

# in-cosmetics®

THE LEADING GLOBAL BUSINESS EVENT FOR PERSONAL CARE INGREDIENTS

Barcelona,  
Gran Via,  
14-16 April  
2015

More  
Product  
Launches

More  
Suppliers

Turkey &  
Middle East  
Market Focus



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THE FREE  
APP

REGISTER ONLINE FOR FREE FAST-TRACK SHOW ENTRY:  
[www.in-cosmetics.com](http://www.in-cosmetics.com)

# 25 YEARS OF INNOVATION

in-cosmetics, the leading global business event for personal care ingredients, is celebrating its 25th anniversary in Barcelona.

Be inspired by the diverse range of innovative ingredients & formulations, new suppliers and a world-class educational programme!

- > **MEET** 680+ suppliers from 40+ countries
- > **SOURCE** 100s of new ingredients and technologies to optimise your product performance
- > **ENHANCE** your technical knowledge with 100+ hours of free education and exclusive workshops
- > **EXPLORE** new opportunities at the Turkey & Middle East Market Focus

**Exhibitors you could meet:**

[www.in-cosmetics.com/Exhibitors](http://www.in-cosmetics.com/Exhibitors)

**Products on show:**

[www.in-cosmetics.com/Products](http://www.in-cosmetics.com/Products)

**Register at**

**[www.in-cosmetics.com](http://www.in-cosmetics.com)**

**by 13 April 2015:**

- > **FREE** fast-track exhibition entry (saving €50)
- > **FREE** preview magazine (if registered by 31 Jan)
- > **FREE** e-newsletter with show & industry updates
- > **FREE** access to the 'My in-cos' easy show planner





## INNOVATION ZONE

Discover the very latest new ingredient launches and formulation techniques

Experience:

- **80+ ingredients and technologies** newly launched into the market by exhibitors
- A range of **formulations to touch and test**
- **Innovative skincare, haircare and bath & shower products** exploring regional beauty rituals, handpicked by Mintel

[www.in-cosmetics.com/InnovationZone](http://www.in-cosmetics.com/InnovationZone)

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## TURKEY & MIDDLE EAST MARKET FOCUS

Capitalise on these emerging cosmetics and toiletries markets and gain crucial insight

Discover an action packed programme:

- **Turkey & Middle East exhibitor pavilion** hosting suppliers from this growing region
- **Exclusive educational programme** focusing on these vibrant markets
- **Turkey & Middle East Product Trail** highlighting original projects by exhibitors

[www.in-cosmetics.com/MarketFocus](http://www.in-cosmetics.com/MarketFocus)

Supported by



Look out for the Market Focus icon:



### MY in-cos

**Save precious time at the show** by creating your own personal My in-cos show plan before you attend\*;

- Arrange meetings with the exhibitors you specifically want to target
- Add interesting educational sessions to your show agenda

\*You will receive your login details for My in-cos when you register for the show

# AWARDS CEREMONY

14 April 2015, 18:00-20:00, Ceremony Room CC5.1

Network with the nominees of the following awards:



**NEW AWARD:** to celebrate in-cosmetics' 25 year anniversary an award will be presented to the product which is deemed to have had the greatest impact on the personal care ingredients market in the last 25 years – cast your vote at:

[www.in-cosmetics.com/Awards](http://www.in-cosmetics.com/Awards)

