



THE COSMETICS DISCOVERY TOUR LEGISLATION, PACKAGING AND MERCHANDISING

WHO IS THIS FOR?

Manufacturers or distributors of cosmetics (face care, body care, perfumes, make-up).

This service is particularly well suited to those interested in natural cosmetics.

Businesses, directly or through French CCI overseas, overseas CCI, export promotion bodies, embassy commercial departments, ministries, trade unions.

METHODS

Bespoke service requiring 3 to 4 weeks of preparation.

Support provided by an experienced international adviser.

DURATION

3 to 5 days

RATES

Available on request

CONTACT

Doing Business in Paris

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YOUR OBJECTIVE

You are considering launching your cosmetics on the French market but you first wish to validate your project and expand your knowledge on its legal and commercial framework.

OUR SOLUTION

We can offer an overview of the cosmetics industry through targeted meetings with specialists and guided tours of sales outlets that are representative of the market.

THE SERVICE

The Discovering Cosmetics in Paris tour takes 3 to 5 days:

▲ Guided tours of sales outlets with the managers or their representatives

This programme includes outlets that each correspond to specific market segments:

- Parapharmacy outlets
- Specialised department stores
- Specialised distributors
- Parisian department stores (*Grands Magasins*)

▲ Meetings with well-known businesses in the cosmetic packaging industry

Presentation of your packaging and/or your project to industry professionals, discovery of French market trends and expectations.

▲ Meeting with a consultant specialised in cosmetics legislation

Subjects covered: market authorisation conditions, labelling, information for consumers, formulation, certification.