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NATURAL BEAUTYSUMMIT

MAY, 15TH - 16TH - 17TH 2008,
Hilton Hotel - New York - USA


Natural Cosmetics,
Laying the Foundations for Sustainable Development.


Including presentations from :


Dr. Charles J. BENNETT
Vice President of **AVEDA** 

Curt VALVA
President of
AUBREY ORGANICS 

Ulisses SABARÁ
President of **BERACA**
Filipe SABARÁ
Business Development
Manager of **BERACA** 

Mike INDURSKY,
Chief Marketing
and Strategic Officer of
BURT'S BEES 

James Mc CAULLEY,
Global Market Development
Manager of
EASTMAN CHEMICAL 

Daria MYERS,
Global President of
ORIGINS 

Erk SCHUCHHARDT,
CEO of **WELEDA** 

And so much more...

CONFERENCE SESSIONS

- Introduction to Natural Cosmetics & Sustainability
- Standards & Regulatory Issues
- Market & Product Developments
- Formulation & Technical Issues

- **Workshops:**
 - Introduction & Review of Natural & Organic Standards
 - Sustainable Packaging for Cosmetics

CO-ORGANIZERS:



Organic Monitor

US OFFICIAL MEDIA PARTNER:

GCI

OTHER MEDIA PARTNERS:

BEYOND BEAUTY MAG

ORGANIC-Market.Info
Online Magazine for Organic Trade

Cosma terra
diffuseur de bien-être

naturalfood

SPC

SUPPORTING ORGANIZATIONS:

NATURAL&BIO 
COSMEETING

THE NATURAL BEAUTY SUMMIT

IS A SERIES OF INTERNATIONAL CONFERENCES THAT COVER THE MAJOR DEVELOPMENTS IN THE COSMETICS INDUSTRY CONCERNING NATURAL PRODUCTS AND SUSTAINABILITY.

The aim of the Natural Beauty Summit is to bring together key stake-holders and create a forum to learn and discuss the key challenges the cosmetics industry faces in the areas of natural and organic products as well as sustainability in a unique event.

Naturals and organics are the fastest growing segments of the beauty industry in the US. High market growth rates have attracted many new entrants, however how pure are existing natural and organic products? With the development of formal natural and organic personal care standards, an industry shake-up is envisaged as clear lines are being drawn between pure naturals, organics and competing products.

• Who should attend ?

Natural Beauty Summit will bring together some of the most important and influential players in the cosmetics & related industries, including:

- **Cosmetics manufacturers,**
- **Ingredient & chemical suppliers,**
- **Retailers & wholesalers,**
- **Packaging companies,**
- **Industry organisations & researchers,**
- **Certification and promotion agencies,**
- **Investors & financiers...**



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REASONS TO ATTEND THE NATURAL BEAUTY SUMMIT

- 1 **Evaluate** the market potential of natural cosmetics,
- 2 **Understand** what constitutes a natural cosmetic product,
- 3 **Learn** how to overcome technical issues in formulating natural cosmetics,
- 4 **Hear** the implications of the latest regulatory and market updates in your business,
- 5 **Meet, exchange and network** with your future business partnerships,
- 6 **Discover** the practical and profitable sustainable initiatives,
- 7 **Develop** market strategies for business growth,
- 8 **Assess** the potential of organic cosmetics,
- 9 **Appreciate** the investment options available to cosmetic companies,
- 10 **Listen** to the differences between various natural & organic standards.


SESSION 1


INTRODUCTION TO NATURAL COSMETICS & SUSTAINABILITY


The conference will open with an introduction to Sustainability and Natural Cosmetics. The session aims to address questions like what does sustainability and natural mean, and what are the implications to the cosmetics industry? Topics covered in the opening session include sustainable business practices, ethical sourcing, green marketing and ecological packaging. Industry experts will participate part in the panel discussion that will look at if and how sustainability can be used to gain a competitive advantage.

8.00 am **Registration and Refreshments**


8.30 am **Opening Keynote: Sustainability, Ethics and Greening of the Cosmetics Industry**

8.40 am **Global & North American market overview**
Amarjit SAHOTA,
 President,
 **ORGANIC MONITOR**

9.10 am **Developing a Sustainable Cosmetics Business**
Dr. Charles J. BENNETT,
 Vice President,
 **AVEDA**

9.50 am **Sustainability & Ethics in Ingredient Sourcing**
Ulisses SABARÁ,
 President,
BERACA
Filipe SABARÁ,
 Business Development Manager,
 **BERACA**

10.30 am **Networking Break / Refreshments**

10.50 am **Health & Wellness Through Cosmetics**
Erk SCHUCHHARDT,
 CEO,
 **WELEDA**

11.30 am **Green Marketing Issues**
 TBA

12.00 pm **Ecological Packaging Initiatives**
 TBA

12.30 pm **Panel Discussion: Sustainability as a Competitive Advantage?**

1.00 pm **Networking Lunch**


SESSION 2

STANDARDS & REGULATORY ISSUES




The second session will focus on standards and regulatory issues. With the development of formal standards for organic and natural personal care products, we look at the precise details of these standards and the repercussions on product formulations and R&D. An update will be given on the European natural and organic standards, followed by a panel discussion to look at the viability of harmonization of regional standards: Global standards, harmonization reality or myth?


