

# 2010: Beauty is green!

**Aureliana De Sanctis, CEO of Sogecos**, announces that the salient points underpinning the 2010 edition of Cosmoprof Worldwide Bologna will include the launch of a **new venture devoted entirely to natural and organic cosmetics**. Cosmoprof will be working closely with prestigious international partners to create a platform to which everyone operating in this field can subscribe as an essential benchmark for a trend that is now emerging – at last – with all its invaluable permutations. This interview with the woman behind the organisation of Cosmoprof offers a preview of the **Green-volution** project, together with some comments from Antonio Argentieri, president of the Herbalist Sales Group of UNIPRO and Betty Santonnat, coordinator of French professional organisation Cosmebio

**COSMOPROF**  
Nature green-volution



Aureliana De Sanctis

The route on which Cosmoprof embarked in its most recent edition, to progress from the status of a leading market event at world level for the beauty industry into that of a workshop for researching and proposing innovative consumption and lifestyle trends, could hardly have avoided following an avenue lined with nature and greenery. The idea of nature is already a terrain shared in common by many of the players who flock to Cosmoprof from all over the world, bringing experiences that we have described at length in the reports on the event published in previous issues of

the magazine. Like its peers, herbalism has also had an area of its own at Cosmoprof for some time, in the area managed by the Unipro Herbalist Shop Sales Group. But the step that Cosmoprof is about to take for 2010 with Green-volution not only accords full recognition to everything that has gone before, but also aims to create a common platform where everyone working with natural and organic cosmetics can meet: an initiative that promises to be one of the strongest points at the next edition and is certainly destined to become a major draw at international level.

"Last year's edition saw Cosmoprof Worldwide Bologna evolving from a showcase to adopt the format of a container event of ideas and projects," we are told by Aureliana De Sanctis, managing director of Sogecos and organiser of Cosmoprof, "so as to continue acting as the lighthouse for new trends and the adhesive that acts as a bond between the various profiles of people working in the beauty and cosmetics industry. Green-volution fits perfectly into this context, confirming the event's intention to continue along the route of strategy





and innovation of content and aiming at generating a new culture of beauty.”

For some, subscribing to the natural dimension is a trend; for others, it is their company’s mission: the aim of the Green-volution project is to give space and visibility to both of these different approaches.

This is how Aureliana De Sanctis illustrates the project’s salient guidelines: “There are companies that look to natural substances for new ingredients and base their corporate communications and packaging on a philosophy of environmental sustainability. And there are companies that choose certified biological materials and ingredients and have made a mission out of the natural approach. In both cases, such an important focus on natural and organic products caters for an end consumer’s demand for a greater focus to the ingredients and their origin.”

Cosmoprof is the world’s leading showcase of trends in the cosmetics industry: the fact that such a significant value is emerging today for natural products can be related to more generalised awareness in political and cultural circles of the importance of an environmentally friendly and sustainable approach to production and consumption. The impulse to be given by the next edition will embrace in general the concept of natural products, the production decisions underlying their formulations and the information that sets it apart for the end consumer. Would you say that natural products are destined to enjoy broader, even mass diffusion than has been the case until now?

“When you talk about natural and organic cosmetics, you are certainly not talking about a niche phenomenon any more”, continues Aureliana de Sanctis, “but a vigorously growing sector that is attracting and holding new consumers. Being ‘natural-addicted’ is becoming a lifestyle, indicative of a more aware approach to the future of our planet. A series of round tables devoted to all this will be held during Cosmoprof, so as to share the strategy to be adopted in future with manufacturers and distributors”.

In the past, the market for natural products at Cosmoprof was dominated by firms working in the specialised channel of herbalism, while the professional profile of the herbalist has loomed large in Italian phytocosmetics. Does Green-volution intend to build on this professional value too?

“Green-volution is the first international platform where players in the natural and organic cosmetics business can come ►

## UNIPRO: the market is natural

Until now, natural cosmetics has enjoyed an élite representation in UNIPRO, comprising the firms that target the professional channel of the herbalist shop. But already in the course of 2009, the value of going green has proved to be increasingly in the focus of interest for the Italian Cosmetics Industry Association.

We asked **Antonio Argentieri**, president of the **Herbalist Sales Group** of **UNIPRO** to explain how a close partnership with Cosmoprof on the Green project can be factored into Unipro strategy.

