



Orleans, 24 May 2023  
Press release

**LAUNCH OF THE 5TH COSM'INNOV,  
THE INTERNATIONAL CONGRESS FOR COSMETICS RESEARCH, IN ORLEANS.  
FOCUS ON NATURALITY  
AND SPOTLIGHT ON THE EUROPEAN FUTURE OF THE SECTOR.**

On 24 and 25 May, Orleans will vibrate to the sound of cosmetic research in the presence of more than 250 international experts in the sector.

The **COSM'INNOV** congress, live from the Orleans Palais des Congrès (Co'Met), is an opportunity for academic researchers and manufacturers to present their work and demonstrate what they are doing to improve product performance constantly whilst ensuring product safety. The programme will comprise 32 conferences, including 40% from the academic world, and eleven international conferences (South Korea, United Kingdom, Japan, USA, Italy, Spain, etc.).

 [THE FULL PROGRAMME IS AVAILABLE HERE](#)

The 2023 congress highlights four themes in a context of climate emergency and at the dawn of the fifth industrial revolution:

- **INSPIRED BY NATURE**

How can the observation and benefits of Nature move cosmetic research forward in the industry of ingredients, formulas and packing?

- **KNOWLEDGE OF HUMAN BIOLOGY FOR BETTER COSMETICS**

Understanding the biological mechanisms as early as possible to develop more effective preventive products.

- **HUMAN PERCEPTIONS OF BEAUTY IN A CHANGING ENVIRONMENT**

The world around us influences our appearance: improving our understanding of its role to face up to the consequences.

- **INTERDISCIPLINARY SCIENCE FOR EFFECTIVE FORMULATIONS?**

Developing raw materials and efficient cosmetic formulas meeting environmental requirements whilst offering a targeted, effective and personalised product.

After the congress, all abstracts presented will be published in a special edition of the International Journal of Cosmetic Sciences.

An event organised by **COSMETIC VALLEY**, with the support of:



And in partnership with:



## **COSM'INNOV, FRAMEWORK FOR THE OFFICIAL LAUNCH OF THE ACTT4COSMETICS EUROPEAN PROJECT**

This new **COSM'INNOV** congress marks an important stage in COSMETIC VALLEY's European innovation strategy. In addition to bringing experts and manufacturers together from all over the world, the congress unites COSMETIC VALLEY's European partners for the official launch of the programme it is coordinating, **ACTT4Cosmetics** - Improve Interconnected innovation ecosystems supporting Actions for Citizen awareness and Twin Transition in the entire cosmetic value chain - with a consortium of seven partners\*:

- Centre-Val de Loire Region,
- Dev'up Centre-Val de Loire,
- REI-Reindustria Innovazione (Italy),
- Politecnico di Milano (Italy),
- AEBB (Portugal),
- HPRD - Health Products Research And Development Lda (Portugal),
- University of LifeScience in Lublin (Poland),

and two associate partners\*\*:

- Cosmetic perfumery association of Ukraine (Ukraine)
- North West region economic development agency (Romania).

ACTT4Cosmetics has the dual objective of boosting collaboration between European innovation ecosystems in the field of cosmetics and encouraging the deployment of collaborative innovation between its players to meet the major challenges of the sector whilst responding to local and European policies.

For the next five years and with a budget of 3.6 million euros, jointly financed by the European Union as part of the Horizon Europe programme, the ACTT4Cosmetics partners will propose a programme of joint actions hinging around European working groups to develop fourteen innovative solutions responding to the main local and European challenges for the green and digital transitions and the task of raising the awareness of consumers and citizens.

This project is a continuation of actions under the Go4Cosmetics European inter-regional partnership. To make the voice of the cosmetics industry heard on a European scale and boost collaborative innovation, COSMETIC VALLEY and its partners, first and foremost the Centre-

Val de Loire (France) and Lombardy (Italy) regions, have created and structured a European inter-regional partnership dedicated to the perfumery and cosmetics industry: *Go4Cosmetics*, labelled *Thematic Smart Specialisation Partnership* by the European Commission. The network has expanded considerably in a year: there are already ten regions in Europe giving priority to cosmetics to invest in training, skills, innovation and industry.

\*partners who develop actions co-financed by the European Commission

\*\*partners who take part in the project actions



Reader information: [www.cosm-innov.com](http://www.cosm-innov.com)  
[www.cosmetic-valley.com](http://www.cosmetic-valley.com)

#### ABOUT COSMETIC VALLEY - "*Beating heart of the world cosmetics industry*"

COSMETIC VALLEY is the leading global perfumery-cosmetics network and coordinator of the French sector. The association brings together all the know-how of the profession, from plant cultivation to finished products. Its mission: to serve the economic development of the sector through promoting the French brand, by strengthening the visibility and attractiveness of research laboratories, companies and regions and sharing the challenges and opportunities of the sector.

COSMETIC VALLEY makes innovation the growth engine of the sector in an increasingly demanding competitive context. Its member companies and research bodies are committed to progress and transition towards an ever more sustainable and efficient industry.

COSMETIC VALLEY unites and supports this jewel in the French economy, by defending the voice of a fabric of more than 3,200 companies of all sizes (85% VSE/SME/SMB and all the world leaders), accounting for nearly 250,000 jobs for €45 billion estimated turnover and more than a thousand patents lodged per year. It is the world's largest exporter of perfumes and cosmetics, with €19.1 billion of exports in 2022.

COSMETIC VALLEY represents, on behalf of the industry, the values of Universal utility, Human well-being, Responsibility towards the living, Freedom, Scientific progress. These values, all under the signature FRANCE CARES FOR YOUR SKIN, include the sector in a promise that becomes a mission of general interest, enhancing the entire industry.

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