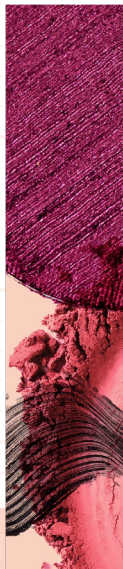


# Staying Ahead

Cosmetics Europe Annual Conference 2025



## CEAC 2025 Programme

11-12 June, Brussels, Belgium

@CosmeticsEur #CEAC2025



Cosmetics Europe  
the personal care association



8:15

## REGISTRATION AND COFFEE/TEA

9:00

## WELCOME

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

9:15 – 10:30

## WHAT DO WE WANT FOR REGULATION?

- **Hans Ingels**, Head of Unit, DG GROW, European Commission
- **Agustín Reyna**, Director-General, The European Consumer Organisation, BEUC
- **Andrea Maltagliati**, Secretary-General, The European Federation for Cosmetic Ingredients, EFFCI
- **Gerald Renner**, Director Technical Regulatory and International Affairs, Cosmetics Europe

Moderated by John Chave, Director-General, Cosmetics Europe

In recent years we have seen a number of new regulations impacting the cosmetics sector, and more restrictions on ingredients coming from existing regulation such as the Classification, Labelling and Packaging (CLP) Regulation. Under the new European Commission mandate more regulatory change is to come – the main Chemicals legislation (REACH) will be revised and the Cosmetics Products Regulation (CPR) will be considered for revision too. The cosmetics sector is not opposed to regulatory change per se, but what does it really want from regulation? What would positive regulatory change look like from the cosmetics and personal care industry's perspective? This session will explore this question through a panel discussion with key industry stakeholders.

10:30 – 11:00

## COFFEE BREAK



11:00 – 12:30

## PARALLEL SESSIONS

### A: The Politics of Chemical Policy

- **Paul Speight**, Head of Unit B2, Safe and Sustainable Chemicals, DG Environment, European Commission
- **Theresa Kjell**, Head of Chemicals Policy, ChemSec

*More speakers to be confirmed*

The REACH revision, due by the end of the year, will be a key benchmark for the European's Commission's stated goal of supporting European competitiveness in its new mandate. But chemical policy is rarely uncontroversial, with a range of stakeholders holding competing visions of how chemical regulation should protect consumers and/or minimise burdens on industry. This session will focus on policy issues which will emerge during the passage of the legislation, the key areas of debate, stakeholder positions, and how our industry should position itself politically to ensure a positive outcome.

### B: The EU, US and China's evolving relationship and its impact on market access of cosmetic products

- **Elena Kamilarova**, Policy Officer, DG TRADE, Unit E3, European Commission
- **Jacky Zhang**, Chair, Expert Team China, Cosmetics Europe and Regulatory Affairs Director, L'Oreal Asia
- **Birgit Huber**, Deputy Director General, IKW

*More speakers to be confirmed*

Moderated by Maxime Jacques, Senior International Relations Manager, Cosmetics Europe

As geopolitical tensions reshape global trade, the evolving relationship between the EU, US, and China poses critical challenges for the cosmetics industry. This session will assess the industry's resilience in the face of potential trade wars, the effects of retaliatory measures, and supply chain disruptions. Experts from each region will analyse the strengths and weaknesses of our global industry and the strategies the industry can use to operate while trade policies change. Discussions will also focus on the EU's broader trade strategy and how the cosmetic industry can face these geopolitical shifts to safeguard its competitiveness and long-term stability.



11:00 – 12:30

## PARALLEL SESSIONS

### **C: Staying ahead: key industry trends for 2025 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 2025 report findings. The session will be divided in three parts. First, the speaker will delve into the current state of the cosmetics and personal care market globally, focusing in particular on the European landscape. Then, key trends related to wellbeing, sustainability, technology and digitalisation will be discussed. Lastly, future prospects and developments for the cosmetics industry will also be examined.

### **D. Recycled material and its challenges for the cosmetics sector**

- **Alessa Lübke**, Technical Manager, European Plastics Converters

*More speakers to be confirmed*

Moderated by Cornélia Garaudel, Junior Regulatory Affairs Manager, Cosmetics Europe

The increased use of recycled material in the packaging of cosmetics and the new requirements stemming from the Packaging and Packaging Waste Regulation (PPWR) have raised challenges for cosmetics industry. This session will discuss challenges regarding the availability of recycled material and how to ensure the safety of cosmetic products with recycled material in their packaging.