**Q.:** How does Unipro appraise the natural character of cosmetics today and in the near future?

**A.:** Unipro has been taking care of the area of natural cosmetics for nearly 15 years now, acting through a Herbalist Shop Sales Group that now works intensively on studying the sector, after first conducting a five-year



**Antonio Argentieri**

research project that furnished the foundation for our entire policy, which we can thus base on verified data rather than on rumours or feelings. Unipro has also held a series of regional meetings throughout Italy, reaching out to more than 800 herbalists and tackling legal, technical and marketing questions with them: a concrete undertaking at the grassroots level that was much appreciated by the herbalists, who want it to continue. The Group takes part actively in the Cosmoprof and Sana fairs, with stands and pavilions of its own equipped especially for the sector. That is what we have done so far, as we have a long track record of awareness that “going green” is not just a niche on its own, but above all a philosophical concept that is gradually permeating the entire cosmetics industry. There is no doubt whatsoever in my mind that this trend will continue: in fact, I believe we are on the threshold of a major phase of development. All the other sectors of cosmetics are “greener” now than they used to be in the past. So you might well wonder whether we are witnessing a generalisation, so to say a watering-down of the concept. But I would rule that out: while herbalism as such is destined to remain as a typical specialised channel, it is a fact that already about 50% of today’s consumers want products of this kind to be available from the other channels, too. As a result, the herbalist channel will have to undergo differentiation in terms of product range, complete lines and assistance, but the other channels must also evolve to take the concept of going green onto a much larger scale. As Unipro, then, we focus rather a lot on the clarity, positioning and correct communication of our message: that is how we are moving forward.

**Q.:** What is the potential for natural cosmetics “Made ►

► in Italy” on global markets?

**A.:** Here we have some precise statistics that the Unipro Study Centre has been generating for years: the Herbalist channel accounts for 3.4% of the overall cosmetics market and is growing far faster than the market as a whole. That makes it an appetising market segment. As I said before, about the same amount of value is also distributed through other channels. But – and this principle is of paramount importance, I think – going green is and must continue to be linked to the concept of “Made in Italy”. Our products’ aesthetic, technical and organoleptic properties bond very well with the image of Made in Italy, which conveys the idea of good taste linked to technique and continuous innovation. That is what we shall be talking about in Moscow in the days to come, to promote Italian cosmetics.

**Q.:** What might be the most important areas of positive fallout from the creation of an area dedicated to going green at the next edition of Cosmoprof for the industry and for consumers?

**A.:** A green area at Cosmoprof gets all our enthusiastic support. We have been organising our own pavilion for many years now, but the sea change in quality and scale that Sogecos and BolognaFiere now intend to make finds us in complete agreement. In fact, we shall be working actively to help in the following directions: 1 – to ensure that the pavilion is increasingly representative of the complex domestic and international situation, so is a larger, more international pavilion; 2 – to guarantee that the sea change to the pavilion is also aesthetic, making it more of an exhibition than a fair, 3 – to see that it clearly conveys the movement taking place with the creation of increasingly precise positioning for bio and natural products that also involves certification authorities. We find all of this very positive and will do our utmost to help bring it about.



► together in a specifically devoted area. Of course there will be ample space in this context for the profile of the herbalist to join in, find new opportunities for growth and develop new business outlets”, invites Aureliana De Sanctis. So the Green sector will be representing both trend-setting products, for which a natural character tends to enhance the value of certain aspects of the formulation and of their marketing, and those firms that subscribe wholly to certified biological production. In both cases, the products in question choose to be presented to the market with a higher-than-average degree of strictness, which deserves greater recognition than it has attracted so far. Does this recognition number among the aims of Cosmoprof’s green initiative?

“Green-volution constitutes an important opportunity for exhibitors to develop new business openings, creating a delegation of buyers from Italy and abroad who will meet with the firms showing in the area dedicated to the green vision” assures Aureliana de Sanctis.

“In addition, they will also have a chance to promote natural and organic products in the framework of cosmetics, as they will be able to publicise their quality criteria and present the breakthroughs achieved by the industry. Cosmoprof is the right time and place to amplify these companies’ reputations, both at home and internationally, and to give everyone working in the supply chain a chance to demonstrate his professionalism.” (D. B.) ■

**FOR FURTHER INFORMATION ABOUT HOW THE GREEN-VOLUTION PROJECT IS DEVELOPING, POTENTIAL EXHIBITORS AND INTERESTED PROFESSIONAL VISITORS CAN CONTACT:**

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## COSMEBIO: an environmentally-friendly approach to beauty

**Cosmebio** is the professional organisation covering the area of organic and environmentally friendly cosmetics in France. Already a stable presence at Cosmoprof with a joint stand, Cosmebio has expressed a lively interest in the birth of *Green-volution* at the next Cosmoprof Worldwide Bologna in 2010, immediately offering its assistance for the project's development. We asked Cosmebio co-ordinator **Betty Santonnat** a few questions, to try to get an idea of the initiative's potential impact on the dynamics at work internationally in organic cosmetics.



