



Cosmetics Europe
the personal care association

Annual Report 2024

We personally care



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Foreword

Europe's cosmetics and personal care industry is global in its outlook, export orientated, a provider of high-quality employment, dynamic and innovative, EU regulated (by both sector-specific and broader regulations such as REACH), and with a huge constituency of SMEs.

In other words, the type of industry which is key to our future European prosperity. At the same time, it is an industry vulnerable to instability and uncertainty of the kind we see emerging internationally in 2025, and also to regulatory missteps at home in the EU. We encapsulate the EU's dilemmas.

A key theme of the new European Commission is 'simplification'- the process of removing unnecessary and costly 'red tape' imposed by EU regulation. This is welcome of course, but in some respects the problems run deeper. For example, our industry has been challenged in recent years by the possibility of bans on ingredients which, according to scientifically rigorous and conservative assessment of their exposure to consumers, are safe in cosmetics. We have also seen the targeting of our industry in the Urban Wastewater Directive, policy making which is not based on facts.

As I write in early 2025, the EU is rightly pointed to as a rational and stable operator in our turbulent world. One source of that undoubted strength is the international benchmark provided by EU regulation, no more so than in our sector. It is a source of EU soft power. But among the negative effects of heavy-handed regulations is that the EU risks losing a degree of world leadership in that domain.

More than this, the process of simplifying regulation itself, and the accompanying measures aimed at enhancing European competitiveness, are an acknowledgement that Europe's future prosperity is not only about the welfare of its citizens but also Europe's role and influence in the world.

As you can see in our Annual Report 2024, Cosmetics Europe worked relentlessly – in advocacy, communications, regulation, in science, on the international scene and much more, with a guiding philosophy of facts, science and proportionality. A philosophy that is in the interests of our industry, no doubt, but increasingly in Europe's interest too.



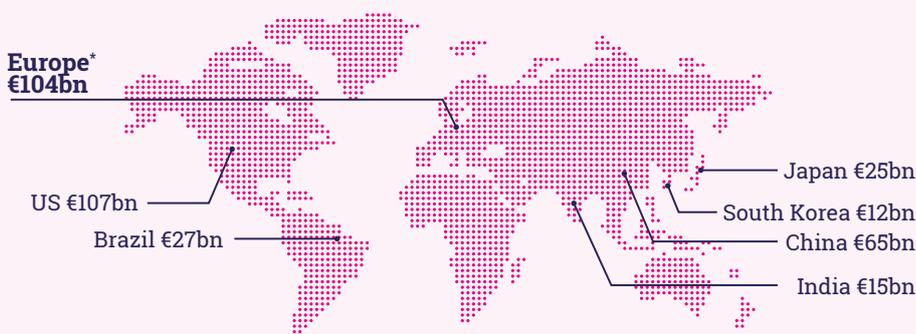
John Chave

Director General, Cosmetics Europe

The European Cosmetics Industry in 2024: Key Figures

EUROPE IS A FLAGSHIP MARKET FOR COSMETICS AND PERSONAL CARE PRODUCTS

Retail sales valued at €104 billion in 2024



*EU-27, Norway, Switzerland & UK

> €52.3bn
trade in cosmetic products within Europe in 2024

> €29.4bn
total export of cosmetic products from Europe in 2024

Skin Care & Toiletries: largest share of the European market (2024)

€30.1bn

Skin Care

€24.7bn

Toiletries

€18.1bn

Hair Care

€17.1bn

Fragrances & Perfumes

€13.9bn

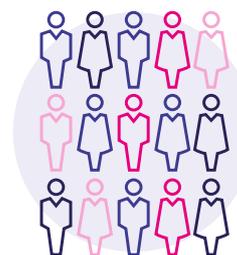
Decorative Cosmetics

SMES & BIG COMPANIES ARE KEY DRIVERS OF INNOVATION & ECONOMIC GROWTH IN THE INDUSTRY

MORE THAN 9,600 SMES
THE NUMBER IS GROWING

The industry supports millions of European jobs up & down the value chain

Over
3.5
MILLION
JOBS
across Europe



265,742
people employed directly
2,714,986
people employed indirectly
596,000
people employed through induced effects

Highlights of the Year



Cosmetics Europe Manifesto for the European Elections 2024

Our high-level priorities for the next policy makers of the European Union



COSMILE Europe extended by 5 more languages

The COSMILE Europe app is now also available in Bulgarian, Finnish, Greek, Italian and Lithuanian



