

## World Congress on SKIN CARE, DERMATOLOGY AND ALLERGIC DISEASES

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**Advantages of the Trás-os-Montes region from Portugal: implementation of a natural and organic enterprise****Abigail José Garcia Fernandes, Sara Garcia Diogo Gonçalves***BB Clínica Áurea – Biomedicina Estética, Portugal*

Statement of the Problem: A significant number of cosmetics have an ecological impact on the environment and carry noxious and chemically potent substances [1,2]. Therefore, the consumer becomes more demanding regarding natural and organic cosmetics. The use of natural and organic cosmetics becomes increasingly important since it is clear that topical treatment with cosmeceuticals can help improve skin rejuvenation [3]. Methodology & Theoretical Orientation: The natural and organic market is valued at €76.6 billion at a retail sales price in 2020, being the European cosmetic and personal care cosmetic market the largest market for cosmetic products in the world. It is expected to grow annually by 9.24 % (2021-2025). There were at least 77 scientific innovation facilities in Europe in 2018 that research concerning cosmetics and personal care, having spent €2.35 billion in research and development [4–6]. Findings: The Northeast of Portugal is the region of Portugal with the most organic farmers. The climatic, topographic, and pedological differences contribute to agricultural diversity and ease of assessing natural ingredients. There is a great variety of crops, such as vines, olive trees, fruit trees, wheat, potatoes, rye, maize, and permanent pastures [7]. Conclusion & Significance: Implementing a business that takes advantage of the area's natural resources to develop ingredients for use in cosmetics is crucial due to the lack of enterprises in this field of activity. There is also a lack of studies regarding ingredients from this region. An intense investigation into the benefits that the ingredients can bring to our health is much needed.

**Biography**

Abigail José Garcia Fernandes has a Bachelor in Business Administration and is currently enrolled in her Master program. She analyzes the Portuguese's Northeast market regarding implementing a spin-off with the University of Trás-os-Montes e Alto Douro. Her primary concern is developing a business that takes advantage of the area's natural resources to develop ingredients for use in cosmetics.

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