

# Organic Monitor

## Natural Cosmetics Masterclass: Formulating with Sustainable Ingredients Paris (France) 27th June 2012

### About the Masterclass

Although the palette of green ingredients has grown, many cosmetic companies still struggle in formulating sustainable cosmetics. This Masterclass has been designed to look at major advances in green ingredients and tackle major formulation challenges associated with natural and organic cosmetics.

The Masterclass will give a greater understanding of the technical and raw material issues involved in formulating sustainable cosmetics. A review will be undertaken of the major alternatives to synthetic ingredients, especially those for natural and organic cosmetic products. A dedicated workshop will give practical guidance and propose solutions to overcome some of the major technical hurdles associated with these products.

### Morning Seminars: Advances in Sustainable Ingredients

The first part of the Masterclass highlights some of the major advances in sustainable ingredients. Details are given of new preservative, emulsifier and surfactant systems for natural and organic cosmetics. How do these new materials compare with those typically used in conventional cosmetic formulations?

Novel cosmetic ingredients and the use of sustainable polymers in natural hair care products are discussed. An update is given on leading European natural & organic cosmetic standards (Cosmos, Natrue). The final seminar highlights marketing, distribution and competitive developments in the European market for natural and organic cosmetics.

### Workshop: Tackling the Green Formulation Issues

This interactive workshop focuses on the major technical issues associated with natural and organic cosmetics. Details are given of the raw material and formulation issues, including a review of the permitted / prohibited ingredients and processes. The range of alternatives to parabens, synthetic emulsifiers & surfactants, polymers, silicones and fragrances are discussed, as well as issues related to performance, stability, safety and costs.

Practical advice and guidance is given to companies looking to formulate pure natural and organic cosmetics, or 'clean up' existing formulations. How can formulators develop natural / organic - yet effective and aesthetic - cosmetic products?



### Supporting Organisations

#### MASTERCLASS PROGRAMME

Wednesday 27th June

##### Morning Seminars

- 0930 Introduction to Sustainable Ingredients  
Judi Beerling, Technical Research Manager  
(Organic Monitor)
- 0940 Advances in Green Emulsifier and Surfactant Systems  
Dr. Russell Cox, Technical Innovations  
Manager (Stephenson Group)
- 1010 Overcoming the Preservative Conundrum:  
Developing Paraben-free Formulations  
Alban Muller, Founder (Alban Muller Int.)
- 1040 Networking Break
- 1100 Novel Ingredients for Cosmetic Applications  
(TBC)
- 1130 Sustainable Polymers for Haircare Products  
Laurie Marshall, Global Marketing Manager  
of Hair Styling (Akzo Nobel)
- 1200 Natural & Organic Cosmetic Standards  
Update: Cosmos, Natrue  
Betty Santonnat, Development Director  
(CosmeBio)  
Julie Tyrrell, Managing Director (Natrue)
- 1230 European Market for Natural & Organic  
Cosmetics: Developments and Projections  
Amarjit Sahota, President (Organic Monitor)
- 1300 Networking Lunch

##### Interactive Workshop

- 1400 Workshop: Tackling the Green Formulation  
Issues  
Judi Beerling, Technical Research Manager  
(Organic Monitor)
- 1730 End



### Who Should Attend?

- ▶ Cosmetic manufacturers / Brand owners
- ▶ Product developers & formulators
- ▶ Raw material and ingredient companies
- ▶ Investors and other stake-holders

### 10 Reasons to Attend

1. Gain an in-depth understanding of the challenges in formulating sustainable cosmetics
2. Get insights into the difficulties of replacing synthetic ingredients in cosmetic formulations
3. Compare and contrast the various preservative options for natural and organic cosmetics
4. Learn about developments in green emulsifiers, surfactants and emollients
5. Assess the use of natural-based polymers in natural hair care products
5. Get an update on the major natural & organic cosmetic standards and their certification / labelling issues
7. Learn how to overcome the major formulation & technical issues when adopting recognised standards
6. Review the various alternatives to parabens, SLS / SLES and other synthetic ingredients in cosmetic formulations
9. Assess the future direction of the European natural and organic cosmetics market
10. Opportunities to debate and discuss major formulation & technical issues with workshop leader and other delegates

### Venue: Trocadero Business Centre, Paris (France)

Trocadero Business Centre is conveniently located in the 16th arrondissement of Paris close to the Eiffel Tower, Chaillot and Tokyo palace. The nearest underground station is Trocadero.

### Special Pricing Scheme (valid until 1st June)

Morning Seminars: Sustainable Ingredients EUR 269 ☐

Workshop: Green Formulation EUR 269 ☐

Masterclass (full programme) EUR 449 ☐

Name: \_\_\_\_\_

Position Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Country: \_\_\_\_\_

Tel No: \_\_\_\_\_

Signature: \_\_\_\_\_

**Payment Method:** Invoice ☐ Credit Card ☐

Credit card type: Visa ☐ Mastercard ☐

Card No: L L L L L L L L L L L L L L L L

Expiry Date: L L L L L L 3 digit code: L L L

Cardholder Name: \_\_\_\_\_

Our Masterclass has a non-refundable and non-cancellation policy, however substitutions can be made. For credit card payment, 3% surcharge applies.



### About Your Workshop Trainer

#### Ms. Judi Beerling

Judi heads the technical research division at Organic Monitor, providing technical research and advice on formulation & technical issues concerning natural and organic cosmetic products.

She is a Chartered Chemist with over 30 years experience in cosmetic formulations and innovations. Over the last few years, she has assisted a wide range of companies in formulating and developing natural / organic cosmetics, providing technical advice and consulting on raw material selection and product formulation techniques.



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