



Cosmetics Europe  
the personal care association

CEAC 2024 Programme

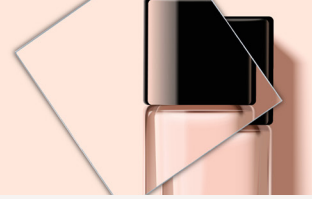


# Visions & Reflections

Cosmetics Europe Annual Conference 2024

19-20 June, Brussels, Belgium

@CosmeticsEur #CEAC2024



## DAY 1: WEDNESDAY, 19 JUNE

8:15 – 9:00 **REGISTRATION AND COFFEE/TEA**

9:00 – 9:15 **WELCOME**

Opening remarks by Isabelle Martin, President, Cosmetics Europe and John Chave, Director-General, Cosmetics Europe

9:15 – 10:30 **PLENARY SESSION**

### A vision for our industry

- **Birgit Huber**, Vice-President, Cosmetics Europe
- **Andrea Maltagliati**, Secretary-General, The European Federation for Cosmetic Ingredients, EFFCI
- **Mark Smith**, Director-General, NATRUE
- **Thomas Myers**, President and CEO, Personal Care Products Council, PCPC

Moderated by John Chave, Director-General, Cosmetics Europe

with video interventions from:

- **Nicolas Hieronimus**, Chief Executive Officer, L'Oréal
- **Alexandra (Alex) Keith**, Chief Executive Officer, Beauty, P&G
- **William Lauder**, Executive Chairman, The Estée Lauder Companies
- **Izbieta Łukacijewska**, Member of the European Parliament
- **Dr. Sharon McGuinness**, Executive Director, The European Chemicals Agency, ECHA
- **Marco Mensink**, Director-General, European Chemical Industry Council, CEFIC
- **Thibaut Mongon**, Chief Executive Officer, Kenvue
- **Jiangying Yan**, Chair, the China Association of Fragrance Flavour and Cosmetic Industries, CAFFCI

This high-level session with panel discussion will focus on our vision for the cosmetics and personal care industry and feature video interventions from industry leaders and political stakeholders. In the light of the interventions, panellist will discuss how the cosmetics sector should evolve to meet current challenges and opportunities.

10:30 – 11:00 **COFFEE BREAK**



## DAY 1: WEDNESDAY, 19 JUNE

11:00 – 12:30

### PARALLEL SESSIONS

#### **A: AI: an opportunity or a challenge for cosmetics communication?**

- **Dr. Ana Adi**, Vice President and Professor of Public Relations and Corporate Communications, Quadriga University of Applied Sciences, Berlin
- **Philippe Borremans**, Crisis & Emergency Risk Communication Consultant. Vice President, International Association of Risk & Crisis Communication, IARCC

Moderated by Małgorzata Miazek, Senior Communications Manager, Cosmetics Europe

In this session, speakers will delve into the very hot topic of Artificial Intelligence (AI) and its impact on the professional field of communication. The session will explore how AI has been changing the public relations profession and what is necessary to leverage AI successfully. The question of how AI can be used to enhance communication strategies of cosmetic brands will also be addressed as well as the practicalities of harnessing AI in crisis communication.

#### **B: Weaponising hazard – regulating ingredients outside of the Cosmetic Products Regulation (CPR)**

- **Pavlina Chopova-Leprêtre**, Partner, Mayer Brown
- **Meglana Mihova**, Managing partner, EPPA
- **Cristina Arregui García**, Director, Global Regulatory Affairs, IFRA
- **Jan Ahlskog**, Secretary General, European Regulation and Innovation Forum, ERIF

Moderated by John Chave, Director-General, Cosmetics Europe

The European Commission is committed to achieve a 'toxic free environment' as part of its Chemicals Strategy for Sustainability which is an important part of its EU's Zero Pollution ambition, a key commitment of the European Green Deal (EGD). Within the frame of the EGD many regulations are being revised with this goal in mind. In this session, panellists will review the many regulations, beyond the Cosmetics Product Regulation (CPR), where the classification and labelling of chemicals will have an – sometimes unexpected – impact on the cosmetics industry's ability to formulate cosmetic products.



## DAY 1: WEDNESDAY, 19 JUNE

11:00 – 12:30

### PARALLEL SESSIONS

#### **C: How to best approach advocacy strategies in light of the new EU institutional environment?**

- **Shona Murray**, Broadcast Journalist, Euronews
- **Dr. Christos Vasilakos**, Policy Advisor, European Parliament
- **Stéphanie Brochard**, European External Affairs, Senior Manager, Unilever
- **Luca Nava**, Director-General, Cosmetics Italia

Moderated by Solène Flahault, Director, Public Affairs, Cosmetics Europe

This session explores how the EU institutions are changing the way they work, especially with new transparency rules introduced after the Qatargate scandal. Speakers will also discuss what might change politically after the 2024 EU elections and how global trends, like those connected to the Green Deal, affect the EU's overall policies. Additionally, speakers will share advice on what strategies work well and what to avoid when advocating for an industry's interests in this new phase of EU governance.

