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COVER STORY

How to capture the post-pandemic
laundry market



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Editorial

Looking into the future with optimism

The Pandemic has us taught us the value of planning for the future- both on the personal and business fronts. Better fund management, ensuring health for the future and managing a changed lifestyle are important benchmarks.

As Industrial activities ramp up, we see a positive growth in Home and Personal care products. The future focus is on sustainability and P&G has launched the Ariel PODS to support this initiative. Retail trade and online business continues to boom and creates new markets in rural areas and meeting the need of the aspiring young population.

Vaccination has started in earnest, but the pandemic and resultant disruptions are a challenge to plan for. Zoom and MS Team and other conferencing platforms provide the connectivity and continuity for businesses, though they are a poor substitute for one-to-one business interactions. The hope is that 2H 2021 will see a gradual return to normalcy. To facilitate peer to peer networking, IHPCIA plans to hold a Conference and Exhibition from Nov 14-16, 2021 at Alila Diwa in Goa. This is an important event which will provide a connect with the Government on ease of doing business and working towards Atmanirbhar and Swaatch Bharat. The event will also provide a platform for innovations and R&D partnerships with academia and a platform for students connected with surfactants and the oils and fats industry to reach out to the Industry. Please look for updates on the IHPCIA and ISDC websites or connect with our secretariat.

This issue

In this issue we bring to you three important articles. One on how to capture the post-pandemic laundry market from Novozymes and another on A Guide to Sanitary Product Recovery (Pigging) for Cosmetics, Personal Care and Household Liquids from HPS Product Recovery Solutions, world's leading specialist in pipeline cleaning, product recovery and transfer. The third article is on Six Ingredients to watch out for this year from Accupack Contract Manufacturing.

Besides these we have our regular features on Global News, Indian News, Packaging updates, Sustainability updates, Regulatory and patent updates that make an interesting reading.

COVER STORY

How to capture the post-pandemic laundry market

This article summarizes a webinar, "How is COVID-19 impacting the laundry business", given by Novozymes on May 20, 2020.

As the economy evolves in response to COVID-19, Novozymes has been hard at work identifying opportunities to strengthen your laundry business. Our goal is to help you act on emerging trends so you can come out of this crisis with the upper hand.

Novozymes' research has uncovered three key trends as safety becomes shoppers' primary concern: While these trends pose problems for consumer goods manufacturers, we see them as emerging opportunities for growth.

The key, however, is to adapt quickly. In this article, we'll look at exactly how you can take advantage of each trend and leverage them to stay ahead of the curve.

Consumers are demanding greater ingredient transparency

COVID-19 is pushing consumers to clean their surroundings more frequently, while shelter-in-place orders are increasing their exposure to home cleaning products. As a result, consumers are increasingly demanding products that use natural ingredients.

In simple terms, there is a rapidly growing demand for products that disinfect without harsh chemicals.

Fortunately, there's an excellent way to bridge this gap: enzymes. They're both all-natural and tough on soil, providing an environmentally friendly alternative that checks all the boxes for this new consumer mindset.

Novozymes is well-versed in this field and can help your business communicate the value of natural ingredients to your consumers persuasively. Contact your Novozymes account manager to find out how our recent study can help increase your sales.

E-commerce channels are straining

The pandemic is also driving shoppers to buy laundry products online due to fear of contracting COVID-19 at physical locations. But as attention shifts to online retail, many companies are realizing they haven't optimized their internet presence.

Now is the time to take a closer look at your e-commerce strategy. Use these three tips to make sure you're online-ready.

First, update your search engine optimization (SEO), social media channels and other digital media assets.


Novozymes has uncovered effective strategies for driving online laundry detergent sales and is eager to share them with you. Don't hesitate to reach out for help with content creation, channel optimization and other support services that amplify your digital outlets.

Next, analyze your product presentation strategy, which is drastically different online versus in-store.

In-store packaging relies on volume to win the consumers' attention, which is why laundry aisles are filled with chunky bottles. But online, every package looks the same, so consumers base their buying preferences on concentration.

Enzymes, which require less formula volume than traditional detergent products, are built for the online market. Our enzyme solutions enable you to offer higher concentrations while simultaneously reducing package size. As a bonus, this also cuts down on shipping costs – a major selling point for online shoppers.

Finally, beware of leakage. Products that arrive open or broken leave a poor impression in your customers' minds. Optimize your packaging for shipping friendliness to bypass this problem.



Supply chains are stressed

With traditional transportation routes in flux, it's no surprise that many companies are having a hard time with their supply chains. In particular, brands that rely on surfactants, a popular compound found in soaps, surface cleaners and detergents, have experienced high volatility with their suppliers.

This uncertainty makes it an opportune time to consider reformulating your products. For example, enzymes are an excellent replacement for surfactants and experience significantly lower supplier volatility. Note: We can help you with reformulation. Our cutting-edge technology cuts down on development time by using advanced modeling strategies that don't need to be tested in the lab.

Additionally, consider sourcing raw materials locally. This substantially reduces your supply chain's volatility risk as you will no longer have to worry about international transportation. Bottom line: Move towards sustainable solutions with reliable supplies.

A new horizon

COVID-19 may have turned the economy upside down, but it's also creating opportunities to capture a new market.

The overarching takeaway for each of these emerging trends is that natural laundry products are the way of the future. Out of all the ingredients on the market, enzymes are the best way to capitalize on this.

If you're ready to reposition for the post-COVID world, contact us and we'll work with you on everything you need to get consumers raving about your brand.

Questions to challenge your teams

- *Are our ingredients easily online and on our products?*
- *Are there better ways to communicate product benefits to online shoppers?*
- *What is the optimal concentration of our product?*
- *Have we modified packaging to reduce supply chain risk during transportation?*
- *Which ingredients are our sourcing teams struggling with the most today?*
- *Is there a new formulation which can safeguard our supply chain?*

Source: <https://biosolutions.novozymes.com/>

GLOBAL NEWS

Hand Sanitizer sales at Gojo Industries jumped 600% in 2020. Purell Maker bets against a post-pandemic collapse

The company behind Purell hand sanitizer is making a big bet that America's fixation on clean hands will outlast the global Covid-19 health crisis.

Gojo Industries Inc. added both a factory and a warehouse—the family-owned company had just one of each before the pandemic—and restructured its supply chain, all with the expectation that demand for hand sanitizer will remain exponentially higher than before the pandemic.

The Akron, Ohio, company's investment is an unusual move in the consumer-products world, where the majority of players deluged by Covid-fueled demand have stopped short of building new factories or making other major long-term investments that could backfire after the health crisis eases.

Behind Gojo's confidence that demand for sanitizer will stick: the dearth of flu cases this season amid Covid-19 precautions.

"Before the pandemic, hand sanitizing was viewed as not necessary, or not necessarily value-added in terms of risk reduction when it comes to health," said Jim Arbogast, Gojo vice president of hygiene science and public-health advancements. "The pandemic is a real wake-up call for everyone globally on the importance of infection protection."

Hand sanitizer, more than almost any other household product, has been in high demand during the pandemic. The cleaners are a must-have product for hospitals and medical practices as well as for offices, schools, factories and businesses trying to operate safely.

U.S. sales of hand sanitizer jumped almost sevenfold to \$1.3 billion for the 52 weeks ended Jan. 2 compared with the same period a year ago, according to Nielsen. That increase, which doesn't include sales to businesses and institutions, is far higher than the jump in sales for other products in the pandemic. For instance, U.S. sales of toilet paper were up 20% over the past 52 weeks compared with a year ago.

"We hadn't planned on adding new facilities for a decade," said Gojo Chief Executive Carey Jaros, who took over in January 2020 as the coronavirus pandemic was sweeping across China.

Finding the right formula to meet pandemic-fueled sales surges is a high-stakes calculation for companies as the health crisis creates new habits for U.S. consumers. Some are likely to be more fleeting than others.

The market for hand sanitizer is far more crowded than it was one year ago. Last spring, when the sanitizer shortage was at its most acute, a slew of companies cropped up to produce sanitizer, from local distilleries like the maker of Tito's vodka to major consumer-products companies such as Procter & Gamble Co.

Spending on factories and other big-ticket items could saddle a company with excess capacity and expenses for years to come if demand falls off. Many consumer-products companies cited that risk in explaining why their efforts to meet surging demand don't include additional factories and warehouses.

In December, K7 Design Group, a New York-based maker of cleaning products, sued Kroger Co. for \$85 million, alleging the grocery chain ordered more than \$100 million worth of Ultra Defense hand sanitizer but refused to pay or take delivery of much of the product because it ordered too much.

Kroger, in a court filing, said it refused to take delivery of the product because K7 made "serious and material misrepresentations" regarding the manufacturing of the sanitizer. A Kroger spokeswoman said the company intends to "vigorously defend" itself against the accusations.

Companies with some of the most in-demand products, including Clorox Co. and Lysol parent Reckitt Benckiser Group PLC, are adding production capacity without adding factories. Both companies have hired more workers and are operating factories essentially around the clock. They are also employing third-party manufacturers to make products that they can discontinue if demand dies down.

A Reckitt spokeswoman said the company has focused on growing capacity that allows it flexibility in the future. Clorox has said it plans to add disinfectant-making lines at an Atlanta factory that has extra space.

Gojo invented Purell, an ethyl alcohol-based hand cleaner, in 1988. The company, which also makes dispensers and other cleaners, sold the brand in 2004, and it changed hands before Gojo reacquired full control of it in 2010 from Johnson & Johnson.

Ms. Jaros said Gojo, following months of trying to meet demand within its existing operations, decided in late spring that it needed to plan for more permanent growth.

Gojo spent \$400 million on capital investments in 2020, roughly 10 times what it spends in a typical year, Ms. Jaros said. With 2,500 workers before the pandemic, the company has hired another 500 since it began. Gojo declined to discuss its finances but generated \$370 million in revenue in 2018, according to the latest figures from market-research firm IBISWorld.

Gojo now makes its own bottles and pumps rather than buying from suppliers, after a shortage of containers stopped up production last spring. Earlier in 2020, Purell was selling hand sanitizer in repurposed rubbing-alcohol containers and in bottles it bought from P&G intended for Dawn dish soap.

In the fall, Gojo rented 700,000 square feet of Cleveland's I-X Center, a sprawling convention and exhibition hall near the city's airport, to store cleaning products. The center had been slated to permanently close due to the pandemic. Earlier this month, Gojo signed a seven-year lease for a warehouse and distribution facility in northeast Ohio. It's set to open in late spring and will employ 60 to 90 people working on three shifts.

"I don't foresee any letup in any of the sanitizers, cleaners and wipes," said Reynolds Cramer, chief executive of Fareway Stores Inc., a grocery chain in six Midwest states.

Mr. Cramer said he expects demand for sanitizer products to remain high over the next several months as the U.S. vaccine rollout expands. Even as people feel safer and start going out again, the sanitizer habit will stick, he said.

"It will become a normal part of everyday lives to have three sanitizers: one in the car, one in your briefcase, one in your coat," he said.

St. Albert the Great School, a Roman Catholic school about 30 miles from Gojo's headquarters, began working with the company last summer on a plan to reopen safely while providing insight to Gojo. The company outfitted the K-8 school with hand-sanitizing stations at every doorway.

The school converted a storage room into a second health clinic, so children with physical injuries aren't treated in the same space as children with fevers or other potential Covid-19 symptoms.

The school, with 935 students, had five absences in the week before Christmas, compared with 40 to 50 absences on a given day in December before the pandemic, said Ed Vittardi, the school's principal.

He said when the pandemic abates, the school would likely scale back some cleaning, such as spraying down meeting rooms with disinfectant after every use. But he intends to keep hand-sanitizing stations and separate health clinics.

"Attendance has been incredible," he said. Sanitizing and other safety protocols "are something that won't change."

Source:wsj.com(Wall Street Journal) January 22, 2021

Corbion to expand lactic acid capacity in North America

The lactic acid and polylactic acid (PLA) markets remain hot with announcements of capacity expansions or new production facilities worldwide. Corbion just announced that it is planning to expand its lactic acid capacity at its Blair, Nebraska by around 40%.

However, it seems this expansion is geared more towards the use of lactic acid and its derivatives as ingredients in foods and beverage (as preservatives), and in home and personal care (for disinfection and hygiene), which Corbion said has steadily increased in the Americas over the past five years. A greater portion of global lactic acid use is currently geared towards production of PLA.

Corbion said it will employ technology designed to enable a significant boost in efficiency while avoiding an increase in emissions. In Thailand, Corbion is building a new gypsum-free lactic acid plant at its current site in Rayong, which is expected to be operational by 2023. The company is currently finishing its lactic acid expansion project at Rayong (or maybe it's already completed – the blog needs to check this).

Aside from Thailand and in the USA, Corbion is operating lactic acid production facilities in the Netherlands, Brazil, and Spain.

Source: Greenchemicalsblog.com January 22, 2021

Thai education authority green lights cannabis course

Thailand's Health and Education Ministries have agreed to create a course that will guide students through the use of cannabis in cosmetics and food, according to a report published by Bloomberg.

The module will be on offer at educational institutions based in regions that boast community enterprises permitted to grow the plant. It's hoped that the move will encourage the creation of a new string to Thailand's tourism bow.

Thailand was among the first countries in Asia to legalize medical marijuana and has relaxed restrictions on its use in cosmetics, food and textiles too, says Bloomberg. This course is designed to 'meet market demand, be legal, modern, safe and beneficial to the health and economy', Health Minister AnutinCharnvirakul said in a statement per Bloomberg.

Source: Globalcosmeticnews.com January 27, 2021

Queen V to join Reckitt Benckiser

Reckitt Benckiser has announced the acquisition of feminine sexual wellness brand, Queen V.

Founded in the US in 2018, the brand's goal is to make vaginal health more accessible and empowering. Terms of the deal were not disclosed.

Queen V will join RB's Health Global Business Unit, sitting alongside leading sexual wellness brands KY and Durex.

Reckitt Benckiser said the acquisition was demonstrative of its commitment to innovative, purpose driven brands that consumers live and is in line with its strategy to play in new spaces and places.

Source: Globalcosmeticnews.com January 27, 2021

The Estee Lauder companies closes all counters at Debenhams as Boohoo deal shuts down stores

Some 600 sales staff are set to lose their jobs as The Estee Lauder Companies announced the closure of all counters across UK department store chain, Debenhams, according to a report published by The Times.

Shortly after Lauder's announcement, new Debenhams owner Boohoo announced the eventual closure of all physical locations, putting some 12,000 jobs at risk. Boohoo CEO told The Guardian that it was too early to say how many jobs may be saved but some roles in beauty were expected to be saved.

Boohoo's acquisition of the Debenhams' brands and associated intellectual property rights does not include retail stores, stock or financial services. The fast fashion producer will use the department store's website – a top 10 retail website by traffic – to create 'the UK's largest marketplace'.

Source: Globalcosmeticnews.com January 26, 2021

Ashland to acquire Schulke&Mayr's personal care business for €262.5 mn

Ashland has announced that it has agreed to acquire the personal care business from Schulke&Mayr, a portfolio company of global investment organization EQT for €262.5 million.

The transaction is expected to complete before the end of June and is subject to regulatory approval.

"This is an excellent example of the type of bolt-on acquisition opportunities that will help advance our strategy and support the profitable growth of our core businesses," said Guillermo Novo, Chairman and Chief Executive Officer, Ashland. "I am excited about having the Schülke&Mayr personal care employees join Ashland to help us broaden our breadth of specialty additives solutions and expand our biotechnology and microbiology technical capabilities."

The acquisition is consistent with Ashland's strategic positioning as a premier specialty additives supplier and strengthens its consumer business portfolio as well as advances its environmental, social and governance agenda.

Source: Globalcosmeticnews.com January 26, 2021

Unilever faces class action suit over Tresemme product

A class action suit has been launched against Unilever in the US, according to a report published by Fox News. The suit alleges that a product from the UK FMCG manufacturer's TRESemme range causes hair loss.

"The products contain an ingredient or combination of ingredients that causes significant hair loss and/or scalp irritation upon proper application," the suit reads, per Fox News.

Specifically, Fox News says, the safety of preservative DMDM hydantoin is disputed and Unilever is charged with failing to warn consumers of the risks associated with the product's use.

"Consumer safety is always our top priority and all TRESemme products are rigorously assessed to meet stringent safety standards," the company said in a statement to Fox News. "While we do not comment on pending litigation, DMDM hydantoin is widely used in the beauty industry and has been confirmed by health authorities to be a safe and effective preservative."

Unilever is said to have known that the ingredient in question could contribute to hair loss since 2012 as it recalled products from its Suave range in that year in light of complaints that they caused hair loss.

Source: Globalcosmeticnews.com January 26, 2021

OUR PERSONAL CARE BUSINESS IS NOT FOR SALE: SHISEIDO HITS BACK AT RUMORS

Shiseido has released a statement in response to a news report published by Bloomberg stating that the J-beauty giant was poised to transfer its Personal Care business.

'No such information has been made public by the company,' said Shiseido in a statement, adding that it was currently in talks with CVC Asia Pacific regarding a transfer of its Personal Care unit, and a subsequent joint management of the business but no formal decisions have been made.

The company has been pursuing a 'prestige first' strategy and its Personal Care business isn't necessarily aligned with Shiseido's stated aim of becoming a 'premium skin beauty company'. However, the J-beauty giant said it was 'investigating various cases, including the above' and any definitive matter requiring disclosure would be 'announced promptly'.

Source: Globalcosmeticnews.com January 25, 2021

Procter & Gamble raises forecasts as it capitalizes on pandemic-induced cleaning surge

Procter & Gamble has raised its annual forecasts again thanks to the surge in demand for paper towels, washing-up liquid and laundry detergent, according to a report by the Financial Times.

The personal care giant said it was on track for an annual forecast of between 5 and 6 percent in fiscal 2021, up from 3 and 4 percent, stating that brands such as Ariel, Bounty, Tampax, Pampers and Head & Shoulders would continue to grow following the vaccine rollouts.

