



sustainable cosmetics summit

NA Virtual Edition, 28-30 Sep 2020

Changing the face of the beauty industry by sustainable development

conference and workshop sessions

- Session 1: Sustainability Update
- Session 2: Green Formulations
- Session 3: Marketing Developments
- Session 4: Green Packaging Solutions
- Workshop: Sustainability Metrics

including presentations from

FEKKAI

Frédéric Fekkai, Founder and Chairman
Fekkai

HEAR ME
RAW

Mike Indursky, CEO, **Hear Me Raw**



Professor Miguel Mendonca Reis Brandao,
Associate Professor, **KTH University**

ESTÉE
LAUDER
COMPANIES

Al Iannuzzi, Vice-President Sustainability
The Estée Lauder Companies

LUSH

Nick Gumery, Creative Buyer for
Packaging, **Lush**

And so much more....

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THE MAGAZINE FOR COSMETIC INDUSTRY LEADERS

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www.sustainablecosmeticssummit.com/Namerica/

about the summit:

This virtual edition of the **Sustainable Cosmetics Summit** aims to help the cosmetic & personal care industry move towards a circular economy. The summit will discuss practical approaches to change product design, formulations, packaging, and consumption towards circular systems.

Cosmetic & personal care companies are under growing pressure to reduce their **packaging impacts**. A dedicated session covers sustainability in packaging. How can you measure packaging impacts? What bio-based materials are replacing plastics? How can brands close their packaging loops? What packaging innovations are occurring?

Green formulations are another focus. How can brands reduce their impacts by using plant-based materials? What are the opportunities with cannabidiol? What upcycled ingredients are making their way into personal care products? What clean beauty products are using such materials? Such questions will be addressed in this eleventh North American edition.

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.



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reasons to attend the summit

- 1 Learn how to create cosmetic and personal care products for a circular economy
- 2 Assess the sustainability implications of the coronavirus pandemic on the beauty industry
- 3 Get a deeper understanding of the complexity involved in green packaging decisions
- 4 Explore the growing use of upcycled ingredients in personal care products
- 5 Keep abreast of regulations concerning natural & sustainable cosmetics
- 6 Get a detailed understanding of the clean beauty trend
- 7 Evaluate methodologies to measure the various impacts of personal care products
- 8 Assess the opportunities provided by cannabis-based ingredients
- 9 Gain insights into the relationship between product design and material loops
- 10 Debate approaches to encourage sustainable purchases and responsible consumption
- 11 Compare and contrast the various green materials that can be used as plastic replacements
- 12 Broaden your industry network by meeting key executives involved in sustainability in the beauty industry

Program: Day 1 – Monday 28th September 2020 (EDT)

session one: Sustainability Update

Sustainability is now established in the cosmetics industry. The last decade has seen significant developments in terms of raw material sourcing, production processes, measurement and reporting. However, some argue that the current trajectory remains too slow and that a 'systems overhaul' is required. The premier session gives a fresh perspective on systems change with view to a circular economy.

The keynote will introduce the circular economy. What are shortcomings of existing linear models? How should products be designed so that materials can have infinite cycles? What examples can be given of products with circular nutrients? As the coronavirus crisis continues to shake up the cosmetics industry, an update is given on the impacts and sustainability implications. Other speakers will give an update on natural cosmetic & sustainability regulations, and sustainable sourcing of raw materials from Africa. A leading cosmetic company shares its experiences with sustainability, highlighting its key priorities.

To conclude, featured speakers will discuss approaches to close material loops. What can be done so that personal care materials are recycled and / or find new applications? What changes in product design and waste infrastructure are necessary? What is the possible role of the private sector and government?

09:00 **Opening Keynote: The Transition to a Circular Economy**
Professor Martin CHARTER, Professor of Innovation & Sustainability,
UNIVERSITY FOR THE CREATIVE ARTS



09:20 **Sustainability Introduction and Outlook**
Amarjit SAHOTA, Founder and President, **ECOVIA INTELLIGENCE**



09:40 **Impacts of COVID-19**
Kenneth MARENUS, President, **ICMAD**



10:05 **Designing Products for a Circular Economy**
Jay BOLUS, President, **MCDONOUGH BRAUNGART DESIGN CHEMISTRY (MBDC)**

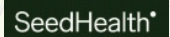


10:30 **Refreshments Break**

10:50 **Natural Cosmetics Act and Sustainability Regulations Update**
Ivanna YANG, Advocacy Director, **BEAUTY COUNTER**



