

COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

WWW.COSSMA.COM

GO FUTURE: NATURAL COSMETICS

Beauty from Asian-
Pacific plants

SPOTLIGHT: ADDITIVES

Formulating with
natural alternatives

Amarjit Sahota,
Ecovia Intelligence

**“GREENWASHING IS
A REAL CHALLENGE”**

VIP of the Month

HELGA HERTSIG-LAVOCAN

Hint Futurology
Homeopathy for skin care and
more exciting new concepts



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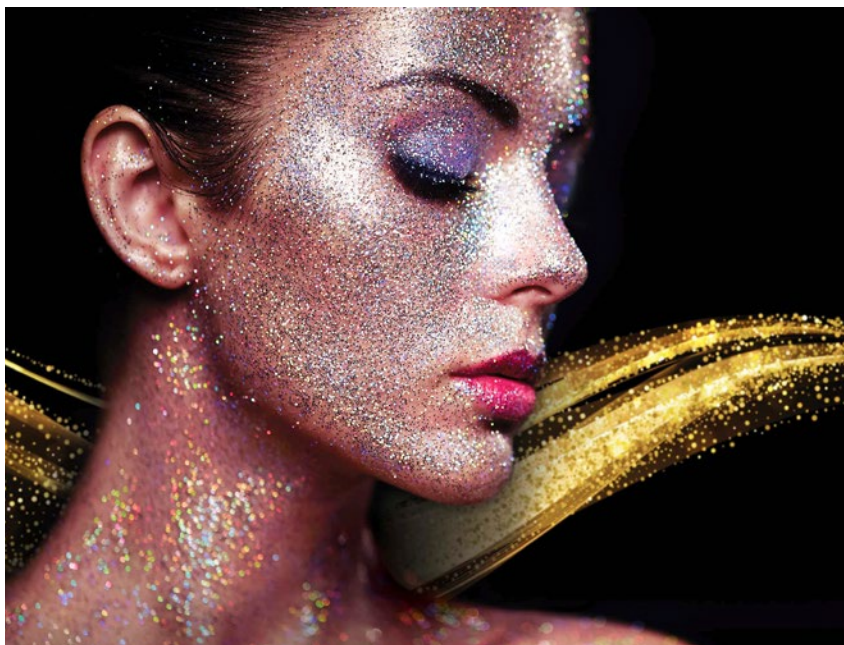


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Front cover picture: Cosmetic Business

photo: Artfully Photographer, Shutterstock.com (page 22)



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MIDDLE EAST - EASTERN EUROPE - IRAN AND INDIA



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Sister events:



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BUSINESS MEETING

For more information : contact@beauty-meetings.com

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NEWS



NUTRICOSMETICS

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www.seppic.com

Aloin-free aloe vera



Aloin-free aloe vera powder

GREENTECH | The company's **Organic Aloe Vera Powder** is made from 100%, pre-servative-free concentrated aloe vera. The aloe vera leaves are sent to

the processing plant within a few hours of cutting, the inner gel file is extracted by hand, and is then concentrated to a preservative-free organic powder. This ensures that any irritating aloin does not contaminate the ingredient and preserves the essential properties. As the gel is converted into a dry powder, no preservatives need to be added.

www.greentech.fr
www.greentechgmbh.de

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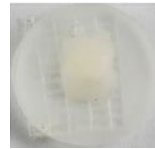
DERMATEST | **Dermatest** offers the first accredited test procedure for the assessment of the skin compatibility of substances directly on hu-



The first accredited skin compatibility test

mans. In addition to the company' standard epicutaneous tests, a positive and negative control is included in the certified procedure.
www.dermatest.de

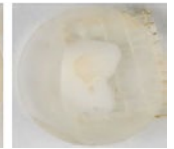
initial



stained



cleaned



Tooth enamel samples

REPLACING MICROPLASTIC

FRAUNHOFER IMWS | In a research project, the **Fraunhofer Institute for Microstructure of Materials and Systems IMWS** and **CFF** have tested materials that can replace microplastics in cosmetic products and are biodegradable. The goal was a cost-effective production of biodegradable cellulose particles from beech wood, oats, wheat and maize that meet the requirements for abrasiveness and cleaning performance in dental and skin care products. After two years of research the partners achieved a test toothpaste with the optimised beech wood cellulose particles, characterised by a low abrasion effect yet good cleaning performance. It was shown that the cellulose particles have comparable effects in cosmetic products as a substitute for polyethylene. They are also biodegradable in water and can be produced at low cost. Cellulose particles can also be used as a filler in aluminium-free deodorants. The results obtained can also be used for development or products such as decorative cosmetics for mascara, powder or lipstick.

