



**COSMETIC VALLEY**  

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**FRANCE**



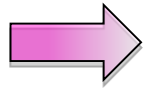
**Innovation within the cosmetic industry :  
focus on Cosmetic Valley strategy**

Christophe MASSON (PhD)  
Scientific Manager

***ENTREPRENEURIAL DISCOVERY FOCUS GROUP ON COSMETICS AND FOOD SUPPLEMENTS  
BASED ON NATURAL INGREDIENTS***

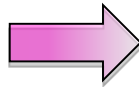
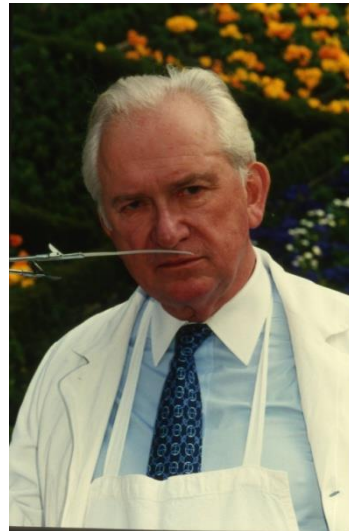
*26 May 2016 - Cluj-Napoca*

# COSMETIC VALLEY



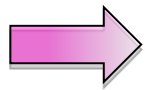
***1994: Creation of the association***

***1<sup>st</sup> President: Jean-Paul GUERLAIN***

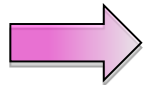


***2005: Cosmetic Valley designated  
« competitiveness cluster »***

# COSMETIC VALLEY



***Président: Marc-Antoine JAMET,  
General Secretary of LVMH***



***CEO: Jean Luc ANSEL,  
Founder of the Cosmetic Valley***



CLARINS  
FRAGRANCE GROUP

COTY  
Calvin Klein

PUIG

SHISEIDO

LVMH  
MOËT HENNESSY • LOUIS VUITTON

