



COSMO TALKS

by **COSMOPROF**
WORLDWIDE BOLOGNA



**NO
CO**



Designing the new desirable style of sustainable beauty brands

Moderator

Elie Papiernik
Founder & CEO
of centdegrés

Speakers

Jonathan Siboni
Founder & CEO
of luxuryinsight

Dimitri Caudrelier
France CEO
of quantis

Cornelia Greko
Design Director
of oriflame

Boris Gratini
Founder & CEO
of nailmatic

Luxurysight

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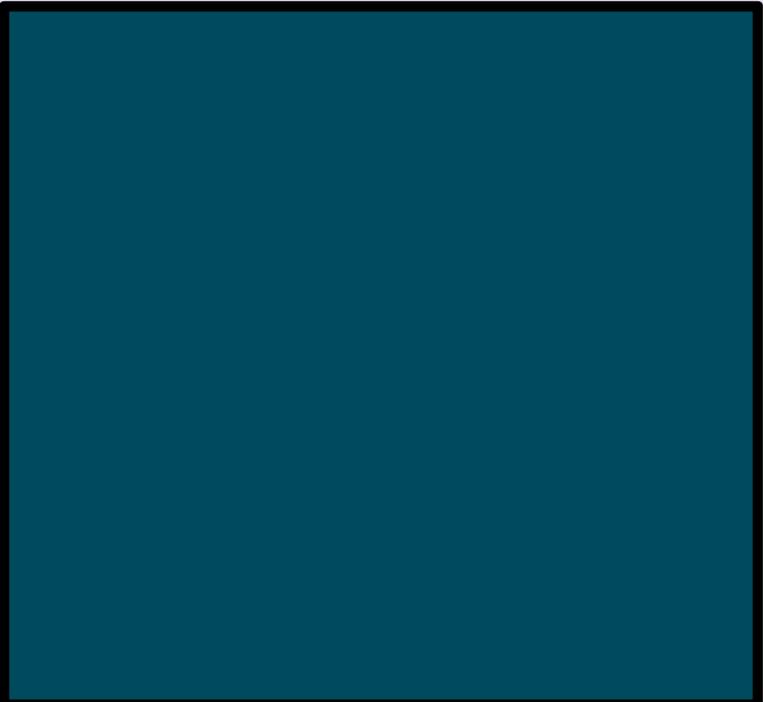
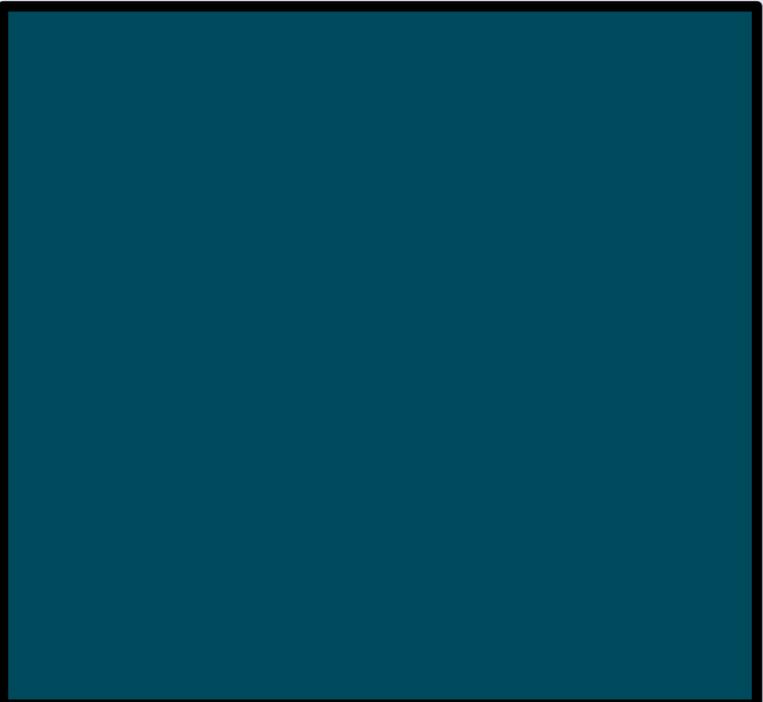
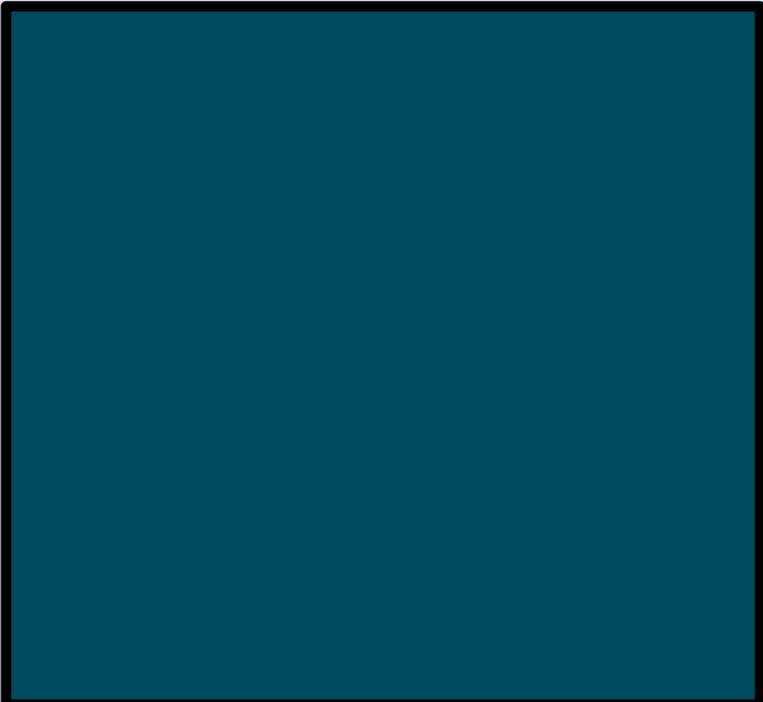
Speakers

