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COVER STORY

Concerns about cleanliness
drive surfactant sales

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Editor

Pankaj Dutia
pankaj@ihpcia.org

Business Development & Marketing

Amit Rohira: amit@ihpcia.org
Krutika Sansare: krutika@ihpcia.org

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Communication & Correspondence Address

Edited & Published by



Secretariat

Shiv Anand-A, 1st Floor, 372/374 S.V.Road, Goregaon (West), Mumbai - 400104, INDIA.
Phone : +91 22 2877 1857 Fax : +91-22-28789755 Email ID : ihpcia@ihpcia.org
Website : www.ihpcia.org

EDITOR'S NOTE

The pandemic increased overall awareness for hygiene which contributed to a greater demand for cleaning products that contain surfactants. Sales volume in 2020 increased primarily due to higher demand for products sold into the consumer product end markets, driven by increased demand for cleaning, disinfection and personal wash products as a result of COVID-19.

Changes in consumer habits and adaptation of enhanced cleaning procedures drove the demand of surfactants-based products. That was true in 2020 and remains true today.

Although the pandemic affected the demand from surfactant industry in a significant way, the challenges of availability of raw materials derived from fossil fuels and the price increase in input costs has been a damper for the Small-scale industry. The major trends favor sustainable growth and increased focus on products derived from renewable raw materials and the growth of "Green" products is in double digits. The Environmental challenges for management of plastic waste has increased due to the consumables used for personal protection during the pandemic. Over half a dozen members of our Association have launched significant initiatives reduced use of plastics and even launched B2C products packed in water soluble film. These trends will get more pronounced as we move from the pandemic to endemic phase for controlling the virus which has reset our lives and livelihood.

The good news is that the COVID-19 pandemic didn't damper interest in sustainability. Supplier initiatives continued even as the virus disrupted so many markets. There is a notable increase in demand for surfactants that embody a zero-waste approach to formulating personal care and home care products like its dried surfactants, concentrates and super concentrate blends. These products promote less water and less plastic usage, reducing the amount of material transported, in turn decreasing CO2 emissions. These and other important trends that are driving the market for surfactants are given in the article covered in this issue, "Concerns about cleanliness drive surfactant sales," by Tom Branna, Editorial Director, Happi.com

The issue also covers another important article by the same author on "The fight for ethoxylates in personal care."

Nonionic ethoxylates used in skin care products, and the ubiquitous ether sulfates present in so many rinse-off products, are under pressure by regulators and non-government organizations. Claims regarding 1,4-Dioxane emissions have home care and cosmetic manufacturers scrambling to reformulate their fabric and personal care formulas. The author however is fighting to defend their use and outlines the lengths he's gone to defend this misunderstood class of chemicals.

Besides the above, under our Sustainability column we also bring to you an interview of Melissa Hockstad, American Cleaning Institute President & CEO, for their focus on the U.S. Cleaning Products Industry. The interview was published in the Business Review. Sustainability is a high priority in the cleaning industry, with climate and packaging currently the main areas of focus. Working with stakeholders to eliminate all cleaning product package waste by 2040 is a strong goal of ACI. She explains how ACI is working very closely with its members to harness that combined influence, and then seek ways to address the sustainability challenges facing the world today.

Lastly, I would like to remind you all to register for 2-half day digital seminar organized by IHPCIA on December 11 and 12, 2021 on the topic "Pandemic Dynamics and Challenges + Solutions and Opportunities for Home Care Sector." For registration and program details log in: <http://www.ihpcia.org/newprogram.html>



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ARTICLE

Concerns about cleanliness drive surfactant sales

Tom Branna, Editorial Director, Happi.com

Cleanliness concerns over COVID-19 have consumers clamoring for detergents, body washes and hard surface cleaners. That's good news for suppliers of surfactants, those workhorse ingredients that make fast-moving consumer goods work better.

"Demand for surfactants was strong. The pandemic increased overall awareness for hygiene which contributed to a greater demand for cleaning products that contain surfactants," explained Jarrod A. Kaltenbach, VP-surfactants, Coast Southwest, Inc. "Initial demand was driven by HI&I and hand soap. Hair care picked up steam during the second half of the year with pent-up demand particularly in the salon segment."

Stepan's sales volume in 2020 increased primarily due to higher demand for products sold into the consumer product end markets, driven by increased demand for cleaning, disinfection and personal wash products as a result of COVID-19, said Anne Gariepy, global marketing communications director.

Health and well-being led the paradigm shift in the surfactant demand during the pandemic, according to Rishabh Shah, director of technology, Acme-Hardesty. Changes in consumer habits and adaptation of enhanced cleaning procedures drove the demand of surfactants-based products. That was true in 2020 and remains true today.

"The demand of surfactant-based products is on the rise," he explained. "We believe the consumer washing habits to remain constant in conjunction with increased demand in the industrial, institutional and personal care markets."

The data certainly suggests that. According to IRI, multi-outlet sales of household cleaners rose 5.9% for the 52 weeks ended August 8, 2021. For the same period, laundry detergent sales were up a scant 0.4%. On the personal care side, soap sales decline ever-so-slightly (-0.1%) and shampoo sales increased just 0.4% (see chart). The big loser as travel restrictions eased? At-home hair color. Sales fell 8.1%, according to IRI.

BASF executives agree that, in personal care in North America, there is continued high demand for surfactants mainly driven by market demand for hygiene articles like soap and cleansers. And although demand from industrial and institutional cleaning industries as well as industrial formulators products has increased for the past several months, they have not returned to pre-pandemic levels.

Arnoldo Fonseca, marketing manager, care solutions, Evonik, explained that 2021 has been marked by a rebalancing in demand.

"Cross-industry consumer behavioral data does suggest that some COVID habits will stick, and certainly the structural shift in the nature of work toward increased worker mobility/work-from-home will most likely motivate higher home care cleaning needs than before," he predicted.

But market analysts say consumers have reduced their spending on household cleaners as the pandemic subsided. For example, Procter & Gamble reported home care organic sales fell to low single digits in fiscal Q4. The company blamed the decline, in part, to pandemic-related consumption increases in the base period. Results were worse at Clorox. Health and wellness category sales, which includes cleaning and professional products, fell 17% in its fiscal fourth quarter.

Fonseca pointed out that issues related to the pandemic linger.

"Unfortunately, the new COVID variants seem to suggest that the pandemic may remain with us for some time, and this may have an effect by, for instance, actually helping to cement the value of cleaning habits consumers recently thought they could forego."

At the same time, he noted that specific applications like car care, for instance, have also picked up pace aligned with greater consumer/business activity in that segment.

But Neil Burns, president of P2 Science, prefers to take a long-term view when it comes to surfactant demand.

"When you look at the big megatrends in our industry in 2019, they haven't changed and will not change in the long term. Things like sustainability, aging Western societies, growing Asian populations, urbanization, digitalization...these are all unchanged by the pandemic," he explained. "Even the localization of supply chains was underway before the pandemic—due mainly to the trade war with China."

According to Burns, although the pandemic affected the surfactant industry in a significant way, the long-term impact will not be visible in light of the effect of the aforementioned megatrends.

With consumers getting ready for more time outside, face cleansing solutions are gaining even more traction than they had before COVID-19, noted Sebastien Massard, global strategic marketing manager, Vantage Specialty Chemicals.

"More than 1.8 million searches for face cleansing are registered every month in the US," he observed.

According to Massard, skin care enthusiasts are becoming more educated and more demanding when it comes to cleansers.

"The ideal cleanser needs to work with sensitive skin and deliver a delightful sensorial experience that engages consumers' senses. This challenges formulators to identify enhanced technical solutions that are not only mild to mask-irritated skin, and are sensorially different from traditional surfactant systems," he said.

According to BASF, cost-efficient cleaning performance remains a baseline need for formulators. Post-pandemic, the company is getting more requests for cleaning efficacy from ingredients that can be used in disinfecting or sanitizing formulas. As a result, surfactants and other ingredients must be compatible with quats or bleaching agents and have EPA inert status.

Shah of Acme-Hardesty maintains that chemists have shifted their focus to the basics to meet the increasing demand on the cleaning products.

"Formulators are going back to conventional surfactants while keeping tab on the pre-pandemic trend of sulfate-free, enhanced efficacy, reduced skin irritation profile and ease of processing," he said. "In general, the requirements have been constant, post-pandemic."

These days, when it comes to surfactants, more is more. According to Massard, there is a trend toward added benefits, such as the capacity to add creaminess, softness and other sensorial attributes that will elevate the sensorial experience for consumers.

"Formulators not only will have to look for the foaming properties of a surfactant, but they are now extending their interest to many more sensorial attributes that will contribute to reinforce the perception of mildness for consumers," he explained. "This trend is calling for multifunctional surfactants that can significantly help differentiate the final formulation from the ones formulated with more traditional surfactant systems."

Sustainable Solutions

Unlike past economic crisis, the COVID-19 pandemic didn't dampen interest in sustainability. Nearly every supplier said that their initiatives continued even as the virus disrupted so many markets. Steve O'Connor, director of technologies, Innospec, said there is a notable increase in demand for surfactants that embody a zero-waste approach to formulating personal care and home care products like its dried surfactants, concentrates and super concentrate blends.

"These products promote less water and less plastic usage, reducing the amount of material transported, in turn decreasing CO2 emissions," he explained. "At the same time, there is continued interest in naturally-derived surfactants and certified ingredients, such as RSPO (Roundtable for Sustainable Palm Oil), Mass Balance, Ecolabel and Ecocert. Interest in COSMOS and NaTrue approved surfactants has also increased globally."

Acme-Hardesty's supply partners, for example, working on improving the processing, synthesis of surfactants, focus on alternatives to petroleum derived products to deliver clean, and improved efficacy.

"We continue to monitor and participate in sustainability initiative such as the Roundtable for Sustainable Palm Oil," said Shah. "The majority of the products that we offer today are RSPO-certified. Additionally, our principal partner, Citroleo, developed sustainable, fully traceable surfactant products that are alternative to palm derived conventional options.

BASF executives also report growing interest in pre-pandemic sustainability requirements; for example, ingredients that are readily biodegradable and have a high bio-based content, and ingredients that help reduce plastic waste by enabling more concentrated formulas. Sustainability remains a primary demand driver for personal care ingredients. That's especially true for purpose and conscious beauty; e.g., natural, biodegradable, sustainably sourced or saving water.

"A climate-driven strategy will be vital, as consumers become increasingly conscious of their impact on the planet and will look to brands to reflect this," they told Happi. "In this context, there is an increasing demand for renewable personal care ingredients sourced from certified sustainable sources, including RSPO-certified oil palm-based ingredients."

The BASF portfolio for palm-based surfactants with RSPO certification continues to grow. The company committed to sourcing palm (kernel) oils exclusively from RSPO-certified sustainable sources by 2020. Last year, 100% of the palm (kernel) oil that BASF purchased was RSPO-certified sustainable. In addition, BASF made further progress in developing transparent supply chains: almost 95% of the global palm oil footprint, 441,107 metric tons, could be traced back to the oil mill. Other sustainability commitments include expand commitments to significant intermediates based on palm oil and palm kernel oil by 2025 and offer product carbon footprints for the entire portfolio.

Coast Southwest reports renewed interest in responsibly sourced palm for surfactants. The company strengthened its position in RSPO surfactants to meet customers' needs.

BASF also introduced Texapon SFA, the 2020 BSB Innovation Award 2020 winner in the category "Functionals and Recipients." Texapon SFA is a very mild, innovative anionic surfactant based on sustainable, RSPO-certified renewable resources. It is suitable as an alternative to surfactants containing sulfate. The ingredient is said to be extremely gentle on the skin and eyes, making it especially suitable for delicate baby skin and formulas for tear free shampoo products.

"Now more than ever, R&D behaviors are driven by consumer preferences. As such, formulators have continued to move to more sustainable and safer ingredients, like glucosides and amino acid surfactants," said Kaltenbach. "The use of these types of surfactants creates formulating challenges, and formulators are looking for guidance on meeting performance targets, such as viscosity and foaming, within their cost parameters."

Stepan looks at opportunities across its value chain to drive improved environmental performance of products, said Jason Keiper, chief technology and sustainability officer. Strategies include expanding use of bio-based feedstocks, focusing on biodegradability of final products and growing its portfolio of high-active products.

"These products support environmental goals by helping reduce transport-related energy consumed per unit of active material," said Keiper. "We're excited to be diversifying our manufacturing capabilities to include biofermentation technology, and we anticipate opportunities to serve a variety of markets as we expand in this area."

Stepan is developing a tool to evaluate the sustainability related impacts and benefits of its products and will use this process to identify new opportunities for improvement and to showcase its top performers.

At the same time, Stepan is engaging in both global and local sustainability initiatives, according to Lucie Maisonneuve, business development manager, consumer products, Stepan Europe.

"We look at local, sustainable sourcing as we design and manufacture our ingredients while ensuring no impact on product performance," she said.

For example, Stepan's new Stepantex ELS88-E is a vegan-friendly esterquat designed for fabric softening applications from 3% viscous to 18% fluid active concentrations. While being as efficient as market benchmarks, this softening active is made in France, from European-grown rape-seed. Stepantex ELS88-E provides excellent softening without a greasy feel, as well as good antistatic properties and rewetting properties.

Supply & Demand

Pent-up consumer demand post-pandemic has led to soaring prices and shortages for raw materials. Nearly every surfactant supplier who spoke with Happi admitted that their supply chains are stretched.

"Overall, the pandemic and supply chain challenges have created shortage of the raw materials used for the development of finished surfactant technologies," said Shah of Acme-Hardesty. "As a result of shortage and shipping delay, inflation is on the rise, due to limited available supply. Overall, the industry is experiencing disruption because of the unprecedented situation."

According to Kaltenbach of Coast Southwest, this year there more issues concerning freight, via both land and ocean, which are driving price increases.

"Availability to certain chemistries has also been impacted by the Texas winter freeze which adversely impacted a number of raw materials for surfactants," he said. "Despite these challenges, demand has remained strong as the economy has continued to regain its footing."

As a company, Coast Southwest made the decision to increase inventories early on to protect customers as much as possible.

"As shortages and cost increases have continued to exert pressure across the industry, as a result of corresponding increases from feed stock suppliers and our distribution partners, we have seen the need to increase prices," admitted Kaltenbach.

Raw material shortages as well as supply chain and logistic issues are challenges for the whole chemical industry these days, noted BASF executives. That said, the company is committed to do the utmost to limit the impact for customers and continue to offer them its full support.

"This is not the first year with challenging circumstances: 2020 was a year with increased demand for cleaning ingredients and our customers appreciated our supply reliability and flexibility during the peak of the pandemic," they told Happi.

Gariepy explained that higher North American supply chain costs were due to inflationary pressures and feedstock supply issues following the first quarter 2021 severe weather in Texas.

"We also saw lower demand for consumer cleaning products versus the pandemic peak in 2020," she added.

However, higher demand for products sold into institutional cleaning and functional product end markets partially offset the above and Stepan Company delivered record earnings in the first half of 2021.

"Looking forward, we believe surfactant volumes in the North American for institutional cleaning will remain strong through the end of 2021," said Gariepy.

What's New?

In March, Innospec completed a capacity addition at its Salisbury, NC site and an adjacent new rail car handling facility, enabling Innospec to receive raw materials and deliver the finished product via rail.

"These investments serve to lower reliance on trucks, decrease supply chain costs, and reduce carbon footprint," explained O'Connor.