AZZARO  
PARIS

BALENCIAGA  
PARIS



Jean Paul  
GAULTIER

Christian Dior  
PARFUMS

DAVIDOFF  
PARFUMS

paco rabanne  
PARIS

SERGE LUTENS

Thierry Mugler

Chopard  
parfums

Chloé

NINA RICCI  
PARIS

ISSEY MIYAKE

GUERLAIN  
PARIS



GIVENCHY

CERRUTI 1881

roberto cavalli

PRADA

narciso rodriguez

SWAROVSKI

MARC JACOBS



VALENTINO

ELIE SAAB

KENZO

LAMPE  
BERGER  
PARIS

Parfums  
Lolita  
Lempicka  
Paris

CARON  
PARIS



natura  
bem estar bem

CHANEL

sisley  
PARIS

GRUPE  
CLARINS

EXPANSCIENCE®  
LABORATOIRES

Johnson & Johnson  
GROUP OF CONSUMER COMPANIES

ALES  
GROUPE



YVES ROCHER

CAUDALÍE  
PARIS

URIAGE  
EAU THERMALE

Mustela®

ROC

LIERAC  
PARIS

DANIEL  
JOUVANCE  
EXPERTISE COSMÉTIQUE MARINE



NUXE  
PARIS

dermo active  
cosmétologie

SVR

Noviderm

Neutrogena®



Dr. PIERRE  
RICAUD  
PARIS

BIOLOGIE  
& BEAUTÉ

Johnson & Johnson  
GROUP OF CONSUMER COMPANIES

P&G

L'ORÉAL®



Reckitt  
Benckiser



head  
& shoulders

PANTENE  
PRO-V

GEMEY  
