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# Ten Years of

## Ten years of contributions addressed to the whole cosmetic chain



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MAPIC (Group for Ingredients for the Cosmetic Industry and Excipients for Pharmaceuticals) is one of the fifteen specialty groups of AISPEC (National Association of Fine Chemical and Specialty Chemistry Industries), which belongs to the Italian National Federation of Chemical Industries, Federchimica. MAPIC was founded in 2001 and today represents something like forty companies operating in Italy and producing ingredients for cosmetic products of both natural and synthetic origin or distributors or service providers in the field of cosmetics. On late October 2010, MAPIC celebrated its tenth anniversary. A significant recurrence, a goal which gives us the occasion to reflect about a period of time which, despite its shortness, has been full of challenges, developments and changes. In occasion of the most relevant fair of the sector, the In-Cosmetics fair, which will be held here in Milan, we decided to ask few questions to the President of MAPIC and Managing Director of Vevy Europe SpA, Vincenzo Rialdi who told us a lot about this experience!

*Ten years of life are an important goal for every association.  
How and why MAPIC was founded?*

Ten years of MAPIC should not be considered a goal: they are the wonderful confirmation that MAPIC is actually a qualified and reliable reality of the cosmetic supply chain. MAPIC was founded because a specific corresponding association was missing and the producers and distributors of ingredients felt the need to better organize their own part of the sector. Almost at the same time also the other European colleagues felt the same need and a European Federation, which is called EFFCI, was founded. Nowadays, around one hundred and twenty companies in Europe are represented and safeguarded, and specific work-desks are active for each subject of interest.

*Which is the vision and which is the mission of MAPIC?*

In addition to the institutional ones, the mission we decided to have as MAPIC, is to be, first at all, proactive, in order to offer to our members new opportunities for their activities. This is carried out thanks to an intense work of relations together with the sister associations and with the management of the big flow of information which is

punctually collected, selected and brought to the attention of our very active Board and Technical Committee, where we can boast about wide and specific expertise. MAPIC strongly believes in a cosmetic sector where the different Associations dialog, interact and work for the organization of the common activities and to offer opportunities for development to the whole sector. Moreover, the present regulatory framework requires a great synergy among all the actors of our chain.

*How is your organization built up and tuned?*

Our organization has a Board, where we discuss and decide on all the relevant subjects, which is supported by a Technical Committee having all the necessary competences needed to face the topics of our field. In addition to that, we have constituted thematic Working Groups ready to be activated on request and need. Finally, a Secretariat manages, coordinates and attends all activities and information.

Vincenzo Rialdi, President of MAPIC and Managing Director of Vevy Europe SpA.





We also have built up a Crisis Unit for the managing of possible urgent matters. At the European level, some of our experts are also involved in the activities of the EFFCI Working Groups. In the EFFCI Board, MAPIC is represented by me and by Giacomo Santus who is its incumbent President.

### *Which are the services you offer? To which extent these services are "personalized" to meet the needs of single realities?*

At a general level, a member becomes part of the world of chemistry being represented by the authoritative voice of Federchimica, and part of the world of the specialty chemistry as MAPIC is a group of Aispec; this means to be part of these structures through MAPIC and to acquire the free access to the whole Data Bank of Federchimica. At a sector level, each member has several opportunities, the main of which are a team of experts available for the subjects of interest, assistance and safeguard for matters of reference, active participation to institutional and technical meetings and worktables, possibility of proposing and sharing official position papers.

### *Who are the associates of MAPIC and how do they interact with MAPIC?*

At present, MAPIC represents around 50 percent of the companies of our sector, which are entitled to be part of it. In ten years this has to be definitely considered a good result. The typical MAPIC associate is a producer of cosmetic ingredients. Distributors and service providers are considered aggregate members while having the same rights. All of them have a direct line with the entire structure of MAPIC and with the pool of experts of Aispec and Federchimica. For instance, a member can obtain a

qualified assistance for the interpretation of the EFFCI GMP Guide for Cosmetic Ingredients, which are the Guidelines of the Good Manufacturing Practices specific of our sector, or to be constantly updated on the development in progress related to the legal interpretation of the Animal Testing Ban. We always ask our members to share their matters in order to increase the knowledge about their needs and to be more and more proactive toward them.

### *Which are the most pressing challenges MAPIC has to face today and which are the opportunities?*

The main challenge we have to handle today with is to support our members in taking part and in organizing at best their activities under the new regulatory framework. I like to be proactive: challenges and possible concerns can always be transformed in opportunities and spurs, gaining from them new energies and motivations. The more a structure is agile and reactive, the more are the advantages achievable also from matters: this strongly facilitates the increase of the competitive gap.

### *Last but not least: which plans MAPIC has for the next ten years?*

In my opinion MAPIC is now well structured indeed. What is still missing is the active participation of all members to our Working Groups and to foreign events. Facing at best the matters and transforming them in opportunities for the members and for the sector needs the participation of all: each voice, each opinion can consistently help to reach great results. This is our main plan for the next years: to involve ever more our members in the common activities and to welcome new members who are willing to bring their opinions and expertise. At European level, the aim is to continue to represent at best our country, and thus our members, in the Board, in the Commissions and in the Working Groups.

### *Do you have a question you'd like to have posed? So, please pose the question and give an answer to it.*

This is a good question: I really appreciate it. My question to myself is the following: "Do you have a new venture to recommend, which could make the cosmetic field more proactive?". Here my answer as follows. I would like indeed to establish a permanent wide communication worktable, something like a "Cosmetic Communication Platform", actively attended by all the actors of our chain, where to build the future look of the cosmetic chain. Such worktable doesn't need leaders but, more simply, only open-minded delegates, ready to share and to build a new way to communicate, which is fully free from the legacy of the present, also to fight the pervasive misinformation. The new consumer, which, at the end, is the target of all of us, today is an evolved informed consumer, for sure more expert than in the past. Our duty should be to deliver only fair messages to him; in particular, he should be well informed on how our sector is serious and reliable, and how his health and his satisfaction are safeguarded day by day by our everyday commitment. We should never forget that the trust of our consumer is vital for all of us and that a correct communication toward consumers is the only way to be steadily reliable.

<http://mapic.federchimica.it/>

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