



Press release

Cosmetics: The logistics revolution makes it over to Europe

July 2013,

Increase safety and provide European consumers with greater levels of public health protection by ensuring the compliance of cosmetics products marketed in Europe – that's the aim of EC regulation 1223/2009, the provisions of which will be applicable from 11 July 2013.

Be in complete compliance with the new obligations associated with this Cosmetics Regulation – that's the challenge that companies in this sector are faced with.

In order to do this, a number of economic stakeholders are turning to the *GS1 in Europe* organisation in order to develop best practices to follow and so optimise the way in which they are structured.

It's worth pointing out that France was a forerunner in this area – manufacturers and distributors in the selective perfumery sector (LVMH, Sephora, Marionnaud, Douglas, Beauty Success, Nocibé, Puig, Chanel, L'Oréal Luxe, Clarins, Hermès, Coty, Printemps, Galerie Lafayette, Une heure pour soi, P&G, Interparfums and Passion Beauté), brought together under the aegis of a steering committee co-chaired by GS1 France and ECR France, have been working since 2011 on codification and identification initiatives, as well as drives to improve the various operational logistics processes involved.

Europe: the Luxury Cosmetics Working Group's initiatives

Following the first results of the various initiatives it implemented in France, the "GS1 in Europe Luxury Cosmetics Working Group", made up of 12 countries (Spain, Poland, Turkey, Czech Republic, Germany, Russia, Italy, Netherlands, Belgium, Luxembourg, Ireland and France) met in Paris in early June in order to compile details of best practice from their French counterparts. One of the Group's first deliverables will be to produce a European guide of recommendations for logistics box labelling, EDI messages and GS1 standard product sheets intended for manufacturers and distributors in Europe's selective perfumery sector. Adopting these best logistics practices will help guarantee optimal tracking right across the supply chain, as well as generating significant productivity gains over the various logistics processes.

European Regulation: the Federations are working together

The implementation of this new regulation is also mobilising the federations. At the initiative of the FFPS (the French federation of selective perfumery), both of the professional federations in the sector (the FFPS and the Federation of Beauty Businesses) have worked together on drafting a series

of highly operational guides designed to make it easier for perfume retailers to understand the cosmetics regulation.

"These guides are designed to be educational – they provide clear and concise explanations of the new obligations that result from the Cosmetics Regulation. These include details of the checks that have to be made when receiving merchandise and managing cosmeto-vigilance, as well as the action that should be taken in the event of serious undesirable effects coming to light as a result of using a particular cosmetics product. To make them as useful as possible, some of the guides will have check-lists added to them or questionnaires that perfume retailers can use directly. Information kits for sales advisers will also be offered. They will be available on our websites from July 2013", says Marie-Hélène Morin, Managing director of the FFPS.

These guides will be deployed across Europe via the European Federation of perfume retailers. Perfume retailers will be given a complete tool-kit so that they can apply the Cosmetics Regulation in the best possible conditions.

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About GS1 in Europe

Founded in 1972 by and for businesses, GS1 has always been committed to developing, disseminating and promoting a common language throughout the sourcing chain and throughout the world, based on proven, recognised standards for data exchange in line with each party's needs. GS1 in Europe is a collaboration of 46 GS1 member organisations: It leads the creation and implementation of harmonised, user-driven solutions for improving the supply and demand chain of European companies. These solutions are based on GS1 standards, which include product and partner identification, EDI, RFID applications, electronic catalogues, mobile marketing and more.
More information on www.gs1.eu

About ECR...

ECR is a **joint trade and industry body** made up of **industrial and retail decision-makers** from the consumer goods, food and non-food product sector. Its work involves defining and promoting best practice and codes of conduct in relationships between manufacturers and distributors. ECR France works in optimising processes in two areas: **consumer offerings** and the **supply chain** up to the shelf. www.ecr-france.org

About the French Federation of Selective Perfumery...

The French federation of selective perfumery represents all of the bodies involved in the selective distribution of perfumes and beauty products. It is made up of 2100 French retail outlets from all national distribution chains (Marionnaud, Sephora, Nocibé and Douglas), consortia and franchises (Beauty-Success, Passion Beauté), department stores (Galeries Lafayette, Printemps and Bon Marché), as well as a good selection of independent perfume retailers. The Federation's Management Board is made up of William G. Koeberlé (Marionnaud) Chairman of the FFPS, Olivier Badezet (Douglas) Vice president representing national chains, Jean-François Morinaux (Passion Beauté) Vice president representing department stores, franchises and consortia, Jasmine Petiot (Parfumerie Séduction) treasurer, Vice president representing independent perfumeries, Robert Leygues (Beauty Success) President of the European Federation of Perfume Retailers, Philippe Charoing (Beauty Success), Jean-Luc Jarrin (Sephora Europe) and Isabelle Parize (Nocibé), members of the Management Board. Marie-Hélène Morin serves as its Managing Director.

Keep up-to-date with the FFPS's news by clicking on www.ffps.fr.

About the FEBEA – Fédération des entreprises de la beauté (French Federation of Beauty Companies)...

The FEBEA is a professional union of companies involved in beauty and well-being (perfumery, cosmetics, hygiene products, toiletries, hair products). The FEBEA is made up of around 350 companies, 82% of which are small and very small companies, the remaining 18% being large companies. The Federation's members are divided into 6 professional unions, depending on their retail channel.

The FEBEA has two main missions:

- hold discussions with public authorities in order to introduce the most favourable framework for the cosmetics industry
- provide its members (nationally and internationally) with help in developing their business (advice).

www.febea.fr // www.parlonscosmetiques.com