



Cosmetics Europe
the personal care association

**ANNUAL
REPORT**

2016

We personally care

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2016: A Year of Challenge, but Grounds for Optimism



2016 saw the European cosmetics and personal care industry – already a major contributor to the European economy – continue to grow. In Europe, not only do we have the world’s biggest cosmetics and personal care market, we also have an approach to cosmetics regulation which combines the highest standards of consumer protection with support for innovation and competitiveness. European cosmetics regulation has rightly been called a model for the rest of the world.

But it is not time to rest on our laurels. Evidence-based policy making, in particular the scientific assessment of risks, is often misunderstood, and misunderstanding can be amplified within today’s fast moving digital world. For our industry, 2016 was a busy year defending the risk assessment principles at the heart of our regulation.

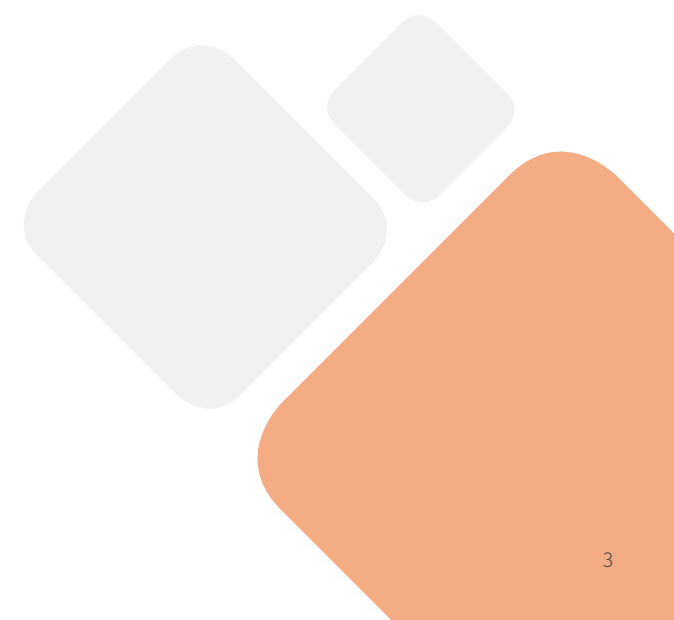
It was also a year in which industry responsibility came into focus. In September, the European Commission reported on the effectiveness of the EU’s approach to cosmetics advertising and claims. The Commission found compliance of over 90 per cent, showing that the self-regulatory approach really works for European citizens.

Elsewhere, our industry continued to remove hard plastic microbeads used for exfoliating and cleaning from products which are washed down the drain. Although plastic microbeads in cosmetics are only a very minor contributor to marine litter, as a responsible industry, we recognised that we had to act.

Citizens rightly expect the highest standards from our industry. This reflects the simple fact that cosmetic and personal care products play an essential role in people’s daily lives. Imagine for a moment a world without cosmetics – no soap, or toothpaste, or even hair dye – and it is easy to see that our industry makes a very substantial contribution to quality of life. Perhaps more than this, our products provide distinct benefits in terms of wellbeing, taken in the broadest sense. There is a growing body of evidence indicating that the use of cosmetics has positive psychological effects, such as improving self-confidence and self-esteem. The perception of some that our industry is inherently superficial or even futile could not be further from the truth.

I hope you will enjoy reading about our activities in 2016: another year of intense activity for our association, and one that despite the challenge posed by Brexit, gave us grounds for optimism that our industry can continue to prosper.

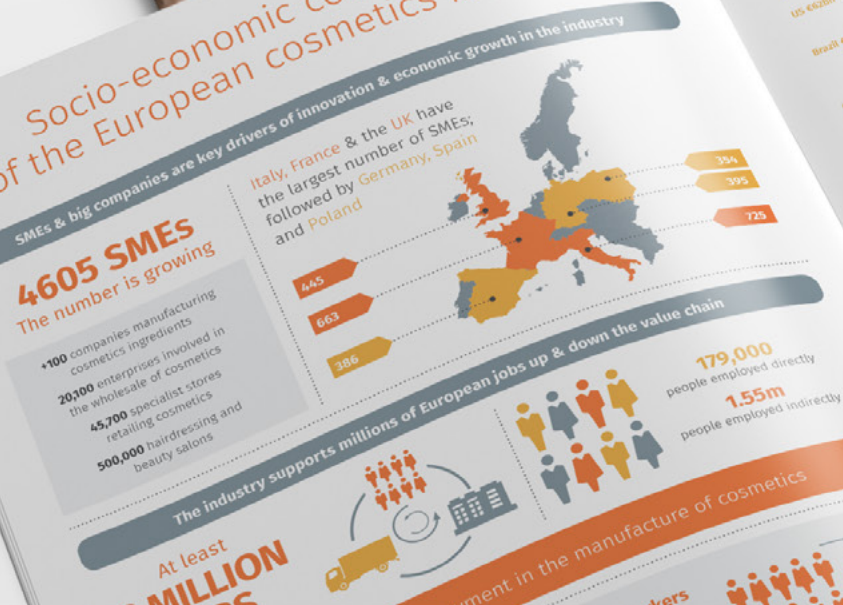
John Chave
Director-General, Cosmetics Europe