To meet accelerating demand for its innovative, industry-leading, mild and sustainability-focused surfactants, Innospec also announced further investment in a new performance chemicals technology center in Salisbury. The 20,000 square-foot, state-of-the-art facility includes 10 laboratories that will support its global R&D, new product development and technical service activities with its customers in the personal care, home care, agrochemicals, industrial and metal extraction markets.

According to Innospec, these investments combined represent a step-change in its ability to support global demand.

Acme-Hardesty's principal partner, Citroleo, developed three unique innovative surfactant products. All are palm oil alternatives. They include cocoamidopropyl betaine derived from babacu oil, behenamidopropyl dimethylamine derived from pracaxi oil and green cocoamphoacetate derived from babacu oil.

In addition to the aforementioned Texapon SFA, during the past year BASF launched Dehyton SFA, a blend of Texapon SFA and betaine. It is cold processable, easier to formulate and comes with very low risk of irritating the eyes. It is extremely gentle on the skin and mucous membranes and can be used as a micellar thickening agent in formulas. Also new is Lamesoft Balance, a natural based, cold processable compound specifically designed to stabilize opacifying wax dispersions in personal care rinse-off products.

Last year, BASF announced a strategic biosurfactant partnership with Allied Carbon Solutions Co Ltd (ACS) Japan, a commercial provider of surfactants from biomass. BASF has already developed a novel sophorolipid-based ingredient produced via fermentation technology in collaboration with ACS, which was launched in the Asian market under the brand name BioToLife in the second quarter of 2020. While the first product is already available, ACS and BASF will deepen the collaboration with the focus to develop a range of formulations based on sophorolipids with targeted performance. BASF also announced a strategic technology cooperation with Holiferm Ltd, UK, to develop a state-of-the-art production process for biosurfactant products.

Burns, of P2, is a fan of biosurfactants.

"What's cool is the surfactants themselves have been around in nature for millions of years. The academic work on purification and characterization started in 1960s and now here we are, 60 years later, with mainstream global surfactant companies investing in production—as well as, again, venture backed startups," he told Happi. "There is a huge amount of room still for improvement in cost and efficiency and leadership positions are up for grabs."

During the past three years, BASF expanded its global alkyl polyglucosides (APG) production capacity with two production expansion projects at sites in Cincinnati, OH and Jinshan, China. These investments are intended for future growth with focus on bio-based/biodegradable technologies.

"Additionally, BASF Care Chemicals is committed to investing in digitalization for improving our solution-oriented business models, to reduce response times and increase overall supply reliability," the company told Happi.

To this point, most activity at P2 Science has been in cosmetic emollients and fragrances. But Burns pointed out that P2 has interesting intellectual property relating to surfactants which is not yet commercialized.

"I can't say too much about it right now, except that we have a very large group of patented terpene compounds and we have only made and marketed a small portion of them," he told Happi. "I'll also point out that our patented ozonolysis technology opens up routes to many more products than we currently have in our product line. It would not surprise me if we initiated some surfactant related projects in 2022."

Burns is a long-time thought leader in the surfactant space. He's organizing the 12th World Surfactants Congress, which will take place in May 2022. Biosurfactants are certain to be a topic of conversation at the Congress. He applauded biosurfactant innovation from new companies like Holiferm and Locus, as well as established companies like Evonik and Stepan.

"It's not only product innovation, though. I think the recent partnership between Arzeda and Unilever around protein technology is cutting edge," Burns asserted. "Then of course, there is the continuing innovation in applications in areas like emulsion polymerization from Pilot Chemical, agriculture from Oxiteno and overall sustainability. Many companies, including Arkema with their castor oil derived secondary alcohol ethoxy-altes; Stepan with their Soleil, plant based esterquats and the German coming, LoveNature GmbH with refillable detergent stands in supermarkets."

In February 2021, Stepan closed on an acquisition of a fermentation plant located in Lake Providence, LA.

"Fermentation is a new platform technology for Stepan Company as we look to commercialize next generation surfactants," said Keiper. "Bio-surfactants, produced via fermentation, are attractive due to their favorable biodegradability, low toxicity, and in some cases, unique antimicrobial properties."

The acquisition of an industrial scale fermentation plant represents the latest step in Stepan's biosurfactant commercialization efforts. Stepan expects to be able to produce 20,000 metric tons per year of bio-surfactants from the site, and looks forward to working with its customers to bring these next generation surfactants to the market.

Not all companies are bullish on surfactants. Last month, Ultra Group exited the category when it sold Oxiteno to Indorama Ventures for \$1.3 billion. Ultra made the move to concentrate on its oil and gas business.

In a personnel move, earlier in 2021, Evonik onboarded Derya Bakyal as its EMEA business director for the cleaning solutions business in Essen, Germany. In this role, she is responsible for driving results of the business in the EMEA region.

The pandemic has been devastating to consumers and economies. But taking the long-term view, sustainability issues will have the most impact on surfactant manufacturers.

Source: "Originally published in Happi. Visit www.Happi.com for more information."

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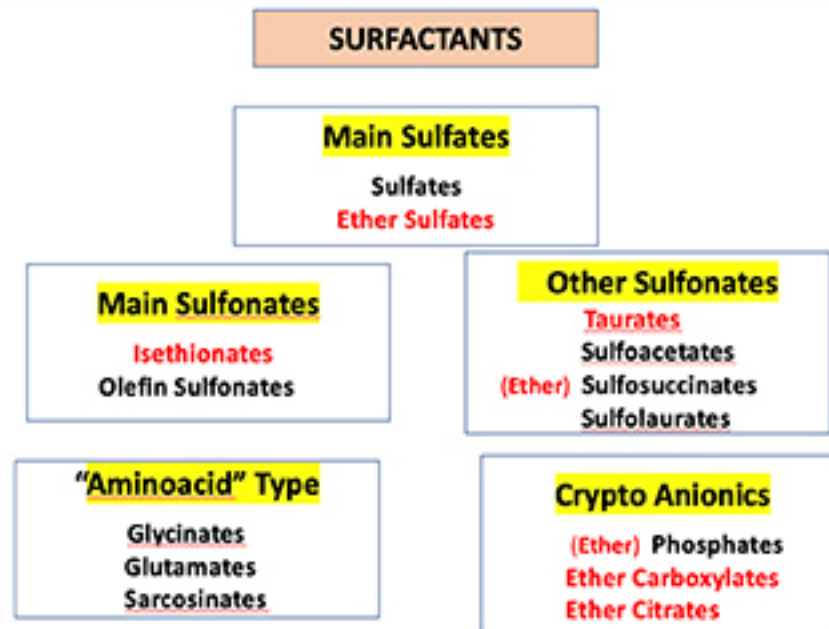
The fight for ethoxylates in personal care

Tom Branna, Editorial Director, Happi.com

Nonionic ethoxylates used in skin care products, and the ubiquitous ether sulfates present in so many rinse-off products, are under pressure by regulators and non-government organizations. Claims regarding 1,4-Dioxane emissions have home care and cosmetic manufacturers scrambling to reformulate their fabric and personal care formulas. But industry expert Ricardo Diez would rather fight than switch. In a lively webinar presented by the New York Chapter of the Society of Cosmetic Chemists, Diez outlined the lengths he's gone to defend this misunderstood class of chemicals.

Diez is an adjunct professor at Rutgers University where he teaches courses within RU's Masters in Business and Science program. Prior to that, he spent 40 years in the cosmetics industry, working on both the supply and finished product side of the business. Diez noted that rinse-off sulfates, sulfonates and other ethoxylates rose to prominence in personal care formulas due to the presence of oligomer blends.

"The blend of oligomers makes them unique," he noted. "But bad information, misinformation is appearing all around us."



Know your chemistry! Here's an easy way to group surfactants.

"We have one real issue with 1,4 D, and many invented ones. The real problem is that the 1,4 D in rinse-off products from the ether sulfates ends up in the water we drink. An aggravating factor is that, in the US, there are areas where the content is above the limits established by the EPA.

"However, we do not know, or at least I do not know, how much of that 1,4 D comes from cosmetic products, from other consumer products, and from the industrial application of this chemical," he said. "The invented problems come from only a few sources but they are repeated time and again, as if the sources were many."

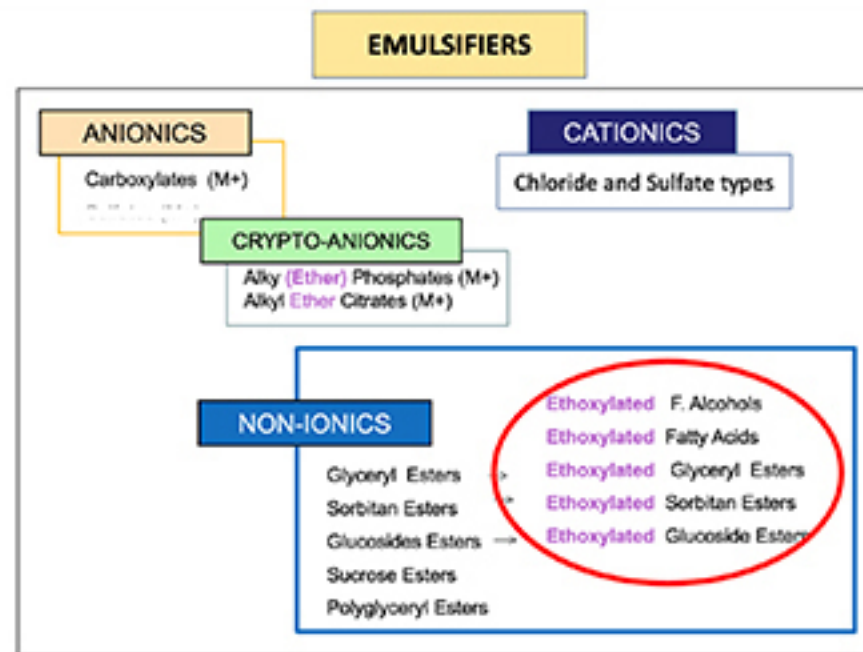
As an example, Diez asked attendees to read the following statement from one NGO that is filled with misinformation regarding shower gels and sodium lauryl ether sulfate.

"During exposure to 1,4 Dioxane from a bath product, a person's skin is warmed, pores are opened, the skin is soaked in the contaminated water and 1,4 dioxane enters the bloodstream. 1,4 dioxane is also released as a gas and is inhaled as it is trapped in the enclosed area of the bathroom or shower."

"Do you think that is true?" he asked. "This may surprise the young, but the modern cosmetic industry was based on chemistry! You must prove what you say! Science, chemistry, is not a matter of opinion! The first amendment does not apply! You are not entitled to your opinion. We only care about what you can prove. You prove things through experimentation."

Diez noted that when he began his career, back in the 1970s, cosmetic chemistry was all about hypotheses and experimentation. But at some point, things began to change—and not for the better.

"In 1995, we got the term 'Natural.' In 2005, we got the term 'Sulfate-free' and in 2015, we got the term 'Clean Beauty,'" he recalled.



The same idea works for emulsifiers, too.

"When I started in the business, the cosmetics industry was part of the chemical industry. You had to prove what you claimed. Today, it's an industry that makes cosmetics, but it is not part of the chemical industry."

The Problem with 1,4-Dioxane

Diez insisted that misinformation is at the heart of the issue surrounding 1,4-Dioxane in household and personal products. He explained that in 1985, a spill at a production facility owned by Gelman Science (now Pall Corporation), led to the discovery of 1,4-Dioxane in drinking water wells near the plant. When regulators warned that Gelman would be fined, the company's defense was "Cosmetic and household products also put 1,4 dioxane in the water supply."

According to Diez, specific companies (Johnson & Johnson and Procter & Gamble) and brands (Johnson's Baby Shampoo and Tide) were mentioned by Gelman in its defense.

"I was there," he recalled. that was the first time that cosmetics, 1,4 dioxane and ether sulfates were linked."

Despite that link, the industry did nothing. In 2001, the US Food and Drug Administration published a paper that showed 1,4-Dioxane levels rising from 229ppm in 1979 to 348ppm in 1997. Still, industry did nothing.

"If you don't move your car from a 'no parking' zone, sooner or later the cops are going to take it!" observed Diez. "In the 2000s, the presence of 1,4D in the water supplies became more publicized. But the industry did little to control the conversation"

The lack of response by industry to reduce 1,4D levels provided an opening to alternative organizations to "control the conversation."

"Guess who was driving the tow truck! The Environmental Working Group (EWG) and Safe Cosmetics.org!"

In 2007, the EWG published a study with the headline "Cancer-causing Chemical Found in Children's Bath Products." The report also noted that women's shampoos and body washes also contained 1,4-Dioxane.

EWG went on to say, "To avoid 1,4D, avoid cosmetics with sodium laureth sulfate and ingredients that include 'PEG,' 'xynol,' 'cetareth,' and 'oleth.'"

Garbage In, Garbage Out

Like many scientists before him, Diez noted that EWG's study did not take into account Paracelsus' observation that "the dose makes the poison."

In fact, EWG didn't like the way 1,4-Dioxane looked when measured in parts per million, so it took to reporting 1,4-Dioxane levels in parts per billion for dramatic effect. As a result, Johnson's Baby Shampoo's 1,4-Dioxane levels went from 0.87ppm to 870ppb. Similarly, Garnier Fructis with Active Fruit Protein went from 0.4ppm to 400ppb. Among skin care products, Olay Moisture Ribbons Plus Body Wash's 1,4-Dioxane levels went from 3.5ppm to 3,500ppb and Dove Nutritive Solutions went from 2.2ppm to 2,200ppb.

"If you are a chemist, you know that you cannot just completely invent digits! That is unscientific!" noted Diez. "For dramatic effect, the Campaign for Safe Cosmetics called cosmetics an industry of death all based on the presence of dioxane in common ingredients. It is misinformation, misquotations and speculation!"

The Campaign for Safe Cosmetics went on to falsely claim that the levels of 1,4-Dioxane found in many personal care products are 1,000 times higher than those found to cause cancer in laboratory animals. In another misinformation campaign, the Campaign for Safe Cosmetics falsely claimed: "For example, during exposure to 1,4-Dioxane from a bath product, a person's skin is warmed, pores are opened, the skin is soaked in the contaminated water, and 1,4-Dioxane enters the bloodstream. 1,4-Dioxane is also released as a gas and is inhaled as it is trapped in the enclosed area of the bathroom or shower."

"If it were true, we would all be dead!" noted Diez.

Fighting Back

Diez recalled decades of safety research conducted by Unilever, Procter & Gamble and other household and personal products companies. But he noted that upstart companies, armed with misinformation from EWG and others, could gain market share by marketing sulfate-free personal care formulas. He told webinar attendees that the sulfate-free movement could have died by itself or remained isolated to a limited, high-end salon market.

"Unfortunately, some sectors of the industry realized that sulfate-free products could be a way to enter or compete on the crowded shampoo shelves," he recalled. "The veracity of the claims against the sulfate products was irrelevant. Now, newcomers could compete against P&G and Unilever, whether their claims were true or not."

But Diez isn't backing down from his defense of ethoxylated ingredients.

Last month, he emailed a manufacturer of sulfate-free and asked: "Could you please clarify for me why coco sulfate is good and lauryl sulfate is not?"

The response came back: "Sodium Coco Sulfate is verified by EWG as safe and non-hazardous to health."