Jonathan Siboni
Founder & CEO
of luxurysight

SUSTAINABILITY & DESIRABILITY

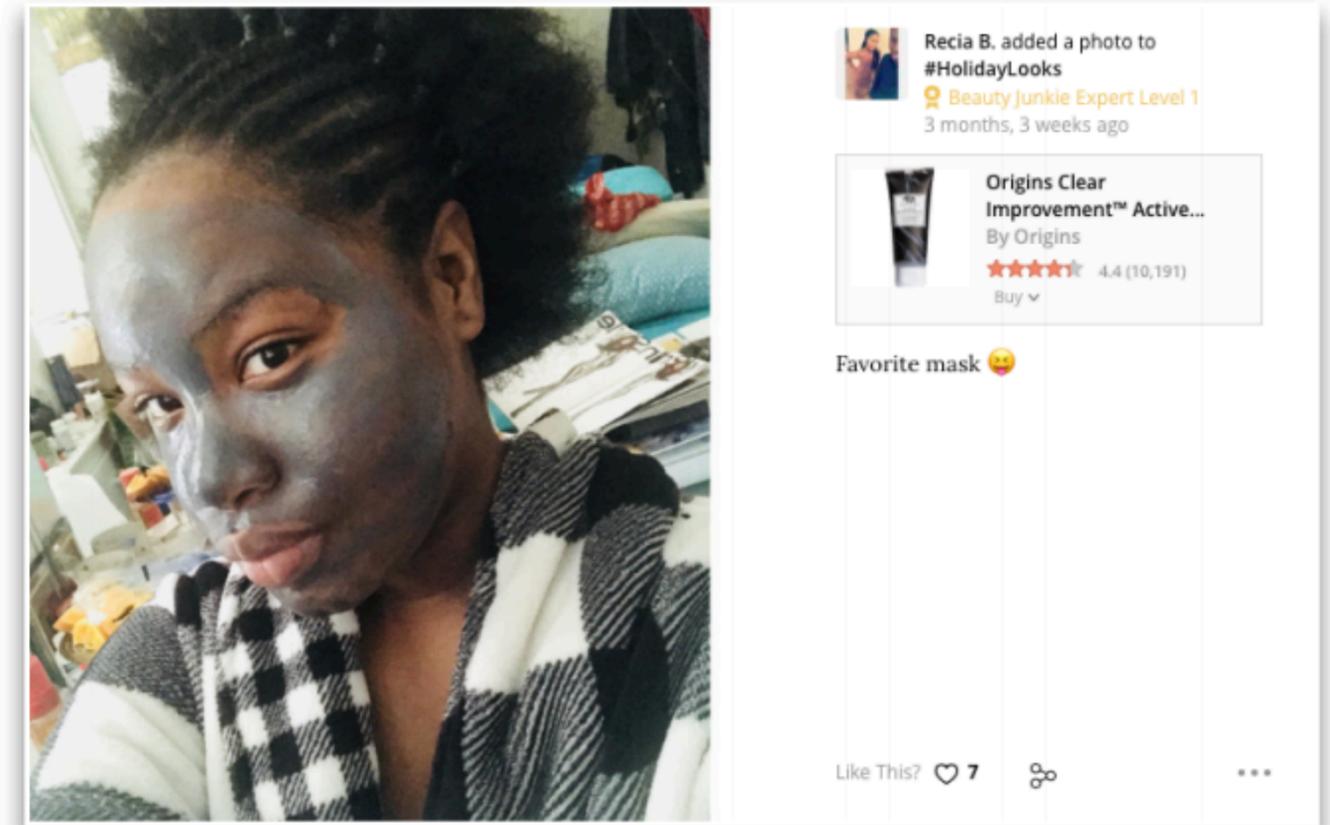
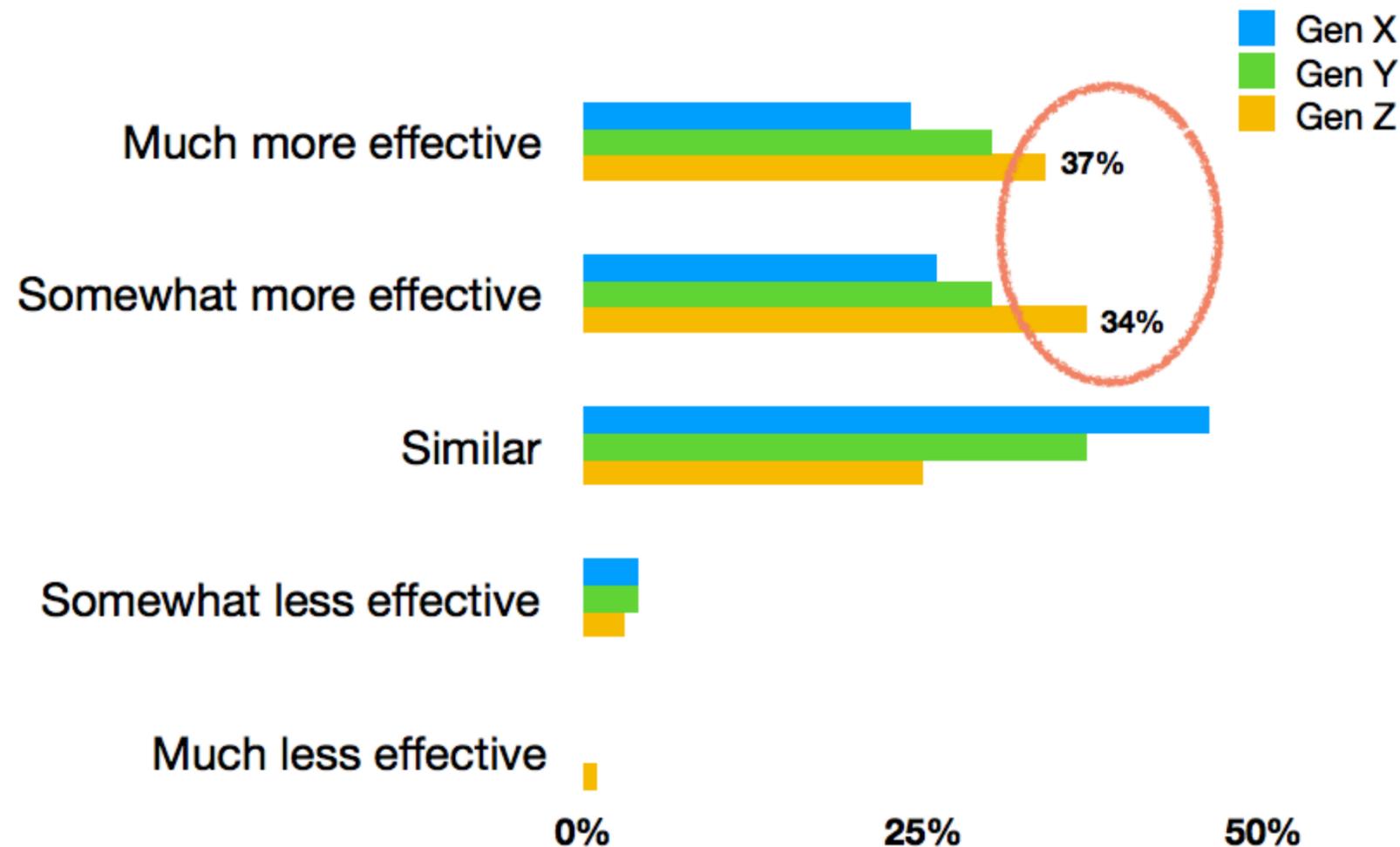


