issues by organising a student challenge for a more sustainable supply chain at COSMETIC 360.

More than 40 students from six schools (ESEPAC, IPAG Business School, NEOMA Business School, ESSEC Business School, EPF School of Engineering and CentraleSupélec) coached by mentors in the profession will put their joint thinking caps on for two days.

The young talents will be able to push the boundaries of their creativity through three categories:

- Tech4SupplyChain: Identify and monitor the cosmetic product life cycle.
- Green4SupplyChain #1: organise the return of product containers.

**Green4SupplyChain #2**: do away with outer packaging to limit waste.

This event is being held as part of the research project LIPACO-SEINE "Intelligent Logistics for Fragrance & Cosmetics" aimed at developing digital solutions for optimising the organisation of the industry's supply chain.















COME TO THE HACKATHON ZONE - DELORME ROOM

during the two days of the trade fair to chat with the event's partners.

13 October, in the conference room:

3.30 p.m. - Pitches of the student projects

5.15. p.m. - Prize-giving to the 3 winning teams

## ZONE "AI FOR COSMETICS IN PARIS REGION"

EVENTS AREA DELORME HALL

In the "AI for Cosmetics" space, the Paris region is showcasing a selection of innovative solutions that use artificial intelligence and blockchain technology to meet the challenges of today's cosmetics industry, such as product customisation, eco-design, and e-commerce.

The companies represented are: Another Brain, Canna-tracking, Fentech, Greentropism, Grand Shooting, Levia, Myriad, NWO, Sicaf, as well as the Hub France Al, which brings together the various players in the French Al ecosystem to better understand how to use artificial intelligence at all levels of the industry.

The "Al for Cosmetics in the Paris Region" space is run by Choose Paris Region, the international attractiveness agency of the Paris Region. With the support of public and private sector players, Choose Paris Region promotes the establishment of innovative international companies in the region and contributes to the dynamism of its ecosystem. The agency's role is to help multinational

companies get set up in the region—as well as and those already established there—by offering them a range of services to assist with setting out their growth strategy, developing strategic partnerships, and ensuring the success of their venture into the French market.

The Paris region is host to the leading public and private research centres and AI start-ups in Europe, as well as the main R&D and decision-making centres in the cosmetics industry.

Every year, more than 1,400 companies set up, grow, and prosper in the Paris region with the help of Choose Paris Region.



# "BEAUTY & ARTIFICIAL INTELLIGENCE" A UNIQUE PROGRAMME OF CONFERENCES ADDRESSING THE SUBJECT OF AI

In a complex world where data is the new dynamo that drives the economy, Al makes it possible to meet the challenges of environmental data management, predict the activity of molecules, properly conserve a formula, anticipate consumer behaviour, and many more possibilities.

These exciting topics will be explored over the course of packed programme of conferences, sponsored by ECOMUNDO, organised around four major themed sessions with leading experts: social acceptance of AI, the role of AI in achieving sustainable development goals, the efficiency of AI in the industrial chain, the rise of prediction and the Metaverse.







#### SESSION 1: THE AI REVOLUTION AND SOCIAL ACCEPTANCE

11.30 a.m. - 12.00 p.m. - Al and social acceptance

Dr Yves Lostanlen, CEO of SENSEI ADVISORY

In this session, we will examine pragmatic case studies highlighting the means, processes, and paths to achieving positive results and having trusted AI technology. Social acceptance and mainstream adoption of AI have to be based on trust in this new technology and in the relationship between humans and machines.

#### **SESSION 2: AI FOR BEAUTY SUSTAINABILITY**

2.00 p.m. - 2.30 p.m. Forest restoration management and consumer engagement with Al Alban Bressand, Co-Founder of REFORESTUM

How AI is helping provide evidence that funds invested by companies in reforestation programmes have a real positive impact (Forest Conservation in Peru and Indonesia).

2.30 p.m. - 3.00 p.m. How can we use Al to achieve sustainable goals?

Sana Dubarry, Sustainability Advisor at MICROSOFT

Sharing lessons learned from Microsoft's journey to carbon neutrality and the latest innovations in sustainability across the industry, with real-life examples.

3.00 p.m. - 4.00 p.m. Al for the environment: Can technology impact productivity, safety, as well as the planet?

A round-table discussion moderated by Thomas Fauvel, PARIS REGION

With Amine Benhenni, Co-founder of DATASWATI, Anthony Boulanger, CTO of GREENTROPISM, Guillaume Le Vézouët, Co-founder of CYM - PREDICTIVE MAINTENANCE



#### SESSION 3: AI FOR THE BEAUTY INDUSTRY

10.00 a.m. - 10.30 a.m. Al-powered prediction of antimicrobial protection of cosmetics (Challenge Test)

Jean-Raphael Miron, Technical & IT Director & Anna Perfetto, PhD, Al engineer at ECOMUNDO

A hybrid Al testing solution for accelerating the launch of cosmetic products, combining an expert system with machine learning.

10.30 a.m. - 11.30 a.m. How can factories use Al? Improving Quality, Lean Management & Design
A round-table discussion moderated by Renan Devillieres, founder and CEO of OSS VENTURES
With François Déchelette, CEO and Octave Lapeyronie, CPO of FABRIQ, and Galem Kayo, CEO of AUTOMI AI

11.30 a.m. - 12.00 p.m. How Al can enhance the development and production of cosmetic ingredients Philippe Robin, CEO of ALYSOPHIL

AlchemAl, an artificial intelligence based decision-making aid to reduce design time and costs. Al generates new molecules, predicts their physico-chemical characteristics (odour, density, toxicity, etc.) and narrows the synthesis of molecules to those that fit the desired profile.

#### SESSION 4: AI & THE METAVERSE FOR BEAUTY MARKETING

1.00 p.m. - 1.30 p.m. From image acquisition to data quantification: how is AI helping active ingredients development?

#### Pauline Rouaud-Tinguely, Innovation Management project leader SILAB.

The development of deep learning models to optimise the interpretation of data and improve the evidence of effectiveness of ingredients.

1.30 p.m. - 2.00 p.m. Predicting Consumer Interest

#### Sourav Goswami, CEO of NWO.ai

Trend prediction, cultural preference analysis... Pure consumer intelligence

2.00 p.m. - 2.30 p.m. From detecting trends to coming up with breakthrough services, the Al-powered marketer

#### Stephane Lannuzel, Beautytech Program Director, L'Oréal

How the L'Oréal Group is equipping itself with tools that use AI to detect trends, accelerate innovation, and develop innovative services for consumers.

2.30 p.m. - 3.00 p.m. Metaverse, Web 3.0: exploring the new frontier of beauty?

#### Virgile Brodziak, Managing Director of Wunderman Thompson

80% of consumers believe that the Metaverse will have an impact on the beauty industry. What are the challenges and opportunities for brands? Illustration with inspiring cases of practical applications.

#### A BRIEF GLOSSARY OF AI TERMINOLOGY

**Artificial Intelligence (AI):** A set of various theories and techniques for developing complex computer programs that work together to enable machines to perceive, understand, act, and learn at levels of intelligence comparable to humans.

**Big Data, A.K.A.** Megadata: The vast volume of digital data produced, combined with ever-increasing storage capacities and increasingly sophisticated real-time analysis tools, now offers unparalleled opportunities for putting those data to use. Big Data is the term used to describe the very large data sets processed in this way. Big Data could be defined as data processing that combines volume and very high speed.

**Machine learning**: a type of artificial intelligence that enables systems to build models from data and improve their subsequent performance accordingly.

