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GEOGRAPHIC[More News](#)**Online portal for south-of-France SMEs**

Cosmetics SMEs in France's PACA region (Provence, Alpes, Côte d'Azur) have a new online information portal targeted specifically at them.

CosmeticInfoPaca.com was founded by independent marketing and cosmetics consultants Delphine Raymond and Sandrine Haller. Their new portal, they say, is broken into easily navigable sections, consisting of:

- A calendar listing regional and national events of interest to the cosmetics industry;
- Articles about and interviews with businesses and key personnel in the region (the first is an interview with naturals perfumer Delphine Thierry);
- Cosmetics news and thematic links to the sector;
- A press round-up updated on a monthly basis;
- An annual directory containing key information on all the cosmetics businesses in the regional network (available to higher-level subscribers).

Subscriptions can be individually tailored to subscribers' needs, says Raymond, but all subscribers will receive a newsletter that will be updated whenever new information is posted on the site. The site also has an advertising section where subscribers can post publicity about their news and launches.

The founders are targeting an expert audience of around 3,000 regional professionals.

The PACA region is home to around 400 cosmetics companies – about 15 per cent of all of France's cosmetics SMEs.

Patricia Mansfield-Devine