



CEAC2026 Programme



WELL-BEING AT YOUR FINGERTIPS, SAFETY IN HAND

COSMETICS EUROPE ANNUAL CONFERENCE 2026

16-17 June, Brussels, Belgium
@CosmeticsEur #CEAC2026



Cosmetics Europe
the personal care association

DAY 1:

TUESDAY 16 JUNE



08:15

REGISTRATION AND COFFEE/TEA

09:00

WELCOME

Opening remarks by Birgit Huber, President, Cosmetics Europe and John Chave, Director-General, Cosmetics Europe

Keynote address by Kerstin Jorna, European Commission's Director-General for Internal Market, Industry, Entrepreneurship and SMEs

09:15 – 10:30

PLENARY SESSION

Small is beautiful: SMEs and the EU policy environment

- Anna Bieluń, CEO, Ministerstwo Dobrego Mydła
- Benedetto Lavino, Managing Director & Owner, Bottega Verde and President of Cosmetica Italia
- Horst Robertz, CEO, Babor
- Carole Garcia, CEO, Graine de Pastel
- Viliyana Staneva, CEO, Miracle Cosmetics World Bulgaria

Moderated by Emma Trogen, Cosmetics Europe

There are more than 9600 Small and Medium sized Enterprises (SMEs) in Europe in the cosmetics sector. They make a vital contribution to employment and to the life of local communities, and are a key element in the overall competitiveness of our industry. But all too often, SMEs' concerns are not fully considered by policy makers, and regulations can impact them disproportionately. This session will examine how SMEs are affected by the EU policy environment, how their specific interests can be better taken into account at European level, and how SMEs can be effective advocates for our industry.

10:30 – 11:00

COFFEE BREAK



11:00 – 12:30

PARALLEL SESSIONS

A. Outlook on the global and European cosmetics and personal care market: Insights from Euromonitor International

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

Moderated by Gabi Lopez, Cosmetics Europe

In this session, Euromonitor International will share the latest insights from their 2026 World Market Beauty And Personal Care Report. The speaker will explore the current state of the global cosmetics and personal care industry, with a particular emphasis on Europe. Building on this overview, the speaker will examine key trends in consumer behaviour and discuss the forecasts for the cosmetics and personal care market globally and at European level.

B. Alternatives to animal testing – Getting to last resort

- **Georg Streck**, Policy Officer, REACH Unit, DG GROW, European Commission
- **Erin Hill**, President and CEO, ICCS
- **Dr. Julia Baines**, Head of Science Policy, PETA UK
- **Axelle Cooreman**, Docent Cosmetics, Vrije Universiteit Brussel

Moderated by Arianna Giusti, Cosmetics Europe

This session will explore the evolving landscape of chemical safety assessment, with a focus on how the current EU regulatory framework can be leveraged to support the uptake of New Approach Methodologies (NAMs). It will also outline short- and long-term deliverables needed to enable a full transition to animal-free science. The session brings together diverse stakeholder perspectives—from regulators, industry, and NGOs—to provide a comprehensive overview of the current situation, practical opportunities within the existing framework, and the changes needed to accelerate progress. Each speaker will share their views, needs, and expectations for the future of animal-free safety testing.



11:00 – 12:30 PARALLEL SESSIONS (CONTINUED)

C. Casting light on the revised EU Recommendation for sun protection products

- **Andrea Maltagliati**, Secretary-General, EFfCI
- **Dr. Dominik Göddertz**, Chairman of the Standing Committee for Sun Protection at Cosmetics Europe & Global R&D Director NIVEA Sun
- **Orsalie Kriekoukis**, Vice-Chair of the Standing Committee for Sun Protection, Cosmetics Europe and Regulatory Affairs & Claims Director for Skincare and Sun products, L'Oréal
- **Elsa Dietrich**, Safety & Regulatory Affairs Director, PUIG

Moderated by Cornélia Garaudel, Cosmetics Europe

This session will highlight the latest updates on the revision of the European Commission 2006 Recommendation on the efficacy of sunscreen products and the claims made relating thereto. Key topics include anticipated technical challenges for both cosmetic brands and ingredient suppliers such as the adaptation of product formulations to meet updated requirements and evolution of labelling rules. Ongoing efforts toward maintaining international compatibility to support global market access will also be discussed.

D. (Eco)-Designing the future: Policy pathways for integrating PEF and ESPR into the EU Cosmetics Framework

- **Matjaž Malgaj**, Head of Unit, DG Environment, European Commission
- **Laurent Gilbert**, Scientific Director, EcoBeautyScore
- **Victor Frontere**, Sustainability Strategist, Quantis
- **Clément Azam**, CSR and Sustainable Development Manager, Pierre Fabre

Moderated by Sarah Khirani, Cosmetics Europe

The panel of speakers will discuss on-going policy initiatives such as the work on product environmental footprint (PEF) and eco-design of products under the Ecodesign for Sustainable Products Regulation (ESPR) and reflect on how these initiatives may concretely in the future be implemented in the cosmetics regulatory framework.

