

TWO DAY INTERTECHPIRA SUMMIT PLUS EXPERT PRE-SUMMIT WORKSHOP

WWW.NATURALANDORGANICCOSMETICS.COM

2<sup>nd</sup> ANNUAL SUMMIT

# Natural and Organic Cosmetics

CONSUMER INSIGHT, ETHICAL PRODUCTION, AND REDUCING THE CARBON FOOTPRINT OF COSMETICS

9 – 11 DECEMBER 2008

HILTON LONDON DOCKLANDS, LONDON, UK

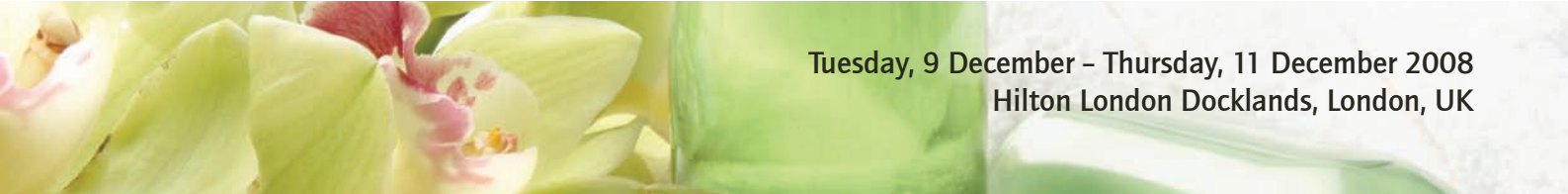
FEATURING PRESENTATIONS FROM THE FOLLOWING ORGANISATIONS



## REASONS TO ATTEND

- Uncover the latest expert analysis of market trends and opportunities from Mintel and Euromonitor International
- Listen to Dragon's key consumer insight and gain an understanding of the modern ethical buyer
- Hear from leading retailer So Organic about their consumer contact experience
- Learn about current and future sustainability trends
- Find out how the major players are advertising from [mymarketmonitor.com](http://mymarketmonitor.com)
- Get to grips with the latest digital marketing and advertising from award winning Glue London
- Source ingredients ethically and understand fair trade with papers from the Union of Ethical Biotrade and The Fair Trade Foundation
- Master your supply chain management with guidance from Herb UK and Cognis





Tuesday, 9 December – Thursday, 11 December 2008  
Hilton London Docklands, London, UK

## ABOUT THE SUMMIT

The natural and organic cosmetics industry is booming, with new natural and organic products appearing on shelves daily. However, the sheer number of green claims made in product marketing, together with the 'greenwashing' carried out by corporations all over the globe, is causing distrust amongst consumers who are now beginning to question the environmental benefits of the products they purchase.

This presents a new challenge for companies that are genuinely producing environmentally and ethically sound products. How do these companies add extra 'green' value to their products? How can they reach out to their target market and make themselves heard through the haze of green marketing? One of the ways to success in this fast moving market undoubtedly lies in fully understanding the modern eco-ethical customer. Consumers are becoming wiser and it's essential to understand the attitudes, habits and thoughts that lie behind a purchase.

By attending [Natural and Organic Cosmetics](#) you'll get an insight into current consumer ethical and environmental attitudes and spending practice. Leading experts will show you how to further augment the environmental status of your products through the selection of the right ingredients, suppliers, and packaging. You'll be furnished with new tools to convey your marketing message through complete market analysis from several perspectives, innovative advertising streams, Web 2.0, social networking, and more. You'll also uncover what lies in store for the future, how to best tackle certification, and you'll also get to discuss the topic of regulatory harmonisation.

This two day information packed **Natural and Organic Cosmetics** summit will give your company the edge it needs in this increasingly competitive marketplace, and ensure you are leading the way in the next generation of 'new natural' cosmetics products.