A computer "learns" when its software is able to correctly predict the course of a scenario and react to it based on previous results. Machine learning is the computer process that enables pattern recognition and the ability to continually learn from data and make predictions and adjustments without being specifically programmed to do so.

**Deep learning**: A subgroup of machine learning, deep learning uses a combination of multi-layered artificial neural networks and data- and computationally-intensive training, inspired by the latest findings on how the human brain functions. This approach has become so effective that it has begun to surpass human capabilities in many areas, such as speech and visual recognition, as well as natural language processing.

**Digital twin**: A digital twin is a virtual clone of a physical system or process. Digital twins are constructed for the purpose of representing in real time the behaviour of the cloned system in order to simulate and predict other states of the system, such as faults or failures, and to study other industrial systems before implementing them on the physical twin



### THE ECO-RESPONSIBILITY IMPERATIVE, THE DUTY OF FRUGALITY

Having trust in the world of tomorrow reauires nothina less than a new consciousness in the way we live. In our fragile and complex world, how can we act ethically and frugally to serve the needs of those living today while preserving resources that are clearly finite for future generations? And how can we take on the mammoth task of preserving the oceans, wildlife, flora, habitats, as well as human communities and their activities.

This imperative makes eco-responsibility one of the key values for the 21st century cosmetics industry.

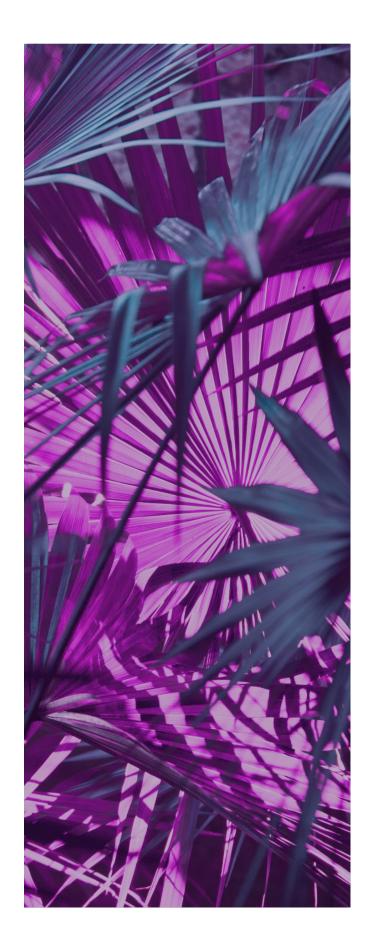
Production with a smaller overall carbon footprint, short supply chain circuits and dynamic local economies, new supply models, waste management solutions, less polluting transport and packaging, changes in day-to-day usage for millions of consumers around the world, overcoming technological barriers... This era of the "always more" attitude is at an end, now we must advocate for a new age of responsible consumption.

This year, once again, COSMETIC 360 is putting its support behind eco-responsibility minded innovations that demonstrate attention to the need to conserve resources, such as water and energy. These include the rise of solid cosmetics with innovative formulations that are more effective and appeal to the senses, the roll-out of biosourced packaging materials, advances in vectorisation, the advent of upcycling...



#### ECO-RESPONSIBILITY INNOVATIONS FOCUS ON EXHIBITORS

- Waterless formats solid cosmetics
- Upcycling
- Bio-sourced formulas
- Bio-sourced packaging materials



#### WATERLESS FORMATS - SOLID COSMETICS

## #CONSERVING RESOURCES #CARING FOR THE PLANET #IMPROVING THE CONSUMER EXPERIENCE

The impact of water consumption linked to cosmetic products is a major issue for our industry, with global warming heaping added pressure on freshwater resources. Solid cosmetics come in several formats: powders, sticks, and tablets. Such formats are more responsible from an ecological perspective because they cut out the need for water, preservatives, and plastic containers. They cost-effective because they are also concentrated and last much longer. Furthermore, they are highly efficient and easy to transport. They get around the problems associated with transporting hydrated products, thus reducing the number of trucks on the road (one truckload of solid shampoo is equivalent to 15 truckloads of liquid shampoo).

While the market for solid cosmetics has grown in recent years, 2022 marks a turning point because it is the first year that we have seen such a flurry of innovations in this field.

#### YANNE WELLNESS (France) - DC60

BRANDS & RETAIL – This Glow powder-format exfoliator with waterless technology is a dry formula that can be adapted to the degree of exfoliation required by the user's skin. It can be used without water for dry exfoliation, which is perfect for deeper exfoliation or for a combination of different zones of skin, or mixed with water for a soft, more foamy cleansing, suitable for all skin types.

INAVIVE LAB (France/Centre Val de Loire) - LC28-CVL

**OEM** - Inavive Lab offers an eco-designed solid sunscreen without water or chemical filters. The formula protects both the marine environment and the user's skin, suitable for the whole family from the age of three. The format is less bulky than liquid sunscreens and avoids generating plastic waste.

#### MARIE PRATT COSMETICS (France) - DD34

FORMULATION - Marie Pratt Cosmetics offers a solid sunscreen stick (SPF30) with an eco-friendly design containing no chemical filters. Its 100% natural formula is non-greasy and streak-free upon application, easy to use, and convenient to carry around. The formula is suitable for cardboard packaging.

#### GILBERT HOLDING (FINANCIÈRE BATTEUR) (France/Normandy) - DA39

**OEM** - Since late 2021, Gilbert Holding has had its own production base capable of manufacturing and packaging solid cosmetics at a rate of 500 to 2,500 units. The highly flexible production line is suitable for manufacturing products in large volumes or smaller batches.

#### LABORATOIRES PROD'HYG (France) - DD68

RAW MATERIALS - "Be Proud and Feel Good". This year, Prod'hyg laboratories is presenting three new products to meet formulators' needs: a waterless body scrub, a red clay face mask, and an antioxidant serum. All three formulas rise to the challenges of well-being, responsibility, and naturalness.



GLOBAL BEAUTY CONSULTING (France) - FA19

FORMULATION – The power of powder formats shows that it is possible to formulate solid make-up products. In the field of skincare, holistic, fermented, and regenerative solutions are making it possible to rise to the challenges of clean beauty.

#### LABORATOIRES PARIS DOME (France/Centre Val de Loire) - LB25-CVL

FORMULATION - Paris Dome laboratories present a comprehensive new range of solid cosmetics: wet powder, dry powder, cold lathering, hot pouring, concentrated liquid, as well as micellar water to be dissolved, shower gel in a powder format, a soluble shampoo stick, cream in a reconstitutable powder format, and refillable deodorant.

#### LYOPHITECH (France) - DB61

OEM - Lyophitech has developed a freezedrying process that transforms plant extracts and formulations into tablets. The tablets are easy for the end-user to handle and dose correctly, and they can be crushed into powder if needed.

#### NUWEN (France) - FB38

OEM - Nuwen offers a new innovative format of cleansing gel: a dissolving tablet. This new routine reduces waste without diminishing the sensory qualities of the product. Its minimalistic and highly nature-based formula contains only essential ingredients and sulfate-free surfactants for an excellent foaming effect.

#### TECHNATURE (France) - LC12 & LC13

OEM – Just two solid beads are all you need to get your hands clean, what an innovation! The beads dissolve when they come into contact with water and transform into a cleansing foam.

Technature also presents a hydrogel in a solid stick format with an ultra-fresh filmforming effect that allows quick and targeted application to the eye contour area. It is a highly portable product made from natural and marine ingredients (red algae) and produced in France.

