원아시아 화장품뷰티포럼

ONE ASIA COSMETICS & BEAUTY FORUM

2024 원아시아 화장품뷰티포럼

ONE ASIA COSMETICS & BEAUTY FORUM

date. 2024.10.17.(thu) ~ 10.19.(sat)

place. KINTEX

PROGRAM

주관 식품의약품안전처

후원 대한화장품협회 한국의약품수출입협회 Korea Pharmaceutical Traders Association

2024 원아시아 화장품뷰티포럼

ONE ASIA COSMETICS & BEAUTY FORUM

PROGRAM
C O N T E N T S

초대의 글

「원아시아 화장품 뷰티 포럼」에 여러분을 초대합니다.

「원아시아 화장품 뷰티 포럼」은 지난 2014년부터 아시아국가 간 화장품 제도에 대한 이해를 높이고, 국내 기업과 현지 규제기관 간 교류를 활성화 하기 위해 중국, 일본, 태국 등 5개국에서 개최해 왔습니다.

올해는 포럼 11주년을 맞아 여러 아시아 국가 규제기관을 한국으로 초청해 우리 화장품의 우수성을 알리는 동시에 최신의 기술동향을 공유하고 규제조화의 방향을 논의하고자 합니다.

화장품 산업을 둘러싼 환경이 빠르게 변화하는 이 때, 「원아시아 화장품 뷰티 포럼」에서 K 화장품의 새로운 미래를 함께 조망해 보시기 바랍니다.

감사합니다.

오 유 경

Yu-Kyoung OH, Ph.D.
Minister of Food and Drug Safety
식품의약품안전처장

Invitation

We would like to invite you to 「One Asia Cosmetics & Beauty Forum」.

The "One Asia Cosmetics & Beauty Forum" has been held in five countries, including China, Japan, and Thailand, since 2014. It was designed to enhance understanding of cosmetic regulations in Asian countries and facilitate exchanges among domestic companies and local regulatory bodies.

With marking the 11th anniversary of the forum, we are pleased to invite regulatory agencies from various Asian countries to Korea to showcase the excellence of Korean cosmetics, share the latest technological trends, and discuss the direction of regulatory harmonization.

Amid rapid changes in the landscape of the cosmetics industry, we hope you will join us at the「One Asia Cosmetics & Beauty Forum」to explore the new future of K-Beauty.

Thank you.

오 유 경

Yu-Kyoung OH, Ph.D.
Minister of Food and Drug Safety

개최 취지

화장품은 우리 일상생활과 매우 밀접하게 맞닿아 있는 물품으로, 우리나라 화장품은 우수한 품질과 기술력을 바탕으로 '23년 수출액 규모 세계 4위를 기록하는 등 세계인에게 'K-뷰티' 열풍을 불러일으켰습니다. 이제 화장품 산업은 혁신 기술을 통해 우리나라의 대표적인 미래 선도 산업으로 자리를 잡았습니다.

최근 글로벌 화장품 규제가 급변하고 있고, 4차 산업혁명의 본격화로 AI 등 신기술 적용 제품 개발이 활발해짐에 따라 지리적으로 인접한 아시아 규제당국과 산업계가 함께하는 자리를 마련하여 최신 기술과 정보를 공유하고 변화에 걸맞은 합리적인 규제 체계를 모색하고자 합니다.

이와 동시에 식약처는 우리나라 화장품의 우수성을 널리 알리고 국제적 규제 조화를 추진함으로써 우수한 우리 화장품의 해외 진출도 적극 지원하겠습니다.

Objectives

Cosmetics are the items that have long been part of our daily lives. Based on outstanding quality and technology, Korea has sparked a global"K-beauty" frenzy, achieving the fourth place in global cosmetic exports as of 2023. Now, cosmetics industry backed by innovative technologies has reinvented itself as a leading industry for the Korean future.

We are now standing at a critical juncture where global cosmetic regulations are changing rapidly, and the Fourth Industrial Revolution is accelerating the application of new technologies such as AI. Under these circumstances, we aim to provide a platform that brings together regulatory authorities and industries across Asia to share the latest technology and explore reasonable regulatory frameworks that align with an evolving environment.

Meanwhile, the Ministry of Food and Drug Safety will actively promote the excellence of the Korean cosmetics and take initiatives toward international regulatory harmonization ultimately to support their overseas expansion.

행사 개요

행사명
2024 원아시아 화장품 뷰티 포럼

주제
미래 화장품 기술 혁신과 연대

기간
2024년 10월 17일(목)~10월 19일(토) / 3일간

장소
킨텍스 2전시관 컨퍼런스룸 301+302호

주최/주관
식품의약품안전처

참가자
아시아지역 규제기관 및 관련 업계 · 학계 전문가

Overview

Title

2024 One Asia Cosmetics and Beauty Forum

Theme

Innovations in Future Cosmetic Technology & Global Partnerships

Date

October 17(Thu)~19(Sat), 2024

Venue

Conference Room 301+302, KINTEX 2

Host/Administer

Ministry of Food and Drug Safety

Participants

Regulatory authorities in Asia, Experts from Industry and Academia

프로그램

10월 17일 (목요일)

13:30 ~ 14:20
개회식

14:20 ~ 15:10
기조 강연 1 ~ 3

15:10 ~ 15:40
휴식

15:40 ~ 17:30
특별강연 1 ~ 5

18:00 ~ 20:00
환영 만찬
[VIP, 연사 및 규제당국자 대상]

10월 18일 (금요일)

9:00 ~ 11:30
세션 1 :
뷰티 테크의 현재와 미래 :
뷰티와 첨단 기술의 융합

11:30 ~ 13:00
오찬
[VIP, 연사 및 규제당국자,
포럼 참여기업 대상]

13:00 ~ 14:30
세션 2 :
디지털 라벨링으로 시작하는 규제혁신

14:30 ~ 16:20
세션 3 :
첨단 기술을 활용한 뷰티 제품 개발 및 생산

16:20 ~ 16:40
휴식

16:40 ~ 18:10
세션 4 :
최신 화장품 규제 동향

10월 19일 (토요일)

10:00 ~ 20:00
현장 방문 및 한국 전통문화 체험
[VIP, 연사 및 규제당국자 대상]

Program

Oct. 17(Thu)

13:30 ~ 14:20
Opening Ceremony

14:20~ 15:10
Keynote Speech 1~3

15:10 ~ 15:40
Break

15:40 ~ 17:30
Special Lecture 1~5

18:00 ~ 20:00
Dinner
[For VIP, Speakers and Regulatory authorities]

Oct. 18(Fri)

9:00 ~ 11:30
Session 1
The present and future of Beauty Tech Revolution : The Fusion of Beauty and state-of-the-art Technology

11:30 ~ 13:00
Luncheon
[For VIP, Speakers and Regulatory authorities, Participating Companies]

13:00 ~ 14:30
Session 2
Regulatory innovation starting with Digitalization of Labelling

14:30 ~ 16:20
Session 3
Cutting-Edge Technologies in Beauty Product Development and production

16:20 ~ 16:40
Break

16:40 ~ 18:10
Session 4
Recent Cosmetics Regulatory Trends

Oct. 19(Sat)

10:00 ~ 20:00
Site Visits and Korean Cultural Experience
[For VIP, Speakers and Regulatory authorities]

세부 프로그램

10월 17일 (목요일)

개막 | 기조 강연 | 특별 강연

시간	주제	연사 / 패널
13:30 ~ 13:35	개회	
13:35 ~ 13:50	개막공연 [캘리그라피 퍼포먼스]	김소영 작가
13:50 ~ 14:00	내빈 소개	
14:00 ~ 14:15	개회사 및 축사	
14:15 ~ 14:20	기념사진 촬영	
14:20 ~ 14:35	기조 강연 1 국내 화장품 산업의 발전과 미래	연재호 대한화장품협회 부회장
14:35 ~ 14:55	기조 강연 2 AI 기반 혁신과 뷰티 산업	박진수 서울대학교 경영대학 교수
14:55 ~ 15:10	기조 강연 3 재창조된 아름다움: 미래의 핵심 AI	김승환 아모레퍼시픽 대표이사
15:10 ~ 15:40	휴식	
15:40 ~ 16:00	특별 강연 1 사람과 화학물질의 미래: 안전 규정을 위한 방향	John Chave 유럽화장품협회 사무총장
16:00 ~ 16:20	특별 강연 2 2022년 화장품 규제법 현대화(MoCRA): 화장품 규제 모범 사례의 모범적인 프레임워크	Natalie Obermann 미국화장품협회 글로벌 전략 담당 부사장
16:20 ~ 16:40	특별 강연 3 미국의 화장품 FDA 규제조항 및 역사적 관점	Linda M. Katz 미국 FDA Director
16:40 ~ 17:00	특별 강연 4 ASEAN 화장품 지침과 그것이 ASEAN 경제 공동체에서 중요한 이유	Cris Jacob Dabad ASEAN 수석 책임자
17:10 ~ 17:30	특별 강연 5 뇌는 어떻게 아름다움을 보는가 (인지하는가)	장동선 궁금한뇌연구소 대표
18:00 ~ 20:00	환영만찬	축하공연 : 퓨전밴드 '큔'