12:30 – 14:00

## WALKING LUNCH



14:00 – 15:30

## PLENARY SESSION

### **Sustainability meets competitiveness: the pathways to success**

- **Arthur Arrighi de Casanova**, Vice-President, Head of Sustainable Futures, Capgemini Invent
- **Ulrike Sapiro**, Chief Sustainability Officer, Henkel
- **Sylvie Lemoine**, Director General, Cefic

*More speakers to be confirmed*

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

As highlighted in the Mario Draghi report, 'The future of European competitiveness – A competitiveness strategy for Europe', prioritizing sustainability can drive economic resilience and long-term growth, ensuring that businesses remain competitive while addressing global environmental challenges. This session will explore how businesses today embed sustainable practices into core business strategies and what is required to further innovation on sustainable practices, encourage industry collaboration and foster supportive government policies for a sustainable future.

15:30 – 16:00

## COFFEE BREAK

16:00 – 17:30

## PARALLEL SESSIONS

### **A. Scientific Committee on Consumer Safety – Latest developments**

- **Florian Schellauf**, Director, Ingredients, Cosmetics Europe

*More speakers to be confirmed*

Participants of this session will get an overview on the recent Scientific Committee on Consumer Safety (SCCS) activities and opinions, including updates on current topics in cosmetic product safety assessment.



16:00 – 17:30

## PARALLEL SESSIONS

### B. Building reputation: insights and strategies for success

- **Claudia La Donna**, CEO Brussels and Chair of Tech, Media and Telecom EMEA, Edelman

*More speakers to be confirmed*

Moderated by Malgorzata Miazek, Communications Director, Cosmetics Europe

In today's fast-paced, highly connected world, building and maintaining a strong reputation is more important than ever. During this session, speakers will discuss some fundamental elements of reputation, such as trust, transparency and accountability. Speakers will explore what is expected from business organisations to be perceived trustworthy and reputable. Examples of best practice in both building good reputation and defending it in the moments of crisis will be shared during the session.

### C. A new dawn for sun protection

- **Françoise Perrodin**, Global Regulatory Affairs and Product Safety Director, NAOS

*More speakers to be confirmed*

Moderated by Cornélia Garaudel, Junior Regulatory Affairs Manager, Cosmetics Europe

The landscape of sun protection is changing significantly. In 2024, the European Commission launched the revision of the 2006 Recommendation on the efficacy of sunscreen products and the claims made relating thereto. In addition, two Sun Protection Factor (SPF) test methods were published by the International Standard organisation (ISO): the Double Plate Method (ISO 2375) and the Hybrid Diffuse Reflectance Spectroscopy (ISO 23698). This session will discuss these recent developments and explore their impact on sun protection products.



16:00 – 17:30

## PARALLEL SESSIONS

### D. Implementing the Urban Wastewater Treatment Directive

- **Anders Finnson**, Senior Environmental Advisor, Swedish Water & Wastewater Association, Svenskt Vatten
- **Christoph Vanderstricht**, Global Lead Expert EPR, Strategy & Transformation (RBR), PwC

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

*More speakers to be confirmed*

In the revised Urban Wastewater Treatment Directive (UWWTD), an Extended Producer Responsibility (EPR) scheme has been introduced for only two sectors, pharmaceuticals and cosmetics. In this session, speakers will discuss the EPR's practical implementation and its related challenges for the cosmetics industry. This session will also focus on the importance of implementing the EPR through a harmonized approach across the internal market and explore possible solutions to ensure a fair EPR scheme and legal certainty for both Member States and business operators. The speakers will also discuss learnings from other EPR schemes already in place.

19:00 – 22:00

## GALA DINNER



8:30

REGISTRATION AND COFFEE/TEA

9:00 – 10:30

PARALLEL SESSIONS

## A. Digital transition: preparing for the Digital Product Passport

- **Elsa Dietrich**, Safety & Regulatory Affairs Director, Puig
- **Mauro Scalia**, Director Sustainable Business, Euratex
- **Francesca Poggiali**, Vice President Global Public Policy, GS1

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

This session will cover Cosmetics Europe's preparatory work in partnership with GS1, the latter's role and progress in developing the required standards and technologies and the operational impact of the future Digital Product Passport (DPP) for cosmetics companies, in particular regarding data management. Industry and GS1 representatives will share their insights and exchange with the audience to bring further clarity regarding the future DPP for cosmetics. In a broader sense, the session will also address the international dimensions of the digital transition and Cosmetics Europe's leadership in this arena.