#### COSMETICS AND CO (France) - LB08

OEM – A comprehensive service for the production of solid cosmetics: shampoo & conditioner, solid make-up remover, face & body balm, and all made from healthy, natural, and organic ingredients.

#### AQUATONALE GROUP (France) - DB68

OEM - Aquatonale Group offers water-free and preservative-free products that are healthy and safer for the skin and the environment, with short and formulas that are safe for wildlife (transformation of manufacturina products, use of low-carbon, solvent-free processes and locally sourced materials).

#### LABORATOIRES LEBEAU (France) - LCO4

FORMULATION - This innovative formula of powdered skincare capsules is changing the way we take care of our skin by designing them at home. The compact format makes the products easy to transport. The packaging is recyclable and refillable.



#### **UPCYCLING**

## #CONSERVING RESOURCES #CARING FOR THE PLANET #NATURAL INGREDIENTS

As part of rethinking our consumption habits, upcycling consists of recovering materials or products that we no longer have any use for and transforming them into materials or products of higher quality or utility.

Which makes it an "upward" form of recycling. Upcycling is a fast-growing trend in cosmetics, particularly when it comes to using natural ingredients. Let's take a closer look at this year's major innovations in upcycling...

HPRD (Portugal) - HEALTH PRODUCTS RESEARCH AND DEVELOPMENT - LB18

RAW MATERIALS - Upcycling surplus cherry crops in Portugal to manufacture an exfoliant using the cherry pits.

JRS RETTENMAIER France (France) - DD60

RAW MATERIALS - Highly recycled natural cosmetics made from apple growing bi-products: minimalist formulas, without surfactants, perfume-free, and very pleasing to the senses.

ALPOL COSMETIQUE (France) - LD19

OEM - Upcycl'Care, a line of skincare products formulated with upcycled ingredients that are not limited to active ingredients.

SARBEC COSMETICS (France) - FA40
FORMULATION - A 100% natural cream enriched with upcycled hyperactive pomegranate with a soft and melting texture for day-to-day skincare.



#### **BIO-SOURCED FORMULAS**

#LOCAL
#CLEAN LABEL
#IMPROVING THE CONSUMER
EXPERIENCE

Many innovations have come about in 2022 in the field of bio-sourced formulas and ingredients, with a particular focus on protecting ecosystems and producing sustainably.

CODIF TN (France) - DD44

RAW MATERIALS - PHEOHYDRANE - Microbi'EAU Innovation. The breakdown of a marine polymer reservoir by the skin's microbiota keeps the user's skin continuously hydrated using molecules that boost the NMF (natural moisturising factor). A single application of Pheohydrane hydrates the skin for up to 72 hours. Its continuous hydration system is more effective than aloe vera and keeps the skin hydrated for up to seven days after the end of the treatment.

#### ODYCEA (France) - LB10

RAW MATERIALS - Pearl Alga is derived from an organic algae, Sargassum muticum. The algae used grows in Brittany and is composed of millions of micro-beads. Inspired by its remarkable defensive mechanism that prevents biological clogging, Pearl Alga targets oily and acne-prone skin. It is a unique complex of marine polyols. Their synergistic action inhibits the formation of the biofilm involved in the inflammation process that causes the lesions and skin blemishes observed during acne.

#### JUNGLE France (France) - LD18

RAW MATERIALS - With vertical farming, Jungle optimises cultivation processes while ensuring complete traceability and security of supply, entirely located at or near the site where the crops are taken for processing.

Growing plants indoors helps to protect the ecosystem. Jungle is the only market player producing on a large scale and selling a wide variety of plants to industrial clients. This approach bolsters the cosmetics industry's "clean label" by allowing locally-sourced production in a non-seasonal and sustainable way.

LIPOID (France) - FA41

RAW MATERIALS – PhytoCollagen is an alternative to animal collagen. Plant-based, it is 100% natural and COSMOS-certified. It is a preparation of collagen-like biopolymers obtained from the exudate of organic acacia. It improves the hydration and barrier function of the skin. It improves structural and age-related factors that affect the skin.

VERFILCOS (France) - DC61

RAW MATERIALS – These cellulose microfibres, derived from European-sourced eucalyptus wood, give cosmetic products a richer, velvety texture.

BIO STRATEGE GUYANE (France/French Guiana) - LB31

RAW MATERIALS – Bio Stratège Guyane offers the first portfolio of natural extracts from French Guiana, the only French part of the Amazon. These extracts combine Amazonian bio-resources, European environmental standards, and French quality standards.

BRGM (France/Centre Val de Loire) - LC25-CVL

RAW MATERIALS – BRGM, the French Geological Survey, has 60 years of experience in global resource exploration and mineral characterisation. As an R&D institute, it develops new methods of supply, traceability, and recycling for materials.

SOLLICE BIOTECH & PHENIX EN PROVENCE (France) - DC69

RAW MATERIALS - INTELLIGENE®, an of tomato-based innovative range ingredients. The cascade approach resulted in three ingredients: water, oil, and wax (active), with zero waste. Four clinical and proteomic studies were conducted to prove the effect of the active ingredients on the skin-brain axis. It is an eco-friendly range designed to have a positive impact on people, the planet, and society. The products are intended to form part of a Mediterranean skincare routine for sensitive skin: cleansing, moisturising, and soothing the skin, while benefiting local farmers.

SEPROSYS SAS (France/Nouvelle-Aquitaine) - LD32

INDUSTRIAL MACHINES - Today's production processes involve heating acids to high temperatures, which is hazardous and generates pollution. Seprosys is developing an eco-friendly process to produce and purify a natural, non-irritating preservative from bio-sourced materials.

EURO WIPES & Shadeline (France) - DB30

OEM – Multimasking is a cellulose fibre mask with active ingredients adapted to each area of the face. The active ingredients are released just before use for better effectiveness. The formulas are 99.99% natural, with no preservatives or unnecessary excipients.

POLYMEREXPERT (France/Nouvelle-Aquitaine) – LC34

RAW MATERIALS - EstoGel Green from PolymertExpert is an oil-based gelling agent with unique properties. It forms transparent oil gels with a very high suspension capacity. It offers unlimited possibilities of textures and appearances. EstoGel® Green meets the needs of

cosmetic formulators as a renewable ingredient that can replace petrochemical-based products. It meets the challenges of the cosmetics industry: combining naturalness as well as the requisite technical characteristics.

2022 HAS ALSO BEEN A YEAR FOR INNOVATIVE VECTORISATION PROCESSES, WHICH ARE OPTIMISING THE EFFECTIVENESS OF BIO-SOURCED ACTIVE INGREDIENTS

CREATHES (France) - LC14

RAW MATERIALS - Microcapsules based on natural waxes (eco-friendly process) are designed to be adapted to all oily ingredients and galenic formats.

LABORATOIRES ERIGER (France/Centre Val de Loire) - LB 21-CVL

RAW MATERIALS - PhytoVec® uses one of the most widely produced molecules in the world: chlorophyll, to deliver highly concentrated CBD in water. PhytoVec®-CBD is easy to handle and contains no BHT or preservatives. This vectoring improves stability, colour, and protects the CBD in the long term.



#### **BIO-SOURCED PACKAGING MATERIALS**

#ZERO WASTE

#ZERO PLASTIC

#CONSERVING RESOURCES

Reducing the use of plastic materials is a major challenge for the cosmetics industry, particularly when it comes to packaging.

Four companies are offering particularly innovative solutions in this area this year.