Cosmetics Europe joined the European Elections 2024 campaign of the European Parliament as a communication partner



Communication Partner for the European Elections 2024



Highlights of the Year



A Must Attend – Cosmetics Europe Annual Conference 2024



Visions & Reflections

Cosmetics Europe Annual Conference 2024

19-20 June, Brussels, Belgium

CEAC 2024 in a nutshell:



More than 400 participants



3 plenary, 1 lunch & 11 parallel sessions



48 speakers



9 sponsors
8 media & event partners



Nicolas Hieronimus, Chief Executive Officer, L'Oréal



Alexandra (Alex) Keith, Chief Executive Officer, Beauty, P&G



William Lauder, Executive Chairman, The Estée Lauder Companies



Elżbieta Lukacijewska, Member of the European Parliament



Dr. Sharon McGuinness, Executive Director, The European Chemicals Agency, ECHA



Marco Mensink, Director-General, European Chemical Industry Council, CEFIC



Thibaut Mongon, Chief Executive Officer, Kenvue



Jiangying Yan, Chair, the China Association of Fragrance Flavour and Cosmetic Industries, CAFFCI



Commit for Our Planet (CfOP) Initiative awarded with the Sustainability Leadership Award 2024

The award recognises the work on Commit for Our Planet, a cosmetic industry-wide initiative to reduce greenhouse gas emissions, improve packaging solutions and act for nature.



A game changer in sun protection

Cosmetics Europe Double Plate Method approved for measuring sun protection factor SPF by the International Organization for Standardization (ISO)



Highlights of the Year



First public report on progress of Commit for Our Planet (CfOP)

As part of its commitment to be transparent on the progress of CfOP, Cosmetics Europe published the first report on the progress of companies having joined the initiative, showcasing collective achievements, learnings and next steps. The report sets a baseline for companies' engagement with and progress towards the sustainability commitments within the initiative. The initiative unites 38 Partners and 15 Supporting Partners.



Cosmetics Europe's message gets heard



35+
presentations given at EU and international events and meetings



Digital activities:

22,000 followers in December 2023 to over 27,000 followers in December 2024 (23 % increase)



22k > 27k



EU Engagement

Over the year, Cosmetics Europe engaged directly with hundreds of Brussels stakeholders to provide expertise, insights and advice, including institutional stakeholders such as MEPs, European Commission officials, Member State representatives and non-institutional stakeholders such as other trade associations and NGOs.



100+
meetings in person on
different policy files



150+
people met bilaterally



350+
stakeholders contacted on
policy files and other topics

*not including networking events

Cooperation with other industry associations

Cooperation with other industry associations is key for Cosmetics Europe as it helps amplify the industry's voice at the EU level.

In 2024, Cosmetics Europe:

- **Co-organized** European Trade Associations' 'Back to Business' Garden Reception
- **Published** joint statements on key topics: UWWTD, PPWR, GCD and other
- **Participated** in the Digital Consumer Information Alliance (DCIA)
- **Participated** in the Open Trade Coalition working to ensure ambitious and open trade policy that supports the EU's competitiveness and economic prosperity
- **Participated** in the Trade Associations Coordination Group (TACG)
- **Aligned** with pharma associations on the 9 key principles for UWWTD implementation
- **Published** with EFfCI first Guidance on Microplastics Restriction from any sector

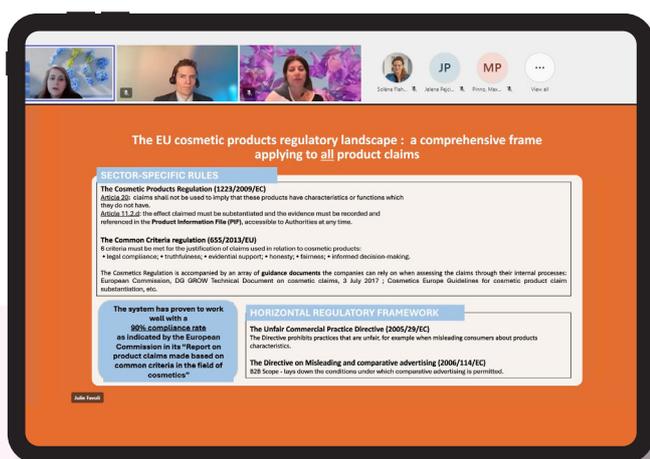
- **Participated** in the Downstream Users of Chemicals Co-ordination Group (DUCC)
- **Participated** in the European Association In-House Counsels Group



