

NEW HORIZONS



IN COSMETICS &
PERSONAL CARE

Programme

12-13 June
Brussels, Belgium

@CosmeticsEur #CEAC2019



Cosmetics Europe
the personal care association



WINNER
Best Association Conference

We personally care

DAY 1 - Wednesday, 12th June

08:15 Registration and coffee/tea

09:00 Opening remarks by Loïc Armand, President, Cosmetics Europe

Keynote address: Timo Pesonen, Director-General, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)

09:30– 10:30 New Horizons for the Cosmetics Regulation

Speakers:

- Salvatore D'Acunto, Head of Unit, Health Technology & Cosmetics, DG GROW, European Commission
- Monique Goyens, Director-General, BEUC
- Gerald Renner, Director Technical Regulatory Affairs, Cosmetics Europe

This session will explore current and future challenges for cosmetics regulation in the European Union.

10:30 – 11:00 Coffee break

11:00 – 12:30 PARALLEL SESSIONS

A. Microplastics restriction proposal

Speakers:

- Meglena Mihova, Managing Partner, EPPA
- Clare Liptrot, Product Safety & Regulatory Affairs Manager, Croda International

The occurrence of small plastic debris particles in the marine environment and waterways has been issue of increasing public debate. Many sources of plastic marine litter have been identified and estimated both macro and micro plastics, from primary and secondary sources.

The European Commission is tackling the plastics issue in its Plastics Strategy published in January 2018. The main Communication document confirmed the Commission requested

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ECHA to work on a REACH Annex XV restriction dossier process on the use of intentionally added microplastics in products, e.g. cosmetics and detergents.

This session will explore the intricacies behind the European Chemicals Agency ongoing restriction proposal process for a REACH restriction on intentionally added microplastics. Speakers will also share the impacts of the restriction proposal for the cosmetics and personal care industry.

B. Industry communicates - insights on the best communication strategies

Speakers:

- Ronald Van Welie, Director, NCV
- Frederick Warzée, Head of Communications and Corporate Sectoral Sustainability, DETIC
- Irene van Luijken, Communications Director, CEFIC
- Jana Zaric, Public Relations Director, EURACTIV

With practically unlimited access to information, audiences' short attention spans and overflow of various content out there, it is more difficult than ever before for today's communicators to effectively get their messages across.

During this best practice sharing session, communication experts will present their most successful communication campaigns. Some useful tips and tricks will be unveiled and methods and strategic approaches to communicating the industry-related topics externally to broad audiences will be discussed.

C. How open is open? Transparency of safety assessment and safety assessment procedures

Speakers:

- Genevieve Michaux, Partner, Mayer Brown



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- Ellen Pfrommer, Head of Product Stewardship Personal Care, BASF

Several industry sectors, such as pharma, food and pesticides, have faced during the past few years pressure to be transparent in relation to safety data submitted during approval processes.

EMA has continuously updated its transparency policies and a Commission proposal to further increase transparency and sustainability of the EU risk assessment model in the food chain is currently being discussed by the co-legislators.

This session will analyze the potential implications for the cosmetics sector of recent policy initiatives on transparency.

D. China/India ready to align with international best practices?

- April Guo, Cosmetics Regulatory Affairs Manager, Chemical Inspection and Regulatory Service (CIRS)
- Janice Ma, Director APAC Regulatory Affairs, L'Oréal
- Malathi Narayanan, Secretary General, IBHA India

2018 brought important regulatory developments in two of the fastest growing cosmetic markets.

In December 2018, China notified its draft revised Cosmetics Legislation to WTO and publication of the final law is expected for early 2019. Implementation of this legislation will have significant impact on market access.

The reform of the Indian Cosmetic Rules picked up speed in 2018. Although full alignment with global regulations may still be some way to go, important steps are being taken that will influence export to India as well as domestic manufacturing.

This session will provide an overview of the most important changes and given an outlook to future regulatory developments in both countries.