## EDUCATIONAL PROGRAMME

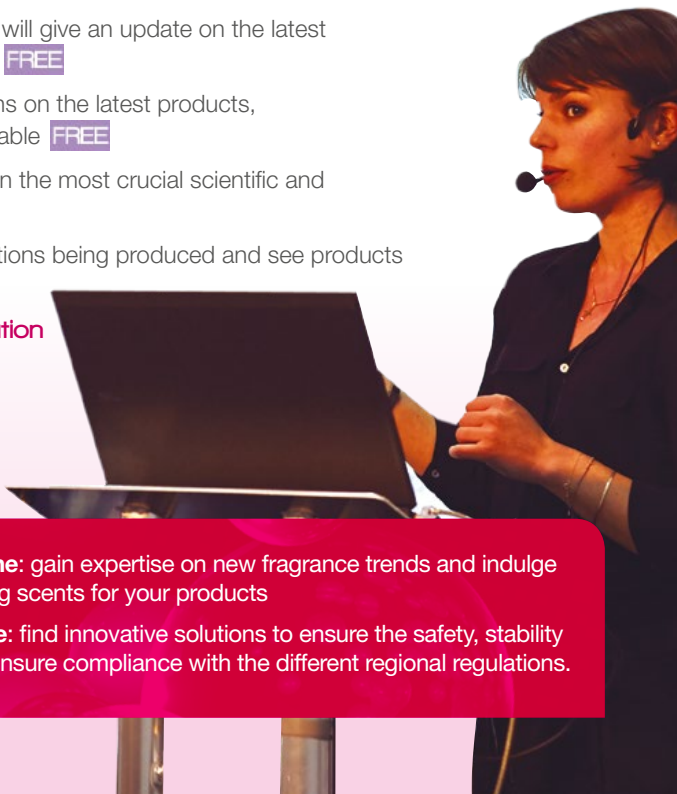
Update your knowledge of the market and gain inspiration for your future product developments:

- **Marketing Trends** presentations will give an update on the latest trends, statistics and market data **FREE**
- **Innovation Seminar** presentations on the latest products, ingredients and technologies available **FREE**
- **Workshops** expert-led lectures on the most crucial scientific and regulatory issues
- **Live Demonstrations** of formulations being produced and see products in action **FREE**

[www.in-cosmetics.com/Education](http://www.in-cosmetics.com/Education)

### Don't miss

- **'Fragrance in Cosmetics' Zone:** gain expertise on new fragrance trends and indulge your senses to discover exciting scents for your products
- **'Testing and Regulation' Zone:** find innovative solutions to ensure the safety, stability and shelf-life of products and ensure compliance with the different regional regulations.





## LIVE DEMONSTRATIONS

Experience a hands-on demonstration and see exactly how your product needs can be met

**Touch, smell and familiarise yourself with the ingredients** being presented and gain a practical understanding of the services being promoted.

**See formulations being made** and have your questions answered directly by the supplier.

[www.in-cosmetics.com/LiveDemos](http://www.in-cosmetics.com/LiveDemos)

Media Partner:

**PERSONAL CARE**  
INGREDIENTS • FORMULATION • MANUFACTURE



## INNOVATION SEMINARS

Gain inspiration for your new product formulations at these informative presentations given by top suppliers

Suppliers will share **detailed updates on ingredient developments and formulation techniques** showcasing the range of innovation.

See the full seminar schedule at:

[www.in-cosmetics.com/InnovationSeminars](http://www.in-cosmetics.com/InnovationSeminars)

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**CLARIANT** 

Media Partner:

[www.cosmeticsbusiness.com](http://www.cosmeticsbusiness.com)



**FREE TO ATTEND. Arrive early to avoid disappointment**

# WORKSHOPS

Media Partner:

**Cosmetics**  
design-europe.com

Find solutions to the most crucial scientific and regulatory challenges, delivered by world leading experts.

**BOOK BEFORE  
28 FEB AND PAY  
€295 + VAT  
PER SESSION  
(SAVE 10%)**

## **Novel strategies towards regulatory compliance after Regulation (EC) 1223/2009 was set in motion**

**Organised by Annelie Struessmann, Conusbat**  
09:00 – 13:00, Tuesday 14 April, Room 1

- Explore the new cosmetic safety assessment environment
- Find a path to compliance in a changed regulatory landscape
- Get clarity for differing product development stages

## **The new science of suncare research: New dangers or benefits for the skin?**

**Organised by Karl Lintner, Kal'ideas**  
09:00 – 13:00, Tuesday 14 April, Room 2

- Investigate the new marketing messages needed for the latest generation of suncare products and formulations
- Find solutions to the most recent challenges in suncare formulation

