

# The science underpinning the UK Cosmetics industry

## An education and skills review

*Cosmetics and personal care products are considered essential for the vast majority of consumers as part of their daily lives, not only for basic personal hygiene, but also for well-being and self-esteem.\*1 A recently launched report by Cosmetic Executive Women UK\*2 puts UK sales in 2017 at £10.2 billion. The world's 6th largest beauty market comprises of 1700 companies, 40,000 products and 1800 brands.*

The beauty industry continues to flourish, even in times of economic uncertainty and hardship – the so-called 'lipstick effect'. It is innovative, dynamic and creative and highly reliant on science and technology to ensure product safety, develop new products, support marketing claims, manufacture to the highest standards and meet increasing consumer demands for ethics, sustainability and traceability.

Given these impressive statistics the question exists as to why so many scientific and technical employees in the personal care and cosmetics industry simply "fall" into their roles by chance. Is the industry in the UK being best served by science education and training that does not signpost jobs in this sector? How can we in the industry help raise awareness of the amazing science behind cosmetics and personal care products such that future workers choose our industry from an early stage? In short, how can we address this?

### Scope:

The Cosmetics Cluster UK (CCUK), along with project partners, Cosmetic Executive Women UK (CEW), The Cosmetic Toiletry & Perfumery Association, (CTPA) The UK Society of Cosmetic Scientists (SCS), CATCH and the London College of Beauty Therapy (LCBT) is spearheading an initiative to produce a white paper that encompasses:-

### Building awareness of this industry with educators

- Building awareness of the UK's 4th biggest and strongly growing industrial sector and the science behind it.
- Identifying and bringing together all interested parties and potential partners.
- Mapping the cosmetics and personal care businesses in the UK – manufacturing & services.

### Developing a national curriculum for the industry

- Driving a real world, science based national curriculum in partnership with government.
- Producing Cosmetics and Personal Care career pathways for schools, colleges and training providers.
- Reviewing and Identifying the education and training establishments and mapping the specific courses available.

### Demonstrating increased employability in the industry

- Ensuring employability across manufacturing, product development, R&D, support services and beauty services.
- Defining skills gaps and addressing the challenges associated with industry 4.0.
- Examining apprenticeships in the Industry and the take up of the levy.

*\*1 Consumer Insights 2017, Cosmetics Europe (the European personal care association)*

*\*2 Defining the UK Beauty Landscape 2017, CEW/Mintel report*

## Actions:

To kick start the research, CCUK will bring project partners together through the launch of a survey of their members and will work towards gaining industry support for the project in the form of advocates, sponsors and champions.

The survey will test our perceptions about the apparent lack of direction into careers in the cosmetics industry and the possible lack of awareness of the industry as a career, the scientific training involved and skills development. The results, along with the project partner's market data will be collated, analysed and reported to all stakeholders. This will help to form a strong starting point for the initiative to move forward.

We will define a UK strategy through preparation of a White Paper that will illustrate the areas of focus where an impact can be made through implementation of a series of initiatives and projects. We will also consider sources of funding for proposed initiatives. The group intends to hold a launch event in Spring 2019, hosted by CEW UK in London, in order to present the research findings and bring stakeholders, industry and potential partners together for the first time. The group will present the paper and outcomes at IFSCC 2022 in London.