Our Experts Webinars

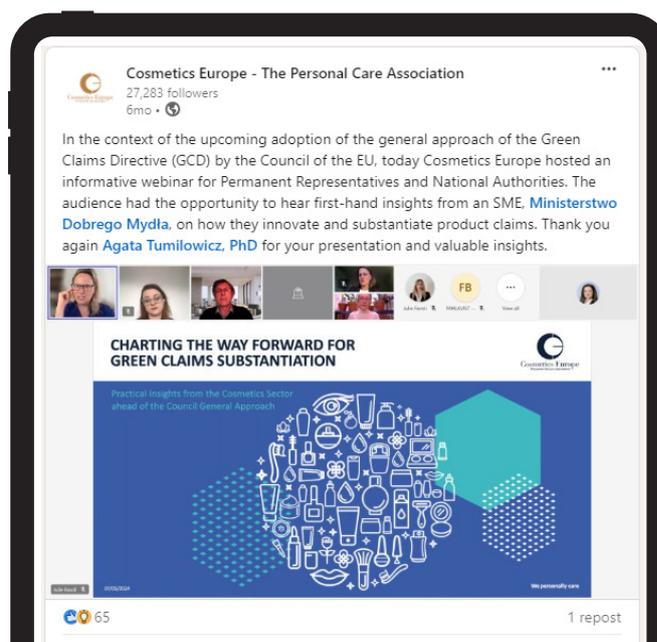
Throughout the year, Cosmetics Europe conducted a series of informative webinars with industry experts to share insights and discuss industry challenges with EU stakeholders.

- **How cosmetics products claims are currently regulated and substantiated:** Emmanuelle Devaux, Global Head Regulatory Affairs & Claim substantiation, L'Oréal
- **Practical insights on claims substantiation from an SME in Poland:** Agata Tumilowicz- Mazur, PhD, Ministerstwo, natural, organic and less-waste cosmetics, Natural cosmetics store
- **How can safety regulations and the principle of responsibility of the producer influence the GCD?:** Adeline Cruz, Director for legal & sustainability EMEA, Estée Lauder Companies
- **Practical insights on an industry aggregated scoring - the EcoBeautyScore Consortium:** Laurent Gilbert, Sustainable Innovation Director, L'Oréal
- **Practical insights on substances of concerns:** Solène Flahault, Director of Public Affairs at Cosmetics Europe
- **Biodiversity on the corporate agenda/regulatory landscape and the outcomes of COP16:** Maria Julia Oliva, Director of Policy and Sector Transformation, UEPT



Cosmetics Europe also organised internal trainings for its members, including one on using AI in Communications with Prof Ana Adi, Quadriga University Berlin

AI



Cosmetic Products Regulation (CPR) Revision

The proposal for a targeted revision of the Cosmetic Product Regulation (CPR) was halted towards the end of the European Commission mandate in 2024.

The European Commission took this decision with the intention to fully evaluate the functioning of the whole regulation in 2025. Cosmetics Europe was an important stakeholder throughout the whole targeted revision process and remains committed to contributing to the evaluation of the CPR in 2025.



Chemical Safety

Classification, Labelling, and Packaging Regulation (CLP)

The Classification, Labelling, and Packaging (CLP) Regulation was adopted in 2024. Cosmetics Europe actively engaged with policy makers throughout the entire legislative process focusing its advocacy efforts on ensuring robust and scientific criteria for the grouping of substances for harmonized classification and labelling (CLH) purposes. In close cooperation with International Fragrance Association (IFRA), Cosmetics Europe also advocated to ensure Natural Complex Substances (MOCS) remained exempt from new mixture classification rules and for the maintenance of the exemption of safety labelling for hazardous substances in cosmetic products. The efforts and arguments brought forward by the industry were positively reflected in the final regulation text adopted by policy makers.



Sustainability

Urban Wastewater Treatment Directive (UWWTD)

The proposed recast of the Urban Wastewater Treatment Directive (UWWTD) introduced an Extended Producer Responsibility (EPR) scheme, placing the financial burden of upgrading wastewater treatment plants on the pharmaceutical and cosmetics sectors. The cosmetics sector was identified as the second largest contributor to water pollution, a claim strongly disputed by Cosmetics Europe.

