

Making Cosmetics: concept to consumer

Making Cosmetics is everyone's chance in the personal care market to get up-to-the-minute information and advice direct from leading experts, manufacturers, suppliers and industry figures in sourcing, manufacturing and outsourcing personal care products from start to finish and taking them from concept to consumer.



To be held at the National Motorcycle Museum Exhibition Centre, Birmingham, UK, from the 28-30 March 2012, Making Cosmetics is two days, one unique UK event, packed with content ideal for anyone looking to:

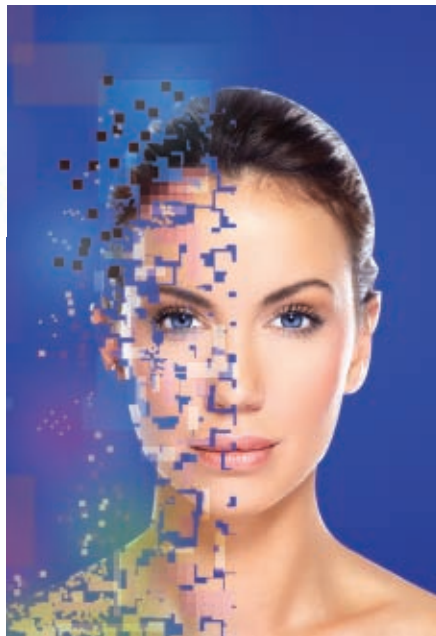
- Develop products that are fit for purpose, stable and compliant.
- Increase efficiencies, enhance productivity, save costs, cut the time to market.
- Design, manufacture and market products in a controlled, safe and audited manner.
- Enhance product performance, application or appeal.
- Meet the demands of a legislative and regulatory framework that affects every part of the manufacturing and supply chain.

The above are key elements in allowing manufacturers to develop safe, effective, innovative and successful products that meet the requirements of ever-demanding consumers and allow them to continually invest in brands and increase margins (without sacrificing volumes).

Making Cosmetics is free for visitors to attend – including the Seminars, Total Solutions Centre, TechFocus, mixing technology demonstration, etc. Great value in these budget-stretched times.

Attendee profile

- Brand owners – small, medium and large.
- Entrepreneurial formulators and product developers.
- Importers of foreign cosmetics and toiletries.



- Responsible/qualified persons.
- Process development chemists.
- Process engineers and managers.
- Quality assurance managers.
- Testing laboratory managers.
- Legal compliance managers.
- Marketing executives.
- Product managers.
- Business development managers.
- General management.
- Consultants.

Seminar Programme

All seminars are free to attend

28 March

09.15-09.40: New cosmetic product development – *Dr Cuross Bakhtiar, Harley Street Cosmetics.*

09.40-10.05: Understanding cosmetic regulation & attaining compliance – *Dr Chris Brennan, Intertek.*

10.05-10.30: Small scale manufacture – *Andy Juj, Jasan Cosmetic Laboratories.*

11.00-11.25: How to develop a brand/product range – *Belinda Roberts, Snowbell Management.*

11.25-11.50: The importance of risk assessment – *Dave Preston, Colgate Palmolive.*

11.50-12.15: Packaging development – the steps to make sure you make the right packaging choice for your product – *Fiona Foster, Sampling Innovations.*

12.15-12.40: Cosmetic claims substantiation: knowing what claims to put on your product – *Tony Barlow, Aspen Clinical Research.*

29 March

09.15-09.40: Managing and planning the NPD process from concept to consumer – *Susan Hurst, MiDAS Consultants.*

09.40-10.05: The product safety report and what is required – *Anthony Dweck, Dweck Data.*

10.05-10.30: Design for manufacture – *Rosemary Collins, About Face Cosmetics.*

11.00-11.25: Brand engrams – the unconscious link between brands & consumers – *David Elliott, DGE Consultancy.*

11.25-11.50: Making product creation cost effective – *Dr Bob Hefford, Independent Cosmetic Advice.*

11.50-12.15: The role of packaging in delivering exceptional cosmetic experiences – *Kevin Vyse, KBV Consultants.*

