

Distinguished ladies & gentlemen,

First, please allow me to express my sincere gratitude to IBHA for the kind invitation to the first ever IBHA seminar, “Shaping the Future of Beauty & Hygiene Industry “. As President of Cosmetics Europe I am indeed honoured to be invited to participate in this milestone event for the Cosmetics sector in India. This demonstrates the close collaboration between our two associations and how we are working together towards our shared vision of consumer access to safe, science based innovative and high quality cosmetics and personal care products globally.

Trade associations such as Cosmetics Europe and IBHA are the voice of the industry, contributing to and supporting the efforts of authorities in their endeavours to ensure that consumers whether in India, Europe or wherever they live in the world, have access to safe cosmetics through proportionate yet robust regulatory frameworks and strong trade relations.

At the end of last month, I was in Chandigarh where I had the honour to accompany French President François Hollande on his State visit to India and to summarize for Prime Minister Narendra Modi and President Hollande the main take aways of the India-France Business Summit.

The Cosmetic Indian Market has become more and more important in recent years: over the last five years, this market has known a compound annual growth rate of more than 17%, result that is more than impressive.

[Part 1 – Industry / Public Authorities TRUST]

Trust is a key element and I would like to focus for a few minutes on the importance of this. Today, thanks to a rapidly expanding globalized and digitalised world, the 21st century reality is that consumers are more connected and have more access to information and indeed to cosmetic products from everywhere on the planet. They are savvy and expect safe and innovative products that are suited to their personal needs and expectations.

It is also a prerequisite that our consumers must be able to have full trust that our products are safe and effective. Regulation has a role to play in building this trust. In meeting the business objectives for sustainable growth, the industry needs to focus on developing safe and innovative cosmetic products. This has to be done in compliance with the regulatory requirements put in place by the authorities. On the other side, as industry, we must be able to trust that regulation is fair and workable and provides a level playing field for all companies on the market and which allows us to responsibly innovate.

Without such trust, companies will not invest in a country. Without such trust, regulators may also respond by increasing the regulatory burden and may paralyze continued products improvement through innovation. Exaggerated regulation is most often an expression of a lack of trust by the regulators.

[Part 2. Public-Private dialogues and opportunities in the EU and India]

[a. In the EU]

Dialogue is also a major factor in building trusted relations and developing robust and appropriate regulatory frameworks adapted to meet changing realities. Along the way, comprehensive dialogue between the EU Decision-makers and the representatives of the Cosmetics Industry has been a feature of the development of EU cosmetics products regulation. Such dialogue continues to this day.

This year we are celebrating the 40th Anniversary of the EU Cosmetics Regulation. This regulation has evolved over the years to adapt to these changing realities. The standards for consumer safety in Europe are set by the Cosmetics Regulation. Consumer safety is of paramount concern of the cosmetics industry and in this regard we have a long track record.

However it is not just regulation that helps to develop trust, it is also the self-regulatory and voluntary initiatives. The responsibilities of our industry go beyond the purely regulatory requirements. Society now expects companies to behave in a responsible and ethical manner. Such an approach is part of industry's contract with society. The European cosmetics industry recognises these expectations, and strives to meet them in all its activities.

Last year for example, in view of the public concerns expressed over plastic debris in the marine environment, and given the availability of alternative materials, Cosmetics Europe recommended its membership to discontinue, in wash-off cosmetic products placed on the market as of 2020 the use of synthetic, solid

plastic particles used for exfoliating and cleansing that are non-biodegradable in the marine environment.

In 2012, in the realm of advertising, Cosmetics Europe launched a 'Charter and Guiding Principles on responsible advertising and marketing communication' in response to the accepted best practice model for effective advertising self-regulation. This Charter sets out the benchmark for the responsible advertising of cosmetic products in Europe. We have just undergone our first third party audit and are looking forward to sharing the excellent results in the very near future.

Furthermore, alongside with our European partners, Cosmetics Europe is committed to sustainable development and remains a responsible actor on that matter. Recently, we focused our sustainability-related activities on the Product Environmental Footprint Category Rules project for shampoo, which is a voluntary pilot mirroring the European Commission's pilots in this field. It is expected that the outcome of this project will be easily adaptable to other rinse-off cosmetic product categories.

In addition, we have engaged, together with four supplier industry associations, in the development of Best Practice for the cosmetics industry in the field of compliance with legislation regarding access to genetic resource and the fair and equitable sharing of benefits derived from their utilisation (implementation in EU law of the Nagoya Protocol on the conservation of biodiversity).

[b. In India]

But it's not just in Europe that this dialogue is resulting in regulatory evolution. I am well aware of the existence of an open and regular dialogue between IBHA and the Indian Ministry of Health: this relationship shows the maturity of the Indian Cosmetics Industry, which has succeeded in quickly becoming a responsible and trustful partner for the Indian Government.

Furthermore, we have seen from Europe that the Indian authorities have measured the importance of the dialogue internationally and the importance of International convergence of regulations in the global market place and that they have been pro- actively looking at the international practices when regulating their own-market.

The Indian initiative of an electronic registration submission system – which will shorten the timeframe to obtain a license – is a clear example of a first step towards a more harmonized approach for our two systems.

