

Carlsberg cosmetics products





What is Bioeconomy?

- Valuable products
- By products
- Industries
- Use all



Can you say that such cosmetics products are really stemming from the bioeconomy?

- No → using final product (beer)





Do you think that they match the stakes of the bioeconomy?

- Company – yes
 - Use biodegradable materials
 - Biogas production
 - Recycling events
- Cosmetic Products - no
 - Not using by-products



What could be the risks for the environment?

- Biodegradable bottles in brewery production
- Lack of information about cosmetics products



According to you, what are the main interests in the company to develop such a range of products?

- Diversification



What is the commercial target of this range of products derived of an alcoholic drink?

- Increase revenue
- Diversification
- Strengthen image of company



The commercial which you saw does not seem to you to be accommodating with the consumption of beer?

- the whole commercial shows the consumption of beer
 - Psychological effects
 - Strengthening the preference of brand
 - Fashion effect



Believe you not that the launch of this new activity is not that a way to incite people to drink some beer Carsberg in bigger quantity?



Thank you for your attention

