

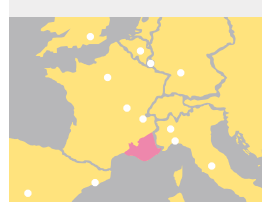
PASS cluster

Perfumes, Aromas, Scents and Savours

The "Perfumes, Aromas, Scents and Savours" cluster was named as a competitiveness cluster in July 2005 and as a PRIDES (a regional cluster for innovation and mutually supportive economic development) in March 2007. It brings together many players in this sector from industry, research and education, across Provence-Alpes-Côte d'Azur and southern Drôme.

The PASS Cluster intends to become an international benchmark for identifying, assessing and producing the natural extracts used in the aromatics and cosmetics industry.

Another of its main objectives is to "innovate for a sustainable sector", which means to ensure that new products launched are ecologically responsible and safe for the consumer and the environment.



KEY FIGURES FOR THE SECTOR

- **10,000** jobs in total in the sector
- Nearly **400** companies in perfumery, cosmetics and food flavourings
- **13** public **research centres** with **32 laboratories**, including an **international centre** for analytic chemistry of natural aromatic materials in Grasse, and a sensorial analysis laboratory in Forcalquier
- **Training centres**: ASFO-Grasse, European University of Flavours and Scents.

EXCEPTIONAL ADVANTAGES

- **Leading** region in France with **55%** of the national production of cosmetics and perfumes,
Leading region in France for the production of aromatic and medicinal plants
Leading area in the world for the production of hybrid lavender,
- A region unique in Europe for its **concentration of companies** in this sector:
25% of the headquarters of businesses in this field in France, **120** out of the 130 distilleries of essential oils in France,
- **Leading national centre** for the creation of flavourants,
- Complete cover of **the sector's value chain**, from growing scented and aromatic plants to the finished products, via the production of natural essences.

AIMS OF THE CLUSTER

To support the key stages in the development of ingredients, principally of natural origin, on three target markets: **aromatic ingredients** for cosmetic or food applications; **natural cosmetics**; and **food additives**.

This strategy is part of a sector-wide policy which extends from growing aromatic and medicinal plants and transforming them industrially to incorporating them into the finished product.

It therefore includes three major strategic axes appropriate to each level of the value chain:

- Production of raw materials principally of natural origin,
- Transformation: producing the ingredients,
- Manufacturing finished products,

THE CLUSTER'S AXES OF EXCELLENCE

4 DOMAINS

Health and safety, people and the environment



To develop understanding of the mechanisms of allergy, irritation and sensitivity, to anticipate undesirable reactions better without experimenting on animals, and to control them better by offering consumers solutions that will not trigger such reactions.

Promotion of regional biodiversity



To open up new markets for the use of aromatic and medicinal plants.

Technologies and analytic procedures



To find technologies for processing, identifying and analysing natural raw materials, so as to develop products with reduced impact on the environment.