Throughout 2024, during trilogue discussions, Cosmetics Europe engaged intensively with policy makers to advocate for a proportionate and science-based EPR scheme. However, the final text of the UWWTD was adopted in November 2024, still considering the cosmetics sector as the second largest contributor to water pollution.

In May 2025, new data released by the European Commission, following a request for access to information by Cosmetics Europe, has shown that the revised UWWTD manifestly overestimates the contribution of cosmetics to the toxic load in urban wastewater by at least 15 times. When correctly assessed cosmetics account for only 1.54% of the toxic load not 26% as originally suggested by the European Commission. Cosmetics Europe is strongly advocating for a re-assessment of the EPR scheme based on accurate data and a fair application of the polluter pays principle.



Packaging and Packaging Waste Regulation (PPWR)

In 2024, the institutional trilogue meetings on Packaging and Packaging Waste Regulation (PPWR) took place and the regulation was adopted in December 2024. During this critical period, Cosmetics Europe collaborated with various industry associations, including EUROPEN, AIM, Spirits Europe, FEDE, ECCIA, and CEEV, to amplify its advocacy efforts. Cosmetics Europe advocated for the inclusion of digital labelling for small packaging and the preservation of packaging shape under the minimisation rules. Since the adoption of the regulation, Cosmetics Europe has been sharing expertise and insights on the industry with policy makers to inform the development of upcoming PPWR secondary legislation.



Sustainability

Green Claims Directive (GCD)

Cosmetics Europe actively engaged in discussions with the European Parliament and Council as both institutions were respectively preparing their final position and General Approach on the Green Claims Directive (GCD). Cosmetics Europe advocated for the introduction of a simplified procedure for certain types of claims, the use of private aggregated scoring systems to be allowed if they provide added value and the introduction of a review clause and report to assess the need for a potential ban on environmental claims for products containing hazardous substances.

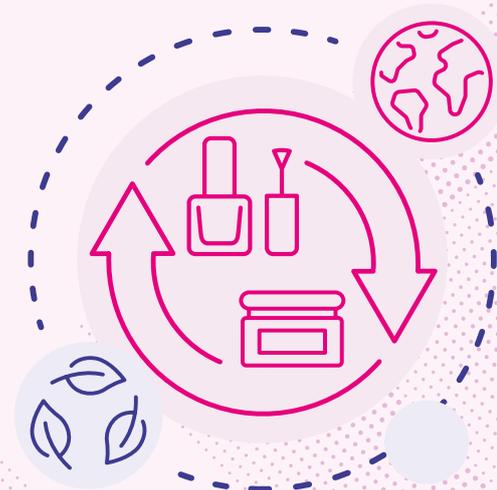


European Green Deal & more

In 2024, the European Commission launched an Impact Assessment to analyse the impact of regulations on the European industry to help inform future policy decisions. Cosmetics Europe substantiated the cumulative impact of recent regulations on the cosmetics industry in its contribution to the European Commission's Impact Assessment.

Ecodesign for Sustainable Products Regulation (ESPR)

Throughout the whole legislative process of the Ecodesign for Sustainable Products Regulation (ESPR), Cosmetics Europe focused its advocacy efforts on addressing the destruction of unsold consumer goods. Following the adoption of the ESPR in July 2024, Cosmetics Europe engaged in discussions on the development of secondary legislation with policy makers to ensure an effective implementation of the regulation.



International Cooperation

International cooperation is key to help avoid regulatory divergence and the resulting impediments to trade. For Cosmetics Europe, it is important to foster compatibility among regulatory frameworks while recognising the unique context and needs of each region. Throughout 2024, Cosmetics Europe engaged with wide range of international stakeholders across many different countries on a range of different topics.

Ukraine

Facilitated alignment of draft cosmetics legislation with the EU Cosmetic Products Regulation

Israel

Ensured no license updates /notification requirements for labelling updates

Brazil

Facilitated Brazil's alignment of its cosmetovigilance approach with Europe

Sub-Saharan Africa

Facilitated a breakthrough in discussions with Kenya to move from drug-type legislation to a more cosmetic-specific regulatory approach

China

Secured NIFDC's acceptance of important NGRA methodologies in the run-up to mandatory product safety assessments

