



European Beauty & Personal Care CEOs Call for Strategic Dialogue With EU Institutions

CEO quotes (quotes pending approval greyed out)

Albéa Group

“Sustainability is the cornerstone of our vision for the future. As an industry that has always drawn on natural ingredients and resources, we know that protecting our ecosystem is essential. That’s why we are heavily investing in research, reformulating products with eco-friendly ingredients, and adopting circular-economy principles—using recyclable packaging and sourcing sustainable materials to reduce carbon emissions. Consumers are increasingly aware of the environmental and social impact of their choices, driving demand for more sustainable alternatives. This shift fuels innovation and growth across our supply chains,” said François Tassart, CEO of Albéa Group.

Ancorotti Cosmetics

“Our value chain is a major employer across the EU27 supporting almost 3.2 million jobs ranging from research and development to manufacturing, retail and marketing. Many of these jobs are in local regions across Europe helping local economies prosper and grow. As an industry, we are fully committed to investing in our workforce, providing training and development opportunities that enable employees to build fulfilling careers. By investing in training for our people, we not only enhance the capabilities of our workforce but also contribute to social mobility and economic growth,” said Roberto Bottino, CEO of Ancorotti Cosmetics Group.

“As a major employer across the EU we are asking decisionmakers to recognise the economic significance of our sector support our efforts to strengthen the EU’s scientific leadership and workforce diversity through ambitious training programs and strategic investments in upskilling,” he added.

Beiersdorf

“The Alliance is fully committed to the EU’s objective of achieving Net Zero by 2050 with many companies in the sector on track to achieve this by 2045. To accelerate the transition to an economy with less climate impact – and to stay competitive at the same time – we need a reasonable implementation of the EU sustainability framework within appropriate

transition periods. This is how, together, we will deliver real sustainable change,” said Vincent Warnery, CEO of Beiersdorf.

Capua 1880

The beauty and personal care industry is a cornerstone of European excellence and is recognised as a world leader in its field. Our sector creates vital employment in regions across the EU helping to sustain local economies. As an Alliance we are calling on policymakers to ensure that future policies recognise the uniqueness of our sector and the deep interconnectedness of our value chain is recognised.

Cosmetic Valley

“The success of the Beauty and Personal Care industry in Europe is due in large part to innovation. Each year our industry spends approximately €2 billion on R&D not only to create new products, but to enhance standards in product safety, sustainability, and consumer protection. Ultimately this means better-quality products and more choice for consumers,” said Christophe Masson, Ph. D., CEO of Cosmetic Valley.

This relentless focus on innovation aligns not only with Mario Draghi’s report on European competitiveness which highlights a need to refocus on closing the innovation gap with regards to the development and implementation of advanced technologies in all industrial sectors. To remain competitive and continue to innovate, we need EU policymakers to take a robust, science-led and supportive approach, to new regulations,” he added.

dsm-firmenich

“Climate change is one of the greatest challenges of our time, and the beauty and personal care industry is committed to playing its part in addressing it. In the perfume sector, we’re innovating through responsible sourcing, switching to organic farming for fragrance ingredients, and sourcing locally to reduce carbon emissions. We’re also advancing technology, from new fragrance-extraction methods to developing synthetic alternatives, and utilising upcycled ingredients, such as salvaged orange peels, to reduce waste and maximize resources,” said Dimitri de Vreeze, CEO of dsm-firmenich.

“As an industry, we fully support the European climate ambitions of a carbon-neutral continent by 2050. With the right policy support, we are confident we can achieve our sustainability goals and contribute to a greener, more sustainable future for all,” he added.

FIABILA

“Beauty and personal care has always been about more than just appearance; its traditions and rituals have shaped European culture while positively impacting emotional and psychological wellbeing. When people look their best, they feel better about themselves, boosting self-confidence and self-worth. In fact, the World Health Organisation recognises that self-care is a core element of positive mental health. No surprise then that over 70% of consumers rate beauty products as important or very important to their daily lives,” said Filippo Manucci, President and CEO of FIABILA.

“The Value of Beauty Alliance urges EU policymakers to prioritise well-being in Europe’s health agenda and recognise the essential contribution of our industry to both physical and

emotional health. Our sector's commitment to improving well-being is not just important; it's fundamental to millions of Europeans' lives," he added.

