sustainable cosmetics summit

São Paulo, 28-30th Sept 2015

Changing the face of the beauty industry by sustainable development

conference and workshop sessions

- Session 1: Sustainability Pillars
- Session 2: Green Formulations
- Session 3: Marketing Developments
- Session 4: Foods Ingredients in Cosmetics
- Workshop: Formulating Cosmetics Using Food Ingredients

including presentations from

Virginie Milosevic, General Manager Brazil
Caudalie

Tatiana Trevisan, Sustainability Manager
Wal-Mart Brazil

Daniel Barreto, President, **Assessa**

Renato Amendola, Sustainability Coordinator
Grupo Boticario

Fabien Brones, Scientific Manager Sustainable Technologies, **Natura Brasil**

And so much more….

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about the summit:

The **Latin American edition** of the Sustainable Cosmetics Summit will take place in São Paulo on 28-30th September. Focal themes of this 4th edition are green formulations, marketing innovations and food ingredients. Taking place at Pullman São Paulo Ibirapuera, the summit comprises 4 dedicated sessions and an interactive workshop.

With a growing number of cosmetic brands looking to the kitchen for new materials, **food ingredients** is a major focus. What product innovations are occurring with food ingredients? What ingredients are associated with functional actives? How do you overcome the technical issues of using agricultural materials in cosmetic formulations? Such questions will be addressed in this new edition.

Since 2009, the Sustainable Cosmetics Summit has been covering major developments in sustainability in the cosmetics & personal care industry. Organized by **Organic Monitor**, the aim of the summit is to encourage sustainability in the beauty industry by bringing together key stake-holders and debate major industry issues in a high-level forum.

++ Nota: Os idiomas adotados no summit serão o inglês e o portugues e haverá tradução simultanea ++

who should attend?

The **Sustainable Cosmetics Summit** is devised for key stake-holders in the beauty industry that include:

- Cosmetic brand owners & manufacturers
- Chemical, raw material & ingredient companies
- Retailers & distributors
- Packaging companies
- Industry organizations
- Certification agencies
- Academics & researchers
- Investors & financiers
- Other stake-holders

Only the Sustainable Cosmetics Summit brings together senior executives from across the beauty industry at international venues on a regular basis.

12 reasons to attend the summit

1. Get a deeper understanding of the sustainability issues affecting the beauty industry
2. Learn how cosmetic and ingredient firms can take a holistic approach to sustainable development
3. Discuss how companies can add social value to their supply chains
4. Get an update on regulatory issues concerning sourcing of natural ingredients
5. Assess the growth financing options available to enterprises
6. Discuss the opportunities offered by marine ingredients
7. Learn about advances in sustainable processing and extraction methods
8. Get a deeper understanding of green consumer buyer behavior
9. Understand how to develop and market food-based personal care products
10. Get details on the widening palette of food ingredients available to formulators
11. Learn how to overcome the major technical issues when formulating with food ingredients
12. Broaden your industry network by meeting key executives involved in sustainability in the beauty industry

Program: Day 1 – Monday 28th September

session one: Sustainability Pillars

Sustainability has three pillars, however the beauty industry appears to be preoccupied with its environmental footprint; most sustainability efforts by cosmetic and ingredients firms involve reducing ecological impacts. This session looks at the various ways companies can address their social and economic footprints. How can cosmetic and ingredient firms create positive social impacts? What about the often neglected economic impact? What economic aspects should be considered if companies are to become truly sustainable?

The session begins with a keynote on the importance of taking a holistic view for sustainability. Other papers cover sustainability footprints, fair trade practices, CSR & social impacts, and ethical finance. To end, featured speakers will discuss the economic pillar of sustainability: how can cosmetic and ingredient firms combine economic indicators into their environmental and social programs? What is the way forward for the economic pillar?

A sustentabilidade possui três pilares, no entanto a indústria da beleza parece estar preocupada apenas com sua pegada ambiental. A maioria dos esforços de sustentabilidade de empresas de cosméticos e de ingredientes envolvem a redução dos impactos ecológicos. Esta sessão examina as diversas maneiras pelas quais as empresas podem resolver as suas pegadas sociais e econômicas. Como as empresas de cosméticos e de ingredientes podem criar impactos sociais positivos? E sobre o impacto econômico, tantas vezes negligenciado? Que aspectos econômicos devem ser considerados para as empresas se tornarem verdadeiramente sustentáveis?

A sessão começa com uma palestra sobre a importância de se ter uma visão holística para a sustentabilidade. Uma vez que a medição da sustentabilidade muitas vezes envolve métricas, uma agência líder compartilha algumas de suas principais conclusões sobre sua pegada. É discutida a importância crescente de práticas de comércio justo no fornecimento de matérias-primas, seguido por trabalhos sobre filantropia empresarial, economia e finanças. A sessão termina com palestrantes de destaque discutindo o pilar econômico da sustentabilidade: como as empresas de cosméticos e de ingredientes podem combinar indicadores econômicos em seus programas ambientais e sociais? Qual é o caminho a seguir para o pilar econômico?