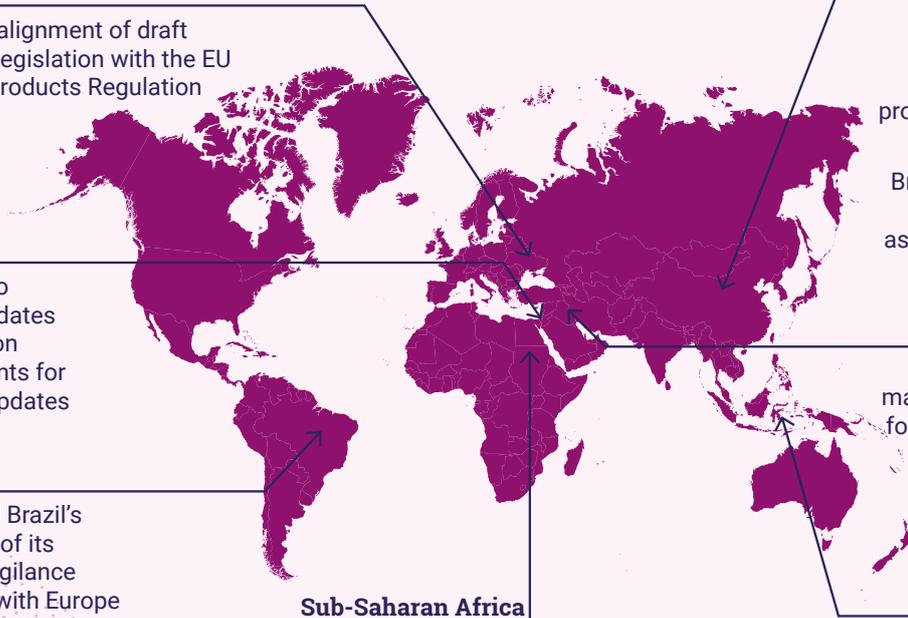
Secured NIFDC and Brussels VUB collaboration in the area of safety assessment methodologies

Iraq

Ongoing **engagement** to maintain INCI nomenclature for ingredient labelling after joint action by CE and DG Trade

Indonesia

Collaborated with the World Halal Council and **identified** solutions to ensure continued trade with Indonesia in the absence/delay of accreditation of EU Halal certification bodies



International Cooperation

A key international challenge in 2024: allergens labelling

Cosmetics Europe organised unprecedented outreach to international industry partners and authorities to prevent misunderstanding and negative regulatory consequences due to EU allergy labelling.



CE workshop with the Saudi SFDA on Allergens in May 2024



Throughout 2024, Cosmetics Europe continued to engage actively in key international fora including:

- International Organisation for Standardisation (ISO) for the standardisation of innovative analytical and measurement methods.
- The International Cooperation on Cosmetics Regulation (ICCR) to agree on international principles with global regulators on not-yet regulated areas.
- The IAC sister association network to develop joint positions on European or global regulatory developments.

Participation in the ICCR-18 (International Cooperation on Cosmetics Regulation) Annual Meeting



Taiwan
July 2024

Participation in IAC (International Association Collaboration) Plenary meetings



PCPC Conference
Miami
February 2024

Ingredients Defence

With over 25 experts working groups and consortia, Cosmetics Europe:

- **Contributed** to numerous public consultations on the safety of cosmetic ingredients and engaged with safety assessment agencies at EU as well as Member State level (e.g. Titanium dioxide, Octocrylene, Aluminium,...)
- **Supported** the harmonisation of the definition for nanomaterials between sectors and started preparatory work for a project of unprecedented proportions to ensure a smooth transition to a revised nanodefinition in the cosmetic sector
- **Managed** and coordinated industry contributions within ten formal review processes in 2024 at EU level



Research and Science

We are a proactive stakeholder in the area of alternatives to animal testing. In 2024, Cosmetics Europe:

- **Submitted** the 1st regulatory Next Generation Risk Assessment dossier
- **Presented** at the 2nd workshop on Commission Roadmap towards phasing out animal testing for chemical safety assessments
- **Participated** in ONTOX Hackathon as issue owner for the topic "To predict or protect?"
- A Cosmetics Europe poster on key achievements in advancing Non-Animal Methods (NAMs) for regulatory safety assessments **showcased** at Helsinki Chemical Forum by EPAA
- In collaboration with ICCS **organized** a hybrid workshop on External Exposure to discuss the needs and gaps associated with external exposure assessments, and to develop and prioritize project proposals aligned with the ICCS strategic roadmap
- **Presented** a poster on advancements in application of New Approach Methodologies (NAMs) to systemic toxicity assessment of cosmetic ingredients at EUROTOX2024
- **Co-chaired** a session on "What's new for addressing safety: a multi stakeholders' perspective" at EUROTOX2024
- **Presented** at CHANGE Workshop in Oslo on "To predict or protect?"
- **Contributed** to a new online course on New Approach Methods for cosmetic safety developed by IKW and IIVS by presenting on "Cosmetic safety assessment: EU Perspective"