PARIS  
MAYBELLINE  
NEW YORK

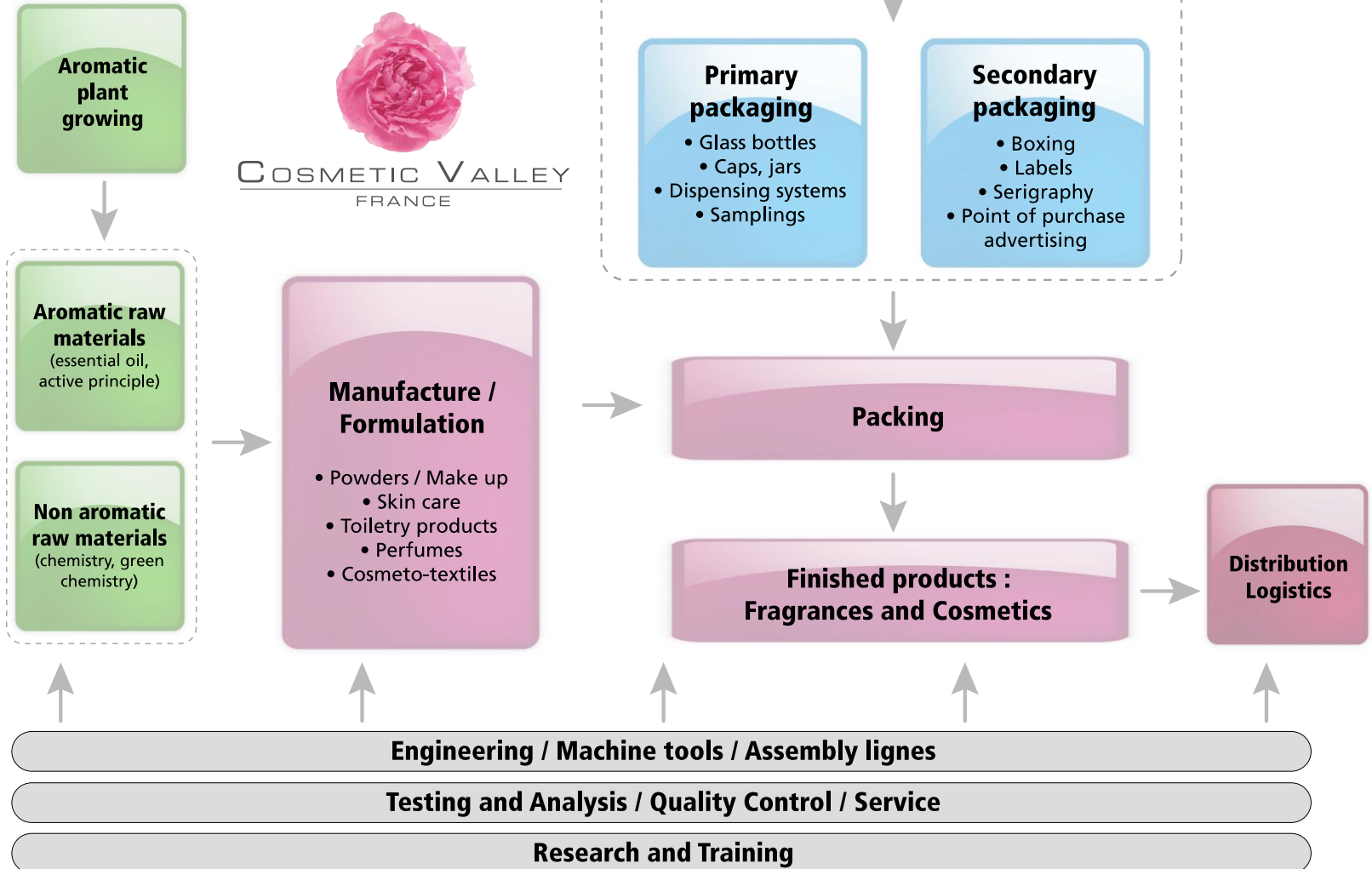
Veet

GARNIER

Clearasil

# A global industry

## Cosmetic Valley know-how





**COSMETIC VALLEY**  
FRANCE

# The world's leading centre for perfume and cosmetics resources

## Key figures

**800 Companies (80 % SME)**

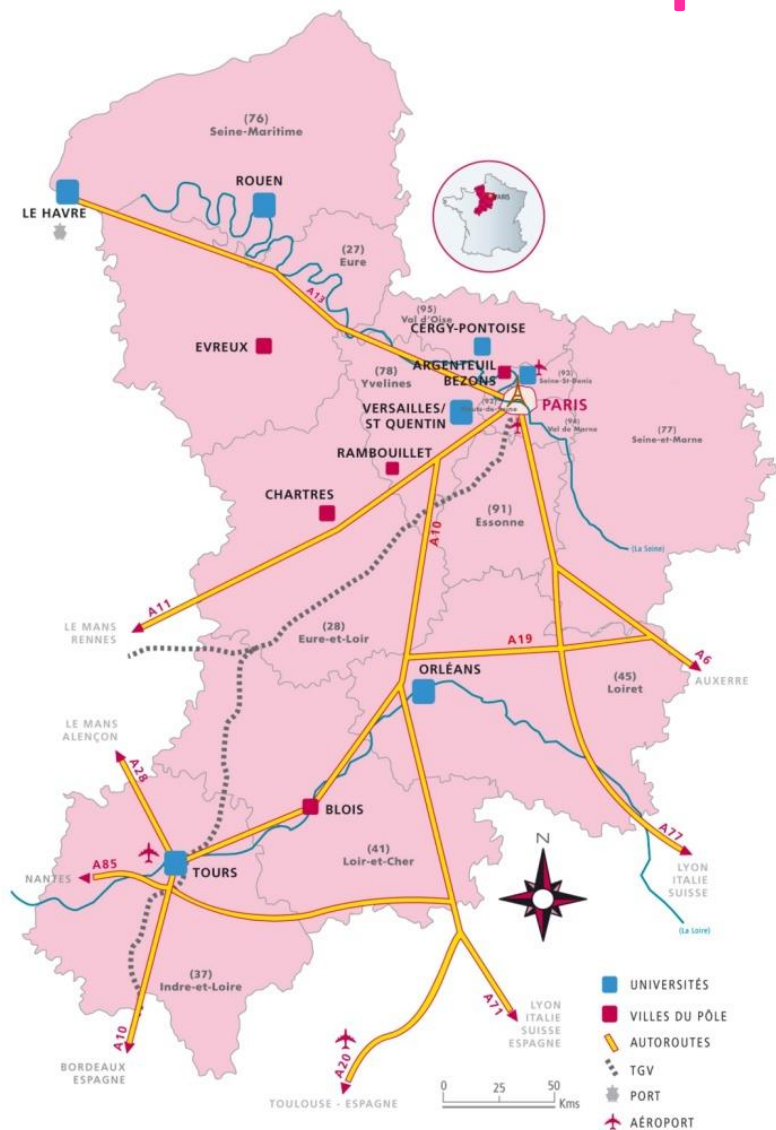
**70 000 employees**

**Turnover: 18 billions €**

**2<sup>nd</sup> export industry**

**8 Universities – CNRS - SOLEIL**

**8000 scientists**





# Actions towards industry

## ❖ Networking

Facilitate contacts and business between companies (networking dinners, welcome of international delegations, working groups...)

## ❖ Export

Support business worldwide (international exhibitions, economic prospection...) mainly through international events in Asia, Europe, and France (Cosmetic360)

## ❖ Congresses & Training

Improve employee's qualification by on-going training and by organizing scientific congresses (packaging, sensory, regulation, formulation...)

