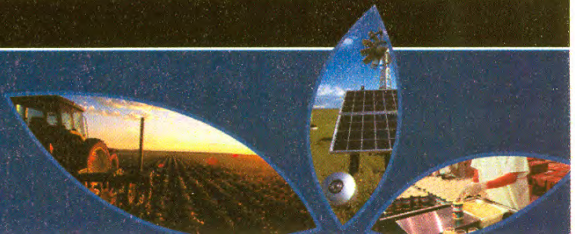


# COSMETIC INDUSTRY CONNECTS NEWSLETTER

Issue 9

January 2008



*Specialty Chemicals for the cosmetic & personal care ingredients industry*

## Welcome!

We proudly present the Ninth Edition of “**Cosmetic Industry Connects**”, the official newsletter of the Specialty Chemical Ingredients initiative, a collaborative effort led by Alberta Agriculture & Food, which includes local industry, research institutions, industry organizations, growers, major industry players and service providers. Our goal is:

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



*Happy New Year to All our Friends  
and Advisors!*



**Eveline Charles**  
President and CEO,  
EvelineCharles™Salons • Spas  
Strategic Industry Advisor to the SCI team

***“I look forward to working with the SCI team as we expand and strengthen this exciting industry in Alberta”***

**Eveline Charles, President and CEO**

**EVELINECHARLES™**  
SALONS • SPAS

Eveline Charles was born and raised in the small French community of Falher, Alberta. Her strong work ethic and flare for fashion were apparent at an early age, which led to her enrollment in the Marvel Beauty School immediately after high school. Equipped with skills to match her enthusiasm, Eveline began cutting hair professionally in 1974 and ten years later, opened her first salon Bianco Nero in Edmonton.

During the 1980s and early 90s, Eveline established Bianco Nero as Edmonton’s premier beauty salon. Seizing the opportunity to be at the forefront of the day spa movement, in 1995 Eveline expanded the location to include a full service day spa. As one of Edmonton’s first spas, a major advertising campaign was required to educate potential customers. With virtually no marketing

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budget, Eveline took advantage of the Advertising Club of Edmonton's annual fundraiser where advertising agencies offer new businesses advertising campaigns at reduced rates. As a result, Eveline's eight thousand dollar investment yielded an award winning twenty five thousand dollar TV, newspaper, radio and billboard advertising campaign.

With great brand recognition in place, Eveline opened a second Bianco Nero salon and spa in the West Edmonton Mall in 1998. During this period Eveline stepped out from behind the salon chair to focus entirely on developing her business. Eager to expand further into Calgary and develop and trademark several product lines, Eveline changed the name of her company from Bianco Nero to EvelineCharles™Salons • Spas.

In 2001, two new locations opened in Calgary's Southcentre Mall and Edmonton's Southgate Centre. In 2002, EvelineCharles expanded beyond Alberta to open a fifth location in Vancouver, British Columbia. In 2005, two more locations were opened in Calgary's Market Mall and Chinook Centre, as well as a 26,000 square foot Academy of Cosmetology and Esthetics in Edmonton. In 2006 the company expanded again with a location in the new wing of Orchard Park Shopping Centre in Kelowna, BC. With eight current locations, Eveline is still eager to expand her brand into new cities and markets.

"I fully support the growth of the cosmetic and personal care industry in Alberta and am very pleased to serve as a Strategic Industry Advisor to the team." says Eveline Charles. "I look forward to working with the SCI team as we expand and strengthen this exciting industry in Alberta"



Eveline's salons and spas are well known for their outstanding service and top quality products. Eveline's incredible energy and business acumen have been recognized through receipt of the following awards:

Global Salon Business Awards, Global Salon Entrepreneur of the Year 2006, 2004 Profit Magazine, Top 100 Women Entrepreneurs 2005 (36), 2004 (48) Junior Achievement Alberta Business Hall of Fame, First Female Inductee, 2003 Consumer's Choice Awards, Business Woman of the Year 2002, Alberta Venture Magazine, Marketer of the year 2001

"We are proud to have someone with Eveline's experience and knowledge as a Strategic Advisor" says Kathy Lowther, Team Leader of the SCI Initiative with Alberta Agriculture and Food. "Eveline's commitment to Alberta is outstanding and her company demonstrates the significant positive results that the cosmetic and personal care industry can have in Alberta." states Lowther.

I was going to have  
cosmetic surgery until  
I noticed the doctor's  
office was full of  
portraits by Picasso.

**Rita Rudner**

**Related Industry Links:**

**Household & Personal Products Magazine:**  
[www.HAPPI.com](http://www.HAPPI.com)

**Organic Monitor:**  
<http://organicmonitor.com/>

**Cosmetics Design Europe:**  
<http://www.cosmeticsdesign-europe.com/>

**AVNET (The Agri Value-Added Investor Network)**  
[www.avenetonline.ca](http://www.avenetonline.ca)

**The FAQ's Ma'am, only the FAQ's!**  
Each issue we will publish FAQ's as part of our ongoing effort to ensure those interested in our project are provided with as much information as possible.

**Which companies is the team currently working on projects with?**

Our team has developed strong relationships with many Alberta based companies as well as a significant number of the largest cosmetic companies in the world. The industry is constantly innovating and it is this innovation that provides companies with a competitive edge. For this reason, most companies do not want their competitors to know what they are working on, or who they are working with. We understand and respect their right to confidentiality and accordingly, do not disclose this confidential information.

I can win any argument on any topic, against any opponent. People know this, and steer clear of me at parties. Often as a sign of their great respect, they don't even invite me.

Woody Allen

**International Cooperation on Cosmetic Regulation**

The purpose of the multilateral framework of the International Cooperation on Cosmetic Regulation (ICCR) is to maintain the highest level of global consumer protection, while minimizing barriers to international trade. ICCR is a voluntary international group of cosmetics regulatory authorities from the United States, Japan, the European Union and Canada. This group of regulatory authorities entered into a constructive dialogue with their relevant cosmetics' industry trade associations.

The United States Food and Drug Administration, Health Canada, Ministry of Health, Labour and Welfare of Japan,

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and the European Commission, DG Enterprise and Industry, met on September 26-28, 2007 in Brussels to discuss regulatory issues relating to cosmetic products. This was the inaugural meeting of the ICCR. In the meeting, special focus was given to:

- Good Manufacturing Practices (GMPs);
- International Nomenclature Cosmetic Ingredient (INCI) Labelling;
- Nanotechnology;
- Market surveillance systems and International cooperation
- Safety evaluation of ingredients; and
- Alternatives to animal testing.

For information on the outcomes of the meeting please visit: [http://www.hc-sc.gc.ca/cps-spc/person/cosmet/info-ind-prof/iccr\\_outcome\\_e.html](http://www.hc-sc.gc.ca/cps-spc/person/cosmet/info-ind-prof/iccr_outcome_e.html)

**Cosmetic Corner**

*The History of Cosmetics*

During the early years of the 20<sup>th</sup> century, make-up became fashionable in the United States and Europe owing to the influence of ballet and theatre stars. The most influential new development of all was that of the movie industry in Hollywood. Among those who saw the opportunity for mass-market cosmetics were Max Factor Sr., Elizabeth Arden and Helena Rubinstein. Modern synthetic hair dye was invented in 1907 by Eugene Schueller, founders of L'Oreal.

*Watch for the next edition of the "Cosmetic Industry Connects" to learn more about the History of Cosmetics.*



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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 this newsletter please send an email to [Maxine.Hutt@gov.ab.ca](mailto:Maxine.Hutt@gov.ab.ca) or within Alberta call 310-0000 and dial (403) 948-8538.

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