www.imws.fraunhofer.de
www.cff.de

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FAIRS, CONFERENCES AND SEMINARS

2018

WHEN?	WHAT?	WHERE?	WHO?
22.-23.08.2018	IndieBeautyExpo	New York USA	Indie Beauty Media www.indiebeautyexpo.com
23.-24.08.2018	Pan-American Conference for Alternative Methods	Rio de Janeiro Brazil	CAAT caat.jhsph.edu
05.-06.09.2018	ADF&PCD New York	New York USA	Easyfairs Oriex www.easyfairs.com
10.-11.09.2018	Cosmoprof India	Mumbai India	Bologna Fiere www.cosmoprofindia.com
12.-13.09.2018	MakeUp in New York	New York USA	Beauteam www.makeup-in-newyork.com
12.-13.09.2018	Packaging Innovations	London Great Britain	easyFairs www.easyfairs.com
12.-13.09.2018	Skin Microbiome Congress	San Francisco USA	Kisaco Research www.skinmicrobiomecongressca.com
12.-14.09.2018	Sunscreen Symposium	Orlando, FL USA	SCC www.flsc.org/sunscreen-symposium.html
18.-21.09.2018	IFSCC Congress	Munich Germany	IFSCC www.ifsc.org
19.-20.09.2018	ICIS European Surfactants Conference	Amsterdam The Netherlands	Reed Business Information www.icisevents.com
19.-20.09.2018	In-Cosmetics Latin America	São Paulo Brazil	Reed Exhibitions www.in-cosmeticslatinamerica.com
20.-22.09.2018	Beyond Beauty Asean	Bangkok Thailand	Informa www.beyondbeautyasean.com
22.-23.09.2018	BEAUTY FORUM & SPA POLAND	Warsaw Poland	Health and Beauty Media Sp.z.o. info@health-and-beauty.com.pl
24.-26.09.2018	Cosmetic Compliance	New York USA	IQPC www.cosmeticscompliance.iqpc.com
25.-26.09.2018	Natural Cosmetics Congress	Berlin Germany	Naturkosmetik Verlag www.naturkosmetik-branchenkongress.de
25.-27.09.2018	FachPack	Nuremberg Germany	NürnbergMesse www.fachpack.de
26.-27.09.2018	Africa Home and Personal Care Markets	Johannesburg South Africa	CMT www.cmtevents.com
26.-27.09.2018	Cosmetorium	Barcelona Spain	Step Exhibitions www.cosmetorium.es/en/
27.09.2018	Beauty & Money Summit	New York USA	Kisaco Research www.beautyandmoneysummit.com
27.09.2018	RIFM's 52 nd Annual Meeting	Weehawken USA	RIFM www.rifm.org
01.-03.10.2018	Luxe Pack	Monte Carlo Monaco	Idice SAS www.luxepack.com
02.-04.10.2018	Beauty Istanbul	Istanbul Turkey	Ipekyolu International www.beauty-turkey.com
02.-04.10.2018	Belleza y Salud	Bogota Colombia	Corferias www.feriabellezaysalud.com
05.-08.10.2018	Beauty Expo Kuala Lumpur	Kuala Lumpur Malaysia	UBM www.beautyexpo.com.my
06.-08.10.2018	Esthetiworld Italy	Milan Italy	BolognaFiere Cosmoprof www.esthetiworld.com
07.-08.10.2018	BEAUTY FORUM PARIS	Paris France	Health and Beauty www.beauty-forum.fr

UNVEILING THE LATEST TRENDS

Interview | Elfriede Dambacher and Wolf Lüdge provide the latest insights into the international natural cosmetics market and explain what to expect from this year's Natural and Organic Cosmetics Conference in Berlin.

INTERVIEW WITH:

Elfriede Dambacher, Program Chairwoman and Owner of the consulting company Naturkosmetik Konzepte, Dortmund, Germany, and Wolf Lüdge, Managing Director of the Naturkosmetik Verlag, Wetzlar, Germany
www.naturkosmetik-konzepte.de
www.naturkosmetik-verlag.de



COSSMA: Where do you see the biggest changes in the international market?

