



CosmeticBusiness 2009 Conference program

The CosmeticBusiness 2009 provides on both exhibition days first-class speeches from renowned speakers in a professional conference program.

You will find the lectures area in hall 1. The access is free for all visitors with valid entrance tickets.

All lectures will be held in German with simultaneous translation into English.

On these 2 pages we present this year's speeches:

1

Natural cosmetics - topical aspects on manufacturing, sustainability and environmental protection

As with conventional cosmetics, the manufacturing of natural cosmetics is also subject to the legal requirements of laws regulating cosmetics. In the natural cosmetics sector, however, special requirements are made when it comes to manufacturing. Requirements include issues such as the storage of raw materials, hygiene at operations and production level and also appropriate safeguards to ensure careful manufacturing. The DIN EN ISO 22716 for the cosmetics GMP describes optimum tools in the natural cosmetics sector too, in order to safely manufacture natural cosmetics. As well as considering these points you will also learn about the important aspects of sustainability and environmental protection as part of the manufacturing of cosmetics.

These two issues are absolutely essential, especially when it comes to considering the "authenticity" of a brand positioning.

Speaker: Michael Pfeiffer
CEO
Pfeiffer Consulting GmbH



Thu, 18.06.2009: 4.00 p.m. and Fri, 19.06.2009: 11.45 a.m.

Overview Conference Program

Thursday 18th of June 2009

11.30 a.m.-12 p.m.	Lecture 4
1.00-1.30 p.m.	Lecture 7
1.45-2.15 p.m.	Lecture 5
2.30-3.00 p.m.	Lecture 2
3.15-3.45 p.m.	Lecture 3
4.00-4.30 p.m.	Lecture 1

Friday 19th of June 2009

11.00-11.30 a.m.	Lecture 3
11.45-12.15 p.m.	Lecture 1
1.15-1.45 p.m.	Lecture 6
2.00-2.30 p.m.	Lecture 2
2.45-3.15 p.m.	Lecture 5
3.30-4.00 p.m.	Lecture 7

2

Sustainability and USP as arguments for purchasing – but what does sustainability actually mean?

The issue of sustainability is gaining increasing significance within the cosmetic branch too. Far from being a fad, this powerful movement, which we have called "sustainability" prevails on all fronts and is here to stay. Sustainability, however, is much more than forgoing animal tests and using environmentally friendly packaging. ...

Sustainability ought to be anchored in company concept and lived as company philosophy. But what does sustainability actually mean?

What scope do cosmetic companies operate in? Will active sustainability in future also mean potential savings for the value-added chain?

Amidst all these efforts let's not forget the customer either. Ideally, sustainability should also be marketable. How can we make the issue attractive for the customer too?

The lecture effectively discusses this key issue from technical, logistical, economical, social and ecological aspects.



Speaker: Brigitte Roth
ROTH&PARTNER

Thu, 18.06.2009: 2.30 p.m. and Fri, 19.06.2009: 2.00 p.m.

3

Male cosmetics – growth or stagnation? Development in diverse markets, special active ingredients and concepts

Over 500 new cosmetic products for men were launched in the USA in 2008. And in the year before that it was 375. These figures reflect the worldwide trend of a growing male cosmetic market. This increase does however greatly differ both regionally and in diverse product categories.

How have markets in the USA, West and East Europe developed in the last five years? Where do the actual growth markets lie? Which product categories are of special interest? These questions will be answered with reference to current market data. In addition, the lecture will look at trends in the male cosmetics market and offer an overview of the current market.

This raises the question about suitable active ingredients, which are treated in the last part of the talk. Special active ingredients for male care products will be presented. These ingredients were tested in clinical studies with a male panel.



Speaker: Angela Kleiner
Technical Marketing Manager
Sederma GmbH

Thu, 18.06.2009: 3.15 p.m. and Fri, 19.06.2009: 11.00 a.m.

4

Natural cosmetics continue to boom! But who are the winners?

For years now the market segment for natural cosmetics has enjoyed a comfortable growth rate – in the process natural cosmetics has even become a driving force of the cosmetics industry. What's more, the market segment occupied by natural cosmetics hardly seems to be affected by the financial crisis and appears to have its own trade cycle.

The development in the last few years clearly shows how much the market is changing. Demand continues, customer reach for natural cosmetics continues to rapidly increase. Strong trade brands and premium concepts are profiting from this.

In this lecture you will learn about the winners of this development and the designated success factors for the marketing of natural cosmetics.



Speaker: Elfriede Dambacher
Beratungsunternehmen naturkosmetik konzepte

Thu, 18.06.2009: 11.30 a.m.

6

New innovations in the production of cosmetics: Hot/cold saves time and energy

The hot/hot process is still used for manufacturing numerous cosmetic products. To manufacture products which are generally emulsion-based (creams, lotions, masks or on gels too etc.) water and oil-based phases are heated up to high temperatures. Substantial amounts of energy can be derived from these high temperatures, shown by very long cooling times.

Both product quantity and heat capacity are compulsory parameters. Energy savings therefore can be made only if the temperature of the product is kept as low as possible during manufacturing. This can be achieved by adding one of these phases at a much lower temperature ("hot/cold" or "cold/hot")!

By differentiating between hot and cold phases the product temperature can therefore be reduced to a much lower level compared to the hot/hot process as soon as the two phases are brought together.

The lower mixing temperature results in a significantly smaller amount of energy being given off, which means a much shorter cooling and, in turn, process time.

This lecture offers a detailed description of the advantages of such a manufacturing process.



Speaker: Alexander Lukas
Head of R&D
EKATO SYSTEMS GmbH

Fri, 19.06.2009: 1.15 p.m.

5

Lifestyle and mega trends – how other areas of life influence the development of cosmetics: Medicine, nutrition, how people behave in their leisure, mobility, career...

Cosmetics, just like other products, mirror current trends from diverse areas of life. Several years ago, for example, the rising demand for botox treatment very soon led to highly effective yet softer cosmetic products.

As a result of this and in addition to the influence of wellness trends, products for the home bathroom have made their mark. They were based on cabin appliances from cosmetic institutes. This development in turn brought about a metamorphosis of the bathroom, which today serves as both home spa area and wellness oasis.

As an analogy to this we will discuss a variety of areas, including the world of employment, how we behave in our leisure time, developments in the food sector, changes in politics and society and the influences of all these factors.

Possible conclusions regarding the future development of cosmetics will also be drawn.

Speaker: Angela Kleiner
Technical Marketing Manager
Sederma GmbH

Thu, 18.06.2009: 1.45 p.m. and Fri, 19.06.2009: 2.45 p.m.


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Natural cosmetics | Business or philosophy?

Nature - once a niche that people used to laugh at, now an almost 5 000-lable strong mega trend. Who wouldn't like to be involved in natural cosmetics, but what should you actually do?

What can I expect en route from idea to finished product and its positioning? To what extent does entering the natural cosmetics market have an impact on the whole company, its trade, employees and ultimately its corporate philosophy?

Are natural cosmetic products generally safer and what awaits us from the moment we choose fairer raw materials? And what about their future availability?

Follow the interesting explanations by graduate chemist Frank W. Legart – an active developer of cosmetics for 20 years.



Speaker: Frank W. Legart
CEO
pour legart gmbh | solutions for cosmetics

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