

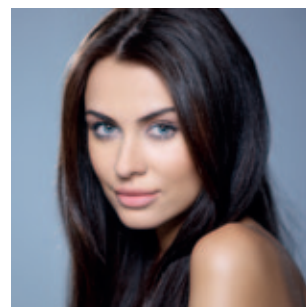
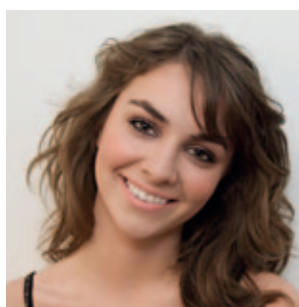
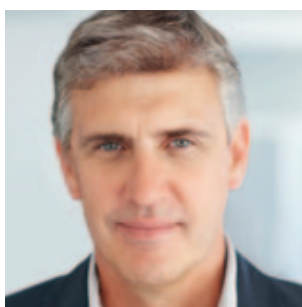
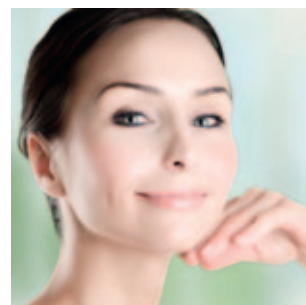


COSMETICS EUROPE:

ACTIVITY REPORT 2010

ACTIVITY REPORT 2010

SCIENCE, BEAUTY AND CARE
INNOVATING FOR A SUSTAINABLE FUTURE



SUMMARY

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SCIENCE, BEAUTY AND CARE – INNOVATING FOR A SUSTAINABLE FUTURE



Fabio Franchina
Colipa President

We are all consumers of cosmetic and personal care products, and we all have growing expectations in our modern world. One important area where we are increasingly taking account of the consumer's changing requirements is sustainability. This is reflected in our theme for this report "Science, Beauty and Care: Innovating for a sustainable future."

Our industry has a key role in all three pillars of sustainability – environmental, social and economic. We increasingly want our products to be sustainably sourced, we want our factories to use more sustainable energy sources, and we want the packaging of products to be designed with a view to creating less waste or perhaps being recycled. Taking care of our social responsibility means that our industry is involved in many projects, and the "Look Good Feel Better" initiative which helps women combat the appearance-related side effects of cancer treatment, is just one example. The long-term economic contribution of our industry is evident in many ways, particularly in terms of innovation, where the cosmetics industry accounted for 10% of all patents granted in the EU in 2009.

Looking back over the year, our exhibition at the European Parliament to showcase innovation in the cosmetics industry, was among many highlights. The exhibition took place in the presence of Commissioner Dalli, the European Commissioner for

Health and Consumer policy. This Brussels event, hosted by Romana Jordan Cizelj MEP, gave us the opportunity to enable many important stakeholders to come together and understand the important place of innovation in the cosmetics industry.

In this, my first year as Colipa's President, I have been proud to represent a dynamic industry which has innovation at its heart. All companies – both large multi-nationals and SMEs – understand that innovation is key to responding to the wishes of consumers and maintaining the important place of the European cosmetics market in the European Union's economy. Our industry employs over 1.7 million people in Europe alone and over 17,000 scientists, creating products worth almost 70 billion euros per year.

Colipa is clearly recognised as the voice of the European cosmetics industry in Europe. I would like to thank the member companies and associations for their support and Colipa's team of staff in Brussels for their hard work. Together we are able to ensure that our industry remains innovative and dynamic for a sustainable future.

A handwritten signature in black ink that reads "Fabio Franchina".

“In this, my first year as Colipa's President, I have been proud to represent a dynamic industry which has innovation at its heart,”



INTRODUCTION



Bertil Heerink
Colipa Director-General

“Economic, social and environmental considerations are fundamental to our business today and in the future”

Europe is the world’s flagship producer and mass market of cosmetic products, as well being a regulatory model for other regions around the world. Maintaining this position depends on the ability of our European industry to continue to innovate.

Innovation in our industry also plays a key role in ensuring that the three pillars of sustainability are embedded in our operations throughout the life cycle of our products. Economic, social and environmental considerations are fundamental to our business today and in the future. Our industry works hard to address the increasing ethical and social demands as a priority.

Our commitment to find alternative (non-animal) testing methods spans over 20 years. Colipa participates in the EPAA (European Partnership for Alternative Approaches to Animal Testing), a unique collaboration between the European Commission and seven industry sectors. Research into alternative testing methods is now part of the European Commission’s Health Programme, with funding also available from the European cosmetics industry.

Undoubtedly, science and research are at the centre of Colipa’s work. Member companies and associations from Colipa make an enormous effort to work together on scientific research projects.

As a result, Colipa’s research projects, often done in partnership with top scientists and academics from around the world, have gained international recognition.

Communicating with our stakeholders, with one consistent industry voice, has been an important focus of Colipa’s activities in 2010. This informative dialogue is vital in looking towards a sustainable future where our industry continues to innovate.

A handwritten signature in blue ink, appearing to read 'B. Heerink', written in a cursive style.

KEYNOTE MESSAGE

COMMISSIONER POTOČNIK



Janez Potočnik
EU Commissioner for Environment

In recent years the European Union has mainstreamed sustainable development into a broad range of its policies. The adoption of the core Europe 2020 strategy in 2010 not only reflects the need to move towards a sustainable growth model but also – and especially – the political will to accelerate this process at the European level.

In promoting a “Smart, Sustainable and Inclusive Growth”, Europe 2020 defines sustainability in a comprehensive manner and identifies science, society and environment as mutually reinforcing priorities.

The flagship initiative “Resource efficient Europe” adopted by the Commission earlier this year, sets out the objective of decoupling our continued economic growth from resource use and its environmental impact. In line with the renewed EU Sustainable Development Strategy adopted in June 2006, this communication addresses the challenges of sustainable use of natural resources and the shift towards resource-efficient, low-carbon growth in Europe.

Beside this comprehensive strategic framework, I support and encourage sector-specific voluntary initiatives which translate general principles into concrete day-to-day applications. Colipa’s member guidance on good sustainability practice is a key milestone. In mutualising the long term and self-imposed commitment of individual companies, it embodies the European cosmetics industry effort towards a responsible and respectful business model.

The three pillars approach reflects well the multifaceted aspects of sustainability. As far as social and economic aspects are concerned, the European cosmetics industry has taken

a lead. I welcome the ambition to reinforce this lead by enhancing “smart” and “inclusive” growth, i.e innovation and Europe-based high-quality employment.

Furthermore, Colipa’s response to environmental challenges is a significant step ahead as it provides a toolbox and concrete recommendations. I consider that sustainability should not be the prerogative of multinational companies. SMEs should also be able to develop instruments aiming at reducing the cosmetics industry’s overall environmental impact, so that pedagogy is one of the key factors for success.

As a conclusion, I am convinced that sustainability and the efficient and responsible use of resources contribute to the cosmetics industry’s renewal, and thereby to its competitiveness. The European cosmetics industry is in the process of elaborating a pragmatic approach towards sustainable development which will enable it to continue to best serve consumers. Cooperation and openness to stakeholders at large, of which consumers and European decision-makers are key, are essential elements that are gradually built into this stepwise approach.

PERSPECTIVES FROM THE EUROPEAN PARLIAMENT: THE THREE PILLARS OF SUSTAINABILITY

The Environmental Pillar



Jo Leinen, MEP

Chair of the Committee on Environment, Public Health and Food Safety

“ In line with the EU 2020 ambitions, all three pillars of sustainability are equally important to integrate in the everyday cosmetics business thinking. A commitment in the cosmetics industry to reduce its environmental impact via greater eco-efficiency and maintain safe and healthy work conditions represents a significant and positive step ahead. ”

The Social Pillar



Elisabeth Morin Chartier, MEP

Chair of the Committee on Women's Rights and Gender Equality

“ The cosmetics industry's uniqueness also relates to its ability to generate societal benefits. I warmly welcome the initiative taken by the industry in the late eighties to help women with coping with the side effects of cancer treatment on their appearance and re-building their self-esteem so they can face their treatment looking good and feeling better. ”

The Economic Pillar



Herbert Reul, MEP

Chair of the Committee on Industry, Research and Energy (ITRE)

“ Innovation fuels the European cosmetics industry's competitiveness while enabling it to face international competition and consumer demand. ”



COSMETICS HELP ONE AND ALL

Imagine a world without personal care products. No soap. No bodywash. No toothpaste. No shampoo. No moisturiser. No make-up.

After a day or two, perhaps just a few hours, we would start to feel pretty uncomfortable with ourselves. In public we would probably feel self-conscious, possibly embarrassed. Remember, we're also deprived of any perfume or after-shave.

The need for cosmetics and personal care products is self-evident. And although today's industry is at the forefront of innovative science, its roots reach deep into history.

