

**Cosmoprof North American & the Fashion Institute of Technology
discuss sustainability in beauty packaging at event
moderated by Jenny Bailly of *Allure* and featuring
panelists from Unilever, Aptar and Shiseido**

CPNA & FIT celebrate new global partnership

New York, New York (April 12, 2019) Cosmoprof North America (CPNA), the largest B2B beauty exposition in the Americas, partnered with the Fashion Institute of Technology's (FIT) Cosmetics and Fragrance Marketing and Management Master's Degree Program to host a panel discussion on the topic of sustainability in beauty packaging that celebrated their new global partnership. The event also highlighted the upcoming launch of Cosmopack North America, the definitive event for the entire beauty supply chain which will host more than 250 of the 1,400+ exhibitors at the annual CPNA July trade show in Las Vegas.

The panel was moderated by Jenny Bailly, Executive Beauty Director of *Allure* and featured guest speakers Piyush Jain, Vice President of Haircare at Unilever, Lana Glazman, Vice President of Beauty & Home at Aptar and Joe Licari, Executive Director of Packaging Development for Shiseido Americas. Opening remarks were made by Liza Rapay, Head of Marketing for Cosmoprof North America and an alumni of FIT's Master's Program and Stephan Kanlian, Chairman of FIT's Cosmetics & Fragrance Marketing and Management Master's Program. The discussion concluded with a live Q&A from the audience. Highlights from the panel included a discussion on how simplicity and ease will become the new luxury in beauty packaging, as seen through the creation of refillable stores/stations and how brands are using technology to eliminate packaging, such as creating online 'how to' videos in favor of including the instructions on the package. Another key topic was the consumer and how a brand's audience, in particular Gen Z, won't buy products if they don't agree with the company's sustainability values and the idea of 'Less, Better, No to plastics' being at the core of a company's beliefs.

Hosted at the Fashion Institute of Technology in the John E. Reeves Great Hall on April 11, 2019, the event welcomed over one hundred guests from the beauty industry including press, brands, retailers, industry executives, the FIT executive board and FIT students/alumni with opportunities for beauty industry networking. Notable attendees included press from the New York Times, Business of Fashion, Vogue, *Allure*, Women's Wear Daily and POPSUGAR. The event also highlighted executives from Clarins, Estée Lauder, Clinique, Keihl's, L'Oréal, Macy's, Shiseido, Dior, CEW and The Fragrance Foundation among others. Guests left with gift bags filled with beauty products from exhibiting brands at the annual CPNA trade show in July as well as the latest issue of *Allure* magazine. CPNA also raffled off a trip to Las Vegas to attend CPNA 2019 for two where they generously provided complimentary airfare and hotel accommodations.

About the panel

Jenny Bailly

Jenny Bailly is the Executive Beauty Director of *Allure*. In this role, she oversees the brand's beauty coverage across platforms, including curation of the magazine's annual Best of Beauty Awards. Bailly joined *Allure* from *O, The Oprah Magazine*, where she held executive beauty editor and senior beauty editor positions. She has appeared on CNN-HLN, NBC and more, and frequently participates in media and beauty industry panels and conferences.

Lana Glazman

Lana Glazman is the Global Head of Marketing and Innovation for Aptar's Beauty & Home Segment, leading the development for new products, technology and innovation platforms with a strong focus on sustainability. With over 20 years of global leadership, strategy, product development and consumer engagement, she is a strategic and visionary thinker with a creative and dynamic approach who gained international experience working in New York, Paris, Amsterdam, Shanghai and Sao Paolo.

Piyush Jain

Piyush Jain is the Vice President for Unilever North America's hair care business, starting his career at Unilever in 1998, working in both local and global roles across several categories and countries. In his role, he is responsible for Unilever's iconic brands like TRESemmé, Dove, Suave, Nexxus and AXE. He is also the Global Brand Vice President for the recently launched Love Beauty and Planet and ApotheCARE Essentials brands.

Joe Licari

Joe Licari is the Executive Director of package development for bareMinerals & Buxom brands at Shiseido Americas. With over 20 years of packaging experience, Joe has held package development leadership roles at Estée Lauder & L'Oréal where he worked on such brands as Clinique, Re-Nutriv, Lab Series and Maybelline. Most recently, Joe has taken on responsibilities to help the bareMinerals brand execute packaging sustainability initiatives.

For more information, please contact Sarah Gargano at sarah@sarahgargano.com.

ABOUT COSMOPROF NORTH AMERICA

Cosmoprof North America (CPNA) is the largest and most awarded B2B beauty trade show in North America and the single most important networking opportunity in the US for all sectors of the global beauty industry. CPNA hosts an annual trade show that encompasses all sectors of the beauty industry under one roof. This year, CPNA will launch Cosmopack North America, the only event in North America encompassing the entire beauty supply chain: contract & private label manufacturing, primary packaging, secondary packaging, applicators, raw materials & ingredients, equipment and machinery and services for the cosmetic industry. CPNA is recognized as the premier launching pad for new beauty brands and introduces revolutionary technologies, product innovations and new channels for distribution, packaging and

manufacturing. CPNA represents the 3rd destination of the Cosmoprof network, today a 360° worldwide platform for the international beauty community, with shows in Bologna, Hong Kong and Mumbai, which all together involve over 370,000 professionals and 7,000 exhibitors from all over the world. For more information, please visit cosmoprofnorthamerica.com.

**ABOUT FASHION INSTITUTE OF TECHNOLOGY MPS IN COSMETICS AND FRAGRANCE
MARKETING AND MANAGEMENT PROGRAM**

The FIT Master of Professional Studies (MPS) in Cosmetics and Fragrance Marketing and Management (CFMM) program, one of seven advanced degree programs in FIT's School of Graduate Studies, was developed in collaboration with industry as a leadership development program for outstanding mid-career executives. Global luxury firms including Chanel, Shiseido, Estée Lauder, and LVMH, and global consumer packaged goods companies including Coty, L'Oréal, and Unilever, nominate talented emerging executives to participate in the two-year program. The CFMM program has become the beauty industry's recognized think tank, producing high-level research presented to industry executives and organizations, and during specialized panels, symposia, and forums in both academia and industry. Visit fitnyc.edu/cfmm.

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