

## **Sustainable Cosmetics Summit Hong Kong August 2012.**

Wendy Maddocks-Jennings of MJ Health Ltd attended this conference on behalf of NPNZ and her report follows. If you would like further information on any of the sessions below, please contact Wendy directly as she has copies of the presentations.

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The two day summit is part of a series of events organized by Organic Monitor (UK) and is immediately prior to Cosmoprof. It brings together a vast array of technical and product expertise fitted into a very tight schedule of micro sessions of 10-20 minutes in length.

The sessions most relevant to the skin care sector:

### **1) Sustainability in Practice (chaired by Gordon Chalmers, Jasmine Skin Care Australia) Speakers** from Australia, Hong Kong, Malaysia and Japan.

With the global natural beauty market growing by \$1(US) Billion a year, and with 40% of this market in Asia there remains challenges and opportunities.

- Consumers in Asia are well aware of concepts like green, natural and organic, but as there are no common industry standards there remains a lot of greenwashing as any look at a pharmacy or department store will attest to.
- The session from Jurlique identified the importance of communicating authenticity and heritage as well as bridging the gap between being natural and perceived efficacy.
- Jurlique also commented on the 'big boys' in the skin care market, with seemingly bottomless pits of resources for advertising and marketing.
- The session by organic Monitor highlighted that being a sustainable company means more than just having green ingredients. It is important for companies to do a life cycle analysis and be able to measure the foot print of each product.
- This was supported by the Intertek session which used metrics to work out a cradle to gate and cradle to grave analysis of each product.

## 2) Cruelty free and animal testing

The sessions on cruelty free and animal testing gave an update on the global positions from both a European and Chinese perspective with considerable work being undertaken in this area.

- One of main issues is that many countries in the world may require some sort of animal testing to be undertaken and this can have an impact on the image of a brand. There are various tests available globally which can be used to replace animal testing and the issue is to have these tests accepted.
- Keep an eye on the information supplied by Cruelty Free licensing agencies for updates as the field is moving quickly.
- Of interest was a major cosmetic brand, Jasmine Skin Care from Australia, sharing how they manage getting their products sold in China. Product is made in Australia (this meeting country of origin labeling laws), but the product is filled in a special economic zone at the border in an approved facility. This circumvents the need for products to be registered in China. From an informal chat with various officials at the event this practice is not particularly recommended.

## 3) Halal Certification

- This is an area for NZ manufacturers to take note of. There is a NZ Halal standard of permitted and forbidden ingredients and with Muslim consumers accounting for 20% of the global market it is worthy for NZ companies who export to consider this.
- For licensed vegan and vegetarian companies the transition to Halal is relatively simple.
- Main skin care ingredients to be mindful of are gelatin, collagen, non plant glycerin and fermented alcohol.
- Forbidden ingredients in Halal products include urine, placenta, blood, amniotic fluid, vomit, pus, dog, pig, carrion and GMO.
- Malaysia Halal is the strictest in the world.

Other speakers included vignettes from companies who have set up 'store in store' places in Asia, sustainable packaging and some novel ingredients.

If this is your space and if you happen to be in Hong Kong at the time then it is worth going to the event for the information and networking opportunities.