12:30 – 14:00 WALKING LUNCH

DAY 1:

TUESDAY 16 JUNE



14:00 – 15:30

PLENARY SESSION

How personal care routines & cosmetics contribute to well-being and healthy ageing.

- **Nelly Bernier**, Expertise Director, Ifop
- **Emilie Hood**, Consultant, Beauty & Health, Euromonitor International
- **Myriam Mazza**, Pharmacist, Cosmologist, President of “Ricomincio da me” Association
- **Val Diez**, Director General, STANPA

Moderated by John Chave, Cosmetics Europe

Drawing on new pan-European consumer insights, this panel will explore how everyday personal care routines—including the use of cosmetics and personal care products—play an essential yet often overlooked role in supporting well-being today and promoting healthy aging overtime. Debunking the current perception of cosmetics as discretionary, the discussion will examine how daily personal care routines help people feel comfortable, confident, and ready to participate in work and social life, while supporting healthy ageing over time. Panellists will consider what recognising the value of everyday personal care means for the future role of the cosmetics industry, for innovation aligned with real societal needs, and for public policies that aim to support health and well-being in an ageing and changing Europe.

15:30 – 16:00

COFFEE BREAK

16:00 – 17:30

PARALLEL SESSIONS

A. Digital information on the European and the international stage

- **Roman Mokry**, Policy Officer, DG GROW, European Commission
- **Anne Laissus-Leclerc**, Scientific Director, LVMH
- **Beta Montemayor**, VP, Director, Science, Regulation & Market Access, Cosmetics Alliance Canada
- **Ola Lilaj**, Regulatory and Business Development Specialist, REACH24H Consulting Group

Moderated by Manuela Coroama, Cosmetics Europe

The session will cover regulatory challenges in the EU, an outlook by the European Commission and an overview of international developments. The panel will discuss with the audience the challenges of ensuring international compatibility of the relevant regulations.

DAY 1:

TUESDAY 16 JUNE



16:00 – 17:30

PARALLEL SESSIONS (CONTINUED)

B. European Chemicals Policy – 6 years on

- **Otto Linher**, Senior Expert, REACH Unit, DG GROW, European Commission
- **Cristina Arregui García**, Director, Global Regulatory Affairs, IFRA
- **Meglana Mihova**, Chairwoman, EPPA

Moderated by Gerald Renner, Cosmetics Europe

The European Commission adopted its Chemicals Strategy for Sustainability (CSS) in 2020 under the European Green Deal, the EU's growth strategy in the post-Covid era. As a key element of the EU's zero pollution ambition, the CSS aimed to better protect citizens and the environment from harmful chemicals, and boost innovation by promoting the use of safer and more sustainable chemicals. The CSS was expected to radically change the EU chemicals legislation landscape, including the Cosmetic Products Regulation. Six years on, the CSS seems to have disappeared from the radar as a major policy initiative. The session will evaluate what has been achieved so far, but more importantly, if, when and how the rest of the CSS will likely be implemented.

C. Urban Wastewater Treatment Directive: your questions answered

- **Christoph Vanderstricht**, Global Lead Expert EPR, Strategy & Transformation (RBR), PwC
- **Kirsty Reid**, Director Science Policy, EFPIA
- **Jean-Philippe Montfort**, Partner, Mayer Brown
- **Mohamed Elzarej**, EU Government Affairs Lead, Haleon

Moderated by Carmela Ciarliero, Cosmetics Europe

The Urban Wastewater Treatment Directive is now being implemented in the EU Member States. This session will address the key implementation issues that are being addressed, the challenges for our industry, and how our sector needs to prepare. The session will also include the perspective of the pharmaceutical industry.

DAY 1:

TUESDAY 16 JUNE



16:00 – 17:30

PARALLEL SESSIONS (CONTINUED)

D. China – A new era for regulation

- **Mr. Jacky Zhang**, Chair, Expert Team China, Cosmetics Europe and Regulatory Affairs Director, L'Oréal Asia
- **Mr. Liu Yang**, Deputy Secretary-General and Director of Cosmetics Department, China Association of Fragrance Flavour and Cosmetic Industries (CAFFCI)
- **Dr. Lieve Declercq**, Chief Scientific Advisor and Vice President of the Proya Europe Innovation Center, Proya Cosmetics

Moderated by Yu-Lun Huang, Cosmetics Europe

In November 2025, the Chinese government announced a roadmap to further reform their cosmetics regulation and continue to foster the competitiveness of China's cosmetics industry. Under this roadmap, 24 policy measures were proposed to implement targeted changes to the regulatory framework. Is this reform a reflection of the learnings following the implementation of the Cosmetic Supervision and Administration Regulation (CSAR) in 2021? Or is it also driven by the ambition to support Chinese cosmetic companies in expanding into overseas markets? This session will provide the latest insights on the current regulatory landscape in China, as well as perspectives on the direction China may take under this reform.