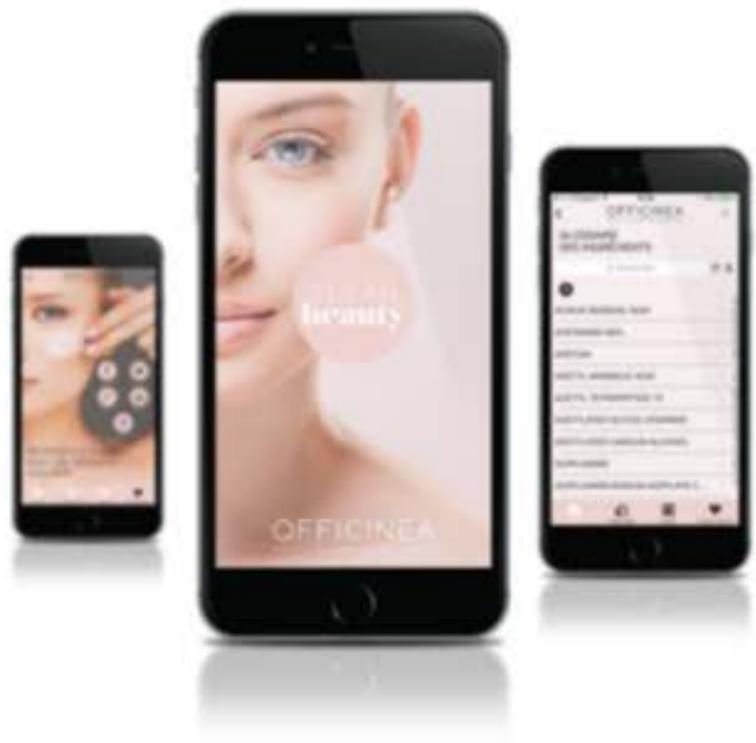
CLEAN



Green Beauty Efficacy Perception Is Strongest For Gen-Z

How effective do you think natural and/or organic beauty products are compared to regular beauty products?
(Choose one)





AN ACTIVE REVOLUTION

Although women apply an average of more than 100 ingredients of chemical origin on their skin every day, they don't really know what is in their or their children's cosmetics.

The CLEAN BEAUTY mobile app changes that.



THE STAKES OF USING CONTROVERSIAL INGREDIENTS

Many ingredients currently authorised in Europe, especially endocrine disruptors, are currently subject to debate within the international scientific community. The potential harmfulness of these ingredients is increased by cocktail and cumulative effects. The CLEAN BEAUTY app uses a photo of the list of ingredients contained in your cosmetic, make-up or hygiene product to automatically identify controversial ingredients debated by the international scientific community, as well as allergens.