SOCIO-ECONOMIC CONTRIBUTION OF THE EUROPEAN COSMETICS INDUSTRY 2016



Socio-economic contribution of the European cosmetics industry



ISSUE 1

COSMETICS EUROPE RESEARCH NEWSLETTER

ADVANCING RESEARCH INTO ALTERNATIVES FOR SKIN SENSITISATION AND TESTING STRATEGIES

DEVELOPMENT OF ALTERNATIVE APPROACHES TO ANIMAL TESTING UNDER THE LONG RANGE SCIENCE STRATEGY (LRSS) PROGRAMME (2016-2020)



John Chave
Director-General, Cosmetics Europe

It gives me great pleasure to welcome you to this year's first edition of the Cosmetics Europe Research newsletter. This edition focuses on research into alternatives for skin sensitisation and testing strategies.

paradigm shift in toxicology towards a more efficient and animal-free chemical safety assessment.

Building on our experience with SEURCT-1, we launched at the beginning of this year our multi-stakeholder Long Range Science Strategy (LRSS) programme. The objectives of the LRSS programme are multi-faceted and ambitious but, in short, we want to be at the absolute forefront of financing, steering and promoting methods and approaches for AAT safety assessment and to facilitate their regulatory acceptance.

We have developed a dedicated roadmap for LRSS running until 2020 that outlines all annual milestones within each work stream, which include toxicokinetics, toxicodynamics, eye irritation, genotoxicity and skin tolerance. The majority of the resources in the LRSS research will be dedicated to accelerating



Europe is the global



The industry

- 60%: positive impact on well-being, image, self-confidence & mood
- >40%: benefits in social, love, family & professional life & health



ANNUAL REPORT 2015

Handwashing by ~44-47%

industry places a strong emphasis on supporting proactive voluntary initiatives

recommendation to discontinue the use of solid plastic micro particles in cosmetic products for cleansing and exfoliating uses

responsible advertising & marketing communication

European Advertising Standards Alliance



Cosmetics Europe Week 2016

“Cosmetics and Personal Care in a Changing World”



From 13-17 June 2016, Cosmetics Europe celebrated forty years of harmonized cosmetics legislation across the EU by holding its third Cosmetics Europe Week at The Hotel, in Brussels.

Under the theme “Personal Care in a Changing World”, over 250 industry experts, policy makers, decision makers, scientists and companies looked at future prospects of the industry, and its opportunities and challenges ahead throughout a whole-week series of events. The conference was honoured by the presence of Elżbieta Bieńkowska, European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs. A number of major studies on the value of the cosmetics and personal care sector was also launched.

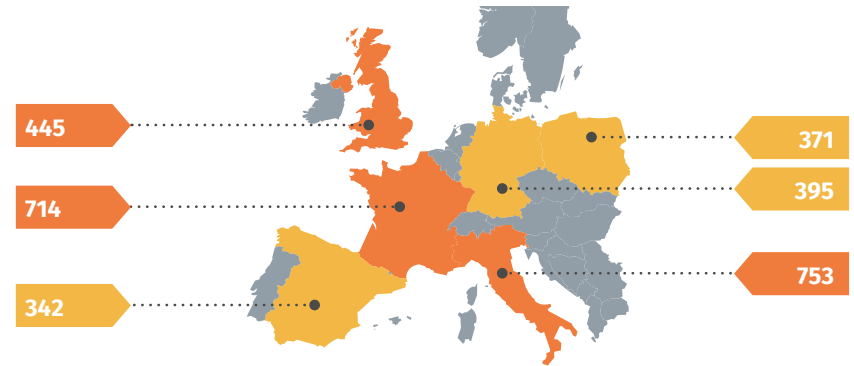
Socio-economic Contribution of the European Cosmetics Industry

SMEs & big companies are key drivers of innovation & economic growth in the industry

4900 SMEs The number is growing

- +100 companies manufacturing cosmetics ingredients
- 20,100 enterprises involved in the wholesale of cosmetics
- 45,700 specialist stores retailing cosmetics
- 500,000 hairdressing and beauty salons

Italy, France & the UK have the largest number of SMEs; followed by Germany, Poland and Spain



The industry supports millions of European jobs up & down the value chain

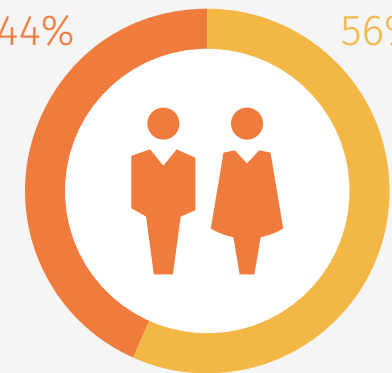
Around **2 MILLION JOBS** across the EU



190,000 people employed directly
1.58m people employed indirectly

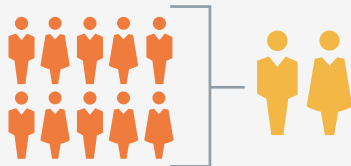
THE INDUSTRY IS CONSTANTLY TAKING STEPS TO INCREASE DIVERSITY & EQUALITY IN THE WORKPLACE

