

Press

May 2009

**Press release**

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

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**For the first time ever in the world of perfume and cosmetics, scientists and beauty experts will meet to explore new directions made possible by recent innovations in olfactory and sensory research. Cross-perspectives and personal accounts will allow congress attendees to gain a global view of what neuroscience and sensory research can provide today in terms of innovation, creativity and competitiveness.**

The explosion in scientific knowledge over the past fifteen years in the field of neurophysiology of the sense of smell and taste, and also more widely of sensory sensations, opens the door to new innovations. The sensory perception of perfume and cosmetic products is has become, therefore, a real challenge for the beauty industry of the future. Thus the time has come to review research currently underway, to confront knowledge, present methods that make it possible to work on the sensory dimension and consider industrial applications to create innovative perfumes and cosmetic products.

A flagship event on Cosmetic Valley's "Events" 2009 agenda, the Congress will be held in **Tours, France**, over five half-days including eight sessions on **June 24, 26 and 26**.

Over **20 internationally renowned experts -- scientists, sociologists, cosmetic industry professionals, and marketing experts** -- are expected to attend a series of lectures that promises to be exceptional.

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

Among them will be researchers known worldwide for their work in olfaction, **Gordon Shepherd and Stuart Firestein** from the United States, **Hitoshi Sakano** from Japan, and **Pierre-Marie Lledo and Patricia Duchamp-Viret** from France. Also present will be **Peter Mombaerts** (Germany), **Noam Sobel** (Israel), and **Jean-Pierre Royet**, pioneer in cerebral imagery. Experts such as **Annick Le Gu  rer**, author of several reference books including *Scnt (Les pouvoirs de l'odeur* in French), **Manuel Zarzo** (Spain), and **Chantal Jacquet**, a trailblazer in the psychological dimension of scent perception, and in the aesthetics of perfumes. Of course, leading figures in the perfume and cosmetics industry will also be present: **Eric Perrier**, Director of **LVMH Research**, **Thierry Audibert**, Head of Research & Technology at **Givaudan**, **Anne Abriat**, Director of Development for **L'Or  al** Perfumes-Cosmetics.

### The lectures program

**Simultaneous interpretation** of the proceedings will be provided in **English and French**.

Detailed lectures in the attached program.

**Information and registration : [www.cosmeticandsensory.com](http://www.cosmeticandsensory.com)**

### **Wednesday 24 June 2009**

9.15: Opening by:

**M. Jean GERMAIN**, President of the Tour(s) Plus agglomeration,  
Mayor of Tours

**M. Jean-Luc ANSEL**, Cosmetic Valley Managing Director

#### **Session 1: Introduction (09.35 - 10.55)**

Chairman: **Dr. Roland SALESSE**, INRA, Jouy-en-Josas, France

At the heart of consumer attitudes and beliefs: the influence of history and cultural legacies. An introductory session which will put the relationship between the aesthetics of perfumes and self-image across cultures and eras at the crux of the debate

#### **Session 2: NEW SCIENTIFIC BREAKTHROUGHS IN OLFACTION. TOWARDS NEW TARGETING (11.25 - 16.15)**

Chairman: **Dr. Pierre-Marie LLEDO**, Institut Pasteur, Paris, France

Since the "big bang" of the discovery of olfactory receptors in 1991, with the awarding of the Nobel Prize in 2004, research in neurobiology has made giant steps.

A key session for anyone wanting to be at the forefront of all the latest scientific advances in order to better assess the practical applications as regards artificial nose and olfactory sensory maps for the benefit of new very promising consumer targeting.

#### **SESSION 3: LANGUAGE OF AND CLASSIFICATION OF ODORS AND SENSATIONS (16.45 - 18.45)**

Chairman: **Dr. Catherine DACREMONT**, University of Bourgogne, Dijon, France

Sensory evaluation, developed half a century ago in the food industry, provides tools and methods for describing, analyzing and developing new sensations in a field where it is important to be always innovative and in a way that it can be perceived by the consumer. This session will present measuring tools and methods.

**Thursday 25 June 2009**

**SESSION 4: PSYCHOBIOLOGY OF EMOTIONS,  
THE REVOLUTION IN MEASURING INSTRUMENTS**

(08.30 - 10.30)

Chairman: **Dr. Claire SULMONT-ROSSE**, INRA, Dijon, France

The most recent scientific breakthroughs regarding the sensory offer us new, more reliable and powerful instruments for measuring emotions. These new methods will allow processes to be accelerated and, above all, creation of new tools for communication between R&D and marketing. Efficiency and speed: a session that will reveal new perspectives that serve creativity and drive innovation.

