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COSME Week Show Management
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A New Keyword “Sustainability” booming in Japanese cosmetics industry

Japan, on April 2021, the Ministry of Economy, Trade and Industry (METI) and the Japan Cosmetic Industry Association have jointly released a cosmetics industry vision: "Take Japan Beauty based on Japan's leading-edge technology and culture and spread it all around the world with a view to creating an industry that contributes to people's well-being and global sustainability". It indicates the directions which the cosmetics industry should follow in the future with the next 10 and 30 years term perspective. In the vision, sustainable development is treated as one of the most important actions and should be worked hard in cooperation with the entire industry. It can be said that sustainable development actions have proceeded.

Japanese leading manufacturers have started putting more efforts on sustainable development to meet the industry needs. SHISEIDO offers a service to refill the used bottles brought by customers under their own project named "Sustainable Beauty Actions". Some companies like KOSE, NIHON LOREAL, etc., work together to collect the containers for recycling across the company boundaries.

Along with the growing attention to sustainability in the industry, more retailers and importers are now looking for new sustainable cosmetics to enrich their lineups. In response, the Show Management of COSME Week decided to launch “Sustainable Zone”, the specialised exhibit zone for sustainable cosmetics, at both Osaka (Sep. 2021) and Tokyo (Jan. 2022) editions of COSME Week organised by Reed Exhibitions Japan.

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