Male 44% **Female** 56%



164,000 total employment in the manufacture of cosmetics

Every 10 workers employed by the industry will support **two jobs** in the value chain

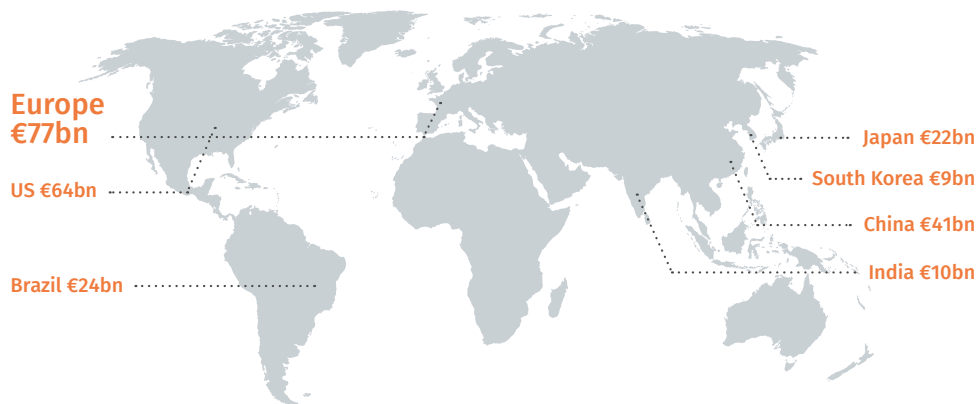


~1,000,000 people active in the hairdressing sector

7,000 people employed directly in the fragrance industry



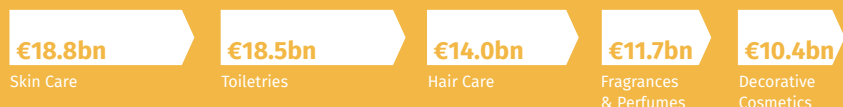
Europe is the global flagship producer of cosmetic products



> 33bn
trade in cosmetic products & ingredients within the EU30

16.4bn
total exports of cosmetic products from Europe (i.e. extra EU-28)

Skin care & toiletries: largest share of the European market EU 28 (2016)



France & Germany: Europe's main exporters
55% of total global exports from Europe

A science-driven & highly innovative industry



Expenditure on R&D in Europe
€1.27bn

At least **33 scientific innovation facilities** in Europe
> 27,700 scientists employed in the sector



2014/15 - Shampoos: the most active area for innovation (globally)
19% of all beauty innovation activity

The industry is about taking care of people



33% women:
hard to live without foundation or concealer



25% men:
hard to live without aftershave



88% people:
hard to live without cosmetics



Handwashing with soap: reduces risk of diarrhoea by **~44-47%** & acute respiratory illness by **23%**

The industry places a strong emphasis on ensuring environmental responsibility and supporting proactive voluntary and self-regulatory initiatives

2015 Cosmetics Europe recommendation to discontinue the use of solid plastic micro particles for cleansing and exfoliating in wash-off cosmetic and personal care products (plastic microbeads).

2016 Cosmetics Europe membership survey found a rapid and substantial 82% reduction, between 2012 and 2015, in the use of plastic microbeads for exfoliating and cleansing purposes in wash-off cosmetic and personal care products.

Working with the EU Cosmetics Products Regulation to High Levels in Harmonised Application

The goal of the EU Cosmetics Products Regulation is to facilitate trade while providing the highest level of protection for consumers. 2016 marked the 40-year anniversary of this legislation, and this year is focusing on finalising the implementation of the 2013 Recast of the regulation, and clarifying some of its concepts.

Implementation has so far been reasonably successful, and the European Commission has a continued important role in ensuring smooth and harmonised application. Some of the key points discussed this year are as follows:

- The implementation of some aspects of the regulation in some member states is not in line with its provisions, in particular with regard to requirements for imported products and the qualifications of safety assessors. Cosmetics Europe is looking to the European Commission for clarification of these aspects.
- The Commission last year published a report on the overall compliance with the common criteria for truthful and non-misleading claims. Based on a dedicated in-market control initiative by the EU Member States, the Commission concluded that compliance was +90 %. Guidance on specific claims for cosmetic products (“free from” and “hypoallergenic”) was prepared with involvement by all relevant stakeholders, including Cosmetics Europe, and should now be made available as support for manufacturers and competent authorities.

- The Commission has issued important clarification regarding the regulatory process for substances classified as carcinogenic, mutagenic or reprotoxic (CMR). These substances must be regulated in the Cosmetics Regulation (banned or approved), following clear and stringent timelines. This approach will provide more clarity and legal certainty, given that they were previously assumed to be regulated by virtue of their chemical classification.

- The Commission has also continued to work on the catalogue of nanomaterials used in cosmetic products, and has issued a number of updates to the central EU notification portal for cosmetics.