08:30 **Registration**

09:00 **Opening Keynote: Taking a Holistic Perspective**
TBC

09:20 **Introduction to Sustainability & Summit Agenda**
Amarjit SAHOTA, President, ORGANIC MONITOR

09:40 **Sustainability Footprint of Cosmetic Products**
Isabel Luiza PIATTI, Intercontinental Director, BUONA VITA

10:05 **Water Smart Cosmetics: Batiste Case Study**
Tatiana D'ALESSIO SOMBRA, Marketing Manager, BATISTE

10:30 **Networking Break / Refreshments**

11:00 **Addressing CSR & Social Impacts**
Renato AMENDOLA, Sustainability Coordinator, GRUPO BOTICARIO

11:30 **Economic Impact of Cosmetics**
Fabien BRONES, Scientific Manager Sustainable Technologies, NATURA BRASIL

12:00 **Finance for Sustainable Growth**
Andrea PIAZZA, Business Manager, INSEED INVESTIMENTOS

12:30 **Panel Discussion: Economics – the Forgotten Pillar?**

13:00 **Networking Lunch**

Program: Day 1 – Monday 28th September

session two: Green Formulations

This session gives an update on green formulations, placing emphasis on agricultural materials. The use of such green ingredients often involves new supply chains, processing methods and extraction techniques, as well as fresh formulation issues. Some of the major developments in these areas are discussed.

A lawyer gives an update on Brazilian regulations for access and benefit-sharing of genetic resources. What are the implications to cosmetic and ingredient firms looking at innovating using natural ingredients? A US company shares its experiences in measuring the environmental impact of agricultural-based raw materials. What measurements are most important and why? Details are given of new sustainable extraction and processing techniques, whilst other speakers discuss novel marine ingredients, sustainable palm oil and formulating with green materials. At the end of the session, panelists will debate the use of agricultural ingredients in cosmetic formulations. Do they merely replace synthetic ingredients, or can they actually create product innovations?

Esta sessão fornece uma atualização sobre formulações verdes, com ênfase em materiais de origem agrícola. O uso de tais ingredientes verdes muitas vezes envolve novas cadeias de abastecimento, métodos de processamento e técnicas de extração, bem como questões de formulação com ingredientes frescos. Alguns dos principais desenvolvimentos nestas áreas serão discutidos.

Um advogado apresentará uma atualização sobre regulamentação brasileira de acesso e repartição de benefícios dos recursos genéticos. Quais são as implicações para as empresas de cosméticos e de ingredientes buscando inovar usando ingredientes naturais? Uma empresa norte-americana compartilha suas experiências em medir o impacto ambiental das matérias-primas de base agrícola. Que medidas são as mais importantes e por quê? Detalhes serão dados de novas técnicas de extração e processamento sustentáveis, enquanto outros oradores discutirão novos ingredientes marinhos, óleo de palma sustentável e os desafios de formular com materiais verdes. No final da sessão, os participantes discutirão o uso de ingredientes agrícolas em formulações cosméticas. Será que eles simplesmente substituem ingredientes sintéticos, ou eles podem realmente criar produtos inovadores?

14:00 **Brazil Biodiversity Regulations: Update and Implications**
Dr. Anita PISSOLITO, Partner, NASCIMENTO E MOURAO

14:30 **Measuring Environmental Impact of Agricultural Materials**
Aaron REBER, Global Marketing Manager, NATURAL PLANT PRODUCTS

15:00 **Advances in Sustainable Processing Methods**
Dr. Michael KOGANOV, Research Director BioMaterials, AKZONOBEL

15:30 **Networking Break / Refreshments**

15:50 **Sustainable Palm Oil Update**
Marco CARMINI, Managing Director Latin America, CRODA

16:20 **Sourcing From the Sea: Marine Ingredients**
Daniel BARRETO, President, ASSESSA

16:50 **Innovations using Novel Green Ingredients**
Celine SCHIFF-DEB, Global Director of Marketing and Insights, SOLAZYME

17:20 **Panel Discussion: Agricultural Ingredients for Sustainability or Innovation?**

17:55 **Closing Remarks from the Chair**

18:00 **Networking Drinks Reception** ***Sponsored by:*** Organic Monitor

Program: Day 2 – Tuesday 29th September

session three: Marketing Developments

The session begins with an opening keynote on marketing communications: how should sustainable brands communicate their values to consumers? An international brand gives insights into developing a retail network for its innovative range of skin care products. What is the outlook for this emerging market? With a growing number of brands looking at social media for customer relationships, an expert highlights the opportunities provided by this exciting new channel. A major food retailer shares its experiences with sustainability, whilst new consumer insights into the green consumer are presented.