Detailed Program

Oct. 17(Thu)

Opening | Keynote Speech | Special Lecture

Time	Topic	Speaker / Panelist
13:30 ~ 13:35	Opening	
13:35 ~ 13:50	Calligraphy Performance	**Artist Kim Soyoung**
13:50 ~ 14:00	VIP introduction	
14:00 ~ 14:15	Opening Remarks & Conglatulatory Remarks	
14:15 ~ 14:20	Photo time	
14:20 ~ 14:35	Keynote Speech 1 Development and future of Korean cosmetics industry	**Yeon Jae Ho** Vice President Korea Cosmetic Association
14:35 ~ 14:55	Keynote Speech 2 AI-driven Innovation and the Beauty Industry	**Park Jin Soo** Professor, Business School Seoul National University
14:55 ~ 15:10	Keynote Speech 3 Beauty reinvented: AI at the Core of Tomorrow	**Kim Seung Hwan** CEO Amorepacific
15:10 ~ 15:40	Break	
15:40 ~ 16:00	Special Lecture 1 The Future of People and Chemicals : Directions for Safety Regulations	**John Chave** Director General, CE
16:00 ~ 16:20	Special Lecture 2 Modernization of Cosmetics Regulation Act of 2022(MoCRA) : An Exemplary Framework of Cosmetics Regulatory Best Practices	**Natalie Obermann** Vice President, Global Strategies, PCPC
16:20 ~ 16:40	Special Lecture 3 FDA Regulation of Cosmetics and Historical Perspective	**Linda M. Katz** Director, U.S. FDA
16:40 ~ 17:00	Special Lecture 4 ASEAN Cosmetic Directive and Why it Matters in the ASEAN Economic Community	**Cris Jacob Dabad** Senior Officer, ASEAN
17:10 ~ 17:30	Special Lecture 5 How the brain perceives beauty	**Chang Dong Seon** Founder & CEO, Curious Brain Lab
18:00 ~ 20:00	Welcome Dinner	Performance : Fusion Band 'QUEEN'

세부 프로그램

10월 18일 (금)

세션 1 | 세션 2

시간	주제	인사 / 패널
09:30 ~ 11:30	**세션 1** 뷰티 테크의 현재와 미래 : 뷰티와 첨단 기술의 융합	
09:30 ~ 09:50	2일차 포럼일정 안내 및 세션 1 시작 안내	
09:50 ~ 10:10	Presentation 1 ODM 화장품 연구의 디지털 트랜스포메이션과 활용	**서동환** 코스맥스 랩 매니저
10:10 ~ 10:30	Presentation 2 과학기술로 새롭게 여는 뷰티의 미래	**박주영** 로레알 R&I 부문장
10:30 ~ 10:50	Presentation 3 경계를 넘는 혁신: 다중스케일과 융합적 접근을 통한 피부연구의 미래	**Matthew Ehrman** P&G 스킨케어 R&D 선임 이사 연구원
10:50 ~ 11:10	Presentation 4 초개인화 화장품 그리고 뷰티테크의 현재와 미래	**안선희** 릴리커버 대표이사
11:10 ~ 11:30	세션 1 패널 토론	좌장 **남개원** 서원대학교 바이오코스메틱학과 교수
11:30 ~ 13:00	오찬	
13:00 ~ 14:30	**세션 2** 디지털 라벨링으로 시작하는 규제혁신	
13:00 ~ 13:10	세션 2 시작 안내	
13:10 ~ 13:30	Presentation 1 세계 및 라틴아메리카의 디지털 라벨링 이니셔티브	**Maria Alejandra Benitez** 중남미 화장품협회 전무이사
13:30 ~ 13:50	Presentation 2 유럽연합의 디지털 정보로의 전환	**Birgit Huber** 유럽화장품협회 부회장
13:50 ~ 14:10	Presentation 3 한국의 e-라벨링 시범사업	**한종민** 대한화장품협회 과장
14:10 ~ 14:30	세션 2 패널 토론	좌장 **유창조** 동국대학교 경영학과 교수

Detailed Program

Oct. 18(Fri)

Session 1 | Session 2

Time	Topic	Speaker / Panelist
09:30 ~ 11:30	**Session 1** The present and future of Beauty Tech Revolution : The Fusion of Beauty and state-of-the-art Technology	
09:30 ~ 09:50	**Announcement for Second Day schedule and Start of Session 1**	
09:50 ~ 10:10	Presentation 1 Digital Transformation and Utilization of ODM Cosmetics Research	**Seo Dong Hwan** Lab. leader, DF Lab. of Cosmax R&I
10:10 ~ 10:30	Presentation 2 the Future of Beauty powered by Tech	**Park Ju Young** Scientific Director, R&I, L'Oréal Korea
10:30 ~ 10:50	Presentation 3 Innovation at Seams: Multi-scale and Interdisciplinary Skin Research for Future Innovations	**Matthew Ehrman** Senior Director Research Fellow, Skin-Care R&D, P&G
10:50 ~ 11:10	Presentation 4 Hyper-personalized Cosmetics and the Present and Future of Beauty Tech	**Ahn Sun Hee** CEO, Lillycover
11:10 ~ 11:30	Session 1 Panel Discussion	Moderator **Nam Gae Won** Professor, Department of Bio Cosmetics, Seowon University
11:30 ~ 13:00	Lunch	
13:00 ~ 14:30	**Session 2** Regulatory innovation starting with Digitalization of Labelling	
13:00 ~ 13:10	**Announcement for the Start of Session 2**	
13:10 ~ 13:30	Presentation 1 Digital Labelling Initiatives in the world and Latin America	**Maria Alejandra Benitez** Executive Director, CASIC
13:30 ~ 13:50	Presentation 2 Transition to digital information in the European Union	**Birgit Huber** Vice President, CE
13:50 ~ 14:10	Presentation 3 E-labelling Pilot Program in Korea	**Han Jong Min** Manager, Global Regulatory Affair Division, Korea Cosmetic Association
14:10 ~ 14:30	Session 2 Panel Discussion	Moderator **Yoo Chang Jo** Professor, Business School, Dongguk University

세부 프로그램

10월 18일 (금)

세션 3 | 세션 4

시간	주제	인사 / 패널
14:30 ~ 16:20	**세션 3** 첨단 기술을 활용한 뷰티 제품 개발 및 생산	
14:30 ~ 14:40	세션 3 시작 안내	
14:40 ~ 15:00	Presentation 1 레드플라보노이드와 진세노믹스 연구개발, 후생유전학적 해석	**박원석** 아모레퍼시픽 선행뷰티연구 Division 상무
15:00 ~ 15:20	Presentation 2 Holistic Beauty	**Kentaro Kajiya** 시세이도 MIRAI 기술 연구소 비즈니스 핵심 기술 센터 부사장
15:20 ~ 15:40	Presentation 3 마이크로바이옴을 활용한 기능성화장품의 새로운 접근방식	**박병준** 한국콜마 피부천연물연구소장
15:40 ~ 16:00	Presentation 4 AI/DX로 고객 빅데이터를 해석하는 제품 개발 사례	**김윤관** LG생활건강 수석연구원
16:00 ~ 16:20	세션 3 패널 토론	좌장 **서혜선** 경희대학교 규제과학대학원 교수
16:20 ~ 16:40	휴식	
16:40 ~ 18:10	**세션 4** 최신 화장품 규제 동향	
16:40 ~ 16:50	세션 4 시작 안내	
16:50 ~ 17:10	Presentation 1 일본의 화장품과 의약외품 규제	**Maaya Tada** PMDA 의약외품 / 의약외품 사무소 검사관
17:10 ~ 17:30	Presentation 2 일본의 의약외품 안전성 평가	**Maki Noguchi** PMDA 의약외품 / 의약외품 사무소 수석 검사관
17:30 ~ 17:50	Presentation 3 ASEAN 화장품 지침	**Ana Trinidad F. Rivera** 필리핀 FDA 화장품 및 가정용 도시 유해 물질 규제 및 연구 센터장
17:50 ~ 18:10	Presentation 4 중국의 화장품과 의약외품 규제	**Zhou Yiyue** 상해시의료기기화장품심사평가 검사센터 화장품심사평가검사부 부장