12:30 – 14:00 Walking lunch

14:00 – 15:30 **The Lion in the Cage – Supporting Risk Based Approaches**

Speakers:

- Robert Madelin, Chairman, Fipra International
- Horst Wenck, Corporate Vice President Front End Innovation, Beiersdorf

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- Matti Vainio, Head of the Risk Management Implementation Unit, European Chemicals Agency

The Cosmetic Products Regulation is rooted in the concept of evidence based risk assessment and management. Increasingly in Europe and elsewhere we see tendencies either to disregard science and/or adopt policy approaches based on the idea that some ingredients or practices are inherently dangerous irrespective of the actual risk posed. This session will explore how we can better defend and communicate risk-based approaches, how hazard-based approaches can undermine innovation and growth, and how we can ensure that regulation and public policy are truly science and evidence based.

15:30 – 16:00 Coffee break

16:00 – 17:30 PARALLEL SESSIONS

A. First analysis of the new European Parliament landscape - what it means for business

Speakers:

- James Stevens, Partner, Rud Pedersen
- Markus Warasin, Cabinet Member of the European Parliament President Tajani
- Peter-Boris Schmitt, Head of EU Office and Senior Manager, Political Environment and Products Affairs, Henkel

2019 will be a pivotal year of change for the EU. It is particularly timely that this year our Annual Conference will shortly follow the European elections for the 9th legislative term since Members of the European Parliament are elected by direct universal suffrage. This means that it is important to understand the changes due to new arriving politicians in Brussels, who will



set new political directions and the priorities for the future and what they might mean. The change is not only imminent for the European Parliament but also a new Commission will be appointed. Very soon after the elections, recently elected MEPs will review Commissioners candidates and provide their consent – or not – for their appointment in the new College for 2019-2024 under a new yet unidentified leadership.

Our session will therefore provide an analysis of the elections outcomes and further explore the ongoing political and interinstitutional trends, the political coalition building negotiations in the Parliament and how the politics and processes are likely to impact business development in the EU, and in which way.

B. New horizons for consumers

Speakers:

- Stéphane Truchi, President, IFOP
- Anita Willemars, Journalist and blogger

Demographic change is having a significant impact on our society. Soon many more of our fellow citizens will belong to older generations. This presents both a challenge and an opportunity for our industry. What are the needs and preferences of older consumers? How should industry change and evolve to meet their expectations? In this session significant research findings will be presented which cast light on these questions, and the views of older consumers presented and explored.

C. How to address packaging in the Cosmetic Product Safety Report

Speakers:

- Anne Fuchs, Associate Director, Kao Europe Research Laboratories
- Veronique Widemann, Head of Regulatory Affairs, Albéa Group

Cosmetic manufacturers and importers in the EU are obliged to consider, as part of their cosmetic product safety assessment, the impact that the packaging could have on the safety of the formulation. In the absence of detailed regulatory requirements, a number of industry associations representing the value chain of cosmetic packaging, developed a common

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sense, harmonised approach for the exchange of information within the value chain. Using this information, the safety assessor is able and to conclude if a packaging material / item has an impact on the safety of the cosmetic formulation. This session will present the content of the final guideline and explain how the information can be used in the safety assessment.

D. New Frontiers: Cosmetics in North America

Speakers:

- Darren Praznik, President & CEO, Cosmetics Alliance Canada
- Beta Montemayor, Director, Science, Regulation & Market Access, Cosmetics Alliance Canada
- Francine Lamoriello, Executive Vice President - Global Strategies, Personal Care Products Council

This session will present latest regulatory developments in the US and Canada, including initiatives at federal and state level in the US (e.g. recent Animal Testing Ban in California) as well as the Canadian draft regulation on 'self care products' that aims to address the innovation trend towards more active cosmetics.

