

**For Immediate Release**

**Contact:** Bob Farrace, bob@marketingdesigngroup.com, 703-674-5614



## **ICMAD CEO reinforces need for universal standards at meeting of Global Retailers and Manufacturers**

**Deer Park, IL; July 30, 2015** — Speaking on behalf of small businesses and entrepreneurs in the \$60B cosmetic and personal beauty industry, Pamela J. Busiek, CEO of The Independent Cosmetic Manufacturers and Distributors (ICMAD), will stress the vital need for uniform standards between retailers and regulatory agencies to strengthen safety, quality and trust throughout the supply chain, as she participates in an elite group of business leaders comprising the Global Retailers and Manufacturers Alliance (GRMA) in Ann Arbor, MI, Aug. 3.

During the GRMA summit, Busiek will share a variety of ongoing efforts to reform cosmetic regulation, including the recently introduced Personal Care Products Safety Act.

“The cosmetic business historically has afforded entrepreneurs with opportunities that they have translated from startups to multi-million-dollar, multinational businesses, generating thousands of jobs and industry breakthroughs,” Busiek reports. She cites Revlon – started by Charles Revson, who funded medical device development including contact lenses, and Clairol, now part of Procter & Gamble, which contributed to funding some of our more important cancer treatments.

“ICMAD has a long track record of working with industry experts and federal regulators to promote product safety, honor the best science in our industry, and advance small businesses that innovate and provide jobs,” said Busiek. “The work of the GRMA on developing relevant, consensus-based standards will help ensure our industry continues to have viable contributors.”

The GRMA is a joint initiative with global public health organization NSF International, an ICMAD partner, established in 2014 to develop consensus-based standards for dietary supplements, cosmetics and personal care products, over-the-counter (OTC) drugs and devices.

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## **About ICMAD**

ICMAD, the Independent Cosmetic Manufacturers and Distributors, has been the voice of independent cosmetic companies around the world since 1974. Offering innovative business tools, timely publications, educational programs, networking opportunities, and key advocacy support, ICMAD provides invaluable guidance and support for all facets of the independent cosmetic industry. Stay on top of the latest regulations and events with ICMAD and connect on Facebook ([www.facebook.com/ICMADTalks](http://www.facebook.com/ICMADTalks)), Twitter ([@ICMADTalks](https://twitter.com/ICMADTalks)), and online at [www.icmad.org](http://www.icmad.org).