12.15-12.40: Good manufacturing practice (GMP) in the cosmetics industry. how to attain compliance to iso 22716 – *Mike Izon, QCS International.*

Total Solutions Centre

Free one-to-one consultations

28 March

09.30-10.30: Outsourcing – how to get your product formulated and made – *Dr R Hefford, Independent Cosmetic Advice.*

11.00-12.00: A-Z of naturals to cosmeceuticals new product development – *Dr Cuross Bakhtiar, Harley Street Cosmetics.*

12.00-13.00: Does it do what it says on the tin? Claim support, consumer trials and confidence from prototype to product launch – *Joyce Ryan, Joyce Ryan Consultancy.*

13.00-14.00: how to best use online resources to support your product development – *Henning Schwinum, Innovadex.*

14.00-15.00: How to complete a product safety report & complete a PIP – Anthony Dweck, Dweck Data.

15.00-16.00: Sampling, how to get your product noticed – 75% of women like to try before they buy – Fiona Foster, Sampling Innovations.

16.00-17.00: Developing a new skincare, bodycare or haircare brand – Belinda Roberts, Snowbell Management.

29 March

09.30-10.30: Packaging and branding workshop – Kevin Vyse, KBV Consultants.

11.00-12.00: Making sense of scents – the ways fragrance & essential oils can affect a product – Shelagh Foyle, Formula 1 Cosmetic Developments.

12.00-13.00: The formulation and manufacture of colour cosmetics – effective formulation & problem solving – Rosemary Collins, About Face Cosmetics.

13.00-14.00: Total compliance to GMP and the cosmetics regulation – Mike Izon, QCS International.

14.00-15.00: Brand development – art or science? – David Elliott, DGE Consultancy.

15.00-16.00: Clinical research, claim support & safety studies – Simon Grundy, Intertek.

Making cosmetics – the brand owner’s view

A session where entrepreneurial brand owners outline their experiences, challenges and achievements from start-up to success.

15.20-15.40: Diversity in brand development – Dr Yana Johnson MBE, CEO Yana Cosmetics Ltd.

15.40-16.00: Starting a luxury 100% naturals cosmetics business – lessons learned – Zeina Nazer, Jardins D’EDEN.

Exhibition – expertise, options, ideas, answers

Exhibitors are drawn from across the full range of equipment and services in the personal care market. It is a unique opportunity to see the new, the innovative, the proven, the expert, the everyday, the essential and to assess a full range of options for sourcing, manufacturing or outsourcing.

Exhibitor profile

- Contract manufacture.
- Processing.
- Packaging.
- Labelling.
- Water purification.
- Environmental hygiene.
- Laboratory and analytical equipment.

- Testing services.
- Regulatory environment.
- Market research.
- Creative services.

Modern Mixing – the Ekato Way

A programme of interactive demonstrations for visitors to experience how modern mixing technologies can increase efficiencies and save costs – key objectives for brand development and increased margins without sacrificing volumes.

Pre-registration recommended as places are limited.

- 28 March demonstrations: 10.30, 12.30 & 14.00
- 29 March demonstrations: 10.30, 12.30 & 14.00

For many years the UK has been a centre of excellence in the creation, development, manufacture and marketing of personal care products. Making Cosmetics is organised in recognition of the need in the market for people to be kept fully informed of all aspects relating to sourcing, manufacturing and outsourcing personal care products. For the more information, the full programme, exhibitor list and more, visit www.making-cosmetics.com



Making Cosmetics from start to finish.

Making Cosmetics contains 12 seminars, 15 technical papers and an exhibition dedicated to taking personal care products from concept to consumer.

Topics covered include:

- The New Product Development Process
- Compliance / Regulations
- Scale-up / Manufacture
- Marketing / Branding
- Risk Management / HACCP
- Packaging

Making Cosmetics is about sourcing, manufacturing and outsourcing personal care products. Immerse yourself in expertise, know-how, ideas and answers to technical challenges.

Discover new ways to enhance your competitive edge.



28-29 March 2012. NMM Exhibition Centre, Birmingham
www.making-cosmetics.com for the full programme, exhibitor list...and more

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