

# Call for interest – Cosmetic Innovation

## Set-up of collaborative projects

Open until June 23<sup>rd</sup> 2019

### Context

Global Cosmetics Cluster is the first international clusters network dedicated to innovation in cosmetics. It gathers 25 clusters of the entire cosmetic value chain (cosmetics, formulation, digital transition, raw material, packaging, tests and analyses, finished products, distribution) at an international scale.

Global Cosmetics Cluster was launched in the 2016 edition of the Cosmetic 360 fair in Paris, the international exhibition dedicated to innovations and solutions for the perfumery and cosmetics industry. Since then, the network has continued to grow and meets every year to exchange during interclustering BtoB.

**Cosmetic 360** is the international trade fair dedicated to innovation, research and business in the cosmetic industry. [Cosmetic 360](#) is a unique opportunity to develop new partnerships around innovative projects (top-level attendance, dedicated discussion areas, gala evening event, and more). Organised each year in Paris, Cosmetic 360 brings together **220 exhibitors**, presenting the latest innovations, and **5 000 visitors** (47% of whom are decision-makers – CEO, R&D managers...) **from more than 50 countries**.

Since 2015, members of the Global Cosmetics Cluster participate each year to Business-to-Business (B2B) meetings during Cosmetic 360 to identify and develop new collaboration projects. **For the 5<sup>th</sup> edition of Cosmetic 360 taking place in Paris, France, on 16<sup>th</sup> and 17<sup>th</sup> October 2019, these B2B meetings will also be open to private and public entities to present.**

**Global Cosmetics Cluster launches this call for interest to identify and support new innovative, collaborative cosmetic projects.** This call is open to all actors from the network of each Global Cosmetics Cluster members looking for international partners. **The main goal is to foster innovation among companies and research units in the cosmetic sector in order to increase international competitiveness and growth.**

### Calendar



**Until 23/06/2019:** You fill in the project description (2 pages), in response to the call for interest



**Until end of July 2019:** You receive support to refine your project and the competencies you are looking for.



**Until end of September 2019:** Project outlines are published on Cosmetic360 website and you can register for the B2B meetings



**16-17/10/2019:** You meet new partners during B2B meetings organised at Cosmetic 360

## Eligibility criteria

- You are a company or a research unit working in the cosmetic sector;
- You are a member of one of the clusters of the Global Cosmetics Cluster;
- You have an innovative cosmetic project;
- Your project is collaborative: you are looking for new partners to develop your idea (you are not looking only to subcontract some activities or market a product).

## What is an innovative project?

- You have a project idea, but it is still at an **early development stage** (TRL 1-5, time-to-market ≈ 5 years);
- You do not have the in-house competencies to perform the R&D stage alone, and **you are looking for partners to develop your ideas jointly**;
- Your project could be related to all types of innovation: technological innovation, product innovation, process innovation, service innovation...

TRL 1

If you have a project idea and need partners to develop it → apply to this call for interest and participate in B2B meetings

If you have an innovation ready for the market → participate to Cosmetic 360 exhibition to present your innovation

TRL 9

## Topics (non-exhaustive):

The call for interest is fully bottom-up, and all topics related to innovation in cosmetics are eligible.

For instance, projects could include:

- **Safety:**
  - Microbiology, toxicology, cellular biology, testing and analyses ...
  - Traceability: development of tracking systems, fight against counterfeiting, connected packaging, ...
- **Performance:**
  - Biological efficiency: innovative fragrances and agents, drug vectorisation, multifunctional agents...
  - Sensory impact: functional packaging, skin imaging...
- **Sustainable cosmetics:** Logistics, eco-design, waste processing and recycling, natural pigments, organic sourcing of materials...
- **Industry:** Additive Manufacturing, bio-printing, green chemistry, synthesis ...
- **Digital cosmetic:** personalisation, connected beauty, Big Data, management of consumer's data...

## How to apply

- 1- Fill in the project description template with information on your project and partners you are looking for and send it back to Ségolène Leloutre, [sleloutre@cosmetic-valley.com](mailto:sleloutre@cosmetic-valley.com) and Elise Durey, [elise.durey@franceclusters.fr](mailto:elise.durey@franceclusters.fr) and the contact point within your cluster before 23/06/2019.
- 2- Receive support to refine your project and call for competences and get prepared for the B2B meetings in Paris.
- 3- Projects outlines will be published on the Cosmetic 360 website and be accessible to potential partners to facilitate their registration to the B2B meetings.
- 4- Meet new partners during the B2B meetings organised during Cosmetic 360, expand your network and identify new opportunities for collaboration and innovation!

## Conditions :

By submitting a project, you commit to:

- Working with us to prepare your participation to Cosmetic 360;
- Participate in the B2B meetings during Cosmetic 360 on 16<sup>th</sup> and 17<sup>th</sup> of October 2019 in Paris.

In exchange, you will :

- Receive support to structure your project;
- Meet new partners;
- Develop your international network.

## Contact

For more information, please contact Ségolène Leloutre, [sleloutre@cosmetic-valley.com](mailto:sleloutre@cosmetic-valley.com),  
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