**SESSION 5: MULTISENSORY INTEGRATION, MEMORY  
AND CULTURE** (11.00 - 15.10)

Chairman: **Pr. Rémi GERVAIS**, Claude Bernard Lyon I University, Lyon, France

Because all perception is in essence multisensory, research is starting to decipher the cerebral mechanisms behind it. At a time of new international challenges; a session which will demonstrate to what extent it is vital to integrate, from the very specifications for product design, all the cultural and sociological variables in terms of perception of olfactory signals.

**SESSION 6: METHODS FOR HUMAN SENSORY  
EVALUATION** (15.40 - 18.20)

Chairman: **Pr. Catherine BELZUNG**, François Rabelais University, Tours, France

The food industry, but equally well the cosmetics industry, has incorporated sensory evaluation methods in its products for numerous years. This session will demonstrate the most recent tools and models that have been developed to integrate the end consumer in the conception.

**Friday 26 June 2009**

**SESSION 7: SENSORY MARKETING (08.30 - 11.10)**

Chairman: **Régine CHARVET-PELLO**, RCP-SENSOLAB,  
Tours, France

It is important for a saturated industry like the cosmetics branch that brands and products are differentiated and stand out from the crowd. This session will present the procedure adopted by sensory marketing specialists for ranges of products as well as at the point of sales.

**SESSION 8: RESEARCH AND TRENDS IN INDUSTRY**

(11.40 - 13.00)

Chairman: **Pr. Stuart FIRESTEIN**, Columbia University, New York, USA

Contrasting views of a manufacturer and a researcher on sensory trends - those of today and tomorrow - in the cosmetics industry. This will act as a summing up of the 5 half-days of this symposium.

Cosmetic and Sensory  
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Tours, France, 24-26 June 2009

May 2009

## **THE ORGANIZERS**

The Cosmetic & Sensory Congress is part of the **Cosmetic Valley** “Events” agenda. Its scientific program was developed in collaboration with:

- **Aromagri**, an association of researchers from major French laboratories (INRA, CNRS, and leading universities) working on advances in scent and taste.
- **RCP**, a design and communications agency that is a trailblazer in the field of sensory engineering applied to product design.

## **COSMETIC VALLEY - [www.cosmetic-valley.com](http://www.cosmetic-valley.com)**

Founded in 1994, today Cosmetic Valley is the world’s leading perfume and cosmetics industry resource network. Located in **France, south-west of Paris**, this cluster of centers extends over seven French regional departments: Eure, Eure-et-Loir, Indre-et-Loire (Touraine), Loiret, Loir-et-Cher, Val d’Oise, and Yvelines. It unites close to 400 companies in the beauty sector that work to extend the influence of products “Made in France” throughout the world. They include **10 leading brands**: Guerlain and Dior (LVMH), Shiseido, Hermès, Nina Ricci and Paco Rabanne (Puig), Lolita Lempicka (Pacific Création), Gemey-Maybelline and Yves Saint Laurent Beauté (L’Oreal), Clarins, Caudalie, and Chanel, as well as multinationals with operations in France such as Unilever, Procter & Gamble et Reckitt Benckiser. Cosmetic Valley has defined Strategic Action for each of its territories within its pole of competitiveness. **Sensory science is assigned to the region of Touraine**, where a dedicated innovation platform will be established in 2009. Cosmetic Valley’s “Events” program offers a series of **congresses dedicated to innovation**, the primary vector for growth and competitiveness in the beauty industry.

### Cosmetic Valley in figures

*400 companies, 34,500 jobs and €8 million in net revenue, 5 universities, 188 public research laboratories, 5,500 researchers, 136 training sites, 29 research projects launched representing €60 Euros, plus about 15 more currently in the planning stage.*



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

May 2009

**AROMAGRI - [www.inra.fr/aromagri](http://www.inra.fr/aromagri)**

This professional association unites about one hundred researchers from leading French laboratories (INRA, CNRS, universities) that conduct molecular, cellular, neurophysiologic, behavioral and sensorial studies on chemical senses as applied to food, social relations, reproduction, agriculture, the environment, health and beauty. The objectives of this network are to encourage the distribution of information, bring the teams together and reinforce their interactions in order to develop unifying projects dealing with scientific and social issues. Affiliated with the French Société des Neurosciences, Aromagri is represented on the scientific advisory council of the congress by **Roland Salessé**, a specialist in membrane receptors and director of the NOPA laboratory (the olfaction neurobiology research unit at INRA in Jouy-en-Josas), which created the world's only biometric odor-sensor. Roland Salessé also participates in research on neuron and endocrine dialogue between the olfactory sensory function and the physiological state of humans and animals.