There are currently no plans for a fundamental review of the Cosmetics Regulation in the near future, and we do not expect a first amendment during the Juncker Commission. However, the EU Cosmetics Regulation is not static. Since its original publication in 1976, it has constantly evolved – and will continue to do so – in response to medium and long-term drivers, triggered by external stakeholders (EU Commission, Member States, SCCS, NGOs) as well as by industry itself.

The EU Cosmetics Regulation continues to provide a suitable framework for ensuring both safety and innovation – both key success factors for our industry – and we trust that it will continue to do as it evolves to meet new challenges.

Gerald Renner, Director Technical Regulatory Affairs, Cosmetics Europe

A close-up photograph of a woman with long dark hair, smiling warmly. She is holding a small, clear glass jar with a white lid, which appears to contain a cosmetic product like cream or lotion. Her hands are positioned in front of her, with her fingers gently gripping the jar. The background is softly blurred, showing a light blue wall and a hint of a yellow garment she is wearing. The overall mood is positive and focused on the product.

*The EU Cosmetics
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Driving International Regulatory Convergence to Boost Global Competitiveness

While political events meant globalisation took a hit in 2016, we remain fervent supporters. Europe is the world's foremost producer of cosmetics and personal care products in the world, accounting for €77 billion of a global market of €260 billion. But while our domestic market is solid, it is beyond our shores that the greatest growth opportunities lie.

The quality and safety of the EU industry's products, and the strength of our brands, is key to success in emerging markets. Behind the scenes, international regulatory convergence is almost equally essential. A fragmented regulatory framework can limit the full economic potential of a global market place for our industry, as it can result in additional cost and duplication, and worst, limited access to markets.

We continue to work hard with partners across the globe to seek regulatory convergence to ensure their compatibility with the EU systems. Not only does this facilitate business among the main trading regions but also it will guarantee a high level of quality and safety beyond Europe. We thus continue to urge other countries and regions to use the EU Cosmetics Regulation as an inspiration in developing their own laws, and are pleased that many, including ASEAN, Russia, Latin America and China, have done so.

The end of 'Western style' trade agreements?

Increasingly, the main obstructions to trade are not actual tariffs, but non-tariff barriers, such as mismatches in regulatory regimes. These can, for instance, result in products that are fully compliant in the EU requiring fresh testing, registration and labelling in another market, at great cost to industry.

Over the past few years, the nature of Free Trade Agreements (FTAs) has changed accordingly, and the cosmetics chapters in recent FTAs such as TPP and TTIP strove for regulatory alignment. In other words, a reduction in non-tariff barriers.

US withdrawal from TPP, TTIP and the pressures placed on NAFTA following the presidential election in 2016, demonstrate a new attitude to trade policy from the US. It remains to be seen whether the rest of the world, China in particular, will fill the void left by the US and create a new wave of free trade agreements and regulatory convergence that is potentially more oriented towards Asia.

Regulatory reform in China: closer to new Chinese cosmetics legislation

While the pinnacle of the 'golden age' for business in China may gradually be coming to a close, it remains a major growth market for EU businesses, given its sheer size and continued growth. The European cosmetics and personal care industry has particular advantages given the prestige inherent in foreign brands.

Technical-regulatory barriers inherent in Chinese law, often amplified by fast-changing regulatory requirements, have presented challenges for our member companies over the years. The outlook is positive, however. In line with overall trends, China would like to see its cosmetic industry become competitive, and is undertaking major reforms of its cosmetics legislation.

The EU Commission, with the support of Cosmetics Europe, is providing support on technical matters, working closely with the China Food and Drug Administration (CFDA) and Administration of Quality Supervision, Inspection and Quarantine (AQSIQ).

A new draft basic legislation for cosmetics is under review at the State Council, and could be adopted at the end of 2017. It will be accompanied by a host of implementing rules that should address current issues, for instance: adopting an in-market control approach for imported non-special cosmetics, defining an approval system for new ingredients, and new rules for claims substantiation and labelling requirements.

Overall, it is expected to make Chinese cosmetics legislation more effective, predictable and transparent, and should create a true level playing field between foreign and domestic companies.

One major road-block in progressing with Chinese legislation however is the lack of formal acceptance of alternative methods. Cosmetics Europe has intensified its collaboration on alternative methods for safety assessment with the China National Institute for Food and Drug Control, the UK Government, and the EU Chamber of Commerce in China, which represents a significant step towards acceptance of alternative methods, so we remain optimistic.

India: Fast Growth and a Healthy Regulatory Environment Emerging

The Indian cosmetics and personal care market is amongst the fastest growing in the world, with compound annual growth rates over the past five years at over 17%. While this in itself represents a positive for our industry, the nature of the regulatory environment that is emerging provides further grounds for optimism.

The Indian Beauty & Hygiene Association (IBHA), our Indian equivalent, represents a mature cosmetics industry, and has fast become a responsible and trusted partner of the Indian government, engaging in frequent exchanges with the Indian Ministry of Health.

Furthermore, the Indian authorities appreciate the importance of international dialogue and regulatory convergence in the global market place. They have pro-actively been looking at international best practices (including the EU Cosmetics Regulation) for the revision of their Drug and Cosmetics Act, and engage in regular dialogue with the EU Commission to this end.

