Executive Summary

www.casic-la.org

Beauty and Cleaning, for Latin-American well-being
In a nutshell: some of our 2021 Achievements

01. 2 Virtual Events with Health and Trade Authorities: June 2nd and November 30th – with over 540 participants.

02. Industry training: 15 Webinars for our industry on topics of interest with over 1,300 participants.

03. Institutional strengthening with one new Association Member: IFRA LATAM. Reaching the number of 34 direct Members (17 Companies and 17 Local Associations).

04. 3 new industry position papers: Bulk-dispensing Cosmetic and Home Care products, Eco-Labelling, and Home Care products with action against microorganisms.

05. Industry position on 4 International Public Consultations.

06. Strengthening and update of documents and databases: database on regulatory/sanitary information, elaboration of the sustainability regulatory/legislation database, and, creation of CASIC’s 1st Database on Business Intelligence – Dashboard.

07. Continuity and strengthening of the participation at international industry fora (IAC and INCPA).

08. The Council was invited as key-note speaker to several events from Association and Company Members, from sub-regional and Regional Authorities, and from Regional and International stakeholders.

09. Continuity and strengthening of the Subregional and Regional agenda: Andean Community, Central America, Pacific Alliance, Mercosur, and ALADI.

10. Decision by CASIC’s Board of Directors to continue to strengthen the Council’s Staff with the addition of the Council’s Sustainability Coordinator on March 2021.

11. Renewal of the agreement with E-Commerce Institute (Latin America), through which, the Council’s Members can access scholarships for the E-commerce training courses.

12. Along with supporting the local and sub-regional agenda undertaken by the local Industry Associations, CASIC continued positioning as the Regional Industry Association, a reference partner for international stakeholders, Regional and Local Authorities and industry itself.
We are CASIC, the Council of the Latin American Cosmetic, Personal Care and Home Care Industries. Currently, we represent 16 local industry Associations and 18 multinational companies are also direct members of CASIC. By representing all the local industry associations of the Latin American countries, CASIC is the voice of over 1,000 companies in the Region.

We have a regional vision and strategy with over 22 years of experience, backing up the principles promoted by the industry through our Code of Ethics. As the regional Association, voice of the Cosmetic, Personal Care and Home Care industries in Latin America, we work towards the promotion of best practices in the sustainability, trade facilitation and regulatory agendas, in order to foster well-being for consumers and continue to promote employment, and growth for our industry, that represented over 90 billion USD in 2020.

This annual report aims to summarize the activities that CASIC carried out in 2021. In it you might find all sorts of challenges, opportunities and achievements in the Latin American Region, during a year marked by the challenge of the continuation of the Global Pandemic generated by COVID-19.
CASIC’s participation in regional and International events - stakeholder Communication agenda:

In terms of international relations with our industry colleagues around the world, given the travel restrictions generated by the Global pandemic, CASIC participated in all the virtual meetings of the Global Networks of INCPA (International Network of Cleaning Product Associations), and IAC (International Associations Collaboration), throughout the year, in order to continue to share the developments of our industries throughout the World, as well as to work together with sister associations to face the challenges presented by the COVID-19 situation.

FEBRUARY 2021

CASIC’s Executive Manager was invited by the Colombian Association (Cosmetic and Home Care Association, ANDI) as a keynote speaker in the event “Alianza del Pacífico: Retos y expectativas para la industria de Cosméticos y Aseo Doméstico”, to address the developments in the implementation of both the Cosmetic and Home Care Annexes on Elimination of Technical Barriers to Trade of the Pacific Alliance.

MARCH 2021

CASIC’s President was invited by IFRA to the Global Fragrance Summit, as panelist to the “Chemical Control Legislation – what does it mean for the fragrance industry?”, this participation was an opportunity to continue to develop international relations with key players in the Chemical and Fragrance industries such as CEFIC, Mane Group and IFRA.

APRIL 2021

CASIC’s President and Sustainability Coordinator were invited by the Ecuadorian Association -Procosmeticos, as speakers in the third edition of the Beauty and Home Care Congress – 2021 Innovation Day.