Detailed Program

Oct. 18(Fri)

Session3 | Session 4

Time	Topic	Speaker / Panelist
14:30 ~ 16:20	**Session 3** Cutting-Edge Technologies in Beauty Product Development and production	
14:30 ~ 14:40	**Announcement for the Start of Session 3**	
14:40 ~ 15:00	Presentation 1 The epigenetic forefront of skin aging	**Park Won Seok** Senior Vice President, Advanced Beauty Science Division, R&I, AMOREPACIFIC
15:00 ~ 15:20	Presentation 2 Holistic Beauty	**Kentaro Kajiya** Vice President, Business Core Technology Center, MIRAI Technology Institute, SHISEIDO
15:20 ~ 15:40	Presentation 3 Novel approach on functional cosmetics using microbiome	**Park Byung Joon** Director, Skin & Natural Products Lab, Kolmar Korea
15:40 ~ 16:00	Presentation 4 Cases of Product Development Interpreting Customer Big Data with AI/DX	**Kim Yun Kwan** Researcher R&D Institute, LG H&H
16:00 ~ 16:20	Session 3 Panel Discussion	Moderator **Seo Hye Sun** Professor, Graduate School of Regulatory Science, Kyung Hee University
16:20 ~ 16:40	Break	
16:40 ~ 18:10	**Session 4** Recent Cosmetics Regulatory Trends	
16:40 ~ 16:50	**Announcement for the Start of Session 2**	
16:50 ~ 17:10	Presentation 1 The Regulation of Quasi-drugs and Cosmetics in Japan	**Maaya Tada** Reviewer, Office of OTC/Quasi-drug, PMDA
17:10 ~ 17:30	Presentation 2 The Safety Assessment of Quasi-Drugs in Japan	**Maki Noguchi** Chief Reviewer, Office of OTC/Quasi-drug, PMDA
17:30 ~ 17:50	Presentation 3 ASEAN Cosmetic Directive	**Ana Trinidad F. Rivera** Director, Center for Cosmetics and Household Urban Hazardous Substances Regulation and Research, FDA Philippines
17:50 ~ 18:10	Presentation 4 Cosmetics and quasi-drug regulations in the China	**Zhou Yiyue** Director, Shanghai Medical Devices and Cosmetics Evaluation and Verification Center

Keynote Speech and Special Lecture

Yeon Jae Ho

Vice President, Korea Cosmetic Association

Keynote Speech 1

TOPIC

Development and future of Korean cosmetics industry

BIOGRAPHY

- February 2023~Present : Vice President at the Korea Cosmetic Association
- 1994 ~2022 : Amorepacific
  - January 2022: Served as Advisor
  - January 2015: Promoted to Executive Director
  - January 2008: Worked as Head of the Research Institute at the Shanghai subsidiary in China
  - January 2007: Returned to Korea, worked as Senior Researcher at the Cosmetics Research Institute
  - January 2001: Worked as Production Manager at the Shenyang subsidiary in China
  - July 1994: Joined Amorepacific, worked at the Cosmetics Research Institute and the Research Strategy Team
- 1991~1992 : Lotte Chemical

PRESENTATION SUMMARY

The Korean cosmetic industry, which was once protected by import bans just 60 years ago, has achieved a remarkable growth and is now beloved by people around the world beyond the domestic market.

With import liberalization introduced in the 1980s, domestic companies focused on improving quality and adopting technology amid a fierce competition. Thanks to these efforts, the industry eventually achieved $10 million in exporting cosmetic products in 1987. In the late 1990s, the rise of the Korean Wave (Hallyu) brought global attention to Korean cosmetics. Based on excellent quality, innovative products, and the use of unique ingredients, Korean cosmetics are now exported to 165 countries worldwide, ranking 4th in exports by value.

The development of the cosmetic industry has been closely connected with regulatory innovations throughout its history. Various regulatory reforms, such as the enactment of the Cosmetics Act in 2000, the introduction of functional cosmetics regulations, and the implementation of the customized cosmetic system in 2020, have all contributed to the growth of the industry.

The Korean cosmetic industry will continue to strive for ongoing innovation and global advancement by investing in research and development, expanding into global markets, implementing tailored strategies, enhancing brand value, improving compliance with international regulations, and strengthening quality management.

SPEAKERS

Park Jin Soo

**Professor,
Business School,
Seoul National
University**

Keynote Speech 2

TOPIC

AI-driven Innovation and the Beauty Industry

BIOGRAPHY

· Professor, Business School, Seoul National University
· Joint Faculty, Graduate School of Data Science, Seoul National University
· Joint Faculty, Artificial Intelligence Institute, Seoul National University
· Advisory Board, Journal of Intelligence and Information Systems
· Editorial Board, Journal of Database Management

PRESENTATION SUMMARY

This lecture on the topic of "AI-Based Innovation and the Beauty Industry" will cover recent trends in AI technology, developments in the beauty tech industry that combines beauty and technology, and how AI is being applied in the beauty sector through case studies. As AI technology continues to advance at a rapid pace, it has deeply infiltrated into various fields of our daily lives. AI technologies are already demonstrating capabilities that surpass human abilities in areas such as image classification, language understanding, and reasoning, fostering innovation across various industries. The beauty industry is no exception. Major beauty companies are actively adopting AI to provide customers with personalized and specialized experiences, enabling beauty experiences that are not limited by time and place, significantly enhancing accessibility to beauty.

The beauty tech industry, which combines beauty and technology, is experiencing a steep growth rate of over 5% annually and is expected to reach approximately 14 trillion won globally by 2028, making it a massive industry. Especially, the Asian market currently accounts for more than half of the global beauty tech market and is also expected to be the fastest-growing region. AI-based innovation can be seen as an essential process that allows the beauty industry to seize opportunities and maximize benefits amid rapid growth. Against this backdrop, this keynote lecture aims to open a discussion on the direction of AI-based beauty innovation. It is expected that this lecture will provide an opportunity to explore how AI-based innovation in the beauty industry goes beyond mere technological application, fully leverages the potential of AI, and achieves continuous innovation to deliver new value to consumers.

Keynote Speech and Special Lecture

**Kim
Seung Hwan**

**CEO,
AMOREPACIFIC**

Keynote Speech 3

TOPIC

Beauty reinvented: AI at the Core of Tomorrow

BIOGRAPHY

Seunghwan Kim became the CEO of Amorepacific Corporation in 2022.

Having joined Amorepacific in 2006, Kim has led its global expansion and organizational innovation. His leadership in strategy planning and human resources management has accelerated Amorepacific's worldwide business and created new growth opportunities.

As the head of Strategic Planning, he guided Amorepacific's exponential growth in China and business development in new markets, including ASEAN and North America. Later, as head of Human Resources, Kim prepared the organization for sustainable future growth, leading HR initiatives to innovate the management framework to adapt to the fast-changing business environment.

Prior to joining Amorepacific, he was a strategic consultant at Samsung Group, McKinsey & Company, and IBM. Kim holds an MBA from the University of Chicago GSB.

·2022 CEO, Amorepacific Corporation
·2021 CEO, Amorepacific Group
·2017 Head of Group HR Strategy Unit, Amorepacific Group
·2015 Head of Strategy Unit, Amorepacific Group
·2006 Joined Amorepacific
·2000 MBA, University of Chicago GSB
·1995 B.A in Business Administration from Yonsei University, Korea

PRESENTATION SUMMARY

Amorepacific has been advancing its digital transformation, focusing on e-commerce growth and improving customer experiences through data-driven insights, achieving notable success on global platforms such as Amazon.

Building on these efforts, the company is now driving AI implementation across three key areas. First, AI is enhancing customer personalization, with platforms like 'Dr. Amore' and tools such as 'AIBC(AI Beauty Counselor) and beauty device ' MakeON Skin Light Therapy' offering tailored beauty recommendations. Second, AI is significantly improving work efficiency by optimizing customer service, product development, content creation and sales analytics. Lastly, AI-driven smart factories are transforming logistics and inventory management, ensuring more efficient production and higher-quality products.