Around 7,000 years ago archaeological evidence shows Egyptians made tooth powder from myrrh mixed with ash, powdered eggshell and pumice. Ancient Greeks and Romans used preparations to moisturise and tone skin. Even hardy Olympian athletes coated their bodies in a sand and oil sunscreen. For gentler types, perfume bottles, found in the Mediterranean, demonstrate the desire for fragrance and romance has existed for at least 9,000 years.

People have found ways to clean and care for themselves and improve their appearance for thousands of years

Clearly, from the dawn of human history, people have developed an instinct to care for themselves. This should come as no surprise. Human survival and personal care go hand-in-hand. We know soap still saves lives. Bugs kill. And soap fights bacteria. Healthy teeth and gums prevent disease. Ultra-violet rays can damage skin and sunscreens help protect it. After all, birds preen their wings, elephants bathe in mud and cats lick their fur. It would be against our emotional instincts and rational judgement if we did not care for and help protect ourselves.

The list of products that today's cosmetics industry brings to each individual is extensive, both physically and psychologically.

Take the human body from head to toe. There's not a square centimetre that a product doesn't benefit. Shampoo improves hygiene by helping curb dandruff, an itchy scalp or excessive greasiness. And, psychologically speaking, hair is the most important factor in personal appearance for many. It's the priority in their grooming regime. Little wonder the phrase "bad hair day" has entered the language to describe our overall feelings when things haven't gone well.



Our face, alongside what we say and our body language, expresses our thoughts, feelings and attitudes. Make-up helps control what an individual wishes to communicate to the world outside. Eye shadow, mascara, eye and lip liner, lipstick and gloss provide confidence and self-esteem, highlight our best features and camouflage the odd blemish.

Thanks to the cosmetics industry's innovations in recent years, skin care products today perform better than ever. In an ideal world most of us would, of course, like to retain the smooth supple skin we were born with. Tremendous progress in skin care has been achieved, with, for example, alpha hydroxy acids reversing photo-ageing damage and stem-cell research offering epidermal DNA protection. Nano-science too has already produced benefits in this as well as other areas of cosmetics. Innovative research and development goes on. Competition drives cosmetics to perform even better. So, one day, perhaps the dream of baby-soft skin maintained well into old age could become reality.

The benefits generated by the cosmetics industry do not stop at helping individuals look and feel better. Society itself also gains.

In Europe over 4,000 cosmetics companies provide employment directly and indirectly for around 1.7 million tax-paying citizens. And more than 2,500 of these are small or medium-sized businesses, providing plenty of competition and creativity in the market.

Many of these posts are highly skilled and demand the highest level of education and a rigorous intellect. Approximately 17,000 scientists in the industry apply their knowledge and skills, from physics and microbiology to analytical chemistry and genetics. The cosmetics industry also employs the best minds in marketing, management, technology and design. Employment on this scale provides a substantial boost to a continent still suffering from the fallout of the 2008 financial crisis.

It sounds obvious, but personal care products are just that – personal

The European cosmetics industry represents one-third of the global market. That's more than the US and Japanese markets combined. Put simply, it punches economically well-above its geographic weight. At local level too, especially where research or manufacturing facilities are sited, the commercial boost to nearby shops, services, schools, hotels and housing is significant, socially and economically.



Two areas of improvement for society at large are often forgotten: regulation and standards. Europe's cosmetics industry has worked within the EU to help establish practical regulation and improve standards to benefit all its 500 million citizens. As world leader, Europe's cosmetics industry has also promoted these regulations and standards internationally. By doing so it has raised the global benchmark and brokered the international exchange of knowledge, expertise, technology and ingredients.

And because every day across Europe hundreds of millions of people are using these intimate, private and personal products, a "special relationship" has developed between producers and consumers. A daily dialogue with consumers takes place through research, focus groups, call centres and help-lines. This constant interchange between manufacturer and consumer brings benefits to all. It helps develop innovative, exciting and effective products that not only fulfil consumer need but exceed expectations.

Finally, there is one area the cosmetics industry in Europe can be especially proud: bringing benefits to people in need. Cosmetics companies contribute to society far beyond the benefits business itself generates. And not just by giving financial support, although that is of course welcomed and appreciated.

Various community projects have been initiated by Colipa member companies, helped by workforce volunteers. The "Look Good Feel Better" campaign shows how the cosmetics industry helps to support women with cancer. Across the world, 22 countries run free skincare and make-up workshops to help women combat the visible effects of cancer treatment. The work aims to help patients improve their self-esteem and confidence at a difficult time.

But companies can only give extra benefits to society at large if they have the resources to share. And that relies on Europe's cosmetics industry retaining its eminent position as a science-driven, creative and profitable business meeting consumer needs. The signs are...it will.

PERSONAL TO PLANETARY CARE

We share one world, and that's here, the human planet. Earth is not expanding although the population is. Nearly 7 billion people now inhabit our globe with predictions of up to 10.5 billion by 2050.

So it is reasonable and responsible for citizen-consumers and company-producers to ask: is consumption and production compatible with sustainability?

International organisations, national governments, businesses large and small, academics, charities, NGOs and millions of individuals are tackling this issue.

The environmental challenges we face are many, diverse, urgent, complex and even controversial. Leading scientists and technologists accept they don't have all the solutions to the environmental issues facing the planet. Yet society must plan ahead based on what is known, while accepting there are many environmental situations not fully understood, or have yet to discover or develop as a problem.

We know there is going to be more consumer demand – for land, water, food and fuel. We know our planet is not growing. We know many resources are finite. We know there are no easy solutions or quick fixes.

Responsible companies know they need to continually assess their ecological impact and seek sustainable solutions

The cosmetics industry is committed to sustainable development for several very good reasons. One, it is socially and ethically the right course of action. Two, consumers now expect companies to deliver benefits to society beyond the core products they produce or services they provide. Three, most employees in today's world want to work for firms that take social responsibility seriously. Four, sustainability makes good business and economic sense and is now central to operational strategy, not viewed as a "nice-to-have" optional extra. After all, when you're investing long-term, why would any rational organisation want to destroy the very resources it uses?

Businesses want healthy populations with disposable income living in an ecologically rich, stable and sustainable environment.

Sustainable development, to use the much-quoted United Nations definition "...meets the needs of the present without compromising the ability of further generations to meet their own needs". Europe's cosmetics industry has for a long time been leading in the three key fields of sustainability: economic, social and environmental. It is not a "here today, gone tomorrow" business, like thousands of .com companies at the turn of the century. It enjoys a proud history and continually strives for even greater success in the future. That's why all the major players ensure what they do today helps build a better tomorrow.



With so many scientists employed in Europe's cosmetics industry, and innovative science central to its future, Colipa member companies have the intellectual capacity within their workforce to understand many of the world's environmental challenges. Indeed, some areas of cosmetic research are actually based on environmental impacts, from simple dust and other particulates in the atmosphere that contribute towards "tired eyes" to the more complex influence of ozone depletion on human skin.

Innovative effective cosmetics take time to discover and develop. It can take several years of research to bring a product to market from the laboratory bench to the shop shelf. Success depends on long-term investment, careful scientific analysis, product development and design, imaginative marketing and a sustainable supply of ingredients. It's this experience which makes the industry highly aware of, and sensitive to, environmental issues.

In fact, greater numbers of industry scientists are devoting time and expertise to sustainable development to improve business operations. Others are researching and developing ingredients which are beneficial for human health and global ecology, because the two go together.

What really matters is not what companies or individuals say they are going to do to help the environment; it's what they actually do that counts. Actions really do speak louder than words. So, what has the cosmetics industry achieved?

On economic development, the business itself has created employment for millions, not only in Europe but around the world. Based on innovative science, the industry has contributed to the world's intellectual knowledge and technical skills. In Europe alone over 2,600 patents were generated in 2009. Its products help improve human hygiene, boost

self-confidence and esteem. Sunscreens protect hundreds of millions from harmful UV radiation. Toothpastes and mouthwashes not only help maintain healthy teeth and gums but also help fight bacterial infections in the whole body.