11:15 **Personal Care Products for Healthy Skin Biomes**
Jennifer COOKSON, Director of Product Development, **SEED HEALTH**



11:40 **Sustainability in Practice**
Al IANNUZZI, Vice-President Sustainability, **THE ESTÉE LAUDER COMPANIES**



12:05 **Sustainable Sourcing of African Ingredients**
Liesl KEULDER, Technical Manager, **CIREBELLE**



12:30 **Panel Discussion: Closing Material Loops**

12:55 **Lunch Break**



Program: Day 1 – Monday 28th September 2020 (EDT)

session two: Green Formulations

The palette of green materials for cosmetic & personal care products continues to widen. This session gives details of new and emerging green materials. Mica, widely used in colour cosmetics, is coming under scrutiny for ethical sourcing. Details are given of a new scheme for the responsible sourcing of the mineral.

Agricultural side streams are getting recognition as a viable source of cosmetic ingredients. A case study is given of a company that is upcycling plant ingredients. Other speakers will cover sustainable alternatives to palm oil and new extraction methods for natural actives.

Consumer interest in clean beauty continues to rise. A case study is given of a brand that is formulating products without contentious chemicals. Details are given of natural / clean ingredients. The subject is further discussed by the panel: how should we define clean beauty ingredients? Do green materials make a formulation clean? What is the outlook for such ingredients?

13:45 Mica Sourcing: Issues and Opportunities

Fanny FREMONT, Executive Director, RESPONSIBLE MICA INITIATIVE



14:15 Upcycling Plant Ingredients

Tony ABBOUD, General Manager, RENMATIX



14:40 Sustainable Alternative to Palm Oil

Shara TICKU, CEO, C16 BIOSCIENCES



15:05 Refreshments Break

15:20 Sustainable Extraction of Natural Actives

Nathalie LEFEBVRE, Business Development Manager, HALLSTAR



15:45 Sustainable Ingredients for Clean Beauty

Kumpal MEHTA, Lead Applications Scientist, CRODA



16:05 Clean Beauty Formulation Case Study

Mike INDURSKY, CEO, HEAR ME RAW



16:30 Panel Discussion: Clean Ingredients for Clean Beauty

16:55 Closing Remarks from Chair

17:00 End

Summit Testimonials:

This is the 11th North American edition of the Sustainable Cosmetics Summit. Here are testimonials from participants at prior editions...

"Thank you very much...I enjoyed being a part of it."

Linda Treska, Founder & CEO, Pinch of Colour

"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

"Just wanted to say how much CASE enjoyed the Sustainable Cosmetics Summit. We really enjoyed the experience and said there were a lot of brand people to speak to which was fab!"

CASE

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

BASF

"Thank you for having me at the Sustainable Cosmetics Summit. I made wonderful business contacts as well as new friends through my participation. I am very grateful."

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session three: Marketing Developments

Although there is growing investment from cosmetic & personal care firms in green initiatives, some argue there is a communications gap with customers. Sustainable product purchases remain low whilst relatively few consumers display responsible behaviour. To this end, marketing can play an important role in communicating and educating customers. This session covers marketing and consumer issues related to sustainable cosmetics.

The keynote speaker makes the case for sustainable strategies. As the coronavirus pandemic forces many businesses to re-think their business models, some fresh perspectives are given on business strategy. To follow, case studies are given of brands that have created sustainable personal care product ranges. Insights are given into how these products have been developed and are marketed.

With unbridled consumption blamed for many of the planet's problems, the case is made for a minimalist lifestyle. How can changes in our minds and lifestyle possibly lead to a more fulfilling greener life? Approaches to encourage responsible consumption are discussed, followed by a panel discussion on positive change. How can consumers be nudged towards leading a more sustainable lifestyle? What can be done to persuade consumers to make greener choices and use products more wisely?