DISCOS SRL (Italy) - FB30

PACKAGING - Monodose GREEN DOSE is an alternative bio-plastic material, a good substitute for petroleum-based plastics. It is 100% recyclable and made from renewable resources, which significantly cuts down on greenhouse gas emissions.

DOWONBIOTECH CO.,LTD (South Korea) - DA49

PACKAGING - A phytoplastic for chemical-free cosmetic packaging.

EMBALFORM (France) - DD40

PACKAGING - Omega is the first home compostable refill and the first injected plant refill. The pot and its refill are made of a single material with nothing added.

WOORIKIDSPLUS DEARDOT (South Korea) - DA42

PACKAGING - This zero-waste innovation is based on water-soluble packaging that disappears without residue within five seconds of use. After using the cleaning product, the packaging can be flushed down the toilet and disposed of without harming the environment. The packaging dissolves without releasing any pollutants.

## COSMETOPEIA DISCOVERY A SPOTLIGHT ON COSMETOPEIA FOR THE 2022 EDITION

EVENTS AREA - DELORME HALL

A cosmetopeia is to cosmetics what a pharmacopoeia is to pharmacy: an inventory of natural resources and their traditional uses in treatment and wellness. In a world avid for natural products and environmentally-responsible origins and processing methods, a cosmetopeia is clearly a necessity: an innovative source of natural ingredients inspired by tradition, and respectful of indigenous populations, durability of resources and biodiversity.

The concept behind Cosmetopeia, a regular zone at the fair since 2015, is explained to visitors through a specific pathway that encourages them to participate in the sector's collective dynamic.

#### **EUROPEAN COSMETOPEIA**

Two European projects related to the rapid growth of European cosmetopeia are presented this year:

 The Interreg NW AGRIWASTEVALUE project, the goal of which is to study how to optimise the by-products from pruning European apple and pear trees and vines, notably for cosmetics and nutraceuticals, has 9 contributing partners: https://www.agriwastevalue.eu/  The European INNCOCELLS project is about developing new natural plant-based active cosmetic ingredients using vegetal cell cultures, aeroponics and plants grown under cover and outdoors, selected for their age-old virtues. It has 17 European contributing partners: https://www.inncocells.org/

#### AMERICAN COSMETOPEIA

This year, the zone shines a spotlight on two existing partnerships across the Atlantic:

- La Cosmétopée québecoise (Quebec Cosmetopeia): a database cataloguing the plant resources of Quebec's boreal forest has been set up and will be presented at the fair.
- La cosmétopée guyanaise (Guyana Cosmetopeia): Guyana is mobilising to promote its cosmetic treasures. An activity will be organised featuring 4 of the territory's emblematic plants, with samples presented of the different stages in processing the plant and an example of application in a cosmetic product.



## GREENTECH EXPERIENCE THE ODYSSEY OF COSMETICS INGREDIENTS

#### **EVENTS AREA -LE NOTRE HALL**



In 2022, the fair's Platinum partner Greentech is offering a unique experience: the odyssey of cosmetics ingredients.

Greentech's virtual reality hot-air balloon provides a journey through time to discover the history of cosmetics ingredients from prehistory to today's online beauty sector.



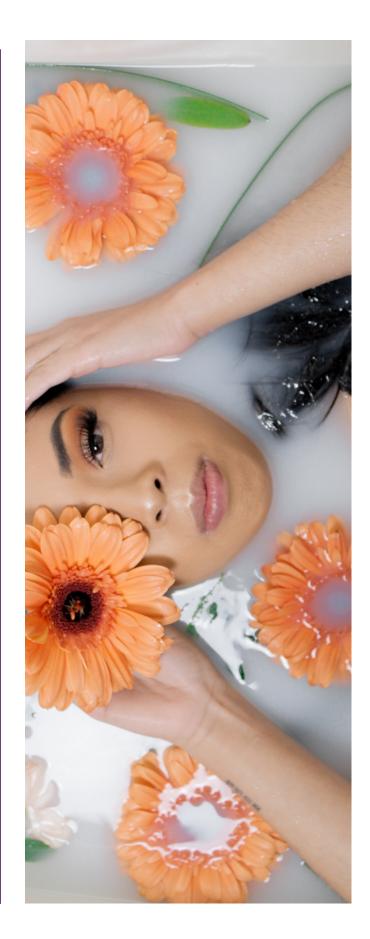


# THE NEW WELLNESS ERA, OASIS OF SERENITY

Cosmetics were long associated with the pleasure of beauty alone. As an artistic and aesthetic notion, its charm was previously limited to external allure. But nowadays? It would be inconceivable to keep them separate from the pursuit of harmony with our inner selves.

This can only strengthen the value of wellness driven by cosmetics in the 21st century. It will suffuse our approach to balanced lives, calm minds, revitalized bodies and a new awareness of self and the world.

The cosmetics industry is consequently adhering to new practices for wellness, self-care and emotional benefits. This role is part of a powerful upcoming societal trend, the era of wellness, which COSMETIC 360 is also highlighting this year.



# WELLNESS INNOVATIONS FOCUS ON EXHIBITORS

# #MULTISENSORY #ULTRA-CUSTOMISATION

ENERGECIA (France) - DB71

BRANDS & RETAIL - BEAUTÉ QUANTIQUE® is multidimensional skincare combining emotions and thoughts, using an ultra-customised diagnostic that measures the energy each person emanates, analyses imbalances and prescribes a cosmetic care routine enhanced by sound with neurosensory frequencies.

#### PARFUMS PAR NATURE (France) - LD30

FORMULATION - The first skincare perfume and first serum by this SME, deeply involved in environmental protection (part of the Usine du Futur programme funded by the Nouvelle Aquitaine region), improves the complexion's smoothness and radiance, reduces redness and restructures the skin's micro-relief. It prevents irritation by limiting the release of inflammation mediators. It uses a patented active ingredient that protects the skin against ageing and provides objectified wellness.

# EUROFINS BIO-EC & EUROFINS SPINCONTROL

(France/Centre Val de Loire) - LB28-CVL

**TESTING** – Nerveskin is an ex-vivo re-innervated sensitive skin model for testing soothing skincare. This human-skin explant contains sensory neurons for obtaining information about the products' soothing and anti-irritation effects.

LABORATOIRES EXPANSCIENCE (France/Centre Val de Loire) - LB 21-CV

RAW MATERIALS – Calybiota® Bio is an innovative active ingredient derived from the red kapok flower that protects women's intimate flora and stimulates sexual well-being.

LIPOTRUE (Spain) - FB20

RAW MATERIALS - The Telessence range combats three types of stress with three separate ingredients that can be combined to provide a true sensation of well-being. The combination improves well-being and facilitates mental relaxation (in vivo study).

#### SOLABIA GROUP (France) - FA52

RAW MATERIALS – Relaxing and regenerating Mg-Relax® WP: protecting the skin against inflammation and stimulating the metabolism of stressed skin through a "botox-like" effect constitute the secrets for calming the skin. With Mg-Relax®, the skin is instantly relaxed and younger-looking, and feels healthy and energised.

DIVA FLORA (France/Nouvelle Aquitaine) – DC66

BRANDS & RETAIL - An innovation focusing on the virtues of the non-psychotropic molecules present in hemp (CBN/G/N/L and CBC) for treating a wide spectrum of problems affecting the skin and the spheres of emotional digestion and osteoarticular issues.

#### MIBELLE BIOCHEMISTRY (France) - DD30

RAW MATERIALS – This new delivery system maximises the bioavailability of calcium in order to protect and renew the skin.