**Betty Santonnat**

**Q.:** First and foremost, what are Cosmebio's institutional aims and objectives and how would you describe its current structure?

**A.:** "Established in 2002 by a dozen or so cosmetics firms, Cosmebio now has 300 members, some of them from other places all over the world outside France. Now Europe's leading professional association for environmentally-friendly and organic cosmetics, Cosmebio – which is a non-profit association – has a dual institutional mission: to bring together and represent all the leading players in the supply chain (raw material suppliers, cosmetics laboratories,

dealers and distributors) and then to work towards the development of effectively environmentally-friendly and organic cosmetics, by which we mean cosmetics that respect the environment and are based on the use of natural or natural-origin ingredients, whenever possible derived from organic agriculture."

"Our Board of Directors of twelve representatives of laboratories and member firms is elected by all our members. In operational terms, the association is located in the Department of Drôme, in South-Eastern France, and has two full-time employees."

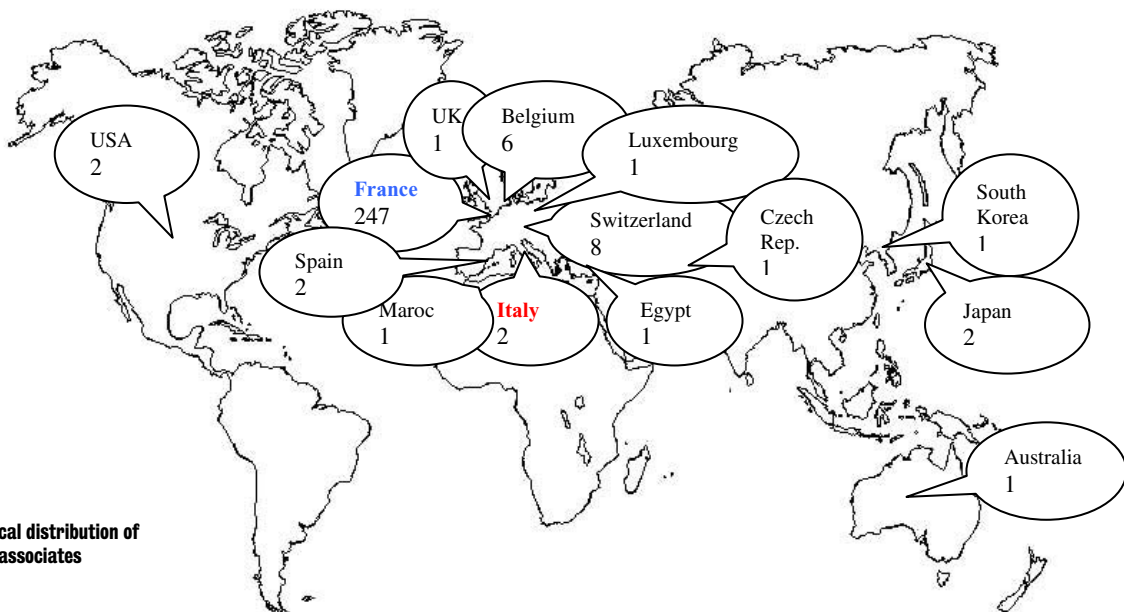
**Q.:** Let's talk about the future of organic cosmetics: do you see it as a prestige niche, dominated by small specialised firms, or as a trend that is destined to infect the industry as a whole and mass distribution with it?

**A.:** "Organic cosmetics stopped being a niche sector some time ago, becoming a durable and steadily growing phenomenon of consumption. Organic cosmetics is always attracting new customers... and above all it delivers on its promises. The evolution and diversification of Cosmebio members' profiles actually demonstrates

this development rather neatly. Major traditional cosmetics groups and both specialised and mass distribution networks have all joined the association, uniting their forces with the small laboratories that pioneered the field, and launching own-brand ranges."

**Q.:** What are your main expectations from *Green-volution* at Cosmoprof 2010? Will it strengthen the image of organic cosmetics and its standards, improve the flow of information about the topic towards the public and the trade, attract new members to Cosmebio, establish contacts for distribution in other countries outside France or help in the search for new certified organic raw materials?

**A.:** "The most important thing is that our members' commitment and experience in developing environmentally-friendly and organic cosmetics get the recognition they deserve. This will be an invaluable opportunity to increase our members' international visibility, as well as undertake effective actions for commercial development, which are fundamental. But Cosmoprof 2010 and *Green-volution* will primarily be a chance for the entire industry supply chain to contribute to improving its professionalism and a platform for it to make itself heard with a single voice, so as to valorise our experience."



**Geographical distribution of Cosmebio associates**