These initiatives reinforce Amorepacific's leadership in beauty innovation, positioning the company for continued global expansion.

SPEAKERS

John Chave

Director General, CE

Special Lecture 1

TOPIC

The Future of People and Chemicals: Directions for Safety Regulations

BIOGRAPHY

John Chave was educated at the Universities of Sheffield and Exeter in the UK. He is a lawyer by training and he has worked in the health field in London and Brussels. He was Secretary General of the Pharmaceutical Group of the European Union (PGEU), a post he had held from 2006 to 2015. Since then, he has been Director General of Cosmetics Europe.

PRESENTATION SUMMARY

The presentation will present the approach to safety regulation in the EU, and consider and explain proposed changes to the approach currently implemented or under consideration in the EU as part of the European Commission's Chemical Strategy for Sustainability.

The presentation will explore some of the challenges faced by the cosmetics industry in respect of restrictions on cosmetics ingredients , both from a human health and environmental perspective.

The presentation will stress the importance of a science-based approach to chemicals management and the importance or proportionate regulation to help ensure health and the environment are protected, but that the cosmetics industry remains innovative and competitive in the EU.

The presentation will conclude by explaining voluntary initiatives from the European industry to provide balanced and objective information about cosmetic ingredients to consumers.

Keynote Speech and Special Lecture

Natalie Obermann

Vice President, Global Strategies, PCPC

Special Lecture 2

TOPIC

Modernization of Cosmetics Regulation Act of 2022(MoCRA): An Exemplary Framework of Cosmetics Regulatory Best Practices

BIOGRAPHY

Natalie Obermann is the Vice President of Global Strategies for the Personal Care Products Council (PCPC). In this role, she collaborates with PCPC member companies to analyze regulatory trends in Asia and global trade developments that affect the cosmetics and personal care industry.

Natalie has over a decade of experience in public policy and trade advocacy. Before joining PCPC, she was the director of Southeast Asia at the U.S. Chamber of Commerce (Chamber). In that role, she monitored and reported on major trade policy and political developments impacting commercial interests in Southeast Asia. She advocated on behalf of a variety of U.S. companies at the highest levels of leadership on issues such as regulatory reform, creative economy, consumer goods, IP, financial services, and ICT. Natalie also developed the Indonesia Investment Initiative and expanded the program over seven years to become the premier business platform in Indonesia.

Additionally, she coordinated the U.S. business community's engagement at the Asia Pacific Economic Cooperation (APEC) CEO Summit with heads of state attending the Summit.

Natalie holds a BA in Business Administration, International Studies, and a minor in Spanish from Thomas More College.

PRESENTATION SUMMARY

The Modernization of Cosmetics Regulation Act of 2022 (MoCRA) marks a significant milestone in the evolution of cosmetics regulation in the United States. MoCRA provided FDA additional tools to ensure the safety of cosmetics products while also supporting innovation and global regulatory alignment.

MoCRA confirms FDA's adherence to a risk-based cosmetics regulatory framework, with clear and transparent processes for manufacturers to fulfill their responsibilities to assure product safety, and appropriate authorities for FDA to enforce the law. These elements form the basis of cosmetics best regulatory practices that can be referenced globally.

In this presentation, Natalie Obermann, Vice President of Global Strategies for the U.S. Personal Care Products Council will guide the audience through MoCRA's new requirements, including facilities registration and product listing; mandatory adverse event reporting, and future obligations, such as fragrance allergens disclosure and GMPS.

Linda M. Katz

Director, U.S. FDA

Special Lecture 3

TOPIC

FDA Regulation of Cosmetics and Historical Perspective

BIOGRAPHY

Dr. Linda M. Katz is the Director of the Office of Cosmetics and Colors (OCAC), which regulates cosmetics and certifies colors used in foods, cosmetics, drugs, and devices, and the Senior Advisor, Cosmetics, to the Office of the Chief Scientist.
Dr. Katz joined FDA in 1989 in the Center for Drug Evaluation and Research (CDER) first as a primary medical officer and later as Team Leader and Acting Director of the Pilot Drug Evaluation Staff, which reviewed anti-rheumatic drugs, anesthetic agents, and drugs of abuse. Other positions in CDER included Deputy Director of Dermatologic and Dental Drug Products and Deputy Director of the Division of Over-the-Counter Drug Products. In 2002, Dr. Katz joined the Center of Food Safety and Applied Nutrition (CFSAN) as the Director of OCAC and additionally served 10 years as the Acting Chief Medical Officer for CFSAN.
In her current role, Dr. Katz is responsible for establishing the strategic plans for OCAC and directing regulatory and research activities. She also is responsible for liaising with industry, nongovernmental organizations, consumers, stakeholder groups, and national and international regulators on policy and research related issues. She is recognized nationally and internationally for cosmetic initiatives involving harmonization, safety, and legislative activities. In 2023, Dr. Katz received FDLI's Distinguished Service and Leadership Award.
Dr. Katz received her MD from the University of Connecticut School of Medicine, her MPH in Epidemiology from the University of Michigan School of Public Health, and her BA in Biology from the University of Pennsylvania. She did her internship and residency in Internal Medicine and fellowship in Rheumatology at the George Washington Medical Center. Dr. Katz is an elected Fellow in the American College of Physicians as well as a Fellow in the American College of Rheumatology. In addition, Dr. Katz has taught at Walter Reed Army Medical Center and the Uniformed Services University of the Health Sciences and has numerous publications in the scientific and medical literature.

PRESENTATION SUMMARY

The FDA's regulation of cosmetics has developed over time, driven by historical events and consumer demand. In the 19th century, most cosmetics were homemade and unregulated, with makeup often viewed as deceptive. However, with the rise of the film industry, workforce participation, and increased income in the early 20th century, cosmetics gained popularity, prompting concerns over safety.
Although the 1906 Food and Drug Act did not include cosmetics, safety incidents like the Lash Lure case, which caused blindness, pushed for their regulation. In 1938, cosmetics were officially included in the Federal Food, Drug, and Cosmetic Act (FD&C), banning the sale of adulterated or misbranded products. Initially, the FD&C Act did not require pre-market approval or ingredient listings, with the FDA focusing on post-market enforcement.
Over the years, consumer activism led to further regulation, including the 1960s Color Additive Amendments and the Fair Packaging and Labeling Act of 1966. The 2022 Modernization of Cosmetics Regulation Act (MoCRA) is the latest reform, strengthening oversight with mandatory safety records, reporting of serious adverse events, product listing, and updated labeling requirements. MoCRA aims to improve consumer safety, transparency, and compliance, while exempting certain small businesses from specific requirements.

Keynote Speech and Special Lecture

Cris Jacob Dabad

Senior Officer, Standards and Conformance Division
The ASEAN Secretariat

Special Lecture 4

TOPIC

ASEAN Cosmetic Directive and Why it Matters in the ASEAN Economic Community

BIOGRAPHY

Cris Jacob Dabad is an engineering professional with expertise in standards, quality assurance, and regulatory compliance. Currently serving as a Senior Officer at the ASEAN Secretariat's Standards & Conformance Division, he plays a pivotal role in advancing the ASEAN Economic Community Blueprint in the area of standards and conformance. His current portfolio includes managing committees and working groups under the ASEAN Consultative Committee for Standards and Quality (ACCSQ), such as the ACCSQ Working Group on Legal Metrology, ASEAN Cosmetic Committee, ASEAN Medical Device Committee, ACCSQ Traditional Medicines and Health Supplements Product Working Group, and ACCSQ Rubber-based Product Working Group. He also supports ASEAN in the negotiation and implementation of Free Trade Area (FTA) Agreements in areas related to Standards, Technical Regulations, and Conformity Assessment Procedures.

Prior to this, Cris Jacob Dabad had a notable tenure at Abbott Rapid Diagnostics, where he specialized in global post-market surveillance. He also supported regional initiatives in the Asia-Pacific in the areas of technical services and product quality complaints management. His earlier career with Johnson & Johnson as a Senior Quality & Compliance Engineer, further honed his expertise in quality management, process improvements, and audit management across multiple sectors in Southeast Asia.

Complementing his professional experience, Cris Jacob Dabad holds a Bachelor of Science in Chemical Engineering from the University of the Philippines Visayas.

