

were recommended. Demographic trends indicate an aging female population, and decreased demands are expected for colour products and women's fragrances, while demands for skin care treatments and men's cosmetics are expected to rise. One respondent also felt that, since the quality of U.S. beauty products is not as competitive as those from countries with a longer history in the industry, the devaluation of the U.S. dollar should not result in increased U.S. exports. The Free Trade Agreement is not expected to have a dramatic effect on current import-export patterns between Canada and the United States. In general, the respondents felt that the Canadian beauty products industry is not competitive compared to the U.S. industry.

The associations have provided names of industry publications and trade fairs of interest to their members. These are listed in Appendix 9.