## YOUR SUMMIT CHAIR



DR BARBARA OLIOSIO

Barbara Oliosio is a doctor in industrial chemistry (Ca'Foscary University, Venice) and has an MSc in Food Science and Technology from the University of North Humberside and Lincolnshire. She began her career researching and sourcing nutritional supplements for soft drinks before moving to Aura Soma Products, Tetford, where she successfully upgraded the core product, the equilibrium bottles, to a purer, brighter and finer level.

## YOUR EVENT ORGANISER

InterTechPira provides events, training, online information and publications across a wide range of topical issues affecting varied industries. Our 100% independent products are provided globally 24/7 and delivered by teams of independent experts at sites in London, UK and Portland, Maine, US across 14 key industry sectors. We specialise in providing expert quality information on: disruptive technologies and their application, research and product development, globalisation and new markets; production methods; regulatory and compliance.

## EXHIBITION AND SPONSORSHIP OPPORTUNITIES

A range of sponsorship and exhibition based packages are available to organisations looking to develop their business within the natural and organic cosmetics industry. Participation at the **Natural and Organic Cosmetics** summit will demonstrate your organisation's expertise in these markets and raise your corporate profile amongst senior decision-makers in this sector. For more information on how this conference can benefit your company, please contact Natalie King on +44 (0) 1372 802164, [natalie.king@pira-international.com](mailto:natalie.king@pira-international.com)

# pre-summit workshop – Tuesday, 9 December 2008

## PRE-SUMMIT WORKSHOP

## How to make your packaging more sustainable: actions you can take today!

Tuesday, 9 December 2008, 14:00 – 17:30

### Workshop content

- What is a sustainable product?
- Measuring corporate sustainability actions
- Minimising packaging and packaging waste
- Using resources in a more sustainable manner
- Minimising the impact of transportation on the environment
- Effectively communicating your sustainability goals to all departments
- Staying ahead of the compliance curves
- How to bring the sustainability frame of mind into action

### Your workshop leader

Gary Parker, Director of Sustainability, CIBA Expert Services, UK

Gary Parker manages the sustainability consulting team at Ciba Expert Services, based in London, UK. Gary and his team help companies develop sustainable packaging processes, meet retailer environmental requirements, comply with environmental regulations, minimise packaging, improve packaging design, and increase eco-efficiency to reduce cost and waste.

### What is the true environmental impact of your product packaging?

Is your packaging design and sourcing process optimised for environmental performance? Are you using the least-impact materials? Can you use greener packaging without major cost increases? If you're asking these questions, or if you're looking to adopt a more environmentally sound packaging strategy, this workshop is for you.

This two and a half hour session will furnish you with the knowledge you need to make the right packaging decisions for your business. Taking into consideration the whole packaging supply chain with respect to life cycle analysis, you will learn how to best analyse where and how to make changes that will give the best return on investment.



# Natural and Organic Cosmetics

**08:00** Registration and refreshments

**09:00** Welcome and introduction from the Chair



**Dr Barbara Oliosio,**  
**Founder,**  
**ORGANATURAL, UK**

## Market trends and opportunities

**09:10 Exploring consumer attitudes towards natural and organic products**

- Revealing why consumers are sceptical of brand and retailer sustainability claims
- Creating a culture of trust in your brand
- Breaking down the barriers and empowering the consumer to make a contribution to sustainability
- The key to achieving credibility in the environmental arena

**Luke Vincent, Consultant, DRAGON, UK**

**09:45 Consumer trends in natural and organic cosmetics**

- The growth in ethical consumerism
- How much does the consumer really know?
- Natural and organic vs sustainability and ethically sourced
- Environmentally aware consumers are here to stay

**Samantha Burlton, Founder, SO ORGANIC, UK**

**10:20** Morning refreshments

**10:50 Global trends in natural and organics**

- Defining 'natural and organic' and communicating with the consumer
- Global attitudes towards natural and organics
- Sustainability to succeed: the fundamentals of your business
- Emerging opportunities:
  - Japan
  - Greece
  - China

