



PRESS RELEASE  
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## **Winners of The Cosmetic Victories 2024 Competition made public: cosmetics have never been so scientific!**

The jury of The Cosmetic Victories, the ninth staging of the international competition for innovation and research, organised by the COSMETIC VALLEY endowment fund and its partner ESSEC, met in Paris on 15 April 2024 under the Automobile Club and unveiled its list of winners.

The jury, chaired by Marc-Antoine Jamet, Chairman of COSMETIC VALLEY and Secretary General of LVMH, met for three hours in a row in a studious atmosphere to debate, audition the candidates and judge their projects. Its members were a representative and balanced cross-section of the industry as a whole, combining the major names in French cosmetics and bold SME with a number of foreign companies (Puig, Shiseido, Cantabria Labs, etc.), major public players (BPI, CNRS, etc.) and the French Cosmetology Society. All stages of the value chain were represented, from laboratory to distribution, all the professions from formulation to marketing, olfaction to certification, private laboratories to public universities, from luxury to mass-market.

The jury assessed three research projects, for their future theoretical interest, and three industrial innovations for their practical ability to transform the market, exploring through the candidates' presentations topics from artificial intelligence to decarbonisation, marine ingredients, organic components and innovative processes.

With 111 submissions from 22 countries, The Cosmetic Victories, created in 2015, have become an increasingly important and more and more fundamental date in the calendar, a real barometer of cosmetic research and detector of new trends. They are also a reminder that this booming industrial sector now relies on Research and Development that is just as much at the cutting edge as in chemicals or health. Cosmetics is not a futile discipline. This scientific competition takes on its full meaning at a time when the industry has to face up to the changes imposed on it by geopolitical, digital, ecological and technological transitions that are transforming the context in which it operates. Lastly, the competition is an essential way of highlighting the importance of Made In France and its four pillars: product authenticity, consumer safety, protection of the planet and, of course, innovation performance. This is essential if the French cosmetics sector is to maintain its status as world leader, whilst old competitors have not disappeared and others appear to be more or less protected by protectionist regulations.

For decades, French culture and the European art of living gave us an intellectual edge that kept us ahead of the game. This is not enough. Other countries have developed a conquering soft power behind which their economies thrive. The time has come to find a new competitive advantage, to add to Chambord and Versailles the advantages of science, especially if it is

hard, and the advantages of progress, especially if it is disruptive. This is one of The Cosmetic Victories' missions.

COSMETIC VALLEY is pleased to raise the profile of and reward researchers, start-ups and SME working for the future of the perfumery-cosmetics sector.

**And the winners are ...**

For the Academic Prize:

**DECIPHERING THE CODE OF ODOURS: BIO-INSPIRED AI FOR PRECISE PREDICTION OF THE PERCEPTION OF ODOURS**

**Sponsor:** Matej Hladiš Université Côte d'Azur - FRANCE

**Target market:** Perfumes, Cosmetics.

**Project summary:**

This innovative project is inspired by the biological mechanism whereby our brain interprets olfactory percepts, to develop bio-inspired AI capable of predicting the odour of molecules. The approach takes into account genetic information which enables the creation of personalised scents. By opening the way to modelling complex mixes, they aspire to offer future users the possibility of creating custom fragrances, while offering alternatives to raw materials in order to reduce their ecological impact.

For the Industrial Prize

**REVOLUTIONISING THE FUTURE OF BIO-INGREDIENTS WITH THE POWER OF MICROBES AND GREEN CHEMISTRY.**



**Sponsor:** Dr. Prateek Mahalwar Bioweg - GERMANY

**Target market:** Cosmetics and personal care - make-up, toiletries, hair care, skin care

**Project summary:**

MicBeads100 is a bacterial cellulose-derived functional micropowder replacing solid microplastics like PMMA in cosmetics and personal care products - the bio-alternative medium sought by large companies in the FMCG sector. Consciously produced by upcycling agri and food waste and

applying green chemistry, our innovative and sustainable ingredient brings value by biodegrading fully within sixty days, surpassing synthetic polymers in performance and complying with new EU regulations on microplastics.

Each winner has received a prize of 10,000 euros and the dedicated support of COSMETIC VALLEY.

This scientific and industrial competition is the only one of its kind and derives its legitimacy from a particularly rigorous selection process. It is an outstanding opportunity for players to promote projects designed to be marketed both locally and internationally.

**Six finalist projects presented on 15 April 2024 at the Hôtel Pastoret in Paris**

Six finalist projects were selected in advance for this 9th event from 111 received from 22 countries. They were considered on 15 April by a jury of international scientific experts. Participants had to focus on the performance and effectiveness of skincare products, biological

sourcing, digitisation for odour prediction, optimised environmental impact and control of sustainable development.

