



# sustainable cosmetics summit

New York, 8-10th May 2019

Changing the face of the beauty industry by sustainable development

## conference and workshop sessions

- Session 1: Sustainability Developments
- Session 2: Green Materials
- Session 3: New Technologies
- Session 4: Marketing Best-Practices
- Workshop: Reducing Packaging Impacts

## including presentations from



Melissa Chelminiak, Director Mission, Partner and Stakeholder Engagement, **Aveda**



Andrew Dent, Executive Vice President **Material Connexion**



Shane Wolf, General Manager **Seed Phytonutrients**



Linda Treska, Founder & CEO **Pinch of Colour**

And so much more....

Organized by:



Powered by:

Gold Sponsors:



Silver Sponsors:



genomatica



Supporting Organizations:



Media Partners:



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

## about the summit:

The tenth North American edition of the **Sustainable Cosmetics Summit** will showcase green materials, new technologies, and marketing best-practices. Taking place in New York City on 8-10th May 2019, the summit comprises four dedicated sessions and a training workshop.

For the first time in North America, the summit will discuss the disruptive influence of **new technologies** on cosmetic formulations and marketing. New approaches to produce and extract active ingredients will be covered, as well as new technologies that provide traceability of raw materials. The prospects for artificial intelligence will be explored, as well as growing use of mobile apps and social media marketing.

With **green materials** continuing to make headway in cosmetic & personal care applications, an update is given on recent developments. The growing use of sustainable chemicals is explored, as well as new sources like food side streams. An update is given on green preservative systems, and an innovation case study. An interactive workshop discusses practical approaches to reduce the packaging impact of cosmetic products.

Since 2009, the Sustainable Cosmetics Summit has been covering sustainability issues in the cosmetics & personal care industry. Organized by **Ecovia Intelligence** (formerly 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.

## 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 has been bringing together senior executives from across the beauty industry to discuss sustainability issues since 2009.



# 12

reasons to  
attend the  
summit

- 1 Keep abreast of major sustainability developments in the beauty industry
- 2 Debate how new technologies are having a disruptive influence
- 3 Learn how to deploy methodologies to measure sustainability impacts
- 4 Explore the various ways to reduce the packaging impact of cosmetic & personal care products
- 5 Gain insights into the social risks of ingredient supply chains
- 6 Get an update on sustainable extraction and processing methods
- 7 Evaluate the natural skincare ingredients that can be used for functional applications
- 8 Discover how green materials can spur product innovations
- 9 Assess the opportunities provided by artificial intelligence
- 10 Get a deeper understanding of consumer behavior towards green issues
- 11 Explore the growing palette of green materials for personal care applications
- 12 Broaden your industry network by meeting key executives involved in sustainability in the beauty industry



# Program: Day 1 – Thursday 9th May 2019

## session one: Sustainability Developments

The opening session discusses the broader sustainability issues in the cosmetics industry. What are some of the pressing environmental and social issues facing cosmetic and ingredient firms? What are common approaches to measure impacts? How can metrics help organizations on the green journey? What are the social risks in supply chains, and how can they be mitigated?

The keynote speaker highlights the importance of tackling green issues for a sustainable tomorrow. The concept of regenerative agriculture is introduced, explaining how it goes beyond organic agricultural practices by adding soil health, animal welfare and social fairness. Details are given into methodologies used to measure the various impacts of cosmetic & personal care products. With growing scrutiny of supply chains of personal care products, insights are given into social risks. Case studies are given from operators on how they are approaching sustainability: what are their key priorities, and how are they addressing their impacts? To conclude, featured speakers will discuss what can be done to move from the bottom line to a triple-bottom line? How can operators in the cosmetic & personal care industry give accountability to environmental and social (as well as financial) issues?

**08:30** Registration

**09:00** Opening Keynote: Building A Sustainable Tomorrow

**09:20** Sustainability Update and Summit Agenda

*Amarjit SAHOTA*, Founder and President, **ECOVIA INTELLIGENCE**

**ecovia**  
INTELLIGENCE

**09:40** Regenerative Agriculture for Sustainable Ingredients

*Diana MARTIN*, Communications Director, **RODALE INSTITUTE**



**10:10** Methodologies to Measure Impacts

TBC

**10:40** Networking Break / Refreshments

**11:00** Addressing Social Risks in Supply Chains

*Donna WESTERMAN*, VP Head of Retail and Consumer Goods, **VERISK MAPLECROFT RESEARCH**



**11:30** Growing Complexity of Sustainability in Retail

TBC

**12:00** Meeting the Sustainability Challenge

*Melissa CHELMINIAK*, Director Mission, Partner and Stakeholder Engagement, **AVEDA**

**AVEDA.**

**12:30** Panel Discussion: Moving to a Triple-Bottom Line

**12:50** Networking Lunch



# Program: Day 1 – Thursday 9th May 2019

## session two: Green Materials

Green materials continue to gain currency in the cosmetic & personal care industry. The move is partly driven by cosmetic firms looking to reduce the environmental and / or health impacts of their products. Consumers are another driver, with many seeking products without contentious synthetic ingredients. This session covers developments in this growing field.

