

Oct-Dec 2019

Volume II

Issue 3

C³ Science

Chemistry, Cleaning and Care

COVER STORY

**Exploring the business case for
carbon removal**



**The Indian Home & Personal Care
Industry Association**

Edited & Published by

Indian Home & Personal Care Industry Association
(IHPCIA) www.ihpcia.org with American Oil Chemists'
Society (AOCS) and International Network of Cleaning
Product Association (INCPA)

Editorial Board

Mr. Anil Gupta
Ms. Bhavana Shah
Mr. Gurpreet Kohli
Mr. G. R. Senthilkumar
Mr. Jagdish Thakral
Dr. KM Gurubasavaraja
Mr. Nanda Kishore
Dr. Nirmal Koshti
Mr. Rajendra Dobriyal
Mr. S. Thomas
Dr. Sunil Bambarkar
Mr. Suresh Raghunath
Mr. Udayankumar Singh
Dr. Vijay Bambulkar

Advisory Board

Mr. Jerard Anbu Kumar
Dr. Krishnan Venkateswaran
Mr. Kedar Vaze
Mr. Nitin Agarwal
Mr. Nitin Nabar
Ms. Priya Nair
Dr. Ramkrishna Gupta
Mr. Sachan Saini
Mr. Sushil Bajpai
Mr. Sanjay Trivedi
Ms. Tanvi Mehta

Editor

Pankaj Dutia
pankaj@ihpcia.org

Business Development & Marketing

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

Contents

Editorial	1
Cover Story	
- Exploring the business case for carbon removal	2
Industry News	
- Global	4
- Indian News	14
Regulatory Updates	28
Sustainability	31
Patents News	37
Association News	38
Article	
- Indian Brand Disrupting Personal Care Industry	40
- New Ingredients for Household Cleaners	43
- New Study: Improve Natural Formulations Stability with Jojoba Oil	46
- Surfactants: Opportunities and Challenges in the Oilfield	47

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

Welcome members! This is issue No.3 Volume II of C3-Science for the quarter October-December 2019. In this issue, we bring you articles on interesting topics such as carbon removal. Carbon removal activities play a transformative role in the global economy. With this transformation come enormous business opportunities. R.P. Siegel of GreenBiz Group shares his views in his article titled, "Exploring the business case for carbon removal."

Another insightful article provides details of five Indian brands that are disrupting the Indian personal care industry despite the dominance of the international players. Indian personal care products are growing by blending the age old knowledge of Ayurveda in formulations, pitching natural and organic products that are locally available and competitively pricing products both for the mass and premium categories. Another example of this rising trend is the article and new study highlighting improvements in the stability of natural formulations using Jajoba Oil.

Besides the regular features on Global and Indian News, Patents, Sustainability and Regulations, the issues also covers an interesting article on "Surfactants: Opportunities and challenges in the Oil field," by Mr. Himanshu Sharma, Department of Chemical Engineering, IIT Kanpur.

I am sure you will find the recent updates and the news of the industry covered in the issue informative.

ISDC 2020 – Registration is open!

We are pleased to inform that the 6th ISDC 2020 is open for registrations. The event will be held in Goa from July 5 to 7, 2019. The central theme of ISDC 2020 will be **"Changing Dynamics-Sustainable Growth and Business Challenges"**

ISDC-2020 will discuss the ongoing transformation of the industry and emerging trends worldwide and in India. Domain experts from India and abroad will share their insights into the HPC market through 8 key note addresses and 14 presentations. The event is supported by members of International Network of Cleaning Product Associations (INCPA), Asia Oceania Soap & Detergents Association Committees (AOSDAC) and Soap & Detergent Associations from West Bengal, Tamil Nadu, Maharashtra, Gujarat and Chattisgarh.

The event will also have parallel sessions on Student Outreach Program and Industry-Academia Interactions.

Season's Greetings for Christmas and the New Year to all our readers!

ISDC 2020

6th International Convention on Soaps Detergents and Cosmetics

Changing Dynamics – Sustainable Growth and Business Challenges



5th July - 7th July 2020

Venue to be announced soon



COVER STORY

Exploring the business case for carbon removal

RP Siegel, Contributor
GreenBiz Group

It's clear that carbon removal activities soon will play a transformative role in the global economy. With that transformation comes enormous opportunity. How to make the business case for developing those services was the subject of multiple sessions last month during VERGE 19. While it clearly will take substantial investments to put many of these natural and technological approaches into practice, the numbers associated with the markets they could open certainly are eye-catching.

Debbie Reed, executive director of Ecosystem Services Market Consortium (ESMC), a group in the process of launching a national ecosystem services trading program for farmers and ranchers, said a case study it commissioned from researcher Informa Analytics / IHS Markit shows an annual demand for \$14 billion worth of ecosystem services related to regenerative agriculture alone — although it didn't cite a timeframe for when that will happen. The carbon portion of this demand is 192 million metric tons annually, valued at \$5.2 billion, from a potential supply of 326 million metric tons.

Where does a number like that come from?

A lot of it comes from big companies, particularly in the oil and gas and food and beverage sectors. These companies and many others have committed to reducing their carbon footprints, primarily by addressing Scope 1 and Scope 3 emissions, and they are seeking ways in which to meet those targets.

A report by Natural Capital Partners released in September shows the tremendous growth in these corporate commitments since the 2015 Paris Agreement. The analysis shows that "the private sector is clearly leading in this space, globally, and there is tremendous long-term demand created by these commitments," Reed said during a VERGE 19 breakout session.

While efficiency improvements, switching to renewables and embracing low-carbon or negative carbon materials can play a role in meeting those targets, companies increasingly seek to draw on the decarbonization capabilities found in other sectors through carbon credits and offsets, and other emerging removal schemes. The real question is whether these approaches can grow quickly enough to meet surging demand.