Second quarter revenue rose 8 percent, bolstered by the desire for cleaning, shaving and styling products, with P&G predicting its adjusted earnings to rise between 8 to 10 per cent, up from the previous target of 5 to 8 percent.

The company's grooming and baby, feminine and family care reported a 6 percent rise in the quarter, while grooming appliances leapt 20 percent. The beauty segment rose 5 percent.

Lockdown stay-at-home mandates have fuelled a surge in cleaning and household chores, as well as a boom in personal care styling products – trends that have been reflected in Procter & Gamble's financial results.

Looking forward and analysing whether the freedom of movement to come following vaccine rollouts would pour water on the rising sales, company COO and CFO Jon Moeller highlighted China's 12 percent rise as an example, due to the country having very few COVID cases.

He stated, "If that's representative, there's no indication that vaccine availability, more social mobility, is inherently a demand reducer."

Source: Globalcosmeticnews.com January 22, 2021

Clariant takes anti-dandruff shampoos to next level

Heat and humidity are recognized contributors to oily scalp and provide the ideal breeding environment for microorganisms known to trigger dandruff. By feeding on the scalp lipids, the microorganisms reduce the strength of the scalp, making it more vulnerable to external pollutants. Existing dandruff, dry scalp and scalp irritation, such as that initiated also by seborrheic dermatitis, is consequently exacerbated, creating a vicious circle for affected consumers.

The prevalence of dandruff and related scalp issues among men and women in warmer countries compared to those in Western Europe and the USA corroborates this phenomenon. Recent consumer studies by Clariant and Kantar-TNS1 rank dandruff and itchy scalp as the top hair-related issues for respondents from China, Asia and south-east Asia. Oily scalp, itself often indication of seborrheic dermatitis, affects 49% of men and 35% of women in China, as opposed to 18% men and 20% women in France and 10% men and 13% women in the US2. Dandruff and itchy scalp are big themes for women in Indonesia and Malaysia, with 37% and 79% respectively suffering from dandruff.

It is also evident from the research that scalp issues are common among wearers of a hijab, which could be attributed to the heat and moisture-trapping environment created under the material.

Source: Clariant.com

RB Partners with Airbnb

A cool space is one thing, but with COVID-19, a clean space has become a traveler's priority. To that end, Airbnb has announced a partnership with RB to give hosts the opportunity to purchase RB product bundles in more than 20 countries, with the goal of reaching 40 countries by the end of 2021.

This collaboration will combine Airbnb's comprehensive health and safety standards with RB's 100-plus years of germ-kill expertise and innovation which aims to offer enhanced protection for travelers, according to the companies.

Hosts in more than 20 countries—including the US, UK, Australia, India, and Brazil—can now access and order products from the cleaning section of their host account dashboard. They can also access additional information and resources such as articles and checklists on Airbnb's Resource Center.

The RB cleaning products are available to hosts in two bundles: turnover kits for hosts and welcome kits for guests.

"RB's 100-plus years of experience in virology and microbiology give our team the expertise to help ensure that cleaning and disinfection protocols meet a high standard of care as individuals look for safe ways to travel again," said Joe Rubino, director of R&D for RB. "Through proactive testing and emerging pathogen surveillance, our team of experts will closely monitor new data as it emerges to contribute to continued protection for guests and hosts."

Airbnb, formed in 2008 has a roster of four million hosts and has tallied 800 million guest arrivals.

Source: Happi.com January 27, 2021

FDA takes major action on hand sanitizers from Mexico

As part of its continuing efforts to protect consumers from potentially dangerous or subpotent hand sanitizers, the US Food and Drug Administration (FDA) has placed all alcohol-based hand sanitizers from Mexico on a countrywide import alert to help stop products that appear to be in violation from entering the US until the agency is able to review the products' safety. This marks the first time the FDA has issued a countrywide import alert for any category of drug product.

*Over the course of the ongoing pandemic, the agency has seen a sharp increase in hand sanitizer products from Mexico that were labeled to contain ethanol (also known as ethyl alcohol) but tested positive for methanol contamination.

Under the import alert, alcohol-based hand sanitizers from Mexico offered for import are subject to heightened FDA scrutiny, and FDA staff may detain the shipment. As part of their entry review, FDA staff will consider any specific evidence offered by importers or manufacturers that the hand sanitizers were manufactured according to U.S. current good manufacturing practice requirements.

Consumer use of hand sanitizers has increased significantly during the coronavirus pandemic, especially when soap and water are not accessible, and the availability of poor-quality products with dangerous and unacceptable ingredients will not be tolerated,* said Judy McMeekin, Pharm.D., FDA associate commissioner for regulatory affairs. *Today's actions are necessary to protect the safe supply of alcohol-based hand sanitizers. We will continue to work with our stakeholders to ensure the availability of safe products and to communicate vital information with the health and safety of U.S. consumers in mind.*

The FDA's analyses of alcohol-based hand sanitizers imported from Mexico found 84% of the samples analyzed by the agency from April through December 2020 were not in compliance with the FDA's regulations. More than half of the samples were found to contain toxic ingredients, including methanol and/or 1-propanol, at dangerous levels. The agency has posted and regularly updates a list of hand sanitizer products that consumers should not use, which include those that FDA has found to contain methanol and/or 1-propanol. In most cases, methanol does not appear as an ingredient on the product label.

The agency said it continues to take action to help prevent potentially dangerous or violative hand sanitizers from entering the United States by placing specific products on import alert, proactively working with companies to recall products and encouraging retailers to remove violative products from store shelves and online marketplaces. As part of these actions, the agency has also issued 14 warning letters since July 2020 for distributing hand sanitizer with undeclared methanol, inappropriate ethanol content, misleading claims—including incorrectly stating FDA approval—and improper manufacturing practices. The FDA said it continues to proactively work with Mexican government authorities, manufacturers and retailers to ensure potentially dangerous or violative products are not distributed to consumers.

On Jan. 26, the agency issued four separate warning letters to Mexican producers of hand sanitizer.

Source: Happi.com January 26, 2021

Ecover recalls detergent in UK

Hazardous levels of potassium hydroxide has moved green cleaning company Ecover to recall certain bottles of Ecover Zero Non Bio Laundry Liquid 1.5 liters with two specific batch codes due to a safety concern. The affected bottles were available for sale within the UK market from November 2020.

The affected bottles contain potassium hydroxide at hazardous levels that can cause the bottle to leak, according to Ecover. Contact with the liquid could result in harm to skin and eyes, including causing skin burns or eye damage. We are taking this risk very seriously, so we are recalling affected bottles from retailers and consumers immediately.

The company was organizing collection of the bottles direct from consumers through a website as well as offering refunds and additional support.

As an organization that lives and breathes clean, we are deeply disappointed and apologize for this issue. We are resolved to working as hard we can to make this right for our consumers so we can confidently continue together in our clean world revolution, the company wrote in a press statement announcing the recall.

Source: Happi.com January 27,2021

SV Labs Acquired by PE

SV Labs, a long-time player in the natural beauty space, has been acquired by San Francisco Equity Partners. A purchase price was not disclosed.

Founded in Santa Cruz, California in the 1970s, SV Labs was a pioneer in the natural products industry. Today, the company is a beauty personal care contract manufacturer and a leader in the production of effervescent products for multiple end markets, including shower tablets and bath bombs. SV Labs also manufactures products in categories such as bath salts, skin care, body care and CBD topicals. SV Labs provides a host of turnkey services to its customers including R&D, formulation, manufacturing, filling, labeling, packaging and fulfillment. The Company's diverse customer base includes multi-national CPG companies, emerging natural brands, direct-to-consumer brands and leading national retailers.

"We see great potential for nimble and innovative manufacturers like SV Labs to serve the unique needs of high-growth natural beauty and personal care brands," said SFEP Managing Partner Scott Potter. "SV Labs has a long and rich heritage and is well positioned to continue to scale as a manufacturing partner of choice to leading natural brands. We look forward to supporting the Company with operational and strategic support during its next phase of growth."

SV Labs President Jeff Slaboden added, "SFEP is an ideal partner for SV Labs, given the firm's successful track record partnering with natural beauty and personal care brands, coupled with its experience building specialty manufacturing businesses in high-growth consumer categories."

In recent years, investment groups have taken an interest in recession-resistant beauty and personal care companies.

Source: Happi.com January 25, 2021

Sabinsa publishes results of research on Curcumin's role in oral care

Sabinsa has published research building on evidence from a previous trial investigating the potential of Sabinsa's Curcumin C3 Reduct ingredient in oral care applications.

Tetrahydrocurcuminoids (THCs) are among the major active metabolites formed on oral curcuminoids ingestion. The myriad useful pharmacological properties of THCs have rendered them so unique that Sabinsa markets them as Curcumin C3 Reduct, a self-affirmed GRAS ingredient entirely composed of these reductive metabolites.

Canker sore (Recurrent Aphthous Stomatitis, RAS) or the painful ulcers on the side the mouth or at the base of the gums, and gingivitis, the common gum disease associated with gum bleeding, are among the common oral health care issues afflicting the population today, yet treatment regimens currently available leave much room for improvement, according to Sabinsa. In a recent clinical trial involving 30 canker sore patients and 29 patients with gingivitis, treatment with Curcumin C3 Reduct (two 100mg chewable tablets/day) over a three-week period showed remarkable results. At the end of the study, all canker sore patients were completely cured of their painful ulcerous lesions. The efficacy of C3 Reduct in gingivitis was evaluated by several parameters including gingival index score, bleeding and inflammation. C3 Reduct treatment led to excellent abatement of pain, numbness, ulcer formation, dryness with no staining or allergic symptoms. The results are published as a peer-reviewed paper in *Evidenced-Based Complementary and Alternative Medicine: "Efficacy and Safety of Tetrahydrocurcuminoids for the treatment of Canker Sore and Gingivitis,"* authored by Dr. Muhammed Majeed, ShaheenMajeed, and Dr.KalyanamNagabhushanam (Volume 2020, Article ID 6611877, <https://doi.org/10.1155/2020/6611877>).

A previously published independent clinical paper focused on the utility of C3 Reduct in oral leukoplakia which could ultimately progress to oral cancer in certain cases. C3 Reduct was applied as a 2% gel formulation in the affected areas inside the mouth. The researchers concluded that the topically applied gel was extremely effective in alleviating clinical symptoms. Remarkable histological improvement was seen in a subset

of patients encouraging future long-term trials. The results, "Efficacy and Safety of Tetrahydrocurcuminoids in the Treatment of Oral Leukoplakia: A Pilot Study" by Yogesh Chhparwal et al was published in Asian Journal of Pharmaceutical Clinical Research (Vol 11 Issue 12 <https://doi.org/10.22159/ajpcr.2018.v11i12.28107>).

"Discovering herbal-based treatments in conditions where no satisfactory pharma therapy is readily available continues to drive our innovation," said Dr. Muhammed Majeed, founder and chairman of the Sami-SabinsaGroup. "It is particularly satisfying when no side effects are seen in these trials and the treatment costs are eminently affordable."

Source: Happi.com January 25,2021

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Source: Happi.com January 25,2021

Youbody debuts waterless body wash

Unisex body wash line Youbody, founded by product development expert Heather Fritzsche, has launched a waterless body wash system.

With the knowledge that traditional body wash is made up of about 85% water and creates over a billion plastic bottles of body wash that end up in garbage and recycling streams each year, Fritzsche set out to create an eco-friendly alternative that is premium, sustainable, customizable and charitable. In addition to using less water, youbody packets are eco-friendly and break down into clean energy in 120 days and are also sulfate-free, sulfite-free, paraben-free, and hypo allergenic.

Youbody's Starter Kit comes with a youbody pod, and a choice of five powdered, scented Essences to customize the experience. The pod is a patented design which allows the customer to mix their custom blend of body wash right in a dispensing tool that provides ideal lather and exfoliation.

There are eight scents—Awake, Balance, Calm, Clean, Escape, Play, Simple and Wander—featuring superfood ingredients such as Caribbean ginger, Icelandic kelp, pomegranate seed oil and more.

Youbody offers a subscription service with free shipping for monthly or bimonthly delivery.

"I'm a real believer that businesses have the responsibility to make the world a better place. I really think youbody can do that by helping people embrace who they are, without stereotypes, and protecting our rivers and oceans," said Fritzsche.

Water stewardship and sustainability are core values of youbody and with that in mind, the company donates 5% its proceeds to Water.org.

Source: Happi.com January 25,2021

Amyris to enter cannabinoid beauty

Amyris is expanding its portfolio of consumer brands by launching a new range of Terasana branded clean beauty products focused on sustainably sourced natural cannabinoids.

With Terasana, Amyris says it is focused on offering leading skincare applications formulated with unique natural cannabinoids that deliver high efficacy sustainable products direct to consumers.

Through its proprietary lab-to-market synthetic biology platform, Amyris recently commercialized a clean, sustainable, fermentation based CBG (cannabigerol), a non-psychoactive cannabinoid.

Early results from clinical studies demonstrate that Amyris CBG skincare applications formulated with natural sugarcane based Neossanc-squalane provide significantly better therapeutic effect and efficacy compared to many standard CBD (cannabidiol) topical applications, addressing conditions like dry skin, skin flaking, irritation, redness and blemishes.

"We are very pleased with the early clinical results demonstrating Amyris CBG benefits including enhanced performance when combined with squalane. We are excited to lead the cannabinoid industry with science-backed, sustainably and cost-effectively sourced minor cannabinoids delivering outstanding performance for consumers and our planet," said John Melo, president and CEO of Amyris. "During the fourth quarter of 2020 we sold out our entire first industrial production of clean CBG as an ingredient for use in flavors and fragrances. We are very optimistic about the future of clean cannabinoids and the efficacy they can bring to skincare as a logical extension to our existing consumer portfolio. Amyris's consumer business is nearly half of total product revenue and represents the fastest growing business activity in our portfolio."

Terasana is a trademark of Manhattan Avenue Brands Group in Manhattan Beach, CA.

Kalichem

Source: Happi.com January 22, 2021

New data released from Jojoba Desert on Hydro Boost

Consumers are increasingly seeking out natural and sustainable clean beauty, without compromising on efficacy. Jojoba Desert meets this need through the launch of JD Hydro Boost, a natural polysaccharide, prebiotic fiber suited to anti-aging applications and restorative skin care.

JD's latest, all-natural offering comes to the market after five years of research and development, and marks the company's first foray outside of Jojoba Oil-based ingredients.

JD Hydro Boost consists of 80% low molecular weight (average 700 Da), and 20% high molecular weight (average 1000 kDa). Repeated clinical and ex-vivo studies have demonstrated the fiber's ability to penetrate the upper epidermal layers of the skin, promoting the activation of Extra-Cellular-Matrix mechanism, reformation, and secretion of Collagen-1.

JD Hydro Boost boasts the following benefits:

- . Promotes skin rejuvenation by accelerating epidermal turnover.
- . Increases ECM remodeling by enhancing Pro -Collagen-1 secretion.
- . Functions as an anti-aging agent, reducing wrinkles and providing revitalized skin appearance.
- . Provides a skin barrier improvement.
- . Increases skin surface hydration, performing as well as hyaluronic acid throughout in vivo studies.
- . Keeps the natural balance of the microbiome of the skin.

"JD Hydro Boost provides a deep moisturization effect, aiding in the rejuvenation of skin cells, reduction of wrinkles, and demonstrates 'biome-friendly' qualities," explains Lee Reuveni, CEO of Jojoba Desert. "JD Hydro Boost is a natural skin performance and appearance enhancer, and leads to many exciting possibilities for well-aging and restorative skin care."

Source: Happi.com January 20, 2021

INDIAN NEWS

SUGAR Cosmetics Secures \$21 mn Funding; to Fuel Omnichannel Growth

The year 2021 is off to a strong start for digital-first beauty player SUGAR Cosmetics as it announced a \$21 million Series C funding round led by Elevation Capital (formerly, SAIF Partners), with existing investors A91 Partners, India Quotient participating and strategic venture debt from Stride Ventures.

Apart from investments in keeping the brand's fast-moving product range ahead of the curve, the funds are expected to be used in building both digital and retail distribution to further reach existing and new geographies. The brand's Android and iOS apps have seen a million downloads with a 4.7-star rating indicating a clear choice amongst the brand's loyalists. The retail footprint is also expected to surpass 40,000+ outlets in the current year.

Speaking on the brand's growth, Vineeta Singh, Co-Founder and CEO, SUGAR Cosmetics, said, "With SUGAR's 6x jump in revenue over the last two fiscal years, we are extremely grateful to all our customers who believe in our mission to make high-quality inclusive beauty accessible to everyone. While the COVID-19 disruption was a spanner in the works, we were quick to bounce back to 150 percent of our pre-Covid revenues last quarter, and that too profitably. A brand can only be as resilient as the team that drives it and for this, I thank my colleagues, our customers, and existing investors who supported us through unpredictable times. Today, Kaushik and I are delighted to welcome Elevation Capital as the newest shareholder in our cap table as we power ahead to build a loved and enduring brand over the next decade."

SUGAR Cosmetics started as a direct-to-consumer cosmetics brand by Vineeta Singh and Kaushik Mukherjee in 2015 with products that were specifically created to suit Indian skin tones. While e-commerce still contributes 50 percent to SUGAR's revenue, the brand has also built an omnichannel distribution network that includes 10,000+ retail outlets across 130+ cities to take their award-winning range to the doorstep of beauty enthusiasts across the country.

At present, SUGAR is a top 5 cosmetics brand by sales contribution at most stores of retail chains like Lifestyle, Shoppers Stop, and Health & Glow. Having closed FY20 at a net revenue of Rs 105 crore, the company is currently at an annual net revenue run rate of ~200 crore with the aim to double this in the next 12 months.