# COSMETIC 360 THE NEXUS OF INNOVATION FOR COSMETICS

A collaborative environment for new ideas and exploration, COSMETIC 360 is the place to discover the latest innovations that will shape the future of beauty and the hot new trends in the fragrance and cosmetics industry.

COSMETIC 360 stands out for its original concept, bringing together decision-makers and influencers around the theme of innovation for the entire industry: raw materials, formulation, packaging, testing and analysis, finished products, logistics, distribution, etc. It concerns all aspects of innovation, from processes and technology to products, services and marketing.

#### A RESOLUTELY INTERNATIONAL FAIR

COSMETIC 360 receives delegations not only from France (including Martinique), but also from several international clusters: Canada, Thailand, Taiwan, Spain, Portugal, Italy, United Kingdom, Colombia and South Korea. Exhibitors at the fair represent 16 countries and 5 French regional pavilions: Brittany, Centre-Val de Loire, Guyana, Normandy and Nouvelle-Aquitaine.

#### **UKRAINE & COSMETIC INNOVATION**

Ukraine is also a country of cosmetics with specific know-how and resources that we propose you to discover on the booth LA11.

## HOSTING INDEPENDENT FRENCH BRANDS

This year for the first time COSMETIC 360 is also receiving a collective representing independent French brands. Continuing a scheme introduced by Cosmetic Valley in July, the "French Indies" wished to meet up to

define the values and globalisation strategy for the innovations they develop, and contribute to their recognition. Several of them will therefore be present to visit the fair and represent their interests with regard to international innovations. On 12 October, at the opening of COSMETIC 360 in the presence of Marc-Antoine Jamet, President of Cosmetic Valley and Christophe Masson, CEO, they will have the opportunity to discuss their challenges and to officially launch this process.

# THE FAIR CONTINUES WITH COSMETIC 360 WEEK

In order to enable visitors to continue developing leads and networking, Cosmetic 360 Week will extend the duration of the trade fair. This international cosmetics week organised by Cosmetic Valley since 2019 will take place this year from 10 to 17 October in France. Its programme, reserved for industry professionals, combines national and international networking with industrial and cultural visits relating to research, innovation and distribution.

#### **COSMETIC 360 PURSUES ITS CSR STRATEGY**

Like the industry's businesses, the COSMETIC 360 fair is committed to CSR issues in order to deliver a strong response to environmental challenges. Its CSR strategy continues this year with:

- the renewal of an offering of eco-designed stands, manufactured in western France using entirely recyclable local materials (cardboard, wood, bio-sourced paints, recycled and recyclable PVC);
- committed local contractors;
- a significant reduction of waste during the salon, notably by limiting the use of plastics,
- and raising exhibitors' and visitors' awareness of CSR issues.

## **PROGRAMME**

COSMETIC360

Cosmetic 360 Week, the first international cosmetics week organised by Cosmetic Valley, will take place from 10 to 17 October 2022 in France.

The programme combines national and international networking with industrial and cultural visits relating to research, innovation and distribution.

# TUESDAY 11 OCTOBER - PARIS: INTERNATIONAL TOUR

Cosmetic 360 Week opens with the International Tour at Argenteuil (France).

The highlights of the day include:

- Visit to Givaudan, a company based in Argenteuil
- Discovery of the Impressionist artist Claude Monet's house
- The Global Cosmetics Cluster's annual general meeting
- In partnership with: Boucle Nord de Seine, Argenteuil, Choose Paris Region, Région Ile de France and Global Cosmetics Cluster

# WEDNESDAY 12 OCTOBER - PARIS: GALA EVENING EVENT

For its eighth edition, Cosmetic 360 invites you to join a dazzling gala evening event aboard the Diamant II, booked privately for the occasion. Continue to network and make new contacts in a friendly, relaxed, elegant and festive setting. With the support of LVMH

## FRIDAY 14 OCTOBER - PARIS: MEETINGS WITH GDR03 BUSINESSES

The Groupement de Recherche Odorants, Odeurs et Olfaction (GDRO3), a CNRS group researching smell and olfaction, is organising its annual event with numerous conferences, including discussions between researchers and companies which you can join on 14 October.

## FRIDAY 14 OCTOBER - ORLEANS: INTERNATIONAL R&D CONNECTIONS

The goal of the International R&D Connections event in Orléans is to facilitate participation in the development of research into cosmetics and to set up collaborations between French and international researchers. This day provides an opportunity for B2B networking and finding out about French research by visiting laboratories specialising in cellular biology and plant extraction. Organised as part of Cosmetoscience.

#### FRIDAY 14 OCTOBER -PARIS: COSMETIQUEMAG AND COSMETIC VALLEY RETAIL TOUR

Cosmetiquemag and Cosmetic Valley join together to offer a Retail Tour on the theme of: Social media, the new departure point for omnichannel strategy.

#### FRIDAY 14, SATURDAY 15 AND SUNDAY 16 OCTOBER: "LES JOURNÉES PARTICULIÈRES"

To mark its Journées Particulières, LVMH gives visitors a look behind the scenes at its Houses in France and abroad.

#### MONDAY 17 OCTOBER: MOOC - ISIPCA

Find out all about the métiers that contribute to creating a cosmetic product with the MOOC developed by ISIPCA post-graduate school. Different specialists in the field will introduce you to the expertise of modern cosmetics over a 6-week course from 17 October to 28 November 2022.

# EVENT THE COSMETIC 360 AWARDS

The Cosmetic 360 Awards ceremony will take place on Wednesday 12 October at 5 p.m.in the Conference Room.

The Cosmetic 360 Awards recognise the greatest innovations presented by this year's exhibitors in the following categories:

- Raw materials
- Tests & analyses
- OEM/ODM & Formulation
- Packaging
- Services for the cosmetics industry
- O Brands & distribution

In 2022, a special prize for Artificial Intelligence will be awarded by the entire judging panel, tying in with the fair's main theme of Artificial Intelligence.

The winners in each category will be judged and selected based on their booth signage (the neon sign placed at the edge of the stand) describing the innovation presented at the fair.

#### **SELECTION CRITERIA**

The criteria take into account both the innovative aspect of the project, such as added value for the cosmetics industry, relevance for the target market and interest for the consumer, as well as marketing considerations like the name of the innovation, its visual appeal, and the clarity of the description.

# THE 2022 PANEL IS COMPOSED OF 14 JUDGES:

- o Jean-Marie Portal 01.Net
- o Motoko Tani Beauty Tech Japan
- Oonagh Philips BW Confidential
- o Maryline Le Theuf Cosmétiquemag
- o Jasmine Salmi Cosmetic Obs
- Doria Maiz Emballage Digest
- o Quentin Paillé Emballage Magazine
- O Anthony Boivin Expression Cosmétique
- o Françoise Vaugelas Formule Verte
- Nicolas Gosse Industries Cosmétiques
- o Malek Manai Maddyness
- o Silvia Manzoni MFF Fashion
- lean Poncet Premium&Luxe
- Vincent Gallon Premium Beauty News



Sponsor for the Artificial Intelligence special prize



CONFIDENTIAL

Sponsor for the Raw Materials category

Sponsor for the Brands & Retail category





Sponsor for the Testing and Analysis category

Sponsor for the Services for the Cosmetics Industry category

# COSMETIC 360 AWARDS

### 2022 EDITION: NOMINATIONS

RAW MATERIALS

OEM/ODM & FORMULATION

TESTS & ANALYSES



















#### **ACTIVEN SA**

Swiss business

April 2022 Activen launched XEP®-716, the first miniprotein™ derived from their own database of miniproteins™. XEP®-716 is a stable and verv molecule, easily incorporated in skincare formulations.