Another email followed: "Please do not confuse sodium lauryl sulfate and sodium coco sulfate with sodium laureth sulfate (SLES). SLES is synthesized from SLS via ethoxylation and this process can generate 1,4-dioxane, a possible human carcinogen, according to the International Agency for Research on Cancer and a carcinogenic substance according to the OEHHA. For this reason, we will never use SLES in any of our products."

Next, Diez took on the EWG asking for details on the process it uses to assess product safety. EWG responded by guiding Diez to the group's Skin Deep page.

Unfortunately, the page only gives a numerical ranking for individual molecules without knowing the physical structures that are formed when they come into contact with other ingredients in the formula. Furthermore, EWG's ranking doesn't seem to have a handle on basic chemistry.

On July 7, Diez emailed EWG again:

"Reviewing your information on several surfactants, I noticed that in the case of Laureth Sulfates you mention that they can be contaminated with Ethylene Oxide and 1,4 Dioxane. However, you do not make the same comments for Isethionate and Taurate surfactants. Both are also made using Ethylene Oxide."

How does one ingredient get good marks from EWG and another get poor marks? As The EcoWell pointed out, NGOs are heavily funded by the organic lobby.

"Certifications are not cheap but even larger companies are jumping on the bandwagon," according to The EcoWell.

Or as Diez noted, "How does it work? If you got a 4, put some money in the machine and you get a 1."

He pointed out that the American Council on Science and Health blasted the EWG in a column as far back as 2017 (<https://www.acsh.org/news/2017/05/25/dear-ewg-why-real-scientists-think-poorly-you-11323>).

For example, in 2015, EWG claimed one million pounds of 1,4-Dioxane were produced/imported into the US as per EPA and 675,000 pounds were released into the environment. However, what the EPA actually reported was the current production is approximately 1 million pounds. 61,907 pounds were released into surface water, 486,124 pounds were transferred to off-site disposal. 55,732 pounds were released into the air and 13,370 to onsite land disposal.

"Why are you lying? Why are you lying?" Diez asked.

He noted that 1,4-Dioxane is formed by a chemical reaction that requires an acid medium to happen. The ethoxylation step is done with an alkaline catalyst, hence ethoxylated emulsifiers have very little 1,4-Dioxane which can be distilled-off under vacuum. On the other hand, ether sulfates have more 1,4 D because the sulfonation process is done in a highly acidic medium, In addition, you need specialized equipment to remove it.

Diez noted that EWG complained that the FDA disregarded one paper that shows that 1,4D is adsorbed by the skin.

"Don't give me that crap! I work in a University and I can find any paper," jeered Diez.

The paper in question was published in Toxicology in Vitro. Vol. 27, Issue 2. March 2013. Pages 708-713. "In that paper, titled 'Studies in percutaneous penetration of chemicals—impact of storage conditions for excised human skin, researchers applied an "infinite doses of neat 1,4D were applied onto the upper side of the skin and the exposure chamber was occluded."

To which Diez, replied, "Of course, if you have an infinite dose and it is occluded so it has nowhere to go, of course it is going into the skin!"

In conclusion, Diez noted that cosmetics industry started as part of the chemical industry.

"I don't know what requirements you need to start a cosmetics company today," he concluded. "Do you just follow the recipe given to you by a supplier and then claim whatever you want?"

Source: "Originally published in Happi. Visit www.Happi.com for more information."

GLOBAL NEWS

Ida Body Care announces partnership with Francesca's

Ida Body Care announces its new partnership with Francesca's to continue retail growth.

In select stores country-wide now and online, Francesca's customers can discover Ida Body Care's four-step body treatment set. This includes dry body brush, body sugar scrub, body wash and body lotion in the verbena citrus scent formulated with only natural ingredients and essential oils.

"The reason I was drawn to the brand for Francesca's was that Ida Body Care represents the collective strength of generations of women – coming together to build a family-owned and inspired clean beauty business," said Francesca's senior buyer Britney McMillan. "Francesca's wants to give women-owned businesses the spotlight they deserve to encourage women of all ages to be free to be themselves."

Francesca's has been a long-standing company starting in Texas and expanding to 46 states. Ida Body Care also shares that Texas home.

"I love the fact that Francesca's is a unique niche player, just like Ida Body Care," says Ida Body Care founder & CEO Vicki Weaver Payne. "They cater to a more affluent, higher income consumer, who has more discretionary income. They have a balanced lineup between products and clothing which allows Francesca's to appeal to a broad group of customers."

Source: Happi.com September 13, 2021

Cosmoprof North America plans 2022 convention in new location

After a successful 2021 event, the 19th edition of Cosmoprof North America (CPNA) will be held July 12-14, 2022 at the Las Vegas Convention Center (LVCC).

The latest 18th edition of the award-winning event was hosted Aug.29 – 31, 2021 in the Mandalay Bay Convention Center and was the last edition hosted in the space.

"After a successful 18th edition, Cosmoprof North America is excited to continue offering domestic and international retailers, distributors, beauty brands and suppliers the unique opportunity to come together, make new relationships, foster collaborations, and get inspired in a new space that offers world class services," said Enrico Zannini, General Manager of BolognaFiere Cosmoprof.

The new LVCC West Hall Expansion will host exhibitors with finished products for retail, salons, and more. The venue features include the Lobby Spectacular screen (the largest digital experience in the U.S. convention and exhibits industry), 600,000 square feet of technologically advanced exhibit space, 328,000 square feet of column-free space, and a stunning 14,000-square-foot outdoor terrace. Cosmopack exhibitors, featuring companies providing services for the entire beauty supply chain, will be located in the North Hall.

Source: Happi.com September 09, 2021

Professional beauty association names 2021 North American hairstyling award Winners

The Professional Beauty Association (PBA) revealed the winners of the 2021 North American Hairstyling Awards (NAHA), the beauty industry's most prestigious competition in North America. PBA and the NAHA honors the beauty industry's top artists and creative talent who push the boundaries of skill and creativity. For over 30 years, thousands of talented artists have used NAHA as a platform to showcase their work to win a coveted NAHA. The esteemed event was held Saturday, August 29th at Mandalay Bay Resort and Convention Center during Cosmoprof North America (CPNA) in Las Vegas.

Here are the 2021 NAHA Awards Winners:

- Avant Garde- Sharie Valcin
- Editorial Stylist of the Year- Danielle Keasling
- Educator of the Year- Sam Villa
- Haircolor- Suzanne Sturm
- Haircutting- Stephen Moody
- Hairstylist of the Year- Silas Tsang
- Inspiring Salon of the Year- Square Colour Salon + Spa
- Makeup Artist of the Year- Nohemi Capetillo
- Master Hairstylist of the Year- Ruth Roche
- Men's Hairstylist of the Year- Nieves Almaraz
- #NAHAMoment- Lauren Moser
- Student Hairstylist of the Year- Alisha Kemp
- Styling and Finishing- Nick Stenson
- Team of the Year- Julie Vriesinga
- Texture- Ammon Carver

Source: Happi.com August 30, 2021

L'Oréal USA earns equality certification

L'Oréal USA is the first company to receive EDGEplus certification, a process to evaluate intersectional equality. EDGE is an acronym for Economic Dividends for Gender Equality. The new Plus certification enables companies to measure pay equality beyond gender and to include race, ethnicity, gender identity, sexual orientation, age, disability and nationality.

The announcement came on US Women's Equality Day.

"L'Oréal USA's investment in EDGE and the EDGEplus certification underscores our responsibility to consistently measure gender equity through various dimensions of diversity — race/ethnicity, gender identity, disability, age and veteran status — in a sustainable way," said Angela Guy, L'Oréal USA's chief diversity and inclusion officer. "Overall, we showed even greater representation of women at the senior leadership level, including those in the pipeline and improved in most of the employee perceptions on a variety of key metrics."

As part of the certification process, L'Oréal developed an internal global pay measurement tool based on the EDGE methodology to consistently measure and monitor equitable pay across its global workforce. The results demonstrated that L'Oréal USA exceeded the EDGE standard for pay equity at the organizational level, virtually eliminating a pay gap based on gender, controlling for observable and explainable factors such as performance.

EDGEplus certification was granted to L'Oréal USA after an independent verification of the findings by third-party auditors. L'Oréal USA's certification accelerates its progress on a journey toward gender equity and gender balance, inclusive of multiple dimensions of diversity at all levels of the company. This work was first certified in 2014 when L'Oréal USA was one of the first companies worldwide, and the first company in the US, to be EDGE certified.

"We are proud to pioneer the new EDGEplus certification for the beauty industry and other sectors around the world and are motivated by this milestone to accelerate our progress," said Stéphane Rinderknech, president & CEO of L'Oréal USA. "For topics as important as gender equality and pay equity for all, it is reassuring to have a partner like EDGE to validate the path we have taken and support us in the next steps we must take to achieve our goals. Our diversity and inclusion mission requires a collective effort, and our recent results are a testament to L'Oréal's commitment to developing and fostering a culture of inclusion, belonging, and growth."

L'Oréal USA began the EDGEplus certification process in January 2021. The process included a comprehensive review of the company's DE&I policies and practices to ensure equitable career opportunities, in addition to a statistical analysis of the entire U.S. workforce of more than 11,000 employees. L'Oréal USA received feedback from more than 3,500 of its employees on perceptions of the company's inclusive culture, fair opportunities for promotion and career advancement, equitable pay, and flexible work arrangements.

Since its launch at the World Economic Forum in January 2011, more than 250 large organizations in 48 countries, representing 37 industries and encompassing more than 2.4 million employees, have used the EDGE assessment methodology and certification process to create an optimal, balanced workplace for men and women. The methodology and standard measurement allow for consistent analysis across companies and industries. EDGE measures where organizations stand in terms of representation, pay equity, effectiveness of policies and practices to ensure equitable career flows, as well as inclusiveness of their culture.

"What is remarkable about L'Oréal USA is just how intentional, prioritized, systematic and structured they have been in their DE&I journey," said Aniela Unguresan, founder, EDGE Certified Foundation. "Their certification at the EDGEplus level is a clear demonstration of the company's commitment and leadership in the DE&I arena."

L'Oréal USA has implemented programs, policies and practices that support the advancement of women in the workplace and ensure equity across various dimensions of diversity. In 2020, women represented 56% of L'Oréal's leadership positions in the U.S. The company's diverse leadership also play a critical role in L'Oréal USA's employee-driven Think Tanks focused on various aspects of workforce diversity, including OUT@L'Oréal, which advances initiatives that protect LGBTQIA+ rights, the Women of Color Think Tank, L'Oréal for Women, Women in Leadership in Operations, Women in Technology, Men@L'Oreal, VALOR (Veterans at L'Oréal), and Quiet Leaders at L'Oréal, which acknowledges introverts in the workplace. Additionally, L'Oréal USA offers a minimum of 16 weeks paid leave for mothers and eight weeks for other parents (fathers and co-parents). As part of L'Oréal USA's permanent hybrid work model, eligible employees also have the flexibility to work 40% of their time remotely each week.

Furthermore, L'Oréal's work to achieve intersectional gender equity throughout its organization has been recognized by leading organizations.

- For the fourth consecutive year, L'Oréal Group was included in Bloomberg's 2021 Gender Equality Index (GEI) based on criteria such as female leadership and talent pipeline, gender pay parity, inclusive culture, and sexual harassment policies. EDGE also partners with the Bloomberg GEI and is the only DE&I certification to be incorporated as a scoring criteria into leading ESG ratings.

- L'Oréal USA has been recognized by Seramount (formerly known as Working Mother Media) with the Seramount 2021 Inclusion Index Award, which recognizes companies for implementing programs, policies, and accountability measures to create more inclusive paths to success. The company has also been named 2021 Best Companies for Multicultural Women, Top Companies for Executive Women, and 100 Best Companies.

- For the fourth year in a row, L'Oréal USA has earned a perfect score of 100 on the 2021 Disability Equality Index (DEI), the nation's most comprehensive annual benchmarking tool for disability inclusion. The company also scored 100 on the 2021 Human Rights Campaign Foundation's Corporate Equality Index, earning it the designation of "Best Place to Work for LGBTQ+ Equality" for the fourth consecutive year.

Source: Happi.com August 21, 2021

GreenDiol – an eco alternative to synthetic polyol

A natural polyol that offers a convenient alternative to personal care formulators.

Now more than ever, consumers are paying attention to the specific ingredients going into the products they use on a daily basis. A shift in values over the past decade underscores a demand for safe, sustainable ingredients that support the health of the people using them as well as the planet. The educated consumer is asking: what am I eating? What chemicals am I spraying on my countertops? What's in the cream that I'm putting on my face? In a time where we are increasingly reading "clean" on our health and beauty labels, it's no surprise retailers are investing more into research that evaluates the efficacy of "green" ingredients. But can these ingredients match up against their synthetic counterparts?

In the case of GreenDiol™, an eco-alternative to synthetic polyol, yes, it can. GreenDiol (a tradename for 2,3-butanediol), produced by GS Caltex Corporation in Seoul, South Korea, is a natural polyol that offers a convenient alternative to personal care formulators. Produced through fermentation, GreenDiol functions as a humectant, preservative booster, solvent, and even provides benefits to hair treatments and colorants. This multi-functional, biobased polyol packs a lot of value into one ingredient. Even more, it is a naturally occurring material found in the simplest of environments including soil, plants, honey, wine and even the human body. GreenDiol is sourced from sugarcane and is non-GMO, COSMOS approved, EU-REACH registered, VEGAN certified and USDA bio-based certified. It is readily biodegradable and has an ISO 16128 natural index of 1.

The real beauty of GreenDiol is that it doesn't sacrifice performance for its sustainability bells and whistles. In studies conducted by Sumitomo Corporation's cosmetic group companies' R&D teams (Presperse is a Sumitomo Corporation Group Company), GreenDiol was tested against other polyols to determine if it could produce similar or better results that would make it a valuable asset to formulators looking for a natural alternative. The results revealed just how valuable GreenDiol is as a multiuse ingredient.

Source:Happi.com May 11, 2021

Coptis is expanding its industry scope with a new collaboration.

Coptis, a leading publisher of software for cosmetic laboratories, will expand its operations by joining forces with Extens, the first French fund dedicated to healthcare software publishers, and ClearSight, a Swiss investment fund, company officials announced.

Coptis will open its capital to Extens and ClearSight with the goal of accelerating its commercial and technical development planning. Extens is making the second investment of its third fund, which is currently being raised.

"I have chosen Extens to support Coptis in the next stages of its development and to help it thrive more rapidly in its own markets, as well as new markets, said Anne Karagoz, president of Coptis. "It is a fund dedicated to business software publishers, and the problems of publishers are very similar, even when the markets are different. I also appreciate the Extens Club, which brings together the different company managers to discuss shared problems, which is what our customers do in the Coptis Users' Club. I sincerely believe that Extens and ClearSight will contribute to the success of Coptis in the coming years."

Coptis, which has been on the market for two decades, develops and markets specialized software to support cosmetic laboratories and raw material manufacturers in the formulation and regulatory compliance stages. Its solutions enable the cosmetics industry to efficiently manage development projects, reduce time to market, and improve the quality and accuracy of the data. In addition to this software suite, Coptis offers high, value-added services that enhance its customers' performance through a global regulatory database, a database of toxicological information on more than 3,000 substances, and a document database on more than 15,000 cosmetic raw materials.

Operating in Europe, North America and Asia, 40% of its revenue is generated internationally. Its software suite is available in seven languages and supports roughly 400 companies in some 40 countries. In contrast to its mainstream competitors, Coptis' signature product, Coptis Lab, is a specialized business software. The company regularly gathers members of its User Club to hash out their needs, keeping the software suite in step with evolving field requirements. This close approach and understanding of the industry has enabled Coptis to establish its leadership position in this ever-evolving market.