PRESENTATION SUMMARY

The ASEAN Cosmetic Directive (ACD) plays a crucial role in harmonizing cosmetic regulations across the ten member countries of ASEAN. This presentation explores the significance of the ACD in fostering regional cooperation, streamlining trade, and ensuring consumer safety within ASEAN's rapidly growing cosmetics market.

This presentation covers key principles of the ACD, the impact on businesses operating in ASEAN, and the critical role of the directive in promoting economic integration within the region. By understanding the ACD's regulatory landscape, businesses can better navigate the complex environment and capitalize on opportunities in the AEC's evolving beauty and personal care market. Furthermore, attendees will also gain insights about the ASEAN Consultative Committee for Standards and Quality and its role in promoting cooperation in the areas of standards, technical regulations and conformity assessment procedures and how it supports ASEAN's vision as a single market and product base, a highly competitive region, with equitable economic development, and fully integrated into the global economy.

SPEAKERS

Chang Dong Seon

Founder & CEO, Curious Brain Lab

Special Lecture 5

TOPIC

How the brain perceives beauty

BIOGRAPHY

- Global expert in Neurotechnology & Science Communication
- Bestseller author & Professional Speaker in Germany, Europe & Korea, connected to a large network of global experts & professionals in the fields of AI & Technology
- Innovation leader who can initiate/manage new business opportunities from zero-to-execution.

- August 2020~Present : Founder & CEO, Curious Brain Lab, Korea
- March 2023~March 2024 : Assistant Professor, Hanyang University
- June 2019~August 2020 : Head of Future Technology Strategy Team, Hyundai Motor Group, Korea
- March 2017 ~ May 2019 : Mobility UX Lead, Future Mobility Development Team

PRESENTATION SUMMARY

The study of what beauty is and what makes something feel beautiful has historically been considered a branch of philosophy known as aesthetics. However, over time, attempts have emerged in fields such as evolutionary biology and anthropology to explain the perception of beauty as mechanisms for sexual selection and species reproduction. Additionally, a new field, the neuroaesthetics, has developed, which studies the perception of beauty from the perspectives of neuroscience and cognitive science.

Furthermore, the beauty industry, including makeup and cosmetics, has seen remarkable advancements, and in the field of medicine, plastic surgery has begun to redefine notions of beauty. Consequently, the perspectives of traditional aestheticians and humanists on beauty seem to be diversified due to the evolution of various academic disciplines and research areas.

In order to explore the perception of beauty within the brain, several questions must be addressed. Are the perspectives on beauty the same when viewing objects and people? Is there an objective and absolute condition for beauty that transcends time and place, or is the judgment of beauty always subjective? Is the perception of beauty automatic and unconscious, or is it learned and conscious? Are there any stimulation that makes everyone universally find something beautiful? Furthermore, has the development of photography and medical technology in modern society altered our brain's criteria for judging beauty? Lastly, do we perceive greater beauty as we learn more, or can we experience beauty equally even when we know nothing about the stimulation?

While it is difficult to find an absolute definition of beauty, we aim to explore the concept of "Beauty in the Brain" through the latest research in the neuroscience and neuroaesthetics.

Session 1 The present and future of Beauty Tech Revolution : The Fusion of Beauty and state-of-the-art Technology

Seo Dong Hwan

Lab. leader, DF Lab. of Cosmax R&I

Presentation 1

TOPIC

Digital Transformation and Utilization of ODM Cosmetics Research

BIOGRAPHY

- 2023 ~ Present : Lab. leader, DF Lab. of Cosmax R&I
- 2019 ~ 2022 : Director, Skincare Team of Cosmax USA R&I
- 2010 ~ 2018 : Chemist & Team leader, Skincare Team of Cosmax R&I
- 2016 ~ 2017 : Adjunct professor, Applied Biotechnology, Ajou University
- 2013 ~ 2016 : Ph.D., Cosmetic science major, Ajou University

PRESENTATION SUMMARY

COSMAX has transformed from a traditional OEM (Original Equipment Manufacturer) which primarily produced based on customer formulas, to a leading ODM (Original Development Manufacturing) company to spearhead the global cosmetics industry.

Product research and the development of effective ingredients lay a foundation of the ODM system, with products being created through a process that begins with the introduction to and adoption by clients before moving into production. The traditional approach to product research and development, which relies heavily on human memory and experience, clearly has its limitations and can lead to fatigue from repetitive tasks. In order to resolve these issues, we have created systems that can replace or assist humans at various stages of product development.

We would like to introduce the our innovations: a metaverse space where we can introduce our unique technological capabilities and ingredients to clients in a non-face-to-face manner; a system developed using our language model that allows us to track market trends and customer needs; a smart color matching AI system that assists in the formulation of makeup products; texture standard measurement technology that objectifies the evaluation of user experience; and a system that recommends products tailored to individual skin types.

SPEAKERS

Park Ju Young

Scientific Director, R&I, L'Oreal Korea

Presentation 2

TOPIC

The Future of Beauty powered by Tech

BIOGRAPHY

· Jan. 2024 ~ Present: Scientific Director, R&I, L'Oreal Korea
· Jan. 2023 ~ Dec. 2023: Deputy Scientific Director, R&I, L'Oreal Korea
· Sep. 2018 ~ Dec. 2022: Head of Open Development, R&I, L'Oreal Korea
· Jun. 2016 ~ Aug. 2018: General Manager, Sales & Operational marketing, Shinsegae Intercos Korea
· Sep. 2012 ~ Jun. 2016: General Manager, R&D and Technical Sales, JC Korea Corp., Dashing Diva
· Nov. 2010 ~ Aug. 2012: CEO, LOBE Co. Ltd.
· Jun. 2010 ~ Sep. 2011: Specialist, Nanotechnology Research Team, Skin Science Research Institute, R&D Center, AMOREPACIFIC Corp.
· Nov. 2000 ~ Jul. 2001: Researcher, Nutrapol Co.
· Jan. 2000 ~ Jul. 2001: Researcher, Biomedical Polymer Research Center in GIST(Performing a Group-project of the 'Ministry of Health and Welfare' with Samsung medical center and medical center of Seoul National University)
· Sep. 1999 ~ Jul. 2001: Researcher, Bio Material and Technology Research Center in GIST

PRESENTATION SUMMARY

· L'Oreal Group, world's largest beauty company holding 37 brand portfolios across 150 countries around the globe, invests 3% (EUR 1.2 billion in 2023) of its annual sales every year in Research & Innovation, working with 4,000 scientists at 20 R&I centers. In 2023, L'Oreal has registered 610 patents, of which 54% has been created by female inventors.

· The world is undergoing a major transition in consumer journey, and a new reality is taking shape. One of the drivers behind these changes is technology and digital. Their rapid advancement has revolutionized the way we connect, communicate, and consume. With affordable technologies reshaping our lives and business models, we can say that our world is disrupted by tech.

· In 2024, L'Oreal was recognized with 7 CES Innovation awards. Some of L'Oreal's most recent 2024 honorees include L'Oreal Professional Water Saver, Lancome HAPTA, 3D shu:brow, and AirLight Pro.

· Our Beauty Tech is focused on three directions - personalization, inclusivity, and sustainability. And given these directions, our beauty tech involves merging diverse technologies and therefore creating new level of augmented beauty with unequalled performances and inclusivity and sustainability, providing the best set of online and offline services for beauty experiences, and using precise diagnostics and coaching across all beauty categories for enhanced consumer journey. L'Oreal also uses in-house tool to augment creativity and has built Gen AI beauty content lab called 'Creaitech'.

· We are focused on the future where Beauty is inclusive and caters to the diverse needs and preferences of all individuals worldwide. A personalized, inclusive, and responsible, 'Beauty for Each' at scale and cost, powered by Beauty Tech.

Session 1 The present and future of Beauty Tech Revolution : The Fusion of Beauty and state-of-the-art Technology

Matthew Ehrman

Senior Director Research Fellow, Skin-Care R&D, P&G

Presentation 3

TOPIC

Innovation at Seams: Multi-scale and Interdisciplinary Skin Research for Future Innovations

BIOGRAPHY

Matthew C. Ehrman is a distinguished Senior Director and Research Fellow in Procter & Gamble's Skin-Care Research & Development division, based in the P&G Singapore Innovation Center. With over 15 years of industry experience, Matthew has become a leading technologist in product design, formulation, and technology development for P&G's global skin care business, focusing on the Asian market with renowned brands such as Olay and SK-II.