The wheels are beginning to turn. As described in the many panels and breakouts at VERGE this year: farms and forests, carbon-sequestering fuels and the emergence of new materials made from captured CO₂ are capturing attention — along with the traditional speculation around carbon capture and sequestration.

Which approaches appear viable

Carbon 180 Director of Policy Erin Burns said a Carbon 180 study suggests that substituting materials made from extracted CO₂ (PDF) (aka carbontech materials) for current materials — one of several decarbonization pathways discussed during VERGE 19, using technologies already demonstrated — represents a \$5.9 trillion opportunity in carbon removal (\$1 trillion in the United States alone). Some examples of categories where this substitution might occur include building materials, fuels, plastics, chemicals, agricultural products and consumer goods.

Stacy Smedley, director of sustainability for Skanska USA, said real estate developers can reduce the level of embedded carbon in buildings by 30 percent at no additional cost by simply choosing materials carefully. The Embedded Carbon Construction Calculator allows builders to do this easily by selecting the types of concrete, steel, masonry and timber with the lowest amounts of embedded carbon, she said.

New soil management practices are also being hotly debated and represent a huge opportunity.

Peter Byck, professor at Arizona State and filmmaker, said that if all the world's pastureland was converted to a regenerative type of rotational grazing, that alone could sequester 7 gigatons of CO₂, a significant portion of the 9 gigatons that gets emitted every year. Rotational grazing is a carbon removal pathway modeled on the ancient patterns of large herbivores, a practice that substantially increases soil carbon.

Christina Skonberg, senior sustainability analyst for General Mills, was on hand to talk about the food company's commitment to deploy regenerative practices, which have been shown to transfer as much as two tons of carbon per acre from the atmosphere into the soil, on 1 million acres within their network. These practices not only increase carbon sequestration; they improve fertility, increase water holding capacity, increase resilience to all types of weather extremes, reducing runoff as well as the need for pesticides and herbicides, resulting in improved profitability for farmers.



Incentives light up investment

New industries require vast amounts of capital. What is being done to assure the flow of funds necessary to get these new approaches off the ground?

While the private sector is leading the way, policy actions are making a difference too, as illustrated by progress in the direct air capture space. Both the federal Q45 tax credit and the California Low Carbon Fuel Standard played key roles in making the business case for several carbon capture and synthetic fuel collaborations between Carbon Engineering and two major oil and gas companies.

Timing played a key role in those developments. Direct air capture is quite energy-intensive. Without the ability to use affordable renewable energy to power the process, carbon capture facilities cannot be run affordably — or without emitting as much carbon as they remove.



Other companies are following a more conventional path, starting businesses using conventional funding and looking for high value, low-risk products that can help them enter the market as it evolves. One example is Solidia, which makes a low carbon concrete that absorbs carbon dioxide as it cures. It is selling concrete pavers while the larger market for structural concrete develops.

What about carbon removal services such as forest protection? Cash flows from those ventures will need to come through some type of carbon credit or offset market or directly from NGOs such as The Conservation Fund, American Forests and Conservation International, all of which were on hand during VERGE 19 to discuss their approaches.

Carbon credit markets have been around for some time, but a key barrier has been the cost of verification and certification, which has kept certain sectors from participating. This is where another new industry, comprised of verification service providers, is emerging. One example is Pachama.

According to Pachama co-founder and CEO DiegeoSaez-Gil, less than 2 percent of carbon credits go to forestry activities despite their enormous potential — he cites figures suggesting that 2.5 billion acres can be replanted with 1 trillion trees, each of which can sequester a ton of carbon or more.

Verification of forest growth has been difficult traditionally, because verifiers need to literally go into forests with tape measures. This is tedious and incredibly expensive. Pachama combines satellite imagery with machine learning algorithms to provide forest growth verification at a considerably lower cost.

Similar services are being provided by Planet and Imazon, which worked in concert with Google Earth to refine their capabilities, as described during two VERGE 19 plenary sessions.

Also operating at the intersection of forestry and high tech is the Land Life Company, which is "on a mission to reforest the world's [5 billion acres] of degraded land," using drones, robots and a "cocoon" planting system, which is a form of self-contained tree incubator.

Finally, coming full circle, how does verification occur in regenerative agriculture?

Both Climate Smart Group and Verra are working to implement science-based standards. In addition to the market being created by ESMC, described earlier, startup Nori is leveraging blockchain technology to provide payments directly to farmers in compensation for verified carbon capture on a per ton basis, based on regenerative agriculture practices. Indigo is also working with farmers to switch to regenerative practices through their Indigo Carbon and Terraton programs. Among the biggest challenges for all of these approaches is the verification process.

Source: <https://www.greenbiz.com/article/exploring-business-case-carbon-removal>

GLOBAL NEWS

Lebermuth Releases Trend Report

The Lebermuth Company, which specializes in natural fragrance and flavor compounds, has released a Fragrance Health & Wellness Trend Report which highlights consumer behaviors and new on-trend products in three focus areas: Natural, Plant-Based, and CBD-Infused.

Health & Wellness has an impact on many aspects of an individual's life and intersects with food and beverage, beauty and personal care and household and air care products. A focus on naturals with a return to aromatherapy, plant-based ingredients and CBD-infused consumer packaged goods are three areas of interest consumers seek to meet their ever-changing health and wellness mindset and behavioral shift towards better-for-you products and services.

Happi News 19th September 2019

Unilever Achieves Full Renewable Energy Across Five Continents

Unilever has achieved full renewable energy across five continents, with its factories, offices, R&D facilities, data centres, warehouses and distribution centres now powered by 100 per cent renewable grid energy.