#### JUNGLE France

French start-up

A solution for worry-free, indoors factory production, 365 days a year. Jungle France optimises farming methods while ensuring total traceability and security of a supply that is entirely local or at the processing site.

#### **LIPOID**

French business

PhytoCollagen is a vegetal alternative to animal collagen. Entirely natural and COSMOS certified, it is conducive to improved skin hydration and skin barrier function, as well as improved structural parameters related to the skin's age (antiageing).

#### **ABC TEXTURE**

French business

A new formula, a mousse with an ultra-light texture combining an oil phase and a water phase with no surfactants and emulsifiers creating refreshing microbubbles. The bubbles burst on contact with the skin, releasing the pigments.

#### CHEMINTELLIGENCE

French start-up

Artificial Intelligence software that helps you to develop innovative formulations with the least possible experimentation.

#### **GENIALIS**

French business

Innovative, patented international technologies for producing stable emulsions without emulsifiers or surfactants.

# CHAUVIN ARNAUX SPECTRALYS

French business

Control of compliance and stability of ingredients and formulas in one minute by means of innovative fluorescent technology 10 to 100 times more sensitive than UV absorbance.

# EUROFINS / BIO-EC & SPINCONTROL

French business

Methods for proving the efficiency of the calming properties of a cosmetic product using a new ex vivo live human skin model with functional and responsive sensory neurons.

#### QIMA LIFE SCIENCES

French business

New test-tube method of measuring the antioxidant power of cosmetic products, and assessing their effectiveness in vitro, ex vivo and in vivo. Precious technology for screening active ingredients through formulation and justification of claims.

## COSMETIC 360 AWARDS 2022 EDITION: NOMINATIONS

#### **PACKAGING**

#### **BRANDS & DISTRIBUTION**

**SERVICES FOR THE** COSMETICS INDUSTRY

OVERPRINT



Deardot.











#### **GROUP OVERPRINT**

French business

A printing procedure that packaging, which brings would otherwise be destroyed, into compliance by reprinting it without the consumer being able to see a difference.

#### SICOFOR PACKAGING & SOLUTIONS

French business

A sinale-material laminate. resistant to chemical substances. meeting the of demands stakeholders seeking recyclable packaging.

#### WOORIKIDSPLUS **DEARDOT**

Korean business

A new zero-waste proposal: water-soluble packaging that dissolves in 5 seconds without debris or any polluting residues.

#### **ENERGECIA**

French start-up

A pioneering approach to skincare and diagnostics enhanced by sound, part holistic beauty and part neuroscience with a quantic dimension!

#### **GK CONCEPT**

French start-up

The most compact device for deliverina anv cosmetic product without contact, from perfume to rich moisturiser. It helps to improve product testing through a simple, fun and hygienic experience.

#### MINTAKA

French start-up In under 5 minutes, HAIR BEAUTY MAKER offers bespoke hair care associated with a truly personalised routine and advice.

#### **BOSCH REXROTH SAS**

French business

InUse and Bosch Rexroth have created Pure Cleaning: responsible solution combining Artificial Intelligence, optical sensors and AloT CtrlX platform to control the environmental efficiency of Cleaning in Place without compromising standards.

#### **NIAGARA**

French start-up A platform dedicated to nontechnical users, to master their industrial data and rapidly achieve their production goals.

#### SORGA TECHNOLOGY

French start-up

An impact solution enabling brands to manage tamperproof digital passports for each product that record its history and reliability, and the brand's commitments.

# START-UP ZONE DISCOVERING THE HIDDEN GEMS OF TOMORROW'S BEAUTY



#### **EVENTS AREA - DELORME HALL**

Sponsored by Beauty Tech Chartres, the Start-up Zone, backbone of the innovations driven by young businesses, is essential for learning more about the French and international start-ups that are contributing to developing the beauty industry of the future.

More and more start-ups are shaking up the beauty and skincare market with innovations that impact the entire value chain, from development to production, from consumption and distribution methods to marketing and packaging.

They are even more numerous this year: in 2022, 30 entrepreneurs will present their innovative solutions and products at COSMETIC 360.

Visitors with innovative projects and the startups of the future can discover the BEAUTY TECH #CHARTRES network, devoted to emerging businesses, which will present three unique activities at COSMETIC 360 focusing on innovation:

- A forum for project initiators to discover all the services offered by Beauty Tech #Chartres and join a start-up incubator in Chartres;
- A meeting place for start-ups supported by the Fabrique de la Beauté to discover their products and innovations;
- And the Beauty Store, in partnership with Régine Ferrère's IBCBS campus, a pop-up store enabling start-ups incubated in Chartres to sell their first products and get to grips with the market.

Also present in the Start-up Zone: the Beauty Hub, a centre for innovation located in Chartres, created by and for the cosmetics industry, managed by Cosmetic Valley and a business consortium (Aptar, Aircos, Chanel, LVMH, L'Oréal, MS Beautilab, Naos, Nippon Shikizai and Yves Rocher). This national scheme provides services for start-ups as well as for all businesses, through two activities;

- Beauty UP is a sector-specific programme for acceleration aimed at innovative start-ups.
   Over a six-month period, the start-ups are given bespoke guidance composed of mentorship, themed workshops, and expertise made available up until contact with investors.
- Beauty FAB, Beauty Hub Cosmetic Valley's technological laboratory, is open to all businesses requiring a fully-equipped laboratory to develop finished cosmetic products.
- During the salon (stand LA12), a free industry
   4.0 diagnosis for fragrance and cosmetics industry representatives is available.

At COSMETIC 360: meetings with experts, financial backers and start-ups.

The Beauty Tech Chartres network was founded by the Chartres metropolitan area and Cosmetic Valley, with the goal of bringing innovative young companies together with all stakeholders of the beauty industry. The goal is to create a network of stakeholders 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.

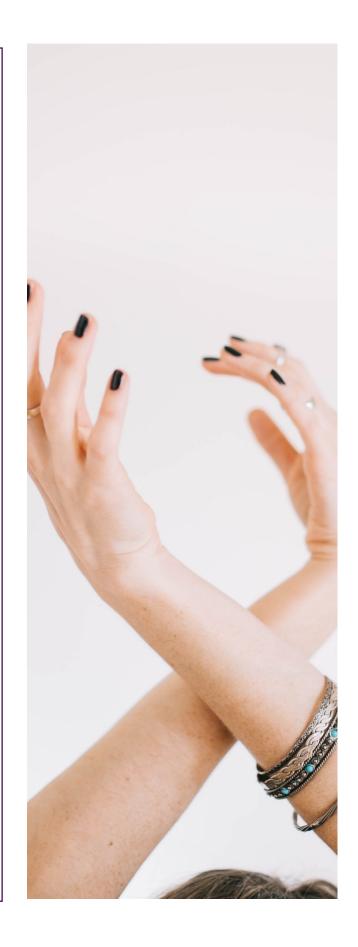
# COSMETIC 360 FACTORY: A SPOTLIGHT ON THE INDUSTRY'S INNOVATIVE MACHINES!

#### EVENT AREA -LE NOTRE HALL

After the success of this new feature at the last edition, COSMETIC 360 will once again put the spotlight on innovative machines and equipment for the industry's factories.