**RCP - [www.rcp.fr](http://www.rcp.fr)**

Founded by **Régine Charvet-Pello**, RCP global design has led strategic initiatives in design and communications for businesses and public authorities for over 22 years. RCP's consultants work in a variety of areas including product and space development and communication, and are supported by a network of experts adapted to each project's needs. It develops projects that combine diversity, innovation and sensory elements in the following areas: transportation and public spaces, luxury goods and cosmetics, children's products, tourism, and national heritage and culture. Since 1990, RCP has enriched its activities with applied research on people-based design and adapting sensory assessment methods to designing products and services.

With its sensory engineering department, Sensolab, it assists its clients in all areas to integrate users and their sensory perceptions into the design process.



## **PARTNERS**

Management and financing of the Cosmetic & Sensory Congress is provided by Tour(s)Plus with the support of the French government (DRIRE) and two local municipalities in Touraine: the Touraine Chamber of Commerce and Industry, and the Indre-et-Loire regional General Council.

## **TOUR(S)PLUS - [www.agglo-toursplus.fr](http://www.agglo-toursplus.fr)**

The city of Tours and its surrounding area (274,000 inhabitants) is the largest urban center between Paris and Nantes. Located between the area in the Loire Valley that is classified by UNESCO as a world heritage site and the Cher region, the Tours urban area is easily accessible (by the A10, A28 and A85 highways, 55 minutes from Paris by high-speed train, airport with direct flights to/from London). The city has been considered the "Garden of France" for centuries, due to its well-preserved natural environment (the Loire is the last remaining river in France untouched by man-made constructions, and is near the famous Loire Valley castles and gardens), and also its gardens and parks. The Tours region has the distinction of being home to one of the largest preserved areas in France of 160 hectares. The city also is distinguishable by its buildings in tuffa which give it a bright and luminous aspect. With renovations and lighting projects and ambitious plans for public spaces, urban planning has been a strong point and political priority for the city since 1995. 28,000 students live in the area, attending François Rabelais University, Polytechnique Tours, ESCEM and post-baccalaureate degree programs. The presence of so many schools and universities make it a bustling city both during the day and at night. Tourism is also a key resource. The Tours region is considered by international tourists to be the essence of France with its vineyards, important and large-scale historical sites, and the French spoken in the region is considered the language's most "pure" accent.

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

May 2009

The economic climate is characterized by a significant concentration of small and medium-sized business woven into the urban fabric. These companies operate mainly in the service sector. The area is also known for its dynamic retail businesses (fashion boutiques, interior decoration, etc. in the city center, as well as department stores and hypermarkets). Tours is the region's commercial center and each weekend thousands of people come from elsewhere to wander its streets. Finally, Tours' cutting edge regional economy includes three competitiveness poles (electricity, cosmetics and synthetic rubber elastomers), as well as several research centers that unite businesses, universities and over 1,500 researchers. Among them, CERTESENS (*Centre d'Etudes et de Recherches sur les Technologies du Sensoriel*, the Center for Study and Research on Sensory Technology) plans to open its doors in 2009. It will bring together local small and medium-sized companies and the François Rabelais University of Tours to work on research and development projects aimed at using sensory knowledge and technology to improve companies' competitiveness. The world's first Cosmetic & Sensory Congress is therefore a unique occasion for the Tours area to inform the public of its *savoir-faire*, and reinforce its leadership position in a sector with a promising future.

**DRIRE, French regional authority for industry and research**  
**[www.centre.drire.gouv.fr](http://www.centre.drire.gouv.fr)**

Representing the French government, the DRIRE plays a special role for competitiveness poles by supporting development and structuring, and helping to find financing options for innovative projects. The Tours area DRIRE has supported Cosmetic Valley's competitiveness pole since its creation and provides about 33% of the financing for the international Cosmetic & Sensory Congress in Tours. The DRIRE is convinced that, in today's world, the sensory approach represents a real differentiation factor for industrial companies, especially those in the cosmetics sector. This general approach, which relies on innovative technology, should make it possible to give products a sensory existence above and beyond their functional characteristics. These technologies are too often confined to the closed circle of scientists and leading manufacturers for use exclusively with top-of-

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

May 2009

the-range projects. This congress should allow for creating a link between research and industrial and commercial application.