**A selection committee made up of international scientists:**

Neti Waranuch, Associate Professor at Naresuan University, THAILAND  
Majella Lane, Director of the UCL Skin Research Group at the University of London, ENGLAND  
Konrad Terpilowski of Uniwersytet Marii Curie-Skłodowskiej w Lublinie, POLAND  
Jordi Vitrià, Professor of Mathematics at the Universitat of Barcelona, SPAIN  
Paola Perugini, Professor in the Department of Drug Sciences at the University of Pavia, ITALY  
Lionel Ripoll at the Université de Québec, CANADA  
Yuji Yamashita, Associate Professor at the Faculty of Pharmacy Chiba Institut, JAPAN  
Laurent Billon, Professor at CNRS, FRANCE  
Wen-Yin Chen of Precision Healthcare and Nutrition Technology Laboratory, TAIWAN  
and Amandine Goubert, Director of Research & Innovation at Cosmetic Valley, FRANCE

**A world-renowned 2024 jury for the 9th event:**

Chairman	Marc-Antoine	Jamet
Journalist	Laurence	Dorlhac
ESSEC Ventures	Marc	Mazodier
COSMETIC VALLEY	Christophe	Masson
BPI France	Sandrine	Otonello
CANTABRIA LABS	Anne	de Witte
Caudalie	Jean- Christophe	Choulot
CLARINS	Katell	Vie
CNRS	Marie	Cote
Rocher Group	Estelle	Bouvet
HERMES	Mickael	Poletti
L'Oréal	Valerie	Michaut
LVMH RECHERCHE	Patrick	Choisy
NAOS Group	Isabelle	Benoit
PUIG	David	Panyella
SFC	Francois	Viot
Shiseido	Carine	Felix
Sisley	José	Ginestar
SOTHYS	Florent	Mas

Marc-Antoine Jamet, Chairman of COSMETIC VALLEY and the jury stated:

*"I should like to congratulate both the two winners and all the finalists from all over the world, a Slovak student in France, a Ukrainian working in Sweden, an Indian living in Germany, American, French from the Sorbonne or Banyuls, for defending their projects. The Cosmetic Victories are not only useful, in the short term, for the winners themselves, through the two Industrial and Academic Prizes awarded to them by the jury and the bursary they receive, but this event is decisive for our industry as it invigorates a sector that has become an eco-system, a sector that is acquiring a scientific spirit and practitioners who need no reminding that they are at the forefront of discoveries, patents and inventions.*

*Thanks to the Cosmetic Victories competition, which will be celebrating its 10th anniversary next year, we are able to label research, gain international recognition and improve our products. From this point of view, COSMETIC VALLEY has an essential role to play: it is an accelerator of research and a federator of energies."*

[www.thecosmeticvictories.com](http://www.thecosmeticvictories.com)

### **ABOUT THE COSMETIC VICTORIES**

Created by COSMETIC VALLEY in 2015 and supported by the endowment fund set up in partnership with ESSEC, the three objectives of the "COSMETIC VICTORIES" international competition are to detect innovative start-ups, support their projects and promote research. Open to any sponsor of an innovative project applicable to the perfumery-cosmetics sector, it awards two prizes.

- The **ACADEMIC PRIZE** (projects from young graduates, PhD and post-PhD students, researchers and scientists)
- The **INDUSTRIAL PRIZE** (projects from manufacturers, entrepreneurs, start-ups and innovating SME)

Six finalist submissions (three for each prize category) are retained by the selection committee made up of sector professionals and international scientific experts. The submissions had to sponsor innovation or research work applicable to all areas in the perfumery-cosmetics sector: ingredients, formulation, testing, process, packaging, chemistry, biotechnology, digital, distribution, new products and services. These innovations can come from the perfumery-cosmetics sector or a technological transfer from other sectors.

The prizes will be awarded by a reference jury tasked with picking two winners from the six finalists. Each of the two winners will receive a prize of 10,000 euros and the support of COSMETIC VALLEY.

The increasingly international applications, high standard of the projects submitted and quality of the members of the selection committee and jury brought together by COSMETIC VALLEY all contribute to boosting and raising the profile of the French sector worldwide.

### **ABOUT COSMETIC VALLEY - "*Beating heart of the world cosmetics industry*"**

COSMETIC VALLEY is the leading global perfumery-cosmetics network and coordinator of the French sector. The association brings together all the know-how of the profession, from plant cultivation to finished products. Its mission: to promote the French brand through innovation, export, business, employment and training, strengthen the visibility and attractiveness of research laboratories, companies and regions and share the challenges and opportunities of the sector to serve its economic development.

COSMETIC VALLEY is a competitiveness hub at the cutting edge of innovation, sponsoring public and private research and development partnerships within the perfumery-cosmetics sector.

This jewel in the French economy defends the voice of a fabric of more than 6,300 establishments of all sizes (85% VSE/SME/SMB and all the world leaders), accounting for nearly 226,000 jobs for €71 billion estimated turnover and more than a thousand patents lodged per year. It is the world's largest exporter of perfumes and cosmetics, with €21 billion of exports in 2023.

The new COSMETIC VALLEY catchphrase "FRANCE CARES FOR YOUR SKIN" seals the values of a sector that bears emotion, intimacy and universality, with major ambitions for scientific progress and the environmental responsibility of the sector. Cosmetics, an industry of the past and the future.

[www.cosmetic-valley.com](http://www.cosmetic-valley.com)

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