Matthew is both a prolific scientist and inventor with numerous patents and publications in his portfolio. This reflects his work across the entire product development cycle, from formulation, process development, methods, modelling and simulation, to ingredient delivery. His technical leadership has driven significant advancements in bio-active discovery capabilities and joint industrial-academic research programs. Notable recent examples include research collaborations with the Singapore Agency for Science, Technology and Research (A*STAR) on cellular senescence, anti-inflammation, and epidermal homeostasis; as well as multi-year research programs with Durham University on high resolution bio-microscopy, collagen synthesis, and peptide science, presented at the World Congress of Dermatology.

His professional journey at Procter & Gamble includes pivotal roles in both Singapore and U.S.A (Cincinnati and Baltimore), over the years leading various elements of product design and technology development. Matthew has been instrumental in developing digital innovations, statistical models, and biophysics capabilities, which have been leveraged across multiple categories.

Matthew holds a B.S. in Chemical Engineering from The Ohio State University, graduating Cum Laude with Honors in Engineering and a minor in Economics. His innovative work has earned him prestigious global awards within P&G such as the John G. Smale Award for R&D Breakthrough Innovation and the Quantum Award for Modeling & Simulation.

SPEAKERS

PRESENTATION SUMMARY

· P&G manufactures products in 10 consumer goods categories in more than 180 countries. Our brands touch the lives of 5 billion people around the world.

· With 7,600 scientists and engineers, P&G maintains 13 innovation centers around the world, garnering more than 37,000 active world-wide patents.

· As one of the world's leading beauty companies, P&G Beauty includes iconic, trusted brands like SKII, Olay, Pantene, Head & Shoulders, and more.

· At Olay, our ability to deliver skincare used by over 80,000,000 women every year is based on thought-leading fundamental skin understanding, data-science enabled formulation craftsmanship, and rigorous performance standards.

· Central to our fundamental skin research is the ability to study skin at all scales, from the molecular to the cellular, at the individual level and across populations. Our data science capabilities enable us to integrate these vast, seemingly disparate pools of data into an unprecedented multi-dimensional view of skin. This view has yielded breakthrough insights, and new ways of addressing aging skin concerns.

· Our multi-scale and interdisciplinary research leverage cutting-edge capabilities such as high resolution dynamic cellular microscopy, multi-omics, spatial biology, biomechanics, and multi-photon microscopy, amongst other integrated research techniques.

· Collagen, a key structural protein in the skin, plays a crucial role in maintaining skin integrity and youthful appearance. Studies funded and co-led by Procter & Gamble explore the dynamics of collagen production, trafficking, and degradation, providing insights (in-vitro and ex-vivo) that could lead to improved anti-aging skincare solutions, such as next generation peptides, through novel mechanistic insights.

Session 1 The present and future of Beauty Tech Revolution : The Fusion of Beauty and state-of-the-art Technology

Ahn Sun Hee

CEO, Lillycover

Presentation 4

TOPIC

Hyper-personalized Cosmetics and the Present and Future of Beauty Tech

BIOGRAPHY

- Researcher, LG Electronics;
- Clinical Support Team Leader, Kyungpook Nat'l University Hospital;
- Researcher, Telemedicine and Medical Device Development at ETRI;
- Member, Medical and Tourism Committee of Daegu and Gyeongbuk.
- Master of Computer Engineering, Chungnam Nat'l University

PRESENTATION SUMMARY

The hyper-personalized beauty market is projected to grow into a hyperscale market worth 160 trillion won over the next five years, including cosmetics and devices, and up to 100 trillion won when considering cosmetics alone. Despite such forecasts, why are cosmetic users unable to access "tailored products and services" specifically designed for them at such a rapid pace? While the beauty industry is gearing up as a "future growth engine," the low profitability in comparison to the large-scale investments being made presents a significant challenge. However, industry leaders unanimously agree that this is the path the beauty sector must pursue.

Can advanced technologies allow us to analyze and refine individual customer data, thereby accelerating the commercialization timeline? What preparations do we need to make, and how should we view the market? What are the pain points in the hyper-personalized beauty market?

Let us have discussion on this.

SPEAKERS

Session 2 Regulatory innovation starting with Digitalization of Labelling

Maria Alejandra Benitez

Executive Director, CASIC

Presentation 1

TOPIC

Digital Labelling Initiatives in the world and Latin America

BIOGRAPHY

Maria Alejandra Benitez is a professional in Finance and Foreign Trade, with emphasis in international business from the Sergio Arboleda University in Bogota. She has a Master's Degree in International Business from Griffith University in Brisbane, Australia. She has worked as a professional and advisor on foreign trade and market studies for various companies. Also, she served as an advisor to the Economic Integration Directorate of the Ministry of Trade, Industry and Tourism of the Republic of Colombia, where she was coordinator of the Pacific Alliance negotiation.

Since the beginning of 2014, she served as Trade Affairs Manager in the Council of the Latin American Cosmetic, Personal Care and Home Care Industries (CASIC), currently serving as the Executive Director of the Association, where her main goal is to design strategies that allow the achievement of the Council's objectives.

PRESENTATION SUMMARY

Finite space available on physical labels, has made very challenging for the cosmetic and personal care industry to meet the increasing demand for more information on product labels. Digital Labelling presents an opportunity for reducing waste from containers and packaging, helping to minimize the use of packaging materials, paper and ink, decreasing carbon footprint, as well as transportation and storage spaces. All of this supports the industry's efforts towards a Circular Economy and the protection of our precious environment. With the increased access to the internet and the introduction of mobile technologies around the world, the Latin American Cosmetics and Personal Care Industry promotes the digitalization of labelling, while reassuring its commitment to consumer safety, transparency and accessibility to information.

Session 2 Regulatory innovation starting with Digitalization of Labelling

Birgit Huber

Vice President, CE

Presentation 2

TOPIC

Transition to digital information in the European Union

BIOGRAPHY

Birgit Huber has studied food-technology in Stuttgart-Hohenheim. Since 1985 she works for IKW (The German Cosmetic, Toiletry, Perfumery and Detergent Association). She had started as scientific assistant and since 1989 she is Head of the Expertise Partner Beauty Care. Since June 2005 she is also Deputy Director of IKW. Since June 2022 she is vice-president of Cosmetics Europe.

She is a member in different scientific and technical working groups in Germany and Europe, eg. the German Cosmetics Commission at BfR (Federal Institute for Risk Assessment), Board of GEPA (non-profit making association which supports the Information Network of Departments of Dermatology for the surveillance and scientific evaluation of contact allergies (IVDK), Cosmetics Europe. She has given many presentations on international events on cosmetics. Furthermore she has published in English and German magazines. In 1987 Birgit Huber received the Maison de Navarre-Award of the IFSCC (International Federation of the Society of Cosmetic Chemists) in Santiago de Chile.

PRESENTATION SUMMARY

The European Union's policy for 2024-2029 couples the environmental- and digital transition in its strategic agenda, recognising that the move to digital information benefits the environment, the consumer and other stakeholders.

The European cosmetics industry, represented by Cosmetics Europe, is supportive of a workable, harmonised and consistent digital information framework in Europe; it is also supportive of international regulatory compatibility that facilitates global trade.

In Europe, digital labelling is being introduced via several sector-specific regulations (chemicals, packaging, detergents, wines, etc.) as a voluntary option to on-pack labelling. Newly adopted horizontal legislation (across all sectors) will require digital information – beyond labelling – to be made available to relevant stakeholders – beyond consumers – in the form of a 'digital product passport'.

In this presentation, Cosmetics Europe will outline its digital information related principles and activities aimed at facilitating the cosmetics industry's preparation for the digital transition.

SPEAKERS

Han Jong Min

Manager, Global Regulatory Affair Division, Korea Cosmetic Association

Presentation 3

TOPIC

E-labelling Pilot Program in Korea

BIOGRAPHY

- Bachelor of Science in Life Sciences, Sungkyunkwan University
- Manager, Global Regulatory Affair Division, Korea Cosmetic Association(KCA)
- Secretary, Cosmetics Advertising Advisory Committee, Korea Cosmetic Association(KCA)

PRESENTATION SUMMARY

The Ministry of Food and Drug Safety (MFDS) is launching a pilot project for the introduction of electronic labeling information (e-labels) for cosmetics starting in March 2024. This initiative aims to enhance the efficiency of providing cosmetic information in response to the increasing mobile accessibility within the domestic consumer environment. It is expected to improve the readability of essential labeling information that aids consumers in their product choices while allowing the industry to save packaging resources and secure more space for creative designs.