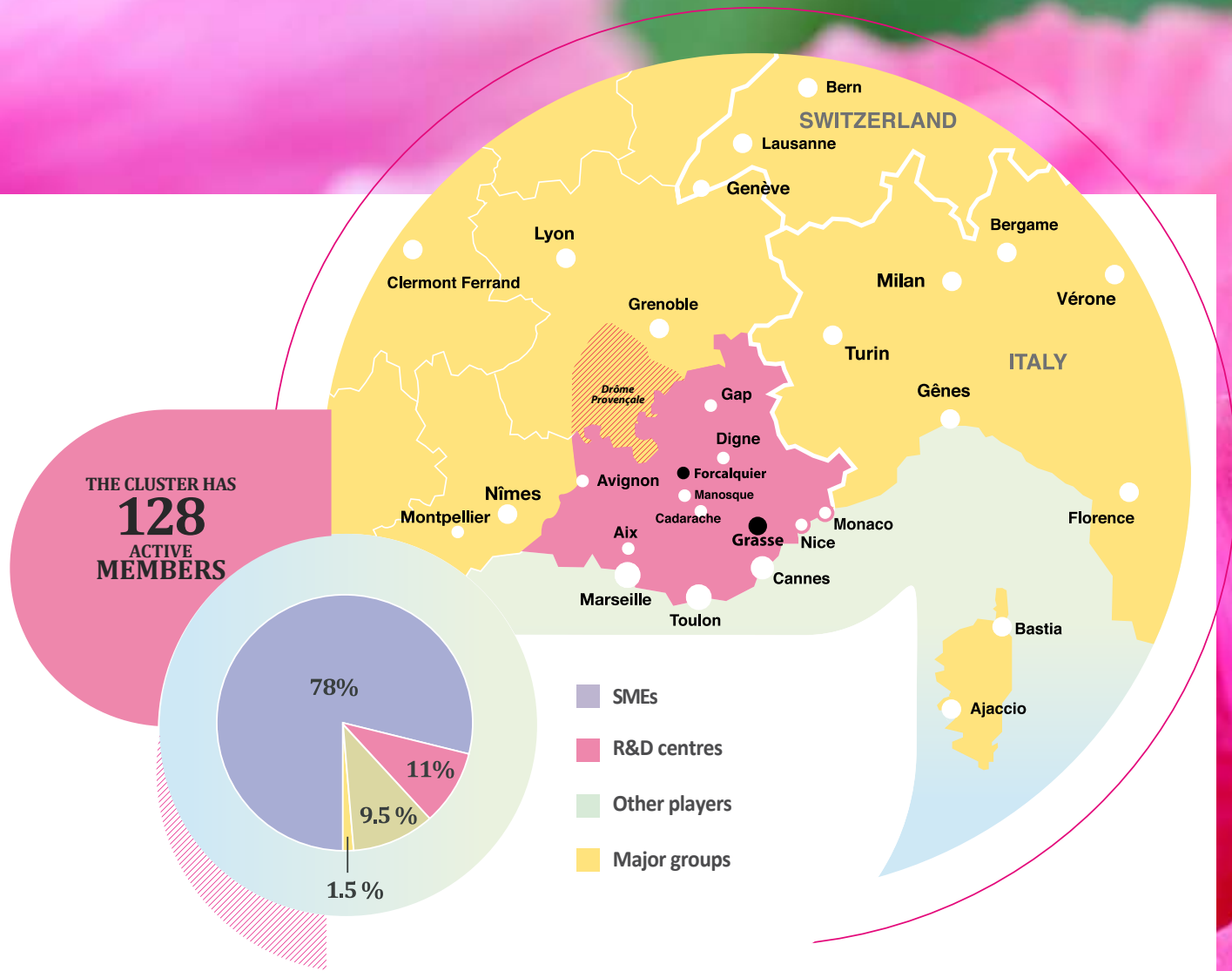
Structuring of training opportunities



To ensure that the training on offer meets the needs of industry.

49 MILLION EUROS' WORTH OF PROJECTS APPROVED, 11 MILLION EUROS OF FINANCE OBTAINED,

26 R&D PROJECTS APPROVED: 2 TECHNOLOGICAL PLATFORMS APPROVED, 17 PROJECTS FINANCED



Among its members, the cluster has:

- **Those involved in research:** Faculties of Science from the Universities of Marseille-Aix I and III, Nice-Sophia Antipolis and Avignon, CNRS Délégation Côte Azur, Laboratories M2P Foqual, UMC CNRS 5020, UMR A408 INRA UAPV Extraction, European Institute of Membranes, etc.
- **National and world leaders in the aromatics industry:** V. Mane & Fils, Robertet, Firmenich, International Flavors & Fragrances, Cargill, Charabot, Payan Bertrand.
- **Cosmetics companies:** L'Occitane en Provence, Chanel Parfums Beauté, Terre d'Oc Créations, S.O.F.I.A. Cosmétiques, etc.
- **Food companies specialising in Mediterranean specialities:** Soléou, Agronovae Développement, SOFALIP, Actilait, Altiflore, etc.
- **Suppliers of equipment and young companies innovating in predictive testing:** Tournaire, ARECO, Sigentec, Immunosearch, Cerevaa, etc.

PARTNERSHIPS WITH

Competitiveness clusters, representing:

- Sites producing natural raw materials: Qualitropic, Pôle Mer PACA
- Common technologies: Pôle Européen d'Innovation Fruits et Légumes, Pôle TRIMATEC
- Major contractors in the cosmetics industry and food production: Cosmetic Valley, Vitagora - Goût Nutrition Santé

INTERNATIONAL STRATEGY

Two partnership agreements signed with the Association for the Development of Aromatic and Medicinal Plants in Morocco (ADEPAM) and the Tunisian Association for Medicinal Plants (ATPM), to eventually develop a Mediterranean federation for aromatic and medicinal plants involving all players in the Mediterranean basin.

EXAMPLES OF INNOVATIVE PROJECTS



IMMUNOSEARCH Project: Developing an in-vitro test, with a model of reconstituted human skin as an alternative to using animals, to assess the sensitising and allergenic capacities of chemicals produced by the cosmetics and perfume industries.

Partners : Immunosearch (lead partner), Institute of Molecular and Cellular Pharmacology (IPMC CNRS/UNSA), I3S (UMR CNRS-UNSA), INRIA Sophia-Antipolis, SkinEthic SA, Mane & Fils, Robertet.



NATUBAVAL Project: The search for extracts from plants in the Mediterranean region with antibacterial, antifungal and disinfectant properties, for use in cosmetic products to replace preservatives derived from oil and parabens.

Partners : LCMBA (Laboratory for the Chemistry of Bioactive Molecules and Aromas - UMR CNRS / Univ. Nice Sophia-Antipolis), Naturex, Acphytarom, Sofia Cosmétiques.



PERFUGARD Project: Development of a process to control the penetration of flavourants, to reduce the risks of irritation or possible allergies from creating sensitivity or revealing sensitivity already acquired.

Partners : Payan Bertrand, Biogalenys, Laboratories ADONIS, Laboratories AMMIS (University of Rouen), CRITT ADIPpharm.

EVENTS

World Perfumery Congress, In Cosmetics, Food Ingredients Europe - Natural Ingredients, International Federation of Essential oils and Aroma Trades (IFEAT), International Symposium on Essential Oils, Journées Internationales des Huiles Essentielles de Digne, Congrès International des Plants Aromatiques et Médicinales.

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