19:30

Gala dinner - upon invitation only



DAY 2

08:30 Registration and coffee/tea

09:00 – 10:30 PARALLEL SESSIONS

A. Local regulatory challenges in a Global e-commerce market

- Delphine Dauba-Pantanacce, Global Senior Legal Counsel, Head of EEC Regulatory Policy, Ebay
- Els Vrindts, Inspector Officer and Coordinator, Belgian Competent Authority, SPF Santé Publique, Sécurité de la Chaîne Alimentaire et Environnement

E-commerce is today an important sales channel used by most manufacturers, whether present in mass market or through selective distribution. How do the industry and individual manufacturers tackle the regulatory challenges triggered by the development of e-commerce? How can the various actors online protect the brands and ensure that only safe and compliant products are sold online? How do the European enforcement authorities work to ensure an equal level playing field amongst operators? This session will combine the points of view of both online platforms and the market surveillance authorities on how regulatory compliance of cosmetics products can be ensured online.

B. Modulating the skin microbiome - Regulatory and safety aspects under the EU Cosmetics Regulation

- Bernhard Paetzold, Co-founder & CSO of S-Biomedic
- Gerald Renner, Director Technical Regulatory Affairs, Cosmetics Europe

Based on the growing scientific recognition that the dermal microflora plays an important role in 'keeping the skin in good condition', pre- and probiotic cosmetics are becoming a new and exciting trend in our industry.

However, as with any innovative cosmetic products, regulatory questions arise which will be discussed in the breakout session:



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- Do such products fall under the EU definition of a cosmetic product?
- What type of effects can these products claim – and how could such claims be substantiated?
- What specific issues need to be addressed in the safety assessment?

C. Latest developments in the SCCS world

- Natacha Grenier, Policy Officer, Country Knowledge & Scientific, Committees, DG SANTE, European Commission
- Vera Rogiers, Professor, VUB
- George Manikas, Policy Officer, DG GROW, European Commission

The SCCS adopted the 10th revision of its Notes of Guidance at its plenary meeting on 24 – 25 October 2018 and almost immediately initiated the 11th revision which will have to be delivered by the end of 2020. The breakout session provides an opportunity for dialogue with SCCS members, the SCCS Secretariat and regulatory and safety assessment experts from the EC, industry and members states on the ongoing revision but also on the state of the science re. New Generation Safety Assessment of Cosmetic ingredients.

D. Is there one global solution for the unique product identifier?

- Christoph Staub, VP Global Business Development & Strategies, Laetu
- Anne Laissus-Leclerc, Sub-contracting, Technical and Regulatory Affairs Director, LVMH

Unambiguous identification of cosmetic products is important from a distribution, regulatory as well as consumer-information perspective. Product identification codes on packaging are



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already mandatory in many regions of the world to support in-market control. Since the systems are not harmonized, companies have to label multiple codes on international packaging. Additional coding requirements are in preparation in several regions of the world to enhance product traceability and the fight against counterfeiting. Companies are also introducing product identifier codes that allow consumers to access additional information on the product that cannot be displayed on the packaging. This session will explore these drivers for product identification and the opportunities of a Unique Product Identifier Code.

10:30 – 11:00 Coffee break

11:00 – 12:00 **'Beauty in the eyes of 10 billion beholders on one planet? Creating an industry in which future fitness is more than skin deep'**

Ed Gillespie, Board member, Greenpeace UK

The promotion of sustainable products and practices is something no industry can afford to ignore. What is the nature of the sustainability challenge and how can industry best respond to it? How will environmental challenges evolve in the future? What specific features of our products and our industry do we need to address? How are consumers responding to the environmental agenda? These and many more issues will be addressed in this wide-ranging survey of the sustainability scene now and in the years to come by a leading thinker and speaker on environmental issues.

12:00 – 12:30 **Reflections on New Horizons**

Speakers:

- Birgit Huber, Deputy Director General, IKW
- Hervé Toutain, Senior Vice President - Product Stewardship & Public Affairs, L'Oréal

12:30 **Closing**

12:45 – 14:00 Walking lunch

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