



STATEMENT

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**European Cosmetics Industry co-funds unique research initiative launched by the European Union's Health Programme under the 7th Framework Programme (FP7):
"Towards innovative, non-animal safety testing methods of chemicals and ingredients of cosmetic products".**

Brussels, 01.03.11 – Nearly 100 scientists from over 70 European organisations have come together in Cascais (Portugal) to kick-off a EUR 50 million research and innovation project in the field of novel human safety testing solutions. This unique collaboration is possible thanks to the European Union's Health Programme and an initiative of the European cosmetics industry.

This FP7 research initiative was launched in July 2009 by the European Commission. The European cosmetics industry offered to match the European Commission's funds to make a total available of EUR 50 million to try to fill current gaps in scientific knowledge and accelerate the development of non-animal test methods. The initiative focuses on the complex area of repeated dose toxicity.

Colipa's Director-General said: "This unique research collaboration represents an important step in our on-going efforts to finding non-animal testing methods for cosmetic product ingredients. Together with the European Commission, we are enabling top scientists to come together from all around the world in order to make progress in this complex area of safety testing."

The research initiative is a first step to addressing the long term strategic target of "Safety Evaluation Ultimately Replacing Animal Testing (SEURAT)". It is called "SEURAT-1", indicating that more steps have to be taken before the final goal will be reached. SEURAT-1 will develop knowledge and technology building blocks required for the development of solutions for the replacement of current repeated dose systemic toxicity testing *in vivo* used for the assessment of human safety.

SEURAT-1 is composed of six research projects* which started on 1 January 2011 and will run for five years. These projects will closely cooperate with a common goal and combine the research efforts of over 70 European universities, public research institutes and companies. The collaboration between these six research projects, the dissemination of results, the cooperation with other international research teams, and the continuous updating on research priorities will be facilitated by the coordination and support action project "COACH". The installation of a Coordinating Action right from the start of the research initiative is unique; with its coordination mechanisms it will provide a maximum of synergy between participants and therefore optimise the output of this cluster of projects.

New cosmetic products launched on the European market need to be assessed for safety to human health. For many years, substantial efforts have been made by public research

programmes and by the cosmetics industry to develop alternative and more efficient solutions to the *in vivo* toxicity tests used for assessing human safety of new products and product ingredients. However, the current state of knowledge still does not allow complete replacement of animal testing, especially as regards the effects of products and ingredients used repeatedly over longer periods (repeated dose effects).

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. Therefore, in addition to the research and technology development work, "SEURAT-1" will also elaborate a longer-term roadmap ensuring that European research efforts can be united and invested efforts optimised in order to achieve deployable solutions as soon as possible.

The kick-off meeting will take place over 3 days from 1 – 3 March in Cascais, Portugal.

*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)

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Editor’s notes:

1. Colipa is the European Trade Association representing the interests of the cosmetic industry. Its membership consists of 25 national associations of the EU Member States and beyond, 19 major international companies and 7 associated members. Colipa represents more than 2000 companies throughout the EU via the active representation of its member national associations. For more information about Colipa please consult our website: www.colipa.eu.

2. For further information, media contacts should speak to Emma Tuddenham, Communications Director (etuddenham@colipa.be).