

# In-Cosmetics 2011

## Emotions on show in Milan

"Tu chiamale se vuoi: emozioni" ("You can call them emotions, if you like") it's the beginning of a very popular song in Italy. You're probably thinking that to start an article on a chemistry fair by quoting a song might be a bit bizarre. The quote actually comes to mind very easily and is a bit of homage to the many visitors who, after far too many years (the last time was in 2004), came to Milan, Italy to visit a fair that is today a primary event in the sector: In-Cosmetics. And this, for us who report on the fair, but also for all the Italian visitors, has indeed meant experiencing strong emotions.

A very successful event indeed this year, with important figures: 6850 visitors, 560 exhibitors over 10,897 m<sup>2</sup>, an increase compared to the beautiful Paris 2010 edition. Figures that are foreseen to keep on growing, given the positive trend of an industry sector that has overcome the difficult moments of the recent great crisis without any losses, but actually with increased sales. It is all about meeting a demand for products that are necessary to our lives, and even though through a heavy crisis, that are also required to meet a need for well-being, a need to pay more attention to oneself, to take more care for oneself. It is meeting a need for emotions - there you go again that Italian song coming up. And the sector has met the demands by taking proper action, through research, innovation, sustainability. Certainly not through slogans or advertising claims, but actually with true efforts, commitment, concrete investments, true responses.

The following are some of the official comments after the fair: "Always a popular addition to the programme, the *Innovation Zone* was brimming with creativity this year, bringing together 70 ingredients launched at the show or in the last six months. The new *Innovation Zone Best Ingredient Award* saw a selected number of exhibitors go head to head with their new innovations, judged by an independent panel of experts. In the end, Lipo Chemicals beat off stiff competition to win with its unique Liposhield™ HEV Melanin technology.

The *in-focus* feature explored the challenges in the development of sustainable cosmetics, from new concepts to sourcing, formulation, industrial processes and packaging while the new Sustainability Gallery highlighted 12 sustainable innovations, initiatives or policies developed by leading suppliers in the industry. As always with in-cosmetics, the *Regulatory* and *Innovation Seminars*, *Marketing Trend Presentations* and *Formulation Workshops* were also packed with manufacturers and suppliers looking to equip themselves with the latest industry information.

A new addition to the programme was the *Scientific Seminars* bringing hugely topical discussions in Nanotechnology, Biotechnology and Skin-ageing.

**in-cosmetics®**  
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Speaking of the show's success, In-Cosmetics Group Marketing Manager Cathy Laporte commented: "The wide range of educational features and exhibitors, not to mention the thousands of visitors that descended on Milan, have really placed us once again at the forefront of the personal care ingredients market. With the cosmetics and beauty industry expected to grow 8.5 percent (Euromonitor International) by 2014, the show looks set to be a hit once again next year".

The scientific organisation of the seminar on Biotechnology and Nanotechnology applications in Cosmetics was seen to by our journal, *HPC Today*, on behalf of Reed Exhibitions Ltd. Seven speakers from academia, industry and European Institutions provided a complete overview on the topics.

Italian companies responded extremely well to the invitation to attend In-Cosmetics 2011, both well-known and newer companies. In the end, the Italian sector operators were a third of all visitors, and not only because the event was held in Milan, but actually because the Italian personal care/cosmetic industry is one of the most important in the world, at least it certainly is as regards volumes. A normal summer holiday day along Italy's extensive shores means millions of showers being taken, millions of shampoo products, sun creams, moisturisers, etc. being used. And it is important for the quality it provides too. Quality, besides safety of use of the product, is ever more demanded by Italian end users. Consumers also look at the creativity efforts to present a product, to "dress" it nicely through the packaging design.

Let's keep in mind that Italy means fashion, that the "made in Italy" brand is popular in the world.

In-Cosmetics 2011 has also been the occasion to witness the recognition of the importance of Italy's cosmetic sector. This recognition, for the members of the international press, like we are though based in Italy, has certainly been another strong emotion we've happily experienced. Walking the aisles of the fair has been most exciting. We have witnessed so many great communication efforts. New images, renewed stands. Image is key, of course, but it's not just that. There's a lot of hard work behind that image. Everybody wanted to take part into the communication. There was a positive anxiety to get across new messages. This is all done by the people working in this industry, who have strived to make In-Cosmetics 2011 - I'm sure you'll forgive my reference to fashion given the fact we're writing of Milan - the seasonal fashion show to showcase creativity to all those women and men that demand simple yet essential things of one's everyday life to our sector:

feeling well, appearing well, living well [...]. It feels good to be part of this result-achieving cycle. "You can call them emotions, if you like".