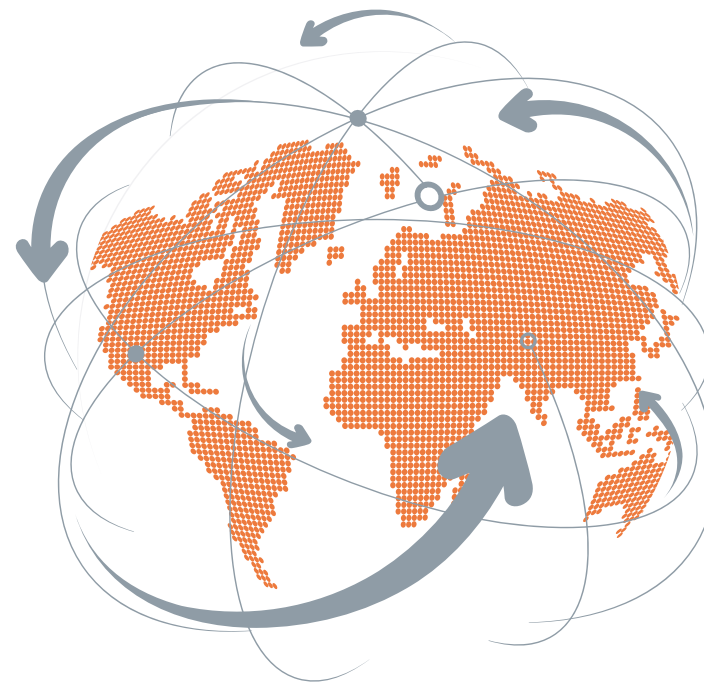
Cosmetics Europe has been working with the IBHA, aiming in particular to create separate regulation for cosmetics, and dissociating our products from drugs. We are also helping IBHA to promote the in-market control concept, urging authorities to consider a move from pre-market approval to an in-market surveillance system. Such a shift would support greater freedom to innovate, the use of newer technologies, and significant lead-time reductions in registrations and licensing.

Continuing to Educate International Stakeholders on Alternatives to Animal Testing

In the spirit of regulatory convergence, we note with interest that other markets are looking to follow in the EU's footsteps by banning animal testing on cosmetics products, and utilising alternative methods instead.

However, in order for true alignment to take place, while maintaining the highest standards for safety, it is essential that those responsible understand the EU regulatory framework in depth. With this in mind, we continue to promote our explanatory documents on alternatives to animal testing and related provisions, working closely with our international partner associations to ensure wide and targeted dissemination.

Gerald Renner, Director Technical Regulatory Affairs, Cosmetics Europe



From Alternative Methods to Animal Testing to Alternative Approaches in Safety Assessment

Interest from the scientific community and the general public in the development of non-animal approaches has grown following the ban on animal testing on cosmetics and personal care products in 2013. For instance, a European Citizens Initiative (an EU petition) on the topic entitled Stop Vivisection, launched in 2015, collected over a million signatures and compelled the European Commission to organise a conference in Brussels at the end of last year at which cutting-edge advances in biomedical and toxicological research on alternatives were debated.

At Cosmetics Europe, this topic is of course not new. We have been at the forefront of developing alternatives for over two decades, but 2016 did nonetheless mark the beginning of a new exciting period, as we launched the new Cosmetics Europe Long Range Strategic Science Programme (LRSS). The LRSS focuses exclusively on the requirements of safety assessment for cosmetics, and is fully owned and steered by Cosmetics Europe, in contrast to our previous major programme on Systemic Toxicity, SEURAT-1, which was co-sponsored by the European Commission.

SEURAT: building blocks for the LRSS and other research programmes

The SEURAT programme represented the largest ever public-private initiative in the field of alternatives. With a total budget of €50 million, it brought together toxicologists, biologists, pharmacists, chemists and bioinformaticians from over 70 universities, research institutes and companies.

SEURAT showed promising results in, for instance, the use of read-across, chemicals grouping, and the development of a hepatic microfluidic bio-reactor. It also included several projects on data integration for toxicity predictions, and established proof-of-concept case studies across three levels:

1. Level 1: Development of adverse outcome pathway (AOP) constructs
2. Level 2: Development of integrated testing strategies to predict toxicological outcomes
3. Level 3: Application of predictive systems to support regulatory safety assessment

The journey was certainly not over following SEURAT, and the lessons gained from it have steered thinking for the research plans for both for the LRSS programme, as well as the new HORIZON 2020 programme, EUTOXrisk. Both of these programmes seek to develop new concepts for regulatory chemical safety assessment focusing on systemic toxicity, with the ultimate goal being to deliver alternative approaches that are accepted by regulators.

LRSS: cutting edge safety science


The four sections of the LRSS address absolute key components of this highly complex field, with substantial planning and project work already underway:

1. Systemic toxicity case studies to guide and test the programme by helping to identify gaps, and by showing the viability of novel methods and strategies in safety assessment.
2. Improving methods for consumer exposure assessment as the basis for safety assessment and for external – internal (systemic) exposure predictions.
3. Expanding the (in vitro and in silico) tool kit for Toxicokinetics (absorption – metabolism – excretion) to help estimate bioavailability under normal use conditions.
4. Toxicodynamics (especially the mechanism for toxicological events) and use of big data in read across for substances that do not have an apparent adverse outcome pathway

While it is still early days for the LRSS programme, the longer established elements of our alternatives to animal testing programme, notably in eye irritation, genotoxicity and skin allergy, remain on track for full integration in routine safety assessment and regulatory acceptance.