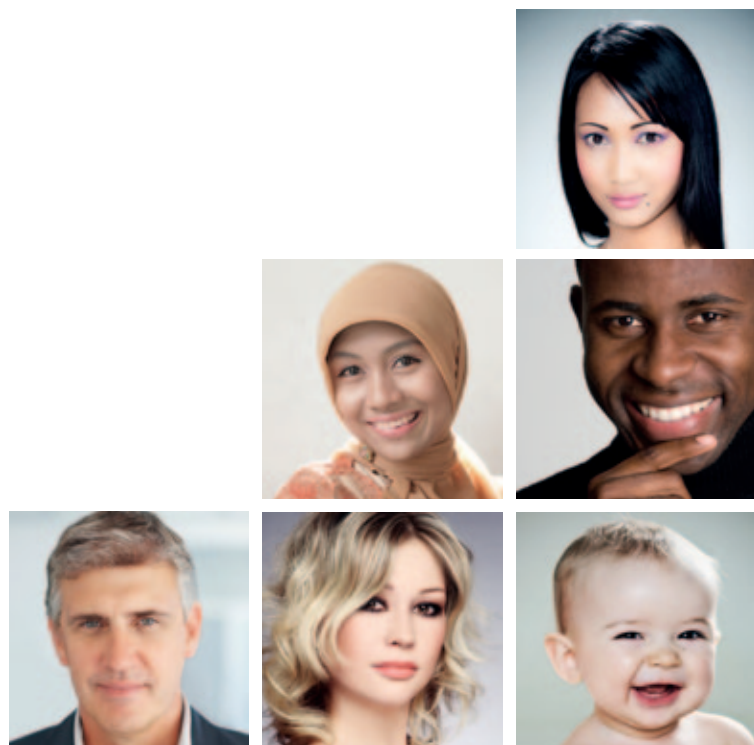
On the environmental frontline, against a background of increased production, the cosmetics industry has achieved an impressive list of striking examples over recent years:

- Water consumption down – some companies achieving a 65% reduction by improved manufacturing processes and with more rain water utilised and water recycling.
- Energy consumption down – thanks to solar heating, better insulation, more efficient boilers, automatic "turn off" switches, increased staff awareness to conserve power. Such measures have saved around 50% in CO2 emissions for some companies since 2002.
- Waste down - dramatic falls of up to 73% per tonne of production.
- Landfill usage down or eliminated – some sites now do not use landfill.
- Transportation efficiency – a number of firms saving at least 20% per kilometre unit of volume by better space-saving and traffic-flow logistics.
- Packaging savings – between 15% and 20% reduction per consumer use.
- Recycling and energy recovery up – companies using waste to generate power.
- Replacing petroleum-based with sustainably-sourced renewable materials.

These are some of the industry's achievements to date. Future targets create even higher demands. Key manufacturers are, for example, aiming to power all their plants with 100% renewable energy and use renewable or recycled materials for all their products and packaging. That, in turn, allows zero waste to go to landfill after manufacturing processes or use by consumers. Manufacturers are also making similar demands on their suppliers, wherever they are in the world. The principle of sustainability is firmly built into the industry's DNA.

Like the science of cosmetics itself, environmental care will adapt and improve in line with evolving scientific knowledge and technical experience.

Europe's cosmetics industry knows that caring for the environment works in harmony with caring for the individual. It's obvious there would be no point in caring for one and not the other. For each one of us lives on just one planet.



COLIPA'S ACTIVITIES

THE WORK OF COLIPA, THE EUROPEAN COSMETICS ASSOCIATION, IN 2010

“Innovating for a sustainable future is achieved by strategic focus and hard work. Colipa's expert teams have done just that” **Bertil Heerink, Colipa Director-General**

TECHNICAL REGULATORY / INTERNATIONAL

At the end of 2009, the responsibility for cosmetics legislation moved from the European Commission's Directorate General for Enterprise (DG ENTR) to the Directorate General for health and consumer

protection (DG SANCO). This shift in responsibility helps Colipa to connect even better to health and consumer policy.

Dr Gerald Renner, Director Technical Regulatory Affairs

“Technical Regulatory activities have a key role in supporting Colipa's mission. In particular they allow Colipa to be an active partner in shaping the legislative and market environment in favour of European consumers and allowing the industry to operate in a simple, stable and predictable environment”

APPLICATION OF THE EU COSMETICS DIRECTIVE

Colipa's technical regulatory teams contributed to the outcome of regulatory debates regarding the application and regular adaptation of the applicable cosmetics legislation. This required constant monitoring of developments in the technical updating of the EU Cosmetics Directive, and active participation in the Cosmetics AdHoc Working Party (AHWP), providing a credible and scientifically sound industry position. Important topics on the agenda of the 2010 AHWP meetings included:

- Specific ingredient regulation (parabens, cyclic silicones, isothiazolinones, cetyl pyridinium chloride, formaldehyde)
- Borderline issues (regular update of the EC borderline manual of decisions defining the regulatory borderline between cosmetics and other product types, such as pharmaceuticals, medical devices, biocides, food and toys)

- Revision of the EU biocides legislation – possible change of scope that could impact cosmetic products

Colipa staff continued to work with its experts at all levels of the Colipa issue management structure and could always rely on the support of the national associations' network. Colipa also built on its improved working relationship with the European Commission's scientific advisory body, SCCS (Scientific Committee for Consumer Safety) and benefited from a more transparent review process for ingredients, including in particular a systematic public consultation on draft SCCS Opinions. “For the year 2010, regulatory discussions around the application of the Cosmetics Directive, resulted in overall positive and workable outcomes for our industry.

IMPLEMENTATION OF THE EU COSMETICS REGULATION

In 2010, for all stakeholders the true regulatory focus was not on the current Cosmetics Directive but on the new EU Cosmetics Regulation. Although the new text will only become fully applicable in 2013.

Like any legal text, there is room for interpretation and there is additional explanation / guidance that need to be developed for practical implementation. Colipa 's action plan remained based on four pillars:

- **Correcting the text** through direct discussions with the European Commission and indirectly via national associations and national authorities.
- **Ensuring correct interpretation** on priority topics through 'preventive dialogue' with the European Commission and Member States in the frame of the AHWP (and its subgroups), and in close collaboration with key partner industries (suppliers, retailers, UEAPME).
- **Ensuring effective implementation** through implementation guidelines, co-developed where appropriate with the European Commission / Member States.
- **Contributing to correct application** of the new regulation by pre-empting unilateral national interpretations / implementation and reinforcing the status of implementing guidelines (industry and European Commission level).

Odile de Silva,
Chair SPT Recast

“A smooth, workable implementation of our industry's future 'licence to operate' is a core priority for Colipa,”

2010 largely addressed interpretation issues of the new text. Indeed, the Colipa Recast Information Day in March 2010, drew a large number of participants both from the Colipa member network and from the supply industry, helping to identify those areas of the regulation that needed clarification and interpretation:

- Roles and responsibilities along the supply chain
- Scope and format of the Cosmetic Product Safety Report and Safety Assessment
- Scope and electronic tools for Product Notification (including Frame Formulations)
- Common criteria for claims
- Definition and labelling of nanomaterials, notification of safety data on nanomaterials
- Practical aspects of the reporting scheme for serious undesirable effects
- Definition of serious risk
- CMRs (link to food law, overall exposure)

At the end of 2010, we can look back at a successful 'preventive dialogue' with the European Commission and Member States. Most interpretation issues are settled and we can move into the implementation phase and the actual development of guidelines. Colipa will continue timely communication to its members of agreed implementation approaches through its issue management network, the Colipa Extranet and specific workshops and information days.

INTERNATIONAL ACTIVITIES

An important decision was made at the beginning of 2010 in merging Colipa's international activities into the technical regulatory work. This was a recognition of the fact that most market entry issues and technical barriers to trade encountered by Colipa members in the international environment are – in the short term – solved by technical regulatory means.

For 2010 a clear focus was set on four key geographic regions: China, Russia, India and the ICCR (the International Collaboration on Cosmetics Regulation), which is made up of the EU, the US, Japan and Canada. Colipa's work is done in close collaboration with our sister associations in the United States (PCPC), Japan (JCIA) and Canada (CCTFA).

Whereas Colipa strategies on Russia and India were still being developed in 2010, the publication of a new regulation in China in December 2009, necessitated immediate action. There are many elements in the Chinese Regulation which build on existing, modern legislative models and are thus compatible with international harmonisation and reducing barriers to trade. However detailed processes and procedures were written in an unclear manner and no guidance was given on their practical application. Consequently, the registration of new cosmetic products was completely blocked. Colipa obtained support from the European Commission's DG SANCO and DG TRADE, which enabled a technical / regulatory dialogue between the EU and the Chinese Regulatory body (SFDA).

As a result, more detailed guidance has since been issued by SFDA and the situation on the Chinese market for new EU products is gradually improving. There are still important areas to address (such as the registration of new ingredients) and Colipa will continue its collaboration with the European

Commission and the European Chamber of Commerce in China to bring the situation back to a workable registration procedure.

**John Humphries,
Chair SPT International**

“Colipa's international strategy is based on the long-term objective to create global conditions in order that companies can operate across regions with the same technologies and execution”

Colipa's involvement in the International Collaboration on Cosmetic Regulation (ICCR) is a good example of how the international perspective is now an integral part of Colipa's technical regulatory activities. ICCR was created in 2007 as a platform for regulators / industry with participants from the EU, US, Canada and Japan, which identifies opportunities for concrete regulatory alignment on cosmetics. This is without the immediate need for changing the respective regulations. Topics worked on under ICCR in 2010 included:

- Technical criteria to identify nanomaterials for the purposes of cosmetics regulation
- Framework for management of traces of unwanted substances in cosmetic products
- Definition of general principles of cosmetic product safety assessment
- Validation of alternative methods: Collaboration between ICCR validation bodies
- White paper on regulatory acceptance of Alternative methods



In its annual meeting in Toronto in July 2010, ICCR adopted a technical report on the definition of nanomaterials which has become an important reference document for the EU implementation of the Regulation. It can be expected, however, that ICCR documents will have a regulatory impact beyond the four ICCR regions.