**The Touraine Chamber of Commerce and Industry**  
**[www.touraine.cci.fr](http://www.touraine.cci.fr)**

Drawing both on the Touraine region's ancestral traditions, and on its capacity for innovation and creativity, the CCI assists businesses to build the region's economic reputation. Its image is based on sustainable development, illustrated by four essential values: humanism, experience, openness, and innovation. The Touraine CCI is involved in encouraging the formation of new operations in many different sectors as a source of wealth for the region. This particularly the case for sensory technology. This high-potential economic sector is associated with the "Science of Beauty and Well-Being" competitiveness pole. Touraine can legitimately host this industry since its identity is based on harmony, well-being, history and innovative know-how. For companies, especially small ones, sensory technology represents a real growth opportunity. This is why the CCI facilitates close ties between the university and businesses, and encourages small and medium-sized companies to unite around the Science of Beauty and Well-Being pole. Touraine should be recognized as a region of the "senses" that translates into living well, creativity and openness, as well as the emergence of "sensory" products that speak directly to our five senses.

**The Indre-et-Loire regional General Council - [www.cg37.fr](http://www.cg37.fr)**

Since 1993, the General Council has stressed the importance of supporting research for local economic development and has mobilized considerable resources to value applied research. An activity emblematic of the Touraine regional economy whose current growth is due to the synergy generated by all involved parties, and in particular by the partnerships between private and public research teams. As a facilitator of technology transfer and combined public/private research efforts, the Indre-et-Loire General Council has been since 2001 committed to promoting innovation, especially on behalf of small and medium-sized companies through the "Aide Tourangelle" innovation program.



**CERTESENS : a new innovation platform for the cosmetics industry**

**The new international skill-center dedicated to sensory technology is to be based in Touraine, in association with Cosmetic Valley**

The Cosmetic & Sensory Congress will be held in Tours, in the heart of one of France's most beautiful regions, which has chosen to invest in knowledge for economic development and support research and innovation. Industry leaders in the area have decided to support the phenomenon that is now occurring in Touraine based on sensory technology. This process is due to local expertise: specialized research centers and training at the François Rabelais University of Tours, and a network of businesses possessing recognized know-how in the field. In the tradition of the "Journées du Sensoriel" in 2007 and the Cosmetotextile congress in 2008, Cosmetic & Sensory illustrates this strategy, which will be materialized by **the creation of a new innovation platform CERTESENS** (Centre d'Etudes et de Recherches sur les TEchnologies du SENSoriel, the Center for Study and Research on Sensory Technology). CERTESENS's objective is to become a leading international skill-center.

The CERTESENS project is the fruit of a long process initiated in 2002, when researchers Régine Charvet-Pello and Jean François Bassereau of the François Rabelais University of Tours first met. **Spearheaded by François Rabelais University**, the project aims to create a platform dedicated to sensory technology to understand and thus anticipate sensory perception mechanisms and their impact on people.

**Sensory research is a major strategic action priority** for Cosmetic Valley. The competitiveness pole therefore provides support to CERTESENS, an innovation platform dedicated to the perfume and cosmetics industry. Companies will be able to find new resources there for formulation, packaging, and design.

CERTESENS will be a central meeting point for:

- **Multidisciplinary teams of experts:** materials, sensory perception, psychology, neurobiology, etc.
- **A sensory material library:** a bank of materials categorized by their sensory properties located in a spacious 750-square meter facility.
- Software and instructional tools for learning to identify materials according to sensory specifications,
- Resources for experiments, technology and skills transfer.

The mission of CERTESENS is to meet the following three objectives:

- **UPSTREAM RESEARCH:**
  - Create models to “predict” users’ sensory reactions,
  - Develop tools and methods to objectively measure sensory perceptions,
  - Create an intermediary language for expressing perceptions.
- **APPLIED RESEARCH AND CORPORATE PROJECTS:**
  - Use results from upstream research for materials, industrial products and environments to anticipate the reactions of future product users,
  - Knowledge and technology transfer, especially to small and medium-sized companies.
- **EDUCATION** – undergraduate (at the university) and professional training:
  - Create and reinforce training programs for 2009-2012 for engineering programs in conjunction with the “food and beverage industry” international excellence pole.

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

May 2009

The project relies on research and education competences at François Rabelais University and its partners. University faculty from both the natural and social sciences will participate in several of its research teams. It will also share its experience in managing joint public-private projects (from its five combined university-corporate laboratories). The main labs in question include:

- Imaging and Brain Laboratories, Tours: Psychobiology of emotions, the impact of olfaction.
- The department of Behavioral Sciences – Tours Faculty of Sciences: Psychobiology of emotions, positive responses to pleasure and well-being.

