

# Organic Monitor

## **PRESS RELEASE**

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### **New York Summit Aims to Make Beauty Industry More Sustainable**

**London** – With sustainability coming to the forefront because of concerns about climate change, Organic Monitor has announced details of its new summit that aims to make the beauty industry more sustainable by focusing on practical initiatives.

Taking place in New York City on 24-26th March 2010, the **Sustainable Cosmetics Summit** ([www.sustainablecosmeticssummit.com](http://www.sustainablecosmeticssummit.com)) will bring together key organizations in the beauty industry to debate and discuss sustainability in a high-level forum. This new summit focuses on key industry issues such as ethical ingredient sourcing, green marketing, ecological packaging, sustainable partnerships, eco-labels, green formulations and financing issues. The 3-day summit comprises a 2-day conference program preceded by two interactive workshops.

Horst Rechelbacher, founder of Aveda and Intelligent Nutrients, will once again open an Organic Monitor summit with his opening keynote ‘Inconvenient Truths for the Beauty Industry’. Mike Indursky, Chief Marketing & Strategy Officer of Burt’s Bees, will show how sustainability can be integrated into a company’s business ethos. Other papers in the **Sustainability Pathways** session will look at practical approaches to reduce the environmental impact of cosmetic products.

Although there has been much anticipation of natural & organic cosmetic standards, few have had an impact in North America. The second session of the summit focuses on **Eco-labels and Regulatory Developments**, with an update given on leading initiatives in North America and Europe. An update is given of the Natural Products Association (NPA) standard, and implementation programs of NSF ANSI 305 and OASIS. Leading certification agencies in Europe will give details of the Cosmos standard and NaTrue initiative. A major American retailer will then give its viewpoints on eco-labels and standards. The session ends with a panel discussion that discusses if eco-labels are the answer to greater consumer assurance.

Day two of the conference focuses on **Ethical Marketing**. With many beauty companies accused of greenwashing and others struggling to communicate sustainable values, this session looks at marketing best-practices. Topics will cover green marketing challenges, sustainable brand development, ethical retailing, and consumer behavior towards natural personal care products. CEOs of leading natural cosmetic firms such as Jurlique, Kiss My Face and Sustainable Youth Technologies comprise the panel that will discuss how sustainability can give a competitive advantage.

The final session of the conference program covers two of the critical issues companies face with natural cosmetics: **Investments and Green Formulations**. A large number of small-medium size companies characterize the natural cosmetics industry, with many seeking financing for business growth. A leading financial institution will discuss the financing & investment options available to cosmetic companies, highlighting the sources, advantages and disadvantages of each. The second break-off session looks at how some of the major technical hurdles to formulating natural cosmetics can be overcome.

The conference is preceded by two **interactive workshops** conducted by Organic Monitor. Judi Beerling, head of Technical Research, will undertake a detailed analysis and comparative assessment of natural & organic cosmetic standards. A critical review is undertaken of all leading standards in North America, Europe, Asia-Pacific and other regions. The second workshop on 24th March will assess business opportunities in the global market for natural & organic cosmetics. Although global sales are increasing by over US \$1 billion a year, Organic Monitor finds few new entrants have realized business opportunities. The workshop analyzes the global natural & organic cosmetics market, highlighting the major trends & developments and identifies growth openings.

The aim of the Sustainable Cosmetics Summit is to encourage the beauty industry to become more sustainable by bringing together key stake-holders and debate key industry issues in a high-level forum. Mr. Amarjit Sahota, CEO of Organic Monitor, states the new summit differs from previous summits because of its broader coverage, 'the Sustainable Cosmetics Summit shows the beauty industry there is more to sustainability than just developing natural & organic lines'.

#### **About the Sustainable Cosmetics Summit**

The launch of the Sustainable Cosmetics Summit follows the success of Organic Monitor's various seminars, workshops and summits on the organic & related product industries. In 2009 alone, over 600 executives from 5 continents have attended such events at various international locations that include Frankfurt, New York, Hong Kong, Singapore, Paris, Amsterdam and Nuremberg.

#### **Further Information**

More information is available from [www.sustainablecosmeticssummit.com](http://www.sustainablecosmeticssummit.com)

For more details on the Sustainable Cosmetics Summit, including conference program, please contact:

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#### **About Organic Monitor**

Organic Monitor is a specialist research & consulting company that focuses on the global organic & related product industries. Since our formation in 2001, we have been

providing a range of business services to operators in high-growth ethical & sustainable industries. Our services include market research publications, business & technical consulting, summits, seminars & workshops. Visit us at [www.organicmonitor.com](http://www.organicmonitor.com)