Elfriede Dambacher (ED), Program Chairwoman and Owner of the consulting company Naturkosmetik Konzepte: The market is clearly becoming more differentiated. In Germany, the conflict between mainstream and niche has increased. Internationally, the main topic is still the sovereignty of interpretation. Due to the ISO guideline for organic cosmetics products,

it has become increasingly important to clearly demonstrate the benefits of authentic organic cosmetics. Unfortunately, there is a lack of joint approaches within the industry to formulate simple and distinct messages that are easily understood by consumers.

What are the major changes and novelties in the German speaking market?

ED: As the organic cosmetics market in Germany has matured, the market environment has changed. In German-speaking countries, private label brands play a key role.

However, there is a need for a larger number of strong mid-priced brands that counterbalance the high-volume sales of the private label brands. And the established brands are not innovative enough.

The market requires more products for the growing target group of young consumers. Sadly, stationary retail also is too slow in reacting to innovative and niche products – shifting the benefit to the cross-border online retail.

The German speaking region with Germany, Austria and Switzerland will remain the most vital organic cosmetics market in Europe.

Will organic cosmetics continue their growth?

ED: Organic cosmetics is the market of the future – worldwide. However, the level of naturalness varies significantly. Projections of leading market research companies expect that nature-inspired and organic cosmetics together will achieve an annual growth rate of 10 % over the next few years.

What is the focus of this year's natural and organic cosmetics conference?

Wolf Lüdge, Managing Director of the Naturkosmetik Verlag (WL): While we

More information at

www.cossma.com, web code 100024

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User name: **cossma8**

Password: **nature**

THE NATURAL & ORGANIC COSMETICS CONFERENCE 2018

The next **Natural & Organic Cosmetics Conference** will be held September 25–26, 2018, at the **Ellington Hotel Berlin**, with Elfriede Dambacher as Program Chairwoman and Wolf Lüdge as Program Chairman. The Naturkosmetik Verlag, based in Wetzlar, Germany, hosts the annual international **Natural & Organic Cosmetics Conference** in Berlin in cooperation with the **Nürnberg Messe**, organizer of the **Vivanness**.

www.naturkosmetik-branchenkongress.de

focused on the topic of digitalisation last year, this year's focus is on the challenges of natural cosmetics and digitalisation but also includes the topic of humanity. In her keynote presentation **Leadership 4.0 – Heroes between Digitalisation and Humanity**, Nicole Brandes, international management coach, author and partner of the **Future Institute (Zukunftsinstitut)**, will examine the clashing interests of technology and people. In his presentation **The Biology of Loyalty – successful brands are not selling products, but affiliation** Bert Martin Ohnemüller, speaker, author and business coach will show that the upcoming “decade of humanity” requires new perceptions of teams, co-workers and company success.

What other topics will this year's conference focus on?

WL: In various international markets, diversity in beauty and multicultural beauty are major topics. After all a standardised approach and a standardised product offer no longer satisfy the multitude of skin tones and colour demands of a large, new target group, leaving a large market potential untapped. Eryca Freemantle, a global beauty educator and strategist from London, will provide her view of this also socially controversial topic.

Last year's topic of real trade looked at the value chain of farmers in third world countries as a way of fighting against poverty. Such humanitarian approaches are essential for the credibility and positioning of natural and organic cosmetics. The foreign market in our focus this year will be Bra-

zil. The Brazilian rain forest is a cornucopia of ingredients for cosmetics but farmers and nature are being exploited to deliver cheap raw materials. We will introduce a joint project of the **Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ)**, the German company **Symrise** and the Brazilian cosmetics manufacturer **Natura**.

We will also speak about Brazil as a sourcing country, and about the opportunities for European companies in the Brazilian market.

ED: As the changes in retail and the changing consumer behaviour are driving the market this year's conference and presentations will show why local stores have an increasing need to become showrooms.

How does the general change in values in society affect the topics of this year's conference?

WL: The cosmetics industry is polluting the oceans without being aware of how it affects the ecosystem. Last year, **Sea Shepherd** raised awareness for this topic at our conference. This year Hans Reitz, managing director of **The Grameen Creative Lab** will demonstrate how we can stop the plastic flood and benefit economically.