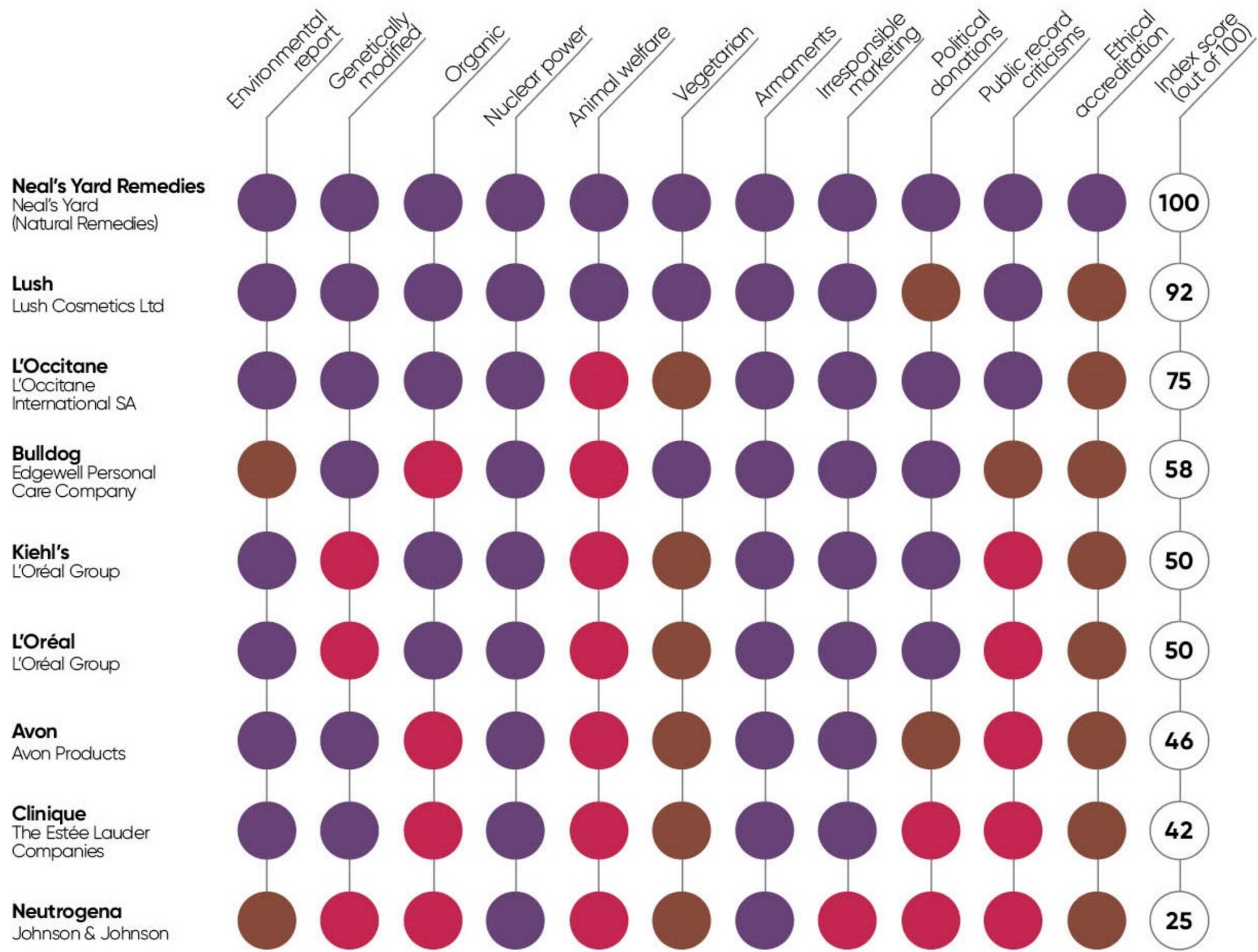
33%

33%

OF ITALIAN CONSUMERS WHO PURCHASE COLOR
COSMETICS CHOSE **NATURAL** PRODUCTS

CLEAN

ETHICS



● TOP RATING
 ● MIDDLE RATING
 ● BOTTOM RATING

58%

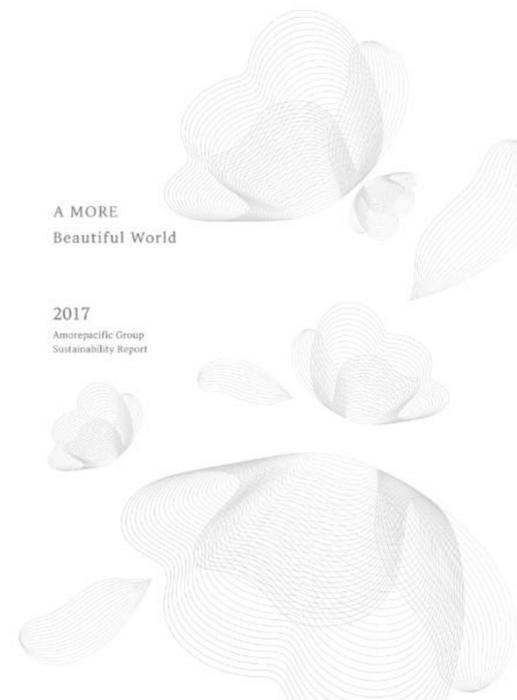
58%

OF CHINESE AGREE ARE WILLING TO
PAY MORE FOR **ETHICAL** BRANDS

CLEAN

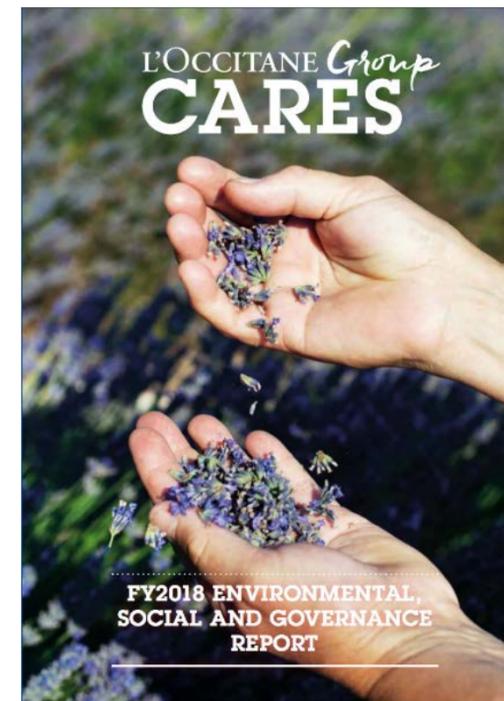
ETHICS

TRANSPARENT



REPORT
TO SOCIETY

CHANEL
2018



Responsible Beauty
2016



GRUPE
CLARINS



L'ORÉAL

COTY
BEAUTY, CELEBRATED & LIBERATED

GR
GROUPE ROCHER

GROUPE
CLARINS



CLEAN

ETHICS

TRANSPARENT

COOL



AVEDA

In April 2017, during Earth Month, the global network of Aveda Artists and corporate employees raised a total of \$5.8 million for clean water projects around the world. Since 1999, thanks to the efforts of the Aveda Network and its guests, Aveda has raised more than \$56 million to fund hundreds of local and global environmental organizations.



ORIGINS

In 2017, Origins continued to honor its ongoing commitment to greening the planet by planting more than 69,400 trees to aid reforestation projects around the world in partnership with American Forests' Global ReLeaf. Since the partnership debuted in 2009, Origins has planted more than 750,000 trees - helping to restore areas damaged by natural disasters and reduce air and water pollution.



LA MER

In May 2017, a collection of 53 "waves" designed by artists, celebrities and environmentalists appeared on the streets of New York through a collaboration between La Mer and Project O. The waves were part of a project to raise awareness around Project O's mission to protect the world's oceans. Select waves were then sold in an exclusive, live charity auction event by Sotheby's and all proceeds were donated to support marine conservation projects.



JO MALONE LONDON

Jo Malone London donated \$370,000 to support the cultivation and care of scented gardens that support vulnerable individuals living with mental illness.



BOBBI BROWN

In partnership with the international non-profit Kiva Microfunds, the Pretty Powerful Campaign for Women & Girls makes education microloans available to women and girls around the world. The partnership has helped more than 1,000 women across 24 countries to date.

SUSTAINABLE *DESIGN*

We are challenging ourselves to embed sustainable practices into our product design and are taking steps to improve efficiency in our operations and thinking long term to incorporate resource efficiency into our good manufacturing practices, our products and packaging.

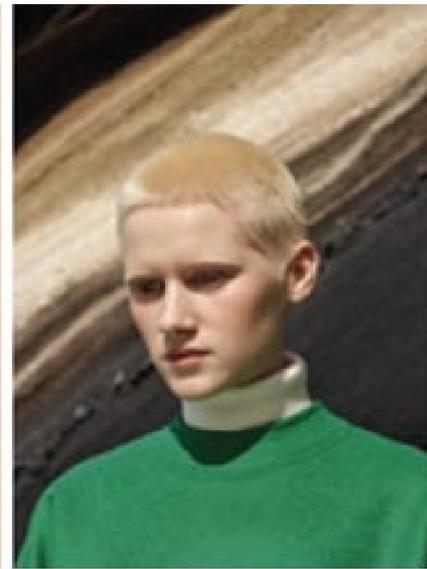
IN THIS SECTION

EFFICIENT OPERATIONS

- A Low-Carbon Future
- Zero Waste To Landfill
- Best-in-Class Safety
- Conserving Water Resources

RESPONSIBLE PRODUCT DESIGN

- Product Innovation:
- Green Chemistry
- Responsible Sourcing
- Ingredient Spotlight
- Sustainable Packaging