MAY 2021

CASIC’s President held an interview with In-Cosmetics Connect talking about the evolution of the Regulatory Affairs concerning the Cosmetic Industry in Latin America. Click in the following link to read the full interview entrevista.

JUNE 2021

- The Council’s President was invited as a keynote Speaker to the meeting of the International Committee of the American Cleaning Institute (ACI) in order to address de developments on the Home Care Industry in the Latin American Region (some of the addressed topics were: chemical regulations, antibacterial products and sustainability agenda).
- CASIC’s Executive Director and Executive Manager were invited to present the proposal of Regulatory Cooperation for the Cosmetic Industry in the framework of ALADI’s AR8.

JULY AND AUGUST 2021

CASIC’s Sustainability Coordinator was invited as panelist both to the IFRA – IOFI Webinar “Las industrias de Sabores y Fragancias Juntas por un Futuro Sostenible” in July 2021, and to the APLA (Sister Association for the Petrochemical and Chemical Industry in the Region) event on Sustainability, in August 2021.
SEPTEMBER 2021

CASIC’s Staff was invited to participate as key-note speakers at a videoconference with STANPA’s Member companies (our sister Association in Spain), to share with them the regulatory and trade updates in the Latin American Region.

Also in September 2021, the Council’s Executive Director and Executive Manager were invited to address the students of last semester on Pharmaceutical Chemistry of the University of Cartagena, in order to tell them about CASIC’s Regional role, the promoted Best Practices and data of the Cosmetic industry in Colombia and LatAm. This event is considered of high relevance to CASIC given that it is a first approach with the Academy, an opportunity to transfer knowledge to all those who will be the future of our Industry’s workforce.

OCTOBER 2020

The Council’s Executive Manager was invited to participate as a Key-note Speaker in the 12th International Seminar (Videoconference) “La Ciencia Detrás de los Cosméticos” organized by CANIPEC, in order to share CASIC’s knowledge on electronic labelling/digitalization in the world and the Council’s work on the topic.

NOVEMBER 2021

CASIC’s Sustainability Coordinator was invited to share with Team Natura an update on the Sustainability Regulations in the Region.

Throughout the year, CASIC also attended the invitation of Local Association and Company Members as key-note speaker on specific industry events and Board of Directors meetings for the socialization of CASIC’s advocacy in the Region.
In terms of internal development and institutional strengthening process, during 2021, one new Member joined CASIC (IFRA LATAM), reaching the number of 34 direct Members (17 Companies and 17 Associations) throughout the Region. CASIC continues to work on the basis of three main working Committees – that involve over 120 participants working together towards same goals: Trade Facilitation, Regulatory Affairs, and Sustainability.

Also, during 2021 several working groups were created to address relevant issues in the region, that are currently working towards an Industry Position and as a source of relevant information on those topics:

**01** E-labelling /Digitalization

**02** Products with action against microorganisms

**03** Bulk Dispensing Products

**04** Eco-Labelling

**05** E-Commerce

### Industry training:

Throughout the year CASIC hosted 15 Webinars for our Members, on topics of interest for the industry in partnership with member companies, sister Associations and key-note speakers, which reached over 1,300 subscriptions and connections all along Latin America.

8 webinars on sustainability topics, with over 26 experts on circular economy, COVID-19 and the SDG’s, EPR, eco-labelling, triple impact business strategy, microplastics, biodiversity and bio-economy, and sustainable packaging.

During 2021, CASIC also continued to provide specialized training services for its members.

3 webinars on regulatory sanitary topics and 7 international speakers

1 webinar with Trade Authorities on Free Trade Agreements

3 webinars on business intelligence and industry data, with speakers such as Euromonitor and the E-Commerce Institute
Due to the COVID-19 pandemic the Council’s Plenary Meeting and Annual Assembly was held virtually, in June 2021. CASIC members had the opportunity to analyze the Council regional agenda, to prioritize focus areas to face the challenges, and to assess progress in the different Committees and working groups, tendencies, issues and opportunities for the industry.