## **Haircare anti-ageing advances: To grow or not to grow, that is the question**

**Organised by Karl Lintner, Kal'ideas**  
14:00 – 17:30, Tuesday 14 April, Room 2

- Examine the latest formulation ideas in haircare
- Focus on the biology of ageing hair
- Explore new methods in testing and deriving claims

## **The claims development process: More than just evidence**

**Organised by Theresa Callaghan, Theresa Callaghan Consulting**, 09:00 – 13:00, Wednesday 15 April, Room 1

- Explore how cosmetics claims legislation has affected full product development
- Get a step-by-step approach to this complex legislation
- Find relevant solutions, enabling the development of compliant new products

## **Sun protection regulation in the EU, US and Australia**

**Organised by Alain Khaiat, Seers Consulting**  
09:00 – 13:00, Wednesday 15 April, Room 2

- Investigate the regional regulations affecting sun protection product marketing in these regions (UVA/UVB protection ratios, critical wavelengths)
- Focus on their classification, labelling and registration requirements

## **Delivery systems for cosmetic actives: How to deliver your actives through the skin barrier**

**Organised by Teknoscienze, Florian Weighardt**  
14:00 – 17:30, Wednesday 15 April, Room 1

- An introduction to the skin's structure and permeability
- Investigate the latest delivery systems available to cosmetic formulators
- Discuss the effect cosmetic formulations can have on local gene expression patterns with experts

## **Pan-Asian regulation: What's new in emerging and established markets?**

**Organised by Alain Khaiat, Seers Consulting**  
14:00 – 17:30, Wednesday 15 April, Room 2

- Analyse the most recent regulatory changes affecting the Chinese, Indian and ASEAN markets
- Get advice on correctly interpreting these complex changes and navigating through them

## **Formulating with green emulsifiers, surfactants and emollients**

**Organised by Organic Monitor, Judi Beerling**  
09:00 – 13:00, Thursday 16 April, Room 1

- Find out how to successfully use new green materials to replace synthetic emulsifiers, surfactants and emollients in cosmetic formulations
- Gain practical guidance on how to use green materials without issues

Find out more & book your place at [www.in-cosmetics.com/Workshops](http://www.in-cosmetics.com/Workshops)

# MARKETING TRENDS

Media Partner:



Brand new market data, case studies and insights to assist you in developing outstanding products.

[www.in-cosmetics.com/MarketingTrends](http://www.in-cosmetics.com/MarketingTrends)