WASO
 SHISEIDO
 GINZA TOKYO



CLEAN

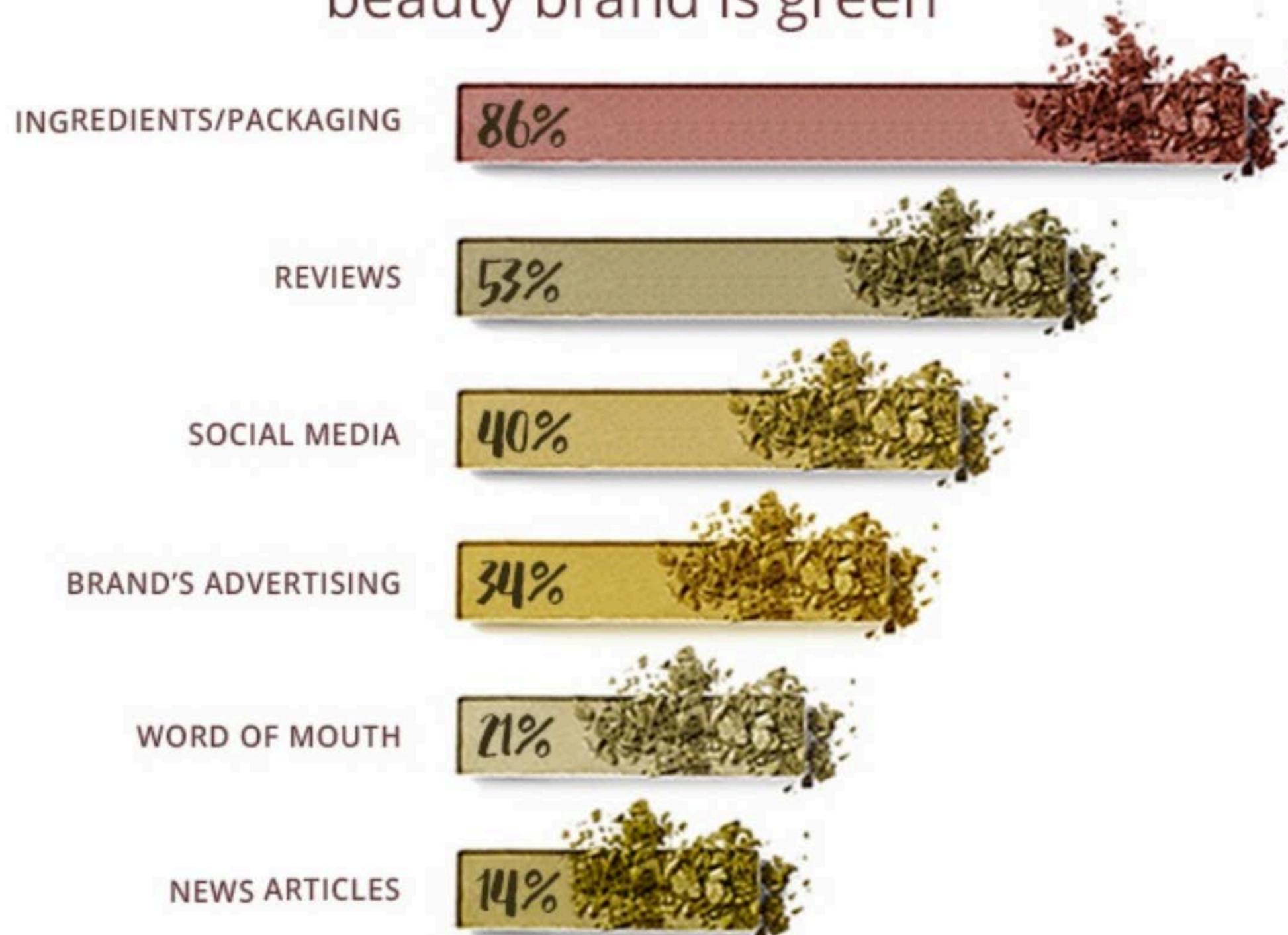
ETHICS

TRANSPARENT

COOL

DESIRABLE

How women **assess** whether a beauty brand is green





CLEAN

ETHICS

TRANSPARENT

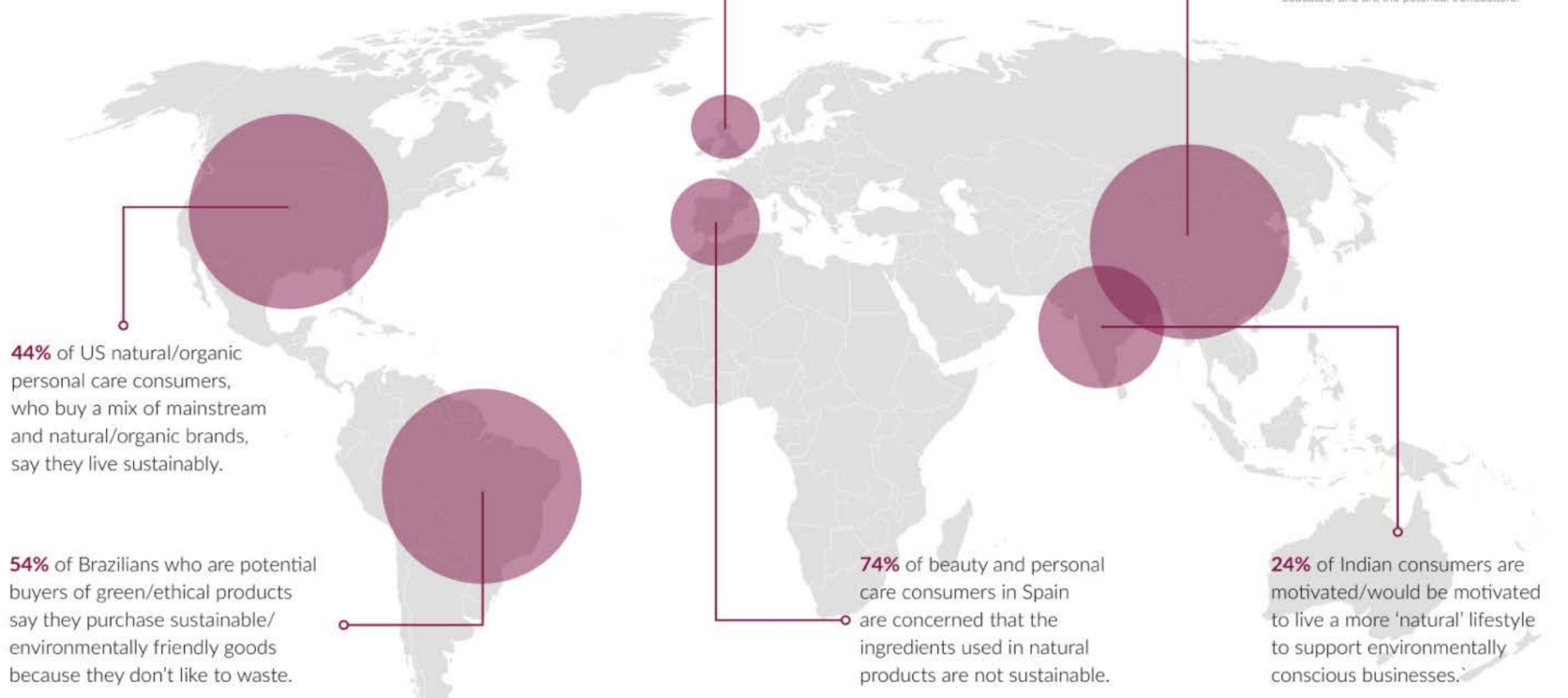
COOL

DESIRABLE

OBVIOUS

TOTAL LIFESTYLE SHIFT

As waste reduction becomes more evident in day-to-day lives, more global consumers will scrutinise their beauty routines.



44% of US natural/organic personal care consumers, who buy a mix of mainstream and natural/organic brands, say they live sustainably.

54% of Brazilians who are potential buyers of green/ethical products say they purchase sustainable/environmentally friendly goods because they don't like to waste.

54% of UK beauty and personal care consumers often research products online before they buy them.

58% of Chinese Mintropolitans* agree they are willing to pay more for ethical brands.
*Mintropolitans are broadly defined by Mintel as those who represent a significant, sophisticated consuming group (aged 20-49) who pursue quality of life rather than just wealth, are well educated, and are the potential trendsetters.

74% of beauty and personal care consumers in Spain are concerned that the ingredients used in natural products are not sustainable.

24% of Indian consumers are motivated/would be motivated to live a more 'natural' lifestyle to support environmentally conscious businesses.

SUSTAINABILITY X DESIRABILITY



YOU'RE NEXT ...

