

E.F.E.O. VIRTUAL CONFERENCE
JUNE 7 2021
GREEN DEAL: THE DEATH OF
NATURALS? 14:45 - 17:15 CEST



Charles Laroche

E.F.E.O. Consultant

Setting the Scene: An Overview of the Regulatory Landscape Focussing on the Green Deal

14:45 - 15:20

Cristian-Silviu Buşoi

E.P. and Chair of the Industry, Research & Energy Committee

Is Europe Sensitive to the Essentiality of Essential Oils?
Policy Makers' Role to Avoid the Regulatory Frenzy

15:20 - 15:55



Sylvie Lemoine

Executive Director Product Stewardship at Cefic

How to Address the Specificities of Natural Products in the Frame of the Chemicals Strategy for Sustainability

15:55 - 16:30

François Demachy

Perfumer-creator at Dior

The Unique Role of Essential Oils in Fine Fragrance Creation

16:30 - 17:05

QUESTIONS & ANSWERS



Who Are the Speakers?



Charles Laroche

At Unilever, where he worked for 35 years, Charles served 10 years in finance before joining their marketing team, fulfilling roles such as European Brand Development Director. In 1999, Charles took responsibility for Public Affairs and Corporate Relations becoming Vice President European External Affairs HPC before leaving Unilever in 2008.

Charles has been active in trade associations as a member of the board and President of A.I.S.E., member of the board at Cosmetics Europe, and member of the board of Cefic. He has also been the head of IFRA Europe.

In 2005, Charles co-founded EPAA (the European Partnership for Alternative Approaches to animal testing). In 2009, he launched "Bee", a think and do-tank focusing on resource efficiency and sustainable development in partnership with GLOBE-EU. He is also involved in European internal market affairs at the Kangaroo Group, where he is part of the Executive Committee as Treasurer.

Charles was a professor of Marketing Strategic Decisions. He is also Master of Conferences at the University of Liege, responsible for International Public Affairs in an Executive MBA programme.

Cristian-Silviu Buşoi

Cristian-Silviu Buşoi is a member of the European Parliament and chair of the Industry, Research and Energy Committee. He is also member of the Delegation for Southeast Asia, as well as substitute member of the Environment, Public Health and Food Safety (ENVI), Committee on Economic and Monetary Affairs (ECON) and the Delegation for the Arab Peninsula.

Mr. Buşoi graduated Medicine from Carol Davila University in Bucharest, Law from Titu Maiorescu University in Bucharest, and Diplomacy from the Romanian Diplomatic Institute in Bucharest. His political career started in 1996 when, as a student, he became member of the National Liberal Party.

Eight years later, he entered the Romanian Parliament and, in 2013, became President of the Romanian National Health Insurance House. Since 2007, he has been elected to the European Parliament for three consecutive terms."



Sylvie Lemoine

Sylvie Lemoine is the Executive Director Product Stewardship at Cefic where she is responsible for the key chemical legislation topics, including REACH, an EU framework for endocrine disruptors, interface between chemicals, products and waste and now, the Chemicals Strategy for Sustainability.

Sylvie is a seasoned government affairs professional with more than fifteen years of experience in EU chemicals legislation. Before joining Cefic in 2019, Sylvie worked at Dow as Senior Government Affairs Manager and prior to this she was Director for Technical and Regulatory Affairs in A.I.S.E., the International Association for Soaps, Detergents and Maintenance products.

Sylvie Lemoine holds a PhD in Organic Chemistry from the Louis Pasteur University in Strasbourg, France and started her career as an analytical lab supervisor in ExxonMobil Chemical.

François Demachy

François Demachy was born in Grasse, where his childhood was a determining factor in his choice of vocation. He crossed fields of jasmine and roses on a daily basis, and was imbued with the striking scents and smells of these plants, whose blossoming marked the passing days and months. Very early on, he learned about perfume manufacturing by working in local factories during the summer. He learnt his trade at Charabot, a leader in natural raw materials in Grasse, where he worked first of all in the workshops and then in the laboratories, before joining their internal perfumery school. At the end of this rigorous process he joined Jean Cavallier-Belletrud's team of perfumers.

He chose to specialize in raw materials in Charabot's New York branch, then, upon his return to France in 1978, he joined the house of Chanel where he worked on perfumes for Bourjois, Chanel, Ungaro and Tiffany, among others. Faithful to the tradition of expertise, excellence and creativity at the house of Dior, he is now heir to the unique high standards maintained by the couturier-perfumer of the new look.

He endeavours to interpret the most legendary of the Dior scents such as J'adore, Miss Dior and Poison, iconic fragrances for which he revisits the eaux de toilette and eaux de parfum on a regular basis. His creations have impacted and seduced the general public, like the powerful Sauvage with outstanding citrus accents, which has been a huge international success from its creation; as well as his luminous fragrances for Maison Christian Dior such as Gris Dior, Sakura, Thé Cachemire or Jasmin des Anges.