The personal care giant has achieved the transition in Africa, Asia, Europe, Latin America and North America ahead of its 2020 goal. It has done so mostly due to supporting the development of local renewable energy markets, with 38 percent of its grid electricity supplied through corporate Power Purchase Agreements (PPAs) and green electricity tariffs.

In circumstances where this is not possible Unilever has purchased Renewable Energy Certificates (RECs), 'openly-traded certificates linked to renewable electricity generation.'

Marc Engel, Chief Supply Chain Officer at Unilever, said, "The climate emergency is one of the most urgent challenges we're all facing. Our team have worked hard to secure renewable energy contracts for our sites across five continents, accelerating the delivery of our 100 percent renewable energy targets.

"Of course, there is more work to do, but we hope that today's announcement will inspire further action elsewhere and help to prove that it is possible to combat the climate crisis and hold global warming at 1.5 Degrees Celsius. Renewable is doable."

Global Cosmetic News September 20, 2019

L'oréal extends Carat and Columbus partnership across Australia and New Zealand

L'Oréal has extended its partnership with Dentsu Aegis Network's Carat, and Columbus, a digital performance Merkle agency, across Australia and New Zealand.

Together the agencies will oversee the strategy, buying, planning, search and performance capabilities for the beauty giant, with the reported \$40 million account including L'Oréal Paris, Maybelline, Garnier, Lancôme, YSL, Giorgio Armani and Viktor & Rolf.

Carat originally held the account in 2013, which was extended in 2017 after it saw off competition from agencies such as Zenith and Wave-maker.

Global Cosmetic News September 20, 2019

Lumson Acquires Marino Belotti

Lumson will acquire Marino BelottiSrl ("Belotti"), an Italian packaging company with sales of more than \$15 million. A purchase price was not disclosed. Belotti is active in the production of premium makeup packaging solutions—especially in the powder sector, and is very well known for its creativity and technical abilities, according to Lumson. This is Lumson's first acquisition since FSI took a 35% stake in the company more than a year ago. This acquisition is part of a wider growth strategy, shared by the Moretti family and FSI, that will allow the group to rapidly increase its market share in Italy and abroad, jointly strengthening leadership and geographical presence.

The closing is expected by the end of September. The agreement foresees, among others, that Maria Teresa Belotti and Alfredo Gavazzeni (exiting shareholders of Marino Belotti) will reinvest part of their proceeds into Lumson's industrial plan. Additionally, they will maintain their positions in the board of directors of Marino BelottiSrl as well as the operational responsibility for the "compact" division of Lumson Group. Lumson Group's growth keeps continuing after the acquisition of LeoplastSrl, the leading Italian player in the production of lipsticks packaging.

"Marino Belotti is an historical company of our sector," said Lumson President Matteo Moretti. "With Maria Teresa and Alfredo we share the passion of our job and the orientation towards quality and innovation. I'm sure that this combination will enable Lumson to strengthen its positioning both in the European and American markets, where we are currently seeing the results of the hard work done over the past years."

"Lumson represents the ideal industrial partner for Marino Belotti in order to continue its growth. We are enthusiastic about the project and happy to be part of it," said Marino Belotti CEO Maria Teresa Belotti, who will keep managing the company after the transaction.

Source: Happi.com September 3, 2019

J&J agrees USD 20.4 mn payment in Ohio opioid case

US healthcare giant Johnson & Johnson announced it had reached a USD 20.4 million settlement to avoid a much-anticipated trial in Ohio for allegedly fuelling the opioid addiction crisis. Several drugmakers have agreed deals ahead of the trial, due to open this month, which is seen as a national test case for many billions of dollars in settlements. Millions of Americans sunk into addiction after using potent opioid painkillers that companies churned out and doctors freely prescribed over the past two decades.

The Johnson & Johnson agreement was with two Ohio counties ravaged by the opioid crisis -- Cuyahoga and Summit. The settlement "resolves all of the counties' claims with no admission of liability and removes the company from the federal trial," Johnson & Johnson said in a statement. The company added it wanted to avoid the "uncertainty of a trial" and said it continues "to seek meaningful progress in addressing the nation's opioid crisis." In August, an Oklahoma judge ordered Johnson & Johnson to pay USD 572 million in damages for its role in fostering opioid addiction. The company was accused of aggressive promotion of prescription painkillers and downplaying or hiding risk of addiction. The US opioid epidemic has caused hundreds of thousands of overdose deaths. Thousands of lawsuits have been lodged by states, cities, towns and Native American tribes seeking money to pay for overwhelmed health and social systems, families unable to care for themselves, and babies born addicted to the drugs.

Source:[[millenniumpost.in](http://www.millenniumpost.in/business/jj-agrees-usd-204-mn-payment-in-ohio-opioid-case-377408)](<http://www.millenniumpost.in/business/jj-agrees-usd-204-mn-payment-in-ohio-opioid-case-377408>)

Nouryon introduces more sustainable demulsifiers for the oilfield market

Nouryon has introduced a range of demulsifiers that provide oil producers with a more sustainable option to separate crude oil from natural gas and water. The Witbreak NEO range is inherently biodegradable in seawater and has a better cost-to-performance ratio compared to conventional demulsifiers currently available on the market.

"High performing demulsifiers that also fulfill the strict environmental regulations outlined by the Convention for the Protection of Marine Environment of the North-East Atlantic (OSPAR) are still scarce," said Mohammad Siddiqui, Global Technical Marketing Manager at Nouryon. "The Witbreak NEO range is an outcome of a collaborative innovation project with key customers and addresses the need for versatile demulsifiers that have a better ecological and performance profile, and they are OSPAR compliant as well."

