



International trade fair of the  
cosmetics supplying industry

June 5 – 6, 2014  
MOC Munich



*Cosmetic Campus Special:*

New trends in the preservation of cosmetics and how to respond quickly and safely to them

Thursday, 05 June 2014, from 4:00 p.m. to 4:30 p.m.

The uncertainty of consumers on the use of parabens in the preservation of cosmetic products, conditions that more and more manufacturers want to renounce the use of paraben. The presentation discusses alternatives and current trends in the preservation of cosmetic products. The focus is on finding solutions for the preservation in a natural way. It is as well responded to the functions of alternative preservative as to the possibility of additional advertising claims for the enrichment of product concepts.

But a change of the used preservatives can not be realized overnight. How to prepare this realignment and ensure an efficient, safe and smooth transition will be elucidated in the second part of the lecture.

#### Speakers

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**Dr. Jan Jänichen**

Managing Director, Dr. Straetmans  
Chemische Produkte GmbH,  
Hamburg, Germany



**Michael Pfeiffer**

Managing Director, Pfeiffer  
Consulting GmbH, Straubenhardt,  
Germany