

We personally care



Cosmetics Europe
the personal care association



P E O P L E
P L A N E T
P R O D U C T S

PROGRAMME

Cosmetics Europe Annual Conference 2021
15-16 June, Virtual Event

@CosmeticsEur #CEAC2021

11:00

Opening remarks by **Hervé Toutain**, President of Cosmetics Europe and **John Chave**, Director General of Cosmetics Europe

Opening address by **Hubert Gambis**, Deputy Director General, DG GROW, European Commission

11:30-13:00

European Green Deal – implications for cosmetics and personal care industry

Speakers:

- **Kestutis Sadauskas**, Director for Circular Economy and Green Growth, DG ENV, European Commission
- **Maria Spyraiki**, Member of the European Parliament
- **Marco Mensink**, Director General, Cefic
- **Peter Boris Schmitt**, Corporate Director & Head of EU Office, Henkel

The session will provide an overview of the EU's ground breaking European Green Deal. It will look at one aspect of the European Green Deal in detail – the Chemical Strategy for Sustainability (CSS). The major implications of the CSS for the EU Cosmetics Products Regulation will be reviewed and discussed.

Lunch break

14:00-15:00

PARALLEL SESSIONS

A. Empowering consumers for the green transition

Speakers:

- **Ursula Pahl**, Deputy Director General, European Consumer Organisation (BEUC)
- **Silvia Ferratini**, Team Leader EU Ecolabel, Sustainable Production, Products & Consumption Unit, DG ENV, European Commission
- **Anne Laissus-Leclerc**, Scientific Director, LVMH Recherche Parfums & Cosmétiques



The European Commission has put a focus with the European Green Deal on giving the necessary tools to consumers to take informed, healthy and sustainable choices. This will be especially implemented through the adoption of the initiative entitled “Empowering consumers for the green transition”. During this session, we will discuss with the different actors involved what consumers need to make these choices and how they can be supported in this objective.

B. New Cosmetics Industry Global Science Programme

Speakers:

- **Horst Wenck**, Corporate Vice President Front End Innovation, Beiersdorf
- **Kate Willett**, Senior Director, Science & Regulatory Affairs, Humane Society International
- **Gavin Maxwell**, Strategy and Communications Lead, Safety & Environmental Assurance Centre (SEAC), Unilever
- **Beta Montemayor**, Science, Regulation & Market Access Director, Cosmetics Alliance Canada
- **Alexandra Kowcz**, Chief Scientist, Executive Vice President-Science, Personal Care Products Council (PCPC)
- **Véronique Poulsen**, Head of Environmental Safety, L’Oréal

This session will introduce the new global cosmetics industry research programme (2022-2026). This programme will have 3 pillars – i) building animal free safety assessment capabilities, ii) training & education to facilitate wide use of novel approaches for safety assessment of cosmetics ingredients and products to the end users and iii) promoting regulatory use. The new programme will cover both environmental and human safety assessment and will be truly international, globally-owned and driven forward by companies.

15:15-16:15

PARALLEL SESSIONS

A. Implementation of the new cosmetic legislation CSAR – practical consequences for exporters

Speakers:

- **Emmanuelle Devaux**, Director of Global Regulatory Affairs and Claims Substantiation, L'Oréal
- **Joanna Ru**, Regulatory Director of Cosmetic Division, REACH24H Consulting Group
- **April Guo**, General Manager, Personal Care Division, CIRS Group

After six years of drafting, CSAR has been published in June 2020 along with over 15 pieces of implementing legislation, including long-awaited provisions on the waiving of animal testing for imported products. This session will look at the major changes introduced by this new Regulation, the state of implementation and remaining open issues.

B. From science of communicating to communicating science

Speakers:

- **Alec Walker-Love**, Senior Science Communicator, European Science Communication Institute
- **Joanna Roberts**, Freelance Science Journalist and Editor
- **Olivia Guernier**, Communications and Public Affairs Director, Fédération des Entreprises de la Beauté (FEBEA)

With the cosmetics and personal care industry being a science-driven and highly innovative sector which makes large investments in R&D, it is crucial for the industry communicators to be able to successfully convey messages integrally linked to science.

This session will explore the complexities of communicating highly technical and scientific topics to a wider audience. Challenges of translating complex concepts and processes into the language understandable to non-scientific recipients will be discussed. Insights on how to make your communication efforts clearer and more accessible without oversimplification will also be provided.

DAY 2 - WEDNESDAY, 16 JUNE



11:30-12:30

PARALLEL SESSIONS

A. Ethical consumers – what is really going on?

Speakers:

- **Kacey Culliney**, Editor, CosmeticsDesign-Europe
- **Mark Smith**, Director General, NATRUE
- **John Chave**, Director General, Cosmetics Europe

Ethical consumerism seems to be on the rise – but what is ethical consumerism? How extensive is it? How does it affect our industry? Is it a passing trend and or it is here to stay? How should we respond? This session will explore these ideas and more.

B. SCCS now and beyond 2021

Speakers:

- **Natacha Grenier**, European Commission Scientific Committee on Consumer Safety (SCCS) Secretariat
- **Prof. Vera Rogiers**, Vrije Universiteit Brussel and European Commission Scientific Committee on Consumer Safety (SCCS)
- **Rizos-Georgios Manikas**, Scientific and Policy Officer, DG GROW F2 Unit, European Commission

The European Commission Scientific Committee on Consumer Safety (SCCS) adopted the 11th revision of the Notes of Guidance for the testing of cosmetic ingredients and their safety evaluation in March 2021. This session will focus on explaining how this revision differs from the previous version. Speakers will also discuss what is needed to further build confidence in NAMs and NGRA as well as the potential impact of the regulatory changes to be triggered by the European Green Deal and the Chemicals Strategy for Sustainability on the SCCS and its work.

Lunch break

14:00-15:30

Industry and Our Digital Future

Speakers:

- **Claudia Olsson**, Digital Transformation Strategist, CEO of Stellar Capacity

What does the future promise in terms of digital transformation, and how can our industry prepare? Claudia Olsson, innovation leader and member of the High Level Industrial Roundtable “Industry 2030” at the European Commission will help us understand and respond to the digital future to come.

Closing

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