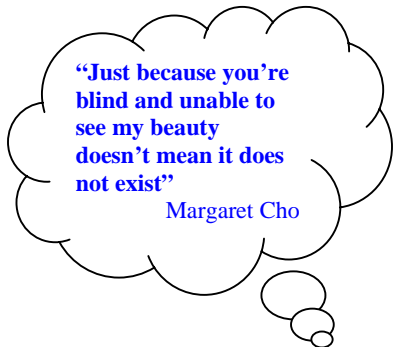




Welcome!

We proudly present the Sixth Edition of **“Cosmetic Industry Connects”**, the official newsletter of the Cosmetics and Personal Care Ingredient Initiative, 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.

“Helping to build a globally competitive natural cosmetic and personal care ingredient industry in Alberta”



The FAQ's Ma'am, only the FAQ's!

In each issue we'll publish “Frequently Asked Questions” (FAQ) as part of our ongoing effort to ensure those interested in our project are provided with as much information as possible.

How does the team deal with Intellectual Property issues?

Alberta Agriculture, Food and Rural Development have specific policies and procedures for dealing with Intellectual Property. In addition, the government has lawyers who are very

knowledgeable in this area and are available for consultation any time the team needs them.

The team is very aware of the importance of Intellectual Property and is guided by relevant policy, and seeks appropriate advice on any matters about which they have concerns.

How large is the potential market?

A conservative estimate of the worldwide cosmetic and toiletries ingredient market is as much as \$8.75 Billion U.S. Dollars.



Yarrow (*Achillea millefolium* L).
Photo credit: Dan Tenaglia,
www.missouriplant.com.

Three New Members Join the Alberta Strategic Advisors Group

Three new Members recently joined the C & PCI teams Alberta Strategic Advisors Group. Members of the group are senior industry executives with an

interest in supporting the successful development of this industry in Alberta. Lending their incredible knowledge and expertise to our project are:

Eveline Charles, President and CEO, Eveline Charles Salons

Richard Gibson, Director, Industrial Bioproducts, Alberta Research Council

Natasha Prives, Director of Product Development, VADA Cosmetics

We sincerely thank these new members, and all of our advisory group members for donating their time and for so clearly demonstrating their commitment to growing a cosmetic and personal care ingredient industry in Alberta.

Shifting demographics such as household size, age, gender, life stage and ethnicity present new opportunities across many products. Generational shifts among matures, boomers, generation X, generation Y and millennials will dictate changes in marketing and product offerings.

Taken from the Natural Marketing Institute's 2006 list of the “Top Ten Health and Wellness Trends”.



**International Laboratories
(Canada) Ltd.
Calgary, Alberta**

International Laboratories (Canada) Ltd. was established in Taber, Alberta 22 years ago. Arne Larsen, who was born & raised in Norway was buying and exporting Aloe Vera Juice and several other products to Norway. In 1984 Arne found a partner and purchased his suppliers equipment and formulations. In the early years most of the products manufactured were exported to Scandinavia, but they also began manufacturing products for the local market. The company relocated to Calgary in 1987.

In the 1990's, International Labs realized that although they were similar to larger private label companies, they could not match their buying power. This resulted in higher costs for them and their clients. They decided to carve out a different niche, creating individual formulations for each company. At the same time, International Labs decided to pursue the high-end market, focusing on "natural & new technology". This remains the focus of their R&D today. International Labs works directly with clients to develop and formulate unique

products that will only be used for that specific client. They also take company formulations and assist with scaling up to commercial production. One such example is the well-known and very popular *George's Cream*. They reinvest profits back into facility expansion and new equipment in an effort to create more effective products and competitive pricing. In 2005, International Labs moved into a new, larger facility and purchased an automated tube filler.

Today, International Labs has client products in thousands of stores across Canada, Europe, Asia, the U.S. and the Middle East. The company has never advertised and all of their growth is through word of mouth – a clear testament to their customer focus and incredible desire to help their clients succeed!

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Related Industry Links:

Household & Personal Products Magazine:
www.HAPPI.com

Interactive European Network for Industrial Crops & Their Applications:
www.ienica.net

Bioproducts Alberta
www.bioproductsAlberta.com

Upcoming Conference – Cosmeceuticals Inside and Out 2006
<http://bcfn2.com/Cosma2006/home.html>

Cosmetic Corner Trends of the 1990's

Yves St Laurent launched his famous Touché Éclat which became a must in many women's handbags.

New lighter face skin foundations seemed to be announced every month and the end of the decade saw some very good foundations emerge in the marketplace.

Companies like Marks and Spencer launched great skincare and make up ranges to suit the budgets of everyone.



Cosmetics & Personal Care Ingredients Initiative Newsletter

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Keith and Associates Inc.

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 or call toll free 310-0000 and dial (403) 948-8538