Speaking on this investment, Deepak Gaur, Partner, Elevation Capital, stated, "In a short period of time, SUGAR has done a tremendous job in establishing itself as the go to cosmetics brand for modern day Indian women. By starting out digital-first and obsessing over the needs of their consumers, SUGAR has not only developed a playbook to create better products suited for the Indian market but has also enhanced awareness about various make-up products through its social media channels. We are super excited to be a part of the next chapter of their journey."

Vertices Partners acted as legal counsel for SUGAR Cosmetics in this Series C round

Source: Indianretailer.com February 8, 2021

Emami scouting for acquisitions to strengthen footprint, says company's director

FMCG major Emami Ltd is looking out for acquisitions both in India and international markets to strengthen its footprint, while also tapping at opportunities arising out the coronavirus pandemic, according to a senior company official. The company, which is seeking to enhance the contribution of sales from e-commerce channel to 6-7 per cent in the next one to two years from the current 2.5-3 per cent of total sales, is scouting for opportunities to invest or buy majority stakes in digital first brands and companies.

"Of course. To grow inorganically has been one of the strategies for Emami since the last decade or more," Emami Ltd Director Harsha Vardhan Agarwal told PTI when asked if the company is seeking to tap acquisition opportunities arising out of the COVID-19 pandemic.

Citing the examples of Emami's acquisitions of Zandu and Kesh King, he said, "Going forward also we are looking for good acquisition opportunities both in India as well as international markets, where we see good strategic fit and where we see the right value."

When asked if the company is currently in discussions for takeovers, Agarwal said, "Always, there is something on the table, honestly. Even now we are in touch with and have discussions with few companies. These are in India and are at a very preliminary stage."

With up to Rs 400 crore of cash in hand and debt-free, he said for Emami budget for acquisition is not a constraint but the company is looking more at strategic fit and potential of the target brand. "It can even be regional (brands). Some of the regional brands if we see the potential, we are always open for them," Agarwal added.

With the company working to enhance its presence in the digital channel, he said, "Apart from that (traditional brands) we are also always looking for opportunities to invest and also if needed buy majority (stakes) in digital first brands and companies."

Elaborating further, he said such an acquisition would be in the area where Emami operates or in newer categories and it will not only give the company increased presence in online channels but would also enhance its "learning curve in the area of digital".

"It is more in the area of product and services rather than too much technology but yes if there is any company which has some very good technology which has the potential to make an impact on our business, then we can always evaluate that," he added.

Sharing the company's ambitions for online channel sales, Agarwal said, "We will be focussing a lot on e-commerce. Though we have grown very fast in the last one-and-half years, still it is around 2.5 per cent to 3 per cent of our sales. Going forward we certainly want to take the contribution of that to at least 6-7 per cent in the next one to two years." In 2019-20, the company had posted a consolidated revenue from operations of Rs 2,654.88 crore.

Source: Financial Express February 7, 2021

Unilever to step up India play, says Alan Jope, Global CEO

India is an exceptional market, where Hindustan Unilever (HUL) appreciates a long history and administrative role, Alan Jope, CEO, Unilever, said in a financial backer approach.

"84 percent of the India business has seen developing volume offer and there is critical freedom for development," Jope said while spreading out the organization's future guide. India is Unilever's biggest market after the US, contributing 10% to its topline. The US contributes 18 percent, while China contributes 6 percent to Unilever's turnover.

The purchaser products major, which detailed a 3.5 percent increment in basic deals for the October-December period, will presently progressively wager on India, China, and the US as it tries to forcefully fill in a post-pandemic world. Unilever follows a January-December bookkeeping year.

Key classifications, for example, excellence and individual consideration became 1.5 per cent, home consideration became 4.7 per cent and food sources and reward became 5.4 per cent in the December quarter, Unilever said.

The organization has additionally set long haul targets, saying it will target fundamental deals development in the scope of 3-5% as business sectors recuperate in India and China. It will likewise focus on benefit development to be in front of deals development, driven by a proceeded with centre around cost investment funds. Inflationary pressing factors, notwithstanding, in information sources, for example, unrefined petroleum and Agri products, are constraining Unilever to take adjusted value climbs across classifications in an offer to ensure edges.

Graeme Pitkethly, CFO, Unilever, said that crude material costs would rise much more in 2021 and that the organization would need to be at the "highest point of its game" as far as evaluating this schedule year.

Unilever has conjecture 2 billion euros (or \$2.38 billion) per annum in reserve funds, however rebuilding costs in 2021 and the following year would be in the scope of one billion euros (or \$1.19 billion). Rebuilding costs are required to decrease after 2022, the organization said.

India, China and the US contribute a third to Unilever's topline. Jope says that he might want to see their complete commitment to organization topline go up to 60 per cent by 2030.

For this, Unilever is depending on classes, for example, cleanliness, skincare, magnificence, useful nourishment and plant-based food sources to drive development. It is likewise hoping to extend its essence in web-based business, a channel that has filled fundamentally over the most recent one year, as stay-at-home shoppers turned online for their basic food item needs.

In 2020, Unilever saw a 61 per cent development in its online business over the earlier year, taking its general commitment to topline at 9 per cent. Pitkethly said that the organization was digitizing customary exchange stores it was arriving at straightforwardly in business sectors, for example, India, where the retail universe is assessed at 14 million stores.

Of these, Unilever arrives at 5 million outlets straightforwardly. Out of these 5 million stores, 1.5 million outlets have been digitized to guarantee they are essential for the development of the web universe which is presently depending on area stores for satisfaction and conveyance.

For the entire year 2020, Unilever's hidden deals development was 1.9 per cent, driven by 1.2 per cent development in excellence and individual consideration, 4.5 per cent development in-home consideration and 1.3 per cent development in food sources and reward.

Source: startupti.es.net February 5, 2021

Emami promoters to hive off assets to reduce pledge

Promoters of FMCG major Emami Ltd have said they remain committed to bring down the pledged shares of their holding in the company to zero by hiving-off more group assets, including land parcels.

While the promoters hold 53.8 per cent of stake in the FMCG major, 36 per cent of EmamiLtd stake is under pledge.

The promoters of the group had sold cement business to Nirma group at a valuation of Rs 5,500 crore which helped them to reduce the ratio of pledge to around 45 per cent from 89.24 per cent a year back.

The promoters had pledged their shares from their holding with financiers as collateral to seek loans to fund other businesses.

The company had been able to reduce the ratio of pledge to 39 per cent in December last, and further to 36 per cent with the bullish capital market supporting the endeavour.

"We are committed to bring down pledge in Emami Ltd to zero. We want to dilute some of our other assets, and we are very optimistic that there will be some traction from some of our assets. When it happens, the first thing we will do is to reduce our pledge," Emami Director Mohan Goenka said.

He did not elaborate on the assets which could go under hammer.

Sources indicated that the group was planning to reduce exposure in real estate and may hive off land parcels.

The group is also actively scouting for suitors for its hospital business managed under AMRI Hospitals in Kolkata and Bhubaneswar having a total of about 1000 beds.

It also runs a pharma retail chain Frank Ross, besides paper, agro processing and marketing businesses.

Source: ET Retail.com February 05, 2021

E-commerce will play important role in Atmanirbhar Bharat vision: Amazon India head

E-commerce will play an important role in the government's vision of 'Atmanirbhar Bharat' (self-reliant India) as more homegrown brands scale up and go global, leveraging digital infrastructure, a top Amazon India executive said on Wednesday. Amit Agarwal, global senior vice president and country head Amazon India, said e-commerce is at nascent stages in India given that it is hardly even 3 per cent of the country's total retail consumption.

"What I predict is you're going to witness a kind of structural shift that propels us faster towards this vision of Digital India.

"I think Make in India is going to go global at massive scale, you're going to have Indian brands become global brands and all of this is going to create a digitally robust business ecosystem across the country that is going to power millions of livelihoods," he said.

He further stated that "this is going to help us realise that vision of Atmanirbhar Bharat and e-commerce is going to play an important role."

Speaking at a TiEcon event, Agarwal said the Indian e-commerce market looked very different when the company had entered India seven years ago.

He said the market at that time was mostly an urban phenomenon, people shopped on select events and it was not common to have people pay for shipping and convenience.

Also, the infrastructure was not sophisticated and the seller base did not have the skills to go online yet.

"It was a whole ecosystem that needed to be built bottom up," he noted.

"We were very clear about our mission, it was the same global mission that we had, which is, we wanted to be Earth's most customer centric company...We are unusually obsessed with customers. We put most of our energy in trying to focus on things customers deeply care about," Agarwal said.

He added that while competition exists, the company is more focussed on the right customer experience.

"We do look at competitors...And that's mostly to get inspired and how we can serve our customers better...it's very early days for e-commerce in India and if we've learned anything from the rest of the world it is that over a long period of time, there will be many winners, and there will be many models", he said.

He further said "competition is good for customers" as it helps improve customer experience.

"Our job, and our controllable inputs, if I may, is to continue to remain focused on the customer experience, it continues to remain focussing on empowering the seller base...they choose us. And that's what we worry about daily," he said.

Amazon faces stiff competition from Walmart-owned Flipkart and Reliance Retail, which is run by India's richest man Mukesh Ambani. Reliance Retail Ventures Ltd's retail business spans across supermarkets, consumer electronics chain stores, cash and carry wholesale business, fast-fashion outlets as well as online grocery store JioMart.

Source: ETRetail.com January 28, 2021

Indian e-commerce industry poised to touch \$90-100 billion in 3-4 years: Flipkart Group CEO

The pandemic has brought in a shift in consumer behaviour, providing a major fillip to the Indian e-commerce industry that is now poised to touch USD 90-100 billion in the next 3-4 years, Flipkart Group CEO Kalyan Krishnamurthy said on Wednesday. Krishnamurthy said while challenges brought in by the COVID-19 pandemic impacted businesses, many new avenues also opened up.

"The opportunities that modern retail present are significant for businesses of all sizes, including the kirana ecosystem. Flipkart is also doing its best to help small businesses and artisans embrace the power of technology and be a part of the modern retail opportunity," he said.

Krishnamurthy noted that e-commerce has been gaining traction over the years and in 2019, more than 10 per cent of Indians had already shopped something online.

This trend was further accelerated after the lockdown forced people to stay indoors. Many turned to online platforms for buying grocery and other essentials during this time and have continued to do so after the lockdown was lifted.

"Close to 100 per cent of pin codes in India have seen e-commerce adoption. This includes categories like fashion, appliances, furniture... More than 60 per cent of transactions and orders in India come from tier two cities and smaller towns. We still believe that we are scratching the surface when it comes to e-commerce adoption in India," he said.

He pointed out that only 3.5 per cent of Indian commerce is online as compared to more than 25 per cent e-commerce adoption in China, and other developed economies that have 10-25 per cent adoption rates.

"COVID-induced spike (in e-commerce) has actually changed several categories, there is a new normal. And the meaning of essential categories has also completely changed. We believe the Indian e-commerce economy has seen a permanent shift for the positive," Krishnamurthy said.

He added that over the next few years, the Indian e-commerce economy will be bigger than modern retail today.

"The pre-COVID growth rates of e-commerce were roughly 26-27 per cent but if you look at the post-COVID estimates, it has gone closer to 30 per cent...In the next three to four years, what we were estimating the e-commerce market size was roughly in the range of about USD 50-60 billion, today, the same numbers are actually close to USD 90-100 billion," he said.

Krishnamurthy said innovations around voice-based commerce, vernacular support, use of videos and affordability are playing an important role in the growth of e-commerce as more Indians come online and start conducting digital transactions.

Source: ETRetail.com January 28, 2021

HUL goes for 2.5 pc price hike on skin cleansing products

New Delhi, FMCG major Hindustan Unilever Ltd (HUL) is raising prices of its skin cleansing products by 2.5 per cent, to ward off inflationary pressures, said a senior company official. This would be the second price hike by the company in the cleansing products after it had increased 2.5 per cent in the December 2020 quarter, said HUL Chief Financial Officer Srinivas Phatak.

"In skin cleansing, the company took a price hike of 2.5 per cent in the December quarter. We are putting in another 2.5 per cent (hike) of pricing as we speak into the market in cleansing," said Phatak in a post-earnings call on Wednesday.

HUL is a market leader in the skin cleansing products and has popular brands such as Lux and Lifebuoy in the segment.

The company is seeing significant inflation into the select categories as skin cleaning and tea.

Phatak, who is moving to Unilever's headquarters in London as executive vice-president (financial control and risk management), said the cost impact was around 7-9 per cent.

However, the company has gone for only 5 per cent hike (2.5 per cent in the December quarter and another 2.5 per cent now), he added.

"One needs to be calibrated and judicious and give the right value to the consumer," he said.

However, he also added that if this level of inflation sustains, the company would also have to look into the pricing in other select categories, Phatak said without naming them.

While HUL Chairman and Managing Director Sanjiv Mehta, who was also in the call, said the company is now witnessing recovery in urban demand as mobility opens up and people starts moving.

"The good thing is that the urban demand, which was in negative earlier, has now moved to positive territory, although in the low level," he said.

Mehta also said the rapid roll-out of vaccines will also give further impetus to economic growth.

"Now, the supply-side contrasts are over and if you put a stimulus on the demand, it will be bound to give dividend. That's what the government should look to do in the coming times," he said.

Over the out-of-home consumption, he said the segment is recovered and the recovery would be paced after mobility goes up.

Mehta said, "When we look at discretionary and out-of-home consumption, which was significantly low as (-)25 per cent, that has reduced tremendously and is moving into the right direction and again, it would be helped tremendously if the mobility goes up."

Source: ETRetail.com January 28, 2021

Consumer goods companies need to revisit business models post Covid-19 to withstand future disruptions: EY India study

The Covid-19 outbreak requires consumer product companies, that found ways to manage short-term disruptions during the pandemic, to revisit existing business models to maintain relevance and withstand future disruptions, said the latest report by consultancy firm EY India.

According to EY Future Consumer Index (FCI) that tracked what the post-Covid-19 consumer could look like, about 80% consumers will be more cautious about their physical and mental health. While 36% are changing their brand preferences to support local businesses, about 75% consumers will pay more attention to the environmental impact of products they purchase.

Amid changing dynamics, about 77% consumers will save more in long term and 35% will consider authenticity as top priority while shopping five years from now.

"Companies need to prune their portfolios, innovate faster and alter communication to cater to changing consumer preferences. There is a need to revise product formulations to include more natural and eco-friendly ingredients by using recyclable, reusable or compostable packaging. However, brands must emphasise on their local presence to capitalise on the growing 'local for vocal' trend," said Pinakiranjan Mishra, sector leader - consumer products and retail, EY India.

With the surge in online shopping amid the pandemic, companies will need to bolster direct-to-consumer offering and partner with online platforms to ensure product availability during uncertain times, the study added.

Redesigning workspaces and reinventing talent management strategies such as agile remote working model and upskilling and hiring people with digital acumen will be critical. Companies need to explore M&As and divestitures to optimise portfolio, expand presence and gain additional capabilities quickly, the study added.

Source: ETRetail.com January 27, 2021

HUL Q3 results: Net profit rises 19% to Rs 1,921 crore, below estimates; revenue climbs 20%

Hindustan Unilever's net profit for the quarter ended December surged 19 per cent on-year to Rs 1,921 crore, while its revenues climbed 20.5 per cent to Rs 11,682 crore.

HUL's revenues were expected to grow 19 per cent on-year to Rs 11,647.8 crore, while its net profits were seen rising 28.4 per cent to Rs 2,075.2 crore, according to estimates from 12 brokerages polled by ETMarkets.com.

The FMCG company reported a turnover growth of 20 per cent from the year-ago quarter, while its domestic volume growth—excluding the contribution of GSK Consumer products—jumped 7 per cent. Analysts had expected the company to report organic volume growth of 3-5 per cent in the December quarter.

"Higher mobility, consumer relevant innovations and investments behind market development are driving business momentum. Our business fundamentals remain strong with 86% of our business gaining penetration," the company said in an earnings statement.

The company's operating margin for the quarter stood at 24 per cent, which was 90 basis points lower than the year-ago quarter, reflecting the impact of higher input costs. Analysts had expected the company to report margins of 24.3-25.0 per cent.

"The near-term demand outlook is improving, and we expect to see revival in urban while rural should continue to do well. Inflationary pressures are building up in select commodities and we will manage them judiciously," said Sanjiv Mehta, chairman and managing director at HUL.

The soap-to-shampoo company said that its homecare products operations grew in double-digits in the December quarter, while its beauty and personal care segment clocked 9 per cent on-year rise in revenues.

Foods & refreshment sustained the high growth momentum growing at 19%. Our nutrition business, too, grew in double-digits as business returned to normalcy post restoration of disrupted supply lines, the company said.

"We have seen significant improvement in discretionary categories," the company said. The improvement in discretionary product demand bodes well as HUL's premium products segment struggled the most during the early months of the Covid-19 pandemic.

Source: ETRetail.com January 27, 2021

Emami net jumps 45% in Q3

FMCG major Emami has witnessed a 45% jump in profit after tax (PAT) in the third quarter of this fiscal to Rs 202 crore from Rs 114 crore in the same period last fiscal. The company has said that stringent cost control measures and benign raw material prices helped it to improve the margins.

Gross margins of the city-based company at 70.4% grew by 210 basis points. Its revenue has also gone up from Rs 748 crore in quarter ended December 31, 2019, to Rs 845 crore. The company has also declared a 400% interim dividend.

According to Emami, it has posted a strong growth of 16% in its domestic business led by 13% growth in volumes. "The quarter witnessed an all-round growth across major brands; healthcare range grew by 38%, BoroPlus grew by 21%, Kesh King grew by 16%, pain management range by 12% and 7 Oils in One rose by 32%. Male grooming range recovered and posted positive growth led by the relaunch of Fair and Handsome Range," it has added. During the quarter, the company has introduced Emasol in the home hygiene range.

