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Cosmopack Presents Italian Cosmetics Solutions

By Jamie Grill-Goodman

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The COSMOPACK New York Symposium, organized by Cosmoprof Worldwide Bologna, debuted September 22-23, 2014 at the Trump Soho Hotel and presented the Italian cosmetic and personal care supply chain to the East Coast.

Duccio Campagnoli, president of Bologna Fiere, told *PLBuyer* they had heard from the Italian companies that they should be also present on the East Coast. With COSMOPROF North America already in Vegas, the new symposium brings the organization closer to the American market.

The BolognaFiere Group features over 80 national and international exhibitions in its portfolio. SoGeCos Sp.A, a BolognaFiere Group company, is the organizer of Cosmopack and Cosmoprof, which holds events in Bologna (since 1967), Hong Kong (since 1996) and Las Vegas (since 2002).

The Cosmopack New York Symposium represents just about all the Italian cosmetic solutions: makeup packaging, skincare, the containers, explained Campagnoli. He noted the companies in attendance can propose solutions to retailers, as their speciality is customization and the integration of different solutions.

In cosmetics, the product design that goes with the evolution of the product is demanding more and more, noted Campagnoli. "I think we could be helpful for the big companies that need a solution."

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And certainly, plenty of solutions were present. The 50 Italian and international companies invited to the event were able to meet with representatives of the Association of American manufacturers and internationally well-known brands, such as Estée Lauder and L'Oréal, among others. They had the opportunity to attend a series of workshops and, according to a press release, more than 240 meetings were organized with 50 active buyers in global markets.

Cosmetic Opportunities

The Cosmopack New York Symposium opened with the presentation of a Euromonitor International study, "Opportunities for growth in the North-American market," commissioned by Cosmopack. David Margules, associate consultant, Euromonitor International, noted 2013 U.S. beauty and personal care value sales were at \$73.2 billion and skincare is the largest subcategory and one of the fastest growers in sales. In addition to the skincare market, color cosmetics are seeing strong growth, surpassing \$12 billion in sales in 2013. Margules noted BB and CC creams are doing well, thanks to their ability to offer multiple products in one way to apply. He also noted specialty packs like compacts and push-up sticks in lipsticks are expected to see growth.

The first workshop, organized by the Independent Cosmetic Manufacturers and Distributors Association (ICMAD), analyzed the rules that companies must follow in order to export to the American market. The presentation, "Are you ready to do business in the U.S.?", stressed the importance of correctly managing the specific regulations in a particular market.

Sharon Blinkoff, attorney at law, Edwards, Wildman, Palmer, and ICMAD Board Member, noted that in the U.S., product is regulated by what you say about your product. For example, if a retailer wants to sell a private label cosmetic or skincare item by the science behind it, the product

packaging must speak to the "benefit" that the science may support.

She also cautioned there are a group of state regulations getting attention, such as California Proposition 65, which requires the state to publish a list of chemicals known to cause cancer or birth defects or other reproductive harm. Blinkoff noted if suppliers have this chemical in their product they need to be aware of Prop 65, as retailers don't want to carry it.

In addition, she mentioned many states are about to ban plastic beads, cautioning Italian companies that the U.S. has state activity instead of one central source, which is something everyone in the Italian supply chain must be aware of.

Fabio Rossello, president of Cosmetica Italia, told *PLBuyer*, we must work to eliminate the legal barriers. "We must share the knowledge," said Rossello, which he suggested doing by creating a mix of Italian and U.S. employees—especially by hiring U.S. employees in the Italian market, something the country has been resistant to.

The Italian Solution

Ian Ginsberg, president, C.O. Bigelow Apothecaries, and ICMAD Board Member, noted during the presentation that it's important to tell the story of the cosmetic and personal care products, don't just say it's Italian.

"People like to feel smart and cool and know things other people don't know," said Ginsberg. This is how your ingredients story can spread by word of mouth, he noted.

Many attendees at Cosmopack talked about "Made in Italy" in more of a branding manor. Several suggested using Italy as a solution, but not necessarily producing product there.

Matteo Moretti, president of Polo Tecnologico della Cosmesi, told *PLBuyer* one issue in working with the Italian supply chain is the quantity, which is why producing product in the U.S. with the knowledge of Italian technology and cosmetics is a solution to retailers wanting to develop personal care products with the Italian touch.

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"The Italian solution is a partner not just a supplier," Campagnoli told *PLBuyer*. The U.S. retailer has to organize a special production organization, he further explained. The rapport between the companies must be more of a partnership to utilize the customization of the Italian product.


He also noted the desire of Americans to purchase product "Made in the U.S.A." and suggested American companies develop a partnership by finding the solutions in Italy and producing cosmetics in the U.S.

Cosmopack

Cosmopack is the "Show within the Show" of Cosmoprof Worldwide Bologna, which in 2014 recorded 207,238 visitors. Cosmopack, dedicated to the beauty supply chain within Cosmoprof Worldwide Bologna, closed the 2014 edition with 18,224 visitors (including 12,500 from abroad), a 9 percent increase compared to last year, and 400 exhibitors from 33 different countries.

The successful Cosmopack New York Symposium is expected to return next year.

Cosmopack will be held March 19-22, 2015 and Cosmoprof Bologna will take place from March 20-23rd, 2015. For more information visit www.cosmoprof.com.



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