Brand Owner Perspective

**Amanda Barlow, Managing Director, SPIEZIA ORGANICS, UK**

**11:25 The case for innovation: key strategies for growth in global personal care**

- Latest market trends and developments under global economic stress
- Innovation and marketing tactics in response to increasing demand for 'natural' and 'green'
- Growth and product development opportunities across different categories
- The changing retail environment: new retailer strategies and the power of own label offerings
- Future outlook and challenges for the industry

**Irina Barbalova, Industry Manager Cosmetics and Toiletries,**  
**EUROMONITOR INTERNATIONAL, UK**

# day 1 – Wednesday, 10 December 2008

## 12:00 **Uncovering the hidden secrets in cosmetics advertising and marketing trends**

- Scope and methods of analysis
- Beauty advertising is increasing, beauty editorial is decreasing
- What are the major players doing: analysis of advertising strategy
- The 5 key trends of today in beauty marketing
- Trends of the future

**Mike Ramseyer, CEO, MYMARKETMONITOR.COM, UK**

**12:35** Lunch will be served for delegates and speakers

## 14:35 **Marrying natural and organic products with next generation digital marketing**

- The wider role of the internet in marketing of consumer products
- Trends in online marketing for cosmetics
- Gearing your online marketing towards the eco-aware consumer
- Understanding social networking and how your brand can proliferate
- Future online marketing strategy

**Jo Hagger, Managing Director, GLUE, UK** - *Invited*

**15:10** Afternoon refreshments

## Market trends and opportunities

### 15:50 **Market trends for sustainable packaging in cosmetics**

- Understanding business pressure to go green
- Moving from niche packaging solutions to mainstream adoption of sustainable packaging
- Main growth sectors in eco-friendly packaging
- Forecast for uptake of green packaging solution in the cosmetics sector

**Nica Lewis, Senior Analyst, MINTEL, UK** - *Invited*

### 16:25 **Applying the carbon footprint principle to cosmetics**

- Measurement of CO<sub>2</sub> produced during product lifecycle
- Carbon offsetting: the DOs and DON'Ts
- Shipping and freight for cosmetics ingredients: the impact on carbon production
- Analysing your results and implementing low-carbon strategy

**Gary Parker, Director of Sustainability, CIBA Expert Services, UK**

**17:00** Closing remarks from the Chair

### 17:10 **Drinks reception**

All speakers and delegates are invited to an informal drinks reception to network and discuss the day's proceedings

# day 2 – Thursday, 11 December 2008

**08:30** Registration and refreshments

**09:00** Opening remarks from the Chair



**Dr Barbara Oliosio,**  
**Founder,**  
**ORGANATURAL, UK**

## Regulations, certification and standardisation

**09:10** Defining the 'new natural' in the cosmetics sector  
**Dr Barbara Oliosio, Founder, ORGANATURAL, UK**

**09:45** TBC

**10:20** Morning refreshments

**10:40** Exploring the future of standards in ethical biotrade

- The holistic approach: new directions in assessing the sustainability of bioproducts
- Considering trade in the context of the International Convention of Biological Diversity
- Creating and implementing a business to business verification framework tool for natural products
- Ethics in the supply chain
- Case study examples include PhytoTrade

**Rik Kutsch Lojenga, Executive Director, UNION OF ETHICAL BIOTRADE, France**

**11:15** European Union regulations for natural and organic cosmetics

- The current regulatory sphere
- Regulatory developments
- Lessons learned from other natural and organic industries
- Future regulatory environment

**Mel Cook, Regulatory Consultant, UK**

**11:50** Moving towards harmonisation in the eco-labelling arena

- Overcoming challenges in harmonising certification schemes
- Outlining the benefits of a harmonised approach
- 5 key milestones in moving towards harmonisation

**Martyn Cole, Specialist Certification Officer and Inspector - Health and Beauty, SOIL ASSOCIATION, UK**

**12:25** Lunch will be served for delegates and speakers

# Natural and Organic Cosmetics

## Sustainability in the supply chain and ethical sourcing of ingredients

### 14:00 Challenges for formulating with natural and organic ingredients

Brand Owner Perspective

- Choosing the right ingredients
- Avoiding pitfalls
- Non-natural alternatives?
- Driving forward development of natural alternatives to currently used raw materials