9:00 – 10:30

## PARALLEL SESSIONS

### **B. The evolution of allergen disclosure in cosmetic products – An international overview**

- **Beta Montemayor**, Vice President, Director, Science, Regulation & Market Access, Cosmetic Alliance Canada
- **Kim Kyoung-ok**, Director, Global Regulatory Affairs Division, Korea Cosmetic Association
- **Linh de Beaucorps**, International Affairs Manager, French Federation for Beauty Companies, FEBEA
- **María Alejandra**, Executive Director, the Latin American Cosmetics, Personal Care and Home Care Industry Council, CASIC
- **Masato Hatao**, Principal Scientist/Managing Director, Japan Cosmetic Industry Association, JCIA
- **Yu-Lun Huang**, Technical Regulatory & International Affairs Manager, Cosmetics Europe

*More speakers to be confirmed*

Moderated by Maxime Jacques, Senior International Relations Manager, Cosmetics Europe

Nearly two years after the EU introduced its new allergen labelling requirements, the international response to them has not been uniform. This session will provide a comprehensive update on the global landscape of allergen disclosure requirements in cosmetic products – highlighting regions where the new rules are well understood and accepted, where discussions are still unfolding, and where operational challenges have emerged and persist as a result from them. Representatives from the International Association Collaboration (IAC) will discuss regulatory developments, enforcement trends, and practical guidance for businesses navigating these evolving requirements across multiple markets.



9:00 – 10:30

## PARALLEL SESSIONS

### **C. Strengthening Single Market integrity: protecting consumers and brands through efficient regulations and enforcement**

- **Sylvia Maurer**, Director, Advocacy Coordination, BEUC
  - **Amber Bechrouri**, Director of Consumer and Sustainability Policy, Amazon
- Moderated by Emma Trogen, Deputy Director-General, Cosmetics Europe  
*More speakers to be confirmed*

Unsafe products can enter the EU unchecked, and economic actors selling online do not always comply with existing regulations. This situation is disruptive of the Single Market and affects Europe's competitiveness whilst posing a risk to human health and the environment. This session will explore the current regulatory enforcement framework and future legislative solutions to ensure safe products and a fair market for all players.

### **D. Learning to live with the Classification, Labelling, and Packaging Regulation**

- **Meglana Mihova**, Managing Partner, EPPA
- Moderated by Gerald Renner, Director Technical Regulatory and International Affairs, Cosmetics Europe

Currently, there is a deluge of ingredients being classified under the Classification, Labelling, and Packaging (CLP) Regulation. New classifications of ingredients stemming from the CLP will increasingly impact how cosmetic products are formulated in Europe. Such ingredients have to go through a risk management process under Cosmetics Product Regulation (CPR) or the main Chemicals legislation (REACH). The overwhelming amount of ingredients to manage in an extremely short amount of time, will make it impossible for all stakeholders to prepare and ultimately take well-founded conclusions on the ingredients' safety. This may result in the ban of many safe ingredients and have unmeasurable consequences for the cosmetics industry. This session will look at the three phases in the 'regulatory journey' of substances and what industry can do to adapt and mitigate the consequences:

- Create a priority list of substances for CLP classification with a focus on substances in consumer products;
- Establish a classification process including new classification criteria and data requirements and timelines;
- Assess and manage the safety of classified substances under the Cosmetic Products Regulation or REACH.



11:00 – 12:00

## PLENARY SESSION

### Capturing innovation for a competitive future

- **David Rowan**, Visionary Tech Leader, founding Editor-in-Chief of WIRED UK, and author of the bestselling business boon “Non-Bullshit Innovation

Moderated by John Chave, Director-General, Cosmetics Europe

The cosmetics industry is evolving at an unprecedented pace — facing ever-greater environmental scrutiny, fast-changing consumer demands, fragmented communications channels, and the inevitable uncertain impact of technologies such as artificial intelligence. How should leaders prepare their teams for this new reality of perpetual innovation? And to what extent will the winners be determined by a mastery of technology — or of the psychology of building a future-proof mindset? David Rowan will delve into how AI, biomaterials, technology-led changes to ingredients and packaging, and more, will create new growth opportunities in the cosmetics sector. He will also share key insights on how to build an authentic culture of innovation to make the most of these opportunities.

12:00 – 13:30

## CLOSING & WALKING LUNCH

# Staying Ahead

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