

Natural Beauty Summit Europe 2009 23-24 November 2009

Natural and organic cosmetics under a whole new light



Companies from the beauty industry's 50 top international groups took part this year in the 3rd Natural Beauty Summit Europe, which was held by BEYOND BEAUTY on 23 & 24 November. The 200 participants – 75% European – from every country expected from these two days a new approach to natural or organic cosmetics.

Thirty-five international experts at the event responded with a spot-on treatment of every aspect of change and progress in the sector – from marketing to ingredients – and also underscored the

transitional phase the sector is currently undergoing.

On the basis of sometimes controversial questions unasked until now, and of original studies, exchanges and meetings, the Natural Beauty Summit Europe 2009 gave a rich, dense and exhaustive rundown on a sector that is today totally a part of the future of the cosmetics industry overall.

"This latest Natural Beauty Summit Europe brought together two influential groups for the first time – representatives of the so-called 'conventional' industry and leaders of the so-called 'natural' or 'organic' industry, for quality discussions comparing different points of view in a spirit of exchange and cooperation. Over these two days, we observed that a new era is dawning, where naturals should no longer simply be opposed to conventional products out of a consideration of fear, but should very likely re-give brands all the importance expected of them by consumers, who are often lost in the profusion of labels and standards."

David Bondi – CEO ITEC France – Organizer of the Natural Beauty Summit and BEYOND BEAUTY PARIS

A changing market, concerned "natural beauty consumers"

The market of natural and organic cosmetics products, growing for the past 10 years, is today turning in a new direction under the influence of highly concerned consumers in search of transparency, who are just as demanding about the naturalness of products as they are about their quality and effectiveness.

Brands can no longer content themselves with only having the concept of being organic or natural. Carried away by fear-based marketing, they long favored negative communications, essentially based on what products do not contain, rather than on what they do contain, thus leaving room for the perception of a "neutral" product, with little or no effectiveness.

The demonstration by the company EPHYLA or the brand EKIA confirms, however, that their effectiveness leaves nothing to be desired of those of conventional cosmetics. This certitude is supported by the real advances of the third generation of natural formulas also described for the first time, the new "green ingredients" and of course the introduction of green chemistry, which may well revolutionize the sector.

Today, according to the SEMIOPOLIS study, the new organic and/or natural brands entering the market have finally chosen a coherent marketing strategy. The packaging choices, price positioning and distribution network choices have been worked on in synergy.



"The Natural Beauty Summit makes it possible to gain distance, to think about what we are doing, to ask questions about the global environment, and place our approach in a larger perspective. The summit places us squarely in front of our responsibilities, whether we are organic manufacturers or not, in face of well-informed consumers."

Olivier Ceccarelli – L'OCCITANE

"We have to keep in mind that natural and organic cosmetics are placed as alternatives on the market and not in opposition to conventional cosmetics.

Ethical distribution doesn't only occur through the product, it also occurs through a global approach at the sales outlet and from the consumers' point of view."

Violette Watine - MADEMOISELLEBIO

Transparency and dialogue

Faced with the demands of active consumers, dialogue and transparency have become a must. The Natural Beauty Summit, in devoting one day to marketing aspects and another to ingredients, offered an obvious bridge of communication.

Brands must find new sources of justification and information in research, ingredients and processes to convey to the consumer.



"We have to build a dialogue between marketing departments and R & D departments, between the brand and consumers, the brand and its suppliers. Consumers no longer want things imposed on them, they want to understand and participate. We are entering into the logistics of cooperation and we can only make progress at the price of this cooperation."

Michel Gutsatz – Co-conceptualizer and moderator of the program Natural Beauty Summit

Dialogue and transparency were also the issues in terms of harmonizing standards, which again created debate and conveyed the difficulty of providing a clear answer to the general public and to brands worried about the financial stakes involved in choosing a label.

Committed to a long-term strategy of "sustainability," our industry's players today have to be able to clearly provide a definition of natural and organic in cosmetics and not let European regulatory authorities do so in their place.

"We acknowledged that organics is no longer a niche market; it's a ground swell. The regulatory outcome is the only thing missing.

The Natural Beauty Summit is a place of exchanges where you can discuss the progress of natural and organics guidelines."

Valérie Lemaire - ECOCERT

**The Natural Beauty Summit Europe is
a BEYOND BEAUTY event.**

<http://www.naturalbeautysummit.com>

BEYOND BEAUTY PARIS 2010

Paris - Porte de Versailles

From 12 to 15 September 2010

COSMEETING, where beauty brands make their marks

12.13.14.15 September 2010

CREATIVE, the exhibition of beauty suppliers

13.14.15 September 2010

EUROPEAN SPA EXHIBITION & SUMMIT

12.13.14.15 September 2010