



**COSMETICS EUROPE**  
ANNUAL CONFERENCE 2018  
ESSENTIALS FOR DAILY LIFE



**Cosmetics Europe**  
the personal care association

## Programme

13-14 June, Brussels, Belgium

@CosmeticsEur #CEAC2018

We personally care

## DAY 1 - Wednesday, 13th June

08:30 Registration and coffee/tea

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**09:00 – 10:30 Welcome and plenary session: What's next for Regulation?**

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Welcome address: Loïc Armand, President, Cosmetics Europe

Keynote speech: Antti Peltomäki, Deputy Director General,  
Directorate General for Internal Market, Industry,  
Entrepreneurship and SMEs (DG GROW)

Panellists:

Salvatore d'Acunto, Head of Unit, Health Technology & Cosmetics,  
DG GROW, European Commission

Marcella Marletta, Director General, DG Medical Devices and  
Pharmaceutical Service, Italian Ministry of Health, Italian Competent  
Authority for Cosmetics

Gerald Renner, Director Technical Regulatory Affairs, Cosmetics Europe

10:30 – 11:00 Coffee break

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**11:00 – 12:30 Parallel sessions**

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**A. Environmental aspects of cosmetics: from ingredients to finished products**

The safety of cosmetic products is a fundamental principle for the cosmetics industry. A key aspect of the safety of products is the environment.

This session will discuss how industry is ensuring the environmental safety of ingredients used in products as well as the safety of finished products that are placed on the market. Additionally, potential challenges the industry might face in the future concerning the environment will be explored as well as how these challenges can be addressed.

**Speakers:**

- Professor Alistair Boxall, University of York
- Veronique Poulsen, Head of Environmental Safety, L'Oréal
- Mark Stalmans, Scientific External Relations, Procter & Gamble

**B. Towards greater international regulatory convergence – associations' perspective on current actions and future challenges**

How do we promote a unified industry voice and coordinate international strategies on issues impacting the global industry? How do we obtain regulators attention, participation and alignment across the jurisdictions? What has been achieved so far and what are tomorrow's challenges?

## DAY 1 - continued

This session will discuss harmonisation, convergence, and compatibility of international cosmetic regulations as avenues to facilitate international trade.

### Speakers:

- John Humphreys, PhD Global Product Stewardship – IMEA and GDM GTM, Global B&G Regulatory Influencing, Procter & Gamble
- Juan Carlos Castro Lozano, Executive Director, Cosmetics Chamber of Commerce, ANDI, Colombia
- Francine Lamoriello, Executive Vice President Global Strategies, Personal Care Products Council

### C. Digital influencers – from myth to practice

Who are the famous digital influencers and are they really so powerful? How to identify them, grab their attention and work with them?

In modern day communication, when digital is not an extra but a norm, this session will attempt to bust some myths surrounding digital influencers, share insights from real-life influencers and provide best practice examples straight from the cosmetics and personal care product industry.

### Speakers:

- Steffen Thejll-Moller, Founder and Director, Limehive
- Jennifer Baker, EU Policy Reporter, Freelance/Independent, Author of the Brussels Geek
- Birgit Huber, Deputy Director General, IKW

### D. Better regulation three years later – is it really working?

What are the corner stones of the Commission's Better Regulation Agenda? How are they applied and is Better Regulation still relevant in the day-to-day work of the Commission and stakeholders?

Industry and Commission experts will explore the concrete application of the Better Regulation Agenda in the Commission's daily work, as well as the lessons learnt from the actions carried out in the past years.

### Speakers:

- Thomas Van Canghai, Policy Officer, Impact Assessment, Secretariat General, European Commission
- Aaron Mcloughlin, Public Affairs and Sustainability Committee Executive Director, CEFIC



## DAY 1 - continued

### E. Alternatives to animal testing - basics for non-scientists

This session offers key insights for non-scientists into the use of alternative testing methods. Examples of how alternative methods can be used for decision making will be provided, and the strength and limitations of New Approach Methodologies (NAMs) explored. The need to consider a schematic fit for a purpose testing strategy upfront (employing NAMs) will be demonstrated.