Harsha V Agarwal, director, Emami, said: "We are witnessing a consistent and all-round growth coming from all channels over the last two quarters and expect to continue with this growth trajectory. Most of our brands, including power brands and digital-first brands in the healthcare segment are on their growth path." Mohan Goenka, director, Emami, pointed out that some of the brands in the healthcare and hygiene range, winter portfolio and 7 Oils in One have done exceedingly well during the quarter.

Source: ETRetail.com January 28, 2021

Marico Q3 results: Net profit rises 13% to Rs 312 crore

FMCG firm Marico Ltd reported a 13.04 per cent increase in consolidated net profit to Rs 312 crore for the quarter ended December 2020. The company had posted a net profit of Rs 276 crore in the October-December quarter a year ago.

Revenue from operations of the company went up by 16.33 per cent to Rs 2,122 crore during the quarter under review as compared to Rs 1,824 crore in the corresponding period of the previous fiscal, Marico said in a BSE filing.

Marico said in Q3FY21, revenue from operations grew on the back of a strong domestic volume growth of 15 per cent and a constant currency growth of 8 per cent in the international business.

In the India business, the company witnessed robust demand trends across more than 95 per cent of its portfolio amidst steadily improving consumer confidence and a declining COVID-19 graph, the firm said.

"Traditional trade led the growth... The company also continued to operate at reduced distributor inventory levels. Among the alternate channels, e-commerce witnessed augmented growth and modern trade also recovered sequentially to end flattish on a year-on-year basis," it said.

The FMCG major said during the quarter, as key raw materials witnessed inflationary trends, the company increased effective consumer pricing in select portfolios, while continuing to absorb the cost pressure to a certain extent.

Marico's portfolio of brands include Parachute, Saffola, Hair & Care, Nihar Naturals, Livon, Set Wet, Mediker, Revive and Beardo.

Source: ETRetail.com January 27, 2021

Reckitt invests in Bombay Shaving Co

Global consumer goods company Reckitt Benckiser is leading a Rs 45-crore strategic investment in homegrown grooming products venture Bombay Shaving Company. British firm Reckitt's American rival Colgate-Palmolive had invested in the four-year-old firm in 2018. This backing from two of the world's largest consumer products firms shows their desire to grow the category and tap into the youth-oriented brand space in India.

Bombay Shaving, which started as an online venture, plans to utilise Reckitt's strategic expertise to expand in offline channels as well as for brand-building. Reckitt's brands include Dettol, Harpic, Mortein and Strepsils. Its SVP (e-commerce, digital, and ventures), Arjun Purkayastha, will join the board of Visage Lines, which runs Bombay Shaving. Colgate-Palmolive already has a board seat in the firm.

"Through Reckitt, we get an understanding of optics, cities and consumer profile. This is hugely valuable for us. We are now focusing significantly on offline distribution. We will work with their sales team and figure out off-take in different cities directly. Apart from that, we also get R&D insights," said Visage Lines founder and CEO Shantanu Deshpande.

Reckitt's investment indicates the interest large global brands have in new brands that have built their presence through online platforms. French consumer major L'Oreal is an investor in venture capital firm Fireside's new fund, which invests in such online brands. Previously, Marico acquired men's grooming startup Beardo. Procter & Gamble (P&G) had also announced a Rs 400-crore 'India Growth Fund' to work with existing and new suppliers to boost local manufacturing of finished products.

Increate Value Advisors founder & CEO Milind Sarwate said large companies operating in the consumer space would certainly be more and more open to such investments. Sarwate said it is not possible to nurture a nimble, Gen Z kind of business unit within a large organisation. Therefore, companies would look at achieving the same effect through a separate unit or an alliance.

"Brands that FMCG companies are investing in today are those they would not find easy to develop at a fast pace organically. There is also some glitz associated with the involvement with a new-age brand or startup. For a global player, the monetary cost of such an investment in India is not very significant. The valuation is attractive in the context of the perceived potential. In the long run, such investments could yield handsome returns," said Sarwate.

Bombay Shaving currently has 75% of sales coming from the online channel, with equal contribution from its own platform and marketplaces like Amazon India and Flipkart. "We are in a category which needs to be where the consumer is (online or offline). We are at 12,000 stores and plan to get to 50,000 stores in 30 cities by the end of this year," Deshpande added. A host of other brands that started as online ventures, like earphone maker boAt, are also expanding offline distribution.


Deshpande said his startup plans to launch three new brands in the personal care space to broaden its positioning beyond a male-oriented brand. Women's beauty and men's make-up are some of these potential segments. "It will be a sharper brand positioning, rather than one-for-all," he added. Bombay Shaving has clocked sales of just under Rs 100 crore till date and is aiming for Rs 150 crore by December 2021.

Source: ETRetail.com January 28, 2021

India seen as fastest growing economy in FY22: IMF

India's economy is expected to bounce back strongly in the next fiscal year with 11.5% growth, the International Monetary Fund (IMF) said, forecasting a sharp global recovery in 2021 after the havoc wrought by the pandemic.

India is the only major economy forecast to grow in double digits next year and forecast to follow that up with the highest 6.8% rise in the FY23 fiscal.



Policy support and vaccines are expected to lift economic activity across the world, the IMF said in its World Economic Outlook (WEO) update .

The latest forecast for India's FY22 gross domestic product (GDP) marks an upward revision from the 8.8% growth the IMF had estimated in its last assessment in October.

"Notable revisions to the forecast include the one for India (2.7 percentage points for 2021 [FY22]), reflecting carryover from a stronger-than-expected recovery in 2020 after lockdowns were eased," the IMF said.

The IMF also raised its India forecast for the current fiscal – it said the economy is likely to contract 8% compared with the 10.3% decline it had forecast in October.

The revisions came as July-September quarter GDP surprised on the upside, it said. India's numbers are based on an April-March fiscal year while for the rest of the world the forecast is for the calendar year.

The results of a survey conducted by the Federation of Indian Chambers of Commerce and Industry (Ficci) earlier this month matched the multilateral lender's assessment, with the median expectation of FY21 growth at -8%, according to the quarterly Economic Outlook Survey.

The global economy is projected to grow 5.5% in 2021 and 4.2% in 2022, the IMF said.

It attributed the 0.3 percentage point upward revision for 2021 to "expectations of a vaccine-powered strengthening of activity later in the year and additional policy support in a few large economies."

The IMF also saw a narrower 3.5% contraction in world output in 2020 as opposed to a 4.4% decline seen earlier, "reflecting stronger-than-expected momentum in the second half of 2020."

It warned "surging infections in late 2020 (including from new variants of the virus), renewed lockdowns, logistical problems with vaccine distribution" were risks to this assessment.

Global trade volumes are forecast to grow about 8% in 2021. The IMF expects oil prices to rise in 2021 by just over 20% from the low base for 2020 but they will still remain well below their average for 2019.

Non-oil commodity prices are also expected to increase with those of metals, in particular, projected to accelerate strongly in 2021, it said.

Covid Control

Multiple vaccine approvals and the launch of mass inoculation campaigns have raised hopes of an eventual end to the pandemic, the IMF said.

It expects vaccines and therapies to become more readily available in the second half of 2021.

"With growing vaccine availability, improved therapies, testing, and tracing, local transmission of the virus is expected to be brought to low levels everywhere by the end of 2022," the IMF said.

The fund called for robust multilateral cooperation to bring the pandemic under control everywhere and increased funding for the World Health Organisation's COVAX facility to accelerate access to vaccines for all countries.

Policy Support

The IMF called on advanced economies, which continue to enjoy extremely low borrowing costs, to use the opportunity to provide fiscal support as needed to ensure a lasting recovery.

Emerging economies where debt sustainability was not at risk and inflation expectations were well anchored should also maintain fiscal and monetary support, it suggested.

The report highlighted the pandemic-induced acceleration in inequality by reiterating that close to 90 million people are likely to fall below the extreme poverty threshold during 2020-21 as workers with less education, women, youth, those in contact-intensive sectors, and those informally employed suffer disproportionate livelihood and income losses.

"As noted in the October 2020 WEO, the pandemic is expected to reverse the progress made in poverty reduction across the past two decades," it said with regard to emerging markets and developing economies.

Source: ETRetail.com January 27, 2021

Sebamed aims to grow 10-folds in next five years, to expand distribution network

German personal care brand Sebamed aims to ambitiously grow 10 times in the next five years, according to a top company official. The company, which had recently tried to disrupt the FMCG market with its comparative advertisements claiming higher pH in the beauty soaps of the market leader HUL, is investing in brand building and also to pace up its distribution network across channels to reach 100 cities by the end of this year.

"Based on the portfolio run rate in MRP terms, our revenue is Rs 400 crore per year and we have the vision to grow 10X in the next five years," Sebamed India country head Shashi Ranjan told. The company has grown five times in the last three years and is on track to achieve the target, he added.

Sebamed, which operates in baby care and personal care in the Indian market, had earlier operated in India through the prescription-based sales from doctors and dermatologists and in 2018, it started FMCG sales through traditional channels.

When asked about the ad, in which Sebamed had compared with the HUL beauty soaps, he said the entire strategy revolved around helping a customer to empower and educate them to make the right choice while making a purchase. "We have followed the law of the land and we believe that it was a right approach to make them aware about the skin type and standard," said Ranjan.

According to the company, it was a part of thoughtful marketing plans and strategy and comparison of pH was just one step in that.

"There are multiple steps as we go along. One is making people aware of something called pH, which needs to be considered when they talk about personal care and the second is educating the customer about the benefit and the third part is customers try these products," he added.

The company claimed to have a loyal customer base with a repeat purchase.

"We are also ramping our distribution at a rapid pace. We are at 47 cities and going to be at 100 cities by the end of this year," Ranjan added.

Sebamed had embroiled in an ad war with HUL after the German skincare firm had claimed that HUL beauty soaps Dove, Lux and Pears, had higher pH, which harmed sensitive skin.

In the advertisement, Sebamed had compared Lux and Pears with Rin, a detergent bar, and had implied Dove was an inferior product due to being pH neutral.

After this HUL dragged Sebamed to Bombay High Court, which on January 11, passing an interim order restrained the company from the ad.

Later, a division bench of the High Court allowed the comparative ads naming HUL's soap brands Dove, Pears and Lux after being backed by scientific data. However, it asked to remove detergent brand Rin reference from campaigns.

The ad was based on the make and believe concept and the best way to educate the customer was visual facts based demonstration and that was taken up.

"We believe that the procedure which we have followed is the right approach, keeping customers at the core and make them aware about basic skin types," he said, adding that "As an organisation, I believe that it is our obligation to educate the customers about the right information, about hinds back information about skin."

Claiming to be overdue, Ranjan said it is the right time for customers to know about the standard for skin and products, which are good for the skin.

"We would continue to empower the customers so that they can make choices. As an organisation, we would continue to invest, remain committed to investing in brand building, rapid distribution expansion and third is on people," he added.

The company, like other FMCG firms, had also witnessed a spike in its sales from e-commerce channels in the first six months after COVID-19-related lockdown, is getting stabilised now and is contributing around one-third of the business.

"As we move along and expand our reach in the general trade, it would further go down," he added.

The company imports its entire portfolio sold in India from Germany to maintain the standards and quality, Ranjan said.

Source: ETRetail.com January 27, 2021

National Retail Policy to strengthen retail sector

The retail sector was one of the most affected sectors during the Covid pandemic but the recent vaccination drive has brought some respite for the industry and has given a hope of quick revival. As the finance minister will present the first budget of this decade in a few days, the sector is eyeing the Budget 2021 with hopes and expectations which will not only provide the strong playfield to the retail sector but will also ensure the path of recovery is robust and all the vulnerabilities are removed.

The government's approach to handle the aftermath of covid has been commendable which is reflected in the series of measures that have been taken to help the sector combat turbulence and mitigate losses which has been well supported by the Reserve Bank of India but despite the proactive measures the revenues continued to decline and budgetary expenses went up which lead to a steep rise in fiscal deficit. The unorganized sector which accounts for the majority of workforce employment suffered the most and the sentiments of the entire ecosystem turned negative resulting in a huge socio-economic crisis. Therefore, with an aim to set long term goals instead of short term reforms, the Budget 2021 is expected to handhold the business fraternity in muscling down the losses caused and provide a roadmap for fiscal consolidation.

The Budget 2021 holds utmost significance for the retail sector as it is expecting for some immediate provisions to set the tone for recovery while also waiting for some long standing demands to be addressed. Some of the expectations that the sector has from the upcoming budget are:

National Retail Policy – This has been a longstanding demand of the industry which does the rounds every year. But, this year's situation is on a different trajectory as the country is finding the escape route from covid conundrum and the budget 2021 becomes an opportune situation for a strong framework and financial support for the entire retail sector which the National Retail Policy will bring.

Maintaining the income tax rates and restructuring GST norms – The industry expects Budget 2021 to carry forward the strategic approach which was adopted last year, i.e. reduce consumption and increase investments. With this in mind, tax rates for higher income groups were increased last year while dividends were also included as part of regular income, and Dividend Distribution Tax was removed. This proved to

be beneficial for the industry. Therefore, there is no need to make a change in tax slabs. Rather there is an ardent need to rationalize GST. The recent resilience in GST collections points to an increased shift to the organized sector from the unorganised. GST rates need to be simplified and the slabs need to be reduced to increase collections and participation. Along with this, there is a need to ease GST norms and reduce GST rate to encourage people to spend more. This is even more significant in today's scenario as consumers need to be given more money in their hands so that demand and consumption can be increased.

Bolstering Tier II and III markets – Due to the catalysts such as urbanization and digital awareness, Tier II and III markets have witnessed an exponential growth during the last two decades. These markets hold immense potential for expansion and growth. However, these markets are still premature and need a boost with respect to the infrastructure to attract organized retailers and global brands. This could be coupled up by relaxing FDI norms that may create a win-win situation for all.

Incentives for new entrants – Apart from incentivizing the savings for the key players through various initiatives, there is an urgent need to foster new entrants in the sectors as they will gradually become important players in the future and play an important role in achieving the government's goal of becoming a \$5 trillion economy by 2025.

Strengthening the digital framework – The Union government has been laying impetus on enhancing the digital infrastructure and Digital India has been one of the most ambitious initiatives of the government. Covid induced social distancing norms and contactless transactions have given a further boost to it. So, this is the right time when the government should prioritise and chalk out a roadmap on strengthening the existing framework that could make customer experience more secure, and convenient.

Incentivizing savings – Amidst difficult times, savings have witnessed a downward trend in recent few years. Therefore, the government must emphasize upon increasing the domestic saving pool to foster future growth. In the last few years almost all the incentives that encourage saving habits have been sidelined prompting a spending boom, but countries like India require the bedrock of the typical Indian household savings.

(The author of the article is Co-Founder & MD at Wonderchef)

Source: ETRetail.com January 25, 2021

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REGULATIONS

BASF, P&G, others ask EPA to restore safer chemicals program

Nearly 60 chemical manufacturers, trade associations, state and local governments, and nonprofit groups are asking the EPA to restore its program that encourages the design and use of safer chemicals.

The coalition—which includes BASF SE, International Flavors & Fragrances Inc., Procter & Gamble Co., and Reckitt Benckiser Group PLC—on Feb. 5 sent EPA acting Administrator Jane Nishida a letter, obtained by Bloomberg Law Monday, voicing “strong support” for the agency’s Safer Choice Program “as well as our concern for its long-term viability.”

The Environmental Protection Agency’s program allows companies to get an agency-approved label if their products are proven to meet stringent health and environmental safety criteria. That label is used by consumers, and also to guide purchases made for schools and other institutions.

As part of that program, the EPA maintains a Safer Chemicals Ingredients List, or SCIL, consisting of chemicals that are among the safest available for their function, such as breaking down oil.

Driving Customer Confidence

The Safer Choice program adds value because it drives innovation in green chemistry, said Lisa Dreilinger, senior director of regulatory and government affairs at Reckitt Benckiser, which is known for products like Woolite and Calgon.

The program will flag ingredients that qualify for the safer chemicals list, but could do better, and Reckitt Benckiser uses that to encourage improvements, she said.

Procter & Gamble supports EPA Safer Choice because the program has “strong interest” from both consumers and trade customers, said Julie Froelicher, a senior director at the company.

“The credential drives confidence in the safety of products for consumers who are most attuned to safety in making choices,” she said.

The EPA’s review of every single ingredient in products that qualify for the label is among the reason San Francisco purchases Safer Choice products and why its Department of the Environment spearheaded the letter, said Jen Jackson, who manages the department’s Toxics Reduction & Healthy Ecosystems Program.

That review reassures the city that janitors and other people working in and visiting city hall, fire and police departments, and other municipal buildings are protected, she said.

‘Resource-Intensive’ Effort

“Chemical manufacturers have invested in the difficult task of developing safer chemicals,” the letter said. “Brand owners and product manufacturers have invested in Safer Choice by undertaking the similarly resource-intensive effort to reformulate products using the SCIL to obtain Safer Choice certification.”

This “unique and valuable program” had as many as 13 full-time employees, but since last October that number has fallen to four, according to the coalition’s letter. Throughout the Trump administration, the president’s budget sought to eliminate Safer Choice and the EPA transferred staff from it.

Those staffing cuts are delaying products from qualifying for labels, Dreilinger said. They’re also preventing the program from broadening the range of products that it would consider including, she said.

Reckitt Benckiser received a Safer Choice award from the EPA in 2017 to recognize the company's role in expanding the agency's program to include antimicrobial products.

"We urge you to fully restore the Safer Choice Program—a broadly supported and impactful recognition program that helps drive a market for safer chemicals and products," wrote the 57-member coalition, which also included Washington state's Department of Health, the Minnesota Pollution Control Agency, the Oregon Association of Clean Water Agencies, and nonprofit groups including the Environmental Defense Fund and Natural Resources Defense Council.