Our Team

We take pride in our team.
We personally care

GENERAL MANAGEMENT



John Chave
Director-General



Emma Trogen
Deputy Director-General
& Head of Legal
Department



Hind Benhanem
Human Resources Manager

PUBLIC AFFAIRS



Solène Flahault
Director



Carmela Ciarliero
Public Affairs Manager



Enrico Iacovizzi
Public Affairs Manager



Julie Favoli
Junior Public
Affairs Manager

COMMUNICATIONS



Malgorzata Miazek
Director



Gabriela Lopez Lopez
Communications
Manager

TECHNICAL REGULATORY & INTERNATIONAL AFFAIRS



Gerald Renner
Director



Manuela Coroama
Senior Manager



Maxime Jacques
Senior International
Relations Manager



Yu-Lun Huang
Technical Regulatory
& International Affairs
Manager



Cornélia Garaudel
Junior Regulatory
Affairs Manager



Our Team

INGREDIENTS DEFENCE



Florian Schellau
Director



Estefania Cardamone
Senior Issue Manager



Pamina Suzuki
Senior Issue Manager



Marina Koukoulanaki
Project Manager



Ina Themeli
Project Manager



Torben König
Scientific Manager

SCIENCE AND SUSTAINABILITY



Emma Trogen
Deputy Director-
General & Head of
Legal Department



Arianna Giusti
Senior Scientific
Manager



Sarah Khirani
Sustainability Manager



Irene Manou
Scientific Director EPAA

LEGAL AFFAIRS



Emma Trogen
Deputy Director General &
Head of Legal Department



Emilie Rinchard
Senior Legal Manager



Hind Benrhanem
Human Resources Manager

RESOURCES & SERVICES



Xavier Wouters
Accounting Manager



Delphine Gilles
Office Manager & Events
Supervisor



Betina Simonsen
Senior IT Project
Manager



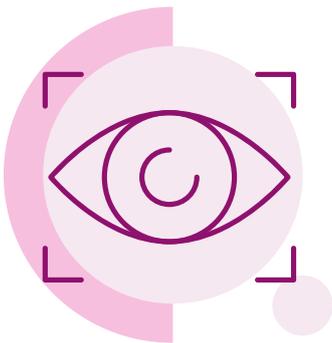
Marianna Zammuto
Administrative Assistant



Our Members

For more than 60 years, Cosmetics Europe has been an established European trade association for the cosmetics and personal care industry. Our members include cosmetics and personal care manufacturers as well as associations representing our industry at national level across Europe.

Our experts are a trusted partner to policy makers on regulatory and scientific matters. We are committed to working collaboratively with all stakeholders to shape a successful future for our members.



Our Vision

A flourishing European cosmetics and personal care industry.



Our Mission

To shape a European operating environment that is conducive to long-term growth of the industry and a sustainable future.



Cosmetics Europe
the personal care association

ACTIVE CORPORATE MEMBERS (ACM)



Beiersdorf




COLGATE-PALMOLIVE



COTY
SINCE 1904



Edgewell
PERSONAL CARE



ESTÉE
LAUDER
COMPANIES



HALEON



Henkel



ISDIN



Kanebo (Kao Group)



Kenvue



L'ORÉAL



LVMH



NAOS



natura &co



Pierre Fabre
Dermo-Cosmétique



P&G



PUIG



REVLON | Elizabeth Arden
NEW YORK
ONE IN BEAUTY



SHISEIDO



Unilever



WELLA
COMPANY

SUPPORTING CORPORATE MEMBERS (SCM)



Bath & Body Works




SINCE 1930



KOSÉ



ORIFLAME
SWEDEN



reckitt



sisley
PARIS



Walgreens Boots Alliance

Active Association Members (AAM)

1. Austria

Fachverband der Chemischen Industrie Österreichs - FCIO

2. Belgium

Belgian -Luxembourg Association for manufacturers and distributors of cosmetics, detergents, cleaning products, adhesives and sealants, biocides, related products and aerosol technology - DETIC