Coptis achieved success with the North American and Asian markets dating back to the 2008 opening of a subsidiary in New York followed by one in Singapore in 2016. Five years later, Coptis, together with Extens and ClearSight, aims to expedite its deployment in these dynamic markets and consolidate its position as a leader in Europe. The resulting capital increase will enable the company to develop its range of products by integrating new components into the existing software suite.

"We are very pleased with this partnership with Anne, who has been able to create and develop a company that is recognized and trusted by its customers for more than 20 years, who value the strong suitability of its software suite for field requirements in a fast-growing market in France and internationally," said Valentine Deramecourt, investment director at Extens. "Coptis has significant assets to consolidate the market position, and recognition it enjoys in France, at the international level while relying on its influence in the 40 or so countries where its customers are present."

Extens will invest as a major shareholder in French and European small- and mid-sized enterprises that are profitable or have the potential to be, with a price tag up to €15 million or \$20.7 million. The team brings together 10 professionals with extensive experience in private equity and entrepreneurship who have been navigating the e-health ecosystem and its regulatory complexities for more than a decade. To date, Extens has invested in 18 companies, including Enovacom, a publisher of software for interoperability and health-data security, and Kayentis, a software for collecting and analyzing patient data in international clinical trials.

Source: Happi.com September 10, 2021

Indorama Ventures agrees to buy Brazil-based Oxiteno to create a unique portfolio in high-value surfactants

Indorama Ventures Public Company Limited (IVL), a global chemicals producer, today announced it agreed to acquire Brazil-based Oxiteno S.A. Indústria e Comércio, a subsidiary of Ultrapar Participações S.A. The acquisition gives IVL a unique portfolio in high-value surfactants and significantly extends its existing Integrated Oxides and Derivatives (IOD) business.

Oxiteno is a leading integrated surfactants producer, catering to highly attractive end-use markets in LATAM. The acquisition brings an excellent management team, world-class expertise in green chemistry innovation, strong customer relationships in Brazil, Uruguay and Mexico, and substantial growth potential in attractive end markets, including the U.S. through a new facility in Pasadena, Texas. Oxiteno has a strong commitment to environmental governance, and its focus on lowering greenhouse gas emissions will also enhance IVL's ESG credentials.

Through the acquisition, IVL will assume a unique market position in technologies catering to niche, IP-rich and value-added applications in home & personal care, agrochemicals, coatings and oil & gas markets. The surfactants market has seen consistent growth over the last decade, driven by trends in population growth, urbanization and increasing hygiene awareness amid the Covid-19 pandemic.

With 11 manufacturing plants, customers in 4 continents, and an experienced management team, Oxiteno will complement IOD's footprint in the U.S and Latin America, while its 5 research and technology centers will add to IVL's innovation credentials in green chemistry. The extended footprint has potential to drive expansion in Europe and Asia by leveraging on IVOX's surfactants business in Australia and India and IVL's global presence in 34 countries. IVL expects to realize synergies of US\$100 million by 2025 through portfolio adjustments, asset optimization and operational excellence.

IVL will purchase Oxiteno for US\$1.3 billion (subject to adjustments at closing), with a deferred payment of \$150 million in 2024. The transaction is subject to customary conditions to closing, including approval of relevant regulatory authorities. The transaction is expected to close in Q1 2022 and will be earnings accretive immediately. Financing is secured through deferred payment, using existing extra cash on our balance sheet, free cash flow generated from existing businesses, short term loans against working capital and the balance as long-term debt.

Oxiteno and Indorama Ventures both have family-business origins and share a similar mindset, which positions people as a key business differentiator and values innovation and investments in an increasingly diversified and efficient portfolio.

Mr Alope Lohia, IVL Group CEO, said, "This acquisition is a natural fit for us. We have a solid track record of continuously driving value for shareholders through successfully integrating 50 acquisitions over the past 20 years. With Oxiteno, we are creating a global leader in surfactants. By bringing our companies together, we are strengthening our customer value proposition, our market reach, and our experienced team. Like us, Oxiteno grew as a family enterprise with an entrepreneurial mindset. The combination of our teams is unmatched in our industry, and we look forward welcoming them to our family."

Frederico Curado, CEO of Ultra Group, said, "It is important to ensure that Oxiteno will benefit from integrating the new majority shareholder into the business, which is strategically positioned to lead the company through its growth path."

Source: Company Press Release August 16, 2021

Clariant acquires remaining 70% stake in Brazilian company Beraca to take full ownership

Specialty chemicals company Clariant has increased its current 30 percent stake in Brazilian personal care company Beraca, purchasing the final 70 percent to take over full ownership.

The agreement sees Clariant purchase the remaining amount from the founding Sabará family, with the purchase price not disclosed. The deal will be subject to regulatory approvals and is expected to close in Q4, 2021.

One of the main manufacturers of natural ingredients for the personal care sector in Brazil, offering inter alia fats, oils and botanicals, Beraca is a leading company in the sustainability sector, which is said to fit in 'perfectly' to Clariant's portfolio.

Christian Vang, Head of Business Unit Industrial & Consumer Specialties, says, "There is an increasing demand for ethically produced products on the world market, which we can meet even better with this acquisition.

"The excellent and highly creative team has written an extraordinary success story over the past five years, which we now want to continue and further develop under the Clariant umbrella."

Source: Globalcosmeticsnews.com August 26, 2021

Mayo Clinic bestows safest rating to Arm & Hammer liquid detergent

The Mayo Clinic's data-driven platform SkinSAFE has bestowed its 'safest' rating to Arm and Hammer Sensitive Skin, Free & Clear Liquid Detergent. The rating highlights the brand's gentle-on-skin formula as one that excludes 100% of SkinSAFE's topmost recognized skin allergens. The scoring will be reflected on new bottle packaging and an updated produce look, which will soon be available nationally at all major retailers.

"Arm & Hammer Sensitive Skin is thrilled to receive a '100%' rating from such a platform," says Laurie Kirschner, director of marketing for Arm & Hammer laundry. "As a brand whose mission is to help lighten the load in any way that we can, we strongly value all of the work that SkinSAFE does to educate consumers and provide them with tools needed to conquer everyday sensitive skin needs."

SkinSAFE is a data-driven platform developed in collaboration with Mayo Clinic that uses clinical ingredient data to help people with sensitive skin find products that meet their sensitive skin needs and avoid products that don't. SkinSAFE's mission is to help people find appropriate products through AI-powered science, patch testing data, and ingredient-based product recommendations. The platform evaluates products through its database and ranks them based on their propensity to cause sensitivities, irritation, or allergies contingent on clinical ingredients, patient allergy testing data, and 20 years of research data by the Mayo Clinic. Once products are reviewed, the platform provides a SkinSAFE rating based on how safe products are for sensitive skin sufferers to help consumers and physicians find and recommend tailored home care, skincare, and beauty products.

According to SkinSAFE, 11 of the most common allergens and irritants are responsible for up to 49% of all skin reactions. These common allergens and irritants include: Bacitracin, Benzalkonium Chloride, Benzophenone-4, Cobalt Chloride, Formaldehyde, Fragrance, Methylidibromo Glutaronitrile (MDBDGN), Methylisothiazolinone, Neomycin, Nickel and Potassium Dichromate. The other 51% of skin reaction cases come from 19,000-plus other ingredients, with each allergen accounting for a minute percentage of all reaction cases.

Arm & Hammer Sensitive Skin, Free & Clear Liquid Detergent is specially formulated for sensitive skin with a hypoallergenic, fragrance-free, and dermatologist-tested formula. Designed to work in both standard machines and today's energy-conscious high-efficiency models, the detergent provides a powerful clean while being free and clear of perfumes, dyes, and preservatives that can cause irritation to sensitive skin.

For a list of retailers that offer Arm & Hammer Sensitive Skin, Free & Clear Liquid Detergent, go to armandhammer.com/en/sensitive-skin and SkinSAFEproducts.com.

Source: Happinews.com August 24, 2021

Natural surfactants market to accelerate at a CAGR of over 4% during 2021-2025 | Technavio

The natural surfactants market is set to grow by USD 2.99 billion, progressing at a CAGR of over 4% during 2021-2025. The report offers an up-to-date analysis regarding the current market scenario, the latest trends and drivers, and the overall market environment.

The market is fragmented, and the degree of fragmentation will accelerate during the forecast period. Air Products and Chemicals Inc., BASF SE, Clariant International Ltd., Croda International Plc, Dow Inc., Galaxy Surfactants Ltd., India Glycols Ltd., Kao Corp., Sasol Ltd., and Stepan Co. are some of the major market participants. The increasing generation of industrial waste will offer immense growth opportunities. To leverage the current opportunities, market vendors must strengthen their foothold in the fast-growing segments while maintaining their positions in the slow-growing segments.

Natural Surfactants Market 2021-2025: Segmentation

Natural Surfactants Market is segmented as below:

- Application
- Detergents
- Personal Care
- Industrial Cleaning
- Oilfield Chemicals
- Others
- Geography
- Europe
- North America
- APAC
- MEA
- South America

To help businesses improve their market position, the natural surfactants market provides a detailed analysis of around 25 vendors operating in the market. Some of these vendors include Air Products and Chemicals Inc., BASF SE, Clariant International Ltd., Croda International Plc, Dow Inc., Galaxy Surfactants Ltd., India Glycols Ltd., Kao Corp., Sasol Ltd., and Stepan Co.

The report also covers the following areas:

- Natural Surfactants Market size
- Natural Surfactants Market trends
- Natural Surfactants Market industry analysis

The increasing generation of industrial waste is likely to emerge as one of the primary drivers of the market. However, the high cost of natural surfactants compared to synthetic surfactants may threaten the growth of the market.



Source: prnewswire.com/news-release

Unilever to invest \$175.4 mln in Indonesian special economic zone

Unilever Plc is planning to spend 2.5 trillion rupiah (\$175.44 million) in a Indonesia's special economic zone (SEZ) in Sei Mangkei in North Sumatra, an official at the company's Indonesian arm said.

The fast-moving consumer goods giant plans to expand its oleochemical factory, which can hire 600 new workers directly and potentially create 6,000 new jobs "indirectly", Arif Hudaya, finance director at PT Unilever Indonesia, said in a statement.

"We are currently planning to expand Marvel 2 (the factory), namely the expansion of oleochemical products and products with added value, namely soap noodles and surfactants through technological innovation," Ariff said. (\$1 = 14,250.0000 rupiah)

Source: Reuters.com

PT Petrokimia and SBRC IPB University Catch Palm Surfactant Business Opportunity

Surfactant and Bioenergy Research Center (SBRC), Research and Community Service Institute, IPB University in collaboration with Indonesian Oil and Gas Community and PT Petrokimia Gresik held SBRC Webinar Series Biosurfactant on August 14th with "Challenges and Opportunities for Surfactant Implementation for the Petroleum Industry" as the topic. It is the 8th series of SBRC IPB University Webinar Series which is regularly held every month.

According to the Director General of Oil and Gas, Ministry of Energy and Mineral Resources, Prof. Tutuka Ariadji, oil production in Indonesia continues to decrease every year. Consumption of fuel oil is the main energy source in Indonesia and the world. One solution that can be done is the use of domestically produced palm surfactants through enhanced oil recovery (EOR) technology.

"However, the commonly used surfactants must be imported from abroad. One of the government's strategies to achieve the oil production target of one million barrels per day (bpd) by 2030 is to accelerate the development of EOR. It is hoped that by 2030 the contribution from EOR to national oil production will reach around 100 thousand bpd", he said.

The majority of EOR utilization will come from steam flooding activities in the Rokan Block starting in 2022. From this program, it is estimated that oil production will be 62,207 bpd in 2030.

Deputy for Planning SKK Migas, Benny Lubiantara, Project Expert-Development & Production of PT Pertamina Hulu Energi, Andi W Bachtiar, SVP Research Technology and Innovation of PT Pertamina Persero, Dr. Oki Muraza, and SEVP Operation PT. Petrokimia Gresik, Ketut Rusnaya also came on this event.

Deputy for Planning SKK Migas, Benny Lubiantara, said that the development of EOR in Indonesia is actually not something new, especially for the type of steam flood which has been developed for a long time in Duri Field, Rokan Block. "The thorn is an example for other countries on how to implement an effective steam flood", he said.

The potential for EOR in Indonesia is quite large, around 3 BSTB (billion standard barrel tanks) of oil. "Compared to the remaining reserve, it is only 2.5 (BSTB). However, there is potential without execution and follow-up", he added.

Project Expert-Development and Production of PT Pertamina Hulu Energi (PHE), Andi W Bachtiar, said that Pertamina has collected many types of surfactants in the laboratory to support EOR development and others. He added that there are still many challenges that need to be resolved so as to facilitate the implementation of surfactants in Indonesia. These include improving organizational capabilities, development costs must be proportional to project rewards/profits, and long-term partnerships must be established between chemical companies, formulators, and Pertamina.

SVP Research Technology and Innovation of PT Pertamina Persero, Dr. Oki Muraza, said the importance of supplying chemical EOR or surfactants produced in the country. "For costs and prices, it is hoped that domestic production will be cheaper", he hoped.

PT Petrokimia Gresik is one of the companies that has captured this surfactant business opportunity. Ketut Rusnaya, SEVP Operations PT. Petrokimia Gresik, explained that Petrokimia Gresik has collaborated with SBRC IPB University for the development of this surfactant.

Petrokimia Gresik together with SBRC IPB University have completed the construction of a mini surfactant factory. "On July 1st, 2020, Petrokimia Gresik has successfully carried out the pre commissioning and first trial of its product on July 4, 2020. Until now, we have continued to optimize, both in terms of quality and operational stability, so that products that meet the chemical EOR standard are obtained", he said.

Petrokimia Gresik and SBRC IPB University mini surfactant factories have been able to produce up to 23,000 liters of surfactant. He added that the mini surfactant factory will increase its production capacity to accelerate opportunities from chemical EOR in the oil and gas industry in order to support the achievement of the target of 1 million barrels of oil per day (BOPD) in 2030. (**/Zul) (IAAS/DR)

Source: IPB University-news August 20,2021

Nouryon, former chemicals arm of AkzoNobel, plans IPO

Nouryon BV, the former chemicals arm of AkzoNobel, said on Friday it had filed an application with the U.S. Securities and Exchange Commission (SEC) to seek an initial public offering (IPO) of shares.

Akzo sold Nouryon to The Carlyle Group in 2018 in a deal then worth 10.1 billion euros (\$12 billion).

Nouryon had adjusted earnings before interest, taxes, depreciation and amortisation (EBITDA) of \$970 million in 2020 on sales of \$4.2 billion, a company fact sheet published on its website said.

Nouryon said on its website it had submitted a draft registration statement to the SEC and the IPO was expected to "commence after the SEC completes its review process."

Company Communications Officer Vivi Hollertt said she could not comment beyond the press statement and would not say exchange the company was considering for its listing.

"The number of shares to be offered and the price range for the proposed offering have not yet been determined," the statement said. "Nouryon expects to use the proceeds of the offering for general corporate purposes, which may include the repayment of indebtedness."

Source: Reuters September 03,2021

Sephora looks to Mexican expansion

Sephora will allocate an investment of more than 150 million pesos (US\$7.5 million) to open five new stores in Mexico by 2022.

