



Association of

Swedish Beauty Brands

## Purpose

Association of Swedish Beauty Brands, ASBB, is an independent organization founded by the Swedish beauty industry with the purpose to support and promote development, innovation and manufacturing. The focus is to strengthen the commercial as well as academic importance of the industry, locally and globally. Through various initiatives and activities, the organization aim to encourage and support entrepreneurship and innovation that create growth, new jobs opportunities and export. An important mission is to grow trust for the beauty industry through increased professionalism and competence. ASBB is a forum for the entire Swedish beauty industry and a united voice in contacts with the authorities, media and other external parties.

Association of Swedish Beauty Brands was founded December 13th 2017 by Svenska Krämfabriken AB, Löwengrip Care & Color AB and IDUN Minerals AB.

## Vision

Position Sweden as a trusted player representing quality and innovation on the global beauty market. Create growth, new job opportunities and export.

## What we do

- Drive key priorities for the Swedish beauty industry, locally and globally.
- Increase internationalization and grow export of Swedish beauty brands.
- Support entrepreneurship, innovation and establishment of Swedish beauty brands.

## Activities

- Seminars on trends, ownership, regulatory issues, financing, recruiting, digitalization, sustainability, code of conduct, legal and other relevant topics.
- Export activities – exhibitions, events.
- Best practice sharing on distributors, agents and subsidiaries.
- Student activities.

## Membership

- Companies with cosmetics, fragrances, skin care and hair care.
- Turnover minimum 5 MSEK.
- Headquarter in Sweden.
- Own brand.