CHANEL

LVMH
MOËT HENNESSY · LOUIS VUITTON

ASTON MARTIN

Dior

AIRBUS

COTY

LACOSTE

Lagardère

Galeries
Lafayette

BOUCHERON
PARIS

GUERLAIN

CLARINS
PARIS

BAIN & COMPANY

Van Cleef & Arpels

SHISEIDO

HERMÈS
PARIS

Marriott

dentsu

CHALHOUB GROUP

Baccarat

L'ORÉAL

la prairie
SWITZERLAND

NellyRodi™

RÉMY COINTREAU

LUXURYNSIGHT
YOUR DATA PARTNER

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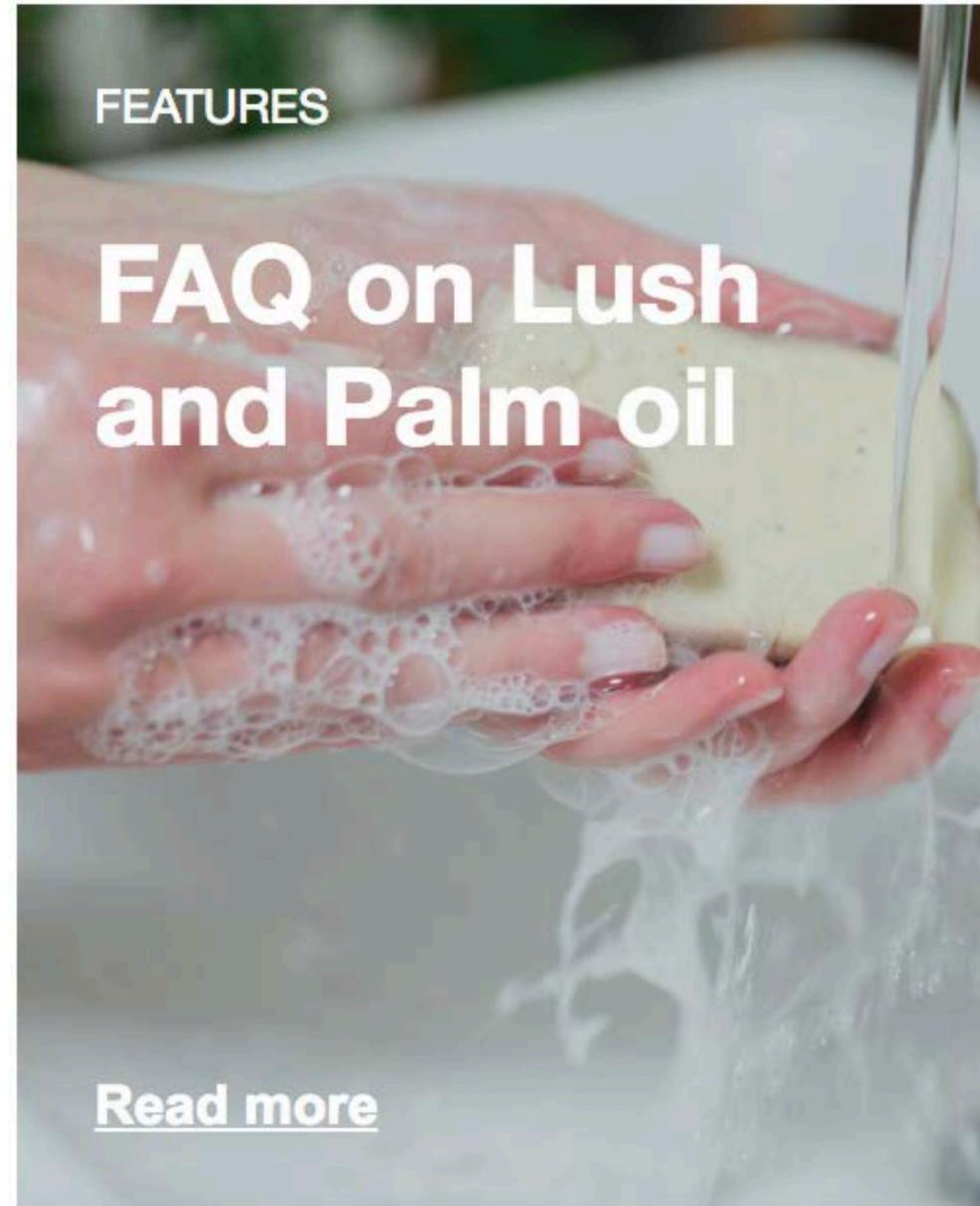
L'Oréal : Integrating sustainability in its structure and KPIs



***SHARING
BEAUTY***
WITH ALL

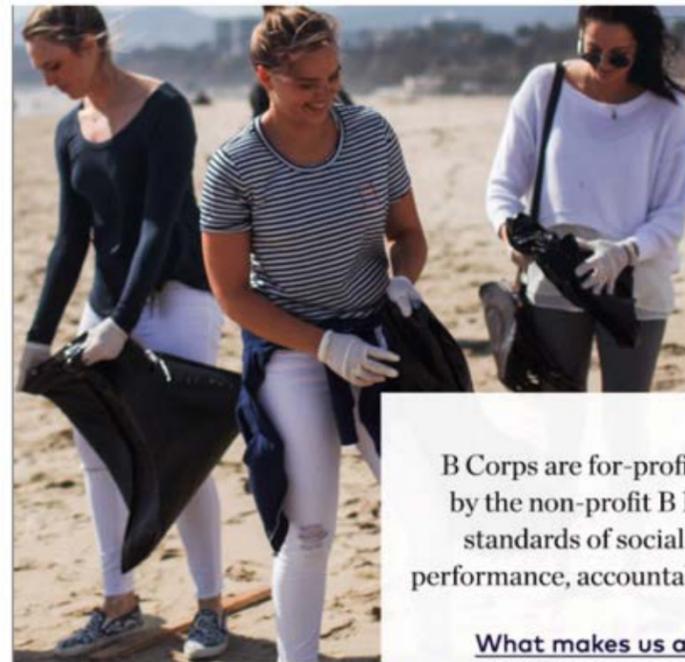
THE L'ORÉAL SUSTAINABILITY COMMITMENT

Lush : It's not about being perfect, it's about transparency



"No company is perfect and we strive daily to get closer to the ideal vision that all Lush people share."

Beauty Counter: engaging to change their vision of doing business



B Corps are for-profit companies certified by the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

What makes us a Certified B Corp?



- Safer products
- Sustainability
- Charitable giving
- Advocacy
- Transparency



Danone : A mission to improve the world

ENSEMBLE VERS
LA RÉVOLUTION DE L'ALIMENTATION !



DANONE
ONE PLANET. ONE HEALTH

Patagonia : Infusing the brand vision at the product level...

CIRCULAR ECONOMY



Align your business model
with your values

PRODUCT STEWARDSHIP



Sell products that make sense
and that enrich your values

ECODESIGN



Innovate and improve with
your values in mind

... and change the entire sector



SPICE Members



SPICE CO-FOUNDERS

L'ORÉAL

Quantis

SPICE CORPORATE MEMBERS

Aptar

AVON
the company for women

CHANEL

GRUPE
CLARINS

COTY
BEAUTY, CELEBRATED & LIBERATED

ESTÉE
LAUDER
COMPANIES

HEINZGLAS
family-owned since 1622

HERMÈS
PARFUMS

L'OCCITANE
EN PROVENCE

L'ORÉAL
LVMH

schwan cosmetics
TOMORROW'S BEAUTY. NOW.