Nouryon supplies a full range of specialty chemicals to the upstream oil and gas production process. AB Ghosh, Managing Director Surface Chemistry at Nouryon, added: "We take great pride in the value of our product portfolio and we are committed to satisfy evolving demands in the oil and gas market. We look forward to rolling out the Witbreak NEO range and helping our customers set the standard for performance, both in application and environmental impact."

Nouryon recently announced a €12-million investment that would double capacity at its surfactants plant in Stenungsund, Sweden to support the growth of several existing products as well as new more sustainable products for key markets including oil and gas, lubricants and fuels and asphalt.

Source:www.nouryon.com



Clariant completes the sale of its Healthcare Packaging business

Clariant, a focused and innovative specialty chemical company, today announced the completion of the sale of its Healthcare Packaging business to a newly-formed investment of Arsenal Capital Partners, the signing of which was announced on July 22, 2019. The sale was closed on October 31, 2019.

"The divestment of the Healthcare Packaging business is the first step of our announced strategy to become a more focused and innovative specialty chemical company," said Hariolf Kottmann, Executive Chairman of Clariant.

The total consideration of the sale amounts to approximately CHF 308 million which is equivalent to 13.2 times adjusted FY 2018 EBITDA. Source: Company Press Release October 31, 2019

Berlin acquires Novio to create 'rigid packaging juggernaut'

Berlin Packaging and Novio Packaging have announced that they have agreed for Berlin to acquire Novio. Terms of the deal, Berlin's fifth purchase this year, were not disclosed.

The transaction will significantly strengthen Berlin Packaging's European plastic offering, enhancing its expertise in personal care, pharma and sports nutrition verticals.

"Acquiring Novio fully solidifies our European positioning, giving us the ability to help customers of all sizes, including multi-national corporations, across all market segments, grow their bottom lines with our packaging products and services," said Andrew Berlin, Chairman and CEO of Berlin Packaging. "It provides tremendous cross-selling opportunities, a robust sales pipeline, and a perfect platform for continued European expansion."

Berlin will gain access to Novio's impressive client base, which includes some of Europe's largest companies with exclusive designer lines, not to mention get its foot further through the door of the lucrative personal care market and strengthen its European plastic offering. Source: Global Cosmetic News October 31, 2019

Bulldog skincare to become the first cruelty free certified brand to sell in china

Bulldog Skincare is set to become the first international skin care brand to maintain its Leaping Bunny approved status while on sale in mainland China.

Bulldog will be able to maintain its Cruelty Free International accreditation thanks to a ground-breaking collaborative project between the animal rights activist, Shanghai Fengpu Industrial Park, Knudsen&CRC and Oriental Beauty Valley.

Bulldog's products will not face animal testing in China at any point in their lifecycle thanks to a unique agreement that will allow Bulldog to manufacture in the UK, fill in the Fenxian manufacturing zone and sell via stores in the municipality of Shanghai.

"At Bulldog, we have always challenged ourselves to make ethical choices when it comes to animal welfare," said Simon Duffy, founder of Bulldog Skincare. "Even with the temptation of the huge Chinese market, we decided that we would never compromise our stance on animal testing. It is fantastic that this scheme has allowed us to enter mainland China while maintaining our cruelty free status. We hope the success of this scheme will pave the way for more international cruelty free brands to sell there."

Michelle Thew, CEO of Cruelty Free International, added, "We are delighted to see one of our Leaping Bunny approved companies come through the pilot project to successfully enter the Chinese market. Huge congratulations to Bulldog for showing commitment and leading the way. We know there is great demand from consumers in China for cruelty free cosmetics. This is an amazing opportunity not only for Bulldog, but for consumers in China and for the future of the whole beauty industry."

Source: Global Cosmetic News October 31, 2019

P&G's Seven Seas launches new campaign #My Little Genius

In the run-up to children's day, Seven Seas, a heritage brand of Procter & Gamble Health Limited (formerly known as Merck Limited), has launched a new campaign 'My Little Genius'.

As part of the campaign, Seven Seas will launch 'The Museum of Genius' on the occasion of children's day.

Milind Thatte, managing director, Procter & Gamble Health Limited's, said, "Children have so many unique qualities and hidden talents such as those depicted in our campaign films released on various digital channels including our Seven Seas Facebook page. We call on parents to send in stories of their little geniuses at the earliest and see their child's talent celebrated on the Seven Seas 'Museum of Genius'."

'The Museum of Genius' featuring the entries of the little geniuses will be digitally unveiled by Bollywood Actress and celebrity mother Raveena-Tandon around children's day.

"My association with Seven Seas is a long-standing one that focuses on growth and development of children through nutrition supplementation, to help them unlock their true potential. I call on parents to share their entries and help Seven Seas® showcase their stories," Tandon said.

The campaign encourages parents to discover the true potential in their little one and celebrate it with the whole world, the company added.

Source: ET BrandEquityNovember 07, 2019,

MonoSol to build new factory in Poland, expand in Lebanon

Merrillville-based MonoSol will build a new factory in Poland to meet growing global demand and will expand production capacity at its newly built plant in Lebanon in downstate Indiana.

The company, a division of the multinational specialty chemical company Kuraray that's based in Tokyo, makes water-soluble and biodegradable films, including for the wildly popular Tide Pods and the various dishwasher detergents.

"The need for environmentally friendly solutions is growing at a rapid rate as companies across the globe take on the challenge to make everyday products simpler, safer and more sustainable," MonoSol President and CEO Scott Bening said. "Kuraray's continued commitment and investment in our customers' future will allow us to transform brands globally and at an unmatched capacity."

MonoSol will build a new plant in Ujazd in the Katowice Special Economic Zone in Poland, where it will employ 90 workers. The company said the location gives it access to key customers and was driven by strong growth of dissolvable single-unit laundry and dish detergent pouches in continental Europe.