The subjects to the pilot projects certain types cosmetics excluding hair dyes, decolorizing products, permanent waves, hair straighteners, vaginal cleansing prodcuts, and hair removal products, among those sold and distributed in Korea. Totally six companies including both domestic manufacturer and importing companies, are participating in this program. For products included in the "Cosmetic e-label Pilot Project," key information such as the product name, manufacturing number, and expiration date will be clearly displayed in large font on the packaging, while additional information can be accessed via a QR code, leading consumers to the companies' websites.

The pilot project will run from March 25, 2024, to February 25, 2025, with a mid-term evaluation scheduled for the second half of 2024. Based on the analysis results of the mid-term evaluation, a decision will be made regarding the potential extension of the pilot project.

Session 3 Cutting-Edge Technologies in Beauty Product Development and production

Park Won Seok

Senior Vice President, Advanced Beauty Science Division, R&I, AMOREPACIFIC

Presentation 1

TOPIC

The epigenetic forefront of skin aging

BIOGRAPHY

- 11/2018~Present: Vice President of Basic Research & Innovation Division
- 12/2017-10/2018: Lab Manager in Future Tech Lab
- 01/2017-11/2017: Team manager in R&D Strategy Team
- 01/2011-12/2016: Team manager in Aesthetic Research Team AMOREPACIFIC Corp. R&D Unit, Yong-in, Gyeonggi-do, Korea
- 03/2009-02/2010: Team manager in Dermatologic Drug Research Team AMOREPACIFIC Corp. R&D Center, Yong-in, Gyeonggi-do, Korea
- 04/2000-02/2009: Researcher in Skin Research Institute & Pharmaceutics Institute AMOREPACIFIC Corp. R&D Center, Yong-in, Gyeonggi-do, Korea
- 01/1997-03/2000: ResearcherLotte Central R&D Center, Seoul, Korea

PRESENTATION SUMMARY

Epigenetics refers to the study of how genetic information present at birth can be differentially expressed due to external environmental factors. One of the most well-known examples of epigenetics can be observed in identical twins (who share the same genotype) growing up in different environments; over time, they may exhibit differences in gene expression, which can be identified through specific phenotypic traits.

Skin aging progresses not only through chronological aging but also under the comprehensive and influential framework of the exposome. This exposomal epigenetics factor can be primarily categorized into environmental factors (such as UV radiation, heat, air pollution, and blue light) and lifestyle habits (including sleep loss, psychological stress, smoking, and poor diet). It is widely recognized that these diverse factors collectively and complexly influence skin aging.

Among the proactive epigenetic lifestyle habits to prevent skin aging, the most accessible is the proper use of cosmetics. In this session, we will present the epigenetic outcomes, focusing on DNA methylation in skin cells, from cosmetic ingredients derived from ginseng and camellia.

SPEAKERS

Kentaro Kajiya

Vice President, Business Core Technology Center, MIRAI Technology Institute, SHISEIDO

Presentation 2

TOPIC

Holistic Beauty

BIOGRAPHY

2001 – 2003	Research Scientist, Skin Biology Research Laboratory,Shiseido Research Center
2003 – 2004	Research Scientist, Cutaneous Biology Research Center/MGH and HarvardMedical School149 13thSt.Charlestown, MAUSA02119TEL: +1-617-724-7748, Fax: +1-617-724-4
2004 – 2005	Research Scientist, Swiss Federal Institute of TechnologyWolfgang-Pauli-Str. 10 ETH Hoenggerberg, CH-8093 ZuerichTEL: +41-44-633-7323, Fax: +41-44-633
2005 – 2014	Research Scientist, Shiseido Co. Ltd.,
2015 – 2017	Manager, Shiseido Co. Ltd.,
2018 – 2021	Group Manager, Shiseido Co. Ltd.,
2021 – 2022	Director, the department of Skin Beauty Value Development
2022 –	Vice President, Business Core Technology CenterShiseido Co. Ltd., MIRAI Institute 1-2-11 Takashima, Nishi-ku, Yokohama, JAPAN, 220-0011

PRESENTATION SUMMARY

Shiseido is a company with its origins in the Asia, Japan. Oriental medicine has the view that skin is a mirror of the rest of the body. This may indicate that the connection between the skin and body has long been emphasized in Asia. Anatomically in the western medicine, skin is not a separate organ but is physically and functionally connected to the whole body through its vascular, nerve, immune, and endocrine systems and research has recently focused on this connection. Therefore, there seems to be increasing interest for “holistic beauty” in the cosmetic field. Using the example of the visualization and role of capillaries and sensory nerves in the skin, I would like to explain the importance of holistic beauty.

We have recently succeeded in creating a three-dimensional (3D) "macroscopic" visualization of capillaries and nerve fibers in human skin. This innovative visualization of the 3D structure of the skin allowed us to investigate the relationship between capillaries/nerve fibers and physical properties of the skin, such as elasticity, with in vivo tests using optical coherence tomography angiography and a newly established in vitro model. Although previous studies have argued that skin elasticity is only controlled by dermal matrix components such as collagen, elastin and hyaluronic acids, these results clearly indicate that blood vessels and sensory nerves play an important role in maintaining skin elasticity, which is an early signature of skin aging.

In addition, with the development of data analysis technology, we will introduce our efforts to diagnose not only the individuality of consumers, but also their future through comprehensive analysis of the relationship between skin, body and mind.

Session 3 Cutting-Edge Technologies in Beauty Product Development and production

Park Byung Joon

Director, Skin & Natural Products Lab, Kolmar Korea

Presentation 3

TOPIC

Novel approach on functional cosmetics using microbiome

BIOGRAPHY

2002 ~ Present: Director, Skin & Natural Products Lab, Kolmar Korea

PRESENTATION SUMMARY

The human microbiome is a sum of microbes, and their genetic information, which is living symbiotically on and within the human body. It is called as the second genome, because the number of various species. These days research field of microbiome has been expanded from gut to skin, and scalp. By analyzing the difference in scalp bacterial flora between men and women according to the severity of Androgenic alopecia (AGA), we intend to apply it to the prevention of hair loss by controlling dysbiosis bacteria associated with AGA.

A total of 141 Korean men and women, consisting of 46 normal and 95 AGA group. After measuring the clinical conditions, scalp microbial samples were identified by NGS analysis using 16S rRNA, and whole metagenome. Depending on the AGA stage, the bacterial co-occurrence network became more diverse and complex. The results indicated dysbiosis in the scalp bacterial communities associated with gender and severity of AGA.

These demonstrated that, while it is important to understand the differences of individual microbes between each group, the entire bacterial communities exhibited unique variations. Thus, AGA is more affected by multi bacteria than single, because of dysbiosis in the scalp microbiome. Scalp microbiome can be said to be an extrinsic factor as important as genetic or hormones in AGA. So, controlling the dysbiosis of scalp microbiome is the important point to relieve the hair loss. The scalp microbiome can be the novel approach point of functional cosmetic.

SPEAKERS

Kim Yun Kwan

Researcher, R&D Institute, LG H&H

Presentation 4

TOPIC

Cases of Product Development Interpreting Customer Big Data with AI/DX

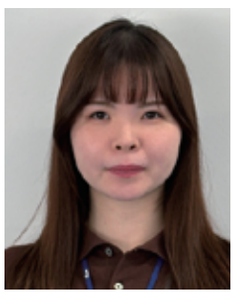
BIOGRAPHY

·2018–Pres.	Team Leader of Genetic Research Lab, R&D Institute, LG H&H
·2012–Pres.	Researcher, R&D Institute, LG H&H
·2010–2012	M.S. in Materials Science and Engineering, Seoul National University, South Korea
·2005–2009	B.S. in Materials Science and Engineering, Seoul National University, South Korea

PRESENTATION SUMMARY

Genomics studies have significantly benefited dermatological science, leading to a diversification of efficacy technologies in the cosmetic industry. Newly developed or improved ingredients targeting specific mechanisms have been suggested and incorporated into high-efficacy products. However, despite such advancements relying on genomics, the applied technologies have been limited in the aspects of in vitroefficacy testing and ingredient screening. To further advance the efficacy technology in the cosmetic industry, a fundamental understanding of aging mechanisms and underlying intrinsic factors is crucial. In this presentation, we will share the idea of genomic research of human skin and the R&D pipelines leveraging bioinformatics and AI. The large-scale customer big data consisting of 60,000 skin phenotype and genotype information, which have been collected over a period of 6 years, was processed and analyzed using the pipelines. Two representative cases of product developments, THE WHOO CHEONGIDAN PRO-RADIANCETM and BICHUP NAD Power24TM will be introduced featuring ingredients screening and liposome technologies. Finally, one of our major research articles of Genome-Wide Association Studies(GWASs), published in Nature Communications in June 2024, will be demonstrated for each results section. We identified 23 loci associated with skin tone and radiance, including 11 previously unreported loci. By leveraging large-scale customer big data, LGH&H will continue to drive the development of innovative skin longevity technologies in the field of cosmetics.