The General Assembly was also the opportunity to held the election of CASIC’s Board of Directors for the period 2021-2023. The new Board of Directors started their term as of July 2021 and is integrated as follows:

**Presidente**
Carlos Berzunza  
CANIPEC

**1er Vicepresidente**
João Carlos Basilio  
ABIHPEC

**2do Vicepresidente**
Paola Becvar  
Edgewell

**3er Vicepresidente**
Fabián Flores  
L’Oréal

**Secretaría**
Luciana Santi  
Genomma Lab

**Tesorería**
María Fernanda León  
Procosméticos

**Vocal Cámara**
Miguel Gonzalez Abella  
CAPA

**Vocal Empresa**
Christian Silveri  
Natura
The General Meeting was also the opportunity to hold, on June 2nd and 3rd, a Virtual Event with International Stakeholders, relevant Speakers and Health and Trade Authorities from all over the Region. The event, named “El Poder de la Crisis y el Futuro de Nuestra Industria” had over 200 spectators, and was the opportunity to address topics such as the relevance of personal care and home care products nowadays, industry adaptation and changes in consumer habits, ingredients – innovation and safety, Digital Commerce, and the impact of the COVID-19 Pandemic in the Sustainable Development agenda in Latin America:

Virtual event: "cosmetics, personal care and home care: generating well-being in people's daily lives” – november:

Given the continuation of restrictions due to the COVID-19 pandemic, the Council organized a virtual event by the end of the year, with the participation of International Stakeholders, relevant Speakers and Health and Trade Authorities from all over the Region. The event had over 340 spectators, Authorities from 8 countries connected, 6 speakers (including and international Health Authority - Spain, an International Association, the European Home Care Association and several industry experts), 14 panellists and 4 moderators. As a result, a post event survey showed that 100% of the people considered the Webinar was either “very good” or “excellent”, and also 100% would participate in CASIC’s future events.

Some of the main topics during the event were: the importance of home hygiene and cleanliness and its challenges during the XXI Century, in-market control, No Animal Testing, sustainable packaging, amongst other. Some of the most impacting quotes during the event were:

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Local and sub-regional agenda:

During 2021, CASIC supported the local agenda by issuing position papers and communications to Trade, Environmental and Health Authorities regarding specific topics in order to avoid barriers to trade, as well as to promote best international practices in the Region.

On the other hand, the Council’s Staff supported and was present throughout the year in relevant meetings/videoconferences with local/sub-regional Authorities, in support of the different negotiations held by the Andean Community and the Pacific Alliance. See the prioritized agenda in the different sub-regions as follows:

01 Andean Community
CASIC supported local associations and companies in technical and strategic discussions, aiming to issue consensus and unified positions from the industry to Authorities. The Council also supported the development of documents and letters addressed to Authorities related to specific topics in negotiation, and attended the rounds of negotiations (videoconferences) when invited by them to represent industry position. Amongst other discussions that are still taking place, the following final Andean Decisions/Regulations were issued in 2021. See here:

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02 Central America
CASIC, supported the Central American industry, by providing industry position on trade and regulatory related comments to the WTO Consultation processes of the Central American Regulations on Labelling and Registration.

03 Mercosur
CASIC supported the local Associations and companies, towards finding industry position to face the negotiations of relevant regulations for the cosmetic and home care products in the Sub/region. Mercosur finalized the following documents during 2021:

> Resolution 14/23 which updates the list of sunscreens for cosmetic and personal care products and perfumes.
> Update to the labelling requirements for cosmetic products Resolution (still pending its publication/endorsement).
> Brazil and Uruguay internalized the updated regulation on preservatives (GMS35/20) for cosmetic and personal care products and perfumes.
INCI Name Translation in Brazil

regarding CASIC’s advocacy to support local efforts undertaken by the Brazilian Cosmetic Industry Association (ABIHPEC), in order to promote the use of INCI as the globally recognized list of ingredients for cosmetic products before local Authorities, the Council, amongst several local industry Association Members, supported ABIHPEC by sending letters with the industry position on the matter, addressed to the Brazilian Trade and Regulatory Authorities. The Council also achieved, with the support of some Latin American and International countries, to raise the topic to the World Trade Organization TBT Committee as an Specific Trade Concern.