The company said a manufacturing operation in continental Europe will shorten shipping times and "reduce risks and costs associated with trade uncertainty" given global trade wars and Brexit. MonoSol has a production plant in Hartlebury, England, which will continue to serve both Europe and global markets.

MonoSol already has sales, technical support and customer service teams scattered throughout Europe, including at the Kuraray Europe headquarters in Germany.

The company recently finished construction on its Lebanon plant outside Indianapolis, where it has hired its first round of employees and will eventually employ 90 workers. MonoSol is opting to install additional equipment that will double the plant's production capacity.

MonoSol also has two production facilities in Portage and one in LaPorte.

Source: <https://www.monosol.com/news/> November 5, 2019



Reckitt Benckiser partners with Founders Factory to Invest In Start-Ups

Reckitt Benckiser has announced the launch of a Joint Venture with Founders Factory aimed at discovering and developing start-ups in hygiene and home categories.

Founders Factory Hygiene and Home will invest in a number of fast-growth start-ups sourced through Founders Factory's global network, as well as create new start-ups over the next five years, giving Reckitt Benckiser access to developing technologies, disruptive business models and entrepreneurial thinking.

"We are very excited to partner with RB to help the most ambitious entrepreneurs build and scale new startups within the hygiene and home sector," said Henry Lane Fox, Co-Founder and Executive Chairman, Founders Factory. "Our 70-strong team of digital operators together with the experts at RB, will provide unparalleled opportunities for entrepreneurs exploring new technologies that create cleaner and safer home environments.

"After 100 investments over the past three years across several sectors, we have a proven model to provide rapid growth opportunities for start-ups and encourage any founder keen to take their business to the next level, to get in touch." Rob De Groot, President, RB Hygiene Home, added, "RB is passionate about creating a cleaner world and offering consumers superior solutions to enhance their lives. Innovation and entrepreneurship are in our DNA and we're excited to work with disruptive start-ups and talented entrepreneurs who can bring disruptive thinking to our business and help us serve consumers in exciting new ways. We look forward to using our scale, sharing our expertise in homecare and hygiene and collaborating with this exceptional talent pool to bring the next generation of technology driven solutions to our consumers."

Source: Global Cosmetic News

Air-Scent Acquires Sani-Air

Air-Scent International has acquired Sani-Air Associated Products to further its global position in the commercial air freshener market.

Air-Scent International is a provider of ambient scenting diffusers, molecular odor neutralizing products and essential oil refills. Its products are used by scent marketing companies, air freshener service providers, Jan San distributors and tens of thousands of commercial, industrial and institutional end user business.

Air-Scent CEO and president, Arnold Zlotnik, said, "We see Sani-Air's stellar product line as a seamless extension to our current offerings, and one that further enhances our ability to provide one-stop-shop convenience to a global clientele. We've worked very hard to make this acquisition a seamless integration and look forward to welcoming Sani-Air's customers and employees to the Air-Scent family. We are confident that our combined capabilities will deliver a compelling valuable proposition for our customers across numerous segments and key markets."

Source:[Happi.com](https://www.happi.com/contents/view_breaking-news/2019-11-07/air-scent-acquires-sani-air/)

e.l.f. Cosmetics Adds Hemp-Derived Cannabis Sativa Collection

Get hooked on hydration with the Cannabis Sativa Collection from e.l.f. cosmetics. According to the company, this hemp seed oil-infused line offers nourishment starting at \$5 per item. These vegan and cruelty-free skin essentials are easily absorbed to help condition the skin with lasting moisture.

With an amino rich formulation, the new collection includes a primer, facial oil, moisturizer and lip balm, all free of harsh ingredients such as sulfates, parabens, mineral oils, phthalates, fragrance, gluten and artificial dyes.

The collection will debut on November 15th online at Target.com and elfcosmetics.com

Source:[happi.com](https://www.happi.com/contents/view_breaking-news/2019-11-12/elf-cosmetics-adds-hemp-derived-cannabis-sativa-collection/25038) November 12, 2019

SCJ Johnson buys Coola, LLC

SC Johnson has purchased a majority stake in Coola, LLC. Financial terms were not disclosed. SCJ's investment in the California-based mineral sunscreen manufacturer marks its second foray into sun care. Earlier this year, SC Johnson, No. 4 in Happi's The Top 50, acquired Sun Bum.

Source:[happi.com] November 7, 2019

Derma E Reveals 'Refuse' List

In an effort to be "fully transparent with its customers," skin care brand Derma E is sharing details of its longstanding "Refuse List" with the public.

The Derma E "Refuse List" is billed as a comprehensive list of more than 2500 common ingredients that it contends have been found to be toxic to both people and the environment.

Derma E has been building this list of ingredients to ban in their products since its inception in 1984. This list includes parabens, phthalates, formaldehyde donors, animal ingredients, synthetics fragrances and more.

Derma E contends sharing this list will help to build awareness that cleaner beauty is more than being vegan and cruelty free, but taking harder and often more costly paths in formula development to still deliver highly effective yet safer product to their consumers.

Derma E founder Linda Miles began the Refuse List in the early 1980s.

"When I began this company in 1984, I made a conscious decision not to include certain ingredients in our formulas that I believed to be harmful to my customers. As new chemicals were developed over the years, many of which I saw other beauty brands including and promoting to consumers, I continued to make the tough decision not to include them in Derma E products because of their questionable effects on both humans and the environment. Each time I added an ingredient to the list I saw it expand into the incredibly comprehensive Refuse List that it has become today," said Miles in a statement. "I'm so proud of the stance that Derma E continues to take on their ingredient usage and couldn't be happier to see this information shared with consumers."