#### **D: Regulatory and trade opportunities in Sub-Saharan Africa**

- **Urszula Maria Stepkowska**, Deputy Head of Unit, TRADE Unit C1, African, Caribbean and Pacific, Overseas Countries and Territories, European Commission
- **Charles Azuka**, Consultant in Toxicology and Regulatory Affairs for cosmetic and personal care products, expert in Sub-Sahara African Region, Selazona Consultancy LLC

Moderated by Maxime Jacques, International Relations Manager, Cosmetics Europe

The Sub-Saharan Africa region is a growing market that has recently become a focal point of interest for businesses around the world. However, trading activities with this region can be challenging for the cosmetics industry due to the currently evolving local regulatory frameworks. This session will explore the potential for the region to continue to grow a prospering cosmetic industry and discuss how to foster a regulatory environment that is compatible with global trade.



## DAY 1: WEDNESDAY, 19 JUNE

12:30 – 14:00

### WALKING LUNCH

12:45 – 13:45

### LUNCH SESSION

#### Latest developments from the EcoBeautyScore Consortium (EBS)

- **Laurent Gilbert**, Sustainable Innovation Director, L'Oréal
- **Anke Piltzner**, Global Claim Advisor & Green Claims, Beiersdorf

Moderated by Emma Trogen, Deputy Director-General, Cosmetics Europe  
The EcoBeautScore Consortium aims to develop an environmental impact assessment and scoring system for cosmetic products. Set up in 2021, it includes today more than 70 active cosmetic companies. The session will cover the recent progress of the consortium work and anticipate on the implementation steps of the methodology and the scoring system.

14:00 – 15:30

### PLENARY SESSION

#### The Cosmetic Products Regulation (CPR) – what is next?

- **Hans Ingels**, Head of Unit, DG GROW, European Commission
- **Isabelle Martin**, President, Cosmetics Europe
- **Emma Trogen**, Deputy Director-General, Cosmetics Europe

Moderated by John Chave, Director-General, Cosmetics Europe  
The session will review the state of play of the proposed revision of the Cosmetics Products Regulation and consider the next steps.

15:30 – 16:00

### COFFEE BREAK



## DAY 1: WEDNESDAY, 19 JUNE

16:00 – 17:30

### PARALLEL SESSIONS

#### **A: Cosmetic Ingredients defence: how does it work? What are the obstacles?**

- **Dr Rizos-Georgios Manikas**, Scientific and Policy Officer, DG GROW F2 Unit, European Commission
- **Dr. Eric Dufour**, SC Ingredient Chair, Cosmetics Europe and Scientific & Regulatory Governmental Affairs, L’Oreal
- **Dr. Boris Peter Mueller**, VP Global Strategic Safety, Regulatory & Advocacy Scent&Care, Symrise AG
- **Dr. Beatrix Althoff**, Responsible Person for Cosmetics, Haus Schaeben GmbH & Co.KG

Moderated by Estefania Cardamone, Senior Issue Manager, Cosmetics Europe

This session will first focus on how Cosmetics Europe supports the continued use of cosmetic ingredients under the Cosmetics Products Regulation. Challenges encountered by Cosmetics Europe throughout the ingredient defence process will also be discussed. In the second part of the session, in a round table discussion, different actors involved in this process will further delve into the existing challenges the industry faces when defending ingredients, explore how the industry will need to adapt their ways of working in light of upcoming regulatory changes and discuss priorities for the cosmetics sector within ingredient defence.

#### **B: Addressing future environmental safety challenges – how can we do better?**

- **Dr. Sylvain Bintein**, Team Leader for REACH & CLP, DG Environment, European Commission
- **Dr. Anna Lennquist**, Senior Toxicologist, ChemSec
- **Prof. Dr. Beate Escher**, Head of Department of Cell Toxicology, Helmholtz Centre for Environmental Research
- **Dr. Véronique Poulsen**, Head of Environmental Safety, L’Oréal

Moderated by Dr. Amelie Ott, Director, Environmental Sciences, International Collaboration on Cosmetics Safety, ICCS

Environmental safety today forms an integral part of the cosmetics industry agenda. In this session, a panel of experts on this topic will explore what the environmental safety pressures and concerns are for the industry, discuss where the sector has done well in the past and where it can improve through concrete actions. Speakers will further look into the state of development of animal-free safety methods to assess environmental safety and discuss opportunities and limitations.



## DAY 1: WEDNESDAY, 19 JUNE

16:00 – 17:30

### PARALLEL SESSIONS

#### **C: The cosmetics business landscape in 2024 and beyond**

- **Emilie Hood**, Consultant, Beauty & Health, Euromonitor International

Moderated by Gabriela López López, Communications Manager, Cosmetics Europe

In this session, Euromonitor International will present their World Market Beauty and Personal Care 2024 report findings. The current state of the cosmetics and personal care market globally with a focus on the European landscape will be presented. The industry's most significant trends to date as well as the future and prospects of the industry in the years to come will also be examined.

