

**IKW**

# INFORMATIONEN

Industrieverband Körperpflege-  
und Waschmittel e.V.

Mainzer Landstraße 55  
D-60329 Frankfurt am Main

**Veranstaltungen**  
**V 4 / 2009**

**Januar 2009**  
sei

## **in-cosmetics am 21. – 23. April 2009 in München**

- **Cosmetic Science Conference** (22-23 April)  
The CSC will focus on the new technologies in cosmetics formulation with topics such as nanotechnology, new delivery systems and testing methods. Delegates will have the opportunity to listen and interact with an exciting new line-up of internationally renowned scientists and technologists including Dr. Joachim Storsberg, Head of the Research Unit Functional Medical Polymers at the Fraunhofer Institute, Dr. Gerhard Nohynek, Scientific Director of the Global Safety Department at L'Oréal Research or Prof. Zee Upton, Leader of the Tissue Repair & Regeneration Program at Queensland University of Technology.
- **Innovation Seminars:** Presented by exhibitors, the innovation seminars will identify the practical and commercial applications of products and services.
- **Natural & Organic Cosmetic Ingredients Workshop:** in-cosmetics has teamed up with Organic Monitor to provide 2 dedicated workshops targeted at cosmetic manufacturers and ingredients suppliers and designed to provide practical solutions to the common challenges faced by manufacturers when developing natural products.
- **in-focus 3d feature area:** In 2009, the in-focus feature is going 3d and will take visitors beyond the surface of smooth skins and sensorial experiences to explore how architectural approaches to personal care are shaping a new vision of beauty.
- **Innovation Zone:** Created in partnership with Mintel, It will provide a "one-stop" location for visitors to identify the key industry launches. The Zone will not only display the exhibitors' new products, it will also invite visitors to discover a selection of the most innovative beauty products from around the world, specifically selected to illustrate four key global themes (Anti-Ageing / Naturals / Protection / Technology). In addition visitors will have the opportunity to touch and feel the latest designs and technology in clever dispensing, functional packaging and morphing textures. Plus, Mintel analysts will also offer a series of free consultancy sessions
- **Marketing Trends Presentations:** Presented by top industry experts and leading consultants from high-profile market research companies, the free-to-attend Marketing Trends sponsored by Ajinomoto will focus on Natural, Organic and Ethical Cosmetics (21 April), Beauty Claims (22 April) and Future Outlook & Recommendations for the industry (23 April).

**Register for free entry at [www.in-cosmetics.com](http://www.in-cosmetics.com) and receive:**

- FREE, fast-track entry to the exhibition
- UP TO 15% discount on the Scientific Conference
- FREE copy of the in-cosmetics Preview Magazine
- FREE access to an "Online Diary" to book meetings with exhibitors and visitors
- FREE monthly e-newsletters

(Onsite registration will cost €45)

### **Venue**

Halls A1 & A2 - New Munich Trade Fair Centre, Munich, Germany  
For travel & Hotel information, visit [www.in-cosmetics.com/travel](http://www.in-cosmetics.com/travel)

*Anlage: Flyer (nur in Papierform)*

**Verantwortlich: Referat Öffentlichkeitsarbeit**  
**Telefon: 069 2556-1331**  
**Telefax: 069 237631**  
**E-Mail: [SSeidel@ikw.org](mailto:SSeidel@ikw.org)**

Nur zum internen Gebrauch in IKW-Mitgliedsfirmen