Source: <https://news.bloomberglaw.com/> February 9, 2021

New Year, New Regulations for China's Cosmetics Market

China is the world's second largest beauty market—a position just reaffirmed by the latest data from the National Medical Products Administration (NMPA). There are currently over 5,400 licensed cosmetic manufacturers, more than 87,000 legal entities (registered/recorded) in cosmetic domain, and nearly 1.6 million valid registered cosmetic products in China; the data was revealed during a recent video press conference by NMPA.

Immense changes are also expected in the market, with the new regulations (RSAC, Regulations on Supervision and Administration of Cosmetics) coming into force on January 1 this year. During the press conference, the officials made clarifications on some notable regulation changes, including streamlined processes (record-keeping notification) for general use cosmetics marketing and selling, a risk-based management system of cosmetic ingredients, along with stricter regulatory oversight regarding online cosmetic selling.

In order to ensure effective implementation of RSAC, guidance documents have been quick to follow. The latest ones are List of Prohibited Cosmetic Ingredients (Draft for Comments) and List of Prohibited Plant (Animal) Cosmetic Ingredients (Draft for Comments) released by National Institute for Food and Drug Control last week.

Overall, the quality control and safety assessment of cosmetics still are and will be the top priority of the authority.

Source: Happi.com February 9, 2021

Brazil has notified technical requirements for the use of lead acetate, pyrogallol, formaldehyde, and para formaldehyde in personal hygiene products, cosmetics, and perfumes

This has reference to TBT notification no. G/TBT/N/BRA/1116 dated 18 January 2021, issued by Brazil. The products mentioned in the notification fall under HS Codes 3303 to 3307, 340130, 9616.

Brief of the Regulation:

Brazilian Health Regulatory Agency (ANVISA) has notified Draft Resolution number 971, 15 December 2020. This draft resolution establishes the technical requirements for the use of lead acetate, pyrogallol, formaldehyde, and para formaldehyde in personal hygiene products, cosmetics, and perfumes.

This Regulation incorporates Resolution GMC MERCOSUR N°.48/2010 "List of Substances for Cosmetic Use" to the national legal system.

India's exports of this product to Brazil stood at US\$ 7.47 million in 2019.

Brazil has modified the list of active ingredients allowed in cosmetic products for use in hair

In another notification G/TBT/N/BRA/1117 dated 18 January 2021 Brazilian Health Regulatory Agency (ANVISA) has notified Draft Resolution number 972, 15 December 2020.

This draft resolution changes the annex of Normative Instruction number 64, 27 July 2020 – previously notified through G/TBT/N/BRA/713/Add.1 – which establishes the list of active ingredients allowed in cosmetic products to modify the shape of the hair by changing its chemical structure and the requirements for its use.

The following changes, as provided in the Annex to this Normative Instruction are given:

I- inclusion:

- a) clarifications;
- b) column "INTERNATIONAL NOMENCLATURE OF COSMETIC INGREDIENT (INCI) OF ASSETS "; and
- c) item No. 7 in the table – Pyrogallol

II- amendment:

- a) item No. 1 of the table - thioglycolic acid and its salts.

India's exports of this product to Brazil stood at US\$ 3.46 million in 2019.

NY's 1,4-Dioxane law may impact concentrated cleaners



Cleaning industry advocates have concerns that changes in New York environmental rules around 1,4-dioxane could impact availability of popular cleaning product formats.

The American Cleaning Institute (ACI) submitted comments to the New York State Department of Environmental Conservation (DEC) regarding the implementation of a law limiting the amount of 1,4-dioxane that can be present in household cleansing, personal care, and cosmetic products sold or offered for sale in-state.

1,4-dioxane is a byproduct of the manufacturing process for some surfactants contained in cleaning products and detergents and is not an intentionally added ingredient. Companies continue to work diligently to adjust manufacturing processes to remove the trace amounts that have been found in these products.

In comments focused on concentrated cleaning products, ACI:

- Highlights that the same level of 1,4-dioxane will be present (contained in a recommended dose) because more product is needed for the same cleaning task.
- Highlights the potential shift for manufacturers to return to non-concentrated products, which includes the elimination of some product categories, such as liquid laundry packets and refill concentrate products.
- Draws attention to the possible consequences of increased plastic consumption, water consumption and CO2 emissions during manufacturing, packaging and distribution.

Underlines the challenges suppliers could face including installing expensive systems and the potential need to develop new technology, costs that will ultimately be passed onto consumers.

In the letter, ACI wrote:

"There are significant differences between concentrated and refill concentrate products, which are intended to be diluted on site by the customer, and ready-to-use products, which are ready to use and require no further dilution. Concentrated and refill concentrate products contain less water in the formula, yielding environmental benefits. Some concentrated and refill concentrate products are sold in solid form with no water in the formula, yielding even further environmental benefits. As a result, the concentrations of ingredients as well as by-products in the formula are higher versus ready-to-use products. However, the amount of ingredients/chemicals that is used during product application on a single dose basis is still similar to ready-to-use products. This means the amount of chemicals that goes down the drain and eventually enters the environment is also similar.

Setting a uniform limit for 1,4-dioxane across all product forms penalizes concentrated and refill concentrate products and may prompt manufacturers to dilute such products with water as the easiest way to comply. However, this approach does not meet the spirit and intent of the statute because there is no reduction in the overall amount of 1,4-dioxane entering the environment, since consumers will use higher volumes of the diluted products to achieve desired results."

"ACI supports DEC's efforts to elicit comments on the implementation of the 1,4-dioxane statute and we look forward to continued engagement with the agency," Kathleen Stanton, ACI associate vice president, technical and international affairs, said in a statement.

Source: Happi.com January 21, 2021

Warning letter sent to CBD products maker

Wellness BioSciences Rx, Houston, TX, has been sent a warning letter by the FDA following a review of its website in September 2020 and December 2020 where it sells products containing cannabidiol (CBD). The agencies also cited posts made on social media channels.

The products included an inhaler, soft gels and drops as well as WBRx Relief Balm CBD, a topical product.

According to FDA, the claims on the website and social media website establish that the firm's CBD products are unapproved new drugs sold in violation of sections 505(a) and 301(d) of the Federal Food, Drug, and Cosmetic Act (the FD&C Act), 21 U.S.C. 355(a) and 331(d). Furthermore, these products are misbranded drugs sold in violation of section 502(f)(1) of the FD&C Act, 21 U.S.C. 352(f)(1).

Source: Happi.com December 31, 2020

BASF launches 1,4-dioxane calculator

BASF's new 1,4-Dioxane calculator enables personal care formulators to enter ingredients (both BASF and non-BASF) and determine the total 1,4-Dioxane content in their formulas. The tool also recommends alternative BASF ingredients to bring the total 1,4-Dioxane value of the formulation to less than 1ppm.

According to BASF, while consumers are becoming more savvy about the safety of their household cleaning, personal care, and cosmetic products, non-governmental organizations (NGOs) are scrutinizing the health and environmental impact of these products more closely than ever. 1,4-Dioxane is one of the latest ingredient impurities to go under the microscope. During the manufacturing of certain surfactants and emulsifiers, 1,4-Dioxane is often a byproduct. This chemical has been classified by the National Toxicology Program (NTP) as "reasonably anticipated to be a human carcinogen based on sufficient evidence of carcinogenicity from studies in experimental animals," despite there being inadequate evidence to correlate human cancer and exposure to 1,4-Dioxane.

Last December, the State of New York passed a law banning all but trace amounts of 1,4-Dioxane in household cleaning, personal care, and cosmetic products. The law aims to reduce the presence of this substance in drinking water by limiting its presence in consumer products. Under the New York rules, 1-4 Dioxane restrictions are:

Household Cleaning Products + Personal Care Products

- 2ppm by Dec. 31, 2022
- 1ppm by Dec. 31, 2023

Cosmetic Products

- 10ppm by Dec. 31, 2022

Other states may soon follow suit. This means that manufacturers may need to quickly reformulate household cleaning, personal care and cosmetic products to meet the New York law's 2022 and 2023 deadlines, and also to stay ahead of regulation that may be coming from other states.

To navigate the changing regulatory environment, it's important to understand the solutions available to significantly reduce or effectively eliminate 1,4-Dioxane from your formulations. That could mean finding an alternative to SLES, a PEG with guaranteed low levels of 1,4-Dioxane or a combination of new ingredients.

Source: Happi.com December 11, 2020

GCC Countries have notified that standard Liquid Detergent for Manual Dishwashing shall be voluntary

This has reference to TBT notification no. G/TBT/N/ARE/490/Add.1 dated 13 January 2021, issued by United Arab Emirates, the Kingdom of Bahrain, the State of Kuwait, Oman, Qatar, the Kingdom of Saudi Arabia, and Yemen. The products mentioned in the notification fall under HS Codes 340290.

Brief of the Regulation:

Draft of GSO standard Liquid Detergent for Manual Dishwashing will be adopted as voluntary standard; accordingly, TBT notification G/TBT/N/ARE/490- G/TBT/N/BHR/587- G/TBT/N/KWT/559- G/TBT/N/OMN/424- G/TBT/N/QAT/580- G/TBT/N/SAU/1165 G/TBT/N/YEM/186 is considered withdrawn.

India's exports of this product to GCC countries stood at US\$ 6.27 million in 2019.

SUSTAINABILITY

Exxon creates unit to commercialize carbon-reduction technology

Exxon Mobil Corp has created a division to commercialize its technology that helps reduce carbon emissions, as the U.S. oil major looks to step up efforts against climate change amid rising pressure from investors and activists.

The move comes as Exxon looks to burnish its environmental credentials as it engages in a proxy fight with hedge fund Engine No. 1, which is attempting to appoint candidates on the oil company's board and push toward a more renewables-focused future.

Exxon said its Low Carbon Solutions would initially focus on carbon capture and storage and directly compete with Occidental Petroleum Corp's Oxy Low Carbon Ventures, which is looking to develop the largest ever facility to pull carbon dioxide out of the atmosphere.

The oil major said it would invest \$3 billion on lower emission solutions through 2025, by which time it plans to reduce the intensity of its oilfield greenhouse gas emissions by 15%-20% from 2016 levels.

Source: Reuters February 2,2021

New research shows how to convert soybean shells into 3D-printing materials

Researchers at the university of louisville (UofL) conn center for renewable energy research and department of mechanical engineering have developed a process that transforms soybean shells left over from soybean processing into functional 3D-printing materials. The project looks into giving soy more uses than the ones it already has, including the production of a sugar substitute, and as stated above, the usage of soy hulls in modified fiber composites for 3D printing applications.

Soy is used massively worldwide, and only in the united states, 8 million tons of soybean husk are discarded annually during its processing, becoming a social problem. the project looks into creating commercially viable processes that can convert the soybean hull biomass into a low-calorie, diabetic-friendly sugar substitute while extracting micro and nanoscale fibers that can reused for lightweight fiber composites and thermoplastic packaging products via 3D-printing.

'Agriculture and agricultural processing are keys to economic development and employment in the US xylose separation and use of soy hull fibers for natural fiber composites are potent opportunities for addressing worldwide farming economics, nutrition issues and material needs from a renewable source,' mahendrasunkara, director of the conn center says. 'in conjunction with bioproducts LLC, the conn center expects the development of a pilot-scale operation in the next two years.'

To produce xylose — the sugar substitute — a patented process developed by UofL and licensed by bioproducts is used to extract it from the soybean exodermis. after the xylose is extracted, the residual fiber, which is about 80% of the starting biomass, has a modified fiber structure that can be used as a natural fiber in composites for 3D printing applications. These natural fibers can be used in the automotive, civil engineering, military and aerospace industries among others.

Source: <https://www.designboom.com/technology/soybean-shells-3d-printing-material-01-25-2021/>

Biofuel stock on abandoned fields boosts sustainability

Researchers have identified a vast area of land perfect for biofuel cultivation which may help resolve ethical debates over biofuel vs. food production.

Growing perennial grasses on abandoned cropland has the potential to counteract some of the negative impacts of climate change by switch

switching to more biofuels, according to a research group from the Norwegian University of Science and Technology (NTNU) in a study published in Nature Sustainability.

Researchers consider increased use of biofuels to be an important part of the solution to reduce CO2 emissions. But the production of plants for biofuels can have some unfortunate trade-offs.

Now the NTNU researchers have come up with a scenario that would put less pressure on food production and plant and animal life.

"We can grow perennial grasses in areas that until recently were used for growing food but that are no longer used for that purpose," explained Jan Sandstad Næss, a PhD candidate at the Industrial Ecology Programme at NTNU.

These areas usually remain cultivable and have the advantage that they are already connected to farms, which means that the infrastructure is in place and they are close to markets.

Biofuels come in several varieties. Common to all is that plants are broken down and transformed into a product we can use as fuel in vehicles and machines, for example. But corn, wheat, rapeseed and soybeans that become biofuels instead of food affect people's ability to feed themselves, making the choice for biofuels ethically questionable. Wild areas cleared to grow biofuels can also compromise biodiversity.

In many of the scenarios that the researchers explored, the production of biofuels would not compete with food production or wilderness, but would instead use cropland that has been abandoned due to more efficient food production or because plant based foods have replaced more land-intensive meat production.

Until now, no one has calculated the extent of areas available for this type of grass cultivation. Næss and his colleagues, Professor Francesco Cherubini and researcher, Otávio Cavalett, investigated the question by examining satellite images from around the world. Cherubini is also director of NTNU's Industrial Ecology Programme.

"We found 83 million hectares, or 830,000 square kilometres, of areas that until recently were used for food production but now no longer are," Næss said.

These locations roughly correspond to the land area of Sweden and Norway combined, including Svalbard, or the equivalent of five percent of the area currently used for food production worldwide.

The research group believes that most of these areas can be used to grow perennial grasses for biofuels instead of leaving them unused by humans. However, there is uncertainty around how much of the biofuel demand these areas can actually fulfil.

Biofuel production on abandoned cropland "could provide the energy equivalent of between six and 39 exajoules each year," said Cavalett.

"This corresponds to between 11 and 68 percent of today's bioenergy needs and two to 47 percent of the production of biofuels needed in 2050, given the assumption that we limit the global temperature increase to 1.5°C."

Finding a solution which serves both the constant global demand for energy but also protects the food security of some of the most vulnerable communities on earth is of course no mean feat, yet perhaps this recycling of land could provide some answers.

Source: <https://www.newfoodmagazine.com/news/135356/biofuel-croplands/>

How this chemical engineer is hacking plastic production to promote sustainability

The products many of us purchase on a regular basis – the water bottles, clothes and, perhaps especially in the era of COVID, take-out containers from our local restaurants – are often plastic, disposable and bound to outlive us for generations. But the enormous amount of plastic waste that humans leave behind is a logistical and ecological nightmare, and experts say potential solutions must be approached from multiple angles, both for the planet's sake and for our own.

Chemical engineer Paul Dauenhauer of the University of Minnesota has dedicated his career to revolutionizing the materials we rely on most. He's worked to derive crucial "chemical building blocks" from renewable resources that can be used to manufacture existing products, as well as create entirely new alternatives.

Unlike materials like fallen leaves or animal waste, which decompose easily with help from microbes, the plastics we use today can't break down as well. And they pose another environmental threat because of the way fossil fuels, whose derivatives are used to create many consumer products, including plastics, are extracted from the earth.

Dauenhauer, who was named a 2020 MacArthur fellow, has used biomass — like wood and plants — to engineer renewable chemicals that are essential to the production of widely-used materials from plastics to rubber-based products. Isoprene, for example, is a "monomer" chemical that can be strung together to create polymers like the substance used to make car tires. Dauenhauer has derived isoprene from biomass that's considered a "drop-in replacement" because it's identical to one that can also be derived from fossil fuels, and offers the exact same performance.

Swapping in these more sustainable alternatives can help reduce our reliance on oil and gas, the extraction of which is a major source of pollution with a hefty environmental impact.

But this work doesn't stop with replacements. Dauenhauer and his colleagues are also invested in determining how to engineer materials so that they can biodegrade more quickly, be broken down and recycled multiple times or have more convenient properties than the ones we use today.

"There's an opportunity here to not only solve environmental problems, but to create new, better products," he said.

A primary challenge is making these alternatives both as useful and as cost-effective as the fossil fuel-based materials they seek to replace. That's crucial, Dauenhauer emphasized, in order to capture the interest of both consumers and the companies responsible for manufacturing and selling our most-used products.

The only ideas for renewable materials "that are really going to have significant impact are the ones" that are cost competitive, Dauenhauer said. That marks the difference between technology that could have a meaningful impact on the world versus something that's "more of just a scientific project," he added.

Source: <https://www.pbs.org/newshour/science/how-this-chemical-engineer-is-hacking-plastic-production-to-promote-sustainability>

Firmenich Commits to Carbon Neutrality by 2025


Firmenich has announced its new ESG strategy, driving the group to a carbon positive and water neutral future within 10 years.

Firmenich has committed to goals across three key areas: acting on climate change, embracing nature and caring for people.

Targets include: carbon neutral operations by 2025 and carbon positive operations by 2030; 100% of plastics recycled, 100% renewable fragrances, a commitment to regenerative agriculture, as well as creating 5,000 youth job opportunities by 2030.

Key new Firmenich goals include:

- Carbon neutral in its direct operations by 2025
- Carbon positive in its direct operations by 2030
- Water neutral in its operations in water-stressed areas by 2030
- Recycling or reusing 100% of its plastic waste by 2030
- All Firmenich produced fragrances will be renewable by 2030 (As per ISO 1628)
- 99% partially or ultimately biodegradable ingredients in Firmenich's fragrance portfolio by 2030
- 100% of its nature program reporting against science-based targets by 2030

- 
- Lead the global diet transformation with green proteins, contributing to soil regeneration
 - Global living wage and ethnic pay equity certification
 - Continuing to improve its industry-leading safety performance
 - Creating 5,000 job opportunities for youth by 2030
 - 10% of differently-abled people in our workforce by 2030

"As a leading responsible family company, driving a sustainable and inclusive business model has always been our priority," said Patrick Firmenich, chairman of the board. "Leveraging our scientific excellence and guided by our timeless values, we are committed to building a better planet for the next generations."