3. Bulgaria

Bulgarian National Association Essential Oils, Perfumery and Cosmetics - BNAEOPC

4. Croatia

Detergents and Cosmetics Affiliation of the Croatian Chamber of Economy

5. Czech Republic

Czech Association for Branded Products - CSZV

6. Denmark

Kosmetik- og Hygiejnebranchen - K&H

7. Estonia

Estonian Chemical Industry Association - ECIA

8. Finland

Kosmetiikka- ja hygieniateollisuus ry

9. France

Fédération des Entreprises de la Beauté - FEBEA

10. Germany

Industrieverband Körperpflege- und Waschmittel - IKW

11. Greece

The Hellenic Cosmetic Toiletry and Perfumery Association - PSVAK

12. Hungary

Hungarian Cosmetic and Home Care Association - KOZMOS

13. Ireland

Irish Cosmetics & Detergents Association - ICDA

14. Italy

Cosmetica Italia

15. Latvia

The Association of Latvian Chemical and Pharmaceutical Industry - LAKIFA

16. Lithuania

Lithuanian Cosmetics and Household Chemicals Producers Association - LIKOCHEMA

17. Luxembourg

Belgian - Luxembourg Association for manufacturers and distributors of cosmetics, detergents, cleaning products, adhesives and sealants, biocides, related products and aerosol technology - DETIC

18. The Netherlands

Nederlandse Cosmetica Vereniging - NCV

19. Norway

Kosmetikleverandørenes Forening - KLF

20. Poland

Polish Association of Cosmetics and Detergent Industry - PACDI

21. Poland

The Polish Union of Cosmetics Industry – Kosmetyczni.PL

22. Portugal

Associação dos Industriais de Cosmética, Perfumaria e Higiene Corporal - AIC

23. Romania

Romanian Union of Cosmetics and Detergent Manufacturers - RUCODEM

24. Slovakia

Slovak Association for Branded Products - SZZV

25. Slovenia

Association of Cosmetics and Detergents Producers of Slovenia - KPC

26. Spain

Asociacion Nacional de Perfumeria y Cosmética - STANPA

27. Sweden

Kosmetik- och hygienföretagen - KoHF

28. Switzerland

Schweizerischer Kosmetik und Waschmittelverband - SKW

29. United Kingdom

Cosmetic, Toiletry & Perfumery Association - CTPA

Supporting Association Members (SAM)

Serbia: Association of Detergents and Cosmetics Producers and Importers of Serbia - KOZMODET

South Africa: Cosmetic Toiletry and Fragrance Association - CTFA

Turkey: Turkish Cosmetics & Cleaning Products Industry Association - KTSD

Ukraine: Association of Perfumery and Cosmetics of Ukraine - APCU

Correspondent Members (CM)

dsm-firmenich

EDANA

Givaudan

Intercos

Manufacturers' Association of Israel

NATRUE

Board of Directors

Board Of Directors (BOD)

Chair:

Ms Isabelle Martin – ESTÉE LAUDER

Members:

