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ICMAD Hosts Annual Cosmetic Technical Regulatory Forum and Inaugural College of Cosmetics™ Educational Program



ICMAD President & CEO, Pamela Busiek, welcoming attendees to the Tech/Reg Forum and Inaugural College of Cosmetics™

NEWPORT BEACH, Calif. (Feb. 15, 2018) – The Independent Cosmetic Manufacturers and Distributors ([ICMAD](http://icmad.org)) Association hosted its annual Cosmetics Technical Regulatory Forum and launched “The College of Cosmetics™,” a new educational program offered exclusively by ICMAD.

With attendance up 30 percent from the prior year, the College of Cosmetics™ brought together the most innovative and creative minds in the business, packing a year’s worth of information into two education-filled days. Entrepreneurs and industry veterans heard from more than 30 distinguished speakers about technical, regulatory and legislative updates and practices in the cosmetic and personal care industry gaining practical, business-oriented advice.

Topics covered included: What’s New with Cosmetic Testing and Claims, Leveraging Social Media, and California Safer Consumer Products Regulation, among others.

In addition, ICMAD’s Technical Regulatory Forum offered workshops on what’s next in the cosmetics and personal care industry in international markets including Latin America, Mexico, Canada, China, South Korea and The United Arab Emirates.

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An [agenda](#) for the full program can be found on ICMAD's website.

"Our Technical Regulatory Forum and inaugural College of Cosmetics™ offered valuable knowledge and insight to our members, businesses small and large that are industry innovators. I believe this kind of collaborative environment will have a lasting impact in furthering the advocacy for the industry," said Pamela Busiek, ICMAD President and CEO. "The wealth of experience and expertise of our speakers is a tremendous asset to every attendee. We believe they will benefit from this all-inclusive view of the global cosmetics and personal care industry."

On the evening of Feb. 14, ICMAD honored winners of the 2018 Young Designers Awards Competition aboard the Ambassador Yacht at the Balboa Bay Yacht Club in Newport Beach. The competition was created to showcase the emerging talents of packaging and design students at the college level.

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ABOUT ICMAD:

The International Cosmetic Trade Association, ICMAD, is a non-profit trade association supporting creative, innovative companies, from startups to established multinational businesses of all sizes. ICMAD's goal is to help our members succeed in the rapidly changing, highly competitive global cosmetics and personal care industry. Since 1974, ICMAD has provided essential guidance and support through business tools, publications, education, networking opportunities, and key advocacy support. We are proud to help our members foster the creativity and innovation that is the heart of the cosmetics and personal care industry. Stay on top of the latest industry regulations, news and events with ICMAD online at www.icmad.org, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).