The prestige beauty retailer is also set to boost its e-commerce operations in the region, with digital expansion said to be an important part of its plans.

Sephora has allocated 70 million pesos (US\$3.5 million) to boost e-commerce and develop technology for augmented reality features for virtual product testing.

Darío Aguilar, Sephora Mexico's Chief Executive, has stated that Mexico, alongside Brazil, is a key beauty market for the company, with the retailer planning to continue growing and expanding its footprint there.

Source: globalcosmeticsnews.com September 16,2021

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INDIAN NEWS

Emami gets edge in trademark case against Dr. Morepen

FMCG major Emami has got a favourable order on a trademark violation suit against Dr. Morepen, a leading pharma company. The suit was filed before the Commercial Court at Alipore for infringement of trademark under Section 134 of the Trade Marks Act, 1999. This was for passing off and permanent injunction and for infringement of copyright under the Copyright Act, 1957.

Emami had claimed that it is the registered proprietor of the word "Pancharishta" since 1968 and also the registered proprietor of the marks "Zandu Pancharishta" and "Zandu Pancharishta Plus" besides other registrations of the said mark "Pancharishta" both words and labels and the company claimed to be the first user of the said mark.

Emami alleged that the bottle and colour scheme of them and that of Morepan are identical in nature and also the Emami's registered trademark "Pancharishta" & "Zandu Pancharishta" have been infringed by the pharma firm by use of deceptively similar marks "Dr. Morepen Paachan Rishta" and "Dr. Morepen Paachanarishta".

The Commercial Court at Alipore allowed the application of Emami for temporary injunction earlier under Section 151 of the Trade Marks Act, 1999 and Copyright Act, 1957. It had passed an order of ad-interim injunction thereby restraining Dr Morepen from infringing the registered marks "Pancharishta" & "Zandu Pancharishta" and other registered marks of the of the petitioner as well.

Source: ETRetail.com September 14,2021

Godrej Consumer Products expects double-digit growth in FY'22

FMCG major Godrej Consumer Products Ltd (GCPL) is looking at clocking a double-digit growth in the current fiscal with expansion across segments, according to a company official.

The Godrej group firm has taken multiple initiatives to tap the potential of the new age channels such as e-commerce along with chemist and pharmacy stores that have emerged as important touchpoints for the customer buying FMCG products, after the pandemic.

The company, which is focusing on becoming a fully comprehensive home and personal care company, is also expanding its reach in the rural areas, where it has added 30 per cent new stockists after the pandemic.

Like other companies, GCPL has also witnessed a spike in its sales through e-commerce channels and going ahead it now expects online sales to contribute around 10 per cent to its total sales in the next 2-3 years and is introducing several digital first brands, said GCPL CEO - India and SAARC Sunil Kataria.

GCPL, despite the second pandemic wave this fiscal, reported a good volume-led growth in the April-June quarter of this fiscal. Its consolidated net sales were up 23.87 per cent at Rs 2,862.83 crore.

"We have a pretty good part this year. Our first quarter was very strong," he said.

When asked about the growth outlook for GCPL, Kataria told PTI: "If the thing remains stable and a third wave does happen or if happens in a mild way, we would be empowering for a double-digit value growth this year (fiscal)."

"We expect the growth to be spread across categories. Personal wash and hygiene would continue to do well. We will have a prime focus on the household insecticides (HI) segment," he added.

The company, which has powerful brands such as Hit and Good Knight in the HI segment, expects a "positive opportunity" as in the post-covid world, health-related concerns would go up.

It has plans to launch some more new products in HI segment.

"Similarly discretionary categories, which had taken a beating last year due to pandemic, we are seeing them also rebounding reasonably well," Kataria added.

However, Katiyar also cautioned about the uncertainties over the pandemic and a probable third wave, which the experts are warning.

Meanwhile, Kataria also added that as the pandemic recedes, some rationalisation has also happened in the health and hygiene segment in which the Godrej group firm has done several additions by launching new products after Covid-19.

"But there are some fundamental products of hygiene, which will continue to grow well. For example, hand washing is a habit and is going to stay. It spiked during covid wave and it is not going down to pre-Covid level. It will settle at a much higher level than pre-Covid," he said.

GCPL's products such as Godrej Protekt Magic hand wash continues to grow pretty well and Kataria expects it to continue to strengthen.

"There are some fundamental products which are going to meet some very inherent consumer need as Protekt Magic hand wash and hand sanitisers would not come down, they would continue to drive growth in the future," he added.

GCPL is also working to tap the e-commerce channels, which now contribute around 5 per cent of the total sales of the company, as a major shift is happening towards online sales after the pandemic.

"We have created e-commerce as a separate business vertical... We believe that e-commerce has the potential not only to serve its consumers but also has a huge possibility of creating many products, which can be digital-first," Kataria said adding "we are going to experiment a lot".

Over the target from e-commerce sales, he said: "In the next three years, the business has potential to grow between 8 to 10 per cent."

While talking about rural sales, Kataria said it has expanded the network of stockists by 30 per cent, where it has now 13,000 rural distributors.

"Similarly, we have also launched hygiene products, we have also created a separate network for pharmacy and chemists channels. There are channels to tap new segments," he said adding GCPL is having multiple initiatives.

Source: ETRetail.com September 13, 2021

Surf Excel inspires to bring meaningful change in the society with its latest campaign

Marking World Clean up day, Surf Excel has launched a 30 sec TVC that nudges all of us to make choices and take action to bring about a positive change. Highlighting the need to facilitate this change for a better life and being future conscious, the latest TVC is conceptualised by its creative agency Lowe Lintas.

The video features a young child who is moved by the stories of her father and grandfather about their sense of joy from small experiences at a time when man and nature weren't out of sync with each other.

With a determination to create a world in which she can be a part of these exciting experiences, she starts collecting waste to create space for nature to flourish. Showing the path to her elders, she acts to make better choices for a cleaner future for herself, and many children like her looking forward to enjoying the world in all its glory.

"The product, pack and communication change are a small nudge from the Surf Excel team to the citizens to believe their choices make a difference in creating a world we all wish for. The journey ahead is long, but all journeys start with a single step, and this is our first step in, what we truly believe is, the right direction for our portfolio", says Prabha Narasimhan, executive director and vice president, home care, Hindustan Unilever.

"For over a decade and half, Surf Excel has been a believer and proponent of the potential of children to do good while getting dirty. With this piece of work, we are extending our journey to take on one of the issues - the threat to our environment. This film is a recognition of an issue on which children can lead as change agents. Through the simple actions of the child, we see our personal ability to make a difference and hope that it brings the connection to the issue of environmental consciousness and action", says Kunal Joshi, president, Lowe Lintas.

Source: BrandEquity.com September 07,2021

Emami intends to maintain a decent margin despite hike in input cost

Homegrown FMCG major Emami has said it intends to maintain decent margins in FY22 on the back of stringent cost control and volume led growth. Presently, FMCG companies are facing inflationary pressure on the raw material inputs and some of them have even increased the prices to maintain margins.

The Kolkata-based company would try to absorb input costs through higher operational efficiency and judicious price increases, said the latest annual report of the company.

"Going forward, the company intends to maintain decent margins on the back of stringent cost control and volume-led growth. Increase in raw material costs could be absorbed through higher operational efficiency and judicious price increases," said Emami over the outlook for FY22. In FY21, Emami's performance was impacted due to the pandemic-induced lockdown.

"However, margins increased with 8 per cent sales growth due to stringent cost control and benign raw material prices," it added.

According to Emami, it enjoys one of the highest margins in India's FMCG companies, generating an attractive corpus for reinvestment.

"The company is debt-free despite having invested more than Rs 2,600 crore in acquisitions over 12 years," it added.

In FY 21, Emami, which owns some power brands such as Navratna, Boro Plus, Kesh King, Men's Fairness Cream, had a revenue of Rs 2,881 crore, up 8.51 per cent from a year-ago period.

While its EBITDA for the financial year ended on March 31, 2021, was up 27.79 per cent to Rs 883 crore.

Its EBITDA margin was at 30.7 per cent in FY21 as against 26 per cent of FY20.

Source: ETRetail.com September 11,2021

Dabur expands Hajmola Portfolio with 'Hajmola LimCola'

Homegrown FMCG major Dabur India Ltd on Friday announced the expansion of its Hajmola digestive portfolio by introducing 'Hajmola Lim-Cola'. The launch will be supported across print, digital, outdoor, mobile and radio campaigns, featuring Bollywood actor Ajay Devgan, it added.

Hajmola LimCola is a digestive tablet with the mix of lemon along with the twist of Hajmola, Dabur India said in a statement.

"Our extensive consumer research revealed that Indian consumers prefer lemon flavour with a chatpata punch. Not only is lemon flavoured cold drinks popular in India, lemon also goes well with the Chatpata space.

"This innovation is in line with our ambition of providing our consumers their favourite Hajmola with Lemon Ka Chatkara," Dabur India Marketing Head-OTC Healthcare Ajay Singh Parihar said.

As per its strategy, Dabur will be undertaking extensive sampling activities through delivery platforms and major restaurant chains, besides Dabbawalas in Mumbai, Airlines and at key Bus depots, he said.

Ajay Devgn said: "It is fun, tasty and truly chatpata. I look forward to taking the tasty world of Hajmola LimCola to all my fans."

Hajmola, a mix of traditional Indian culinary herbs, spices and edible salts, enjoys an over 50 per cent share of the branded digestive tablets market in India.

Source: ETRetail.com September 10,2021

Hair Oil brands step up to meet demand

Fast-moving consumer goods companies such as Dabur India Ltd, Marico Ltd and Bajaj Consumer Care Ltd have been stepping up advertising and distribution in their hair oils portfolio, partly to lift demand that had slowed down last year, and partly to meet budding competition from startups in the category.

Dabur recently rolled out coconut oils in south and east India under the brand names Dabur Anmol and Dabur Gold. The company will continue to launch variants to cater to the varied consumer needs in the hair oil segment, chief executive Mohit Malhotra said.

A recent report by brokerage firm Edelweiss said Bajaj Consumer is also planning distribution expansion in the southern market, launching its coconut oil brand in select states in July. "It has a cheaper price point and aims to capture some shelf space," the report said, pointing to the flurry of activity in the coconut oil segment.

More recently, Dabur launched comparative ad campaigns against rival Marico, which holds over 60% market share in the coconut hair oil category, claiming Dabur's Anmol Jasmine hair oil offers "66% more oil" than Marico's Parachute Jasmine.

To be sure, the hair oils business suffered following the pandemic outbreak when consumers bought more essential goods and went easy on discretionary personal care products.

Lockdowns also impacted supply chains, prompting companies to prioritize the sales of more essential items. This was especially true for more premium hair oil brands. As demand normalizes and consumers return to stores, FMCG firms are increasing promotions and launches in the hair oils category.

Marico's chief financial officer Pawan Agrawal said while the coconut oil category has been competitive over the years, its flanker brands have helped counter any price competition in the branded coconut oil space.

"Therefore, in line with past long-term trends, we are confident of achieving our growth aspiration of delivering 5-7% volume growth in Parachute coconut oil over the medium term," he said.

Marico plans to expand new offerings in the premium end of the portfolio, which has faced a bit of a slowdown.

Source: Livemint.com September 10,2021

Lubrizol announces partnership with Prince Pipes and Fittings Ltd. for Manufacturing and Sale of Corzan® CPVC Material & Piping Solutions in India

Lubrizol Advanced Materials, Inc., inventors and the largest manufacturers of CPVC compound worldwide and Prince Pipes and Fittings Ltd., today signed a definitive agreement of Corzan® CPVC Processor for the manufacturing and sale of Corzan® CPVC Material and Piping solutions in India. With this collaboration, Lubrizol will broaden its product offerings in the Indian industrial piping sector and will strengthen the position of Prince Pipes and Fittings Ltd in the industrial piping systems in India.

Corzan® CPVC will be available across India through Prince Pipes and Fittings Ltd. starting September 2021.

Lubrizol is a pioneer in CPVC piping technology and its Corzan® CPVC has a long history of withstanding high pressures and corrosive chemicals. Corzan® CPVC is known for its reliability, consistency, efficiency, and productivity without disruptions. It is mainly used for transporting chemicals, industrial water treatment, mineral processing, and oil & gas applications. Corzan® CPVC is recyclable and is used again as an additive in other vinyl compounds in line with Lubrizol's sustainability goals of Move Cleaner, Create Smarter, Live Better.

"Precisely engineered and real world tested, Corzan® CPVC technology embodies the highest standard of product quality and performance when a long, reliable service life is essential. We are excited to share that Corzan® CPVC Material and Piping solutions will be launched in India with a new, globally refreshed brand identity that will be visible through a reimagined font and innovative companion icon design. Our new branding embodies that precision, innovation, and reliability. India's industrial engineers, consultants and clients have been reassured by Corzan® CPVC's higher performance which meets global standards and ensures peace of mind for customers." said Michael Fornes, Global Director - TempRite® Engineered Polymers on the announcement.

Commenting on the collaboration, Scott Mold, General Manager - TempRite® Engineered Polymers, "I am excited for our expanded partnership with Prince Pipes to launch Corzan® CPVC material and piping solutions in India. It further supports Lubrizol's long history and commitment to the Indian market and aligns with India's "Make in India" initiative. Together with Prince Pipes and Fittings leadership, I am confident this partnership will prosper and deliver the highest standard of quality and performance to the Indian industrial market."

Commenting on the collaboration Mr. Nihar Chheda, VP, Prince Pipes and Fittings Limited, said, "We are delighted to associate with Lubrizol once again. Prince Pipes is not about creating products that are different but providing solutions that make a difference. We have driven change in the industry by replacing conventional products, with high-performance user-friendly solutions. The Indian Industrial piping market has huge potential of ~INR. 160 billion. This is today dominated by the conventional MSRL pipes and low adoption of CPVC, which is majorly used only for domestic applications. Whereas globally, Corzan® CPVC pipes are well accepted for Industrial applications. This association strengthens Prince Pipes' portfolio of existing range of industrial solutions. Prince OneFit with Corzan® CPVC Technology will solve corrosion issues while decreasing the downtime enabling continuous production. This reflects our strong intent to continue to drive high-impact change for higher value creation."

Source: Company Press Release August 09, 2021

Procter & Gamble Q4 net profit down 29% to Rs 49 crore

FMCG firm Procter & Gamble Hygiene and Health Care Ltd on Wednesday reported a 29.2 per cent decline in its net profit at Rs 48.98 crore for the quarter ended June 2021. The company, which follows the July-June financial year, had posted a net profit of Rs 69.21 crore in the corresponding period of the previous fiscal, it said in a regulatory filing.

However, revenue from operations rose 23.96 per cent to Rs 786.59 crore as against Rs 634.53 crore in the April-June period last year.

Revenue from operations for the full fiscal stood at Rs 3,574.14 crore.

Source: ETRetail.com August 26, 2021

FMCG Companies not worried about monsoon deficit

After Skymet lowered its forecast for the southwest monsoon, fast-moving consumer goods (FMCG) companies said concerns of a possible drought in Gujarat and west Rajasthan are likely to impact pockets of consumption, but the effect is set to be limited on the sale of packed goods in rural India.

On 23 August, the weather forecaster said the monsoon will be at 94% of the long-period average (LPA) between June and September. It had earlier predicted a normal monsoon. LPA is the average rainfall over a 50-year period between 1951 and 2001. The southwest monsoon made a timely onset and had a good start with June ending at 110% of the LPA. However, July started on a weak note, with a prolonged break till 11 July, it added.