A sessão começa com uma palestra de abertura sobre comunicações de marketing: como as marcas sustentáveis devem comunicar seus valores para os consumidores? Uma marca internacional dá insights sobre o desenvolvimento de uma rede de varejo para a sua gama inovadora de produtos de cuidados da pele. Outra marca pioneira destaca o potencial do mercado de cosméticos orgânicos na América Latina. Quais são as perspectivas para este mercado emergente?

Com um número crescente de marcas procurando as mídias sociais para relacionamento com os clientes, um especialista destaca as oportunidades oferecidas por este novo e emocionante canal. Um grande varejista de alimentos compartilha suas experiências com a sustentabilidade, enquanto novos insights do consumidor para o consumo verde são apresentados por uma agência de pesquisa. A sessão se encerrará com os participantes explorando abordagens para atingir o consumidor verde na América Latina.

09:00	**Opening Keynote: Effective Green Marketing Communications** TBC
09:10	**Marketing Vine-Based Cosmetics** *Virginie MILOSEVIC,* General Manager Brazil, CAUDALIE
09:40	**Ayurveda in Cosmetics** Mariana SOARES, Director, VYVEDAS
10:10	**The Potential of Organic Cosmetics** *Maria Beatriz MARTINS COSTA,* Executive Director, PLANETA ORGANICA
10:40	**Networking Break / Refreshments**
11:00	**Digital Marketing Best-Practices** *Ignacio GARCIA ZOPPA,* Co-Founder & CEO, TREE INTELLIGENCE
11:30	**Sustainability in Retailing Case Study** *Tatiana TREVISAN,* Sustainability Manager, WAL-MART BRAZIL
12:00	**Targeting the Green Consumer** *Silvia THOMPSON,* Senior Consultant, GLOBESCAN
12:30	**Panel Discussion: Reaching the Green Consumer**
12:50	**Networking Lunch**

Program: Day 2 – Tuesday 29th September

session four: Food Ingredients in Cosmetics

There is growing evidence that looking good is linked to general health and wellness, as well as the use of beauty products. This session looks at the growing convergence of food / nutrition and cosmetics. To begin, a medical expert highlights the role nutrition has on skin health and general well-being. How can changes in diet influence one's appearance? The growing use of nutritional supplements for beauty applications is discussed. Other papers cover the growing array of food ingredients crossing over into cosmetic applications. What innovations are occurring? What technical issues arise when using food ingredients? With a growing incidence of ingredient mislabelling, how can companies authenticate their raw materials?

Há evidências crescentes de que a boa aparência está ligada à saúde geral e bem-estar, bem como à utilização de produtos de beleza. Esta sessão analisa a crescente convergência entre alimentação/nutrição e cosméticos.

Iniciando a sessão, um médico especialista destaca o papel da nutrição na saúde da pele e bem-estar geral. Como as mudanças na dieta podem influenciar a sua aparência? Discute-se o uso crescente de suplementos nutricionais para aplicações de beleza. Outros trabalhos apresentados cobrirão a crescente variedade de ingredientes alimentícios que passam a ter aplicações cosméticas. Que inovações estão ocorrendo? Quais questões técnicas surgem quando se usa ingredientes alimentícios? Com uma incidência crescente de rotulagem inadequada, como as empresas podem autenticar suas matérias-primas? A sessão termina com palestrantes de destaque discutindo a sustentabilidade dos ingredientes alimentícios em aplicações cosméticas.

14:00	**Food Ingredients for Skin Nutrition** *Dr. Natalia MARQUES*, Nutritionist, CONSULTORIA NUTRICIONAL
14:30	**Beauty From Within: the Potential of Nutri-Cosmetics** *Valeria DOMINGUES,* Managing Director, BRAZILIAN FOREST
15:00	**Superfoods in Cosmetics** TBC
15:30	**Networking Break / Refreshments**
16:00	**New Actives from Food Sources** *Judi BEERLING,* Technical Research Manager, ORGANIC MONITOR
16:30	**Novel Cosmetics using Food Ingredients: Case Study** *Carla STRAFACCI,* President and Founder, APOEMA / IAH COSMETICS *Bernhard WEBER,* Vice-President, APOEMA / IAH COSMETICS
17:00	**Ingredient Authenticity and Mislabelling** *Pedro LANDA,* Director, ORGANIZACION INTERNACIONAL AGROPECUARIA
17:30	**Panel Discussion: Sustainability of Food Ingredients**
17.50	**Closing Remarks from the Chair**

Summit Testimonials:

Here is a selection of testimonials from the previous edition of the Sustainable Cosmetics Summit (São Paulo, September 2014)…

"I would like to thank you for the Cosmetics Summit…It was a great pleasure to participate and contribute to some of the main regulatory discussions that are currently taking place at the cosmetics sector in Brazil!"