Givaudan

The beauty and personal care industry is a vital pillar of Europe's society and economy. Contributing €180 billion to EU27 GDP and supporting 3.2 million jobs, our sector is a sophisticated, science-driven and dynamic industry, deeply committed to sustainability and innovation throughout its entire supply chain.

On average €2 billion is invested into R&D by our sector each year and not only are we driving business growth but we are also creating high-skilled jobs and reinforcing Europe's position as a global leader in the sector. However, in this dynamic landscape, a coherent and predictable regulatory environment, grounded in robust scientific principles, is essential for our value chain to continue to thrive." said Gilles Andrier, CEO of Givaudan.

IFF

"The fragrance, beauty and personal care industry is committed to developing innovative and sustainable solutions to grow the EU's resilience and competitiveness. We are keen to work with EU legislators to tackle pressing global climate challenges while also addressing regulatory hurdles to innovation. As an Alliance we are calling on policymakers to ensure a fair and balanced implementation of EU regulations, taking a stable, predictable and holistic approach to policies impacting our value chain, without compromising on competitiveness nor sustainability," said Erik Fyrwald, CEO of IFF.

IFRA

"Our sector is a hub of creativity and innovation, constantly developing cutting-edge solutions across the entire value chain. Innovation and sustainability go hand in hand as we reformulate products to minimize environmental impact at every stage of their lifecycle. To sustain this momentum and enhance competitiveness, the EU must embrace a robust, science-led, and risk-based approach—prioritising harmonisation, legal certainty, and coherence across regulations," said Alexander Mohr, PhD, President of IFRA.

KIKO Milano

"Innovation is crucial for success in any industry, and the cosmetics sector is no exception. The beauty and personal care industry is at the forefront of research and development spending over €2 billion on R&D each year. From physics to dermatology, experts continuously innovate to ensure product safety, sustainability, and consumer protection. For example, developing a new lipstick involves over 30 scientific steps, all driven by a commitment to excellence and innovation," said Simone Dominici, CEO of KIKO Milano.

"However, as Mario Draghi highlights in his report on European Competitiveness, Europe must do more to translate innovation into commercialisation. That's why the beauty and personal care industry is calling on EU policymakers to adopt science-led, risk-based regulations that both protect consumers and allow for continued innovation," he added.

L'Oréal Groupe

"The Value of Beauty Alliance calls on EU policymakers to engage in a constructive dialogue to ensure proposed legislation reflects our value chain's unique characteristics, challenges,

and vital contribution to the EU economy. This will enable us to continue to drive innovation, develop new sustainable solutions, and maintain our leadership position on the global stage,” said Nicolas Hieronimus, CEO of L’Oréal Groupe

Puig

“Europe is home to some of the world’s most beloved fragrance, cosmetics and personal care brands. Behind each brand lies a vast network of companies producing everything from ingredients to packaging, playing a vital role within the European economy and society at large. We joined the Value of Beauty alliance because we recognise the importance of this ecosystem and its direct impact on our collective success. The EU single market is a cornerstone of this industry, which needs both supportive policies and regulations to ensure its continued growth.” Said Marc Puig, Chairman and CEO of Puig

Verescence

“Over 90% of luxury perfume bottles are manufactured in Europe, forming a unique industrial ecosystem that brings unrivaled expertise and knowledge to differentiate European beauty products on a global scale. European glassmakers are committed to decarbonization in line with the European climate ambitions, investing in furnace electrification, renewable energy, recycled and lightweight glass solutions. The Value of Beauty Alliance is advocating for policies that empower all businesses to thrive in a highly competitive landscape. This includes a competitive energy market, simplifying regulatory processes, expanding access to financing, and promoting a culture of innovation,” said Thomas Riou, CEO of Verescence.

Ziaja

“The beauty and personal care industry has long been a leader in sustainability, but accelerating the transition to a green economy requires supportive policies and a clear regulatory framework. Representing an SME, we believe industry-wide collaboration is essential to ensure European businesses remain competitive globally. Therefore, we urge policymakers to implement EU green regulations in a stable, transparent, and holistic manner that fully considers our value chain,” said Bartosz Ziaja, Vice President of Ziaja.

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