The premier speaker makes the case for sustainable chemicals in a circular economy. How can ingredients be created so they do not have just lower impacts, but find applications after their initial use in cosmetic & personal care products? Key lessons will be given from other industries on this new 'circular thinking'. An update will be given on the growing array of functional ingredients that can be used in skin care applications. Other speakers will discuss novel materials, especially those from new sources like food side streams.

A case study is given of a brand that has been successful with sustainable ingredients. Insights are given into the challenges of using such materials in personal care formulations. The session adjourns with featured speakers discussing the environmental and health impacts of green materials. Does natural always mean better for the environment and / or human health? What aspects are most important for green materials? Why?

### 14:00 Sustainable Chemicals in a Circular Economy

Serena POZZA, Alumni Board Member, ELLEN MACARTHUR FOUNDATION



### 14:30 New Materials From Food Side Streams

Piera PERICU, Business Segment Leader for Personal Care, DUPONT



### 15:00 Functional Ingredients for Natural Skincare

Dr. Ellen KAMHI, THE NATURAL NURSE



### 15:30 Networking Break / Refreshments

### 16:00 Natural Glycols for Personal Care Products

Damien PERRIMAN, Specialty Chemicals Senior Vice President, GENOMATICA



### 16:30 Green Preservative Systems

TBC

### 17:00 Innovating with Hemp-Based Ingredients

Brand LEIFSO, Founder, EVELYN IONA COSMETICS

TBC



### 17:30 Panel Discussion: Impacts of Green Materials

### 17:55 Closing Remarks from Chair

### 18:00 Networking Drinks Reception

## Summit Testimonials:

Here is a selection of testimonials from the 2018 North American edition of the Sustainable Cosmetics Summit...

*"This was my first time attending and I thought it was fantastic and eye-opening to see all the different aspects of sustainability within the beauty and personal care segment that we all can play a role in."*

Ingredient Incorporated

*"Thank you for hosting BASF at the SCS. You guys did a great job!!"*

BASF

*"Thank you very much...It was a great summit; we would love to be involved further."*

Geltor

*"Thank you it is a pleasure and an honor to contribute to SCS! it is doing a great service, pushing forward sustainable agenda. I admire the work you are all doing, and look forward to more events."*

Chris Kilham, Medicine Hunter and Naturex Ambassador

## session three: New Technologies

New technologies are causing disruption. In the cosmetic industry, they are having a disruptive influence on production, processing, and / or traceability of ingredients, as well as marketing of finished products. This session covers important developments.

The current and future use of plant cell technology to create natural actives is discussed. What are the sustainability benefits of this new technology, and how can it create innovation? Details are given of new technologies to process and / or extract plant materials. An update is given on tools that provide traceability of agricultural-based materials. There is growing hype about Artificial Intelligence (AI); how can this new technology provide greater consumer engagement and personalization of beauty products? What other opportunities are provided? Other speakers cover social media best-practices and mobile apps for sustainable cosmetics.

To conclude, the panel will debate the marketing implications of new technologies. Although there maybe agreement on business opportunities, there are also risks. What are the issues concerning 'big data', such as security and privacy? What can be done to reduce such risks?

**09:00 Opening Keynote: Combining Green and Technological Values**

**09:10 Novel Ingredients from Plant Cell Technology**  
TBC

**09:35 Advances in Sustainable Processing Methods**  
TBC

**10:00 Traceability of Raw Materials**  
*Dee-Ann PRATHER, President, DOWN UNDER ENTERPRISES*



**10:25 Networking Break / Refreshments**

**10:50 Prospects for Artificial Intelligence**  
*Sindhya VALLOPILLIL KALGHATGI, Co-Founder & CEO, SKINGENIE*



**11:15 Social Media Marketing Success Stories**  
*Sourabh SHARMA, Strategy Guy, Social Media Influencer and Marketing Creative, FIG OR OUT*



**11:40 Packaging Innovations for Personal Care Products**  
TBC, INNERBOTTLE



**12:05 Panel Discussion: Marketing Implications and Risks**


**12:30 Networking Lunch**



## session four: Marketing Best-Practices

Some of the major marketing trends pertinent to sustainable cosmetics are covered in this session. To begin, a case study is given of a new brand that is marketed on sustainability values. Insights are given into the challenges of developing and marketing a sustainable brand. With growing interest in skin biomes, a case study is given of a pioneering brand. How can products be formulated so they work with the skin biome? How are such products marketed to consumers? Other speakers cover sustainable beauty trends, retailing clean personal care products, and green packaging.

