



A spread of large murals is on display at 2 World Trade Center (WTC) in New York City, where Silverstein Properties plans to build a skyscraper as part of its redevelopment of the WTC campus. Currently, the building is built out only to the ground floor, with plenty of blank, street-level wall space. The developer put that to good use by commissioning colorful public art from six street artists, who were each paid \$2,000 plus expenses for supplies, including aerosol spray paints. According to downtownexpress.com, the mural walls were corrugated, which means that the artists were using more supplies than they expected because of the greater surface area. The murals are expected to remain for six months to a year, depending on when the developer is able to secure anchor tenants and finally begin construction.

"I don't like my work being hidden," explained street artist Hektad. "When I paint in the street, it's for the people. It's not for me. It's for the joy—to take pictures and photos."



The Aerosol Manufacturers' Association of South Africa (AMA) received a Certificate of Appreciation at the European Aerosol Federation (FEA) Global Aerosol Events 2018 in Düsseldorf, Germany in October. The jury recognized AMA's Consumer Assurance Scheme, which is comprised of the "AMA Approved Mark" on aerosol packages. The jury "appreciates this interesting initiative from the AMA and encourages other creative and useful initiatives from other National Aerosol Associations."

At right, AMA Executive Director Nick Tselentis receives the Certificate of Appreciation from FEA Secretary General Alain D'haese.

The Venezuelan Aerosol Chamber (Cámara Venezolana Del Aerosol or CAVEA) recently released information for aerosol production in 2017.

"The situation in Venezuela is very difficult," explained CAVEA.

"Local production of tinplate cans [has] stopped. Aerosol valves can be assembled only if the interested client imports the parts himself. Inflation has reduced the purchasing power of consumers and production of aerosols in 2017 probably hovered around 10 million cans."

Venezuela produced 14,356,465 aerosol products in 2016, an increase of 11.67% over the almost 12.86 million produced in 2015. However, it was a sharp decline (-67.35%) from the almost 44 million aerosol products produced in the country in 2011.

L'Oréal has been recognized as Global Compact LEAD, demonstrating its ongoing commitment to the United Nations Global Compact and its Ten Principles for responsible business.

The UN Global Compact also selected L'Oréal's Senior VP & Chief Ethics Officer Emmanuel Lulin as Sustainable Development Goal (SDG) PIONEER for Advancing Business Ethics. It is the first time that this recognition was awarded to

a Chief Ethics Officer, according to the company. Both announcements were made at the UN Headquarters in New York during the UN Global Compact Leaders Summit 2018. The United Nations Global Compact is a call to companies to align their operations and strategies with 10 universally-accepted principles in the areas of human rights, labor, environment and anti-corruption, and to take action in support of UN goals and issues embodied in its



Cosmetic Industry Buyers & Suppliers (CIBS) held its September networking luncheon at Bon 45 in New York City, highlighted by guest speaker Jeannie Joshi, a designer, illustrator and director based in New York. She specializes in both niche marketing and mass marketing with a niche appeal. Joshi spoke about "Luxury Newly Designed from Premium Beauty to Social Responsibility," providing inspiration on how to make a message reflect the luxury brand story. She reflected on how luxury has evolved, the importance of design and having vision. **SPRAY**