Practitioners from industry, regulatory bodies and national institutes will share hands-on experience and will make recommendations on the incorporation of NAMs in each part of the safety assessment paradigm.

No specialist scientific knowledge is needed for this session.

#### Speakers:

- Valérie Zuang, Scientific Officer, Directorate General Joint Research Centre, European Commission
- Mirjam Luijten, Senior Research Scientist, National Institute of Public Health (RIVM), The Netherlands
- Rob Taalman, Director Science and Research, Cosmetics Europe

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12:30 – 14:00      Walking lunch

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### 14:00 – 15:30      **Plenary session: Global beauty through the lens of consumer megatrends**

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What are the global megatrends which will impact cosmetics and personal care in the coming years? Understanding how the world is changing is the key to meeting current and future challenges.

This session will analyse and discuss four megatrends affecting key aspects of our business and will discuss how we should respond to them

Panellists:

Ildiko Szalai, Senior Analyst, Euromonitor

Panayotis Gezerlis, CEO, Convert Group

Lucy Whitehouse, Editor, Cosmetics Design Europe

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15:30 – 16:00      Coffee break

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### 16:00 – 17:30      **Parallel sessions**

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#### A. Regulatory ingredient risk management: does the EU system need improving?

EU positive lists and negative lists for cosmetic ingredients have become a model for many regions in the world. The 'classical' process for listing ingredients is based on a science-based risk assessments by the SCCS, followed by a risk management decision of the Member States competent

## DAY 1 - continued

authorities. However, additional approaches have been introduced for the management of CMR substances and nanomaterials.

The session will explore the strengths and weaknesses of the current ingredient management in terms of speed, efficiency and transparency and opportunities for future evolution.

### **Speakers:**

- Karin Gromann, Head of Department Food Safety and Consumer Protection, Ministry for Labour, Social Affairs, Health and Consumer Protection, Austria
- Petra Leroy Čadová, Policy Officer, DG GROW, European Commission

### **B. The digital ingredients list: preliminary results of the CE pilot**

The revolution in communication technologies offers opportunities for delivering information on cosmetic products in ways that better meet the needs of consumers and other stakeholders. Consumer behaviour is changing too, preferences moving from material to digital supports, from literal to more visual modes of communication. A Cosmetics Europe pilot project is exploring consumers' response to the future digital list of cosmetic product ingredients and its technical feasibility for brands and retailers.

Insights into the preliminary results of the pilot will be presented and discussed in this session.

### **Speakers:**

- Anne Laissus-Leclerc, Sub-contracting, Technical and Regulatory Affairs Director, LVMH
- Christophe Jourdain, Managing Director, IFOP
- Manuela Coroama, Senior Manager, Cosmetics Europe

### **C. Crisis communications: strategies for success**

A crisis situation can happen any time, in any organisation and in any industry. This session will focus on the role of crisis communication in protecting and defending the reputation and positive image of an organisation. Both theoretical and practical considerations will be explored and the best practices in crisis communication management straight from the cosmetic and personal care industry will be shared.

### **Speakers:**

- Philippe Borremans, Independent Public Relations Consultant
- Debbie Hunter, Director of Commercial Affairs, CTPA



## DAY 1 - continued

### **D. Is Africa the next Asia?**

1 billion consumers spending \$600 billion yearly. An average annual growth performance of 5 percent. A rapidly developing middle class. The African continent is home to 11 of the 20 most rapidly growing countries in the world. How to enter the African market and seize the opportunities? What are the business challenges?

This session aims to picture how to do business with the continent of the future.

#### **Speakers:**

- Olivier Coupleux, Head of Section Economics and Governance, DG TRADE, European Commission
- Jean-Paul Dechesne, Worldwide Director Regulatory Affairs, Colgate Palmolive
- Elsa Dietrich, International Relations Manager, Cosmetics Europe

19:30

Gala dinner at the Egmont Palace

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## DAY 2 - Thursday, 14th June

08:30 Registration and coffee/tea

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**09:00 – 10:30 Plenary session: The de-normalisation of industry**

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This session will explore how changing perceptions of industry challenge our ability to engage in rational engagement and rational policymaking. How should industry respond if we are to protect our reputation and maintain the trust of our consumers?