By integrating the international perspective into the daily work of the Colipa technical regulatory expert teams (and staff), our industry can provide more consistent and efficient input to the EU and international debate.

OTHER TECHNICAL REGULATORY ACTIVITIES

Besides the strategic priority issues described above, Colipa continued to lead proactive issue prevention and management in a number of additional technical regulatory areas – always based on the principle of speaking with one voice as one industry to deliver the objective:

- Colipa remained very active in the development of voluntary standards that meet both industry freedom to innovate and consumer safety. Beyond the already well established presence of Colipa in the ISO (International Organization for Standardization) TC217 on Cosmetics, in 2010 Colipa became a liaison member of the new CEN (European Committee for Standardisation) Working Group on Cosmetics. A strong process has been put in place to co-ordinate industry input to CEN and ISO, both at EU level and with our international sister associations. This has ensured a positive outcome for a number of ISO initiatives in the area of microbiology and sun protection measurement (SPF, UVA). It has also enabled the acceptance of new work items on Technical Criteria for Natural / Organic Cosmetic Products and for analytical methods for traces of heavy metals.
- Colipa fully implemented a process to monitor, assess and manage the developments of ingredient issues (human safety) which allows, when appropriate, to decide and prioritise actions to be taken.
- The process also ensures that Colipa dossier submissions are seen by SCCS to be of high scientific quality, responsive to their questions and have a high chance resulting in a positive outcome
- Colipa's input to the Commission's hair dye strategy has reached an important milestone. In 2010, the SCCS issued an Opinion on the reaction products of oxidative hair dyes, which confirmed industry's safety strategy and clears the way for a successful finalisation of the systematic review of hair dyes on the EU market.

ALTERNATIVES TO ANIMAL TESTING

Throughout 2010 Colipa continued to support research to develop and validate animal-free safety assessment methods for cosmetic ingredients and products.

The industry co-funds a research initiative launched by the European Union's Health Programme under the 7th Framework Programme: "Towards innovative, non-animal safety testing methods of chemicals and ingredients of cosmetic products".

This research is important in the long term strategic target of "Safety Evaluation Ultimately Replacing Animal Testing (SEURAT)". It is called "SEURAT-1", indicating that more steps will be taken before the final goal is reached. It will develop knowledge and technology required to replace the current *in vivo* repeated dose systemic toxicity testing.

SEURAT-1 is composed of six research projects starting in January 2011 that will run for five years. The collaboration between these projects, the dissemination of results, the cooperation with other international research teams, and the continuous updating on research priorities, will be facilitated by a support project named "COACH".

As the cosmetics industry offered to match the European Commission's funds, 50 million euros are available to help fill current gaps in scientific knowledge and accelerate the development of non-animal test methods.

Dr Horst Wenck, Chair SPT Alternatives to Animal Testing

“The development of non-animal alternative methods represents a considerable scientific challenge. The cosmetics industry has been working hard for many years to meet this challenge as fast as possible. The development, validation and acceptance of alternative methods by regulatory bodies can only be considered as a long-term effort.”

The initiative focuses on the complex area of repeated dose toxicity.

The six research projects are:

- Project SCR&Tox, "Stem Cells for Relevant Efficient Extended and Normalized Toxicology", coordinated by Prof. Marc Peschanski, INSERM (France)
- Project HeMiBio, "Hepatic Microfluidic Bioreactor", coordinated by Prof. Catherine Verfaillie, Katholieke Universiteit Leuven (Belgium)
- Project DETECTIVE, "Detection of Endpoints and Biomarkers of Repeated Dose Toxicity Using *In Vitro* Systems", coordinated by Prof. Jürgen Hescheler, Universität zu Köln – Universitätsklinikum (Germany)
- Project COSMOS, "Integrated In Silico Models for the Prediction of Human Repeated Dose Toxicity of COSMetics to Optimise Safety", coordinated by Prof. Mark Cronin, Liverpool John Moores University (UK)
- Project NOTOX, "Predicting Long-Term Toxic Effects Using Computer Models based on Systems Characterization of Organotypic Cultures", coordinated by Prof. Elmar Heinzle, Saarland University - Biochemical Engineering Institute (Germany)
- Project ToxBank, "Supporting Integrated Data Analysis and Servicing of Alternative Testing Methods in Toxicology", coordinated by Prof. Emilio Benfenati from Istituto di Ricerche Farmacologiche Mario Negri (Italy) and Dr. Barry Hardy, Douglas Connect (Switzerland)



Dr Rob Taalman, Director Research Project Management

“The cosmetics industry in Europe conducts fundamental research and works to standardise methods for worldwide use in regulatory schemes and applied research”

PROGRESS CONTINUES IN THREE OTHER AREAS OF FINDING NON-ANIMAL RESEARCH METHODS:

Eye Irritation

- Prospective ECVAM validation
- Retrospective statistical analysis required to integrate different types of current *in vitro* assays already validated and / or accepted to fit the ECVAM Top-Down / Bottom-Up approach to reduce and replace *in vivo* studies
- Continued development and optimisation of promising models
- Creating a battery of *in vitro* assays that could evaluate eye irritation across the range of irritancy for different chemical classes

Genotoxicity/Mutagenicity/Metabolism

- Improve and develop methods to avoid unnecessary loss of valuable cosmetic ingredients by reducing the high rate of false positives in current genotoxicity tests
- Focus on the development of genotoxicity assays based on 3D human skin models
- Results from human skin metabolism programme focussing on safety assessment of topically applied chemicals

Skin Allergy

Colipa continues to fund research to explore the processes governing the induction of skin sensitisation and method development. The main areas being investigated are:

- Bioavailability
- Chemical reactivity
- Protein/peptide binding
- Skin metabolism
- Dendritic cell maturation and T cell response

At present we have nine research and method development projects. These continue to provide new insights into non-animal test methods and a mechanistic rationale for interpreting and integrating data from these different test methods to predict skin sensitiser potency.

Dr Jean-Paul Dechesne, Chair of the Cosmetics Industry Steering Committee on Systemic Toxicity

“Working together in this way will significantly accelerate the work on finding alternative research methods”

Previous method development activities within Colipa member companies, and in collaboration with Colipa, have already led to the successful development of three *in vitro* test methods for the detection of potential sensitizers:

- The direct peptide reactivity assay
- The human Cell Line Activation Test
- The Myeloid U937 Skin Sensitisation Test

These have now been accepted by the European Centre for the Validation of Alternative Methods.

Partnerships

Colipa actively supports the European Partnership on Alternative Approaches launched in 2005 by Vice President Verheugen, Commissioner Potočník and representatives from seven industry sectors including Colipa.

SUSTAINABLE DEVELOPMENT

Sustainable Development is fundamental to Europe's cosmetics business. Its plans and practices are based on long-term viability and growth. As our history shows, it is not a "here today gone tomorrow" industry. Our millions of daily customers want us here for the future too.

Our key workshop in 2010 for Colipa member companies and associations helped develop an improved and relevant framework for good sustainability practice by sharing information and best practice.

We finalised the Good Sustainability Practice framework for membership, endorsed by Colipa's Board.

Our expertise in this field, alongside other European trade associations, helped us engage with the European Commission regarding the implementation of its Sustainable Consumption and Production Action Plan.

2010 also marked the development of a training programme for Colipa's membership on good sustainability practice, which will be rolled out in subsequent years.

Dave Duncan, Chair of the SPT Sustainable Development

“A critical focus of our activity in the coming months is providing support for Small and Medium-sized Enterprises to develop their sustainability strategies and action plans, as they represent a significant part of the cosmetics industry in Europe”

LEGAL AFFAIRS

Colipa and its members are committed to transparency and full compliance with all applicable competition law requirements. Our activity demonstrated this commitment as a priority. Work on Colipa's anti-trust compliance included providing training to various working groups and management bodies.

Throughout the year Colipa's legal team provided assistance to help establish the contractual structure for the European Commission's 7th Framework Programme on systemic toxicity. This is a joint effort co-financed by the industry and the European Commission seeking scientifically valid non-animal testing methods for ingredient safety. On the Recast of the EU Cosmetics Directive, the Legal Department provided vital support, which is on-going, in the preparatory work for the implementation of the EU Cosmetics Regulation, particularly for the Strategic Project Teams. One key achievement during 2010 was the completion of a guidance document on the respective roles and responsibilities of operators within the supply chain.

Legal input was given to a new task force looking to prepare common criteria applicable to claims concerning cosmetic products under Article 20 of the EU Cosmetics Regulation.

Erwan Berthelot, Chair of the Core Competence Committee Legal

“Understanding and interpreting EU directives and legislation is essential for our members to work effectively.”

To secure a sound and coherent application of the EU Cosmetics Regulation versus other regulations, such as the directives on biocidal or medicinal products, the department, alongside specialists at CCC Legal, continued to give back up to Colipa working groups in connection with “borderline” products.