Relevant news on 2021: the extension of the entry into force period was achieved, as well as the possibility to use QR Codes to include the information. ABIHPEC, as well as CASIC, see these developments as achievements, while in parallel the respective legal actions are advanced and finalized.

Pacific Alliance (PA):

CASIC continued to support all negotiations related to the Annexes for the elimination of Technical Barriers to Trade – Regulatory Convergence for the Cosmetic and Home Care industries, having the following developments towards the implementation of both Annexes:

1. **Cosmetic Industry:** in January 2020, the PA countries endorsed the Free Trade Commission Decision 10, which further develops the requirements of ingredients, labelling and GMP, which are documents of great help for the better understanding of this Agreement.

2. **Home Care Industry:** in May 2020, the PA countries endorsed the Free Trade Commission Decision 11, which includes to the Pacific Alliance FTA the Annex on elimination of Technical Barriers to Trade for the Home Care Industry. This document, including the best international regulatory practices for the industry, has several advantages, such as: i.) Includes already all the needed specifications and requirements for its implementation; and ii). Does not need further legislative approval.

CASIC is very proud to share these developments in the Pacific Alliance, given that it was within our Council, and in coordinated work with the local Associations, that the proposal for both Annexes was made since many years ago (2013: cosmetics, 2015: home care), and now we see a benchmark regulation for both our industries in line with the best practices and regulatory cooperation promoted by many countries and institutions around the World, such as OECD. Please see:

**ALADI AR-8**

CASIC, amongst its Industry Association Members, continued to address the possibility of a negotiation of a sector specific Regulatory Cooperation agreement for the Cosmetic Industry in the framework of ALADI’s AR8. Given that ALADI gathers 13 countries of the Latin American Region, this proposal is of high relevance for our industry, because it could mean that over 95% of the regional market would be able to implement the Best International Practices for regulation of Cosmetic Products, via the elimination of Technical Barriers to Trade.
Relevant documents in support to our industries advocacy:

During 2021, CASIC continued to work on different key topics, generating position papers for the assessment of regulatory/sanitary, environmental, sustainability and trade facilitation issues. Some of the most relevant position papers that CASIC issued in 2021 are:

01 Bulk-dispensing Cosmetic and Home Care products
02 Eco Labelling
03 Home Care products with action against microorganisms

Additionally, CASIC continued to be a source of relevant information for its members, with the development and update of the following documents and databases:

01 Update of the database on regulatory/sanitary information: Registration, times and costs.
02 Elaboration of the sustainability regulation database: including over 180 regulations in over 11 countries.
03 Creation of CASIC’s 1st Database on Business Intelligence: Dashboard with category and distribution channel data (Euromonitor), socio-economical information of every country, import-export database of the Region, projections for the BPC category, information with main market data per country, amongst other.
04 Renewal of the agreement with E-Commerce Institute and Mind Talent Accelerator: Scholarships for our Members on the 5 best regional institutes, access to online courses for training and certification of digital skills, amongst other.

Finally, it is relevant to highlight the Council’s participation in several international and regional public consultations with our industries’ position:

- Public consultation on the use of Cannabis in Cosmetic Products – Ecuador
- International Public Consultation (WTO) on the Central American Technical Regulation on Cosmetic products Labelling
- International Public Consultation (WTO) on the Central American Technical Regulation on Cosmetic products Registration
- International Public Consultation about the amendment of Europe’s CLP
- International Public Consultation (WTO) about Sunscreens in the United States (as a response to FDA)
Communications strategy:

New formats and contents: institutional video, newsletters, “Miradas LatAm” project, infographics on position papers and interest topics, renewed webpage, increased activity in LinkedIn and more:

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All of this is possible thanks to the dedicated work of our Staff and Membership!

Company Members

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Association Members

![Association Member Logos]

Adhering Associations

![Adhering Association Logo]
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