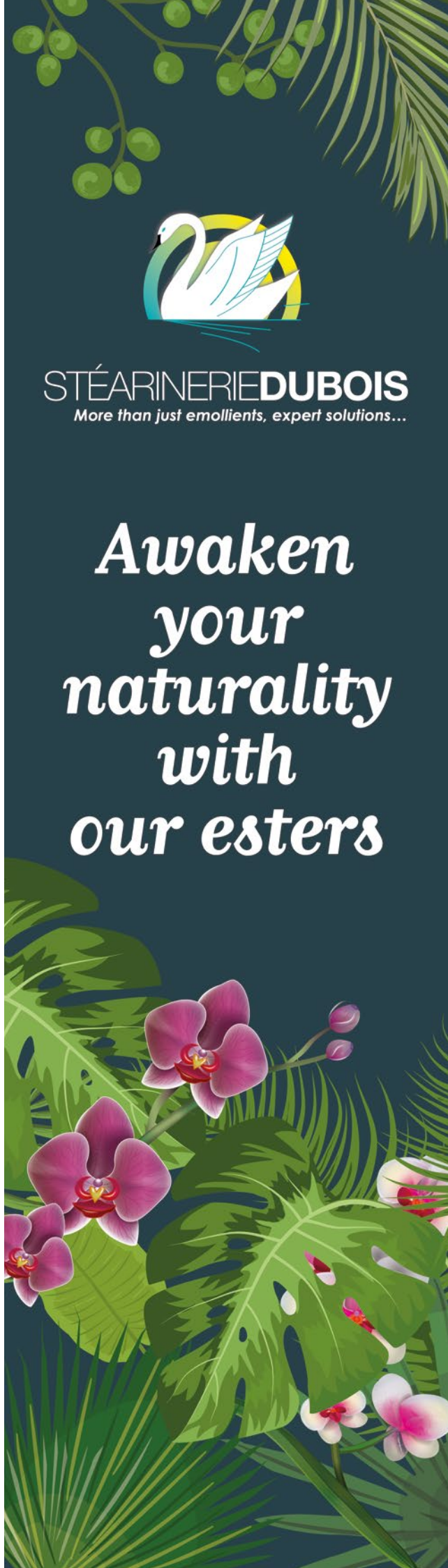
ED: For several years now, mergers have increased. Many pioneers and start-ups are taken over by corporations or competitors. It is difficult to balance economic issues and ethical values during a company transfer or succession. This topic will be given more emphasis in this year's conference. □

The programme can be found on the Internet – see Internet panel



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NETWORKING AT ITS BEST



Events | Don't forget to pencil in the date for this year's **BEAUTY FORUM MUNICH**, Europe's No. 1 professional beauty trade fair, in autumn, 27–28 October. At this year's 33rd over 1,100 exhibitors and brands will highlight the latest trends, products and treatments.

The comprehensive trade show – Europe's No. 1 cosmetics trade fair in autumn – showcases all the product ranges and treatments relevant for the professional cosmetics industry in the halls C1, C2 and C3 of Messe München, Munich's new exhibition centre. In addition, there is a broad and extremely diverse programme of further education, scientific congresses, hands-on workshops as well as presentations and lectures at the **FOOT POINT** and at the **BEAUTY**

POINT. There is also a broad range of exciting championships and entertainment events.

A brand new event – the 1st Dermatology Congress

A brand new feature of the further education offer provided by **BEAUTY FORUM MUNICH** is the **1. Dermatology Congress**. On 27 October, the Saturday of the trade show, renowned industry experts will tackle highly relevant topics within the fields of cosmetic aesthetic dermatology, medical dermatology and active ingredients.

An evergreen at the show – the 11th Podology Congress

On 29 October, the Sunday of the trade show, the **11th Podology Congress** will have **Diabetic Foot Syndrome** as its key focus. In each of the three sessions two expert presentations will deliver in-depth insights about the latest findings of the topic in focus. The congress has been cer-

tified with 6 education credits by the German regional Bavarian association **ZFD**.

2nd edition of BUNTE BEAUTY DAYS

The second edition of **BUNTE BEAUTY DAYS** takes place at the same time as **BEAUTY FORUM MUNICH**. This beauty trade fair is dedicated to all women interested in the latest beauty treatments and products. In an additional exhibition area, consumers will have a chance to explore trends, expert panels and celebrity discussions. Visitors of **BEAUTY FORUM MUNICH** are entitled to visit this consumer event free of charge.

More information at www.bunte-beauty-days.de

BOOK YOUR TICKETS NOW

The presale for the trade show, the congresses and the workshops has started.

Tickets are available at www.beauty-fairs.de/ticketshop or at shop.beauty-fairs.de for international visitors

► BEAUTY FORUM MUNICH AT A GLANCE

Dates: October 27–28 2018
Place: Messe München, Munich/Germany

Opening hours:

Saturday: 9.00 a.m. – 6.00 p.m.
Sunday: 9.00 a.m. – 5.00 p.m.

Organiser: Health & Beauty Germany

More information: www.beauty-fairs.de/muenchen

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