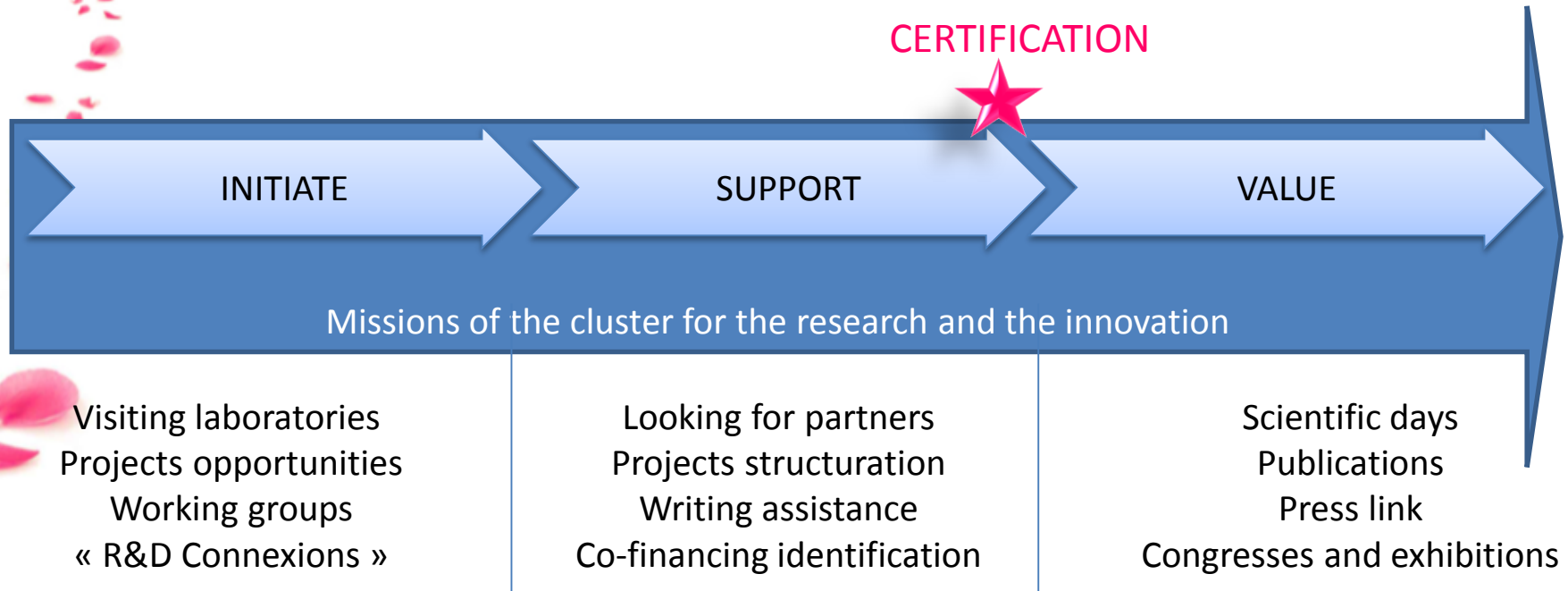
## ❖ Cosmeto watch

Follow the latest trends and the position of players in order to keep our members up to date

## ❖ Research and Innovation

Support research in cosmetic sciences and develop collaborative innovation projects