"The southwest monsoon encountered the second 'break monsoon' phase during the first fortnight of August. Extended weak monsoon conditions resulted in pan-India seasonal rainfall deficiency settling at 9% till the middle of August. The below normal status of monsoon has not improved till now," Skymet said. It also flagged the risk of deficient rains in Gujarat, Rajasthan, Odisha, Kerala and Northeast India.

"The chance of drought over Gujarat and West Rajasthan appears imminent."

Skymet, however, said that distribution of rainfall over more populous states such as Maharashtra, Madhya Pradesh and Uttar Pradesh have been "adequate".

"Accordingly, the food production in the agri bowl of central parts may not be stressed and skewed," it added.

A normal monsoon is beneficial for India's rural economy and helps drive consumption of packaged goods and other discretionary products.

FMCG firms said states with large populations had adequate rainfall in the run-up to kharif sowing. "The three months of the monsoon have been pretty decent and it's the last month, which is predicted to be below normal, leading to 94% overall. What matters in the monsoon are two things—the timing of shortfall, which impacts sowing, and geographic spread. States with large population have already got decent rainfall and the sowing season for kharif has gone well; and that's a good sign and overall yields may not suffer," said Sunil Kataria, chief executive, India and SAARC, Godrej Consumer Products Ltd (GCPL). "Overall, the tail of the monsoon season is getting impacted. There should be no material impact on rural growth," he added.

Rural markets drive 36% of demand for FMCG products. The markets have shown steady growth in demand in the aftermath of the pandemic due to a variety of reasons such as extension of the government's rural stimulus programmes and hike in minimum support prices of certain crops.

Electronics company Usha International, which sells fans and smaller home appliances, said while a weakening monsoon was visible in parts of India, the company is hopeful of recovering any loss in sales momentum in those regions during the upcoming festive season.

"In certain parts of the country, the monsoon has been really bad as far as the agricultural economy is concerned. Those pockets actually account for 15-20% of the total rural economy. We expect with the festive season, we will make up for whatever shortfall that occur now," said Ajay Sharma, senior vice-president, head, rural division, Usha International. Any impact on demand will be visible within a month from now, he added.

Analysts said there could be some impact on demand in Gujarat, Rajasthan, Odisha, Kerala and Northeast India. "Smaller regional players who have more presence in these states will be more impacted," said analysts at Edelweiss Securities.

GCPL's Kataria said that rural markets have led the growth for the maker of Cinthol soaps and Hit mosquito repellent over the last four to five quarters. Growth rates could vary going forward but rural will grow ahead of urban, he said.

"We are seeing recovery in 10 lakh-plus towns and middle India towns. So to that extent, I think the rural versus urban delta may narrow, but I still expect rural to be ahead of urban growth," Kataria said.

Source: Livemint.com August 25, 2021

GAIL to foray into hydrogen generation, scale up its renewable portfolio

India's top gas company GAIL will foray into hydrogen generation and take the acquisition route to scale up its renewable energy portfolio as it pivots business beyond natural gas to align with energy transition being witnessed across the globe.

As part of a push to embrace cleaner forms of energy, GAIL will be laying pipeline infrastructure to connect consumption centres to gas sources while also augmenting its renewable energy portfolio, GAIL Chairman and Managing Director Manoj Jain said.

"The global energy sector is witnessing a paradigm shift in recent years as the world is transitioning to a sustainable energy future," he said in the company's latest annual report.

To accomplish a cleaner primary energy mix for India, the government is emphasizing the expansion of the natural gas sector so as to achieve a gas-based economy along with growth in renewables. GAIL as a leading integrated energy major has aligned with this vision, he said.

The firm is laying around 6,000-kilometres of pipeline, including a west coast to east coast pipeline from Mumbai to Jharsuduga in Odisha via Nagpur, he said. It currently has around 13,700-km of natural gas pipeline network.

GAIL "will be selectively investing in the renewable energy domain given the future growth potential," he said. The company "has been scouting for opportunities to scale up the RE portfolio from the current 130 MW through bidding and other inorganic routes such as mergers and acquisitions."

"In addition, the company is also foraying into ethanol and hydrogen generation," he said without giving details.

Hydrogen is a clean fuel that, when consumed in a fuel cell, produces only water. Many countries are venturing into hydrogen production from a variety of domestic resources, such as natural gas, nuclear power, biomass, and renewable power like solar and wind.

In India, companies ranging from Reliance Industries to Indian Oil Corporation and NTPC have announced ambitious plans for generating hydrogen. GAIL too joins that list now.

GAIL, Jain said, has the largest and most diverse LNG portfolio in India that can offer both stable prices and reliable supply to consumers.

The company "shall be pushing for higher gas usage in the industrial segment, transport segment using CNG and LNG, Trigenation, cold storage, etc," he said, adding the firm was looking for avenues to supply gas in the new segments like LNG trucking (LNG for long-haul transportation).

He said GAIL is also looking to expand its presence in petrochemicals and also diversifying into high-margin downstream businesses.

"The focus is on having polypropylene (PP) production capacity through setting up two polypropylene units (Propane Dehydrogenation Polypropylene Plant - PDHPP in Usar, Maharashtra and PP plant at Pata, Uttar Pradesh) and assessing opportunities in certain speciality chemicals in India," he said.

GAIL presently has a 1.6 million tonnes per annum polyethylene and PP production capacity. It is also setting up at least two compressed biogas plants and an ethanol factory.

India, which imports 85 per cent of its crude oil needs, is stepping up efforts to explore new forms of energy to clean up the skies and reduce dependence on imported fuels.

"We have 120 MW of renewable energy capacity which we want to scale up to 1GW in next 3-4 years," Jain had told PTI last month.

GAIL will bid for a 400 MW solar power capacity being auctioned by SECI (formerly Solar Energy Corporation of India) in Rewa, Madhya Pradesh.

The company had in 2019 won a bid for 874 MW operational wind power projects of IL&FS for Rs 4,800 crore. But IL&FS' other partners used the first right of refusal to block GAIL's bid, he had said.

GAIL has signed up with state-run power gear maker BHEL for its renewable energy foray. The tie-up looks to leverage the competitive strengths of both companies. GAIL will be the project developer and BHEL will be a project manager and EPC (engineering, procurement and construction) contractor.

The move by GAIL, which commands a 75 per cent market share in gas transmission and more than 50 per cent share in gas trading in India, is seen as part of the government's vision to prepare for the energy transition process, under which the share of gas in the energy mix is sought to be raised to 15 per cent by 2030, from the current 6.2 per cent.

Source: Business Standard August 22, 2021

Rossari Biotech will complete 100% acquisition of Unitop Chemicals in the next three years: Sunil Chari, MD

"Unitop, which we acquired, is an agrochemical focused speciality chemicals segment that we were not doing. So, this will add to our segment at which we were working, the 100% acquisition will be completed over the next three years. We are expecting that our next year's EBITDA will be double of the last year," Sunil Chari, Promoter & Managing Director, Rossari Biotech says

As far as this acquisition is concerned, "we concluded a preferential issue in April, and we are sitting at the cash of about Rs 375 crores. So, the acquisition will be funded from this Rs 375 crore and after this acquisition, until we digest this acquisition, we do not have any plan for such a big acquisition. If we may have some cash after this acquisition, then some small acquisitions can be done but big acquisition, at least, till we are able to gain substantial gains out of this, there is no plan for acquisitions" said Mr Chari.

Source: Zeebiz.com July 12, 2021

FMCG revenue growth seen doubling to 10-12% this fiscal: Crisil

Revenue growth of the fast-moving consumer goods (FMCG) sector will double from 5-6% last fiscal to 10-12% in the current one – the highest in the past three fiscals – driven by price hikes across product categories to offset the impact of raw material price increase and a raft of other favourable factors, showed data from the latest Crisil Ratings report.

Most companies have taken price hikes of 4-5% to offset hikes in raw material prices. Operating margin, on the other hand, will be restored to the normal level of 19-20% this fiscal due to increase in advertising expense and rise in raw material prices.

An analysis of 57 CRISIL-rated FMCG companies, which represent close to one third of the sector revenue of Rs 4.2 lakh crore last fiscal, indicates as much.

"Price hikes of 4-5% effected by the players across product categories over the past six months to pass on inflation in raw materials, together with volume growth of 5-6% and a revival in demand for discretionary products, will support revenue growth of 10-12% this fiscal," said Anuj Sethi, senior director, CRISIL Ratings.

"Widespread Covid-19 afflictions in the hinterland during the second wave will result in moderation in rural growth this fiscal. However, recovery in urban demand for FMCG products will offset this and outpace rural revenue growth."

The urban segment, which accounts for over half of the sector revenue, will see an improvement riding on growth in discretionary categories on a low base of last fiscal, and phased resumption of offices, and educational institutions.

Last fiscal, urban revenue growth was impacted disproportionately due to limited mobility and supply chain disruptions caused by the pandemic, especially in the April-June quarter, as well as lower discretionary spending by consumers.

A reduction in Covid-19 infections across the country and increasing pace of vaccinations will drive recovery in discretionary and out-of-home consumption categories in the near term.

In the rural segment, however, lower allocation to MNREGA in the union budget, slower sowing in current crop season, and widespread impact of the second wave of the pandemic will moderate rural growth for FMCG products.

Rural demand had saved the day for the sector last fiscal, supported by two consecutive years of good monsoon, better farm output, and a higher proportion of essential products consumed. That said, healthy reservoir levels, higher minimum support prices and expected increase in non-agriculture rural employment will provide some respite to rural demand this fiscal.

The overall recovery in demand for the sector was already visible in the second half of last fiscal, post easing of lockdowns, with 15 large listed FMCG companies posting revenue growth of 10% in the second half (on-year) as against a revenue de-growth of 1% in the first half.

Source: ETRetail.com July 27, 2021

Harpic reports double-digit growth in H1 2021 in India

British FMCG major Reckitt (earlier RB) said its toilet cleaner brand Harpic has reported a double-digit growth in the Indian market in the first half of 2021. The company also said that the revenue growth of disinfectant brand Dettol's 'remained strong' in India during the first six months of 2021.

'In India, Dettol's largest market, revenue growth remained strong despite operational and supply challenges. Overall, Dettol net revenue is currently over 40 per cent higher on a two-year stack basis,' the company said in its post-earning statement.

During the period, the brand entered 20 new markets and saw increased momentum with the expansion of its disinfectant spray into new markets such as Pakistan.

'We continue to use the strength of the brand to raise public awareness of the importance of personal hygiene habits in many markets, including our Dettol Banega Swasth India campaign,' it said.

Moreover, its toilet cleaner brand Harpic, reported a double double-digit growth in revenue in India, when the country faced the second wave of the Covid-19 pandemic.

'Harpic grew as a result of continued penetration increases in key markets like India where revenue was up double digits,' it said.

In H1, Reckitt's net revenue from the 'Hygiene' segment grew 18 per cent on a like-for-like basis in the six months.

'By geography, growth was led by North America and, to a lesser extent, India,' said Reckitt.

While overall, Reckitt Group H1 net revenue was growing by 1.5 per cent to 6.5 billion British Pounds.

Godrej Consumer Products expands, launches three new digital-native products

As part of its strategy to strengthen e-commerce business with digital-first brands, Godrej Consumer Products Limited (GCPL), a leading emerging markets company, introduced three new digital-native product innovations under its leading brands such as Godrej Ezee, Godrej Protekt and Goodknight. The three new launches are single use laundry capsules – Godrej Ezee Detergent Pods; Godrej Protekt All-in-1 Dishwasher Tablets that combine the benefits of dishwasher detergent, rinse aid and dishwasher salt and; Goodknight Anti Mosquito Bed Nets. The new launches are in categories of detergents (laundry and dishwashing) and home care. All three products can be purchased only via e-commerce platforms.

GCPL is building a strong backbone, to leverage the data-rich environment of e-commerce to its full potential. COVID-19 has accelerated digital adoption across shoppers, making them opt for direct-to-consumer (D2C) channels which offer more convenience. Recent shifts in consumer behavior also indicate a strong preference for online buying. This has prompted brands to exclusively launch products on e-commerce platforms like Amazon, Big Basket and Flipkart.

Commenting on the digital-first strategy, Sunil Kataria, Chief Executive Officer - India & SAARC, Godrej Consumer Products Limited (GCPL), said, "One of the emerging consumer needs across product categories is high efficacy with great convenience. The widespread acceleration in digital adoption has propelled our digital ambitions. To tap into the growing significance of e-commerce as a channel, GCPL has launched Godrej Protekt All-in-1 Dishwasher Tablets, Godrej Ezee Pods and the Goodknight Anti Mosquito Bed Nets. We are innovating to offer such niche products created exclusively as e-commerce first products."

Through Godrej Ezee, the leading detergent brand, GCPL is driving innovation in the laundry detergent segment by introducing Godrej Ezee Detergent Pods. The 4X concentrated 'Super Clean' formulation cleans, removes stains and brightens clothes. These small but powerful pods fight stains without damaging fibres, colour protect and work well even in hard water. The pods are convenient with their pre-measured packaging, where one pod can be used for a full load of clothes in a washing machine. The formulation reduces scaling, clogging of pipes and is a more sustainable solution in the long run with its zero wastage and zero spilling properties. The 'Ezee-flow' technology, ensures equal dispersion of detergent amongst the clothes and provides a superior, long-lasting fragrance. The pods are priced at INR 400 for a set of 20 and are available on Flipkart, Amazon and Big Basket.

Under Godrej Protekt, India's most trusted home and personal hygiene brand, GCPL has introduced Godrej Protekt All-in-1 Dishwasher Tablets, a revolutionary product in the dishwashing segment. The all-in-1 dishwashing solution acts as a detergent, rinse aid and dishwasher salt, also providing 99.9% germ protection. It contains active enzymes to remove tough stains, cuts through grease and grime, features active oxygen technology and has no added phosphates. The product is made from self-dissolving wrapper and uses reusable packaging, making it a sustainable upgrade. The product is priced at INR 500 for a pack of 25 tablets (20g each), available on Big Basket, Amazon and Flipkart.

Goodknight Anti Mosquito Bed Nets, is launched by GCPL, under its leading household insecticide brand Goodknight. The product is made of strong, high quality, 30 GSM net and heavy duty zippers for long lasting durability. It also features pockets to hold mobile phones and sections for wire entries, making it convenient. The bed net wraps snugly under the mattress to completely seal and create a protective bubble. The product comes in an easy to carry fabric bag, adding to its convenience. Goodknight Anti Mosquito Bed Nets is available exclusively on Amazon for INR 1500.

GCPL is focused on building a strong foothold in the e-commerce business, to catch the rapid shifts in consumer behaviour brought about by the pandemic. In India, the company has set up an independent e-commerce business unit with separate P&L accountability and fully functional capabilities across sales, marketing, innovation, and supply chain. The latest digital-native launches across Godrej Protekt, Godrej Ezee and Goodknight, experiment with premium niche categories and aim to scale up their direct engagement with customers through direct-to-consumer (D2C) channels.

Source: www.adgully.com August 13, 2021

Galaxy Surfactants Ltd. launches low 1,4 -dioxane surfactant

1,4- Dioxane is a common by-product in manufacturing fatty alcohol ethoxylates and fatty alcohol ether sulfates. The United States Environment Protection Agency has classified 1,4- dioxane as "likely to be carcinogenic to humans" by all routes of exposure. According to the law Senate, Bill S4389B passed on 9th December 2019, all household cleansing products, cosmetic products, and personal care products containing 1,4-dioxane at concentration levels greater than trace amounts will be banned. The act will be in full effect starting 1st January 2022.