**Raoul Perfitt, Managing Director, HERB UK, UK**

### 14:35 Mega and macro trends with effects on raw material development

- Lifestyle trends with an impact on all areas of our lives
- A particular focus on the green wave and how that has effected the cosmetics industry
- A look at how the green trend has impacted on raw material suppliers and new raw material development
- Performance available from green raw materials and challenges for the future

**Andrea Tomlinson, Marketing Manager, COGNIS, UK**

**15:10** Afternoon refreshments

### 15:40 Formulating natural and green cosmetic products

- Developing natural alternative formulations to synthetic chemicals
- Sourcing sustainable ingredients
- Novel ingredients: ones to watch
- Natural actives: emerging ingredients

**Cuross Bakhtiar, CEO, HARLEY STREET COSMETICS, UK**

### 16:25 Developments in novel ingredients

**Vispi Kanga, COSMET-PHARM CONSULTANTS LLC, US**

**17:00** Closing remarks from the Chair

**17:10** Close of conference

# SUMMIT INFO

## The city of London

Home to 7.2 million people speaking 300 languages, London is the largest city in Europe. So much diversity could hardly fail to produce a vibrant, cosmopolitan city, but in London this is coupled with a Royal, Imperial past, reflected in the city's grand civic architecture.

With a thriving restaurant scene championing everything from the gourmet to the "gastropub" and world-class cultural institutions like the British Museum, National Gallery, Tate Modern, Royal Opera House and the Barbican Centre, the capital is in excellent shape.

## Summit venue details



Explore buzzing London from the Hilton London Docklands Riverside hotel. Just 20 minutes from City Airport, this contemporary hotel boasts 26 meeting rooms and a well-equipped health club with a pool and gym. Delegates can unwind with a cocktail and enjoy

some fine dining whilst overlooking Canary Wharf from the sleek Terrace restaurant.

## Hotel address

265 Rotherhithe Street, London, SE16 5HW, United Kingdom

Telephone: +44 (0)20 7231 1001

## How to book your hotel accommodation

Delegates are responsible for organising their own travel and accommodation. A limited number of rooms have been reserved for conference delegates wishing to stay at the Hilton London Docklands at a special rate of £150 + vat for conference delegates. To take advantage of this special rate delegates must reserve their room no later than Monday **20 October** 2008.

Wherever possible accommodation should be reserved early as rooms cannot be guaranteed and rates are subject to change after this date.

To book your accommodation, please contact our agent Origin Events on

Intl tel: + 44 (0)131 445 2933      Tel: 0845 301 9002

E: [info@originevents.co.uk](mailto:info@originevents.co.uk)

Please quote 'IntertechPira Natural and Organic Cosmetics summit' when booking

## Summit fees

The summit fee includes entry to the conference sessions and the exhibition, full documentation, lunch and refreshments. However, fees do not include delegate travel and accommodation. All credit card orders are processed at that day's £/\$/€ exchange rate at the time of transaction. Please see note in Step 3 for further details.

## Cancellations

Cancellations will be accepted and fees will be refunded (less 20% handling charge) only if made in writing and received ten working days before the event. Bookings cannot be cancelled or fees refunded thereafter. Substitutions may be made at any time, please notify the Event Manager, Jenny Fehrenbach on +44 (0) 1372 802166, or [jenny.fehrenbach@pira-international.com](mailto:jenny.fehrenbach@pira-international.com).

## Note

IntertechPira does not accept liability for any loss of or damage to the personal effects of delegates attending the conference. IntertechPira reserves the right to cancel, defer or modify the event proceedings without prior notice.

## Visas

Delegates requiring visas should request a visa invitation letter from IntertechPira at the time of registering for the event, ensuring sufficient time is left for applications to be completed. Delegates are then responsible for contacting the relevant/appropriate embassy themselves. IntertechPira can do nothing further to assist in this process.