Selective Distribution

Legal support was also essential with the launch of the Strategic Project Team on Selective Distribution Channels to address the new challenges faced by selective distribution systems. This follows the adoption in 2010 of a new EU Commission Block Exemption Regulation applicable to certain categories of vertical agreements.

REACH



The deadline for the first registration under the revised EU chemicals legislation, REACH, arrived in November 2010. The Regulation, Evaluation, Authorisation and Restriction of Chemicals obviously created changes for the cosmetics industry, especially in the supply chain.

So during 2010 it was clear we should focus on preparing member companies for their first registration deadline and for managing the consequences in the supply chain. The objective was to minimise, as far as possible, disruptions in the supply of key cosmetic ingredients.

We also engaged, either directly or via the Downstream Users of Chemicals Coordination Group (DUCC), in a constructive dialogue with the European Commission, the European Chemicals Agency and a wide range of industry associations.

And in a year when the prime focus was on helping suppliers register substances subject to the first registration deadline, we effectively raised awareness in European institutions of the industry's concerns and especially the impact on companies using chemicals.

SELF REGULATION ON ADVERTISING

In 2010, Colipa launched a Strategic Project Team on Self Regulation on Advertising, aiming at developing self-regulatory guidelines for advertising in cosmetics.

**Loïc Armand, Chair of SPT
Self Regulation on Advertising**

“This initiative marks a step forward in the cosmetics industry's awareness of its societal impact. Self regulation is a key tool to address advertising challenges through a shared responsible approach”

The relevance and acceptance of the final guidelines rely on the SPT's ability to adopt a participative and fact-based approach. In addition to frequent meetings with reference stakeholders, members have analysed and benchmarked existing European and international cosmetics codes. The SPT has also benefited from an extensive study on complaints against cosmetics advertising in self regulatory organisations in the European Union.

The guidelines have not yet been finalised or adopted. Successful implementation will be a key step for the sustainability of the project.

PUBLIC AFFAIRS

Working alongside our colleagues from Communications, the well-received Innovation Exhibition held for two days in the premises of the European Parliament, gathered over 1,500 EU stakeholders. This unique interactive exhibition presented a forum for us to showcase scientific-based innovation. It showed the importance of science and research in the development of cosmetic products, the socio-economic value of the industry as a job-provider in Europe – and as the provider of a wide variety of products for consumers.

Public Affairs continued developing key contacts to provide information from the industry and ensure the voice of Colipa's members is heard. Stakeholders include the European Commission, European Parliament, Permanent Representatives in Brussels and NGOs. Within the industry sector we created further synergies and built alliances to better defend cosmetics-related positions on matters such as self regulation on advertising, nanotechnology, product safety issues and distribution channels mechanisms. Regarding Alternatives to Animal Testing, Public Affairs continuously raised awareness, updated stakeholders on the current situation and addressed the related political challenges. Related to broader subjects, Colipa has intensified its participation in answering public consultations and following-up of key initiatives: EU2020, GPSD, Single Market Act, Trade Policy, Industrial Policy, Animal Welfare policy, Research policy and e-commerce.

Sharing and exchanging information with colleagues from within the industry and from related industry sectors is of course essential in our work. Through the Core Competence Committee for Advocacy, we have ensured synergies between all strategic groups within Colipa to engage in a “one voice” public affairs approach.

Julie Vermooten-du Cailar,
Public Affairs Director and Chair of the Core Competence Committee on Advocacy

“*The Cosmetics Public Affairs network aims to further position Colipa as THE competent, authoritative and trusted voice of the industry throughout extensive interaction with European stakeholders*”

COMMUNICATIONS

Communicating Colipa's activities, externally and to its membership, is both challenging and dynamic.

External Communications

Today's fast-moving communications environment means we are constantly reviewing all our communications tools to keep pace with the latest developments. Our public website is at the forefront of this drive to provide up-to-date information clearly and in an interesting dynamic format. Video clips for example are being used to convey scientific information in a way that a wide range of people can access, understand and benefit from.

Throughout 2010, the communications team worked to ensure that the cosmetics industry in Europe was speaking with one voice on issues.

One highlight of 2010 for external communications came in December at the European Parliament with Colipa's Innovation Exhibition called "Science, Beauty and Care – Innovation in Cosmetics". Many of the 1,500 people who attended took part in the scientific demonstrations which showed the extent of innovative research and development that goes into understanding consumer needs. A brochure and a video about the exhibition is available on the Colipa website: www.colipa.eu.

Enhancing Consumer Benefits was Colipa's 2010 General Assembly theme. The Open Session provided an opportunity for company members and associations to meet and discuss matters of mutual interest with people outside the industry. Over 100 participants gathered and heard a range of key speakers.

Internal Communications

Internal Communications focused on services to members during 2010. Having already established a comprehensive information system with a members-only Extranet, we added more value and information:

- Issue Management Snapshots – to provide members access to the latest strategic information on a particular issue in one briefing document cross-referenced to related material
- A computer tutorial to speed members effectively through the Extranet to find the information they require
- Automatic email alerts when documents relating to particular subjects are available to download

The Extranet's Bulletin Board is currently being developed further to facilitate members' access to the latest information on industry issues.

Further information about the work of Colipa can be found on the website: www.colipa.eu.

Emma Tuddenham, Communications Director and Chair of the Core Competence Committee on Internal and External Communications

“Using the right communications tools effectively in our increasingly complex and fast-moving world requires strategic planning and professional implementation”

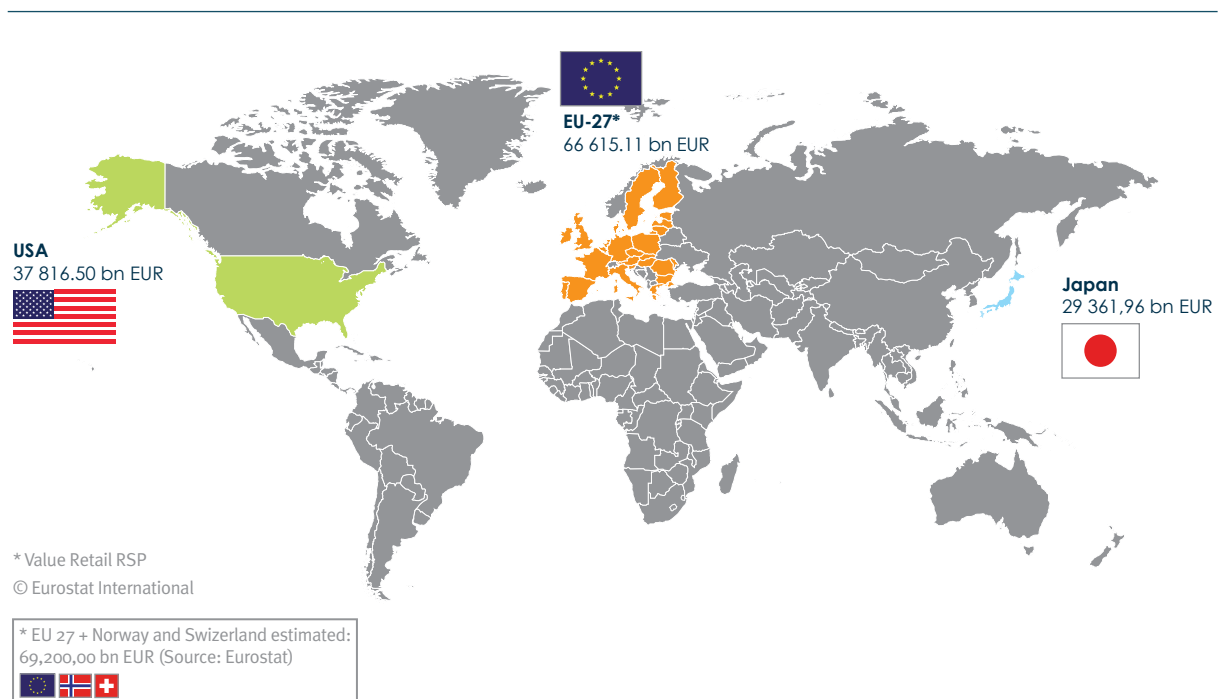
THE EUROPEAN COSMETICS MARKET 2010

Worth EUR 67 billion*, the European cosmetics industry is a dynamic and vibrant industry sector, representing one-third of the global cosmetics market with sales close to those of the US and Japanese markets combined. In 2010, the Western European market showed stability, affected overall only by the exchange rate of the euro.

