

The Science Behind Clean Beauty



A conference by



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The demand for Clean Beauty products from consumers is on the rise. At MakeUp in New York, hear from a panel of experts on supply chain, efficacy, safety, and branding on how to develop Clean Beauty products that are sustainable, ethically sourced, and deliver honest, transparent results.

Topics that will be discussed include:

- ✓ The **science** behind Clean Beauty,
- ✓ Clean Beauty **without** compromise,
- ✓ How to be **eco- socio-responsible**,
- ✓ Meeting consumers **expectations**,
- ✓ And building a **modern** skincare brand.

2:30 – 2:35pm Introductions: **Giorgio Dell'Acqua, Chair - NYSCC Scientific Committee**

2:35 – 2:50pm Noreza Papin, Vice President of Sales - Expanscience Cosmetic Active Ingredients Division

Clean Beauty is Beauty Without Compromise: 360 Degrees Eco Socio-Designed Responsible

Clean Beauty is associated with a transparent supply chain that does not threaten the environment or social footprint. A Clean Beauty product is built by sourcing natural ingredients in a way that does not endanger local biodiversity, but in fact protects and preserves local biodiversity. Clean Beauty is also about working with suppliers' communities in a fair and responsible way. This presentation will take you to Peru to explore one of Expanscience's supply chains, where commitment to bring together: sustainability, safety and efficacy is key for the creation of a Clean Beauty product.

2:50 – 3:05pm Toussaint Jordan, Senior Technical Marketing Leader – Gattefossé USA

Clean Without Compromise: Consumer Expectations vs. Reality

A growing number of consumers are looking for Clean Beauty products. Not to be confused with natural or organic. The term "clean" refers to products formulated without harmful ingredients. The ever-evolving list of unusable ingredients makes product development challenging, especially for more complex formulations like color cosmetics. Recently, Gattefossé conducted a global consumer survey, as well as a claims evaluation, to understand women's expectations of clean make-up versus the current product offering. A comparison of the two studies revealed some surprising results. This presentation will divulge a few key insights to help brands develop "cleaner" make-up products without compromising performance.

3:05 – 3:15pm Giorgio Dell'Acqua, Chair - NYSCC Scientific Committee – Dellacqua Consulting

The Science Behind Clean Beauty

The rising of the Clean Beauty movement and products is not surprising. Consumers have been demanding honesty, transparency, safety and efficacy from finished products manufacturers since a long time. Brands are readjusting and changing the way they source and validate their ingredients. Natural ingredients seem the perfect fit in many clean beauty products due to their association with simplicity and truthfulness. But are these natural ingredients and raw materials able to deliver a true efficacy? Is it finally possible to bridge naturals and science?

3:15 – 3:30pm Special Guest: Christine Chang, Co-Founder & Co-CEO – Glow Recipe

The Intersection of Clean & K-beauty: Building a Modern Skincare Brand

Over the past several years with its fun concepts, sensorial textures, and interesting ingredients, the K-beauty movement has irrevocably changed the global beauty and skincare market. With the powerful demand for clean, cruelty-free beauty products, how will these two trends intersect? What are the implications for product developers and marketers going forward? This presentation will divulge a few key insights to help brands harness these trends to create a truly modern beauty brand.

3:35 – 4:00pm PANEL DISCUSSION & Q&A

Moderated by: Giorgio Dell'Acqua, Chair - NYSCC Scientific Committee



“The Clean Beauty Revealed”

Wednesday September 11th, 2019
2:30pm - 4:00pm

Giorgio Dell'Acqua, Chair - NYSCC Scientific Committee
Noreza Papin, VP of Sales - EXPANSCIENCE Cosmetic Active Ingredients Division
Toussaint Jordan, Senior Technical Marketing Leader - GATTEFOSSE USA
Christine Chang, Co-Founder & Co-CEO - GLOW RECIPE

Podcast episode

Discover the podcast **BEAUTY IS YOUR BUSINESS**
Julie Mathers of Flora and Fauna – Green, Kind, and Selling Life



Eco-friendly and vegan products from Australia...
Here's a classic episode of "Beauty Is Your Business" - Julie Mathers, Founder and CEO of Flora and Fauna, Australia's largest cruelty free & vegan shop with exclusive eco friendly products, joins Pavan Bahl, Marc Raco, and guest host and Kelly Stickel (CEO of Remodista) at Shoptalk Europe in Copenhagen.

Mathers reveals how her company offers all natural and vegan products, from skin care to fashion, and how essentially they "sell life", Flora and Fauna's 3.5k SKUs with many brands, and its private label brand Green and Kind.

Hot news

The 3 hot news selected by the MakeUp in Team*:

Pat McGrath Labs launches new foundation

Discover the bio-designed skincare line from Elegura

By Terry's intelligent powder is one the hottest beauty launches of the week

** let us know which one is yours.....*