09:00 Opening Keynote: Role of Brands in a Circular Economy

Emma BURLOW, Director and Head of Circular Economy, **RESOURCE FUTURES**



09:20 Marketing Cannabis-Based Cosmetics

Blair Lauren BROWN, Founder and CEO, **VERTE**



09:45 Building A Green Brand: Fekkai

Frédéric FEKKAI, Founder and Chairman, **FEKKAI**



10:10 Marketing Clean Beauty Products

Tina HEDGES, CEO & Founder, **LOLI BEAUTY**



10:35 Refreshments Break

10:55 Consumer Insights into Clean Beauty

TBC

11:20 Personal Care Products for A Minimalist Lifestyle

Rose LOUNSBURY, Author and Simplicity Coach



11:45 Encouraging Responsible Consumption

Krasimira MLADENOVA, Director, **SKIM GROUP**



12:10 Panel Discussion: Instigating Positive Behaviour Change

12:30 Lunch Break



session four: Green Packaging Solutions

Packaging is providing a sustainability headache for cosmetic & personal care brands. Although consumer opposition to plastic pollution is rising, few companies have taken concrete steps to reduce their packaging impacts. This session discusses the various ways cosmetic & personal care firms can lower their packaging footprint, especially in terms of moving away from single-use plastics.

To begin, details are given on popular approaches to measure the environmental footprint of packaging. How can changes in packaging design and materials reduce impacts? An update is given of packaging design, followed by details of innovative packaging solutions. Details are given of the Loop shopping platform, which aims to make single-use packaging a thing of the past. A case study is given of a pioneering ethical cosmetics brand that is removing packaging altogether, followed by innovative success stories. To conclude, industry experts will discuss the packaging needs of a circular economy. How can cosmetic firms close their packaging materials loops? Is the way forward with sustainable materials or by removing packaging altogether?

13:30 Measuring the Footprint of Product Packaging

Aditi SURESH, Life Cycle Assessment Practitioner, SCS GLOBAL SERVICES



13:55 Designing Packaging for Sustainability

Robert BULLA, Director of Engineering and Innovation, APC PACKAGING



14:20 Innovative Packaging Solutions

Michael WAAS, Global Vice President of Brand Partnerships, TERRACYCLE



14:45 Refreshments Break

15:10 Reducing Impacts of Packaging Waste

Bryan STALEY, President & CEO, ENVIRONMENTAL RESEARCH & EDUCATION FOUNDATION



15:35 Going Packaging-Free Case Study

Nick GUMERY, Creative Buyer for Packaging, LUSH



16:00 Sustainable Packaging Success Stories

Chris SHERWIN, Founder & Director, REBOOT INNOVATION



16:25 Panel Discussion: Packaging for a Circular Economy

16:50 Closing Remarks from the Chair

17:00 End



Workshop: Sustainability Metrics

09:30 – 13:00 EDT

Professor Miguel MENDONCA REIS BRANDAO, Associate Professor, **KTH UNIVERSITY**



There is a growing realization that metrics can help operators on the green journey. Sustainability metrics enable environmental, social and financial indicators to be measured and communicated. They can help cosmetic and related firms build effective sustainability plans and programs. They are also important tools in measuring impacts, operational efficiency, as well as communicating to stakeholders.

This new workshop discusses the use of sustainability metrics by operators in the cosmetics industry. A detailed introduction is given to sustainability metrics and their applications. Approaches to measure and quantify common sustainability indicators are described. Using case studies, the use of metrics to formulate sustainability plans / programs / objectives is highlighted. The use of metrics to encourage innovation and the shift to a circular economy is also described. The workshop will address the following questions...

- Why are sustainability metrics becoming important?
- Which are the most common sustainability metrics?
- What is the business case for sustainability metrics?
- Which environmental metrics are most widely used?
- What financial metrics are most relevant for sustainability?
- What social metrics are commonly used?
- What metrics are most applicable to cosmetic & personal care firms?
- What are common approaches to measure and quantify metrics?
- How should metrics be integrated into sustainability programs / plans?
- What success stories can be given of the positive use of metrics?
- How can metrics improve sustainability performance?
- What are best-practices in sustainability reporting?
- How can metrics help operators move to circular systems?
- How can sustainability metrics spur innovation?

The workshop is designed for cosmetic, personal care and related operators looking at deploying sustainability metrics in their organizations, as well as those wanting to get a better understanding of this growing subject area.



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.ecovaint.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/Namerica

Online platform

This virtual edition of the Sustainable Cosmetics Summit will be hosted on an interactive online platform. As well as ensuring there are no health & safety risks to summit participants, the platform will provide a forum for high-level discussions. The online platform will be set up so that sustainability seminars and debates take place in a dynamic and engaging way.

We will have a virtual exhibition room and chat rooms so participants can network and connect with each other in real time.



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.

If you have sent a booking to us and have not yet received confirmation, please contact Nathalie Piederfer on nathalie@ecovaint.com or + 44 20 8567 0788.