Galaxy's Gal EcoSafe range of fatty GalEcoSafe is Galaxy's Low 1,4-Dioxane solution, designed to help products comply with the NYS4389B law. The content of 1,4-dioxane in GalEcoSafe is at five ppm max, making the formulations safe while keeping them functional (Upto 20% inclusion of GalEcoSafe LES 70 D5 wt/wt basis). Choosing GalEcoSafe will ensure that your products are compliant with the aforesaid law so that they are on the mark rather than off the shelves!

GalEcoSafe and GalEcoSafe range of blends provides a range of benefits like low levels of 1,4 Dioxane, compliant with the upcoming NY S4389B regulations, Low Ecological toxicity, InHouse manufacturing technology, avoids cost of re-formulation, extension of RSPO Certified* base and an all-round formulation support for hassle-free transition.

Source: Company Press Release

ISDC 2022

International Convention and Exhibition on Home and Personal Care Products and Ingredients

The Way Forward Towards Atmanirbhar, Swachh and Swasth Bharat



10th July - 12th July, 2022



Hotel Alila Diwa, 48/10, Adao
Waddo Majorda, Goa, India, 403713

REGULATIONS

HCPA Submits Comments to CARB on 15-Day Change Modifications for Consumer Products

On March 25, the California Air Resources Board (CARB) approved to adopt proposed amendments to their volatile organic compound (VOC) regulations for consumer products. CARB directed staff to make modifications to the regulatory language as part of the 15-Day Change, which were recently made public.

On September 3, HCPA submitted a letter to CARB in support of the 15-Day Change modifications. These modifications specifically addressed comments HCPA filed on March 12, including:

- The elimination of any potential uncertainty about compliance with applicable VOC standards for General Purpose Cleaners (non-aerosol) and General Purpose Degreasers (non-aerosol) manufactured before January 1, 2023.
- A proposed definition for Monoterpenes.
- The addition of a table of Specified Monoterpenes with the specific chemical name and associated Chemical Abstracts Service (CAS) registry number.
- Modifications to the Innovative Product Exemption (IPE) so that companies can voluntarily develop innovative aerosol products in the Hair Finishing Spray, Dry Shampoo, and Personal Fragrance Product categories that reduce greenhouse gas emissions while achieving the same or better ozone-forming potential.

For more information, please contact Nicholas Georges, Vice President, Scientific & International Affairs, at ngeorges@thehcpa.org.

HCPA submits comments to Ohio EPA during early stakeholder outreach on consumer products rules

HCPA recently submitted a letter to the Ohio Environmental Protection Agency (EPA) Division of Air Pollution Control during their Early Stakeholder Outreach (ESO) on potential amendments to Chapter 3745-112 of the Ohio Administrative Code (OAC), which regulates the VOC content of consumer products.

OAC Chapter 3745-112 is currently based on the Ozone Transport Commission (OTC) Phase II Model Rule for Consumer Products. Ohio EPA is considering updating these rules to adopt more recent versions of the OTC Model Rule. HCPA supports this course of action and recommended using the OTC Phase IV Model Rule for Consumer Products.

For more information, please contact Nicholas Georges at ngeorges@thehcpa.org.

New York Assembly to Host Hearing on Neonicotinoids

The New York Assembly Committee on Environment will host an in-person hearing regarding neonicotinoid pesticides on September 20 at 11:00 am ET. The purpose of this hearing is to examine the impact of neonicotinoids on pollinators and the environment.

A Cornell University study entitled Neonicotinoid insecticides in New York State: economic benefits and risk to pollinators and Assembly Bill A7429 (Enacts the birds and bees protection act) will inform a large portion of the discussion at the hearing.

HCPA is working with allied trade associations to coordinate industry's input for the hearing. As previously noted, HCPA continues to advocate for certain exemptions related to indoor use, pet products, and other outdoor uses that don't impact pollinators, such as scatter bait and fly strips.

For more information, please contact Michelle Kopa, Director, State Government Relations & Public Policy (East Region), at mkopa@thehcpa.org.

EPA releases draft scope document for manufacturer-requested risk evaluation of D4

The EPA is asking for public input on the draft scope document for a manufacturer-requested risk evaluation of octamethylcyclotetra-siloxane (D4), a chemical used to make other silicone chemicals and an ingredient in some personal care products. The draft scope document for D4 includes the conditions of use, hazards, exposures, and the potentially exposed or susceptible subpopulations the EPA will consider in the risk evaluation under the Toxic Substances Control Act (TSCA).

Under TSCA, chemical manufacturers can request that the EPA conduct a risk evaluation on a specific chemical. Manufacturer-requested risk evaluations are generally conducted in the same manner as other risk evaluations. The draft scope document includes:

- A description of the reasonably available information and the best available scientific approaches the Agency will use
- A conceptual model that outlines the potential hazards and exposures throughout the lifecycle of the chemical
- An analysis plan to identify the approaches and methods the EPA will use to assess health and environmental risks
- A plan for peer review

The draft scope document reflects the EPA's policy changes on risk evaluations that were announced in June, which ensures that unreasonable risks from chemicals are assessed in a way that is supported by science and law.

The EPA is accepting public comments on the draft scope document for 45 days and the Agency will use this feedback to inform the final scope documents. For more information or to provide input for HCPA's potential comments, please contact Dr. Steve Bennett, Executive Vice President, Scientific & Regulatory Affairs, at sbennett@thehcpa.org.

SOCMA urges EPA to uphold revisions made to risk management plan rulemaking

The Society of Chemical Manufacturers & Affiliates (SOCMA) called on the Environmental Protection Agency (EPA) to uphold revisions made in 2019 to the Risk Management Plan (RMP) Rulemaking, which has the support of specialty and batch chemical manufacturers.

The RMP rule is designed to prevent accidental releases at facilities manufacturing specific chemicals and requires plants that use extremely hazardous substances to develop a plan to identify the potential effects and emergency response procedures should an accident occur.

"The specialty chemical industry is dedicated to working closely with EPA on RMP," said Robert Helminiak, vice president, Legal & Government Relations. "SOCMA and our member companies have a significant stake in this issue and want to ensure it is properly shaped, specifically in relation to Safer Technologies and Alternatives Analyses/Inherently Safer Technology, third-party audits and information disclosures."

During his testimony, Helminiak outlined three areas under consideration by EPA that are of importance to specialty and batch chemical manufacturers:

- Safer Technologies and Alternatives Analyses/Inherently Safer Technology – The requirement is duplicative, as industry continues to adopt inherently safer processes and technologies without EPA mandate. Many procedures in the batch and specialty chemical industry are governed by FDA, EPA or customer specifications, and the manufacturer is not free to alter them.
- Third-Party Audits – EPA's resources would be more effectively deployed through implementation of existing audit requirements.

• Information Disclosure – The requirement for information-sharing imposes significant security risks. SOCMA members have long provided Local Emergency Planning Committees (LEPCs) and the public with the information necessary to understand the processes and hazards at facilities and prepare for and respond to releases – as required by the original RMP rule, Emergency Planning and Community Right-to-Know Act (EPCRA) and the Hazardous Communication Standard.

SOCMA says it looks forward to working with EPA on the RMP rule and other regulatory matters impacting the specialty chemical industry.

Source: Happi.com September 07, 2021

Mexico Becomes First Country in North America to Outlaw Animal Testing for Cosmetics

Animal testing for cosmetics is officially banned in Mexico.

Mexico's Senate on Friday gave its final and unanimous support to the federal bill, making it the first country in North America and the 41st country globally to ban testing.

"We are thrilled to see Mexico become the first country in North America to outlaw cosmetic animal testing and commend our bill sponsor Senator Ricardo Monreal, and all congressmen and women for voting to end cosmetic animal testing in Mexico," said Humane Society International/Mexico (HSI) and ONG Te Protejo.

Protejo's multi-year #BeCrueltyFree Mexico campaign championed the bill.

The new law also bans the manufacture, import and marketing of cosmetics tested on animals elsewhere in the world.

Legislative momentum in Mexico was strongly influenced by HSI's stop-motion animated film Save Ralph, the heartbreaking story of a rabbit "tester" who was brought to life by a star-studded multinational and multilingual cast, which included actress Rosario Dawson. The HSI film went viral: it was viewed on social media more than 150 million times with over 730 million tags on TikTok. It also garnered more than 1.3 million petition signatures in Mexico.

"We thank the Mexican Government for showing leadership on this important issue, and we will continue to work with them to implement the commitments and enforce a robust ban," said Antón Aguilar, executive director of Humane Society International/Mexico. "This is a monumental step forward for animals, consumers and science in Mexico, and this ground-breaking legislation leads the way for the Americas to become the next cruelty-free beauty market, and brings us one bunny-leap closer to a global ban."

The bill is also embraced by Lush, Unilever, P&G, L'Oréal, Avon and others in the beauty industry, who are working with HSI globally through the Animal-Free Safety Assessment (AFSA) toward policy alignment, and training measures to support smaller companies and government authorities in transitioning from animal testing to state-of-the-art non-animal methods, which are readily available and better at assuring human safety than the animal tests they replace.

With the addition of Mexico, animal testing for cosmetics is officially already banned in 41 countries, as well as 10 states in Brazil and seven in the United States. Three other U.S. states - New Jersey, Rhode Island and New York - are currently considering similar bills, and federal bills are pending reintroduction in both the U.S. and Canada.

Source: Happi.com September 03, 2021

Delhi bans soaps, detergents not conforming to latest BIS parameters

The Delhi government banned the sale, storage, transportation, and marketing of soaps and detergents not conforming to the latest BIS parameters to curb pollution in the Yamuna river.

The National Green Tribunal (NGT) had in January accepted recommendations of the Yamuna Monitoring Committee (YMC) which had suggested directing the Delhi government to issue orders 'prohibiting sale, storage and transportation and marketing of detergents which do not conform to the revised BIS standards'.

Source: [business-standard.com](https://www.business-standard.com) June 15, 2021

SUSTAINABILITY

ACI CEO: Sustainability, ingredient communication among top priorities

AMERICAN CLEANING INSTITUTE (ACI) – PROMOTING THE SCIENCE OF CLEAN

Business View Magazine interviews Melissa Hockstad, American Cleaning Institute President & CEO, for our focus on the U.S. Cleaning Products Industry

The American Cleaning Institute has been serving the U.S. cleaning products industry for 95 years. First named The Association of American Soap and Glycerin Producers, the institute was born out of a recognized need to provide science-based approaches to cleaning products. As it evolved into the 1960s, the name was changed to the Soap and Detergent Association (SDA), reflecting the inclusion of synthetic surface-active ingredients. A few years later, membership in the association was opened to include not only product suppliers, but ingredient suppliers, creating a diverse group reflecting various aspects of the industry. As the cleaning products industry continued to evolve, it became time to rebrand again, beginning with a relocation from New York City to Washington D.C. in 2000, and eventually a change of name in 2010, to what is now the American Cleaning Institute (ACI).

According to Melissa Hockstad, President & CEO of the American Cleaning Institute, "Today, ACI remains committed to serving growth and innovation of the U.S. cleaning products industry, by advancing health and quality of life of people that use our products and by protecting our planet. Sustainability is really a core of ACI as an organization." With more than 120 member companies, membership of the Institute is divided into categories. Companies whose products would be found in households, hospitals, schools, and restaurants, would fit the formulators category, making up a large portion of the total membership. The ingredient supplier category fits those who make anything from fragrances to surfactants that go into a cleaning product. Smaller membership categories include chemical distributors and packaging suppliers.



Melissa Hockstad, President & CEO

Membership benefits include business-to-business engagements, an important opportunity for many companies. The ACI Convention, held annually in Orlando, Florida, brings hundreds of cleaning product producers and supply chain partners together under one roof for networking, consumer panels, and various presentations. Hockstad shares, "We are very excited that it will be back in person in January 2022 in Orlando, Florida. Our convention is the most significant business-to-business event for the global cleaning product supply chain, and billions of dollars worth of business can be done in the span of one week."

Advocacy is another advantage to membership, with the Institute's commitment to representing the industry at both the state and federal levels, and with agencies such as the Environmental Protection Agency and the Food and Drug Administration.

This engagement ensures that innovation can continue in products and ingredients, backed by scientific leadership. With a third of ACI's employees having science or engineering backgrounds, Hockstad says, "Science is very much at the heart of ACI as an organization. Other benefits would include the ability to shape industry through participation in ACI through various committees and on our Board of Directors, the opportunity to showcase sustainability, and be part of our sustainability leadership – really helping to drive where the industry wants to head collectively."

Sustainability is a high priority in the cleaning industry, with climate and packaging currently the main areas of focus. Our Future Is Clean, a campaign which showcases the cleaning product industry's work towards sustainability, was launched in 2020, although this area of focus is not new for the Institute. "As an organization ACI has been involved in sustainability for over 15 years already," Hockstad recounts. "We were one of the front runners when sustainability wasn't even on many people's radars. What we are really focused on is how we as an association can drive bold, collective action. We are working very closely with our members to harness that combined influence, and then seek ways to address the sustainability challenges facing the world today."

Working with stakeholders to eliminate all cleaning product package waste by 2040 is a strong goal of ACI. As Hockstad explains, "That is a combination of recycling and the types of materials that we are using. We know that cleaning product packaging is very important for safe transportation and storage of our products. Really what we are homed in on, in accordance with the principles of a circular economy, is to address the challenges around product packaging. How do we design out waste and pollution and keep materials in use while maintaining the packaging's essential functions?"

Ingredient communication is another focus for the organization, an issue which members have been actively involved in for several years. "What that means is providing information to consumers and customers about the ingredients that are in the cleaning products that they're buying," says Hockstad, "and not only what the ingredients are, but what they do, and the purpose they serve. What we're really focused on is how can we make federal legislation for ingredient communication for our products. Our bottom line is, we want to reduce consumer confusion."

In 2017, the state of California enacted legislation requiring ingredient labelling on cleaning products sold in-state. "We want it so there is no risk of California doing one thing and another state doing something else, and then another state something else. You can buy the same product in three different places and it's telling you different information and that can be confusing. So, our top issue really is working on federal legislation and ingredient communication space. We brought on some new staff to help us work on that and we are starting to build momentum on Capitol Hill. It will be a longer-term project, but one that our members are very committed to."

During COVID, many members of ACI had to adjust their production to meet the rapidly growing need for cleaning products. Many member companies shifted their manufacturing facilities to run 24 hours a day, seven days a week – some even building brand-new facilities in record time, just to make sure they could get these critical products out to the consumers and customers that needed them. "I have been so proud of the cleaning products industry, everything that they've done to really keep that commitment and focus to keep people healthy and safe, during what I would say were unprecedented times," shares Hockstad.

In March of 2020, during the early days of the pandemic, hand sanitizer was in short supply across the country. A temporary allowance was made by the Food and Drug Administration to allow distilleries to shift their production to alcohol-based hand sanitizers. ACI is now advocating that it is time to move back to having hand sanitizing products made by regulated industries. Hockstad maintains, "It was meeting a need at the time but, right now, there is a glut of hand sanitizers out in the market. ACI has been communicating our position on it with the FDA, saying it's time to withdraw the temporary policies, because there's more than enough in the marketplace."

