

Press

DATE : January 2009

Press release

Cosmetic and Sensory
From neurosciences to marketing
Tours, France, 24-26 June 2009

Caroline Crabbe
Tel. +33 237 214 185
Mobile +33 610 193 631
carolinecrabbe@wanadoo.fr
www.cosmeticandsensory.com

Innovation through sensory perception

The international "Cosmetic & Sensory" Congress will gather scientists and professionals to explore new paths open to the perfume and cosmetics business through novel research carried out on the senses.

It is organised on the initiative of the French cluster Cosmetic Valley, the world's leading resource centre for the perfumery-cosmetic industry.

The scientific program was elaborated in collaboration with: AromAgri, a French incentive group including researchers from the most important French laboratories (INRA, CNRS, and universities) working on smell and taste, and RCP, the design and marketing agency, French leader in the domain of applied sensory engineering in product conception.

Richard Axel and Linda Buck discovered odorant receptors in the nose in 1991. Their work earned them the Nobel Prize in 2004. This incredible breakthrough in neuroscience spurred research on the sense of smell, and favoured a global impetus on sensory sciences.

Over the last fifteen years, thanks to the boom in scientific findings in the field of smell and taste neurophysiology, as well as touch, sight and hearing, a new approach on sensory perception of perfumes and cosmetics may be taken today.

Messe Frankfurt France S.A.S.
1 avenue de Flandre
75019 Paris

Cosmetic and Sensory
From neurosciences to marketing
Tours, France, 24-26 June 2009

DATE

Paving the way for new innovations, sensory perception thus becomes a genuine stake in the beauty industry. There are ever more tools and technology (like sensory analysis, sensory mapping, sensory design, etc) that provide better understanding of sensory perception. Now it is time to take stock of the ongoing researches, to compare findings, to present methods of working on comfort and well-being, and to identify industrial applications to create innovative polysensorial cosmetics.

The congress will be one of the important events scheduled during the 2009 Rencontres de la Cosmetic Valley. It will take place over 5 half-days on the 24th, 25th and 26th of June 2009.

Over fifteen international experts – scientists, sociologists, marketing professionals, etc. – will discuss eight main themes: socio-historical approaches; molecular, cellular and neurobiological bases of olfaction; language and classification of odours and sensations; psychobiology of emotions; multisensory integration, memory and culture; methods for human sensory evaluation methods; sensory marketing; research an industry trends. Workshops will be proposed to stimulate and experiment with the senses. Talks and exchanges will allow the expected 600 attendees to get a global vision of what sensory sciences can contribute to the cosmetics industry today in the way of innovation.

The conference is being held in Tours, in the heart of one of France's most beautiful regions that has chosen to invest in the knowledge economy and to bring its support to research and innovation. Local leaders have decided to encourage the developing Touraine dynamic regarding sensory perception capitalizing on local structures: research centres and specialized programs at the François Rabelais University in Tours, and companies recognized for their field expertise and know-how, namely RCP, Spincontrol and CQFDégustation. After the Journées du Sensoriel 2007 and the 2008 Cosmetotextile conference, Cosmetic & Sensory illustrates this strategy which will soon become a reality in the form of CERTESSENS which aims to be an international research centre for sensory technologies.

Cosmetic and Sensory
From neurosciences to marketing
Tours, France, 24-26 June 2009

DATE

The Cosmetic & Sensory Conference is supported by the French State (DRIRE), Tour(s)plus, the Indre et Loire General Council and the Touraine Chamber of Commerce and Industry.

Cosmetic Valley : created in 1994, and certified as a French competitiveness cluster in 2005, today the Cosmetic Valley is the world's foremost resource centre for the perfumery-cosmetics industry. Located in France, southwest of Paris, the cluster spans 6 departments: Eure, Eure-et-Loir, Indre-et-Loire (Touraine), Loiret, Loir-et-Cher and Yvelines. 400 beauty industry companies work at promoting French Luxury throughout the world in conjunction with a dozen or so 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, Chanel as well as multinational groups established in France like Unilever, Procter & Gamble and Reckitt Benckiser.

The RENCONTRES DE LA COSMETIC VALLEY offer a series of conferences dedicated to innovation, the beauty industry's leading vector for growth and competitiveness.

Key figures: 34,500 jobs and €8 billion turnover, 4 universities, 178 public research laboratories, 5,500 researchers, and 136 training centres.

www.cosmetic-valley.com

Cosmetic and Sensory
From neurosciences to marketing
Tours, France, 24-26 June 2009

DATE

AromAgri is a French incentive group of researchers in the chemical senses.

They perform molecular, cellular, neurophysiological, behavioural and sensory studies with applications to nutrition, social relationships, reproduction, agriculture, environment, health and beauty. Their objectives are to foster diffusion of knowledge and practices, to reinforce interactions between research groups in the aim of delineating new federative, possibly granted, programs on present and emergent scientific and social questions regarding feeding, health and environment.

www.inra.fr/aromagri

RCP : founded 22 years ago by Régine Charvet-Pello, RCP Design Global has helped shape the strategic design and marketing campaigns for companies and territorial authorities. In the product, space and communication fields the pluridisciplinary team is backed by a network of experts adapted to each project's needs. It has developed projects combining diversity, innovation and sensory perception in the following fields: Public transportation and public areas, luxury and cosmetics, education, travel, and heritage and culture. Since 1990, RCP has enriched its business with applied research on human-centred design and on appropriate sensorial evaluation methods for product and service design. Along with its sensorial engineering division SENSOLAB, it accompanies clients from all fields to integrate the user and his perceptions into the design process.

RCP is at the beginning of CERTESSENS, the research centre on sensorial technologies which will host a platform dedicated to the cosmetic industry for the Cosmetic Valley.

www.rcp.fr

Cosmetic and Sensory
From neurosciences to marketing
Tours, France, 24-26 June 2009

DATE

Background information on Messe Frankfurt

Messe Frankfurt is Germany's largest trade fair organiser, with 436 million euros in sales in 2008 (figure as of November 2008) and more than 1,400 employees worldwide. The Messe Frankfurt Group has a global network of 29 subsidiaries, five branch offices and 48 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2008, Messe Frankfurt organised more than 100 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 322,000 square metres of exhibition space, are currently home to nine exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at
www.messefrankfurt.com