

# MESSAGE FROM THE DIRECTOR

## Dear members

At the end of 2023, it is time to look back on the year that has passed in the cosmetics and hygiene industry. This was the annual report, and here is a summary on what we have achieved in 2023.

The work in the association has been exciting, developing and challenging - and again this year the EU's green transition has kept us busy. The many upcoming new and changed rules will have a decisive impact on our entire industry and your ability to run a business.

This applies, among other things, to new legislation on detergents, producer responsibility for urban waste water and packaging, new rules to prevent deforestation and green claims. We have worked politically at both Danish and EU level, with officials and the media, and not least with you, in order to have the greatest possible impact on the upcoming rules.

The industry is currently facing a major restructuring with fundamental changes to the law in connection with the EU's Green Deal. This is of significant importance for our members' opportunities to conduct business in Denmark and the rest of the EU member states. Therefore, throughout the year we have had a great focus on lobbying activities towards the new government, the Danish Parliament and the Danish members of the European Parliament.

As part of our work in connection with the waste water regulation, we have worked to ensure that responsibility rests with the actual polluter based on the substance itself and not the industry as a whole. Regarding the revision of the CLP regulation, we have been in ongoing contact with the Danish Ministry of the Environment. The detergent regulation has also been under way, and we have shared our views with the Danish MEPs, who have developed these for negotiations. Finally, we have shared our views on the PPWR proposal with the Spanish Presidency in the hope of changing the Council's position.

In connection with this work, we have, among other things, visited both the Danish MEP Pernille Weiss and the Danish Europe rapporteur Kim Valentin from the Liberal Party, who have listened to the industry's issues in connection with the new initiatives.

We have held a number of exciting and inspiring events in 2023, including two Chemistry Professional Days in collaboration with Dansk Erhverv and Kemi & Life Science. In March, we had a well-attended and successful annual meeting with inspiration and learning from talented speakers. And it was also at the annual meeting that we presented the startling and positive results of our analysis of the industry's societal importance.

We have also experienced an increased interest in getting help navigating the many new laws and we have therefore welcomed six new members in 2023. And not least, we have upgraded the secretariat with two new student assistants, Natalie and Laura.

We also had the great pleasure of hosting our industry association colleagues from more than 20 EU countries for a meeting in Copenhagen. During the week, we had the opportunity to discuss the major changes that the industry is facing. There was a particular focus on the Green Deal's great importance for the industry's companies in Denmark and the rest of the EU. And there was also time to exchange the best practices of selected countries on how to support our members in the changing operating environment.

The industry is important for the Danish economy and is at the forefront of the green transformation of the industry. We are very proud of this, and therefore, in January 2023, we produced a report which shows this, as well as the positive value of the industry in Denmark.

At this point i would like to point out some of our work in the newspapers and media. In particular, we have set the tone in the debate on the Urban Waste Water Directive. Among other things, we have written several debate articles in which we argue that the data basis for the directive is skewed, as it is not the cosmetics industry that is the biggest emitter. This message has been printed in two large Danish newspapers, Børsen and Berlingske.

In addition, Helle Fabiansen was interviewed by Dansk Erhverv, where the message was clear. Namely that you must not disparage our industry's products, as this has a great effect on Danes' self-esteem and has a great positive effect on their everyday life.

In collaboration with the Consumer Council Tænk, we have warned Danes about the dangers of shopping online on sites whose headquarters are outside the EU. This means that these products are not produced according to the strict EU legislation that protects consumers.

In just a little while we will be writing 2024. And I am already looking forward to the Annual Meeting on 20 March 2024, where we will present you with a strengthened narrative that will clarify the commitment and social value that our industry creates. We thank all our members for good cooperation in 2023.

We wish you all a very Merry Christmas and a Happy New Year, and look forward to meeting you all again in 2024.

**Christian, Marie, Joachim, Laura, Natalie and Helle**