Rob Taalman, Director Science & Research, Cosmetics Europe





*Claims are essential tools
for differentiating between
products in each category,
stimulating innovation and
fostering competition*

Cosmetic Product Claims: High Standards in a Comprehensive Regulatory Context

Cosmetic products cover a wide variety of categories ranging from personal hygiene, fragrances and colour cosmetics to sun-screens, skin, oral and hair-care products and deodorants. Claims are essential tools for differentiating between products in each category, stimulating innovation and fostering competition. In order to fulfil their role, it is vital for claims to evolve with national markets, scientific progress and the diversity of consumers, as well as changes in societal demands, trends and fashion.

Regulation must take all these factors into account, and while protecting consumers from being misled, should promote an environment that is supportive of innovation and competitiveness. This objective is best served by a framework combining horizontal and specific legislation with self-regulation. Together, these establish key principles to comply with, while allowing a certain degree of flexibility for their application to accommodate factors such as: cultural and linguistic differences, scientific progress, and evolving societal trends and consumer expectations. Another important feature of the regulatory framework governing cosmetic product claims is that it combines manufacturer responsibility with market surveillance by competent authorities and by self-regulatory organisations.

While a European Commission Report¹ and a recent study by Cosmetics Europe and the European Advertising Standards Alliance² demonstrated a very high compliance rate with all relevant advertising laws and codes, the cosmetics and personal care industry is committed to the continuous improvement of its advertising practices, through compliance with the regulatory and self-regulatory framework. To this end, Cosmetics Europe will continue to:

1. Contribute to a sound understanding of the regulatory framework and its principles;
2. Facilitate the implementation of regulation by companies across the European Union;
3. Promote - through its national associations - responsible advertising, and regularly benchmark compliance with self-regulation;
4. Work in partnership with other stakeholders and, in particular, take part in European Commission-led multi-stakeholder groups;
5. Reinforce cooperation with the European Advertising Standards Alliance and national self-regulatory organisations.

**Manuela Coroama, Senior Manager Technical Regulatory Affairs,
Cosmetics Europe**

1. Report from the Commission to the European Parliament and the Council on product claims made based on common criteria in the field of cosmetics, COM (2016) 580 final, Brussels, 19.09.2016

2. Cosmetics Europe and the European Advertising Standards Alliance: Cosmetics Advertising Audit, 2015

Supporting Sustainable Business and Consumption Practices

In line with the UN, we define sustainable development as meeting the needs of the present without compromising the ability of future generations to meet their own needs, based on three pillars: economic development, environmental protection and social responsibility.

In line with these pillars, our industry's sustainable development practices, which align with the relevant UN's Sustainable Development goals, have three core objectives:

1. To reduce our environmental footprint, for instance lowering CO₂ emissions by reducing energy consumption, water consumption and waste generation throughout the product life cycle;
2. To enhance the social value of our products and support our communities, through initiatives like health education, fair trade promotion, health research, and education;
3. To generate economic benefit through high value jobs and growth, underpinned by safety and innovation.

We strive to fulfil these objectives because lowering costs by reducing consumption, improving the lives of people who work in our industry and its value chain, and generating growth are good for all. Moreover, consumers are ever more conscious of the implications of production and consumption, and demand that industry too act on it.

The role of Cosmetics Europe: specific initiatives

In order to deliver on our objectives, Cosmetics Europe runs a series of specific initiatives. Below, we outline two of these, which were respectively completed and underway in 2016 in the field of sustainability.

The environmental footprint of shampoo

The European Commission has been conducting a pilot on Product Environmental Footprints (PEF) in several sectors since 2013, which pilot will

provide lessons for future policy proposals. Specifically, it will feed into the Commission's Single Market for Green Products strategy.

In 2016, Cosmetics Europe finalised its work on PEF Category Rules for shampoo, a project that shadowed the Commission pilot. Our final output included a short video³ that aims to raise public awareness of the environmental footprint of shampoo, outlining ways in which companies and consumers can reduce theirs. We expect the initiative will encourage more widespread sustainable consumption habits by consumers of shampoo.

Conservation of biodiversity: best practice guidelines

Cosmetics Europe is also developing best practice for complying with the due diligence requirement in EU legislation pertaining to access to genetic resources, and the equitable sharing of benefits derived from their use.

In order to ensure that the best practice document is as comprehensive as possible, we engaged stakeholders from across the cosmetics value chain. Specifically, three European associations representing cosmetic ingredient suppliers (EffCI, IFRA and UNITIS) contributed.

The document was submitted jointly by the four associations to the European Commission, for official recognition. In the meantime (August 2016) the Commission published a guidance document on the scope of application and core obligations under the regulation and initiated the development of further guidance for seven industrial sectors, including the cosmetics industry. Cosmetics Europe has been actively engaged on this project, which is expected to be finalised in 2017. Once the sectorial guidance document is published, the best practice will be reviewed to ensure its efficiency and alignment with the Commission guidance documents.

