



## **ORGANIC COSMETICS: TRENDS BY GEOGRAPHICAL AREA AND PRODUCT INNOVATION**

**WHEN:** SATURDAY 10<sup>th</sup> MARCH 2012

**TIMING:** 10.30 AM. - 12.30 PM.

**WHERE:** BEAUTYLAND – MEZZANINO BETWEEN HALL 16/18

**FOCUS ON:** *Organic cosmetics, what's on?*

I	What are the new trends, challenges and developments for organic certified cosmetics? Geographical areas of development, new products, new raw materials, new regulation.
II	Innovation and Certification, a common path for Organic Cosmetics.
III	Organic Cosmetics: the true values provided to the consumer today. Natural and Organic Cosmetics consumers can trust.

### **SPEAKERS:**

Valérie Lemaire - General Manager - ECOCERT GREENLIFE - France

Riccardo Anouchinsky - Inspection Technician - ICEA - Italy

Pascale Florant - Strategic Project Director - COSMEBIO - France

Francesca Morgante - International Label Management Center - NATRUE - Belgium

Juliette Mélédié - Director of Economic - FEBEA - France

### **MODERATOR:**

Amarjit Sahota - Director – ORGANIC MONITOR - UK



## **NUTRICOSMETICS : THE NEW ON-GOING JOURNEY IN BEAUTY !**

**WHEN:** SATURDAY 10<sup>th</sup> MARCH 2012

**TIMING:** 2.30 PM. – 4.30 PM.

**WHERE:** BEAUTYLAND- MEZZANINO BETWEEN HALL 16/18

**FOCUS ON:** *EAT YOUR WAY TO A HEALTHY BEAUTIFUL YOU!*

I	Popping a pill each day, drinking mineral powder juice! Beauty supplements for skin, hair and nails, alongside regular beauty routine seem to be the one making difference. Scientific new technologies and appropriate marketing communications show ingestible have taken the role of being part of wellness benefits.
II	New ingredients are added regularly to the beauty industry vocabulary and driving consumers to stores. The concept of improving beauty from the inside out by ingesting active ingredients is now considered alley to good function and structure of the skin.
III	Challenges and opportunities of this “beauty Micronutrients recipes” are the focus of industry new products formulation researchers who seek ways to delight and retain consumers by delivering effective results.

### **SPEAKERS:**

Lan Vu – Founder – BEAUTYSTREAMS – France

Nica Lewis - Global Skincare Analyst - MINTEL - UK

Shannon Petree Curtin – DMM Beauty – WALGREENS - Usa

Paolo Finardi – Softgel Capsule Management – TECNOCOSMESI – Italy

Dr. Carlo Delucca - Technical Director – ZUCCARI - Italy

### **Moderator :**

Amarjit Sahota – Director – ORGANIC MONITOR – UK