



9 February 2023

COSMETIC VALLEY MAKES FRENCH COSMETICS

“THE BEATING HEART OF THE WORLD COSMETICS INDUSTRY”

With a network of 3,200 companies and 250,000 jobs, the French cosmetics industry is thriving and remains, more than ever, the world leader in its sector. The figures announced on 9 February speak for themselves. The sector’s export performance for 2022 was exceptional with a record annual growth of 18.8%, nearly 30% in the United States and the Middle East and a little less in China, although the “Singles’ Day”, “Spring Festival” and “Lunar New Year” holidays did show an encouraging upturn. This drive has earned our industry a place on the podium of France’s foreign trade, along with aeronautics and wines and spirits, with export sales exceeding €19 billion and a positive balance nearing €16 billion.

In this favourable context, it was time for COSMETIC VALLEY coordinator of the French cosmetics industry to announce, on the eve of its thirtieth anniversary, its new 2023 communication strategy, particularly on the international scene.

By choosing to do so with the support of Christian Dior perfumes at the Palace of Versailles, a symbol of French excellence and of the influence of the Sun King, who was the first propagandist of French “soft power”, COSMETIC VALLEY sought to underline its ambition and the high quality of the roadmap it offers its ever-growing membership. The aim is, quite simply, to maintain the global leadership and strengthen the fundamentals of the industry as a whole, which includes the entire sectoral value chain, something that is rather rare in France.

If the event required a suitable setting, it also required an audience. The presentation, introduced by Palace President Catherine Pégard, took place before an audience of French MPs and senators, friends of the sector, representatives of regional and national agencies such as Business France, executives from leading companies in the sector such as the Presidents of L’Oréal France and Shiseido France, as well as a number of key industrial and academic actors involved in the ecosystem.

This event was the perfect opportunity for COSMETIC VALLEY to unveil its new communication strategy: a corporate identity reflecting its projects and its international development with a remarkable commercial, which was much appreciated and “encored” by the audience and which included all trades, all generations, all products, all origins, all uses linked to cosmetics; a motto - obviously bilingual - making the French cosmetics industry “the beating heart of the world cosmetics industry” (*le coeur battant de l’industrie cosmétique mondiale*); and a new banner - “France cares for your skin” - under the message of which the entire industry will now stand both on international markets and at the trade fairs it attends with its two export operators Business France and COSMETIC VALLEY, since this campaign is free of rights and can be used free of charge by all actors involved in the industry. A QR code that appeared on the screen in the castle auditorium encouraged the everyone to do so right away.

Marc-Antoine JAMET explains: “It is at the Palace of Versailles, a symbol of France, of its heritage and history, a site of tradition and innovation, born from the combination of our country’s artistic and artisanal know-how, that we have invited the entire French cosmetics ecosystem for a founding and federating event, for a new stage in our journey three decades after our creation, to show, through a modern line of communication, that we are increasingly more active, increasingly more international.”



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Press office

ACC / Caroline Crabbe

Caroline Crabbe / +33 (0)6 10 19 36 31

crabbecaroline@orange.fr

COSMETIC VALLEY - 2023 events calendar

TRADE SHOWS

- In-Cosmetics Global - Barcelona / 28-30 March
- China Beauty Expo - Shanghai / 12-14 May
- Cosmetic 360 - Paris / 18-19 October
- Beautyworld Middle East - Dubai / 30-31 October - 1 November

CONFERENCES

- The Cosmetic Victories Award Ceremony - Paris / 4 April
- Sensory, 5th edition - Tours / 23 March
- Cosm'Innov, 5th edition - Orléans / 24-25 May
- Cosmetic Environment & Safety, 3rd edition - Le Vaudreuil / 4 July
- Fragrance & Cosmetics: Regulatory Issues, 21st edition - Chartres / 8-9 November

About COSMETIC VALLEY

COSMETIC VALLEY is the coordinating body for the French fragrance and cosmetics industry, mandated by the government to implement a national strategy for coordinating initiatives in support of an economic sector that includes 3,200 businesses, including 80% of SMBs or VSBs and a hundred or so major brands, covering all the trades that make up the cosmetics industry: ingredients, industrial processes, packaging, testing, finished products, etc. With an estimated turnover of €45 billion and 250,000 jobs, COSMETIC VALLEY constitutes a unique ecosystem, embodying the excellence of one of the jewels of the French economy and illustrating the new values of the “French brand” in the fragrance and cosmetics sector: innovation, performance, product safety, and respect for the environment. COSMETIC VALLEY is the driving force behind a French sector that is a leader on the international market. It is also the world’s leading network for cosmetology research, with 500 projects representing an investment of €520 million.

www.cosmetic-valley.com