* Value Retail RSP/source Euromonitor International

Global Cosmetics and Toiletries Market*

Value comparison of European, USA and Japanese markets in 2010



Innovation is the vital lifeblood of the industry with over a quarter of all cosmetic products on the market improved or newly launched each year to meet the expectations of millions of European consumers who rely on their cosmetic and personal care products everyday to enhance hygiene and well-being. The European cosmetics industry invests heavily in R&D programmes that investigate consumer behaviour and beauty aspirations, the biology of skin and hair, new innovative technologies and sustainable development; this helps to select the best ingredients that are most respectful of human health and the environment. In total, the cosmetics industry accounted for 10% of all patents granted in the EU in 2009.*

* Value Retail RSP/source Euromonitor International

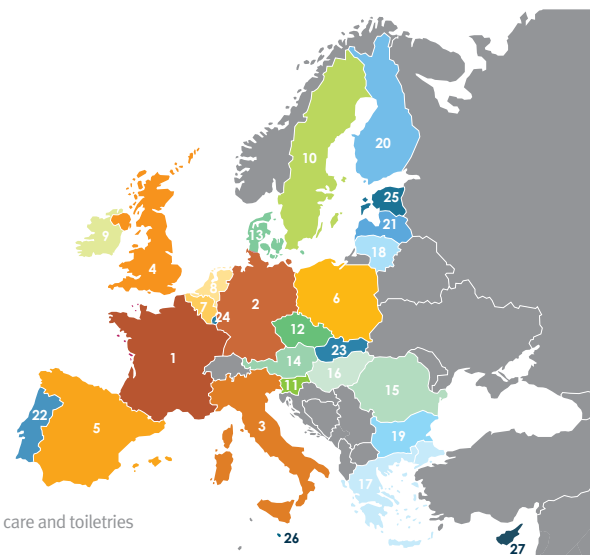
European cosmetic products are sought after all over the world and export represents a key activity for all sizes of companies, especially SMEs. In 2010, trade with countries outside of the EU 27 showed extraordinary growth of just over 16% to reach EUR 12.5 billion (from EUR 10.4 billion in 2009)*.

* Source Eurostat

European Cosmetics and Toiletries* Export in 2010: EUR 12.5 billion

The European market represented almost one third of the global market

No	Country	EUR bn	No	Country	EUR bn
1	FRANCE	4.445	15	ROMANIA	0.058
2	GERMANY	2.493	16	HUNGARY	0.054
3	ITALY	1.026	17	GREECE	0.052
4	UK	0.950	18	LITHUANIA	0.037
5	SPAIN	0.853	19	BULGARIA	0.034
6	POLAND	0.777	20	FINLAND	0.027
7	BELGIUM/LUX.	0.573	21	LATVIA	0.021
8	NETHERLANDS	0.315	22	PORTUGAL	0.021
9	IRELAND	0.157	23	SLOVAKIA	0.006
10	SWEDEN	0.140	24	LUXEMBOURG	0.006
11	SLOVENIA	0.115	25	ESTONIA	0.006
12	CZECH REPUBLIC	0.113	26	MALTA	0.004
13	DENMARK	0.097	27	CYPRUS	0.001
14	AUSTRIA	0.075			



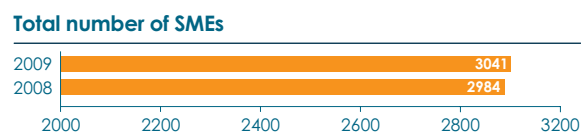
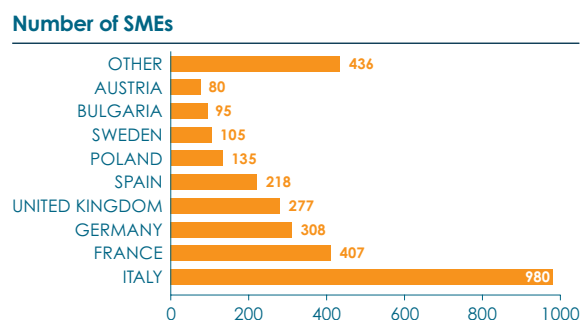
* Value Retail RSP, EUR bn; includes: decorative cosmetics, hair care, fragrances, skin care and toiletries
Sources: Colipa Association members and Eurostat

With more than 4000 companies operating in the EU cosmetics industry, two thirds being SMEs, direct and indirect employment is estimated at 1.7 million people*.

* Source Euromonitor

European Cosmetics and Toiletries Industry

Number of SME Manufacturing Enterprises in 2010: 3,041



* 27 European countries
Estimate based on Eurostat International data 2009

EVENTS 2010

EXHIBITION ON SCIENCE, BEAUTY AND CARE: INNOVATION IN COSMETICS

More than 1,500 visitors over 2 days

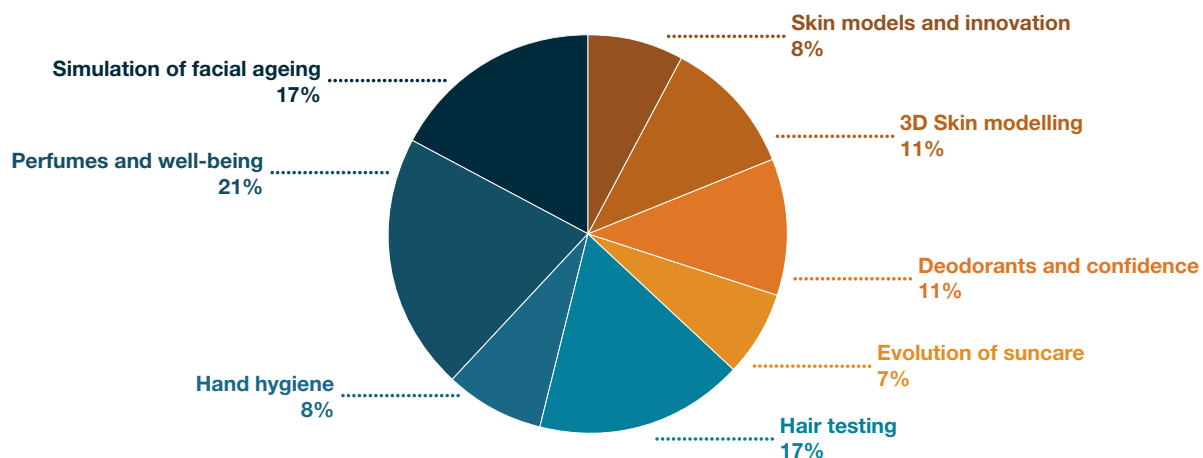
Communicating the science behind cosmetics was the challenge for our exhibition in the European Parliament, held on 7-8 December.

Through a series of visual displays and interactive demonstrations, participants had the opportunity to experience cutting-edge scientific demonstrations. These covered a wide range of cosmetic applications from deodorants to skin care, perfumes to hair care. Top industry scientists were there to explain the importance of the scientific knowledge gained and how the knowledge could be used to provide innovative solutions in our everyday cosmetic products.



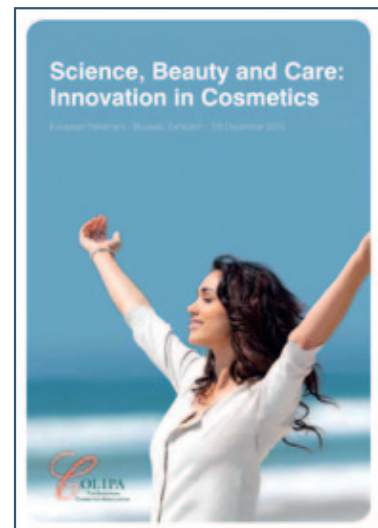
The exhibition was opened by Commissioner Dalli and hosted by Romana Jordan Cizelj, Member of the European Parliament (pictured here)

Exhibition visitors told us about their favourite demonstrations



We asked people to tell us the most interesting fact that they had learnt about the science behind cosmetics.

- Development of artificial skin
- Application time for deodorants
- Perfume has an effect on mental wellness
- Information doing hair testing demonstration
- Production of the 1st perfume in 1370
- Ban of lipstick (UK) in the 18th century
- How cigarettes and the sun affect the skin
- Ageing process of the skin
- Deodorants kill bacteria



A film showing many elements of the exhibition, as well as interviews with Colipa's President and Director-General, is available on Colipa's website.

The exhibition brochure, can be downloaded from the website at www.colipa.eu

“I wish that my cosmetic dreams could be turned into reality to benefit people in the future...”



COLIPA GENERAL ASSEMBLY 2010



Colipa's General Assembly 2010 focused on "Enhancing Consumer Benefits". Over a hundred participants gathered in Vienna (Austria) to hear speakers at the Open Session on 10 June.

Presentations to illustrate the theme were given by Elizabeth Azoulay on the concept of beauty throughout the ages, Nica Lewis showing consumer trends and Will Gilroy analysing the world of responsible advertising. An update on the latest progress on Alternatives to Animal Testing was given by Dr Horst Wenck.

Colipa welcomed Fabio Franchina, CEO of Italian cosmetics company Framesi, as President. Fabio Franchina is pictured here with Colipa Director-General, Bertil Heerink.



OTHER EVENTS

Colipa Membership Information Day on “The EU Cosmetics Regulation – Status of Implementation” 23 March 2010

A hundred representatives of Colipa’s company and association members gathered in Brussels to hear the latest news on legislative changes in the cosmetics field. The focus was on how to implement elements of the new EU Cosmetics Regulation, as it changed over from the Cosmetics Directive.

