

# COSMETIC VALLEY

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## FRANCE

Press release  
March 19, 2008

### **Cosmetic Valley invests in cosmetotextiles** **On May 15, 2008 Tours hosts** **the "Cosmetotextiles and innovation" convention** ***www.cosmetotextile2008.com***

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Cosmetotextiles are created by combining cosmetics, textiles and micro encapsulation. They are a growing and significant **stake for the beauty and fashion industries** that have started to embrace these new intelligent textiles.

Cosmetotextiles are textiles that have encapsulated cosmetic active ingredients affixed to them. They have found a home in the Cosmetic Valley competitiveness pole and more specifically in Touraine. The territory has many advantages including **public research facilities** at the Université François Rabelais and Tours University Hospital centre both of which are known for their expertise in dermatology and medical imaging. Other assets include the **industrial skills** of SME with specific know-how including: active ingredient creation, encapsulation technology, cosmetotextile garment manufacturing (with slimming, anti-fatigue, micro-massaging, moisturising, anti stress etc. properties) and the creation, at the end of 2007 of the **first European cosmetotextile analysis and research laboratory** resulting from one of 16 cooperative research programmes launched by the competitiveness pole.

**Innovation** will be at the heart of the first Cosmetotextile convention scheduled for Thursday **May 15, 2008 in Tours** as part of the RENCONTRES DE LA COSMETIC VALLEY. The convention is organised by Tour(s)plus with support from the DRIRE, the Conseil general d'Indre-et-Loire and the Chamber of Commerce and Industry. There will be a panel of fifteen experts discussing issues such as: market stakes, research in progress, technologies in use, manufacturing, efficacy tests, upcoming developments, distribution etc.

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### **“Cosmetotextile and innovation” convention, Tours Programm for Thursday May 15, 2008**

Organisation: ATCG-Partners/BBP Communication

Location: ESCEM (Ecole supérieure de Commerce et Management Tours-Poitiers)

1 r Leo Delibes, Tours (Indre-et-Loire, 37) France

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10 to 10:30 am

Introduction by Cosmetic Valley

10:30 to 11:45 am

#### **The intelligent textile market**

Emilie Plette (DGE - Textile)

Dominique Carlac'h (Développement et Conseil)

Christian Bedeau (IFTH)

11:45 am to 12:45 pm

#### **Designing a cosmetotextile**

Yann Balguerie (RBC Blondel)

Karl Lintner (Sederma)

Yves Frantz (Euracli)

12:45 to 2:30 pm

Luncheon

2:30 to 3:15 pm

#### **Harmlessness and efficacy of cosmetotextiles**

Professor Vaillant (Centre Hospitalier Universitaire Trousseau-Tours)

Patrick Beau (Spincontrol)

3:15 to 4 pm

#### **Standardising and certifying a cosmetotextile**

Robert Biguet (I'ASQUAL)

Christelle Pragnon (Laboratoire Européen de Recherche et d'Analyses Cosmetotextiles)

Karine SFAR (Federation des Industries de la Maille)

4:20 to 4:45 pm

#### **Upcoming innovations**

Christiane Montastier (SFC)

Philippe Andrieu (ONIXXA company)

Edith Lemahieu (Lemahieu company)

Requests for press accreditation and Paris-Tours travel logistics

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Convention information: [www.cosmetotextile2008.com](http://www.cosmetotextile2008.com)

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### **Cosmetic Valley – A brief overview**

The Cosmetic Valley competitiveness pole is today the world's foremost resource centre for the perfumery-cosmetic industry.

300 SME work at promoting French luxury throughout the world in conjunction with a dozen major brands: Guerlain and Dior (LVMH), Shiseido, Hermès, Nina Ricci and Paco Rabanne (Groupe Puig), Lolita Lempicka (Pacific Création), Gemey-Maybelline and Yves Saint Laurent Beauté (L'OREAL), Clarins, Caudalie and Chanel. Four universities (Orléans, Rouen, Tours, Versailles/Saint Quentin en Yvelines) and fifteen training establishments have joined the pole to develop the excellence and competitiveness of this "French cluster" that focuses on innovation and the beauty of the future.

Cosmetic Valley spans six departments in the South of Paris: Eure-et-Loir, Indre-et-Loire, Loiret, Loir-et-Cher, Yvelines and Eure, [www.cosmeticvalley.com](http://www.cosmeticvalley.com).

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