



Detailed Programme

Cosmetics Europe Conference: 10-11 June 2014, Brussels

“Cosmetics at the Crossroads of science and regulation”

“Cosmetics at the Crossroads of science and regulation”
10 June 2014, The Square

Session one: “Trends and challenges in science and risk assessment”

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| 9.00 – 9.15 | Welcome and Opening – <i>Bertil Heerink, Director-General, Cosmetics Europe</i> |
| 9.15 – 9.45 | Reconciling Science and Regulation

<i>Science is evolving quickly and, rather than answering existing questions, brings up new questions. Emerging safety issues can often not be addressed with established regulatory tools and methods. How can regulations written today accommodate the scientific progress of tomorrow?</i> |
| 9.45 – 10.15 | Skin Science of the 21 Century : The future of cosmetic products - <i>Dr. Horst Wenck, Corporate Vice-President Front End Innovation, Beiersdorf</i>

<i>Trends in skin science. New insights in skin physiology and mechanisms of ageing lead to opportunities for cosmetics. More targeted and active cosmetics pose, at the same time, new questions for safety assessment and regulation.</i> |
| 10.15 – 10.45 | Coffee Break |
| 10.45 – 11.15 | How Risky Is It, Really? Why Our Fears Don't Always Match the Facts
<i>David Ropeik, Expert in Risk Perception, Risk Communication and Risk Management</i>

<i>Risk is a subjective affair. It's not just about the facts, but how those facts feel. Understanding why some risks feel more frightening, and some less, is essential for communicating about risk effectively, and for tackling the human behavioural aspects of overall risk management.</i> |
| 11.15 – 11.45 | The emerging scientific / public health issues – impact and challenges for cosmetics - <i>Patric Amcoff, Director Science and Research, Cosmetics Europe</i>

<i>From Endocrine disruptors to nanomaterials and combination effects of chemicals. Given the intimate exposure of cosmetics, emerging safety issues are often quickly associated to cosmetics. How can the industry act more proactively to contribute to a responsible and proportionate risk management?</i> |
| 11.45 – 12.15 | Has the paradigm shifted yet? Safety Assessment in the 21st Century
<i>Prof. Maurice Whelan, Head of Unit, Systems Toxicology, ECVAM/Joint Research Centre, European Commission</i>

<i>'Toxicology of the 21 century' has become a buzzword to announce a new era of science and safety assessment. Is it empty hype that is prematurely influencing</i> |



regulatory and policy decisions – but forever a sticking reality (like other overhyped enabling technologies?). Or has the new toxicology already started to find its way into the daily practice of safety assessment? If so, how can cosmetics regulatory toxicology keep up?

12.15 – 12.45

Sitting in the same boat. The future of public-private partnership in the research for alternative methods to Animal Testing - Prof. Arnd Hoeveler, Head of Unit, Novel Medical Developments, Research and Innovation, European Commission

The animal testing bans for cosmetics which entered into force in 2013 are a clear signal by the EU Decision makers. Alternative methods are a key priority for Europe – but they are not unique to cosmetics. A fair distribution of the research costs must be ensured among all industries concerned and between the public and private sector.

12.45 – 13.15

Question and answers / Session Wrap-up

13.15 – 14.15

Buffet Lunch

Session two: “Trends and challenges in regulation”

14.15 – 14.45

The EU Consumer approach : Priorities for 2020, and the way to achieve them - Martin Seychell, Deputy Director General for Consumers and Health, Health and Consumers, European Commission

The outgoing EU Commission leaves its ‘consumer agenda’ as a legacy for its successor. What are the big policy horizontal trends in consumer protection legislation and how will they be translated into sector specific regulatory frameworks (in particular cosmetics).

14.45 – 15.15

EU Cosmetics Regulation : Future developments and open issues - Gerald Renner, Director Technical Regulatory Affairs, Cosmetics Europe

Regulation is never static. Although the Cosmetics Regulation became fully applicable in July 2013, there are a number of open issues, follow up actions and ‘built in’ review dates. The presentation will explain the developments for the next four years and give an outlook to a possible first revision of the cosmetics Regulation.

15.15 – 15.45

Coffee Break

15.45 – 16.15

Claims – responsible behaviour between science and marketing

16.15 – 16.45

Whose job is it anyway? Responsibilities along the value chain

The Cosmetics Regulation aimed to provide more explicit clarity on the roles and responsibilities in the value chain. For some, this came as a shock, for others as a relief and for yet others it is a business opportunity. The presentation will provide a comprehensive overview of the legal responsibilities and clear out common and costly misconceptions.



16.45 – 17.15 **The international perspective on cosmetics regulation: global convergence or fragmentation?** - *Beta Montemayor, Director, Environmental Science and Regulation at CCTFA (Canadian Cosmetic, Toiletry and Fragrance Association)*

Does the ‘holy grail’ of global regulatory harmonisation for cosmetics still exist? There are no longer a few “success models” to serve as a template but rather a large number of mature regulatory approaches, all of which have their strengths and weaknesses. In order to deliver tangible improvements and benefits, international collaboration needs to focus on compatibility of different systems rather than their fundamental change. The presentation will provide an overview of the major global trends in cosmetics regulation and how industry collaboration can influence them.

17.15 – 17.45 **Question and answers / Session Wrap-up / Preview of breakout sessions**

18.00 – 19.30 **Networking cocktail**

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Breakout Sessions on specific topics: science and regulations

9.00 – 9.15 **Welcome and Logistics**

- 9.15 – 11.30**
- **Breakout A:** Case study : ingredient safety assessment on the basis of the “Tox 21 Century”
 - **Breakout B:** Endocrine disruptors : The science of today will write the legislation of tomorrow
 - **Breakout C:** Perfume Allergy : New approaches to the risk management of allergies

11.30 – 12.30 **Plenary Session: Presentation of results, Q&A**

12.30 – 13.30 **Lunch**

- 13.30 – 15.30**
- **Breakout D:** Impact of packaging on the product safety assessment, pragmatic safety evaluation and relationship with suppliers
 - **Breakout E:** Nanomaterials : How to deal with the uncertainties around the nanodefinition
 - **Breakout F:** Practical Compliance with Animal Testing Bans : information exchange with suppliers

15.30 – 16.30 **Plenary Session: Presentation of results, Q&A**

16.30 – 17.00 **Conference wrap up and farewell**

19.30 – 22.00 **Closing dinner Cosmetics Europe Conference & Cosmetics Europe General Assembly Welcome dinner**
Venue: Hôtel de Ville