| TIME                      | TOPIC  | SPEAKER   |
|---------------------------|--|---|
| <b>TUESDAY 14 APRIL</b>   |  |   |
| 10:15-11:00               | Evolving habits in global beauty   | Ildiko Szalai, Beauty and Personal Care Senior Analyst, Euromonitor International   |
| 11:15-12:00               | Roundtable: Green and natural standards and certifications - differences and reach   | Moderator: Amarjit Sahota, CEO, Organic Monitor<br>Participants: Emma Reinhold, Soil Association / Jaclyn Boyden, NFS / Eva Fabre, Ecocert / Julie Phillips, Natrue   |
| 12:15-13:00               | Developing a marketing strategy for markets in the Middle East      | See website for details   |
| 13:15-14:00               | Ethnic beauty trends for multi-cultural marketing  | Vera Sandarova, Marketing Manager, Kline & Company  |
| 14:15-15:00               | Global scent trends – The use of scent in beauty, personal care and household  | Emmanuelle Moeplin, Global Fragrance & Personal Care Analyst, Mintel  |
| 15:15-16:00               | Roundtable: How to overcome the main challenges for niche start-up cosmetics brands  | Moderator: Angelika Meiss, Editor, Cossma<br>Participants: Jayne Mayled, CEO & Founder, White Hot Hair / Helen Miller, Managing Director, Helen Miller Consulting / Lutz Herrmann, Lutz Hermann Design / Paola Gugliotta, Sepai Cosmetics     |
| 16:15-17:00               | Beauty devices: Trends to watch  | Ramaa Chipalkatti, Senior Analyst, Datamonitor  |
| 17:15-17:45               | Focus on Spain: Statistics, developments and trends - short-term, mid-term and long-term forecast  | Óscar Mateo Quintana, Head of Marketing and Information Studies, Stanpa   |
| <b>WEDNESDAY 15 APRIL</b> |  |   |
| 10:15-11:00               | Rituals - How brands can capitalise on changing beauty regimens across the world   | Vivienne Rudd, Director of Innovation & Insight, Beauty & Personal Care, Mintel   |
| 11:15-12:00               | Halal cosmetics and personal care – A market with future potential  | Dr.-Ing. Y. Özoguz, CEO, Halal Zertifikat   |
| 12:15-13:00               | Innovative textures and sensory experiences for creating new marketing messages  | See website for details   |
| 13:15-14:00               | Insight based marketing  | Susanne Wentsch, Consumer Insights, Beiersdorf  |
| 14:15-15:00               | Trends and innovations in male grooming  | Jamie Mills, Associate Analyst, Datamonitor   |
| 15:15-16:00               | Claim substantiation in naturals and botanical products  | Vera Sandarova, Marketing Manager, Kline & Company  |
| 16:15-17:00               | Impact of innovation on hair care ingredients  | Anais Mirval, Ingredients Analyst, Euromonitor International  |
| 17:15-18:00               | Digital opportunities as a tool for growth?  | See website for details   |
| <b>THURSDAY 16 APRIL</b>  |  |   |
| 10:15-11:00               | Multi-functional product future - Developing the right consumer message  | See website for details   |
| 11:15-12:00               | Roundtable: Looking into the crystal ball – Challenges and opportunities in the beauty industry of the future  | Moderator: Andrew McDougall, Editor, CosmeticDesign<br>Participants: Garrett Moran, Director Product Safety, Oriflame<br>Simon Duffy, Co-founder, Bulldog Skin Care / Antonia Kenning, Regulatory Manager – New Product Development, Burberry |
| 12:15-13:00               | What do you need to know about cosmetic claims when selling in the EU?   | Tadej Ferogotto, CEO, CE.way Regulatory Consultants   |
| 13:15-14:00               | Future trends in colour cosmetics and the need for the development of a new generation of products.  | See website for details   |
| 14:15-15:00               | Roundtable: Latest advancements of in vitro evaluation of cosmetic products - reconstructed skins and cell cultures                                  | Moderators: Dominique Bouvier, President, European Center of Dermocosmetology, CED Lyon / Vincent Gallon, Journalist, PremiumBeautyNews.com and BrazilBeautyNews.com  |
| 15:15-16:00               | Beauty inside out - Combining cosmetics and beauty supplements   | See website for details   |

**FREE TO ATTEND – Arrive early to avoid disappointment**

# USEFUL INFORMATION

## OPENING TIMES

Tuesday 14 April 09:00-18:00  
Wednesday 15 April 09:00-18:00  
Thursday 16 April 09:00-17:00

## VENUE

Halls 6 & 7  
Fira de Barcelona - Gran Via  
Av. Joan Carles I, 64  
08908 L'Hospitalet de Llobregat  
Barcelona, Spain

## INVITE YOUR NETWORK



#incos15



## TRAVEL & ACCOMMODATION

Visit our Travel Desk for:

- a free flight/hotel booking service
- the best discounted hotel rates
- info on getting to & around Barcelona

[www.in-cosmetics.com/VenueTravel](http://www.in-cosmetics.com/VenueTravel)

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FIND OUT MORE AT:

[www.in-cosmetics.com](http://www.in-cosmetics.com)

## NEXT EVENTS

**in-cosmetics®**

KOREA

Seoul, 15-18 June 2015



[www.in-cosmeticskorea.com](http://www.in-cosmeticskorea.com)

**in-cosmetics®**

BRASIL

São Paulo, 30 Sep-1 Oct 2015



[www.in-cosmeticsbrasil.com](http://www.in-cosmeticsbrasil.com)

**in-cosmetics®**

ASIA

Bangkok, 3-5 Nov 2015



[www.in-cosmeticsasia.com](http://www.in-cosmeticsasia.com)