Professor David Zaruk, The Risk-Monger

10:30 – 11:00 Coffee break

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**11:00 – 12:30 Parallel sessions**

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**A. The CE Product Preservation Programme – preserving the future**

The way in which cosmetic products are preserved is dependent on many factors such as the product formulation, consumer storage and use, type of packaging and the type of micro-organisms that could enter the product during usage.

In this session we take a look at the options available for cosmetic product preservation, the critical parameters to be considered when choosing the most appropriate preservation option and the opportunities for future innovations to deliver new preservative ingredient options. Bringing all the aspects together surrounding the challenges and future of products preservation is Cosmetics Europe's Product Preservation Programme where the goal is to keep a wide palette of preservative to ensure product safety and consumer safety.

**Speakers:**

- Ian Watt, Global Regulatory Sciences and Product Sustainability Dow Microbial Control, Product Stewardship and Regulatory Manager, Dow Chemical Company
- Sylvie Cupferman, International Director Microbiology, L'Oréal
- Pamela Bloor, Global Regulatory Affairs Manager, Unilever

## DAY 2 - continued

### B. Public affairs in Brussels and national capitals

In a context of a changing EU political and legislative environment, it is ever more important to understand the evolving trends, dynamics and mechanisms that interlink key political priorities and decision-making at EU and member state level. For a highly regulated European industry sector, it is important to have a comprehensive understanding of these elements and of the pivotal role public affairs activities can play in achieving an operating environment conducive to long term growth and a sustainable future.

This session will be dedicated to exploring the EU level and national member state dynamic and ways integrated public affairs activities can lead to successful outcomes.

#### Speakers:

- Martin Bresson, Managing Partner Brussels Europe, Rudd Pedersen
- Peter-Boris Schmitt, Head of EU Office and Senior Manager, Political Environment and Product Affairs, Henkel
- Stefano Dorato, Director Regulatory and Scientific Relations, Cosmetics Italia
- Andrea Bonetti, Policy Officer, Federchimica Delegation to the EU

### C. SCCS insights and activities

The SCCS supports the European Commission in evidence-based policy making by providing risk assessment and scientific advice on matters related to consumer safety.

This session will provide an update on current SCCS activities will give an opportunity to better understand and discuss the best way to interact with the SCCS on issues of common interest.

#### Speakers:

- Federica de Gaetano, Scientific Officer, Cosmetics Unit, DG GROW, European Commission
- Natacha Grenier, Policy Officer, Country Knowledge & Scientific Committees, DG SANTE, European Commission

### D. In-market control and enforcement of the cosmetics regulation: challenges and trends

In-market control is an important cornerstone of the EU regulatory approach to cosmetics since 1976. The new draft EU enforcement regulation raises a number of interesting issues that may challenge long established practices.

The session will not only address the 'daily life' challenges for companies and inspectors but also more fundamental questions such as: How to address new technologies (e.g. nanomaterials), risk based prioritisation of inspections (e.g. relevance of traces of banned materials), and the proportionality of corrective actions or opportunities for harmonisation of in-market control practice across the EU.

## DAY 2 - continued

### Speakers:

- Birgit Huber, Deputy Director General, IKW
- Eva-Maria Kratz, Specialist Cosmetics and REACH, Chemical and Veterinary Investigation Laboratory (CVUA) Karlsruhe

### E. Future of travel retail

The sale of cosmetic products through the travel retail channel is growing substantially, and promises significant further opportunities in the future. How will the sector evolve in the coming years? What are the key business drivers? How is technology impacting the sector? What regulatory challenges arise and how should we address them?

This session aims to give a comprehensive picture of both the future development of the travel retail business and the regulatory questions it raises.

### Speakers:

- Julie Lassaing, Deputy Secretary General, European Travel Retail Association
- Isabelle Martin, Vice President Government Affairs, The Estée Lauder Companies

12:30 – 14:00

Walking lunch

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