

Beat: Lifestyle

SUSTAINABLE COSMETICS SUMMIT EUROPE 2015 - IN PARIS

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USPA NEWS - Major developments in green materials, sustainability metrics, ethical labels, and digital marketing will be featured in the European edition of the Sustainable Cosmetics Summit. The summit will be hosted at the Paris Marriott Champs-Elysées on 21-23rd Oct...

Major developments in green materials, sustainability metrics, ethical labels, and digital marketing will be featured in the European edition of the Sustainable Cosmetics Summit. The summit will be hosted at the Paris Marriott Champs-Elysées on 21-23rd Oct.

With cosmetic and ingredient firms under growing pressure to reduce their environmental impacts, sustainability metrics are gaining popularity. The opening session looks at popular approaches to measure environmental and social footprints. Elizabeth Laville, Founder and Director of Utopies, will present the latest sustainability metrics on cosmetic products.

Yves Rocher will show how it is using such metrics in its sustainability strategy, whilst Bruno Garnier from Carrefour will state how the supermarket chain is addressing its packaging impacts. Vicky Murray from Neal's Yard Remedies will outline the steps it has taken to become the first carbon-neutral retailer in the UK. Featured speakers will also debate the practical use of metrics: do they over-complicate the green agenda, or help focus sustainability efforts?

- The green materials session will give an update on the growing array of sustainable ingredients available to product developers and formulators.

- With concerns about labels proliferation in the cosmetics industry, the ethical labels session will give an update on recent developments and give future projections.

- The digital marketing session will look at the disruptive influence of mobile technology on the marketing of cosmetic products in the context of sustainability.

Source : Sustainable Cosmetics Summit

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