"After achieving our 2020 COP21 environmental goals, it is now time to take our ESG leadership in renewable ingredients, conscious perfumery and diet transformation to the next level," said Gilbert Ghostine, CEO Firmenich. "Companies that commit today to address vital climate and social challenges will be the trusted winners of tomorrow. By accelerating the pace of our climate transition, we also encourage businesses to join us to create large-scale change."

"The UN Sustainable Development Goals (SDG) are embedded throughout our business, providing us all with a clear vision of the transformation we will achieve within a decade," said Berangère Magarinos Ruchat, chief sustainability officer, Firmenich. "We remain firmly committed to science-based targets and measurable, independently-verified action to achieve these ambitious goals on our way to a positive-impact future."

Source: perfumerflavourist.com February 4, 2021

PATENTS

Inolex Preservation Technology Earns Patent

Inolex has been issued a US patent (Patent No. 10,897,899) that claims multifunctional preservation systems comprising caprylhydroxamic acid (CHA) and select diols for cosmetics, personal care, and pharmaceuticals. The patent claims the use of these ingredient compositions in formulations as well as blends comprising the CHA-diol compositions.

"We have been advancing the industry with innovative preservation approaches for over two decades," said David Plimpton, CEO and president. "This latest patent demonstrates our leadership in this category. Our broad portfolio of CHA offerings exemplifies our drive to bring effective alternative preservation mainstream."

Caprylhydroxamic acid is a 100% natural and readily biodegradable chelating agent derived from coconut sourced caprylic acid. CHA is a biostatic ingredient that provides a strong hurdle to microbial growth across a wide pH range (pH 4-8). Robust broad spectrum protection against contamination by bacteria, yeast, and mold is achieved via combination of CHA with medium chain terminal diols, such as caprylyl glycol, glyceryl caprylate or caprylyl glyceryl ether.

The company offers its portfolio of CHA-diol broad spectrum system under the Spectrastat brand, with particular emphasis on 100% natural systems, such as Spectrastat G2 Natural MB (INCI: caprylhydroxamic acid (and) glyceryl caprylate (and) glycerin).

The patent recognizes the company's ongoing commitment to innovation in the field of safe, effective and sustainable options for preservation of formulated products.

In October 2020, the Cosmetic Ingredient Review (CIR) released its final report on the safety of caprylhydroxamic acid as used in cosmetics, in which the independent Expert Panel for Cosmetic Ingredient Safety concluded that CHA is safe as used in the present practices of the industry. The conclusion further validated the outstanding track record of safety associated with CHA, said the company.

To date, the use of CHA has been reported in more than 5000 product SKUs around the world as documented by the Mintel Global New Products Database.

Source: happi.com February 1, 2021

Topical Homeopathic Formulation

US Patent No. 10,828,251 B1 (Daniel Kaline); Biolyte Laboratories, LLC, Grand Rapids, MI, has patented a topical homeopathic formulation comprising an actives portion comprising a plurality of active ingredients and a base comprising a plurality of inactive ingredients. The plurality of active ingredients consist of: homeopathic preparations of Arnica montana 4X, Atropa belladonna 4X, Causticum 4X Cimicifuga racemosa 4X, Cina 8X, Gnaphalium polycephalum 4X, Hypericum perforatum 4X, Ignatia amara 4X, Jatropha curcas 8X, Kali bromatum 4X, Kali carbonicum 4X, Lycopodium clavatum 4X, Rhamnus californica 4X, Rutagraveolens 4X, Scutellaria lateriflora 4X, Taraxacum officinale 4X, Valeriana officinalis 4X, Veratrum album 8X. The base is a gel base comprised of acrylates/C-10-30 alkyl acrylate cross-polymer, vegetable glycerin, colloidal silver, citric acid, fulvic liquid minerals, potassium sorbate, water, and sodium hydroxide.

Source: Happi.com December 31, 2020

Mary Kay Patents Mascara

US Patent 10,857,079 B2 (Greg Norman); Mary Kay Inc., Addison, TX, has patented a method of thickening the appearance of eyelashes and increasing the volume of eyelashes. It consists of directly applying an oil-in-water anionic emulsion to eyelashes. The oil-in-water anionic emulsion is comprised of a continuous phase comprising of water;

a discontinuous phase comprising a combination of waxes (paraffin wax, carnauba wax, beeswax, and candelilla wax); an anionic surfactant system comprising stearic acid, palmitic acid, myristic acid, polyethylene glycol-40 (PEG-40) stearate, and stearyl stearate; and VP/Eicosene copolymer, trimethylpentanediol/adipic acid/glycerin cross polymer, hydroxyethylcellulose, and bis-diglyceryl polyacyladipate-2.

Source:Happi.com December 31, 2020

Powder Oral Hygiene Compositions

US Patent No. 10,857,078 B2 (Cary Temblay); Swish IP Holdings Ltd., London, has patented a powder oral hygiene composition comprising xylitol, a source of carbon dioxide, an acid, and an absorbent. The composition can pass through a 250 micron sieve.

Source:Happi.com December 31, 2020

Sunscreen Composition

US Patent No. 10,857,077 B2 (Zahra Mansouri, Rodica-Tatiana Canelide, Douglas Thomas, Tetsuro Ogawa); Laboratory Skin Care, Inc., Redwood City, CA, has patented a sunscreen that contains uniform, rigid, spherical, nanoporous calcium phosphate particles comprising particles having a diameter of 0.1 micron or less; and a sunscreen delivery vehicle that is an oil-in-water or water-in-oil emulsion.

Source:Happi.com December 31, 2020

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PACKAGING

Estée Lauder Travel Retail unit announces sustainability goals

The Estée Lauder Companies' travel retail unit announced new sustainability goals centered on emissions, waste and energy. Travel retail is one of the company's highest growth channels and touches more than one billion consumers a year, according to ELC.

"The Estée Lauder Companies and its brands have made great strides to ensure we continue to be a company rooted in values and it is important that we do our part in travel retail to uphold this vision. By implementing sustainability goals for travel retail, we are furthering the company's commitment to the environment and demonstrating to travelers how we are making a positive impact in this space," said Olivier Bottrie, global president, travel retail and retail development, The Estée Lauder Companies. "We look forward to continuing the necessary work to lead in this space and sharing our progress with our employees and consumers."

ELC notes that sustainability is increasingly top of mind for travelers. According to a recent study by the Tax Free World Association (TFWA), over 70% of participants noted that they would be influenced by sustainability credentials when purchasing an item during their travels.

The goals announced are:

Emissions¹

- Achieve net zero carbon emissions for transportation to travel retail customers by the end of fiscal year 2023
- Achieve net zero carbon emissions for all corporate travel retail worldwide business air travel by the end of fiscal year 2023.²

Packaging:

- Transition all travel retail exclusive (TREX) paper cartons to responsibly sourced FSC-certified board by 2025.
- Reduce plastic usage by removing plastic film-wrap from travel retail exclusive outside cartons by 2023.

Store Design and Visual Merchandising:

- Incorporate sustainability practices in travel retail new store design and visual merchandising across all brands, including with respect to materials starting in fiscal year 2021.

Sustainable Building Operations:

- Deploy sustainability practices across all travel retail office locations by the end of fiscal year 2023.

"The Estée Lauder Companies' commitment to citizenship and sustainability reflects our belief that our long-term business success depends on our ability to make conscious decisions to embed sustainable practices across our entire value chain," said Nancy Mahon, SVP-global corporate citizenship and sustainability, The Estée Lauder Companies. "We feel confident that the ambitious steps our travel retail team is taking will not only accelerate progress towards our company's sustainability goals, but will also make a tangible impact on the travel retail industry, enabling consumers to make more environmental choices."

For example, by eliminating film-wrapping from the packaging of travel retail exclusive sets, travel retail will avoid 54,000 kilograms of plastic waste – the equivalent of eliminating 5.4 million 500mL plastic water bottles.³

Since the launch of travel retail's sustainability initiatives, progress has been made in both packaging and store design. In packaging, as of fiscal year 2020, 83% of travel retail exclusive paper cartons are already FSC-certified. In store design, the newly opened Estée Lauder, La Mer and MAC counters at Hyundai COEX in Seoul, Korea were built with, on average, 80% reused display fixtures, reducing waste and environmental impact while maintaining brand equity.

"We recognize that this is the first step for travel retail in what will be an ongoing journey, but we look forward to being a part of the solution and feel that by taking these critical steps, The Estée Lauder Companies and travel retail is recommitting to its values to bring the best to everyone we touch," added Bottrie.

Source: Happi.com January 26, 2021

Mana, Meiyume and RPG team up to offer end-to-end beauty solutions

Contract manufacturer Mana Products is teaming up with RPG, a design company and Meiyume, a packaging company, to offer cosmetics companies a one-stop shop to bring their products to life and to market. Together, the Vertical Beauty Alliance promises to provide end-to-end solutions for beauty brands, according to company executives.

"The world is changing rapidly, and our industry needs to keep pace. The formation of The Vertical Beauty Alliance will simplify everything and give new, emerging, and existing beauty brands access to the global resources of three industry powerhouses - for formulation, design, packaging, production, manufacturing and display, and create a seamless pathway from ideation to on-shelf, across the entire supply chain," said Bob Jaegly, CEO of Mana Products.

According to Gerard Raymond, president of Meiyume, today's environment is an opportunity to find new ways to meet the demands of the consumer for today and tomorrow.

"I'm proud to join forces with Mana and RPG to expand their reach by leveraging our award-winning manufacturing facilities," he said. "By complementing their US footprint with our Asian and European capabilities, we can demonstrate our shared commitment to creating seamless beauty solutions for our customers around the world."

RPG CEO Bruce E. Teitelbaum said the partnership enables his company to create a cohesive customer experience from product to retail activation.

"Together, our disciplines will be aligned and synergized, poising us to successfully compete in all markets," he explained. "The hybridization of our business models and disciplines makes us stronger and better to provide holistic services to both heritage and developing brands."

Besides providing customers with disparate skills, company executives note the three offer balanced geographies as RPG and Mana Products are based in the US and Meiyume is based in Hong Kong. They point out that the pandemic has made companies realize it is important not to have the entire supply chain based in one geographic region. The combined resources of the Vertical Beauty Alliance include:

- Expertise in formulation & production in color cosmetics, skin care, hair care & fragrance;
- A global footprint with six manufacturing facilities located on three continents;
- Nine research & development laboratories; and
- Two formula libraries with over 10,000 formulas.

Source: Happi.com January 15, 2021

Henkel Reaches Sustainable Packaging Milestone

Henkel has reached a milestone in its engagement for sustainable packaging: The company used almost 700 million bottles made of 100 percent recycled plastics for Laundry & Home Care products in Europe – more than 400 million alone in 2020.

The recycled material stems from post-consumer waste, including Social Plastic from Henkel's partnership with the Plastic Bank. By increasing the number of packaging made of recycled material, Henkel not only contributes to a circular economy but also to climate protection: Recycled PET has an almost 80 percent lower CO2 footprint compared to virgin plastic.

"At Henkel, we promote sustainable packaging solutions and foster a circular economy along the value chain – because we are committed to live up to our responsibility as a consumer goods manufacturer," said Abdullah Khan, head of Packaging Sustainability Laundry & Home Care at Henkel. "We are increasing the share of recycled material across our entire portfolio and many packaging includes recycled plastics already. It is not always possible to advance to 100 percent – also due to the limited availability of high-quality material. Nevertheless, we have significantly expanded the number of consumer products with bottles made of 100 percent recycled plastics."

Henkel's Targets for Sustainable Packaging and Climate Protection

The use of post-consumer recycled plastics is an important pillar of Henkel's packaging targets for 2025. The company is working towards the ambitious target to reduce the amount of virgin plastic from fossil sources in its consumer product packaging by 50 percent by 2025. To reach this goal, Henkel aims to increase the proportion of recycled plastics to more than 30 percent by 2025, reduce the absolute plastic volume and increase the use of biobased plastics. In addition, 100 percent of Henkel's packaging will be recyclable or reusable.

The company also wants to help prevent waste from being disposed of in the environment. In order to achieve this, Henkel is supporting waste collection and recycling initiatives, for example.

"Sustainable packaging solutions are not only addressing the global challenge of plastic waste but also contribute to our targets for climate protection. By 2040, Henkel wants to be a climate-positive company. By using more and more recycled plastics, we further reduce our carbon footprint and thus drive progress toward a sustainable development," Khan added.

Source: Happi.com December 17, 2020

Dow announces 2020 packaging innovation awards winners

Dow has announced the winners of the 2020 Packaging Innovation Awards recognizing breakthrough packaging achievements in design, technology, sustainability and user experience.

The 2020 Packaging Innovation Awards hosted by Dow is now in its 32nd year and is the industry's longest running, independently judged packaging awards program. The judging panel consists of professionals from around the world in a wide range of fields, including design, engineering, retail, converting and academia.

The judges evaluated more than 175 entries from companies around the globe. Entries ranged from personal care and health and hygiene, to food and beverage and industrial innovations. In addition to the Diamond Award, the judges also selected three Diamond Finalists, six Gold Award Winners, five Silver Award Winners, two Honorable Mentions for Emerging Applications and one Honorable Mention for Advancements in Industrial Distribution systems.

Henkel Wins the Diamond Award

The highest honor, the Diamond Award, went to Henkel AG & Co KGaA's Social Plastic Ecosystem in collaboration with Plastic Bank.

To create a new line of sustainable cosmetic packaging, Henkel conducted a pilot program that utilized recycled materials from Plastic Bank, a social enterprise which aims to stop plastic waste from entering the ocean and provide economic opportunities for people in extreme poverty. Since its launch in 2018, Henkel has produced and sold 15,000,000 bottles made from recycled plastic across Western Europe.

"I am especially inspired by this year's Packaging Innovation Awards winners because of the industry's continued focus on innovation and sustainability, despite the difficult global conditions caused by the pandemic," said Diego Donoso, business president for Dow Packaging & Specialty Plastics. "The entry and judging processes were fully virtual this year for the first time, and it still produced strong competition with rigorous judging to recognize the top innovations."

The full list of winners includes:



Diamond Winner

Henkel AG & Co KGaA in collaboration with Plastic Bank, Social Plastic Ecosystem

Diamond Finalists

Zacros in collaboration with The Procter & Gamble Company of Japan Limited, ARIEL PLATINUM SPORTS Refill Pouch

Alico, Metal-Free Recyclable Coffee Packaging

Kirin Holdings Co., Ltd. in collaboration with Mitsubishi Chemical Corporation, New Thin Film Deposition Technology for PET Bottles Using Hot-Wire CVD Device

Gold Award Winners

- CJ CHEILJEDANG, Kimchi Easy Carry Pouch
- Packaging Industries Limited in collaboration with Policy and Market Options and SNV Netherlands Development Organization, Mama Silage Bag
- ProAmpac in collaboration with L'Oréal, Maybelline FitMe Matte + Poreless Foundation
- Danone in collaboration with Goplas, Mexico Yoghurt Cup
- Parnaplast in collaboration with Interpack Packaging Solutions, Oxi-free High Barrier Green Grain Coffee Packaging
- Reckitt Benckiser Brazil in collaboration with Guala Dispensing, Narita Design, LogoplasteBrasil, Alpla and FlexoprintLabels, Veja Specialists Redesign

Silver Award Winners

- Natura in collaboration with Silgan, IFF, Wheaton, GrupoPochet do Brasil, Inobi and Kawagraf, Ekos Alma - new Natura fragrance
- Flexinnovakft in collaboration with Foltradekft, GripTopantislip bag
- Sunrise Packaging Material (Jiangyin) Co., Ltd in collaboration with Guangdong Wuqiong Food Co., Ltd, High barrier, retort and easy-peel packaging for Chinese style spiced corned egg
- Amcor, Matrix -paper-based recyclable cheese wrap
- UPM Raflatac in collaboration with UPM Biofuels and Vellamo - Ice Age Water Ltd, UPM Raflatac Forest Film

Emerging Category Honorable Mention

- Calyx Containers, Calyx Concentrate Container
- Grove Bags, Grove Bags Terploc Film

Advancement in Industrial Distribution Systems Honorable Mention

- Mauser Packaging Solutions in collaboration with Strauch GmbH, DrumGuard - Sustainable Load Securing System for Drums on Pallets

ARTICLE

A Guide to Sanitary Product Recovery (Pigging) for Cosmetics, Personal Care and Household Liquids

HPS Product Recovery Solutions Product Recovery and Transfer Specialists

Summary

For companies that process liquids, hygienic product recovery ("pigging") is one of the most effective ways to recover product, increase product yields, reduce waste, save water, and speed up changeover times. And because pigging saves product and other resources, it has a positive impact on the environment and helps companies towards their sustainability goals. Hygienic product recovery and pigging systems are particularly effective, and in wide use, in cosmetics and personal care processing and production. As well as improving efficiency and profits, pigging has additional benefits to cosmetics and personal care producers such as lowering labour costs, increasing productivity and lowering cross-contamination risks. From creams, lotions and ointments to shampoo, conditioner and moisturiser to foundation, deodorants, lipstick and perfume, HPS pigging systems deliver rapid payback and return on investment. This guide provides an overview of hygienic (often called sanitary) pigging for the cosmetics and personal care industry. It includes an introduction to how pigging works, the benefits of pigging, types of hygienic pigging system and types of pig, and how to plan a pigging project. It also has sources of further information.

The Challenges

Here are some of the main challenges facing personal care and cosmetics manufacturers and why an increasing number of them are implementing pigging systems into their manufacturing plants and production facilities.

Sustainability

Many manufacturers have sustainability targets that they need to meet, for example waste reduction, energy reduction targets. At the same time, customers are demanding products that are greener and sustainably produced.