In the area of education, Touraine is home to several academic programs in the field of sensory studies at François Rabelais University:

- Licence Professionnelle (undergraduate vocational degree): Food and agriculture industry, with a specialization in sensory analysis methods and techniques for the food industry.
- Master's in Science, Technology, and Health with a major in Biology, Health and Food Industry, specialization in Sensory Innovation in the food and agriculture industry (professional degree).
- Master's in Social Sciences with a major in History of Science, specialization in the history and culture of the food industry.
- Ecole d'ingénieur Polytechnique Tours: Specialization in Systems Design and Mechanics, study option in "Sensory design" for fifth-year engineering students.

Currently, the business school Ecole Supérieure de Commerce et de Management de Tours is working in partnership with RCP to develop awareness-raising courses and training programs in sensory technology for future product managers and marketing specialists.

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

May 2009

To successfully establish CERTESENS, François Rabelais University has joined forces with three local Touraine businesses, each offering expertise in a particular area.

**RCP Global Design (member of Cosmetic Valley), expertise in industrial and sensory design - [www.rcp.fr](http://www.rcp.fr)**

Since 1990, RCP founder Régine Charvet Pello and Jean-François Bassereau have been interested in the different ways individuals can be considered central to product design (anthropocentric approach). From their extensive experience in applying sensory methods, they initiated the creation of a material library, which will be part of CERTESENS. They have also created two research structures: The Institut de Métrologie Sensorielle (IMS, the Sensory Metrology Institute), and the EPOCH association (Élan Pluridisciplinaire Orientée et Centrée sur l'Homme).

**SPINCONTROL (member of Cosmetic Valley), expertise in characterization for cosmetic products - [www.spincontrol.fr](http://www.spincontrol.fr)**

Since 1995, Spincontrol has specialized in studying the effectiveness of cosmetic products. To provide answers to essential questions regarding effects, such as claims to ensure a "glowing complexion", "soft skin" or "well-being", the company is interested in sensory assessment and develops specific tests for products. Consequently, high-resolution ultrasound, digital image analysis, clinical and sensory skin evaluation, consumer tests, and many other more traditional techniques (assessments of skin texture, hydration and color) have been employed regularly to prove claims for personal care, hair care and make-up products.

**CQF Dégustation, expertise in sensory research for the food industry - [www.degustation.net/cqfd](http://www.degustation.net/cqfd)**

After working together to found the Institut de Dégustation (the Taste Institute), in 2002, Jean-Michel Durivault, Christophe Prouteau, and Maurice Chassin created CQF Dégustation to provide training and communication on issues related to taste and smell. Their activities in the field of taste perception are diverse and international, and they offer a real mastery of the vocabulary, semantics, and intercultural issues associated with the senses.

**Members of Cosmetic Valley in Touraine (Indre-et-Loire)**

**AFT:** Micronization of powders.

**AROLI:** Perfume manufacturer: Weil and Jean d'Avèze fragrances.

**BSI:** Designer and manufacturer of containers and processing and cleaning equipment for cosmetic, pharmaceutical and chemical industries.

**ESCEM:** Higher education.

**ETIQROLL CGP:** Adhesive labels and flexible printing.

**GD<sup>2</sup>R:** Industrial engineering - Products and Process.

**GROUPE AMI CHIMIE:** Merchandising – Distribution and packaging for chemical products.

**GROUPE IMT:** Professional training organization.

**INDENA SAS:** Plant extraction.

**EDEL LABORATORIES:** Sales of cosmetics, weight-loss, health and vitality, and personal care products.

**EUROPEAN LABORATORY FOR COSMETOTEXTILE RESEARCH AND ANALYSIS:** Inspection and certification of cosmetotextile products and new product development.

**CHEMINEAU LABORATORIES:** Contracted manufacturing and development of cosmetic products.

**SKIN UP LABORATORIES:** Conception, development and sales of cosmetotextiles.

**LYTESS:** The inventor of cosmetotextiles.

**MEDICAL Z:** Cosmetic surgery garments.

**ORION CONCEPT:** Expertise, consulting, studies, and dermo-cosmetic effectiveness.

**PLASTIQUES DU VAL DE LOIRE (Group Plastivaloire):** Transformation of plastic materials.

**RCP:** Design and Sensory Communication.

**SPC:** Formulation, manufacturing and packaging for traditional, organic and eco-certified cosmetic products.

**SPINCONTROL:** Evaluation of the effectiveness of health and beauty products.

**TRANSDERMA SYSTEMS:** Technical and clinical assessment of innovative devices designed for the cosmetic and pharmaceutical industries.

**FRANCOIS RABELAIS UNIVERSITY:** Research and education

**VERMON:** Conception and production of probes and ultrasound procedures for medical and industrial use.

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

May 2009

### 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](http://www.messefrankfurt.com)