#### Featuring:

- Bosch Rexroth
- Beauty FAB ONDUSTRY
- EKATO
- Microfactory
- o MP2E
- SFE Process
- Scortex
- o VMI



# THIS YEAR, COSMETIC VALLEY EDITIONS CELEBRATES ITS 5TH ANNIVERSARY!

# To mark the occasion, five books will be released in October 2022 for COSMETIC 360:

A new edition of a bestseller in the scientific collection

Conception des produits cosmétiques: la Formulation, 3rd edition

Author: Anne-Marie Pensé-Lhéritier

ISBN: 978-2-490639-40-3 - 470 pages - 15.5 \* 24 cm - €49

An essential reference for both student training and product innovation, this book examines the major forms developed by the cosmetics industry, their design and how their stability and sensory properties are assessed.

This new edition has been expanded with various chapters notably on solid cosmetics. To facilitate reading, the book is organised into four main parts focusing on the formulation environment, basic formulation categories, make-up, and sunscreens.



CONCEPTION DES PRODUITS

The first English edition in the collection:

Design of cosmetic products: Formulation

Author: Anne-Marie Pensé-Lhéritier

ISBN: 978-2-490639-41-0 - 450 pages - 15.5 \* 24 cm - €62

This book is a translation of Anne-Marie Pensé-Lhéritier's book Conception des produits cosmétiques, la formulation, 3rd edition, 2022.

Two new scientific and educational publications

Les ingrédients cosmétiques. Excipients et leurs fonctionnalités pour la formulation [Cosmetic ingredients: Excipients and their functions in formulation]

Authors: Marie-Alexandrine Bolzinger - Stéphanie Briançon - Yves Chevalier

ISBN: 978-2-490639-44-1 - 465 pages - 15.5 \* 24 cm - €49

The aim of this work is to provide a comprehensive overview of ingredients and their functions. After introductory chapters on regulations, pharmaceutical forms and developmental stages for cosmetics, the authors take a detailed look at water, both as an excipient and active ingredient, synthetic and plant-based emulsified lipids, and formulation systems (e.g. waxes, texturizing agents), in addition to polysaccharides, polymers, powders, detergent surfactants, and emulsifiers. The shelf life of cosmetic products is discussed by primarily examining criteria for choosing antimicrobial preservatives.



# THIS YEAR, COSMETIC VALLEY EDITIONS CELEBRATES ITS 5TH ANNIVERSARY!



Evaluation des produits cosmétiques. Tests et mesures [Cosmetic product evaluation: Tests and measurements]

Author: Nicolas Huang

ISBN: 978-2-490639-45-8 - 260 pages - 15.5 \* 24 cm - €42

The aim of this work is to detail the various tests and types of measurements that can be carried out on cosmetic products, ranging from a product's physicochemical breakdown to assessing the skin's absorption of active ingredients.

#### A first book in a new series on management

Cosmetic Valley Editions is launching a new series devoted to management and business strategies.

Each book deals with a specific theme or a cross-cutting issue in business and summarises the relevant knowledge in an engaging and illustrated way, based on educational accounts, practical methods and tools, as well as concrete examples. Intended to be used in a professional context or in the upstream reflection phase, these books aim to provide clear answers for business operations and managerial tasks.

Co-written by teachers and professionals, the management series is intended to serve as a reference to help cosmetic companies build their strategy and take on the various challenges — innovation and value creation, competitiveness and collective efficiency, social and environmental progress — at the heart of the industry's issues.



#### First book in the series:

Création olfactive et Identité de marque Vers la marque olfactive [Olfactory creation and brand identity: Towards the olfactory brand]

Authors: Caroline André - Emmanuelle Rigaud-Lacresse - Françoise Collard ISBN: 978-2-490639-46-5 - 200 pages - 15.5 \* 24 cm - €39

Research on olfactory properties is relatively recent and has become a major field of interest. The aim of this work is to identify the issues surrounding the use of scent and fragrance, particularly in the cosmetics sector.



# **DETAILED TRADE FAIR PROGRAMME**

## > WEDNESDAY, OCTOBER 12TH

LE NÔTRE	
Greentech Experience	9:00 a.m 6:00 p.m.
Tech Corner	9:30 a.m 5:30 p.m.  Demo every 30 minutes
Cosmetopeia Discovery	9:00 a.m 6:00 p.m.

DELORME	
Hackathon opening	9:15 a.m.
Supply chain hackathon	9:00 a.m 6:00 p.m.
Beauty HUB demonstrations	9:00 a.m 6:00 p.m.
Al Conference programme  Conference Room	11:00 a.m 4:00 p.m.
Cosmetic 360 Awards ceremony Conference room	5:00 p.m 5:45 p.m.

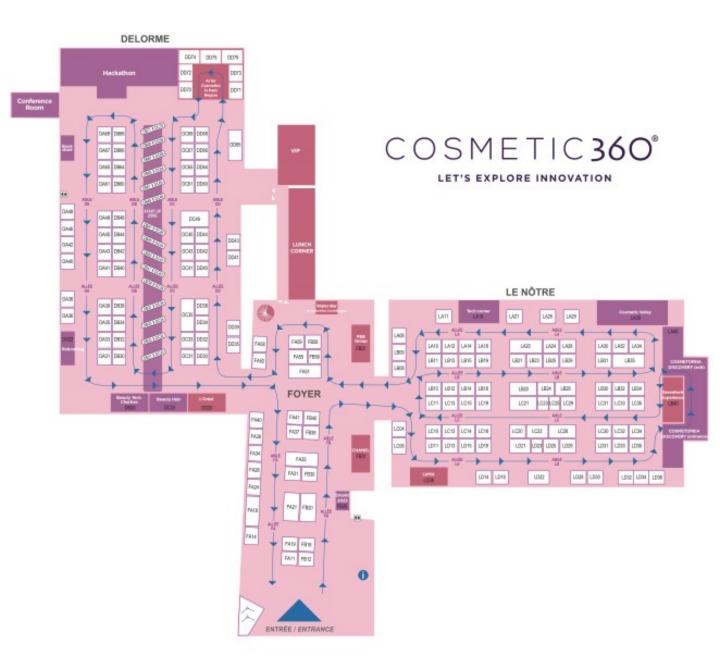
FOYER	
Opening ceremony	12:00 p.m.  According to  Minister venue

# **DETAILED TRADE FAIR PROGRAMME**

# > THURSDAY, OCTOBER 13TH

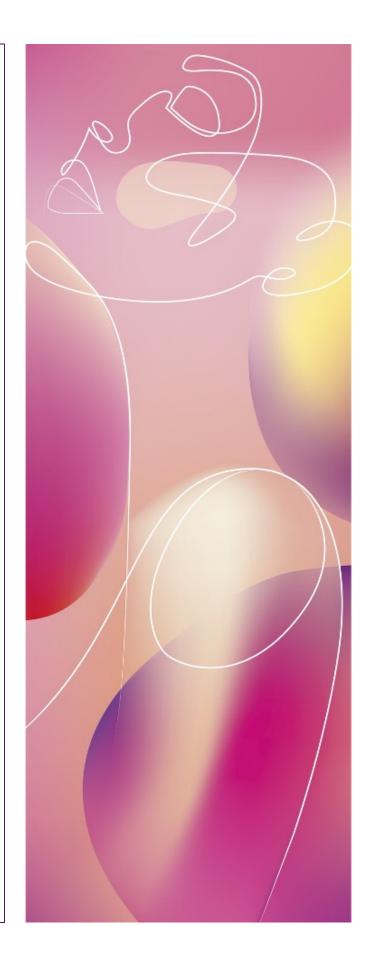
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DELORME	
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Beauty HUB demonstrations	9:00 a.m 6:00 p.m.
Al Conference programme Conference Room	10:00 a.m 3:00 p.m.
Supply chain hackathon ceremony Conference room	3:30 - 5:30 p.m.