Manuela Coroama, Senior Manager Technical Regulatory Affairs, Cosmetics Europe

3. <https://www.cosmeticseurope.eu/how-we-take-action/driving-sustainable-development/>



CO₂
↓ ↓



*Digitalisation
should not be seen
as a threat or a chore,
as it opens up a
whole new world of
opportunities*

Embracing Digital: Adapting Business Functions to Meet Consumer Expectations

The 21st century consumer demands the ability to access detailed information about an enormous variety of products, and to purchase them, on their smartphones or other gadgets. If our industry fails to meet consumer expectations in this area, we will be left behind.

Digitalisation should not be seen as a threat or a chore, as it opens up a whole new world of opportunities. But in order to benefit, the cosmetics and personal care industry will need to think how digital affects all key functions, be it communications, operations, product development or distribution, and how to adapt to each.

Cosmetics Europe is exploring how our industry at large can improve consumer information related to cosmetic and personal care products, taking into account the new communication technologies that are so prevalent in consumers' daily lives. A pilot will be started in 2017 with results expected before the end of 2018.

In addition, in line with market developments, any future legislative action on consumer rights, including all aspects of consumer information provision, should ensure a coherent legal framework for goods sold on and offline. To this effect, Cosmetics Europe is monitoring the Consumer Law REFIT, which includes a review of several horizontal laws relating to consumer protection that affect many areas relevant to our industry.

On e-commerce involving cosmetics, we are further assessing a series of regulatory challenges, with the overall aim of ensuring that consumers receive the same product quality and safety, as well as product information, when purchasing online as they would offline.

Selective Distribution: preserving offline principles in the online realm

Equally, we must ensure that the key principles of selective distribution are not compromised due to digitalisation. Companies that operate a selective distribution system should be allowed to maintain consistency between their offline and online distribution networks, in order to ensure a coherent consumer buying experience and to protect the investments made by brands. Cosmetics Europe was particularly active and successful throughout 2016 in having its voice heard as a stakeholder on selective distribution, which is crucial to many members' business models. We will continue to focus on it in 2017.

Emma Trogen, Director Legal Affairs, Cosmetics Europe

Technology and Changing Audience Expectations in Modern Day Communications

Until relatively recently, we had few channels beyond face-to-face, print and media to choose from when communicating on policy and public affairs issues or indeed more broadly .

Fast forward a few years, and most people have access to the information generated all over the world, available 24/7 via their smartphones or tablet.

For communicators, this matters for several reasons. Lower barriers of entry to channels has ironically made reaching audiences more difficult. With anyone able to communicate, we have mountains of information, meaning exceptional material is required to cut through the noise. Yet the turnaround time for producing and publishing is far shorter than before.

Moreover, being spoilt for choice has made audiences more demanding and their attention spans became shorter. They have different preferences for how they receive information (online vs. off-line; audio-visual vs. text; short-form vs. long-form; formal vs. informal – and usually a mix of each), making the channel and format landscape highly fragmented. In other words, communicators are required to provide material in multiple formats and across multiple channels to reach all audiences. Even trade associations like Cosmetics Europe, despite largely operating in a policy and regulatory environment, need to pay attention.

Audiences also expect communications by organisations like ours to represent a response to real-world concerns, rather than a one-way stream of ‘messages’. Hence the importance of genuine commitment to sustainability, for instance. The tone in which information is delivered is also key: honest, informal, and simple – yet always to be based on credible scientific or other evidence - are the order of the day, ahead of bland statements or unintelligible technical jargon.

At Cosmetics Europe, we have taken these developments onboard. While much of our work revolves around highly technical issues which may appear unaffected by changes in the communications landscape, the truth is that we must relate the work that we do to our stakeholders. As the digital age has altered their habits and expectations, we must move with the times.

To that end, we are increasingly seeking to deliver bespoke information to ever narrower audience segments, based on where their interests lie, whether they are experts or non-experts, supporters or critics, or seek technical or more general information. We do so through a variety of channels. While face-to-face and print remain key, we are increasingly investing more effort in digital channels. We launched our new website in 2016, with a visual identity, layout and features that reflect modern prerequisites. We also utilise Twitter and LinkedIn, including John Chave’s frequent posts on the latter, to share our thoughts on issues that matter to our audiences, often in short-form or audio-visual format looking to make technical information more digestible.

While technical and scientific expertise remains our key asset, we are convinced that wider and smarter use of digital communications methods will make Cosmetics Europe a more effective and impactful organisation. They can help enhance our reach and relationships, improve people’s understanding of the value of the industry we are proud to represent and position us as a helpful, expert partner - ultimately contributing to shaping an environment in which our industry will prosper.

**Diane Watson, Director Public Affairs & Government Relations,
Cosmetics Europe**

A photograph of three people standing in front of a light-colored brick wall. On the left, a person in a red and white checkered shirt holds a silver laptop. In the center, a woman with dark hair, wearing a white long-sleeved top and blue jeans, smiles while holding a green smartphone. On the right, a person in a bright yellow t-shirt holds a silver laptop. The scene is brightly lit, suggesting an outdoor or well-lit indoor setting.