Steve Hernandez, senior VP of R&D at Derma E noted, "In my extensive time working and developing new products at multiple beauty companies, I have never seen such a comprehensive list of ingredients that a brand refuses to use. As a chemist and formula developer, this can be a real challenge, especially as you see your competition going to market with products that use so many of these ingredients. Derma E has followed their moral compass and found a way to develop high functioning formulas that truly work. This is something to be commended and I'm proud to work at a company that continuously puts their customers first."

Source:[happi.com] November 7, 2019

Henkel to acquire premium professional hair care brand Devacurl

Henkel has signed an agreement to acquire Deva Parent Holdings, owner of the DevaCurl brand from its private equity owners Ares Management Corporation.

The category-leading curly hair care and styling brand offers a comprehensive range of products, including vegan and 'free-from' formulas and is distributed in the US via salons and selective retailers such as Ulta and Sephora. Sales are expected to hit US\$100 million this year.

"This acquisition is part of our strategy to expand our position in attractive and fast-growing markets and categories. It will complement and further strengthen our Hair Professional business," said Henkel CEO Hans Van Bylen.

"DevaCurl is one of the fastest-growing 'Premium Professional' hair care brands in the US. The brand is a perfect fit for our Beauty Care business and will reinforce the growth momentum of our Hair Professional portfolio in the world's largest hair professional market," said Jens-Martin Schwärzler, Executive Vice President and responsible for Henkel's Beauty Care business.

The acquisition will strengthen Henkel's professional hair care portfolio. As category leader in the fast-growing curly hair care segment, DevaCurl complements Henkel's existing portfolio and brings strong innovation capabilities and an attractive distribution model to the table.

Source: Global Cosmetic News November 13, 2019

KKR to buy Walgreens Boots alliance

Private equity firm KKR has offered to buy out Walgreens Boots Alliance, according to a report published by the Financial Times.

If it comes to fruition, the deal would be the largest private equity transaction on record. Walgreens Boots Alliance is thought to be worth in the region of US\$56 billion, per the Financial Times.

KKR's proposal comes three years after the firm sold the last of its shares in Walgreens. The private equity firm would team up with other investors to buy the drugstore giant.

Walgreens Boots Alliance shares have fallen some 20 percent in value this year, rallying only when news first emerged of a potential buyout, thanks to stiff competition from the likes of Amazon. The company is forecasting zero growth for 2020.

Source: Global Cosmetic News November 13, 2019

Wuhan set to launch CBD beauty range in South Africa

Wuhan is gearing up to launch its premium CBD cosmetics line in pharmacies, convenience stores and hotels across South Africa.

The range, dubbed DrAnnaRx, comprises a day cream, night cream, skin oil and oil tinctures and contains pharmaceutical-grade CBD, sourced from Folium Bioscience. It will be manufactured in South Africa by Wuhan subsidiary, MJ Medtech and distributed by Biodelta Nutraceuticals.

"Many CBD products introduced to the market are of unverified quality. It has been our mandate to only offer products using pharmaceutical-grade CBD and to deliver only the best for our customers," commented Jeff Robinson, CEO of Wuhan.





CBD continues to be beauty's hottest ingredient, trending globally and Wuhan is keen to steal a march on its competitors and launch in time to catch the gifting season. Luka Marjanovic, Head of Product for the Company, explains: "I've been visiting many of the stores that will be carrying our lines. The in-store specialists are very keen to get our product on the shelf. Customer inquiries about CBD based products in the stores are the talk of the town, without anyone to fill the demand gap – until now."

Source: Global Cosmetic News November 13, 2019

Firmenich buys Evonik's CO2 extraction business

Firmenich has announced the acquisition of Evonik's CO2 extraction business, according to a press release issued by the company. Terms of the deal were not disclosed.

The Trostberg-based facility will join the flavors and fragrances firm's Centre of Excellence for Naturals, expanding its footprint from Grasse. Its products will be commercialized through Firmenich's Ingredients division, adding to the group's natural product palette for flavors.

"Firmenich has been a pioneer in CO2 extraction for three decades, creating game-changing, natural ingredients, such as the unique spicy notes of pink pepper," said Patrick Firmenich, Chairman of the Board, Firmenich. "With this acquisition, I look forward to expanding our capacity in naturals to delight consumers with sustainably produced new ingredients."

Naturals continue to trend and the acquisition significantly expands Firmenich's capabilities in super critical fluid extraction (SFE), complementing its Naturals Centre of Excellence in Grasse, France.

"This technology strengthens our leadership in naturals by enabling us to capture the exact, authentic and vibrant notes we want from natural ingredients," said Gilbert Ghostine, CEO, Firmenich. "Complementing our established leadership in perfumery and quadrupling our CO2 extraction capacity, this acquisition gives us the scope to apply SFE to a wider range of flavor products, such as peanuts, tea and coffee."

Source: Global Cosmetic News November 11, 2019

L'Oréal joins forces with telecoms company Proximus in new scheme to reduce eco footprint

L'Oréal has joined forces with Belgium telecoms group Proximus to test a soft mobility solution in Brussels, which will allow deliveries to be made by electric bike in a bid to reduce their eco footprint.

The initiative will allow the two companies to make their combined 15,000 annual deliveries more sustainable, with an electric bike having made L'Oréal's Professional Products Division deliveries to 130 Brussels hair salons.

The companies have been using Cargo Velo, a partner of GO2 (Dioxyde de Gambettes), with the pilot scheme being assessed after six months by MOBI, the VUB research center, measuring its impact on CO2 emissions and traffic jams in the city.

According to a press release, "The aim of the pilot project is to assess the potential and operational viability of a partnership between two large retailers for the organization of their urban deliveries."

Indeed, with the climate crisis front and centre in the news right now, L'Oréal is looking to continue its Sharing Beauty with All program, announced in 2013 as part of a company transformation to deal with its ecological and social impacts throughout its value chain.