Mr Pascal Berthe – L'OREAL

Mr Mario Bramante – WELLA

Mr Salomon Dhavaraj - HIMALAYA WELLNESS

Ms Val Diez – STANPA

Ms Khathleen Edgar – EDGEWELL

Ms Helle Fabiansen – kosmetikoghygiejne K&H

Ms Shimei Fan – COTY

Ms Monica Foyaca - ISDIN

Ms Ana Gaspar – COLGATE-PALMOLIVE

Ms Mariia Govorukha – BEIERSDORF

Mr Emmanuel Guichard – FEBEA

Mr Christophe Hadjur – SHISEIDO

Ms Birgit Huber – IKW

Ms Sari Karjomaa – Kosmetiikka- ja hygienieollisuus ry

Mr Tim Kedwards – ESTÉE LAUDER

Mr Hirofumi Kuwahara – KANEBO - KAO GROUP

Ms Anne Laissus-Leclerc – LVMH

Ms Amanda Long – NATURA & CO

Ms Delphine Masson – NAOS

Dr Emma Meredith – C.T.P.A

Ms Anna Montero – REVLON ELIZABETH ARDEN

Dr Luca Nava – COSMETICA ITALIA

Ms Anna Oborska - PACDI

Mr Alan Palmer – UNILEVER

Mr David Panyella – PUIG

Ms Benedicte Roux – PIERRE FABRE

Dr Arndt Scheidgen – HENKEL

Mr Adam Sisson – HALEON

Ms Kate Stockman – KENVUE

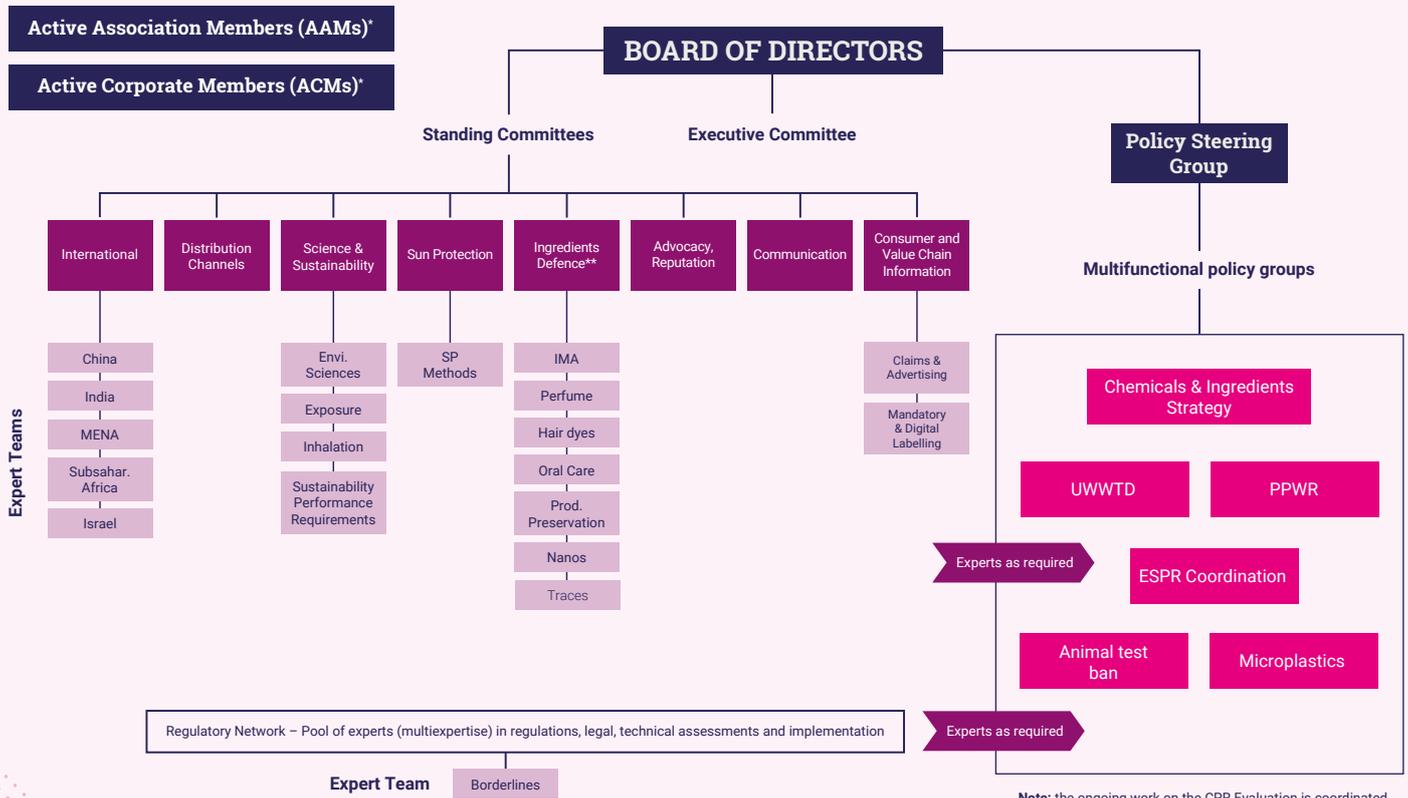
Ms Esperanza Troyano – PROCTER & GAMBLE

Ms Francoise Van Tiggelen – DETIC

Ms Nathalie Volpe – CHANEL



Our Organisational Structure



Note: the ongoing work on the CPR Evaluation is coordinated through regular meetings by the Chairs & Vice-Chairs of the relevant CE Working Groups.

*Discussion fora for association and corporate members
 **SC Ingredients Defence also oversees individual ingredient TFs and Consortia