

More information on these companies is found in Appendix 1 and a listing of U.S. importers who are interested in general in Canadian sources of supply of beauty products is found in Appendix 2. A list of Canadian government trade contacts is presented in Appendix 10.

SURVEY OF U.S. ASSOCIATIONS

U.S. industry associations were contacted in order to supplement information provided by individual importers and to provide an industry perspective on trade in the beauty products industry. The industry associations contacted and their mandates are as follows:

- Cosmetic, Toiletry and Fragrance Association (CTFA) is a trade association of manufacturers in the beauty products industry.
- National Wholesale Druggist Association (NWDA) assists members in enhancing profitability and productivity in making and distributing health and consumer products consistent with public interest.
- Fragrance Foundation (FF) deals mostly with women's and men's fragrances, certain cosmetics and colours.

The associations were interviewed to provide the following information:

- market trends for the beauty products industry
- the effect of the devaluation of the dollar on trade in the U.S. beauty industry
- major industry trade fairs
- major industry publications
- the potential effect of Free Trade on Canada-U.S. trade in beauty products
- their opinion on the strengths and weaknesses of the Canadian beauty products industry.

Interview Results

Of the respondents interviewed from U.S. industry associations, only one expressed an opinion on the market trends in the industry. For the others, the U.S. Department of Commerce forecasts