Florian Delagoutte, Director Operations of L'Oréal Belgilux, stated, "Reducing CO2 emissions linked to the delivery of products to our customers is a priority. This partnership with Proximus enables us to put into practice and test the "last mile delivery" by bicycle for 130 hair salons in the heart of Brussels. Besides the environmental aspect, we also want to offer our customers a more personalized and pleasant delivery experience."

Source: Global Cosmetic News November 7, 2019

Unilever's Marijn Dekkers to step down as chairman; Nils Andersen will be New Chairman

Consumer goods giant Unilever named non-executive director Nils Andersen as its new chairman, replacing Marijn Dekkers who has decided to step down immediately.

Dekkers, chairman at the Dove soap and Knorr soup maker for more than three years, is standing down to focus on his responsibilities as founder and chairman of investment and advisory firm NovalisLifeSciences, the company said in a statement. He will remain on the board as non-executive director.

Source:[asianage.com](http://www.asianage.com/business/companies/131119/unilevers-marijn-dekkers-to-step-down-as-chairman.html) November 13, 2019

Singapore scientists create in-vitro human skin as alternative to animal testing

Scientists in Singapore have created human skin in a petri dish, which could be used as an alternative to animal testing in cosmetics.

Created by DeNova Sciences in collaboration with Singapore's Nanyang Technological University, the thumbnail-sized skin has the same chemical and biological properties as human skin.

Talking to Reuters, John Koh, Lab Manager at DeNova Sciences, said, "We can see that the industry is moving towards animal-free testing. So we really want to offer a solution to testing on the skin without using animal or human skin."

The skin can be used to test the toxicity or irritability of a product, with the scientists accelerating the manufacturing process by using a printing machine to create precisely patterned layers that emulate the human skin.

Going forward the company is looking to create skin with Asian pigment cells to test whitening and skincare products.

The development is undoubtedly the result of a direct call from consumers that are increasingly seeking cruelty-free, vegan products. Said to be a game changer for the cosmetics and personal care industry, could China soften its hard stance on animal testing if the results prove successful.

Source: [Global Cosmetic News.com] November 15, 2019

INDIAN NEWS

'Nimbarka' launches neem-based beauty care products

In an endeavor to usher in a healthy & better quality life for everyone, a local start up 'Nimbarka' unveiled neem-based personal & beauty care products in the country.

Speaking on the occasion Jarnail Singh Banwait, Founder of Nimbarka said, "Nimbarka products are different from other Ayurvedic products in the market, because these have Neem as the key ingredient. Since ancient times Neem has been known to cure different ailments because of its rich medicinal properties but in modern days people have shifted to chemical products, which have affected their health. To tackle all the health & skin related issues, we have launched 'Nimbarka' which is pure Neem based product line."

"We have entered in the market from North comprising Punjab, Himachal Pradesh, Haryana, Uttar Pradesh, Delhi and Rajasthan states initially with six products such as Neem Deep Purifying Gel, Neem & Milk Face Wash, Neem Face Scrub, Neem Shampoo, Neem Body Lotion and Neem Hand wash. All these products contain natural ingredients and Neem extracts. We shall be launching five more products Neem Charcole, Lip Balm, Cold Cream, Sun Screen Lotion and Face Wash in few months to come," said Banwait.

Source: (pennews.net)(<https://www.pennews.net/business/2019/10/02/nimbarka-launches-neem-based-beauty-care-products>)

Nestle sheds skincare brands

Swiss food giant Nestle said it has finalized the sale of its skincare business to a group led by Swedish private equity firm EQT and the Abu Dhabi Investment Authority.

The purchase price for Nestle Skin Health was \$10.2 billion, the group said in a statement. Nestle had announced in May that it was in talks to divest the business, which is based in Lausanne, employs a workforce of more than 5,000 worldwide and generates annual sales of 2.8 billion francs.

Analysts said the purchase price for a division widely regarded as non-core was higher than expected.

The activities include Galderma, which it acquired fully in 2014 by buying out former joint venture partner, French group L'Oreal.

Nestle chief executive Mark Schneider has embarked on a massive shake-up of the group's portfolio of some 2,000 brands worldwide.

Source:[dailyhunt.in](<https://m.dailyhunt.in/news/india/english/wion+news-epaper-wionnew/nestle+sheds+skincare+brands-newsid-139750210>)

KVIC launches biodegradable sanitary pads to mark 150th birth anniversary of Mahatma Gandhi

Minister of MSME Nitin Gadkari launched Ladlee, Oxo Biodegradable sanitary pads manufactured by Deepanjan Charitable Trust, an NGO engaged in women's awareness and actively working towards Swachh Bharat Abhiyan, in partnership with Khadi & Village Industries Commission (KVIC). Chairman of KVIC Shri.Vijay Kumar Saxena and Depty CEO Shri. Shukla honoured this occasion.

Recalling the message of simple living and high thinking of Mahatma Gandhi, the Minister lauded the efforts of Deepanjan Charitable Trust, a PMEGP unit, started by a Former Additional MS of RML Hospital Dr.Anjan Prakash along with her daughter who is one of the most leading Dermatologist of India Dr.Deepali Bhardwaj.

The trust also gives employment to women while producing these environmental friendly sanitary pads which are made under strict hygienic conditions. Other Trustee Noted Journalist Mr. Vinod Sharma, trust members social crusader Mr. Gaurav Gupta, Mr. Yash Arya, Dr.Madhu Sharma were present at the launch. They all said as "Ladlee sanitary pads are now Readily available at Khadi stores, Delhi girls must try this brand now as its economical and also healthier for self and environment."

Deepanjan Trust is registered in 12A and 80G and last one year only by their own funds from the trustees has been distributing regular sanitary pads supply, hygiene kits, health education in the needy and asked for people to support their mission so it can scale new heights and touch more life's.