Veirano Advogados

" The discussions were very deep and will guide us through the next months when publishing about sustainability."

Cosmetica em Foco

"It was a pleasure to take part of the Summit and help to improve sustainable awareness."

Solazyme Brasil

workshop:

Formulating Cosmetics Using Food Ingredients

9:30 am – 12:30 pm

Judi Beerling, Head of Technical Research Organic Monitor

This interactive workshop tackles the major formulation issues associated with using food ingredients in cosmetic products. Although a growing number of formulators and product developers are looking to the kitchen table for novel ingredients, the move brings many technical issues.

The workshop assesses the applications of food ingredients in cosmetic & personal care applications, highlighting the opportunities and technical hurdles. Details are given of the major food ingredients used in cosmetic products, their applications, potential benefits, and related safety issues. A review is undertaken of the technical & formulation issues arising when using food grade ingredients. Solutions will be offered to some of these major challenges. Case studies will be given of brands successfully using food ingredients in cosmetic applications. Examples will be given of ingredient companies that have derived cosmetic ingredients from food raw materials, as well as cosmetic manufacturers using food-based ingredients.

Este workshop interativo aborda os principais problemas de formulação associados à utilização de ingredientes alimentícios em produtos cosméticos. Detalhes são dados dos principais ingredientes alimentícios utilizados em produtos cosméticos, suas aplicações, seus benefícios potenciais e questões de segurança relacionadas. Será apresentada uma revisão sobre as questões técnicas e de formulação que surgem quando usando ingredientes de qualidade alimentícia. Serão oferecidas soluções para alguns desses grandes desafios.

O workshop é voltado para desenvolvedores de produtos, formuladores e empresas de cosméticos que buscam ingredientes alimentícios, bem como as empresas de ingredientes que procuram utilizar matérias-primas alimentícias.

The workshop leader is Judi Beerling, a cosmetic scientist with over 30 years experience in product development & formulations. The workshop will address the following questions...

- **What food ingredients have applications in cosmetic & personal care products?**
- **What factors are driving the move towards food ingredients?**
- **What are the potential benefits of using food ingredients?**
- **What food ingredients are available according to the major cosmetic ingredient classes?**
- **What are the technical issues of replacing conventional with food ingredients?**
- **What guidance can be given to companies grappling with technical issues involving food ingredients?**
- **What food ingredients are approved by the major natural & organic certification agencies?**
- **What are the sources of food-based cosmetic ingredients?**
- **What success stories can be given of companies developing food-based cosmetic products? How natural / edible are their products?**
- **What is the future outlook for food ingredients in cosmetic applications?**

The workshop is designed for product developers, formulators, and cosmetic companies looking at using food ingredients, as well as ingredient firms looking to use food raw materials.

Conference Information

about the organizer

Organic Monitor

The **Sustainable Cosmetics Summit** is organized by **Organic Monitor**, a specialist research, consulting & training company that focuses on the global organic & related product industries. We have been encouraging sustainable development in our specialist industries for 15 years. Since 2001, we have been tracking ethical & sustainable industries like organic foods, fair trade products, natural cosmetics, ethical textiles, sustainable packaging, etc.

Our business services include market research publications, business & technical consulting, seminars, workshops and summits. We now organize sustainability summits in the major geographic regions of the world. The Sustainable Cosmetics Summit is now hosted in North America, Europe, Asia-Pacific, as well as in Latin America. More details are on **www.organicmonitor.com**

venue details

The Sustainable Cosmetics Summit will take place at the **Pullman São Paulo Ibirapuera**. The hotel is located next to the largest urban park in São Paulo (Ibirapuera Park) and close to the city's main business and leisure centers.

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www.accorhotels.com/gb/hotel-2125-pullman-sao-paulo-ibirapuera/index.shtml

accommodation

Delegates are responsible for arranging their own travel and accommodation. A limited number of rooms have been reserved at special rates for Sustainable Cosmetics Summit delegates wishing to stay at the Pullman São Paulo Ibirapuera. To take advantage of these special rates, please contact Organic Monitor for reservation details.

note

The organizer reserves the right to change the content and / or speakers of this program. The organizer reserves the right to cancel, defer or modify the event proceedings without prior notice. The organizer does not accept liability for any loss or damage of the personal belongings of summit delegates.

If you have sent a booking to us and have not yet received confirmation, please contact Janina Wolfert at jwolfert@organicmonitor.com or + 44 20 8567 0788.