Audiences expect communications by organisations like ours to represent a response to real-world concerns, rather than a one-way stream of 'messages'.

Our Team

We take pride in our team. We personally care

General management



John Chave
Director-General



Hind Benhanem
Executive Assistant/
HR Coordinator

Legal Affairs



Emma Trogen
Director



Emilie Rinchard
Issue Manager

Public Affairs & Communications



Diane Watson
Director



Malgorzata Miazek
Senior Communication
Manager



Paul Girard
Public Affairs Manager



Karin Balilonoso
Assistant

Science & Research



Rob Taalman
Director



Filipe Almeida
Issue Manager



Martina Klaric
Project Manager LRSS



Karolina Brzuska
Issue Manager



Bertrand Desprez
Project Manager LRSS



Sylvain Bougoin
Project Manager



Sabrina Dourte
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Science & Research

Technical Regulatory Affairs



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Seconded to EPAA



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Director



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Florian Schellauf
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Elsa Dietrich
International Relations
Manager



Orla Fenlon
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Resources and Services



Dan Leus
Finance Manager



Delphine Gilles
Office Manager
& Events Supervisor



Betina Simonsen
IT Project Manager



Corentin Bondroit
IT Technical Support
& Maintenance



Patricia Slack
Receptionist





Our Members and Expert Committees

For more than 50 years we have been an established European association representing over 4,500 member companies and associations with different sizes in the cosmetics and personal care industry.

Our experts have been a trusted partner to policy makers on regulatory and scientific matters. We are committed to working collaboratively with all stakeholders to shape a successful future for our members.

Our Vision

A flourishing European Cosmetics and personal care industry

Our Mission

To shape a European operating environment conducive to long term growth and a sustainable future

Our Members

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Coty
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Johnson & Johnson
Kao Group
L'Oréal
LVMH
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Procter & Gamble
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SUPPORTING CORPORATE MEMBERS (SCM)

Avon Cosmetics
Bayer Consumer Care
Boots
Oriflame Cosmetics
Revlon
Sisley CFEB

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Belgium: DETIC - Association Belgo-Luxembourgeoise des producteurs et des distributeurs de savons, cosmétiques, détergents, produits d'entretien, d'hygiène et de toilette, colles, produits et matériels connexes
Croatia*: The Detergents & Cosmetics Affiliation
Bulgaria: BNAEOPC - Bulgarian National Association Essential Oils, Perfumery and Cosmetics
Czech Republic: CSZV - Czech Association for Branded Products
Denmark: SPT - Brancheforeningen for Sæbe, Parfume og Teknisk/Kemiske artikler,
Estonia: FECl - Eesti Keemiatööstuse Liit
Finland: TY - Teknokemian Yhdistys Teknokemiska Föreningen
France: FEBEA - Fédération des Entreprises de la Beauté
Germany: IKW - Industrieverband Körperpflege und Waschmittel
Greece: PSVAK - The Hellenic Cosmetic Toiletry and Perfumery Association
Hungary: KOZMOS - Association of Hungarian Cosmetics, Detergents and Cleanser Industries
Ireland: ICDA - Irish Cosmetics Detergent & Allied Products Association
Italy: Cosmetics Italia - Associazione Nazionale Imprese Cosmetiche
Latvia: LAKIFA - The Association of Latvian Chemical and Pharmaceutical Industry
Lithuania: LIKOCEMA - Lithuanian Cosmetics and Household Chemicals Producers Association
The Netherlands: NCV - Nederlandse Cosmetica Vereniging
Norway: KLFI - Norwegian Cosmetics Association
Poland: PACDI - Polish Association of Cosmetic & Detergent Industry
Poland: PUCI - The Polish Union of Cosmetics Industry
Portugal: AIC - Associação dos Industriais de Cosmética, Perfumaria e Higiene Corporal
Romania: RUCODEM - Romanian Union of Cosmetics and Detergent Manufacturers
Slovakia: SZZV - Slovak Association for Branded Products
Slovenia: KPC - Association of Cosmetics and Detergent Producers of Slovenia
Spain: STANPA - Asociación Nacional de Perfumería y Cosmética
Sweden: KoHF - Kosmetik - och hygienföretagen
Switzerland: SKW - Schweizerischer Kosmetik-und Waschmittelverband
United Kingdom: CTPA - Cosmetic Toiletry & Perfumery Association

* Pending GA June 2017 ratification

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Combe Inc.
EDANA - The International Association Serving the Nonwovens and Related Industries
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Russia: APCoHM - Association of Perfumery, Cosmetics & Household Chemistry Manufacturers
Serbia: KOZMODET - Association of Detergents and Cosmetics Producers and Importers of Serbia
Turkey: KTSD - Cosmetics & Cleaning Products Industry Association

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* Pending GA June 2017 ratification

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Our Expert Teams (ET)

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Ms Laura Garcia Deacon - AVON
Ms Pilar Garcia Hermosa - STANPA

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