I would also like to mention the development of the Cosmetic Products Notification Portal (CPNP) in Europe which is part of the post market surveillance system. This is the result of a close cooperation between the European Commission and the industry. The 42 months grace period given to the companies to comply with this system is the outcome of the constructive dialogue maintained between the two parts to guarantee a smooth transition. Let me stress that the European system is a notification system and not a registration system.

Indeed, we believe that because they develop the product, companies are the best placed to know most intimately its composition, safety and effects, in this sense companies should also be the ones that are responsible for its safety and legal compliance towards the authorities and the consumer.

By moving towards a post market surveillance/in market control, the Indian authority would empower companies, this would bring them out of a comfort zone in which the authorities approve the placing on the market of the products and take the responsibility for safety and compliance.

[\[c. Invitation to Europe/Brussels\]](#)

Now, it is possible that Public authorities may question how empowering companies can ensure effective and responsible in-market control, and ensure consumer protection ?

This is why I would invite the Indian authorities and IBHA together to come visit us in Europe: as Cosmetics Europe, we would be indeed honoured to welcome all of you in Brussels and to meet both the EU Public Authorities and the European Industry; it would provide you the best picture about how the controls the European industry are committed to, are managed within our market surveillance system to guarantee safety for all European consumers.

As a sharing of best-practices, it would also allow us to enhance our dialogue and relationships across the borders and the territories while accelerating the path to international convergence of Cosmetics regulation on a longer-term.

[\[Part 3. Need for more International Regulatory Convergence\]](#)

[\[a. Crucial importance of more convergence\]](#)

As I mentioned earlier there is as a matter of fact a need and indeed increasing trend of global regulatory convergence in the cosmetics sector, and this is a key point I would like to emphasize. It is important that regulations in the world's largest economic regions become highly compatible.

This can be achieved by promoting the use of international 'best practice' regulatory principles for high safety and quality and the use of international standards and harmonised practices to demonstrate compliance to these regulatory requirements. For instance, I am for the time being thinking about the standards- related work achieved by the International Organization for Standardization (ISO) and I encourage the Bureau of Indian Standards (BIS) to look at those achievements. A more integrated Indian market on this matter would be a source for more global growth and innovation, while strengthening the Indian Industry as a global player.

[\[b. Invitation to ICCR as observer\]](#)

In this context, the international Cooperation on Cosmetics Regulation (ICCR) is an important platform. Established in 2007, the ICCR is a voluntary partnership among the health authorities and the industry of Brazil, Canada, Europe, Japan, and the U.S. The multilateral framework thus provides a forum for discussions on alignment of cosmetics regulations. ICCR seeks to maintain the highest level of global consumer protection, while minimizing barriers to international trade. Key

economic actors such as China, South Africa, South Korea or Saudi Arabia have already attended this meeting as observers. India cannot stand outside of this forum.

This is why I would strongly support the participation of India as an observer for the 10th ICCR that will take place in Washington in July this year. It could indeed provide to the India Health Authorities an opportunity for dialogue and deepen understanding of the issues the Cosmetic Industry is facing these days, such as the alternatives to animal testing, the set up of levels for unavoidable traces, or the crucial importance of international standards.

Eventually, I consider of utmost importance and relevance that the Indian MOH would be able to take part in the multilateral international initiatives around the Cosmetics Regulation, such as the International Cooperation on Cosmetics Regulation (ICCR).

[\[c. Cosmetics Europe & IBHA collaboration\]](#)

Moreover as we move towards more global regulatory convergence, it is important that we continue to share information and experience in this sector. A close collaboration has been developed between Cosmetics Europe and IBHA. Cosmetics Europe hopes to continue this in terms of sharing experience and collaborative initiatives to realize the shared vision for a safe cosmetics global marketplace and for mutual benefit.

From this association collaboration, we look forward to stronger and closer collaboration of our respective regulators on cosmetics, the India Ministry of Health & Family Welfare and the European Commission. Strengthening trust in the quality and safety of our products will continue to be a fundamental pillar of this collaboration.

Last but not least, IBHA is also member of the International Associations Collaboration (IAC), a forum wherein the regional associations from all over the world cooperate on relevant topics regarding the Cosmetics Industry interests: this cooperation aims at establishing guidelines to promote best practices and principles around self-discipline for all the represented Cosmetics companies at a global level.

[CONCLUSION]

Finally, I would like to take this opportunity to thank IBHA for its efforts to support the cosmetics industry to align with the regulatory requirements in India and to channel the voice of its members to ensure that the regulations put in place are for the higher purpose of safe use of cosmetics. I am also pleased to note that the cosmetics regulation in India is increasingly evolving to be in line with international principles and enhance market access given the challenges faced in the world's largest growing economy.

Let me close with one observation. Today, a significant number of European Cosmetics companies are also members of IBHA. I sincerely hope that in the future, this will also work the other way round and many India companies will become

strong on the EU market and join Cosmetics Europe. Furthermore, it is important to highlight that India is one of the main priorities at the international level for Cosmetics Europe and that developing an even stronger cooperation with IBHA remains our main goal.

I express again my congratulations to IBHA for the organization of its first ever Seminar and I look forward in meeting all of you again here next year and in the years to come.

Thank you for your attention.