2nd Skin Tolerance Workshop 21-22 June 2010, Brussels

This Colipa workshop brought together a large number of Colipa experts in the field of skin tolerance. It aimed to give participants a clear understanding of Colipa’s research strategy and project portfolio, as well as to enable all those involved to be updated on the progress of the research community. The workshop discussed Colipa’s overarching strategy for a full replacement of animal tests for skin sensitisation.



ICCR IV meeting Toronto 14 July 2010

The fourth annual meeting of the International Collaboration on Cosmetic Regulations (ICCR IV) took place in Toronto. Regulators and industry association representatives from Europe, the United States, Japan and Canada made significant progress on regulatory alignment in the area of nanomaterials, safety assessment, alternative methods and traces.

Good Sustainability Practice in the Cosmetics Industry – Colipa Workshop 16 April 2010

The objective of the workshop was for members of the Strategic Project Team (SPT) on Sustainable Development to explain the contents of the draft Good Sustainability Practice (GSP) document to Colipa members and to obtain feedback. The meeting was part of the GSP membership consultation process, planned by the SPT ahead of bringing the document to Colipa’s Board of Directors.

Participants included members of the SPT Sustainable Development, its Task Force on Life Cycle Assessment / Carbon Footprint, the ad-hoc group on Packaging & Packaging Waste, the ad-hoc group on Sustainability Communication, Active Associations Members, and members of the Core Competency Committees on Internal and External Communication, Legal Affairs, Advocacy and Technical Regulatory Affairs.

The programme covered the environmental, social and economic dimensions of sustainability, as well as the implementation, measurement and reporting of sustainability measures. Presentations were followed by open debates, where participants asked questions, raised issues and made suggestions. The workshop provided an opportunity for Colipa’s membership to exchange views and best practice on the sustainable production and consumption of cosmetics. The GSP framework document is meant as a toolbox, for companies and especially SMEs to be inspired by and to choose those actions and initiatives that are suited to their own capabilities and strategies. The SPT, together with National Associations, will reflect on ways to take the GSP forward and, in particular, on ways to communicate with consumers in order to improve the sustainability of cosmetics in the consumption phase.

COLIPA'S STRUCTURE

BOARD



STRATEGIC PROJECT TEAMS

BOARD



DIRECTOR-GENERAL



CORE COMPETENCIES COMMITTEES AND EXPERT TEAMS

MEMBERS

ACTIVE CORPORATE MEMBERS (ACM)

Beiersdorf
Chanel SAS
Colgate-Palmolive
Coty
Elizabeth Arden
Estée Lauder Companies

GlaxoSmithKline
Henkel
Johnson & Johnson
Kanebo (Kao Group)
L'Oréal
LVMH

Pierre-Fabre Dermo-Cosmétique
Procter & Gamble
Shiseido
Unilever

SUPPORTING CORPORATE MEMBERS (SCM)

Avon Cosmetics

Revlon

ACTIVE ASSOCIATION MEMBERS (AAM)

Austria: FCIO – Fachverband der Chemischen Industrie Österreichs

Belgium & Luxembourg: DETIC – Association Belgo-Luxembourgeoise des producteurs et des distributeurs de savons, cosmétiques, détergents, produits d'entretien, d'hygiène et de toilette, colles, produits et matériel connexes

Bulgaria: BNAEOPC – Bulgarian National Association Essential Oils, Perfumery and Cosmetics

Czech Republic: CSZV – Czech Association for Branded Products

Denmark: SPT – Brancheforeningen for Sæbe, Parfume og Teknisk/Kemiske artikler

Estonia: EKTL – Eesti Keemiatööstuse Liit

Finland: TY – Teknokemian Yhdistys

Teknokemiska Föreningen

France: FEBEA – Fédération des

Entreprises de la Beauté

Germany: IKW – Industrieverband

Körperpflege- und Waschmittel

Greece: P.S.V.A.K. – The Hellenic Cosmetic, Toiletry and Perfumery Association

Hungary: KOZMOS – Association of Hungarian Cosmetics, Detergents and Cleanser Industries

Ireland: ICDA – Irish Cosmetic, Detergents & Allied Products Association

Italy: UNIPRO – Associazione Italiana delle imprese Cosmetiche

Latvia: LAKIFA – Association of Latvian Chemical and Pharmaceutical Industry

Lithuania: LIKOCHEMA – Lithuanian Cosmetics and Household Chemicals

Producers Association

Luxembourg & Belgium: DETIC – Association Belgo-Luxembourgeoise des producteurs et des distributeurs de savons, cosmétiques, détergents, produits d'entretien, d'hygiène et de toilette, colles, produits et matériel connexes

The Netherlands: NCV –

Nederlandse Cosmetica Vereniging

Norway: KLF –

Kosmetikkleverandorenes Forening

Portugal: AIC – Associação dos Industriais de Cosmética, Perfumaria e Higiene Corporal

Romania: RUCODEM – Romanian Union of Cosmetics & Detergent Manufacturers

Slovakia: SZZV – Slovak Association for Branded Products

Slovenia: KPC – Association of Cosmetics and Detergents Producers of Slovenia (part of the Association of Chemical Industries)

Spain: STANPA – Asociación Nacional de Perfumeria y Cosmética

Sweden: KTF – Kemisk-Tekniska

Leverantörförbundet

Switzerland: SKW – Schweizerischer

Kosmetik- und Waschmittelverband

United Kingdom: CTPA – Cosmetic,

Toiletry & Perfumery Association

CORRESPONDENT MEMBERS (CM)

Alberto-Culver Company

CTFA – The Cosmetic, Toiletry

and Fragrance Association

of South Africa

EDANA – The international Association

Serving the Nonwovens and Related

Industries

PACHCPP – Polish Association of Cosmetics

and Homecare Products Producers

PUCI – The Polish Union of Cosmetics

Industry

SUPPORTING ASSOCIATION MEMBERS (SAM)

Russia: APCoHM – Association of

Perfumery, Cosmetics and Household

Chemistry Manufacturers

Russia: PCAR – Perfumery

and Cosmetics Association of Russia

Serbia: KOZMODET – Association of

Detergents and Cosmetics Producers

and Importers of Serbia

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Vice-Chair

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Mr Loïc Armand – L'Oréal

Ms Geneviève Berger – Unilever

Mr Maurizio Crippa – UNIPRO

Ms Sophie Crousse – GlaxoSmithKline

Mr Andrea D'Avack – Chanel SAS

Dr Marival Diez – STANPA

Mr Chris Flower – CTPA

Dr Thomas Förster – Henkel

Mr Alain Grangé-Cabane – FEBEA

Mr Robert Jongstra – Procter & Gamble

Mr Hiroshi Kutsuna – Shiseido

Ms Isabelle Martin – Estée Lauder

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Dermo-Cosmétique

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Dermo Cosmétique

Mr Takeshi Sakamaki – Kanebo Cosmetics

Mr Scott Sherwood – Colgate-Palmolive

Dr Heinz Theis – Kao Corporation

Dr Hans Jürgen Weissgraeber – Coty

Dr Andrew Wilson – GlaxoSmithKline

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Mr Alain Grangé-Cabane – FEBEA

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Ms Ana-Maria Couras – AIC

Mr Maurizio Crippa – UNIPRO

Ms Raina Dureja – LAKIFA

Dr Anne Dux – FEBEA

Mr Chris Flower – CTPA

Ms Helena Gombac Rozanec – KPC

Dr Christian Gründling – FCIO

Mr Peter Jansson – KTF

Ms Inara Joniskiene – LIKOCHEMA

Ms Sari Karjomaa – TY

Mr Jan Levora – CSZV

Dr Christina Mattsson – KTF

Mr Hallar Meybaum – EKTL

Mr Istvan Muranyi – KOZMOS

Ms Siobhan Murphy – ICDA

Mr Wouter Pfeifer – NCV

Mr Dusan Plesko – SZZV

Ms Mihaela Răbu – RUCODEM

Ms Dimitra Sakellariou – P.S.V.A.K.

Ms Ingrid Standal – KLF

Dr Bernd Stroemer – IKW

Ms Nikolina Uzunova – BNAEOPC

Ms Françoise Van Tiggelen – DETIC

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Mr Fabio Franchina – UNIPRO

Mr Bertil Heerink – Colipa

Dr Marival Diez – STANPA

Dr Gerd Ries – Johnson & Johnson

Mr Loïc Armand – L'Oréal

Dr Odile De Silva – L'Oréal

Mr David Duncan – Unilever

Dr John Humphreys – Procter & Gamble

Ms Isabelle Martin – Estée Lauder

Companies

Dr Horst Wenck – Beiersdorf

SUPPORTING CORPORATE MEMBERS (SCM)

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Mr Mark Tarantino-Hind – Revlon

CORRESPONDENT MEMBERS (CM)

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Ms Blanka Chmurzynska Brown – PUCI

Ms Jillaine Dellis – Alberto Culver Co.