2.00 pm **US regulatory framework for cosmetics and labeling**
 TBA,
FDA


2.30 pm **Introducing a Retailer Standard for Personal Care Products**
Jody VILLECCO,
 Quality Standards Coordinator,
 **WHOLE FOODS**

3.00 pm **Applying the USDA NOP Standard to Cosmetics**
David BRONNER,
 President,
 **DR. BRONNER'S MAGIC SOAPS**

3.30 pm **Networking Break / Refreshments**

3.50 pm **Update on the American NSF standard**
Smillie JOE,
 Senior Vice President,
NSF/QAI


Curt VALVA,
 President,
 **AUBREY ORGANICS**

4.30 pm **Developing an organic personal care standard**
Gay TIMMONS,
 Chair of OASIS Board,
 **OASIS**

5.00 pm **European natural & organic standards harmonization update**
 TBA,
 **SOIL ASSOCIATION**

5.30 pm **Panel Discussion: Global standards harmonization: myth or reality?**

5.50 pm **Closing Remarks from the Chair**

6.00 pm **Networking Drink Reception**

SESSION 3

MARKET & PRODUCT DEVELOPMENTS

Marketing and product innovations are having a major impact on the natural cosmetics industry. This session looks at product innovations, traditional and new marketing channels for these products.

8.00 am **Registration and Refreshments**

8.30 am **Opening Remarks: Importance of Product Innovations in Naturals Arena**

8.40 am **Beauty From Within: Introducing Nutritional Cosmetics**

Horst M. RECHELBACHER,
Founder,



INTELLIGENT NUTRIENTS

9.20 am **Creating Dermatological Naturals**

Linda MILES,
Vice President,



DERMA E

10.00 am **Ayurveda and Cosmetics**

Santosh KRINSKI,
Managing Director,



LOTUS BRANDS

10.30 am **Networking Break / Refreshments**

10.50 am **Building a Global Naturals Brand**

Mike INDURSKY,
Chief Marketing and Strategic Officer,



BURT'S BEES

11.30 am **Expanding A Successful Brand into The Organic Arena**

Daria MYERS,
Global President,



ORIGINS

12.10 am **Natural Cosmetics in Salons & Spas**

John MASTERS,
President/Founder,



JOHN MASTERS ORGANIC

Mark WUTTKE,
Founder,

WUTTKE GROUP

WUTTKE GROUP

12.40 pm **Panel Discussion: Marketing Challenges With Organic & Natural Cosmetics**

1.00 pm **Lunch Break**

SESSION 4

FORMULATION & TECHNICAL ISSUES

The final session will focus on the major technical and formulation issues cosmetic companies face when taking the natural & organic route. Leading manufacturers and ingredient companies will share their formulation challenges and outline the major developments and processes. The panel discussion will focus on replacing synthetic ingredients with naturals.

2.00 pm **Natural & Organic Formulations: Meeting the Challenges**

Judi BEERLING,
Technical Research Manager,

Organic Monitor

ORGANIC MONITOR

2.30 pm **Natural preservatives in cosmetics**

Dr. Ellen KAMHI,
Herbalist Professional Nutritionist,



BIO-BOTANICA

3.00 pm **Formulating Using Organic Ingredients**

Michael BISHOP,
President,



ACTIVE ORGANICS

Ido LEFFLER,
CEO,



YES TO CARROTS

3.40 pm **Networking Break / Refreshments**

4.00 pm **Challenges in Developing Natural Actives**

James MC CAULLEY,
Global Market Development Manager,

EASTMAN

EASTMAN CHEMICAL

4.30 pm **Anti-Ageing Ingredients for Natural Products**

Dr. Karl LINTNER,
Managing Director,



SEDERMA

5.00 pm **Formulating Functional Skincare Products**

TBA

5.30 pm **Panel Discussion: Challenges when using Natural & Organic ingredients**

5.50 pm **Closing Remarks from the chair**

NATURAL COSMETICS WORKSHOP 1

9.00 am - 1.00 pm

INTRODUCTION & REVIEW OF NATURAL & ORGANIC STANDARDS

Judi BEERLING
Technical Consulting Manager,
ORGANIC MONITOR

In this half-day workshop, we shall give an assessment of the growing number of standards and certifications for natural & organic cosmetics. The workshop will give a critical review of the major standards, comparing and contrasting the similarities and differences between them.

