



Paris, May 13, 2020

## Open Letter to the organizers of cosmetic events

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The COVID-19 pandemic, with the sad loss of numerous human lives, is bringing an important social and economic global crisis that is already impacting deeply the cosmetics industry worldwide.

There is still a big uncertainty on how the pandemic will evolve in the different countries of the world and for how long the current international restrictions to movement will be in place.

This situation forces all the players of the industry to rethink which are the priorities for the next following months. Nowadays, the top priority is protecting the health and safety of the employees of the whole supply chain whilst recovering the industrial production and the R&D projects in order to adapt to a new situation demanding new commercial approaches and under an enormous pressure to reduce costs.

Consequently, the industry is not in the position to invest efforts, time and money in organizing or attending exhibitions and, for safety purposes, most of the companies of the sector have issued internal policies limiting the travels of their teams and prohibiting the attendance to large events. Those policies are likely to remain in practice for the whole year 2020. As a result, the expected attendance to exhibitions is very low.

UNITIS highly values the importance of the trade fairs and exhibitions industry for the cosmetics sector in a normal situation, even if this market could be considered saturated at some extent. These events have always served as an important platform for the promotion of our companies of ingredients and services and a valuable tool to boost innovation and to strengthen the contact and collaboration within the whole cosmetic chain.

- But today is another day!

During the last few months, to cope with the shortage, the cosmetic supply chain has generously invested in adapting production tools for the manufacturing of hydro-alcoholic gels for the benefit of hospitals and medical staff. A way to contribute to solidarity in difficult times.

This is just an example, but it shows that we are living the “unthinkable” and that under such circumstances, every link in the chain must be willing to contribute to the global recovery programme.

In turn, exhibition organizers would be well advised to fulfill their commitment regarding social responsibility.

- Let's open the eyes!

Due to a lack of future visibility for cosmetic companies, particularly with regard to activity, taking into account the disengagement of consumers confined to their homes for many weeks, our customers defer their investments and projects.

Time has come to take up the challenge of the economy around the world and the cosmetic industry is not spared. Many SMEs will suffer, in some cases disappear.

- Be realistic!

As a consequence of all the mentioned factors, and after analyzing all aspects, we do not consider the realization of any international business exhibition to be feasible during 2020.

So, we would require that the trade fairs and exhibitions organizers would be sensitive to the reality and constraints of our industry. We sincerely believe that the best service to our industry under the current situation would be the postponement of all the planned fairs till next year 2021, without any financial penalties for exhibitors.

Most players in the cosmetic industry share the same observation and other economic sectors have already led the way by cancelling any events scheduled this year.

Cosmetics cannot live in a bubble.

Today's efforts will be rewarded tomorrow and combining forces will help us all!

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