



## WELCOME!

We're pleased and excited to deliver this complementary copy of the inaugural issue of the Cosmetic Industry Connects Newsletter.

As part of our commitment to ensure everyone who has expressed an interest to us in the cosmetic and personal care ingredient industry is kept "in the loop", we will be periodically providing this newsletter.

The Cosmetic and Personal Care Ingredient (C & PCI) team has worked hard for over two years and as you will read, significant progress has been made. So, take a few minutes to catch up on all the exciting news!

The Cosmetic and Personal Care Ingredient Initiative is a collaborative effort, led by Alberta Agriculture, Food and Rural Development, which includes local industry, research institutions, industry organizations, growers, major industry players and service providers.

**Our Vision is:**  
*"A globally competitive cosmetic and personal care natural ingredient industry in Alberta"*

### **Our Mission Statement is:**

*"Facilitate the development of a plant based value added cosmetic and personal care natural ingredient industry"*

The team has identified five strategic imperatives for 2005/2006:

1. Collaborate with major industry players.
2. Research and Development of existing and new opportunities.
3. Consistent Internal and External Communication.
4. Address the needs of the industry in Alberta and Western Canada.
5. Develop team skills in relation to dealing with Intellectual Property.

### **A FANTASTIC LAUNCH!**

The Cosmetic Industry Connects conference, held on March 3<sup>rd</sup>, 2005, was an incredible success. Over 125 people met in Nisku to learn more about the

Industry, to network, and to visit the many displays.



*(attendees at the conference)*

Keynote Speaker Joseph Duszczyszyn, President and CEO of Gattefossé Canada, provided an outstanding overview of industry trends and was thanked for his presentation by Brian Rhiness, Assistant Deputy Minister for Industry Development Sector, Alberta Agriculture, Food & Rural Development.



*(Joseph Duszczyszyn)*

Post conference surveys indicated the conference was very well received and greatly appreciated.



*(Brian Rhiness)*

Thanks to Agriculture Financial Services Corporation (AFSC) who sponsored our Keynote Speaker!



## INTERNATIONAL ADVISORY BOARD FORMED

In order to ensure the Cosmetic and Personal Care Ingredient team (C & PCI team) maintains its focus on the market, an International Advisory Board has been formed.

The team is made up of

- **Joseph Duszczyszyn**, President and CEO of Gattefossé Canada,
- **Dr. Nam Fong Han**, President and CEO of Natunola Health
- **Dr. Stephen M. Greenberg**, Senior Vice President of Lipo Chemicals Inc.

This board provides a vital link to the market and we are excited to have them working with us as we develop this industry in Alberta.



*(Trifolium pratense flower, Red Clover)*

## ALBERTA INDUSTRY ADVISORY GROUP FORMED

On June 14<sup>th</sup> the first meeting of the Alberta Industry Strategic Advisory Group was held. Created to ensure the Cosmetics & Personal Care Ingredients team receives input from, and works with local industry.

The C&PCI team gratefully acknowledges the support and commitment of the following group members who have graciously agreed to donate their time and energy towards helping us succeed:

\* **Dr. Nancy Ames**  
Cereal Research Centre  
Agriculture & Agri-Food  
Canada,

\* **Jaime Calderon**  
Manager, Research &  
Development, Newly  
Weds Foods, Norac  
Division

\* **Estelle Carson**  
Executive Director  
Alberta Natural Health  
Agriculture Network  
(ANHAN)

\* **Todd Croden**  
Director of Business  
Development, Biopak Ltd.

\* **Simone Demers Collins**  
Development Officer  
Alberta Canola Producers  
Commission

\* **Dr. Thomas Facklam**  
Senior Vice President  
Life Sciences  
Alberta Research Council

\* **Dr. John Fallavollita**  
Branch Head, Centre for  
Agri-Industrial Technology  
(CAIT)

\* **Ellen Frombach**,  
Champion, Function  
Foods/Natural Health  
Products Theme, AAFRD

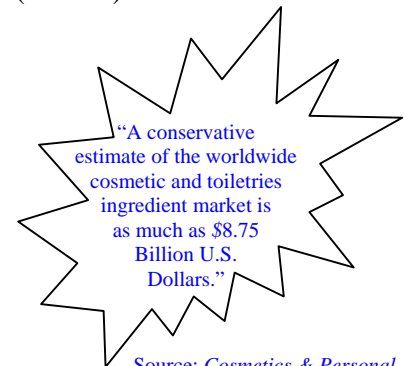
\* **Dr. Paul Kolodziejczyk**  
Lead Research Scientist,  
New Crops and Crops from  
Bioprocessing, Olds College  
School of Innovation (OCSI)

\* **Dr. Suresh Narine**  
Associate Professor  
Agriculture, Food &  
Nutritional Science  
University of Alberta

\* **Dr. Mark Redmond**  
President & CEO  
Ceapro Inc.

\* **Dr. Hugh A. Semple**  
Managing Director  
Novokin BioTech Inc.

\* **Erik Larsen**  
General Manager  
International Laboratories  
(Canada) Ltd.



Source: *Cosmetics & Personal Care Ingredients Business Plan (Keith and Associates 2005)*

## POSITIVE FEEDBACK RECEIVED AT U.S. TRADE SHOW

On May 10th & 11th, C&PCI Team Leader Kathy Lowther and consultant and team member, John Schaw attended The Society of Cosmetic Chemists 'Suppliers Day' at the Meadowlands Conference Center in New Jersey.

This is a trade show where cosmetic ingredient suppliers from around the world show their latest ingredient products and cosmetic chemists from all the major cosmetic companies come to see 'what's new'.

Discussions were held with our international advisors as well as many of the worlds leading cosmetic ingredient manufacturers and marketers. There was genuine interest in the Alberta story and in Alberta as a place to invest.

### COMING SOON:

A Cosmetic and Personal Care Industry brochure will be available soon, packed with information about the

industry, the C & PCI project and will include many valuable resource references.

"Cosmetics and personal care ingredients represent an opportunity to add value to agricultural commodities at a level virtually unheard of in most other industries."

*Source: Cosmetics & Personal Care Ingredients Business Plan (Keith and Associates 2005)*

### Related Industry Links:

[www.thecosmeticsite.com](http://www.thecosmeticsite.com)  
[www.cosmeticsdesign.com](http://www.cosmeticsdesign.com)  
[www.cctfa.ca](http://www.cctfa.ca)

## THE HUMOUR CORNER

Todd's wife bought a new line of expensive cosmetics guaranteed to make her look years younger!

After a lengthy sitting before the mirror applying the "miracle" products, she asked, "Darling, honestly, what age would you say I am?"

Looking her over carefully, Todd replied, "judging from your skin, twenty; your hair, eighteen; and your figure, 25."

"Oh you flatterer!" she gushed.

"Hey, wait a minute!" Todd interrupted.

"I haven't added them up yet!"



[www.freeimages.co.uk](http://www.freeimages.co.uk)

## Cosmetics & Personal Care Ingredients Initiative Newsletter

**Editor:** Corey Keith,  
Keith and Associates

**Design and Layout:** Maxine Hutt  
AAFRD

### LET US KNOW. . . .

If you were forwarded this newsletter from a colleague and would like to be added to our list OR if you don't want to receive the Cosmetics Industry Connects Newsletter, please send an email to [Maxine.Hutt@gov.ab.ca](mailto:Maxine.Hutt@gov.ab.ca) or call (403) 948-8538