

Cosmoprof NA Thrives in 2009



Cosmoprof North America, held July 19–21, featured 625 exhibiting companies and welcomed more than 22,500 attendees. The 2009 edition also welcomed PBA Beauty Week, an event featuring networking, education and professional growth opportunities across sectors. Overall, 200 meetings were held as part of the International Buyer Program; involving more than 91 exhibiting companies and 140 qualified international buyers.

As part of Discover Beauty, which assists newly emerging brands in finding the proper market while spotlighting trends for retail buyers, the Discover Beauty Award was launched. The 20 brands participating in the 2009 Discover Beauty program were judged on packaging, overall brand concept and likelihood to succeed in the beauty marketplace. The voting was done by specialty retailers such as Henri Bendel, HSN, Kalologic and PureBeauty as well as various beauty bloggers. TouchBack by ColorMark, a hair color in a marker designed for touch-ups of gray roots, was the recipient of the inaugural award.

Summary of ICMAD Regulatory “Hot Topics” Breakfast (held during Cosmoprof NA)

ICMAD vice president and technical/regulatory/legislative chair Carl Geffken provided ICMAD members and guests a whirlwind tour of the global regulatory landscape during the ICMAD “Hot Topics” Breakfast held on July 21.

Luxe Pack Monaco

Luxe Pack Monaco will be held Oct. 21–23, 2009, at the Grimaldi Forum. Conferences include: “Designers and Brand Identities,” a look at achieving alchemy between the designer’s personality and the brand personality; “Optimize the Protection of Packaging and Design,” in which experts discuss the integration of marketing aspects and copyright protection concerns; and “Innovation: How to Integrate End-user Benefits as a Priority Development Step,” a discussion presented by Alcan.

As part of Luxe Pack’s Trends Observers Workshop, new products

Geffken noted that Canada is currently working on its Chemical Management Plan, a 20-year program that will review substances in 12 batches. Approximately 200 substances are of concern to the beauty industry, and the reviews will also look at the environmental impact of these chemicals—a refocus from safety issues. In November 2008, Canada issued guidelines for advertising and labeling claims that made that cosmeceutical and nutraceutical claims no longer acceptable.

On June 19, 2009, the chief of the California Safe Cosmetic Program notified stakeholders that an electronic reporting system is now live and products containing chemicals considered by the state to be cancer-causing or reproductively toxic must be reported. Companies with worldwide sales of more than \$1 million are required to register.

In the European Union, REACH is now requiring the formation of SIEFs to begin to compile safety data. Due dates for this information are based on the quantities of the chemicals used within the EU. Additionally, the latest amendment to the EU Cosmetic Directive has been reworked as legislation, not a directive, and is known as the “Recast.” It consolidates the current 55 amendments, and requires individual member states to adopt the law uniformly. There will be major changes in product labeling, particularly with respect to nano-sized ingredients and cosmetic notifications.

In China, BSE certificates are no longer required, the U.S. Food and Drug Administration (FDA) is opening offices in several cities, including Beijing, and VOC regulations took effect in Hong Kong. However, the Chinese Health Authority is still undergoing restructure.

In the U.S., the FDA is putting on muscle, both in terms of dollars and personnel. The U.S. House of Representatives approved a \$373 million increase to \$1.99 billion for the FDA in fiscal 2010, with the Center for Food Safety and Applied Nutrition (CFSAN), the home of the cosmetics office, scheduled to receive \$783 million. Geffken also noted that, under new leadership, the FDA will renew activity. There is a new regulatory attitude, with longer warning letters and more structured inspections already underway. Legislative activity was reintroduced in the U.S. heavily on food safety, but regulatory activity is uncertain.

designed by show ex... and Marc Rosen will... and Luxury,” a look at con... desire for luxury as a... time. The panel will d... packaging that will “g... guilt. “Developing a I... Inspiring the Packagi... Strategies” will also b...

