

# Organic Monitor

## Natural Cosmetics Masterclass: Ethical Cosmetic Eco-Labels Assessment & Global Opportunities

February 18-19, 2010

Nuremberg (Germany)



## Natural Cosmetics Masterclass:

### Workshop 1: Assessment of Fairtrade & Ethical Cosmetic Eco-Labels

### Workshop 2: Growth Opportunities in the Global Market for Ethical Cosmetics

#### About the Masterclass

With the beauty industry looking at fairtrade and new eco-labels to meet rising ethical consumer demand, Organic Monitor has launched this new Masterclass to unravel these eco-labels and highlight the business opportunities.

The first workshop gives details of emerging fairtrade & ethical eco-labels for cosmetics, focusing on the practical ingredient issues involved in adopting these standards. The second workshop analyses the global market for ethical cosmetics, assessing the growth opportunities. The workshops are designed for cosmetic manufacturers, distributors, formulators, ingredient companies, and other stake-holders.

#### Workshop I: Assessment of Fairtrade & Ethical Cosmetic Eco-Labels

The workshop starts by giving details of the most popular standards for fairtrade beauty products. Leading certification agencies will state how cosmetic products can be labelled and marketed as fairtrade.

The workshop leader will then make a comparative assessment of fairtrade and other ethical beauty standards. A review is undertaken of the ingredient, formulation and technical issues of adopting these standards. Comparisons will also be made with natural & organic standards, such as Cosmos, Soil Association and USDA NOP. Other ethical standards covered in this workshop include Nordic Swan, Eco-Social and Union for IBD Eco-Social. Practical advice will be given to companies looking at the certification route.

#### Workshop II: Growth Opportunities in the Global Market for Ethical Cosmetics

The second workshop highlights the business opportunities in the global market for ethical cosmetics: natural, organic and fairtrade cosmetics. Although global sales are increasing by over US \$1 billion a year, high market growth rates do not always translate into business success. This workshop analyses the global market, highlighting the growth opportunities for existing operators and new entrants.

The workshop begins by defining natural, organic and fairtrade cosmetics. An overview is given of the global market for ethical cosmetics, highlighting the major trends & developments in terms of sales channels, products & ingredient. The final part of the workshop gives future growth projections, emphasising the business openings in this emerging industry.



#### MASTERCLASS PROGRAMME

##### Thursday 18th February

1400 Seminar: Introduction to Fairtrade Beauty Standards

TBA (FLO)  
TBA (Ecocert France)

1430 Workshop I: Assessment of Fairtrade & Ethical Cosmetic Eco-Labels

Judi Beerling, Technical Research Manager (Organic Monitor)

1530 Networking Break

1730 End

##### Friday 19th February

1430 Workshop II: Growth Opportunities in the Global Market for Ethical Cosmetics

Amarjit Sahota, Managing Director (Organic Monitor)

1800 End



**Who Should Attend?**

- ▶ **Cosmetic manufacturers & distributors**
- ▶ **Product developers & formulators**
- ▶ **Raw material and ingredient companies**
- ▶ **Certification & standard agencies**
- ▶ **Investors and other stake-holders**

**10 Reasons to Attend**

1. Learn how to get a beauty product certified fairtrade
2. Compare and contrast the most popular fairtrade and ethical beauty standards
3. Assess the practical implications of adopting such standards
4. Get precise details of certified fairtrade ingredients that can be used in beauty products
5. Learn how to overcome the major formulation & technical issues when developing certified cosmetic products
6. Evaluate the global market for ethical cosmetics
7. Identify the leading regional / country markets
8. Learn about the major market & competitive developments
9. Assess the future growth potential and identify business opportunities in this emerging industry
10. Opportunities to debate and discuss major formulation & business issues with workshop leaders & other delegates

**Organic Monitor**

Organic Monitor is a specialist research & consulting company that focuses on organic & natural product industries.

Organic Monitor ([www.organicmonitor.com](http://www.organicmonitor.com))  
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**Venue: Nürnberg Exhibition Centre (Germany)**

This masterclass takes place alongside Vivaness trade show.

**Registration Form**

Workshop 1: Fairtrade / Ethical Cosmetic Standards EUR 299

Workshop 2: Global Market Growth Opportunities EUR 299

Masterclass (workshops 1,2) EUR 499

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Country: \_\_\_\_\_

Tel No: \_\_\_\_\_

Signature: \_\_\_\_\_

**Credit card payment:** Visa  Mastercard

Card No:

Expiry Date:       3 digit code:

Cardholder Name: \_\_\_\_\_

Workshop fee is non-refundable, however substitutions can be made at any time.

For credit card payment, 2% surcharge applies.



**About Your Workshop Trainers**

**Ms. Judi Beerling** (pictured above) heads the technical research division at Organic Monitor, providing technical research and advice on formulation & technical issues concerning natural and organic cosmetic products.

She is a Chartered Chemist with over 30 years experience in cosmetic formulations and innovations.

**Mr. Amarjit Sahota** is the director of Organic Monitor. He also heads the business research & consulting division, and has been providing business advice and guidance to operators in ethical and high-growth industries for over 15 years.

He regularly conducts seminars & workshops on business opportunities, marketing strategies and competitive growth.



**Please complete, put company stamp and fax to (44) 20 8567 7164**