



Press release

Paris, July 2010

Beyond Beauty Paris 2010

From 12 to 15 September

The future of beauty is now!

Trends decrypted, from Europe to Asia, a unique representation of new brands, all sustainable innovations, the new organic generation, everything for the spa... In the space of four days, Beyond Beauty Paris promulgates the beauty of tomorrow with three exhibitions and more than 50 conferences.



12-15th September



13-15th September



12-15th September

CREATIVE

The BB LAB - to scan the latest currents, the Green Circuit - to identify participants with a "green" approach.

Beyond beauty and the cosmetic brands that nurture it, emerge the **expertise and innovation of its professionals**. The CREATIVE exhibition embodies this progress, redefined each year by new challenges. It is the most important European exhibition for suppliers of the cosmetics industry, a convergence of creation in all its forms. Packaging, private labels, ingredients - the trends are here, presented by **250 international exhibitors**, major market leaders, and centres of competence such as **Cosmetic Valley** and **COSMED**, to respond to the expectations of beauty brands or distributors.

-Two major currents will mark the 2010 edition – "Trends" and "Eco-design"-

100% Trends, The Beyond Beauty Lab 2010 is a concentration of **several inspirational spaces:**

- The LAB forum showcases a series of innovations, exclusively from Asia, structured around five strong trends: Maxi / Mini Sizes, In & Out, Instruments and Power, the Green attitude, "Beauty Support".
- The MINTEL space analyses consumer behaviour in more than 50 countries and construes from it, for the occasion, the major trends on the horizon.
- The AMERICAN SUPPLY space - for a global view of trends in the U.S.
- **NEW! BEYOND BEAUTY MAKE-UP TRENDS**, coordinated by Sandra Massonat, reunites the many innovative ways of speaking about "make-up". More than just a space, a gallery that showcases new techniques and corresponding innovations, the Beyond Beauty Make-Up Trends enriches its content and widens its scope even further with the Beyond Beauty conferences.

100% Trends, a series of conferences on trends, markets, materials and colours, concepts ...

- " Les grands courants de la saison, les impulsions créatives de demain pour orienter ses choix" - with the Peclers style & design bureau
- "Post-crisis Luxury" - with the renowned NELLY RODI agency
- " Cosmétique Hors standard, entrons dans la beauté d'après" - with CARLIN
- " le "Maquillage anti-âge" et "From bio to techno : quelles ouvertures pour le bio ?" - with Pascale Brousse from the agency, TREND SOURCING
- Trends dictated by the evolution of the consumer - with MINTEL
- "What's up in China?" - with Florence Bernardin

The Green Circuit - go green!

An increasingly significant number of suppliers exhibiting at Creative have an approach oriented towards sustainable development. They will be easily identifiable by a green sticker designating their stands. A system that will enable brands (who wish to do so), to find a direct route for meeting eco-responsible partners immediately.

A display at the entrance to the exhibition highlights these specialized exhibitors - laboratories, packaging or ingredient manufacturers.

Beyond Beauty Paris conferences - the CREATIVE series.

The CREATIVE conferences examine, question and respond to key subjects - eco-design, green chemistry, sustainability, private labels, innovation of rupture - and talks by the best experts in the business: FEBEA, Packaging Digest, Price Waterhouse Coopers, Greentech, and more.

On the programme, among others:

- La fiche Matières Premières par Anne Dux, FEBEA
- Development of the private brands in Cosmetics: a reality and a strategic challenge. by Michel Gutsatz - BRANDWATCH.
- L'innovation de rupture : pourquoi, comment, pour qui ? - with EMBALLAGE DIGEST, CHANEL and REXAM
- Eco-Conception : De quoi s'agit-il ? Pourquoi l'éco-conception va-t-elle s'imposer aux entreprises ? Comment la mettre en oeuvre ? - with Hervé Rebollo, FEBEA and Olivier Muller, PRICE WATERHOUSE COOPERS
- La chimie verte with GREENTECH, SOLABIA and UNITIS

Find all the Beyond Beauty Paris conference programmes on

<http://www.beyondbeautyparis.com/REG/en/ConfList.aspx>

BEYOND BEAUTY PARIS 2010

COSMEETING - 12, 13, 14 & 15 September 2010

EUROPEAN SPA EXHIBITION & SUMMIT - 12, 13, 14 & 15 September 2010

CREATIVE - 13, 14 & 15 September 2010

More information on BEYOND BEAUTY PARIS :

www.beyondbeautyparis.com

www.blogbeyondbeauty.com

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