Ms Jill Gardiner – CTFA

Ms Monika Zarzycka – PACHCP

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Ms Jelena Pejcinovic – Kozmodet

Ms Alexandra Skorobogatova – PCAR

Dr Galina Ulantseva – APCoHM

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SPT EU COSMETIC REGULATION RECAST

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Dr Odile De Silva – L'Oréal

Vice-Chair

Dr Chris Flower – CTPA

Members

Mr James Barnes – Unilever

Mr Vincent Belin – L'Oréal

Ms Tiphaine Daubert Macia – Chanel SAS

Mr Jean-Alain De Smedt – DETIC

Dr Jean-Paul Dechesne – Colgate-Palmolive

Dr Stefano Dorato – UNIPRO

Dr Anne Dux – FEBEA

Ms Michèle Elbaz – Shiseido

Ms Carmen Esteban – STANPA

Dr Peter Freunsch – Unilever

Ms Melinda Friend – Colgate-Palmolive

Mr Volker Holle – Beiersdorf

Ms Birgit Huber – IKW

Dr Magali Jousselin – Johnson & Johnson

Dr Marie Kennedy – Elizabeth Arden

Ms Anne Laissus-Leclerc – LVMH

Ms Isabelle Martin – Estée Lauder

Companies

Dr Véronique Scailteur – Procter & Gamble

Ms Estelle Vallette – Colgate-Palmolive

Mr David Van Passel – Johnson & Johnson

Dr Ronald Van Welie – NCV

Dr Andrew Wilson – GlaxoSmithKline

Mr Graham Wilson – Procter & Gamble

SPT ALTERNATIVES TO ANIMAL TESTING

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Dr Horst Wenck – Beiersdorf

Vice-Chairs

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Mr Charles-François Gaudefroy – Unilever

Dr Harald Schlatter – Procter & Gamble

Members

Mr Daisuke Araki – Kanebo Cosmetics

Dr Françoise Audebert – FEBEA

Ms Sandrine Bessou-Touya – Pierre Fabre

Dr Pascal Courtellemont – LVMH

Mr Frédéric Dexmier – L'Oréal

Ms Anne Dufermont – L'Oréal

Dr Rolf Fautz – Kao Group

Dr Peter Florenz – Henkel

Ms Melinda Friend – Colgate-Palmolive

Dr Pheona Radcliffe – Colgate-Palmolive

Dr Rob Roggeband – Procter & Gamble

Dr Joanna Rowland – GlaxoSmithKline

Dr Véronique Scailteur – Procter & Gamble

Dr Werner Schuh – Henkel

Mr Hynek Sery – Procter & Gamble

Dr Takahiko Suwa – Shiseido

Ms Magalie Tailhardat – LVMH

Mr Yves Valty – Chanel SAS

Mr David Van Passel – Johnson & Johnson

Ms Susan Wemyss – Estée Lauder Companies

Dr Petra Winkler – Johnson & Johnson

SPT ALTERNATIVES TO ANIMAL TESTING CORE GROUP 2011

Chairs

Mr Bertil Heerink – Colipa

Dr Horst Wenck – Beiersdorf

Members

Dr Odile De Silva – L'Oréal

Dr Peter Florenz – Henkel

Dr Chris Flower – CTPA

Mr Charles-François Gaudefroy – Unilever

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*Mentor on behalf of the Board of Directors

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Dr Petra Kern – Procter & Gamble
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Director-General

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GENERAL MANAGEMENT



Bertil Heerink,
Director-General

RESOURCES & SERVICES



Daniel Leus
Financial Manager
Monitoring and follow-up of
the Association's accounting
Financial matters



Samia Essouayah
HR & Services Manager
Human Resources
Support to DG related to Human
Resources



Flore Kalonji
Assistant
General Administrative support to DG
Support to meetings of Colipa
advisory bodies
Support to DG related to Board of
Directors, Management Committee
and Statutory General Assembly



Delphine Gilles
Office Assistant

RESEARCH PROJECT MANAGEMENT



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Director
SPT AAT
SPT AAT Core Group
Steering Committee of the
Consortium of Alternatives to
Sys Tox
CCC Scientific
ET Inhalation
All related TFs



Monique Marrec-Fairley
Project Manager
Alternatives to
Animal Testing
All related TFs



Anne-Marie Lekeux
Project Assistant AAT

LEGAL AFFAIRS



Erwan Berthelot
Director
Chair of CCC Legal
SPT Selective Distribution
Channels

Tessa Cerisier
Manager

*Assistant
to be appointed*

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Director
Chair of CCC Technical
and Regulatory
CCC Science
International Collaboration on
Cosmetic Regulation (ICCR)
All related TFs



Manuela Coroama
Senior Manager
SPT Sustainable Development
Recast implementation issues
Other regulations (REACH,
VOCs, biocides, etc.)
Consumer habits & practices
All related TFs



Florian Schellauf
Issue Manager
ET Hair Preparations
ET Nanotechnologies
ET Perfumes
ET Oral Care
All related TFs



Evelyn Coelis
Issue Manager
ET Ingredients Defense
ET Traces
ET Microbiological Protection
of Products
ET Natural/Organic Products
ET Sun Care Products
All related TFs



Orla Fenlon
Assistant



Alice Salmon
Intern

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Chair of CCC Advocacy
SPT SRA



Marie Blanchard
Manager
Support CCC Advocacy
Support SPT SRA

*Assistant
to be appointed*

COMMUNICATIONS



Emma Tuddenham
Director
Chair of CCC Internal & External
Communications
Key Account Manager
Membership Contacts
All related TFs



Betina Simonsen
IT Project Manager
IT support for extranet
and website
IT projects



Corentin Bondroit
IT technical support



Catherine Van Vaerenbergh
Assistant Communications

NEW FROM COLIPA



Colipa Activity Report 2010

The yearly activity report highlights the work of Colipa and its member companies and associations. It is available in hard copy or online via Colipa's website: www.colipa.eu



Extranet Tutorial

This CD is available to Colipa's members to help guide users around the members-only website or "Extranet".



Science, Beauty and Care: Innovation in Cosmetics

This booklet illustrates the importance of innovation in the cosmetics industry. It comes from the interactive exhibition which took place in the European Parliament in December 2010.



Colipa Introductory Leaflet

Available online and in hard copy, this leaflet provides an overview of Colipa's work and its membership.



News on Alternatives

A useful newsletter giving the latest information on the development of alternative approaches to animal testing.

COLIPA'S PUBLICATIONS

Annual Report

- Colipa Activity Report **2009**

Alternatives to Animal Testing

- Working together to replace Animal Testing, **2009**
- Cosmetics and Animal Testing: the Facts
- Serious about Cosmetics – Serious about Alternative Methods. Updated Version, May **2007**

Recommendations

- Colipa Recommendations – PDF versions available on www.colipa.eu (publication section)

Statistics

- Colipa Statistics **2004-2005-2006-2007-2008**

European Union Cosmetics Directive

- The European Union Cosmetics Directive Consolidated Version, **2004**
- The European Union Cosmetics Directive Explanatory Brochure, **2004**

Guidelines and Methods

- Technical Guidance document on Minimizing and Determining Nitrosamines in Cosmetics, **2009**
- Guidelines for the Evaluation of the Efficacy of Cosmetic Products, Revised version May **2008**
- Method for the *In Vitro* Determination of UVA Protection

Publications can be ordered or downloaded from Colipa's website: www.colipa.eu

COLIPA IS THE EUROPEAN TRADE ASSOCIATION
REPRESENTING THE INTERESTS OF THE COSMETICS,
TOILETRY AND PERFUMERY INDUSTRY.

Colipa – The European Cosmetics Association

Avenue Herrmann-Debroux 15a, 1160 Brussels
T. +32 2 227 66 10, F. +32 2 227 66 27
colipa@colipa.be, www.colipa.eu



Our Vision

The cosmetics, perfumery and personal care industry and products contribute significantly to individual and social well-being in everyday life.

Our Mission

Colipa's mission is to support the development of an innovative, sustainable, competitive and respected cosmetics industry in Europe, which best serves consumers.

Our Goals

As the single, recognised voice of European cosmetics, perfumery and personal care, COLIPA must:

Earn public trust

by fostering transparent and reliable relationships with public authorities and stakeholders. This enables it to communicate most effectively the social and economic relevance of the cosmetics industry in terms of satisfying consumer needs.

Achieve effective public policy

by actively shaping workable and fair policy frameworks regulating the industry. To this end, proactive and effective networking and communication are of the essence. Opportunities for achieving alignment on an international scale should be created and optimised.

Enhance member value

by addressing their needs in an efficient and transparent way through timely information and decision making processes. Focus on the issues and activities important to members. Make best use of members' expertise and dedication in order to optimise efficiency and one-voice positions.

COSMETICS EUROPE IS THE EUROPEAN TRADE
ASSOCIATION REPRESENTING THE INTEREST OF THE
COSMETICS, TOILETRY AND PERFUMERY INDUSTRY

COSMETICS EUROPE – THE PERSONAL CARE ASSOCIATION
AVENUE HERRMANN-DEBROUX 40, 1160 BRUSSELS
T. +32 2 227 66 10, F. +32 2 227 66 27
WWW.COSMETICSEUROPE.EU