



Cosmétopée



WITH THE COSMETOPEA, WE ARE COMMITTED TO:

- Promote and support the **memory preservation** of traditional knowledge and know-how of cosmetics
- Promote and support the **preservation of the biodiversity** and the protection of plants involved in the cosmotopea
- Promote and support the **economic development** of the countries carrying this memory, source of innovation
- Promote and support the creation of **innovation of these countries** with regards to raw materials and active ingredients for the cosmetics industry

Recenser les plantes

Traditions cosmétiques

Raw material

Economic development



An innovative concept for the beauty of the future

“Although there is a pharmacopeia which inventories plants and raw materials used for therapeutic purposes, nothing has ever been done for cosmetics,” says Jean-Luc Ansel, Director General of the Cosmetic Valley competitiveness cluster. The **COSMETOPEA** project aims to promote innovation in cosmetics by researching new ingredients and active substances of plant origin that could be added to the offer of raw materials already available. It proposes inventorying plants, cosmetic traditions and ancestral beauty rituals that have been passed on by word of mouth for centuries, and to compile and formalise the cosmetic virtues of the plants. “Protecting biodiversity includes listing everything in the traditional ‘cosmetopea’. The cosmetic industry should be accompanying the producer countries in order to give them the resources to develop through innovation and to meet the strong demand for new raw materials due to the swelling trend for natural products,” continues Jean-Luc Ansel. The Cosmetopea project focuses on three main areas:

- ✓ **Safeguarding biodiversity and skills** by inventorying cosmetic plants in producer countries before they disappear for ever, and **studying local traditions relating to Beauty**. This work is being carried out by universities in the countries concerned, with support from Cosmetic Valley, which is then able to accompany its partners in research projects to select plants to be valorise industrially.
- ✓ **Developing a local economic activity based on the use of these plants** (extraction of active substances, development of ranges of cosmetic products, etc) with the participation of local businesses adding their expertise in various fields, including training, equipment, formulation, testing, packaging, and logistics.
- ✓ **Promoting innovation in cosmetics** by supplying the businesses in Cosmetic Valley, particularly those that are SMEs, with new ingredients and active substances of plant origin.