# Natural and Organic Cosmetics Summit registration

## 1 Your details

Title:.....First Name:.....Last Name:.....

Organisation:.....

Position:.....

Company business:.....

Address:.....

.....Post Code:.....

Telephone:.....Fax:.....

Email:.....

Purchase Order:.....

## 2 Event options and fees

**Don't miss the early bird offers - book before 28 October and save 10% on the prices below, book before 30 September and get 20% off!**

### Choose your payment package:

Summit fee £999

Workshop fee £299

Summit + workshop fee £1199

Academic rate\* £199

*vat will be charged*

**Group discounts**

**Groups of five people or more receive 30% off**

\*Academic rate for full time students and teaching staff at universities only. This fee does not include the workshop. Early bird offer does not apply.

If you would like to be invoiced in Euros or Dollars at the prevailing exchange rate\*

please tick the appropriate box  €  \$

\*Invoices in Euros or Dollars will be calculated at that day's exchange rate

Credit card payments will be charged and invoiced in £ STG only

## 3 Payment method

Purchase Order No:..... VAT No:.....

VAT will be charged

Charge my credit card: American Express  Visa  MasterCard

Card no:.....Expires:...../..... CV2 code:

Cardholder name & address:.....

Cheque/banker's draft (made payable to IntertechPira)  Please invoice my company

**Invoices cannot be issued without receipt of a purchase order number at the time of booking.**

### Banker's information for credit transfer payments

Sterling A/C: HSBC Bank plc, 100 King Street, Manchester M60 2HD Account No: 62182610  
Branch Sort Code: 40-31-24 IBAN: GB88 MIDL 4031 2462 1826 10  
Swift Code (BIC): MIDLGB22

Euro A/C: Deutsche Bank AG London Account No: 13116600  
Branch Sort Code: 23-30-55 IBAN: GB35 DEUT 4050 8113 1166 00  
Swift Code (BIC): DEUTGB3L

US Dollar A/C: Citibank NY Account No: 30569898  
Swift Code (BIC): CITIUS33 ABA No: 021000089

Signature:.....Date:.....

Pira Reg. No. 3858209 Pira VAT No. 677 3667 81

PLEASE NOTE: Credit card payments (in £ STG) will be necessary if your booking is made less than 10 business days prior to the start of the event. Where funds have not been received in advance, delegates will be required to supply credit card details at registration in order to gain entry to the conference. This credit card will be charged on-site and in £ STG only. Current exchange rates and bank charges will apply.

## 4 How to book

Europe: IntertechPira, Cleeve Road, Leatherhead, Surrey KT22 7RU, UK  
Fax: +44 (0)1372 802243 / Tel: +44 (0)1372 802164 / [www.intertechpira.com](http://www.intertechpira.com)

US: IntertechPira, 19 Northbrook Drive, Portland, ME 04105, US  
Fax: +1 207 781 2150 / Tel: +1 207 781 9610 / [www.intertechusa.com](http://www.intertechusa.com)

For further information on the conference please contact:

Booking Enquiries, Exhibition and Sponsorship: Natalie King: T: +44 (0)1372 802164 / F: +44 (0)1372 802243  
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# Natural and Organic Cosmetics



## Including presentations from:

CIBA Expert Services  
Cognis  
CosmetPharm Consultants  
Dragon  
Euromonitor International  
Glue  
Harley Street Cosmetics  
The Soil Association  
Herb UK  
Mintel  
Mymarketmonitor.com  
Organatural  
So Organic  
Spiezia Organics  
Union of Ethical Biotrade

Book before **30 September** and get **20%** off the summit fee, book before **28 October** and get **10%** off!

## FEATURING PRESENTATIONS FROM THE FOLLOWING ORGANISATIONS



Don't miss the pre-summit workshop on Tuesday 9 December 2008: **How to make your packaging more sustainable: actions you can take today!**



IntertechPira  
Cleeve Road, Leatherhead,  
Surrey, KT22 7RU, UK

## Register now

**£999**

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