

# SMALL is Beautiful

A European View of Nanotech Cosmetics and Safety  
*L'Oréal Scientists Address How Europe's "Precautionary Principle" Interacts with Cutting-Edge Technology*

*BusinessWeek* magazine claims the \$60 billion international beauty products industry is “making a big bet on nanotech.” Today, nearly a hundred cosmetics are in the Project on Emerging Nanotechnologies online inventory of products identified by manufacturers as containing nanomaterials.

Critical to the success of nanotechnology cosmetics is consumer confidence in their safety. In Europe, regulators and companies are attempting to apply “The Precautionary Principle” across all sectors.

How does a company like Paris-based cosmetics leader L'Oréal—which ranks No. 6 among nanotechnology patent holders in the U.S.— apply “The Precautionary Principle” to nanotechnology cosmetic products? What specific safety tests and post-market surveillance measures are used? How do U.S. and European regulations differ when applied to nanotechnology products? How does L'Oréal communicate with customers about this cutting-edge technology?

## about

The **Project on Emerging Nanotechnologies** was launched in 2005 by the Wilson Center and The Pew Charitable Trusts. It is a partnership dedicated to helping business, governments, and the public anticipate and manage the possible health and environmental implications of nanotechnology.

**Nanotechnology** is the ability to measure, see, manipulate and manufacture things usually between 1 and 100 nanometers. A nanometer is one billionth of a meter; a human hair is roughly 100,000 nanometers wide. In 2007, nanotechnology was incorporated into more than \$88 billion in manufactured goods. Lux Research projects that figure will grow to \$2.6 trillion by 2014, or about 15% of total global output.

Media planning to cover the event should contact Colin Finan at (202) 691-4321 or [colin.finan@wilsoncenter.org](mailto:colin.finan@wilsoncenter.org).

webcast live at  
[www.wilsoncenter.org/nano](http://www.wilsoncenter.org/nano)

## speakers

**Dr. Francis Quinn**  
L'Oréal executive

**Dr. Andrew Maynard**  
Chief Science Advisor, Project on  
Emerging Nanotechnologies

## time & place

Thursday, **June 5, 2008**

1:00 P.M. to 2:00 P.M.

*light lunch at 12:15 P.M.*

**Woodrow Wilson Center**  
6th Floor • Flom Auditorium

directions to the Center are available  
at [www.wilsoncenter.org/directions](http://www.wilsoncenter.org/directions)

## rsvp

R.S.V.P. required to attend (not  
required for webcast). Please  
R.S.V.P. to [nano@wilsoncenter.org](mailto:nano@wilsoncenter.org)  
with the subject “RSVP LOREAL.”