Increasing Competition

Competition in the personal care products and cosmetics industry is getting more intense. Manufacturers that aren't agile and efficient risk being left behind.

Expensive Raw Materials

Due to the cost of raw materials used in the formulation of skincare products and makeup, cosmetics and personal care manufacturers want to make sure they use everything they buy and avoid throwing high-valued ingredients down the drain.

Demanding Customers

Customers are becoming more discerning and demanding, which is putting pressure on personal care and cosmetics manufacturers to innovate and introduce new products. As such, they need flexible equipment that can handle multiple products and accommodate mass personalisation. Equipment also needs to make changeovers as quick as possible.

Aeration and Foaming

When aeration and foaming occur, it can lead to severe processing delays and in worse cases, may render the product unusable. Therefore, manufacturers are implementing technologies that seal the product from air or gas in the pipeline and prevent aeration (and hence foaming).

Key Statistics and Takeaways:

- ✓ The highest quality pigging systems typically recover up to 99.5% of useable, residual liquid from pipes. This recovered liquid can continue to be processed, packaged and sold.
- ✓ Payback from Pigging Systems is typically less than 12 months, delivering a high ROI.
- ✓ There are different types of pigging system, from simple source-to-destination solutions to multiple-source and multiple-destination projects.
- ✓ Nearly all pigging and liquid transfer solutions are bespoke, and most are either semi or fully automatic.

- ✓ Pigging is effective – a personal care manufacture installed a pigging system which reduced washout times by more than 50 per cent (from 15 to 7 minutes). As well as reducing washout times, queueing is eliminated completely, so there's no time losses from waiting or shutdowns.
- ✓ A consumer goods giant implemented a pigging system and is now saving approximately 10kg to 15kg of product per washout that would otherwise be wasted or become effluent.
- ✓ Pigging reduces waste and associated cleaning costs. A deodorant plant in the UK has reduced cleaning chemicals from 60kg per washout down to 20kg.
- ✓ Pigging assists production and quality control. An HPS pigging system helps a multinational personal care firm prevent product from sitting in the line and so avoiding contamination of the following product.
- ✓ As well as pushing product to the next destination, an HPS pigging system also helps a consumer goods giant ensure that the weights of the cans of product being filled is consistent and reliable. Even more so than running the product through the pump.
- ✓ By reducing waste and improving efficiency, pigging improves environmental sustainability

What Is Pigging?

If you process shampoo, shower gel, cosmetics, aftershave, perfume, deodorant, toothpaste or just about any personal care product in liquid form, and are not 'pigging', then you probably should be. By not pigging you are almost certainly losing money, wasting time and flushing valuable product away! In the cosmetics and personal care industry, hygienic pigging recovers residual liquid product from pipes. If it wasn't recovered by pigging, this liquid would go to waste. This product is perfectly useable so can be sold or continue to be processed along with the rest of the batch, rather than being flushed down the drain.

How Pigging Works

In its simplest form, a pigging system consists of a solid projectile (the 'pig') with a diameter slightly larger than the pipeline transporting the liquid. The pigging process introduces this pig into the pipeline (usually automatically) and pushes it through the pipe. To 'pig' a system, pigs are propelled through the pipe by pressurizing the pipework behind it. Compressed air, carbon dioxide, nitrogen, clean water or even the next product (depending on the application) provide the pressure. Instead of being flushed to drain, waste treatment or collection areas, the liquid residue in the pipe is recovered: pushed by the pig and forced to the destination filler or tank, or returned to source, to continue processing along with the rest of the product. HPS pigs, which are the benchmark of the industry, recover up to 99.5% of product. As well as increasing yields, pigging at this level also reduces the need for water flush and clean-in-place, saving time, labor, water, cleaning fluids and waste disposal costs.

Benefits of Pigging

Hygienic Pigging and Product Recovery Systems deliver a wide range of benefits and a high return on investment for personal care products and cosmetics manufacturers. The benefits include:

- ✓ Higher Product Yields
- ✓ Increased Efficiency and Profits
- ✓ Increased Productivity
- ✓ Higher Capacity and Increased Flexibility
- ✓ Faster Changeovers
- ✓ Lower Cleaning and Labour Costs
- ✓ Improved Production Quality and Lot Control
- ✓ Less Downtime
- ✓ Reduced Cross-Contamination Risks
- ✓ Reduced Waste Processing
- ✓ Reduced Water Usage
- ✓ Prevention of Aeration, Foaming and Dissolved Oxygen
- ✓ Improved Environmental Sustainability

Higher Product Yields

Increased product yield is one of the most common reasons organisations use a pigging system. Whenever a process transfers liquid along a pipe, there's nearly always product residue left in the pipe. Even gravity fed lines don't evacuate all the product. The more viscous the product, the more residue there is. Pigging systems will help you recover nearly all this residue, as useable product. Recovery rates are typically up to 99.5% from full process pipelines. As an example, HPS provided a pigging system for a deodorant plant of one of the world's largest consumer goods giants. The pigging systems are saving them approximately 10 kg to 15 kg of product per standard washout and approximately 20 kg of product per fragrance-free washout, saving 1000 product fills. Similarly, an HPS pigging system is saving a large multinational company roughly \$31,500 a day.

Increased Efficiency and Profits

Because pigging systems recover significant amounts of useable product from processes, there's more product to sell. Alternatively, less is

required to achieve the same output. In addition to increased profits, pigging systems streamline processing; reducing effort required and making various operations a lot quicker. They can even eliminate some process stages altogether, for example dismantling pipework or flush outs. Typically, a correctly designed and implemented pigging solution will pay back the initial cost of the system within one year. Good quality pigging systems last a long time (some HPS systems are still in use after 20 years), so return on investment is significant.

Higher Capacity and Increased Flexibility

From anti-wrinkle serums, luxury moisturisers and tonics, to sustainable cosmetics, haircare and probiotics beauty, the proliferation of choice means manufacturers must contend with many different formulations and configurations of product. This, in turn, means ever shorter production runs and more changeovers. However, it's inefficient to have a dedicated line or lines for each product. Because HPS pigging systems recover nearly all residual product from the pipeline(s), this enables the same lines to be used for more than one product and reduces the number of dedicated lines there are. So, the many dedicated lines can be replaced with a lower number of shared lines. This increases the capacity and flexibility of operations and enables manufacturers to meet the demand for greater product variety. It also accommodates mass customisation and reduces the costs of new installations.

Faster Changeovers

When companies expand product ranges, it's often desirable to use previously dedicated pipelines. However, changeover from one batch to another can account for significant product loss, high wastage costs and less productive human-resource hours. Pigging speeds up product changeovers because it reduces the length of the wash. If there is only a slight change in product colour or flavour it is often possible to follow on immediately with the next product after pigging, eliminating the need for flushing altogether. For example, a well-known personal care manufacturer, estimates that since the installation of HPS pigging systems, changeover times have more than halved (from 15 to 7 minutes).

Lower Cleaning and Labour Costs

Pigging reduces the effort and resources needed to clean pipelines. Because there's less product to remove, it is quicker and requires less labour. It also speeds up changeover times so there's less downtime. Semi-automated and fully automated pigging systems reduce labour costs even further.

Reduced Cross-Contamination Risks

Because HPS pigging systems have high product recovery rates, the chances of cross contamination between variants are greatly reduced. This in turn means more consistent product output, lower rework and better control over raw material and finished product inventory are among the many benefits of pigging systems. In product to product pushes, pigging minimises mixing and dilution, which improves quality as well as saving operator time. This in turn reduces the risk of failing audits and expensive product recalls.

Reduced Waste Processing

By increasing product yields through pigging, there's less product to send to waste. What's more, the cleaning and changeover processes also use less cleaning fluids. In this way, hygienic product recovery and pigging systems directly reduce waste processing costs. For example, a consumer goods company implemented a pigging system and has reduced cleaning chemical usage from 60 kg per washout down to 20 kg. The system also enables recycling of some of the cleaning chemicals, which improves environmental sustainability.

Reduced Water Usage

In the cosmetics and personal care industry, water is used in the formulation of practically every type of product including lotions, creams, bath products, deodorants, makeup, sanitary products plus many more. With scarcity increasing in many regions, water is now considered a finite resource that companies and consumers should use sparingly. As such, many cosmetics and personal care companies have targets in place for reducing their water usage. Pigging systems can help companies meet their water conservation targets. Often the first part of a clean-in-place cycle is to flush out the product residue with water for a period of time before actually proceeding with the cleaning process. If most of the product has already been removed by pigging, then there's no requirement for a lengthy flush out. This reduces water usage significantly.

Positive Environmental Impact

Many personal care and cosmetics companies that process liquids have strong environmental initiatives. Therefore, the positive environmental impact of pigging is a key benefit to many of these producers and processors. As well as forming part of an ethical business strategy, being environmentally responsible is important to consumers, employees and other company stakeholders. The costs of removal or treatment of waste from plants has become a major expense to many liquid processing companies. Additionally, changes in legislation and environmental

policies can lead to companies deploying extra resources and incurring further cost. An effective way of reducing these costs, while reducing carbon footprint and improving sustainability, is to pig the product transfer pipelines. This significantly reduces waste and associated costs. Pigging saves water and saves energy. It reduces the use of harmful chemicals and associated disposal requirements. It also means fewer trucks on the road. In practical terms, the positive environmental benefits of pigging are considerable.

Prevention of Aeration, Foaming and Dissolved Oxygen

As liquid travels through a pipeline, the flow is usually turbulent. If there's air in the pipe, it can mix with the liquid, and the liquid becomes aerated. With certain liquids, even a small amount of air or gas can cause foaming. Others can be degraded or rendered unusable if they come into contact with air. Dissolved oxygen is a particular problem with foam-gel products such as shaving gel. One of the most effective ways to prevent liquid coming in to contact with air during processing is to use a double-pig system.

Types of Pigging System

Pigging systems can be deployed in existing plants, as well as part of new projects or installations. Because every company's processes and systems are different, every pigging system implementation is bespoke; there's no such thing as an effective 'off-the-shelf' hygienic pigging system. However, in personal care and cosmetics processing, pigging systems tend to fall in to one of three categories:

- ✓ Single-Pig Systems
- ✓ Double-Pig Systems
- ✓ Tank Drop-Off Systems

While these systems can be controlled manually or semi-automatically, most are controlled fully automatically. In particular, double-pig and tank drop-off systems are nearly always fully automatic.

Single-Pig System

Single-pig systems are the most common type of pipeline product recovery solution. They are also the simplest; generally sending one pig from one source to one destination when the main product transfer process has paused or finished.

Double-Pig System

The double-pig system is typically used for processes where the product cannot come into contact with air. This is either because air contact may degrade the product, for example increasing the dissolved oxygen content in wine, or because the product has a tendency to aerate or foam, which can cause processing problems or delays. Double-pig systems, as the name suggests, use two separate pigs. The sequence of each pig travelling through the pipe ensures that the system recovers residual product and transfers product efficiently, while always using the pigs to seal the product from air in the pipe, so avoiding air contact and aeration. Products commonly associated with a double-pig system include wine, beer and foam gel products.

Tank Drop-off

Tank drop-off systems are similar to single-pig systems, but incorporate multiple destinations on the same line, rather than a single destination. There is no limit on the number of drop-offs. After transfer to a tank, the automatic pigging sequence sends a pig to a blocking valve at the appropriate tank. Any blocking valves between the destination and the pig are opened to allow for a clear route. The pig is then returned with the same receive return station used on a single-pig system.

Types of Pigs

Pigging systems include a variety of components, including launch and receive stations, specialist valves, propellant supplies, pig detectors, control software, PLCs and so on. However, one of the most important components is the pig (or pigs). There is a variety of pigs available for hygienic and sanitary applications.

Basic Requirements

HPS patented process pigs are specially designed for highly effective, reliable and efficient hygienic (and sanitary) pipe line pigging. For use with personal care and cosmetics products, pigs need to be compliant with federal code of regulations and FDA Approval Specifications. They should allow steam cleaning to a reasonable temperature without degradation. While being flexible (so that they can travel around bends and still efficiently recover product), they should ideally be solid; that is, not include caps or assembled components that could catch, break or fall.

off. Similarly, finned pigs should be avoided. This is because the fins tend to rip or have small pieces break off, while effectively cleaning between the fins is also difficult.

Detection

To enable full automation, pigs should be fully detectable and ideally be provided with a purpose-designed pig detection system. As well as being detectable, they should also be bidirectional. To reduce contamination risks, pigs should not contain any solid magnets. Solid magnets and other assembled parts can break free from the pig and contaminate the product. For example, HPS pigs have a flexible silicone-based magnetic core, which will not shatter and so avoids the risk of contaminating the processed product with fragments of magnets. This flexibility also means the pig can travel around 1.5 D bends while still efficiently recovering product.

Reliability and Effectiveness

Like any component, pigs should have a long working life and include a minimum usage guarantee. They should be available in a range of sizes to suit different pipeline specifications. Above all, they should be effective.

Recover up to 99.5% of Product

To ensure maximum recovery rates, pigs should maintain full body contact with the inside of the pipe and recover upwards of 99% of product.

Planning a Pigging System

Compared to many systems, implementing a product recovery and pigging solution is relatively straightforward. However, to ensure your project runs smoothly, here are some factors to consider at the initial stages of your project.

Aims and Objectives

While efficient product recovery is a key driver to most pigging system projects, overall objectives often include reducing environmental impact, streamlining operations, increasing efficiency or profit maximisation. Objectives that are more specific typically include improved pipe cleaning, increasing overall processing speed, and reduction of cleaning product use. However, these objectives vary depending on application. For example, a cosmetics manufacturer that uses high-cost raw materials may focus on eliminating as much product waste as possible, while a personal care manufacturer may focus on speeding up changeover times and improving the efficiency of their operations. Regardless of the solution you choose, being clear about your objectives will ensure your pigging system design meets your needs.

Your Products

As well as the type of products you process, effective pigging system design will require information about typical operating temperatures, viscosity, pumping pressures and so on.

Your Current Operation

Before recommending a pigging solution, it is important to outline to your pigging system provider how your current liquid processing system is set up. For example, how many product sources you have, how many destinations, the approximate distance between each, how you currently clean between changeovers, changeover frequency and so on. It is also important to consider future additions or changes to your processing, and any plans for plant expansion.

Existing Services

There are different ways to propel pigs. The most common is by using compressed air or using a gas such as nitrogen or carbon dioxide. Other methods of propelling pigs include water or even the next product to be processed. It is usually preferable to use existing services if possible, so take a note of the compressed air, gas or other services you have available, including their rating.

Existing Pipeline Infrastructure

The dimensions, material and condition of your existing pipeline infrastructure will directly influence the design of your pigging system. We recommend you consider the following points before implementing a pigging system, as well as during the life of the system:

- ✓ Make sure the length of the pipe you are intending to pig is free from dents and damage.
- ✓ Welds must be clean and have minimal intrusion into the internal bore of the pipe.
- ✓ To prevent progressive damage to the pigged pipe, use anti-vibration cushionsleeve pipe support clamps instead of metal-on-metal clamps.

- ✓ Instead of rod hangers, use rigid supports such as 'L' frames for the pigged pipe. This will prevent possible movement of the pipe while the hygienic pigs are propelled through it.
- ✓ If you're using compressed air, carbon dioxide or nitrogen to propel the pig, use rigid air pipe rather than flexible air lines (flexible air lines can get distorted and prevent air flow).

Special Considerations

When some types of liquids travel through pipelines and suffer from aeration, it can cause foaming. Foaming can be a problem when processing liquids such as shampoos, shaving foams, some types of gel plus other products and can lead to significant processing delays. In severe cases, it may render the product unusable. Therefore, the pigging equipment must be designed where the product cannot come into contact with air.

Pigging System Automation

Automated pigging systems are more efficient, more reliable, easier to run and safer than manual systems. You may have your own PLC, SCADA or HMI system specialists that will be able to set up programming and control for you. Alternatively, you can ask your chosen pigging system provider to set up the automation for you. Pigging system automation systems can be standalone or integrated. Standalone systems have a separate panel from the existing set up to automatically control the pigging process. Although standalone, it is possible to set up communications to pass data from one PLC to another. It is also possible to hard wire any interlocks and other safety features into the panel. If there is space on an existing PLC and HMI for integration, it is usually possible to merge the pigging system automation code into it.

Use a Specialist

Although the principles of pigging are straightforward, it takes many years of experience and high levels of expertise to successfully design and implement a pigging system. That's why, if you're considering a pigging solution for your organisation, you should always work with a specialist hygienic product recovery company.

About HPS

HPS Product Recovery Solutions is the world's leading specialist in pipeline cleaning, product recovery and transfer for manufacturers, producers and processors of personal care products and cosmetics. This includes shampoo, shower gel, make-up products, perfume, moisturiser, deodorant, soap and many other products. HPS clients include Unilever, Kao, Colgate Palmolive, Proctor & Gamble, L'Oréal, PZ Cussons, Johnson and Johnson and many others. There are thousands of HPS systems in use throughout the world. Established in 1995, HPS has extensive experience in personal care and cosmetics processing which ensures highly efficient, reliable and cost-effective operation. HPS head office is in the UK. The company also has offices in the US and Australia, and a network of agents and official representatives throughout the world. In addition to personal care and cosmetics companies, HPS also delivers product recovery, liquid transfer and pigging solutions to food and beverage, confectionery, homecare, paint, coatings, pet food and other industries. You can't take risks with your processes. That's why HPS engineers will work with you to ensure your solution meets your operational requirements – before you deploy it. For more information, call or email T: +44 (0) 115 925 4700 E: info@HPS-Pigging.com.

Registration is now open. Visit www.isdcconference.org for more details.

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Six Key Ingredients to Watch this Year

Accupackcontract manufacturing

In sports, form is everything. Athletes that compete in the highest echelons have the skill and the control to turn a good performance into one that transcends.

