

# COSMETICS INNOVATION

Luncheon/Webcast • February 2, 2017 • Penn Club

## Abstract

Experts from L'Oreal and IFF will discuss the challenges and opportunities involved in sustainable cosmetics. The global cosmetics market was worth 460 Billion USD in 2014 and is projected to grow to 675 Billion USD by 2020. By its nature the market is extremely public-facing and sensitive to consumer demands. As the millennial generation becomes a most powerful economic segment and among the top consumers of cosmetic products, their concerns about product design, performance, price, sustainability and resource conservation are increasingly relevant to the industry.

How can manufacturers meet the demand for sustainable products while still working at competitive price points? Who will seize the opportunity to differentiate their product offerings?

February 2nd is your opportunity to hear about how companies are addressing sustainability challenges in the cosmetics industry. Gain insight into the global efforts to reduce waste and commodity consumption while maintaining top-quality production.



**L'ORÉAL**  
PARIS

**Speaker: Michael White**, Assistant Vice President of Creative Fragrance Development at L'Oreal USA, has 30 years in the personal care industry as a quality engineer, formulation chemist, and for the past 25 years as a creative fragrance development professional. Mike has worked for two of the industry's most well respected companies Gillette and L'Oreal and has created fragrances for nearly every personal care category in body application.



**IFF**  
International Flavors & Fragrances Inc.

**Speaker: Dennis Maroney**, Perfumer at International Flavors and Fragrances which he joined in 2001. Previously, he was Perfumer at Shaw Mudge and Co. and Kato Worldwide Ltd. He was President of the American Society of Perfumers in 1995.

Maroney holds a Bachelor of Science degrees in Psychology and Chemistry from The University of Connecticut.



**Moderator: Adam Closson** is a Research Fellow at IFF focused on the chemical processes of the fragrance industry, including the invention of new fragrance ingredients. Before joining IFF in 2006, he held research fellowships with the US Navy and at Stockholm University after receiving his doctorate at the University of California in San Diego.



## Event Schedule

### Location:

Penn Club  
30 W 44th Street, NYC

### Event Times: (ET)

11:15 am - 12:00 noon  
Registration and  
Networking

12 noon - 1 pm Luncheon

1 pm - 2 pm Talk - Webcast

### Luncheon Fees

\$120 for non-members

\$90 for members

Check for Early-bird savings

**Webcast** : \$30. Free webcast  
recording for ACS members

### Event Host

Adam Closson

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