## **MAP**



# COSMETIC 360 sponsors

- Platinum Sponsor
- Hackathon Sponsor
- Gold Sponsors
- Cosmetic 360 Awards Sponsors



#### PLATINUM SPONSOR



#### Greentech Experience Zone sponsor

expert in

ethical

pioneer and

biotechnology for over 30 years, Greentech researches, develops and produces high-tech active ingredients from natural sources in the plant, marine and microbial worlds. Greentech's innovations represent sustainable, industrial, high-performance and natural alternatives that respect people and the environment, based on balanced relationships with local producers from around the world, for the benefit of future generations. It is in sourcing nature that we resource the future.

#### HACKATHON SPONSOR



#### Hackathon sponsor

Founded in 1947, Deret is active in four areas: transport, logistics, real estate and hospitality. Deret is a major player in omnichannel logistics, specialised in individual processing orders industries requiring a tailored offer — such as cosmetics, luxury goods, textiles, ecommerce and pharmaceuticals. Deret has over 5,800 employees, boasts 500 million euros in turnover, and operates over 2 million square metres across 50 warehouses.

#### **GOLD SPONSORS**



#### Start-Up Zone sponsor

The Beauty Tech Chartres network — inspired by the French Tech movement — is a network founded by "Beauty Tech" startups, the Chartres metropolitan area, and Cosmetic Valley with the goal of bringing young innovative companies together with all stakeholders in the beauty industry. The objective is to create a network of skills committed to inventing the beauty of tomorrow, helping one another, creating synergies, expanding each and every business, and enabling the gems of the French beauty industry to shine.



# Al conference cycle and visitor tote bag sponsor

EcoMundo is an international expert in cosmetic-product and fragrance regulations and marketina. The publisher of the market-leadina PLM4.0 COSMETIC Factory software, EcoMundo oversees every stage of the product life cycle - from design, formulation, regulatory environmental compliance, to packaging management and international marketing. Its originality and ambition lie in making the highest level of expertise accessible and available worldwide. Several Als function as genuine experts available 24/7 to help users manage, improve and ultimately simplify work.





Sponsor of the Cosmetic 360 Awards "Artificial Intelligence" Jury's Favourite and the "AI for Cosmetics in Paris Region" Zone

Paris Region is a catalyst for business and innovation that supports international companies develop in the Île-de-France region. It works in partnership with all stakeholders in the region to offer international companies customized support services.

The agency combines market expertise with its extensive local network to help international companies build technological partnerships, draw up their development plan in Île-de-France, and solidify their local presence.

Paris Region is the go-to agency for promotion and international appeal in Îlede-France.

With a team of 80 employees across Europe, the United States and China, the agency assists around a thousand international companies each year looking to accelerate their development in Île-de-France, one of the leading regions in terms of economic activity and innovation worldwide.

#### Lanyard sponsor

Founded in 2000, PolymerExpert is a major player in specialty polymers. Since 2014, the company has been working to develop new materials and ingredients environmentally friendly while combining performance with a EstoGel® Green is the latest approach. ingredient to emerge from in-house R&D. The 100% bio-based, COSMOS-certified lipophilic rheology modifier meets both formulator and consumer standards. Launched at the trade fair's 7th edition. EstoGel® Green has since won over a number of cosmetics manufacturers with its versatility, performance, and approach, and is revolutionising the industry by making it easy to formulate products adhering to minimalist codes. The ingredient has won several awards from peers and is already a commercial success.

Today, PolymerExpert's R&D teams continue to innovate in the field of natural products by working on the cosmetic ingredients of tomorrow, which will once again combine respect for the environment, performance and a natural approach.

#### C360 AWARDS SPONSORS



"Raw Materials" category sponsor

Biotech Santé Bretagne (BSB) technological innovation centre operating in the eco-industry. agro-industry, biotech/pharma, medical technology and e-health markets. BSB leads the cosmetics sector in Brittany and assists companies and project leaders through comprehensive expertise: advising, monitoring, project engineering, financing, product feasibility studies, and development strategies locally and across Europe. By providing its unique expertise, BSB bolsters the success of numerous foundational projects national of regional, international scope.



#### "Brands & Retail" category sponsor

BW Confidential is the leading trade publication for the international fragrance and cosmetics industry. BW Confidential provides all the latest news, analyses and commentary about the main issues facing the global beauty market. Founded in 2009, BW Confidential is recognised and respected for its reliable content as well as its prognoses and forecasts for market trends. With a network of correspondents in key markets worldwide, BW Confidential brings unique global coverage to beauty business leaders.



"Testing & Analysis" category sponsor

Orion Concept boasts 20 years of experience in efficacy testing and R&D methods in dermocosmetics. It provides consultancy, advising and training in innovation management for clinical product evaluation studies, and expertise and services in biometrology and skin imaging.

OrionTechnoLab focuses on developing and marketing innovative techniques, equipment and methods. It provides user support in addition to visual scales and data analysis software (imaging) to study the skin and dermocosmetic product activity.



# "Services for Cosmetics Industry" category sponsor

Taiwan Beauty Valley is building a whole ecosystem for the beauty industry in Taiwan, connecting the diverse forces of industry, government, academia, research and medicine to make the beauty industry a key sector in Taiwan, thereby enhancing its visibility on the global market



# ABOUT COSMETIC VALLEY



# Cosmetic Valley is the organiser of the trade fair COSMETIC 360.

Cosmetic Valley was founded in 1994 by a group of SMEs looking to promote local synergies and the values of the French brand on an international scale.

Designated a "competitiveness cluster" in 2005 by the Inter-ministerial Committee for Spatial Planning and Competitiveness (CIACT), Cosmetic Valley was mandated by the French government in 2014 to act as a coordinating body for the French fragrance and cosmetics industry.

Cosmetic Valley's teams are currently based in Centre-Val de Loire (Chartres), Normandy (Caen), and Nouvelle-Aquitaine (Bordeaux), as well as in Brussels and Cayenne (French Guiana). The teams work closely with professional federations, associations, and clusters in the industry.

In France, Cosmetic Valley includes every link of the industry chain — from cultivating medicinal or aromatic plants to packaging and distributing finished products in skin care, make-up, perfume and personal hygiene.

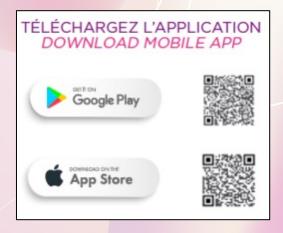
Cosmetic Valley is the world's first-ever fragrance and cosmetics industry cluster. The model has since expanded internationally, and today Cosmetic Valley boasts a worldwide network of clusters connected to develop innovation and international partnerships in the field of fragrance and cosmetics.

With the support of local authorities and the French government, Cosmetic Valley leads a network of businesses (80% of which are SMEs), research centres, and training establishments through partnerships designed to drive innovation and develop international markets.

Download the trade fair app for an enhanced experience and more information in real time.

#### FIND ON THE APP:

- All innovations presented by exhibitors
- The list of registered exhibitors and visitors
- A map of the trade fair
- The events programme
- Your badge
- Your meeting schedule with visitors and exhibitors
- A "badge scan" feature to download the contact details of other attendees



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