In chemistry, ingredients have that power – the power to enhance products and transform formulas into products that are remarkable in their approach towards personal care.

Formulation is more than the act of developing or mixing a product – it is the cultivation of ideas and ingredients to achieve products and efficacy so exemplary, it stands in a league of its own.

As we identify areas of focus over the next decade – restorative hair therapy, nourishing skincare routines, addressing toxic pollution in our environments – formulators can help lead a revolution with revolutionary ingredients.

Here are six that will lead the way this year:

Ginger Root

Zingiberofficinale

Ginger root is a strong antioxidant and anti-inflammatory, making it a versatile ingredient in skin and hair care formulations. It is typically sourced from warm, humid areas in Asia and Africa.

Extract from the ginger root brings anti-aging benefits, reduces redness caused by irritation, and repairs sun damage on the skin. It can protect hair follicle stem cells from harmful UVB radiation and can counterbalance the effects of pollution on the skin.

SymVital® AR (Symrise) is a pure extract of ginger root and has been shown to even skin tone and fade dark spots. In a clinical study, the extract reduced redness after three weeks of use and smoothed wrinkle depth by 12% in six weeks in 83% of participants. SymVital was also shown to protect against environmentally-induced pigment spot darkening.¹

The ginger root even been found to stimulate our natural antioxidant responses from the inside, boosting the natural capacity of the skin to repair itself. These properties help ginger root translate well to skin and hair care products, including serums, oils, and masques.

Rambutan Seed

Nepheliumlappaceum

The rambutan plant – a tropical fruit plant aptly named after the Malaysian word for hair due to the seed's shaggy exterior – is rich in antioxidants and minerals and ideal for a wide variety of hair care products. The seed of the rambutan can be extracted for use in shampoo and conditioners, providing moisturizing and repairing effects to damaged or malodorous hair follicles.

Rambutan is typically sourced from southeast Asian or South American countries like Vietnam, Thailand, or Suriname. Farmers who cultivate the rambutan plant normally only utilize the fruits, but the nutrients in the peels, leaves, and seeds can also be extracted for cosmetic products.

Rambuvital® and Nephydrat™ (BASF) are extracts from the rambutan seed and peel, sourced through BASF's Rambutan Program. The program is a socially-responsible endeavor to upcycle leftover materials and provide local populations with incomes, gender equity, health insurance, and safe working conditions.

Rambuvital detoxifies pollutants to protect sebum. In clinical trials, 87% of participants reported better scalp health, 64% said they experienced less splitting hairs, and 80% said their hair smelled better for longer.² Nephydrat helps fight against the negative impacts of daily stressors on your body. It has been shown to fortify the skin's barrier and improve hydration for more radiant skin.

All of this makes the rambutan seed an ideal extract for prestige hair care products like hair masques and serums.

Japanese Camellia

Camellia Japonica

Known as the rose of winter, Japanese camellia is an abundant plant with a pink or red flower and large brown seeds. It has been found to be a powerful anti-oxidant, anti-bacterial and anti-inflammatory, making it a prime ingredient for skin and hair products.

The camellia is native to China, Taiwan, and Japan, but is often cultivated around the world — it's even the state flower of Alabama. Oil from its seeds, also called Dongbaek oil, is rich in fatty acids, providing nourishment for damaged hair. The extract from the flower and seeds help to protect the skin and hair from pollution and irritation.

K-Oleo (Clariant) is a compound of Japanese camellia oil and extract, castor seed oil, and the tea plant (*camellia sinensis*). In testing, researchers found smoothing of the hair cuticles and increased ability to retain moisture, particularly when tested under thermal and chemical aggressions — the kind of stuff our hair is exposed to in daily life. Results indicated a 21% increase in tensile energy and a 55% increase in hair shine.³

Due to the intense restorative properties of Japanese camellia, its practical use in shampoo, conditioner, and other hair care products are far-reaching. Look for this type of ingredient to cornerstone a prestige hair serum or treatment mask.

Round-Headed Bush Clover

Lespedeza capitata

Innovators are always in pursuit of counteracting the stresses we incur throughout our day. Research has shown that stress — both physical and environmental — disrupts our body's natural circadian rhythm which has a direct impact on our overall health as well as our skin. Round-headed bush clover is an ingredient that can provide some respite.

Native to North America, bush clover is a hardy plant, tolerant to drought, and provides nitrogen fixation. It was originally discovered by Native Americans and has been used as a tea, medicine, and antidote.

Stressors — like exposure to blue light from electronic screens — causes an increase in reactive oxygen species and weakens our skin's natural detoxification process, making our skin look tired and dull.

B-Circadin™ (Clariant) is a leaf and stem extract that contains key actives, like carlinoside and isoschaftoside, which help maintain and regulate our circadian rhythm, fighting against blue light damage. In a clinical study after four weeks of use, a 35% improvement in skin complexion was observed and over 75% of volunteers reported they felt their skin looked radiant.⁴

Citrus Unshiu

Citrus unshiu

Unshiu is a fruit that goes by many names — unshumikan, cold hardy mandarin, naartjie — and is rich in synephrine and hesperidin, which help to regulate eotaxin synthesis and histamine release. Citrus unshiu extract can help to combat many skin abnormalities, including atopic-prone and hypersensitive skin, often caused by pollution and allergens. It has also been shown to strengthen the skin barrier and provide hydration. The fruit is grown over several regions, most notably in South Africa, South America, and Asian regions like South Korea's Jeju Island.

Eosidin® (Clariant) contains citrus unshiu peel extract, which Clariant touts for its green footprint since it is extracted from the juicing process's leftover waste. Normally discarded, the peels are upcycled and the raw materials are extracted, contributing to a more sustainable supply chain.

Unshiu's practical applications include any kind of prestige skincare product — including serums and liquid-based masques. In a clinical study, 88% of participants observed a decrease in itchiness, and 100% experienced a decrease in dryness.⁵ With pollution on the rise and more skin sensitivity due to a variety of allergens, this type of skincare can make a big difference.

Baobab

Adansoniadigitata

Known as the “upside-down tree,” the baobab is a deciduous plant native to Africa and Australia and is considered the largest succulent plant in the world. An individual tree can live more than 2,000 years in dry climates, due to its ability to store up to 37,000 gallons of water. The baobab has a long history in pharmacology, having been used as a treatment for fever or as an agent in wound care therapy.

The seed pods of the baobab are extremely rich in vitamins A & E, as well as phytosterols and fatty acids, which provide a variety of benefits, such as moisturizing effect and anti-irritation. This combination of nutrients makes the baobab an attractive ingredient for hair and skin applications, like leave-in conditioners, skin rejuvenators, and masques.

Phytolea™ Baobab EC (Crodarom) is an oil extracted from baobab seeds via cold pressing. Its composition of fatty acids like oleic, linoleic, and palmitic acids, make it an ideal ingredient for beard oil or other hair treatments to improve dry, brittle, damaged hair, as well as nourish the skin underneath.⁶

Accupac develops and manufactures a wide-range of consumer, over-the-counter, and personal care products. Our facilities are FDA and ISO certified, designed to integrate seamlessly into your manufacturing workflow. We formulate the same quality product you’d have in-house. We are committed to being a world-class leader in sustainable contract manufacturing and continuously optimize all aspects of our business through 5S lean management initiatives.

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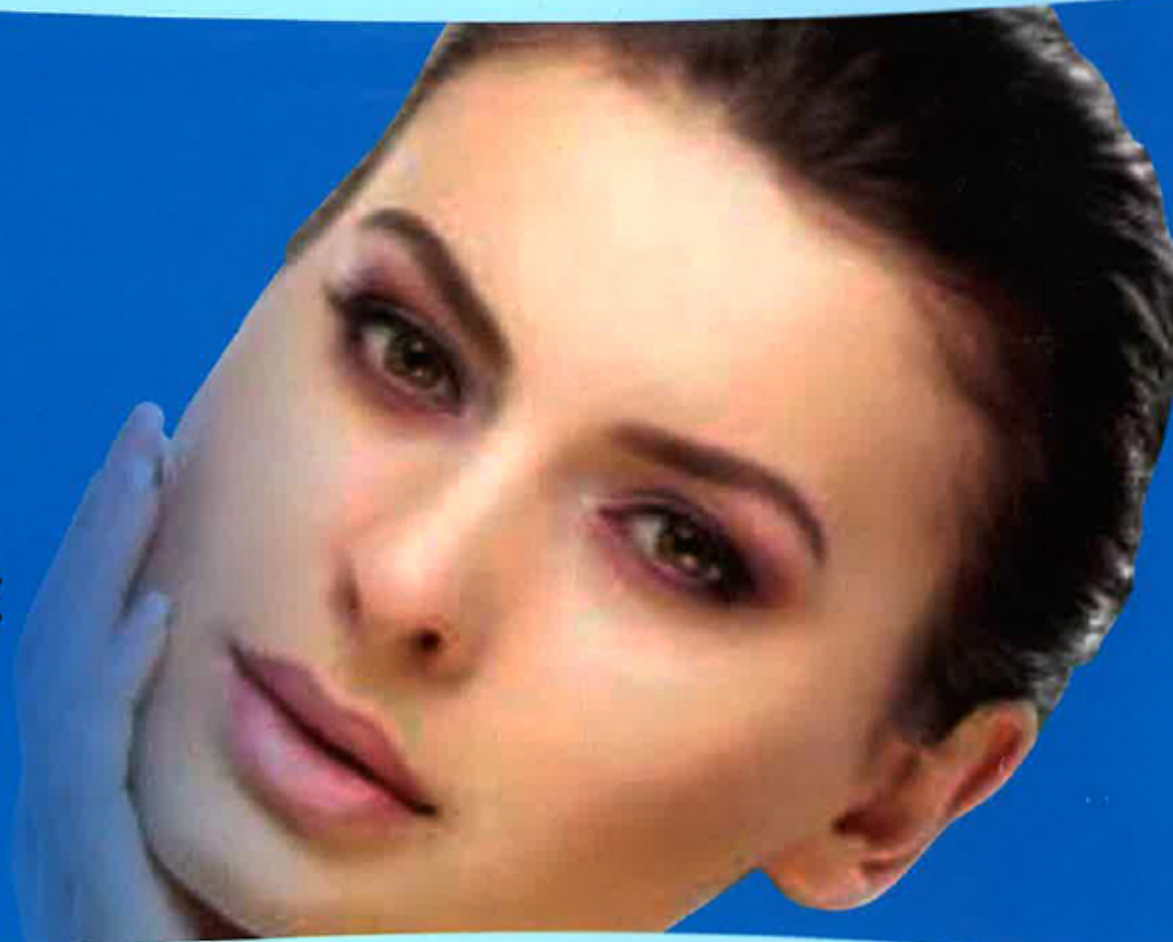
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Indian Home & Personal Care Industry Association

SOAPS • DETERGENTS • COSMETICS • AFFILIATED INDUSTRY

**YOUR
PARTNER
FOR
SUSTAINABLE
GROWTH**



YOUR NETWORK – YOUR VOICE



YOUR NETWORK – YOUR VOICE

The Indian Home & Personal Care Industry Association (IHPCIA) is a non-profit organization under Section 25 of the Companies Act 1956. The Association represents the **Home & Personal Care (HPC)** industry and provides a platform for National & International networking and interaction with regulatory bodies. The Association is committed to developing solutions for healthy living and quality lifestyle and aims to be the voice & network of the industry.

IHPCIA has a Board of Directors and following Committees:

1. Policy and Planning
2. Regulatory Reforms & Standard
3. Membership & Resource Mobilisation
4. Programs, Education & Communication

OUR OBJECTIVES

Represent the interests of the members from Home-care, Personal care and allied industries.

- To promote trade & commerce, science & technology, consumer awareness and education in the areas of Home-care and Personal-care.
- To represent and make known members point of view and interests of Home-care, Personal-care and allied industries before governmental and quasi governmental authorities, trade and industrial bodies, chambers of commerce, scientific bodies, educational institutes and other organizations.
- To create a platform to facilitate co-ordination, co-operation, exchange of views and ideas and sharing of knowledge amongst the Association members and similar International Associations.
- To act as the certifying and approval body for national and international testing procedures.
- To provide education, information and training to the members for improving health, hygiene and safety.
- To interact and network with national & international associations, organizations and bodies connected with Home & Personal Care Industries.

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Godrej Industries Ltd.



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Unilever Ltd.



ITC Limited



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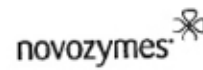
Indian Oil
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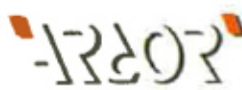
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Affiliate Industry Associates



Tamilnadu Small Scale Soap
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Gujarat Small Scale Detergent
Manufacturers Association



Fragrances & Flavours Association of India



Bengal Soap & Detergent
Manufacturers' Welfare
Association

Bengal Soap & Detergent Manufacturers'
Welfare Association



Maharashtra Soaps, Detergent
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ASMA

Ahilya Surfactants Manufacturing
Association

ISCC

Indian Society of Cosmetic Chemists



BECOME A MEMBER

Founder Member

Any corporation, partnership or other type of business entity which is engaged in the business of manufacturing, processing, packaging, marketing or servicing of Industry Products and is invited to be a member, is prima facie eligible for membership as a Founder Member subject to the payment of applicable founder membership fees. Founder member will enjoy all the privileges of Members and shall have the rights to vote at general meetings.

Life Member

Any corporation, partnership or other type of business entity which is engaged in the business of manufacturing, processing, packaging, marketing or servicing including providing support services, such as logistics, chemical analysis, raw material & packing materials, databasing, computing, financial, technical consulting or legal counsel, to the Industry, and is prima facie eligible for membership as a Life Member subject to the payment of applicable life membership fees. Life member will enjoy all the privileges of Members and shall have the rights to vote at general meetings.

Annual Member

Any corporation, partnership or other type of business entity which is engaged in the business of manufacturing, processing, packaging, marketing or servicing of Industry Products, is prima facie eligible for membership as an Annual Member subject to the payment of applicable annual membership fees. Annual Members will enjoy all the privileges of Members, and shall have the rights to vote at general meetings.

Affiliate Industry Association Member

Any Industry Association whose members are in the business of manufacturing, processing, packaging, marketing or servicing of home & personal care Industry Products and is invited and prima facie eligible for membership as an Affiliate Industry Association Member. The Affiliate Industry Association Member is not subject to membership fees and will not have rights to vote at general meetings. Membership of Affiliate Industry Association will be subject to Board of Directors approval.

Honorary Member

Any individual who has rendered distinguished service to the Association and is invited to be honorary member provided that the name of such distinguished service of the person made known in writing by the Secretary and membership will be subject to approval by the Board of Directors.

- Reached the age of 50 years
- Retired from the Industry and
- Held office in the Association or in the Industry for a period of at least 5 years or for such other period as may be specified by the Board of Directors.

Honorary Member will enjoy all the privileges of members, however, the membership is not subject to membership fees and Honorary Member will not have the rights to vote at general meetings.

International & Regional Associates

IHPCIA is the member of the **International Network of Cleaning Product Association** (INCPA) and **Regional Asia Oceania Soap and Detergents Association Committee** (AOSDAC).

INCPA Members



AOSDAC Members



TSDMA
The Soap and Detergents
Manufacturers Association

ISDA
Indonesian Soap and
Detergents Association

MSDA
Malaysian Soap and
Detergents Association

The Membership Fees (as of 30th September, 2017)

STRUCTURE (IN INR)					
(A)	Founder Member	5,00,000			
(B)	Life Member (By Invitation)	Large Industry	Medium Industry	Small Industry	Micro Industry
	Member (Manufacturing)	2,50,000	1,50,000	75,000	50,000
	Associate Member (Service Provider)	2,00,000	1,00,000	50,000	35,000
(C)	Annual Member	Large Industry	Medium Industry	Small Industry	Micro Industry
	Annual Member (manufacturing)	50,000	30,000	15,000	10,000
	Annual Member (service provider)	40,000	20,000	10,000	7,000
(D)	Affiliate Industry Association Member (by invitation)	Nil			
(E)	Honorary Member (by invitation)	Nil			

Admisitrative Fees as on 01-04-2018

	Category	Industry Type	Members	GST	*Total	Quarterly	GST	Total
			hip Fees	@18%	Membership Fees	Administrat	@18%	Quarterly
			Amount	Amount	Amount	Amount	Amount	Amount
			(Rs.)	(Rs.)	(Rs.)	(Rs.)	(Rs.)	(Rs.)
FOUNDER MEMBER								
	Founder	All	500,000	90,000	590,000	25,000	4,500	29,500
LIFE MEMBER								
[A]	Member [manufacturing]	Large	250,000	45,000	295,000	20,000	3,600	23,600
	Member [manufacturing]	Medium	150,000	27,000	177,000	10,000	1,800	11,800
	Member [manufacturing]	Small	75,000	13,500	88,500	5,000	900	5,900
	Member [manufacturing]	Micro	50,000	9,000	59,000	2,500	450	2,950
[B]	Associate Members (service provider)	Large	200,000	36,000	590000	15,000	900	29,500
	Associate Members (service provider)	Medium	100,000	18,000	590000	7,500	900	29,500
	Associate Members (service provider)	Small	50,000	9,000	590,000	3,000	540	3,540
	Associate Members (service provider)	Micro	35,000	6,300	41,300	1500	270	1,770
*the above Membership Fee includes as on date applicable Tax, may change as per Government Policies								

Note:

- * All figures are in INR.
- * In addition to Membership fee, Administration fee is applicable for Founder members and Life members.
- * Membership fees and administration fees are non-refundable.
- * All the fees are subject to applicable taxes.
- * Large Industry: Annual turnover above INR 25 Crore.
- * Medium Industry: Annual turnover above INR 5 Crore upto 25 Crore.
- * Small Industry: Annual turnover above INR 25 Lakh upto INR 5 Crore.
- * Micro Industry: Annual turnover upto INR 25 Lakh.

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