SHISEIDO

sisley
PARIS

SPICE ASSOCIATED MEMBERS

CITEO

COSMETIC
VALLEY
FRANCE

elipso
Les entreprises de l'emballage
plastique et souple
French Plastic and Flexible
Packaging Association

FEBEA
FÉDÉRATION DES
ENTREPRISES DE LA BEAUTÉ

Personal Care Products Council
Committed to Safety,
Quality & Innovation

SPICE

SUSTAINABLE PACKAGING
INITIATIVE FOR COSMETICS

Why SPICE?



SPICE is an initiative that brings together organizations in the cosmetics industry to work towards a common goal:

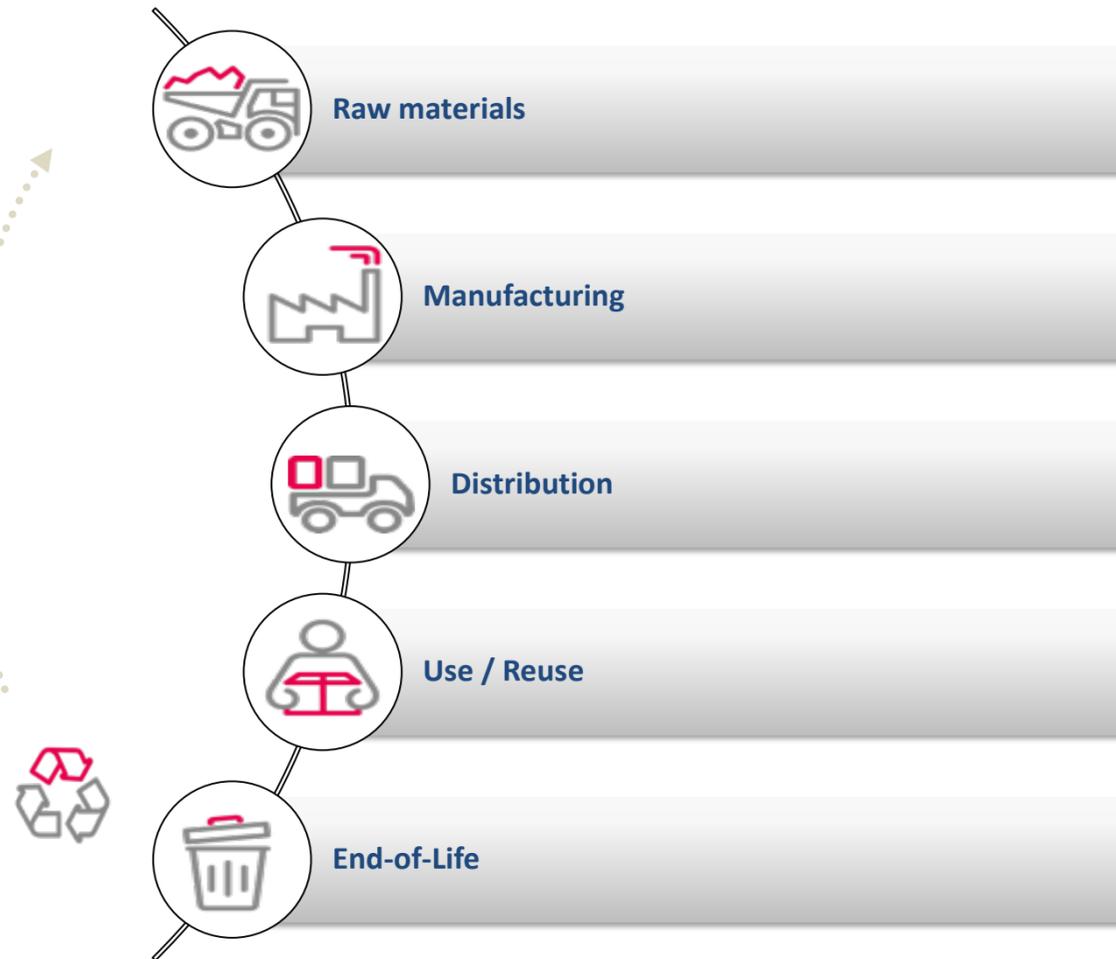
to collectively shape the future of sustainable packaging.



SPICE will develop and publish business-oriented methodologies and data to support resilient decision-making...

...to improve the environmental performance of the entire packaging value chain.

SPICE's methodological focus



Environmental footprint assessment



STEP 1



SPICE'S METHODOLOGICAL FRAMEWORK

Initial database of materials

Initial database of processes

Transportation, storage

End-of-life evaluation method

- Functional unit
- Life cycle stages
- Environmental indicators
- Methods to be applied
- Scoring (normalization & weighting)

STEP 2



CHALLENGES & OPPORTUNITIES IN PACKAGING LIFE CYCLE

- Recycled materials
- Bio-based plastics

- Finishing and decoration processes

- Tertiary packaging and distribution

- Reuse / Recharge / Refill
- Take-back programs

- Recycling disruptors
- End-of-life streams by country



Absolute sustainability

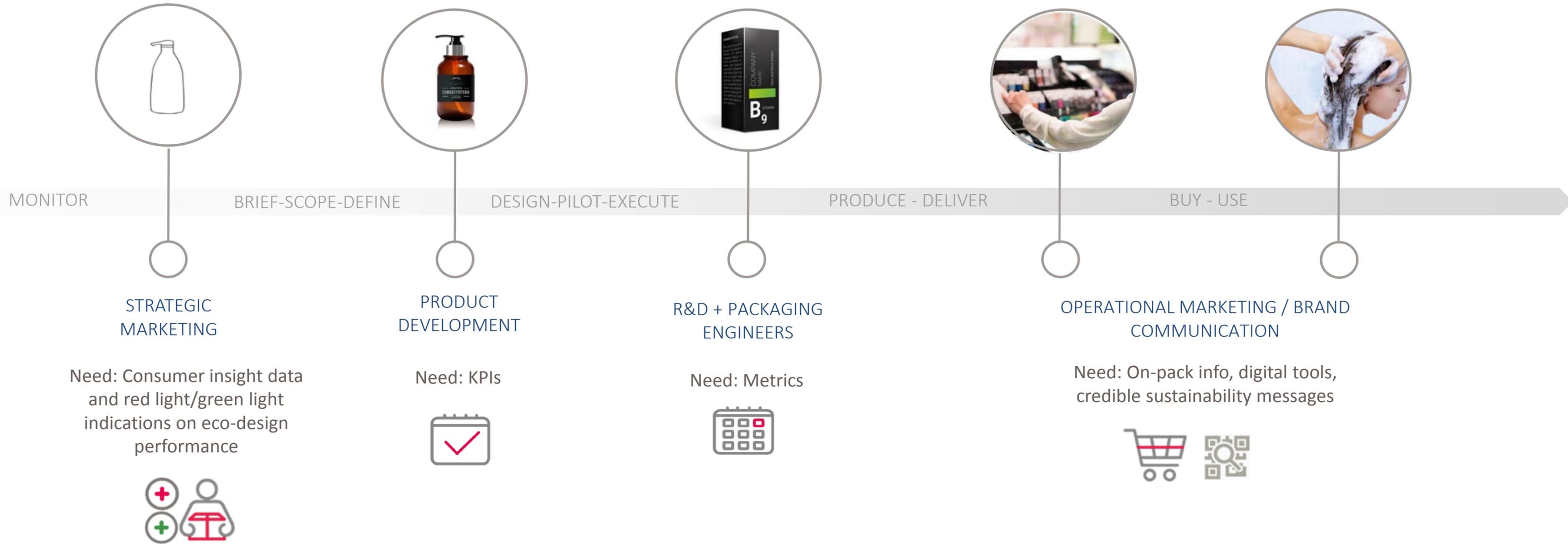
No Compromise On Your Commitments



Level of commitments >
Aligned to the Planetary Boundaries



Metrics-based and scientific >
don't have to see it - but essential to your legitimacy