19:30 – 22:30

GALA DINNER

DAY 2:

WEDNESDAY 17 JUNE



08:30

REGISTRATION AND COFFEE/TEA

09:00 – 10:30

PARALLEL SESSIONS

A. Viral trends & myths on cosmetics: addressing misinformation on social media

- **Gianmaria Sisti**, Head of Digital Communications (VP), Edelman Brussels
- **Héloïse Prieur**, Head of Communications and Marketing, CTPA
- **Janina Bak**, Statistician, science influencer and book author

Moderated by Malgorzata Miazek, Cosmetics Europe

Social media now plays a central role in shaping consumer perceptions of cosmetics, often amplifying misleading trends alongside persistent myths and misinformation. This session will explore current online cosmetics-related trends and common misconceptions, examining their impact on consumer trust and industry reputation. The discussion will highlight the role of digital literacy, influencer and social media platforms responsibility, and industry communication in addressing false claims and fostering trust in cosmetic products.

B. Cosmetics Products Regulation and Simplification – where do we stand?

- **Hans Ingels**, Head of Unit, DG GROW, European Commission
- **Aurélie Perrichet**, Regional Director for Europe, The International Fragrance Association, IFRA
- **Gerald Renner**, Director, Technical Regulatory & International Affairs, Cosmetics Europe

Moderated by Emma Trogen, Cosmetics Europe

The Cosmetics Products Regulation is currently being considered for revision. This session will consider the state of play, the key issues at stake for our industry and related developments such as the Chemicals Omnibus.



09:00 – 10:30

PARALLEL SESSIONS (CONTINUED)

C. EU neighbouring countries: regulatory status and partnership opportunities

- **Giulio Venneri**, Deputy Head of Unit, DG ENEST, European Commission
- **Nilgun Dayioglugil**, President of the Turkish Cosmetic and Cleaning Products Association (KTSD)
- **Marija Bucher**, Director General, SKW
- **Jelena Pejčinović**, Secretary General, Kozmodet

Moderated by Maxime Jacques, Cosmetics Europe

When thinking about international markets, attention often turns to distant regions. Yet, Europe's neighbouring countries – EFTA members, Customs Union partners, EU accession candidates or former EU members – are important trading partners with a substantial share of EU cosmetics exports going to these markets. Whilst proximity may suggest alignment with EU requirements, the reality is more nuanced, creating operational challenges and uncertainty for businesses. This panel will uncover the state of play of the relationship between these markets and the EU, the degree and feasibility of regulatory compatibility and the practical implications for companies seeking growth beyond EU borders, as part of a thorough international strategy.

D. The Future of the SCCS – Transition to ECHA

- **Dr Ofelia Bercaru**, Director of Regulatory Cooperation, Biocides and Water, ECHA
- **Sylwia Jaczewska**, Legal Officer, DG GROW F2 Bioeconomy, Chemicals, Cosmetics, European Commission
- **Deirdre Lawler**, Manager Regulatory Affairs, LANXESS Deutschland GmbH

Moderated by Pamina Suzuki, Cosmetics Europe

As the Scientific Committee on Consumer Safety (SCCS) prepares for its integration with the European Chemicals Agency (ECHA), the cosmetics sector faces important questions for the future of this independent scientific committee. This session will explore what to expect from the SCCS's transition under ECHA, considering both immediate and longer-term implications for the industry and, in particular, for applicants submitting safety assessment dossiers. Panellists will be invited to reflect on how the SCCS's role and working methods may evolve within ECHA, and the impact on stakeholders across the cosmetics value chain.

DAY 2:

WEDNESDAY 17 JUNE



10:30 – 11:00 COFFEE BREAK

11:00 – 12:00 PLENARY SESSION

Why strong science is getting harder to hear: How science-based industries stay coherent - and credible - in the age of networks

• **Martin Adams**, Ethical AI Entrepreneur & Innovation Advisor

Moderated by John Chave, Cosmetics Europe

Consumer safety systems in the European cosmetics sector have never been stronger. Yet public understanding of risk is increasingly shaped by fast-moving digital information environments that favour simplicity, certainty and emotion over nuance. This closing keynote explores why scientifically robust industries can find it increasingly difficult to communicate effectively in the current landscape, and what has structurally changed in how consumers interpret ingredient safety. Martin Adams will show why some level of misunderstanding is now a permanent feature of the modern information environment. He will also draw on cross-industry examples in order to outline practical moves the cosmetics ecosystem can take to strengthen coherence, improve the translation of complex science, and work more effectively with trusted third parties. The goal is to leave the audience with a clearer strategic frame and a realistic but constructive path forward.

12:00 – 13:30 CLOSING & WALKING LUNCH

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