ACI also had to pivot their operations during COVID by embracing virtual communication, something Hockstad says they were prepared for. She notes, "Thankfully, we have a phenomenal guy who runs our IT department, so we had a lot of the tools in place, although we were using some of them a little bit differently." Unable to have the annual convention in 2021 resulted in a virtual summit which was well received by the over 850 members who participated, down only a few hundred from the previous in-person attendance.

"We were able to host a range of educational programs, we had an online trade show type component to it. We felt the numbers were very, very good," reports Hockstad. Enhancing online education offerings in the way of monthly webinars and regular newsletters was another way ACI stayed connected with members, sharing the continued work on their behalf, while keeping them updated on the latest industry advancements.

Thinking about the next five years, Hockstad sees innovation and growth for the cleaning products industry, with a continued focus on sustainability. "We know many of our companies are very focused on reducing emissions and greenhouse gas, and as an organization we strive for our industry to reach net zero global emissions by 2050. Although that is a long-term goal, I think what we will see over the next five years, are the steps that our member companies are taking, and where ACI can support and really drive them to help reduce emissions overall." As the American Cleaning Institute moves forward, while continuing to serve the innovation and growth of the U.S. cleaning products industry, they are contributing to a clean and vibrant future for us all.

Source: businessviewmagazine.com September 2, 2021

Virtual Seminar

Pandemic Dynamics and Challenges + Solutions and Opportunities for Home Care Sector



11th Dec & 12th Dec 2021



Virtual seminar

PATENTS

Colgate Awarded Patent for Oral Care Compositions

US Patent No. 11,065,186 B2 (Shiri Nawrocki, Viktor Dubovoy, Long Pan, Zhigang Hao, Nihal Dogu); Colgate-Palmolive Company has patented an oral care composition, in the form of mouthwash, oral gel or dentifrice, that is comprised of aqueous soluble tin phosphate complex formed from a mixture comprising tin fluoride or tin chloride and a tripolyphosphate salt.

Source: Happi.com September 02,2021

Liquid Personal Care Cleanser Patented by Conopco

US Patent No. 11,065,189 B2 (Yeyi Gu, Tirucherai Varahan Vasudevan, Kayla Marie Kemler, Adrienne Lyn King); Conopco, Inc., Englewood Cliffs, NJ, has patented a liquid personal cleansing composition that is comprised of individual surfactants or mixtures of C10, C12 and C14 acyl glycinates; acyl glutamate; and C8 to C24 fatty acid soap, in combination with other anionic, nonionic or amphoteric/zwitterionic surfactants or mixtures thereof.

Source: Happi.com September 02,2021

Hair Coloring Method Patented by Japanese Firm

US Patent No. 11,065,185 B2 (Nobuhito Mukai, Takashi Mukai); Sunnyplace Co. Ltd., Taito-ku, Japan, has patented a hair coloring that entails applying a mixture in a predetermined ratio. The mixture has two components: a hair coloring agent comprising at least a basic dye, an HC dye, a second amino acid, a first cationic surfactant, a thickener, an oil agent, a first pH adjuster, and a wetting agent, wherein the hair coloring agent has a pH of 6.8 or more; and a hair cosmetic comprising at least an alkaline agent, a first amino acid, a higher alcohol having 12 to 22 carbon atoms, a surfactant, and a thickener, wherein the hair cosmetic has a pH from 7.0 to 11.5.

Source: Happi.com August 26,2021

L'Oréal Patents Clear Sulfate-Free Cleanser

US Patent No. 11,045,406 B2 (Sara Robyn Muenz Youssef, Kelly Marie George, Carol Ragai Elmasry, Allison Elder); L'Oréal, Paris, has patented a cleansing cosmetic composition consisting of sulfate-free surfactants consisting of disodium laureth sulfosuccinate (and) sodium lauryl sulfoacetate and coco-betaine; at least one thickener selected from the group consisting of propylene glycol (and) PEG-55 propylene glycol oleate, steareth-100/PEG-136/HDI copolymer, PEG-120 methyl glucose trioleate, and combinations thereof; one hydrophilic emollient comprising PEG-7 glyceryl cocoate; solvent selected from the group consisting of water, caprylyl glycol, and combinations thereof; and optionally, one or more additional components selected from the group consisting of a/n: actives selected from a/n humectant, antimicrobial, antioxidant, preservative, vitamin, vitamin derivative; and a/n filler, penetrant, fragrance, dispersant, film-forming agent; ceramide; anti-acne, anti-aging, and combinations thereof. The cosmetic composition is a clear, flowable semi-solid and converts to a non-flowable semi-solid upon rubbing.

Source: Happi.com August 26,2021

Shine Conditioner for Hair Patented by Henkel

US Patent No. 11,045,405 B2 (Thomas Schroeder, Soeren Scheele, Manuela Mette); Henkel AG & Co. KGaA, Duesseldorf, has patented a hair treatment agent that comprised trimethylglycine, bis(isostearoyl/oleyl isopropyl) dimonium methosulfate, brassicamidopropyl dimethylamine, cetearyl alcohol, glycerol, isopropyl myristate, butyrospermum parkii butter, lactic acid, sodium benzoate, perfume, cetareth-20, macadamia nut oil and water.

Source: Happi.com August 19,2021

LVMH Recherche Patents Lip Care O/W Emulsion

US Patent No. 11,065,184 B2 (Amandine Duvert, Marine Fabris, Aline Prevot, Aurore Durtschi, Chantal Kurfurst); LVMH Recherche earned a US patent for a liquid lip care product that is an oil-in-water emulsion. It is comprised of water and of at least one polyol; a mixture of oils, each having a refractive index, measured at a temperature ranging from 20°C to 25°C, which is greater than or equal to 1.460; and a coloring material. The liquid product comprises a first polyethylene glycol ether of stearyl alcohol comprising from 2 to 5 oxyethylene units, a second polyethylene glycol ether of stearyl alcohol comprising from 15 to 25 oxyethylene units, and an acrylamido-2-methylpropane sulfonate copolymer.

Source: Happi.com August 19,2021

P&G awarded patent for Anhydrous 2-Pyridinol-N-Oxide Deodorant Stick

US Patent No. 11,045,408 B2 (David Arthur Sturgis, Stevan David Jones) The Procter & Gamble Company has patented an anhydrous deodorant stick comprised of substituted or unsubstituted 2-pyridinol-N-oxide material, and at least one material selected from the group consisting of hexamidine, magnesium carbonate, zinc carbonate, thymol, magnesium hydroxide, dead sea salt, calcium carbonate, polyvinyl formate, salicylic acid, niacinamide, lupamin and combinations there of.

Sabinsa Reaches Milestone of 308 Separate Patents Granted

Sabinsa's intellectual property portfolio now includes 308 separate patents granted across the world. The most recent patents granted include several from Australia, Canada Europe and the USA.

Sabinsa's patent portfolio includes composition, use and process patents. Many are for various aspects of category leader ingredients such as LactoSpore, DigeZyme and Curcumin C3 Complex; others are for relatively new, up and coming ingredients such as Nigellin and Sabroxy.

This is a particularly notable milestone when viewed through company, and industry, history. Sabinsa's patent portfolio started with the grant of US patent no. 5536506, issued on July 16, 1996 for its extract of Black pepper – BioPerine – for improving gastrointestinal absorption of nutrients. From this comparatively small step, great growth followed as Sabinsa developed, researched, and launched important ingredients like Curcumin C3 Complex, Citrin, ForsLean, LivLonga, LactoSpore and many others. The company also invented and patented products for skin and hair care, anticipating the trend for natural ingredients in that sector.

Recent Patents

Recent patents Sabinsa was granted are for the new products Nigellin and Sabroxy. Nigellin is a product enriched with thymoquinone and thymohydroquinone, isolated from the seeds of Nigella sativa, commonly known as black cumin, which has many beneficial properties. This patented composition (US10945969) was also awarded with a US patent for its use in decreasing blood glucose levels by inhibiting the enzyme involved in carbohydrate digestion and absorption - α -glucosidase, and increasing glucose uptake by the cells (US10881623), indicating a potential use in managing diabetes and related conditions.

One of Sabinsa's newest products, Sabroxy, is a natural solution for better management of mental and cognitive health. Formulated from the bark of *Oroxylum indicum* and standardized to contain important ingredients like oxoxylin A, baicalein and chrysin, this patented composition (US10555982) can help in maintaining good cognitive and mental health. The composition was also awarded with another patent for managing and alleviating symptoms of neurotoxicity due to hyperglycemia and chemotherapeutics (US10894029). In addition to its neuroprotective functions, the composition is also very effective in reducing epileptic seizures (patent pending) and decreasing triglyceride levels in the blood (US10959980).

In addition to the above grants for Sabinsa's newest ingredients, the company's flagship probiotic LactoSpore was also awarded new patent grants. Stomach ulcers and gastritis are on the rise in millennials due to the irregular food intake and lifestyles, and it is well established that *Helicobacter pylori* also contributes to gastritis. LactoSpore was effective in inhibiting infections related to *H. pylori*, along with Saberry (commonly known as Amla, or Indian Gooseberry). This invention was granted a patent in the US (US10792295). In addition, a US patent was also awarded for the ability of LactoSpore to reduce intestinal gas (flatulence) and in inhibiting gas producing microbes (US 10806760).

The extracellular metabolite of LactoSpore trademarked as LactoSporin, purified from the culture supernatant of the probiotic, was also awarded a patent grant for its use in preventing the formation of aging signs on the skin (US10966919).

"I'm very proud that Sabinsa has reached the milestone of over 300 patented grants worldwide, and more are coming," said Dr. Muhammed Majeed, founder and chairman of the Sami-Sabinsa Group. "Our motto 'Our Innovation is your Answer' truly reflects the new products, nutritional supplements and formulations we develop in accordance with global standards to cater to the growing needs of the industry, and consumers."

Source: Happi.com July 13, 2021

ISDC 2022

International Convention and Exhibition on Home and Personal Care Products and Ingredients

The Way Forward Towards Atmanirbhar, Swachh and Swasth Bharat



10th July - 12th July, 2022



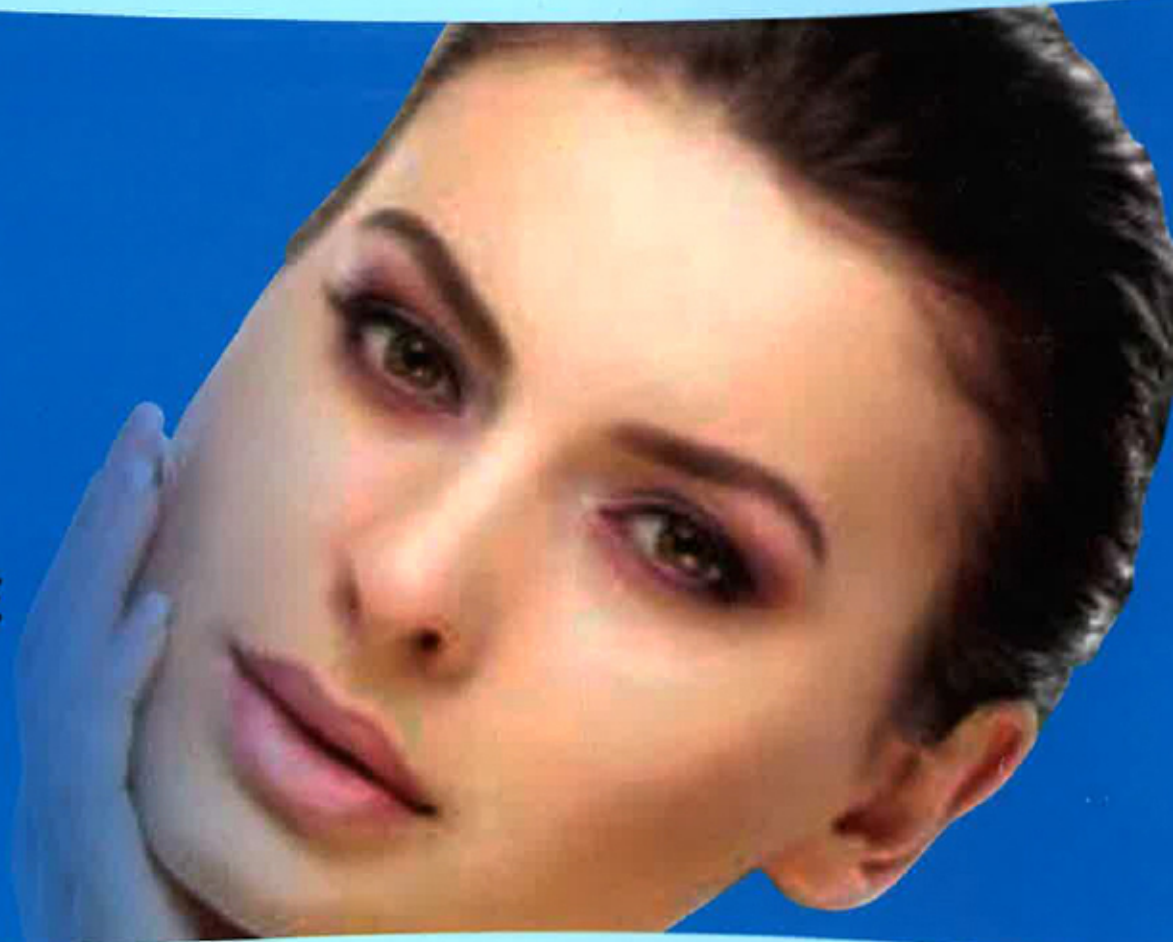
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Waddo Majorda, Goa, India, 403713



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.

Members of the Association



Cavinkare Pvt. Ltd.



Godrej Industries Ltd.



Unilever
Hindustan
Unilever Ltd.



ITC Limited



RSPL Limited



Nirma Limited



Procter & Gamble



S.H. Kelkar



Milindia Ltd.



AARTI INDUSTRIES LIMITED

Aarti Industries Ltd/vedici Group



Safechem
INDUSTRIES

Safechem Industries



Galaxy Surfactants



Fena Pvt. Ltd.



Patanjali Ayurved Limited



IndianOil

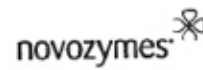
Indian Oil
Corporation



ECOF
Industries Ltd.



McNROE Consumer
Products Private Limited



Novozymes



Emami Limited



Kumar Organic Products Limited
Ingredients for us

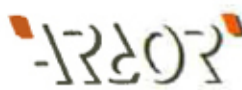
Kumar Organic Products Limited



Sealed Air



Reliance
Industries Ltd.



ARDOR
International Ltd.



Aditya Finechem
Limited



Ultramarine &
Pigments Ltd.

Ultramarine & Pigments Ltd.

Affiliate Industry Associates



Tamilnadu Small Scale Soap
& Detergent Manufacturers Association



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
& Cosmetic Manufacturers Association

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	590,000	15,000	900	29,500
	Associate Members (service provider)	Medium	100,000	18,000	590,000	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	1,500	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.

**Registered Office**

401, Onyx, 4th floor, 375 S. V. Road, Goregaon, (W) Mumbai - 400104, INDIA.

Phone : +91 22 2877 1857 Fax : +91-22-28789755 Email : ihpcia@ihpcia.org

Secretariat

Shiv Anand-A, 1st Floor, 372/374, S.V. Road, Goregaon (West), Mumbai - 400104, India.

Phone : +91 22 2877 1857 Fax : +91-22-28741366 Email : ihpcia@ihpcia.org

Contact: Krutika: +91 9029088219 / Pankaj Dutia: +91 9819113510

Website: www.ihpcia.org