# Research and Innovation



➤ 180 collaborative research projects under the Cosmetic Valley banner

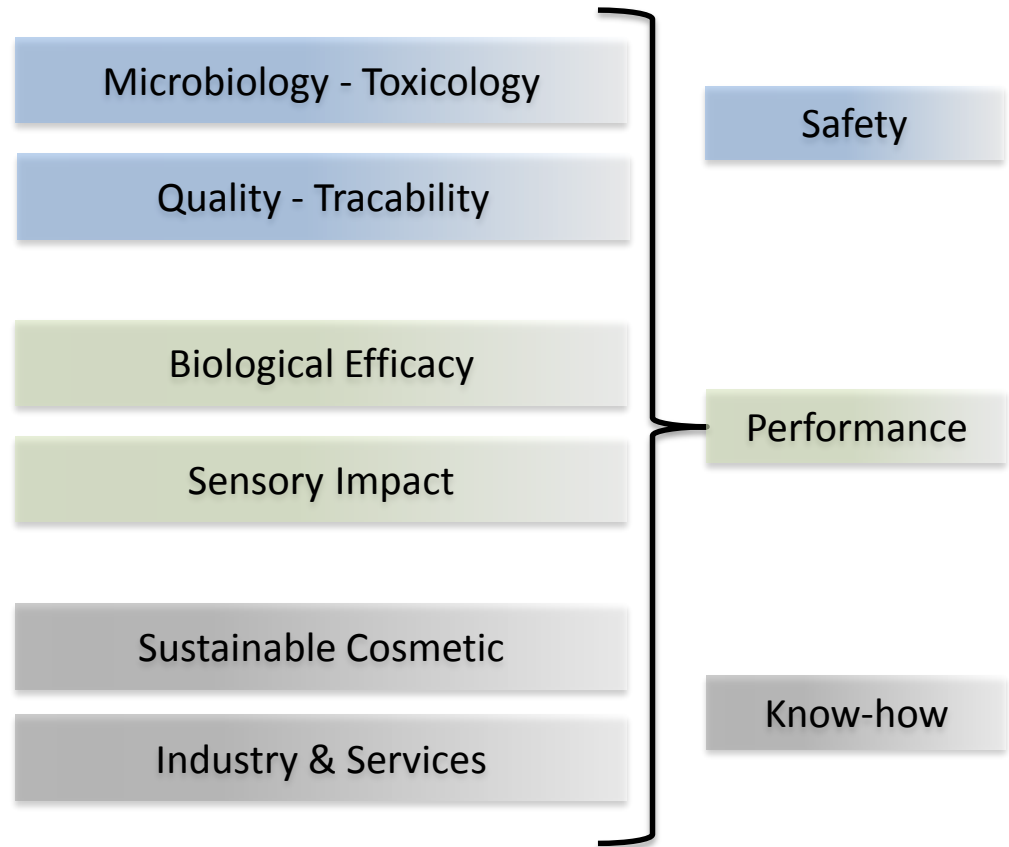
➤ €270 million investment

- **Scientific benefits:** Publications in scientific reviews, communications in congresses
- **Economic benefits:** Development of the competitiveness of the companies, Job creation



# Values of the « Made in France » as major axes of innovation

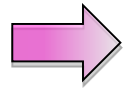
COSMETIC VALLEY  
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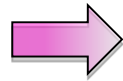
# International Partnerships



COSMETIC VALLEY  
FRANCE



**Develop collaborations between Cosmetic Valley and international clusters**



**Develop the cosmetopea all around the world**

## **Partnership conventions with:**

The Japan Cosmetic Center

The Beauty Cluster Barcelona

Colombian cluster: BioIntropic and Andi

Québec International

Polo de la Cosmesi

## **Links with:**

Jeju in South Korea

Industrial Technology Research Institute of Taiwan

Thailand center of excellence for life sciences

Cosmetic Newspaper, Cosmetic Observer, Guangdong Light Industry Association in China...

Etc...

# 2 ways to collaborate with cosmetic industry in France



By inviting you to  
the **Cosmetic 360** trade fair in **PARIS**,  
the global showcase for innovations  
in **Perfumery and Cosmetics**:

- To **promote your innovations** to the most powerful decision-makers in the sector
- To **attend one-on-one Open Innovation** meetings with the most important buyers in the industry
- To **benefit from BtoB meetings** focused specifically on the trade fair
- To **take advantage of the series of conferences** scheduled for the trade fair, providing cutting-edge expertise and know-how in **Perfumery and Cosmetics**.



By working with you  
to build long-lasting  
**networking relationships**  
in the form of:

- **Collaborative projects**, R&D programmes, trans-cluster initiatives, and the like
- **Business proposals** passed on to the companies in our network
- **International economic and territorial analysis assignments.**

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28000 Chartres FRANCE

# Cosmetic360, 13.14 Oct 2016

## Paris – Carrousel le Louvre

### **The global showcase for innovations in Perfumery and Cosmetics**

- 240 exhibitors (innovative SMEs from the global industry)
- More than 5000 visitors / 50 countries
- All the majors for Open Innovation meetings (Chanel, L'oreal, Shiseido, LVMH, Sephora, J&J, ...)

# “World Innovation & Cosmetic Cluster Summit” at Cosmetic360

An international BtoB meeting to foster innovation in cosmetic

Three main objectives :

- Gather a cross-sectorial and international community of clusters to foster innovation for cosmetic
- Promote their innovation that can be implemented in the cosmetic industry (packaging, raw material & natural ingredients, biotechnologies...)
- Provide the clusters with the opportunity to meet the main cosmetic industry buyers

You are a cluster, a business network and your companies develop innovations that can be implemented in the cosmetic market ?

You want to promote your innovations among cosmetic industry buyers ?

Come and join the “World Innovation & Cosmetic Cluster Summit”  
Paris, 13 October 2016



**COSMETIC VALLEY**  
FRANCE

**Thank you for your attention**

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**COSMETIC360®**  
INNOVATIONS + SOLUTIONS > PARIS



**13.14 OCT 2016**  
PARIS | CARROUSEL DU LOUVRE