#### **D: The Revision of the European Commission's 2006 recommendation on sun protection products – what can we expect?**

- **Roman Mokry**, Policy Officer, DG GROW European Commission
- **Paul Matts**, Chair, Sun Protection Conference, London and Vice-President, R&D, Procter & Gamble, UK
- **Dr. Dominik Göddertz**, Chairman, Standing Committee, Sun Protection, Cosmetics Europe and R&D Director, NIVEA Sun & Lip, Labello

Moderated by Marie Kennedy, Regulatory and Policy Specialist Advisor, Bloom Regulatory

In 2006, the EU Commission issued a recommendation on the testing, labelling and minimum efficacy of sun protection products. Although not formally legislation, this recommendation is used by EU industry and authorities as a strong reference to ensure compliance with the requirements of the Cosmetic Product Regulation. Upon request of Member States, the Commission agreed to update this recommendation in the course of 2024. This session will review recent scientific developments and understanding of consumer habits/practices that could possibly lead to changes to the EU Recommendation.

19:30

### GALA DINNER



## DAY 2: THURSDAY, 20 JUNE

09:00 – 10:30

### PARALLEL SESSIONS

#### **A: Consumer information: how to further increase transparency?**

- **Francis Kurkdjian**, Perfumer, President International Society of Perfumers-Creators
- **Christel Sjøgaard Kirkeby**, Project Officer, Forbrugerrådet Tænk Kemi
- **Ignacio Sánchez Recarte**, Secretary General, 'Comité Européen des Entreprises Vin', CEEV
- **Sari Karjomaa**, Director, Kosmetiikka- ja hygienieollisuus ry

Moderated by Manuela Coroama, Senior Manager, Technical Regulatory & International Affairs, Cosmetics Europe

The session will explore the notion of transparency of product-related information from various angles. It will highlight consumers' understanding and needs in terms of transparent cosmetic product information. It will also showcase three examples, in the areas of prestige perfumery, wines and cosmetics. The speakers will then have the opportunity to exchange with the audience on ways to further increase transparency of cosmetic product information.

#### **B: Nature Commitments – from setting sustainability targets to reporting**

- **Rik Kutsch Lojenga**, Executive Director, Union for Ethical BioTrade, UEBT
- **Oliver Zwirner**, Policy Officer Natural Capital & Ecosystems Health, DG ENV European Commission
- **Sébastien Roumegous**, Founder, BIOSPHERES

Moderated by Emma Trogen, Deputy Director-General, Cosmetics Europe

This session will explore how the cosmetic sector is acting for its transition towards Nature Positive. It will look at actions driven by companies, associations and NGOs with regards to water stewardship programs, sustainable sourcing and packaging improvement. The speakers will exchange and share their return of experiences on the challenges faced, and benefits of implementing nature positive commitments and how these engagements also fit with corresponding regulations such as the Corporate Sustainability Reporting Directive (CSRD), the Corporate Sustainability Due Diligence Directive (CSDDD).





## DAY 2: THURSDAY, 20 JUNE

09:00 – 10:30

### PARALLEL SESSIONS

#### **C: The Chinese Regulation CSAR is fully implemented – what does this mean in practice?**

- **Jacky Zhang**, Chair, Expert Team China, Cosmetics Europe and Regulatory Affairs Director, L'Oréal Asia
- **Inna Fu**, Regulatory Technical Supervisor, Diplomat of Certified Toxicologist of CST, DCST, REACH24H Consulting Group China
- **April Guo**, General Manager, Personal and Home Care Division, CIRS Group

Moderated by Yu-Lun Huang, Technical Regulatory & International Affairs Manager, Cosmetics Europe

In May 2024, the last major deadline of the implementation of CSAR will have passed. This session will be the opportunity to review the state of play and identify remaining regulatory barriers. It will also provide an outlook to the EU – China regulatory collaboration that was relaunched between the EU Commission and China NMPA.

#### **D: Diversity, equity and inclusion – Challenges and opportunities for the cosmetics industry**

- **Dr. Nadia Craddock**, Associate Consultant, EVERYBODY Consulting & Senior Research Fellow, Centre for Appearance Research, UWE Bristol
- **Margaret Johnston-Clarke**, Global Chief Diversity, Equity & Inclusion Officer, L'Oréal
- **Shirley Billot**, CEO, Kadalys
- **Val Díez**, Director General, Spanish Cosmetic, Toiletry and Perfumery Association, Stanpa

Moderated by Gabriela López López, Communications Manager, Cosmetics Europe

This session explores the role that diversity, equity and inclusion can play in shaping the future of cosmetic products and the cosmetic industry globally. Panellists will cover the challenges that the industry is facing at the moment in this area and the opportunities to embrace.

10:30 – 11:00

### COFFEE BREAK



## DAY 2: THURSDAY, 20 JUNE

11:00 – 12:00

### PLENARY SESSIONS

#### The Future of Europe

- **Guy Verhofstadt**, President European Movement International, former Member of the European Parliament and Former Prime Minister of Belgium.

For the future of Europe session (last session in the programme) the description should be - Europe faces an array of internal and external challenges unprecedented in recent times. This session will consider our European future.

12:00

### CLOSING

12:00 – 14:00

### WALKING LUNCH



# Visions & Reflections



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