Metrics-based and scientific approach >
 Deeply embedded in product development



All-In Shift >

Full Value Chain 100% committed = 100% deployment



Clients engagement >

Strengthen your positioning by engaging and connecting your community

Oriflame

Moderator

Elie Papiernik
Founder & CEO
of centdegrés

Speakers

Cornelia Greko
Design director
of oriflame

Nailmatic

Moderator

Elie Papiernik
Founder & CEO
of centdegrés

Speakers

Boris Gratini
Founder & CEO
of nailmatic



nailmatic®
Paris





nailmatic®
Paris

Why does nail polish have a bad reputation when it comes to formulas and sustainable development?

- Environmental impact

It is usually formulated with 60% to 70% of volatile solvents.

The industrialization release thousands of Volatile Organic Compounds (VOC's) into the atmosphere.

- Health impact

Traditional nail polish contains numerous chemicals.

European regulations (that are among the strictest worldwide) already banned the most toxic and harmful ones: formaldehyde, phthalate, toluene, etc.



nailmatic®
Paris

How can we be more responsible?

- Green chemistry

Social and environmental pressure push the industries to develop cleaner and more eco-friendly processes.

Today, using plant-based and renewable raw materials to industrialize nail polish is possible. Ingredients are selected on sanitary, environmental and technical requirements.



nailmatic®
Paris

How can we be more responsible?

Examples:

PURE color

- Nail polish up to 84% plant-based
- Made from natural origin renewable raw materials (cotton, maize, potato, wheat and manioc)
- Zero compromise on hold: 5 days wear.





nailmatic®
Paris

How can we be more responsible?

Examples:

- Lavender nail polish remover
 - Made with 100% natural origin ingredients: lavender essential oil, sweet almond oil, corn and sugar cane-based solvents
 - Completely acetone and ethyl acetate free.





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Paris

How can we be more responsible?

- Water-based nail polish

Long-term solution, however restrained by 2 factors:

1. Chemical industries do not provide the right ingredients soluble in water
2. Less attractive because not as long-lasting as traditional nail polish
3. Less profitable: the water base represents only 4% of the whole production (unattractive volumes)



nailmatic®
Paris

How can we be more responsible?

AQUA nail

- Nail polish up to 54% water-based, made without solvents.
- Odorless and no VOC's released into the atmosphere.
- Covering texture, shiny and easy to apply.
- Respectful of nail's beauty and health.

→ Only compromise: top coat required for the polish to last (3 days)





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Paris

How can a brand remain desirable meanwhile transparent?

“We are not perfect, but we work on improving ourselves every single day”-
nailmatic’s manifesto

- Be careful of misnomers and green washing

Using aggressive marketing techniques can be harmful for the brand; an
“organic nail polish” DO NOT EXISTS according to Cosmécobio Label.

We talk about plant-based products.

Consumers are looking for honesty and transparency from brands. Not
telling the truth can backfire very quickly, especially with social media.



nailmatic®
Paris

Why did we marketed nail polish as a fashion accessory?

- Color sells!

Beautiful and colorful products are always more attractive for consumers.

The key is not to neglect environmental and health issues.

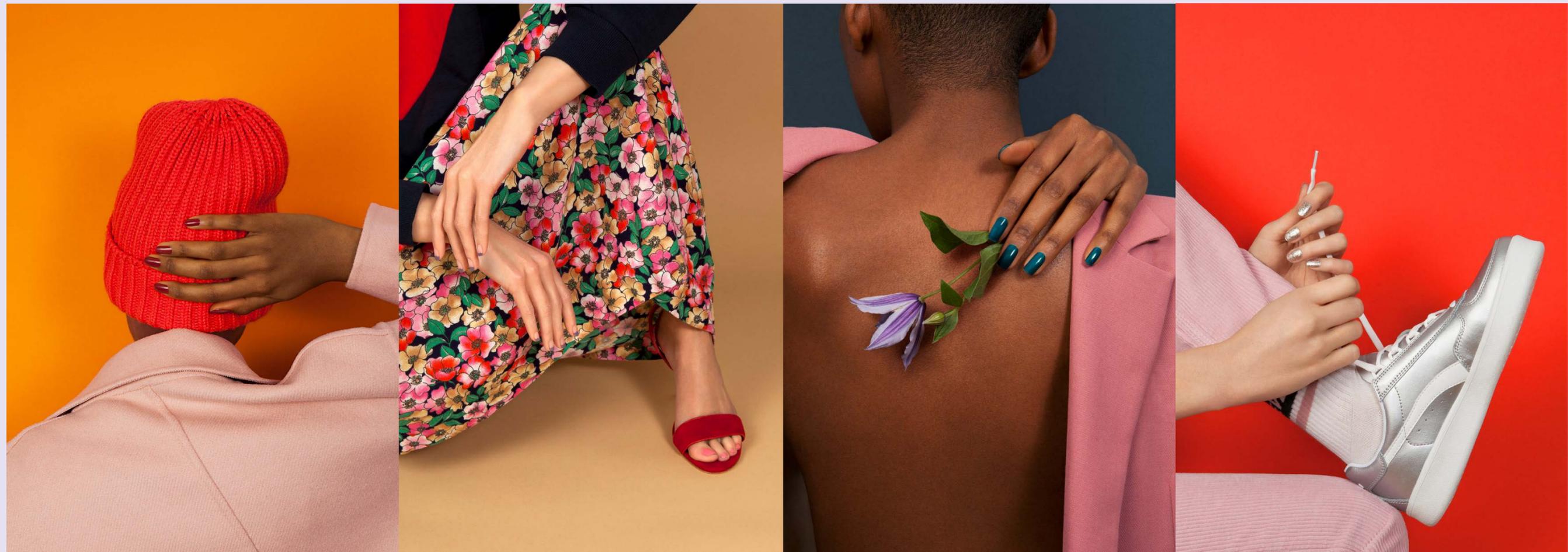




nailmatic®
Paris

Why did we marketed nail polish as a fashion accessory?

Committing to transparency and putting quality made in France products on the market establish nailmatic as a stable and durable brand.





nailmatic[®]
Paris

THANK YOU