Session 4 Recent Cosmetics Regulatory Trends



Maaya Tada

Reviewer, Office of OTC/Quasi-drug, PMDA

Presentation 1

TOPIC

The Regulation of Quasi-drugs and Cosmetics in Japan

BIOGRAPHY

04/2020 ~ Present: PMDA Office of OTC/Quasi-Drugs
(Review of Quasi-Drugs Division)

PRESENTATION SUMMARY

PMDA is Japanese regulatory agency, working together with Ministry of Health, Labour and Welfare (MHLW). We conduct scientific reviews of marketing authorization application of drugs, medical devices, and quasi-drugs.

Quasi-drugs, e.g., medicated soaps, medicated cosmetics, and hair growth products, are used in our daily lives. I will talk about the regulatory framework and review practice for quasi-drugs in Japan. This presentation will include recent trends in medicated cosmetics, as well as what quasi-drugs are.

SPEAKERS

Maki Noguchi

Chief Reviewer, Office of OTC/Quasi-drug, PMDA

Presentation 2

TOPIC

The Safety Assessment of Quasi-Drugs in Japan

BIOGRAPHY

- 04/2009 ~ 03/2016 PMDA Office of Drug safety (Medical Information Database Division)
- 04/2016 ~ Present PMDA Office of OTC/Quasi-Drugs (Review of Quasi-Drugs Division)

PRESENTATION SUMMARY

Since quasi-drugs are used continuously on a daily basis and not intended to be used under the supervision of medical professionals such as doctors or pharmacists, sufficient and proper safety evaluations are required.
This presentation focuses on the safety assessment of quasi-drugs in Japan as follows,

1. History of Adverse Reactions caused by Cosmetics or Quasi-drugs
2. Safety Data Requirements
3. Latest Trends in Safety Assessment

The first topic will introduce the examples of adverse reactions caused by cosmetics and quasi-drugs.

The second topic will be about the safety data requirements on new active ingredients and new excipients, and about the human safety trials.
The third topic will show the efforts on alternative methods for animal experiments used for quasi-drug applications.

Session 4 Recent Cosmetics Regulatory Trends

Ana Trinidad F. Rivera

Director, Center for Cosmetics and Household Urban Hazardous Substances Regulation and Research, FDA Philippines

Presentation 3

TOPIC

ASEAN Cosmetic Directive

BIOGRAPHY

Engr. Ana completed her Bachelor's Degree in Chemical Engineering at the University of Santo Tomas, Masters Degree in Environmental Science at the University of the Philippines-Diliman and also took 30 academic units in MS in Chemistry at the DeLa Salle University. She is a licensed Chemical Engineer and a recipient of the USTChEAA Nonagintennial Alumni Award, for Government Service for CY 2024.

She has been in the government service for the past 36 years (28 years at the Department of Health and 8 years with the FDA) and in cooperation with the technical experts and consultants of UP-NPMCC and the UP-CPH/DeOH, developed policies, guidelines, advisories, research/health risk assessment, responded to chemical emergencies; conducted training programmes on acute poisoning, analytical, occupational and environmental toxicology for health personnel; and has published 12 scientific papers.

She is currently the Director for the Center for Cosmetics and Household Urban Hazardous Substances Regulation and Research (CCHUHSRR) and responsible for the licensing, registration and post-market surveillance of cosmetics, toys and child care articles, household urban hazardous substances/pesticides and licensing of pest control operators.

She is currently an honorary fellow of the Philippine Society of Clinical and Occupational Toxicology (PSCOT), the Chairperson of the ASEAN Cosmetic Scientific Body (ACSB), Head of the Philippine delegation to the ASEAN Cosmetic Committee, observer in the GHS UNECE meetings and instrumental in the membership of the Center to the WHO Chemical Risk Assessment Network (CRAN) as well as in participating in the discussions on various aspects on chemical safety with the Organisation for Economic Co-operation and Development(OECD), APEC Chemicals Dialogue (CD), AMEICC Working Group for the Chemical Industry, WHO-FCTC, the WHO - Global Tobacco Regulatory Forum aside from local inter-agency activities.

PRESENTATION SUMMARY

The Agreement on the ASEAN Harmonized Cosmetic Regulatory Scheme (AHCRS) was signed on 02 September 2003, and established uniform requirements for cosmetic products across all ASEAN Member States. These requirements took effect on 01 January 2008, with the full implementation of the ASEAN Cosmetic Directive (ACD). A key aspect of this harmonized scheme is the shift by ASEAN Member States from the traditional "pre-market approval" approach to the " post-market surveillance" model for cosmetic products.

The ACD comprises various technical documents, including annexes and appendices. The annexes regulate ingredients such as banned substances, restricted ingredients, colorants, preservatives, and UV filters, while the appendices cover labeling requirements, claim guidelines, and Good Manufacturing Practices (GMP). Additionally, the ACD provides guidelines on the Product Information File (PIF), safety assessment, sunscreen labeling, contaminants, and adverse event reporting for cosmetic products. Furthermore, it includes a list of ASEAN Cosmetic Methods pertaining to certain banned and restricted ingredients.

As new raw materials for cosmetics continue to be discovered, ensuring their safety remains a priority for the ASEAN Cosmetic Scientific Body (ACSB). At the 29th ACSB Meeting, a procedure for proposing the inclusion of new cosmetic raw materials into the ACD's ingredient annexes was endorsed by the ASEAN Cosmetic Committee (ACC) for future reference.

SPEAKERS

Zhou Yiyue

Director, Shanghai Medical Devices and Cosmetics Evaluation and Verification Center

Presentation 4

TOPIC

Cosmetics and quasi-drug regulations in the China

BIOGRAPHY

Zhou Yiyue,Head of the cosmetics Review and Verification Department at the Shanghai Medical Devices and Cosmetics Evaluation and Verification Center, is a senior engineer and a national cosmetics inspector, as well as the leader of the Shanghai cosmetics inspection team. She is dedicated to on-site inspections of cosmetic manufacturers and the review of ordinary cosmetic registrations.

PRESENTATION SUMMARY

This keynote speech will focus on the field of cosmetic safety assessment in China, mainly covering the following key points: First, we will introduce the historical changes of regulations related to cosmetic safety assessment in China over the past 20 years. Next, we will introduce the main components of the complete version of the safety assessment report for cosmetics in China. Finally, we will introduce several optimization measures issued by the National Medical Products Administration of China for the implementation of the complete version of cosmetic safety assessment.

MODERATOR

Nam Gae Won

Session 1

The present and future of Beauty Tech Revolution :
The Fusion of Beauty
and state-of-the-art Technology

- Professor, Department of Biocosmetic Science, Seowon University
- Cosmetic Ingredient Standardization Committee Member, Korea Cosmetic Association
- Editorial Director, Journal of Society Cosmetic Scientists Korea
- Cosmetic Advertisement Review Committee Member, NS Home Shopping

Yoo Chang Jo

Session 2

Regulatory innovation starting
with Digitalization of Labelling

Professor, Business School, Dongguk University

Seo Hye Sun

Session 3

Cutting-Edge Technologies
in Beauty Product Development and production

- Head of Department of Regulatory Science, Graduate School, Kyung Hee University
- Professor, College of Pharmacy, Kyung Hee University
- Chair of Institute of Regulatory Innovation through Science (IRIS)

Exhibition

목 적	국내 화장품 기업의 뷰티테크 디바이스 소개 및 시연
일 시	2024년 10월 17일(목) ~ 10월 18일(금) / 09:00 ~ 18:00
대 상	참가자 전원

Purpose	Introduction and demonstration of beauty tech devices
Date	October 17(Thu) ~ 18(Fri), 2024 / 09:00 ~ 18:00
Participation	Recommended for all attendess

Location

ZONE 1 ZONE 2 ZONE 3 ZONE 4 ZONE 5

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2024 원아시아 화장품뷰티포럼

ONE ASIA COSMETICS & BEAUTY FORUM

PROGRAM