The session adjourns with a panel discussion on consumer expectations. As consumers become increasingly savvy on environmental and social issues, they are expecting more from brands. How can brands expect to manage these lofty expectations? What is the way forward in marketing communications?

<b>13:30</b>	<b>Building a Green Brand: Case Study</b> TBC	
<b>14:00</b>	<b>Natural Products for Skin Biomes</b> TBC, <b>NAKED BIOME</b>	
<b>14:30</b>	<b>Novel Sustainable Packaging Case Study</b> <i>Shane WOLF</i> , General Manager, <b>SEED PHYTONUTRIENTS</b>	
<b>15:00</b>	<b>Networking Break / Refreshments</b>	
<b>15:20</b>	<b>Closing Packaging Loops</b> <i>Anthony ROSSI</i> , VP, Global Business Development, <b>TERRACYCLE</b>	
<b>15:45</b>	<b>Potential of Waterless Cosmetics</b> <i>Linda TRESKA</i> , Founder & CEO, <b>PINCH OF COLOUR</b>	
<b>16:10</b>	<b>Consumer Trends into Natural Personal Care Products</b> <i>Denise HERICH</i> , Co-Founder and Managing Partner, <b>THE BENCHMARKING COMPANY</b>	
<b>16:35</b>	<b>Panel Discussion: Managing Consumer Expectations</b>	
<b>16:55</b>	<b>Closing Remarks from the Chair</b>	
<b>17:00</b>	<b>End</b>	



## Workshop: Reducing Packaging Impacts

2:00 – 5:00pm

Andrew DENT, Executive Vice President, MATERIAL CONNEXION



Packaging continues to be a major sustainability issue for cosmetic & personal care products. Although awareness of environmental issues associated with packaging waste has increased, few companies appear to have taken positive steps to reduce their packaging impacts. This workshop highlights the various ways personal care & home care firms can take positive steps to reduce their packaging footprints.

Details will be given on the life-cycle of product packaging, highlighting the differences between packaging materials. The use of design approach to influence packaging footprints will be discussed. Examples will be given of products using eco-design approach and sustainable materials. This workshop highlights the various ways personal care & consumer product brands can take positive steps to reduce their packaging footprints. The following questions will be answered...

- What is the definition of sustainable of packaging?
- Why is there a move to reduce the packaging impact of consumer products?
- What does sustainability mean with reference to packaging?
- How can companies measure the environmental impact of their packaging?
- What is the role of eco-design in reducing packaging footprints?
- What are the options for flexible and rigid packaging types?
- What are the applications of bioplastics in product packaging?
- How can recycled and reusable packaging systems be introduced?
- What are the options offered by upcycling?
- What are the challenges and pitfalls of the major sustainable packaging solutions?
- What success stories can be given of companies using sustainable packaging?
- What is the future outlook for sustainable packaging?

The workshop is designed for personal care brands looking to adopt sustainable packaging solutions.



# Conference Information



## about the organizer

The Sustainable Cosmetics Summit is organized by **Ecovia Intelligence** (formerly Organic Monitor), a specialist research, consulting & training company that focuses on global ethical product industries. We have been encouraging sustainable development in our specialist industries for almost 20 years. Since 2001, we have been tracking ethical & sustainable industries like organic foods, fair trade products, natural cosmetics, green home care products, sustainable packaging, etc. More information is available from [www.ecoviain.com](http://www.ecoviain.com)

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: Europe, Latin America, Asia-Pacific, as well as in North America. More details are on [www.sustainablecosmeticssummit.com](http://www.sustainablecosmeticssummit.com)

## venue details

The Sustainable Cosmetics Summit will take place at the **Park Central Hotel**. The hotel is centrally located near Central Park, Times Square and other popular attractions in New York.

**Park Central Hotel New York**  
870 7th Avenue  
New York  
NY 10019-4038

Tel: +1 212 247 8000  
Fax: +1 212 707 5061

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



## 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 Park Central Hotel. Please contact the organizer for booking 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 Katie Giorgadze at [katie@ecoviain.com](mailto:katie@ecoviain.com) or + 44 20 8567 0788.