8.30 am **Morning Registration**

KEY FEATURES OF THE WORKSHOP:

- What are the various types of standards for natural & organic cosmetics?
- Which standards are most applicable for natural / organic products?
- What are the key differences between the major standards?
- What are the chemicals that are not permitted by the major standards?
- What are the replacement options to synthetic chemicals that are not permitted?
- What formulation challenges do cosmetic companies face? How can these be overcome to get a product certified?

Formulators, ingredient and cosmetic companies will leave the workshop with a clear view of the various standards and their implications.

NATURAL COSMETICS WORKSHOP 2

2.00 pm - 6.00 pm

SUSTAINABLE PACKAGING FOR COSMETICS

How natural is a cosmetic product if the packaging is excessive and non-environmentally-friendly? The afternoon workshop will look at the sustainable packaging options available to cosmetic companies and their applications.

The first part of the workshop will give a review of the different packaging types. The second part will give a critical review, looking at their performance and application in the cosmetics industry.

Case studies will be given of companies that have successfully adopted sustainable packaging.

By attending this interactive workshop, delegates will be able to assess the viability of switching to sustainable cosmetic packaging.



Limited seats available for interactive workshops

CONFERENCE INFORMATION

VENUE



The Natural Beauty Summit will be held at the HILTON hotel New York. The HILTON New York is a sophisticated hotel conveniently located in the midst of business and media centers in New York City, at West 53rd Street and Avenue of the Americas (Sixth Avenue). Delegates are responsible for organising their own travel and accommodation. A limited number of room have been reserved for conference delegates who wish to stay at the HILTON Hotel at special rate: \$ 359 per night.

Wherever possible, accomodation should be reserved by APRIL 14th 2008 as rooms cannot be guaranteed and rates are subject to change after this date. Please visit our website for more information:

www.naturalbeautysummit.com

SPONSORSHIP OPPORTUNITIES

Natural Beauty Summit will be attended by senior executives in the cosmetics & beauty industry, providing sponsors an ideal platform to reach key decision-makers. A range of sponsorships & media partner opportunities is available. For details on our tailored solutions, please contact :

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CANCELLATIONS

Booking cannot be cancelled and fees will not be refunded. Substitutions can be made at any time.

For any information, please contact:

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NOTE

The organisers of the Natural Beauty Summit America do not accept liability for any loss or damage of the personal belongings of delegates attending the conference.

Additional speakers are still to be confirmed. The organisers reserve the right to change the content and/or speakers of this program.

The organisers of the Natural Beauty Summit America reserve the right to cancel, defer or modify the event proceedings without prior notice.



NATURAL
BEAUTYSUMMIT

ABOUT THE ORGANIZERS

BEYOND BEAUTY PARIS AND **ORGANIC MONITOR** COMBINE THEIR STRENGTHS AND NETWORKS TO ORGANIZE A SERIES OF CONFERENCES ON NATURAL COSMETICS AND SUSTAINABILITY.

Organic Monitor

► **Organic Monitor**, the co-organizer of **Natural Beauty Summit**, is a specialist research & consulting company that focuses on the global organic & natural product industries. Since our formation in 2001, we have gained a first-rate reputation in our specialist industries: natural cosmetics & personal care products, organic ingredients & foods, fairtrade products, functional foods and sustainable products.

More details are on:

www.organicmonitor.com

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► **Beyond Beauty Paris** is a new generation event. With 5 professional exhibitions, it covers interconnected fields to provide a 360° view on all the latest aspects of innovation and trends in the industry: from raw materials to packaging, from niche brands to mass-market cult products, from the worlds of spa to the new dimensions of pharmacies. **Beyond Beauty Paris** has become the must attend educational event of the industry.

www.beyondbeautyparis.com

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To highlight the “natural and organic” trend, **Beyond Beauty Paris** has rolled out **NATURAL & BIO COSMEETING**. This cross sector natural & organic space is partly an exhibition area, it welcomed over 70 brands in 2007, and partly a source of information as well as of initiation with its interactive workshops and its discovery trail to be followed thanks to the “green sticker” placed in front of each ecological exhibitors (green pack, eco friendly equipment manufacturing, natural & fair trade ingredients, certified organic private labellers & formulators...).

Supporting organization:



North American Agent:



► **PROMOSALONS USA**

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