The Hon'ble Minister Gadkariji said, "Its a great occasion specially to celebrate Gandhian thoughts in a modern way but not by compromising spirit ever. He insisted that youth should be shopping at KVIC than international brands as products are of premium quality here. He explained how his own life includes so many simple daily use products."

Dermatologist Dr.Deepali said, "These pads are economical, safe and comfortable and definitely most environment friendly pads in market today."

The KVIC Chairman quoted many statements from Gandhi Ji's life and emphasised on the need to promote more organisations to do efforts like Deepanjan Charitable Trust with a view to achieve the target set under UN SDGs. He gave figures of booming sales from KVIC and proved how simple make in India products are scientific and helpful for a complete life and marked the occasion with offering discounts on Gandhi Cap and few products.

Source:[PTINews.com](http://www.ptinews.com/pressrelease/37345_press-subKVIC-Launches-Laadleee-Oxo-Biodegradable-Sanitary-Pads-to-Mark-150th-Birth-Anniversary-of-Mahatma-Gandhi)

No plans to ban plastics, govt to focus on its management now

The government has held off imposing a blanket ban on single-use plastics to combat pollution, officials said, a measure seen as too disruptive for industry at a time when it is coping with an economic slowdown and job losses.

The original plan was for Prime Minister Narendra Modi to outlaw six items, to coincide with 150th anniversary of the birth of Mahatma Gandhi. As part of a broader campaign to rid India of single-use plastics by 2022, officials said there would be no immediate move to ban plastic bags, cups, plates, small bottles, straws and certain types of sachets and instead the government would try to curb their use.

For now, government will ask states to enforce existing rules against storing, manufacturing and using some single-use plastic products such as polythene bags and styrofoam, Chandra Kishore Mishra, the top bureaucrat at the ministry of environment said. The government's proposed countrywide ban had dismayed consumer firms, which use plastic in packaging for everything from sodas and biscuits to ketchup and shampoo.

The Confederation of Indian Industry, a lobby group, said the move had become an existential issue for several economic sectors because alternatives were not immediately available. It said small-sized plastic bottles used for pharmaceutical or health products should be exempted as there is no alternate available. Sachets made from so-called multi-layered packaging should also not be banned, as that could disrupt supplies of products like biscuits, salt and milk, the confederation said.

'There was a conscious decision within the government not to hit businesses hard for now and discourage use of plastic only on a voluntary basis,' said an official.

Source:[orissapost.com](<https://www.orissapost.com/no-plans-to-ban-plastics-govt-focus-on-its-management-now/>)

IndianOil launches drive to turn plastic waste into bitumen

Indian Oil Corporation has taken up various initiatives to support the government's drive to eliminate single use plastic by converting these toxic wastes to productive use. These initiatives were launched to mark the 150th birth anniversary of Mahatma Gandhi and as part of the Swachh Bharat Abhiyan.

The company will use its refinery operations to convert the single use plastic waste into a specialised bitumen that can be used for construction of roads and highways. A pilot project has been done at Faridabad via the creation of a "Single Use Waste Plastic" based bituminous road. The company will commercially supply the specialised bitumen for use in road construction going ahead.

"Performance of this road will be monitored by IndianOil R&D centre in association with CSIR-CRRI, and also fine-tune the concentration of single use plastic to be added," the company said in a statement.

Among other initiatives, the petrochemical major has developed special grade crumb rubber modified bitumen (CRMB55) which has been designed using waste single use plastic material. "As a part of Extended Producer Responsibility (EPR) and in a bid to achieve plastic neutrality, IndianOil has worked out these various options of using waste plastics leading to value creation for different stakeholders in the waste plastic eco-system," the company added.

Furthermore, the company issued an Expression of Interest (EoI) for procurement of single-use plastic waste which can be economically converted into the specialised bitumen. The national EoI is for assessing the market availability and willingness of various organised aggregators and NGOs to supply different types of waste plastics in commercial quantities on consistent basis.

Source:[dailyhunt.in](https://m.dailyhunt.in/news/india/english/windowtonews-epaper-wintonws/indianoil+launches+drive+to+turn+plastic+waste+into+bitumen+lead-newsid-139838570)

How Rs 5 lakh investment set this entrepreneur on Rs 50 Cr journey in manufacturing homecare products

In 2002, Bengaluru-based entrepreneur Srinivas M saw a newspaper ad about the MSME Ministry conducting a training session for chemical manufacturing. Srinivas was a chemical trader at the time, and thought it would be a good opportunity to start manufacturing chemical products himself.

"I saw this a way into a manufacturing sector that could pay me dividends much more than a trading business ever could. I decided to seize this opportunity, and enrolled myself in the programme," he says.

Srinivas was about to enter the chemicals industry that has grown over the years, touching \$163 billion in 2017-18 and is expected to reach \$304 billion by 2025.

So after completing the training and attaining the required skills, Srinivas decided to set up his own chemical manufacturing unit. He invested Rs 5 lakh and started Panchajanya Enterprises in Bengaluru to manufacture liquid hand wash, liquid dish wash, toilet cleaning fluids, etc.

Srinivas M, Founder, Panchajanya Enterprises

He brought in twelve years of entrepreneurial experience from the logistics and chemicals sectors to spur his new business forward.

"We are an ISO 9001-2008 certified company and make products to maintain standards of quality," he says.

Product portfolio

At present, Panchajanya has two manufacturing units, employs nearly 30 people and is seeing a turnover of Rs 7.5 crore.

It's current product portfolio includes detergent powder, dish wash powder and liquid, glass cleaner, handwash liquid, herbal phenyl, multipurpose cleaner, and more. As the business saw success, around in 2012, the company also advanced to manufacturing food supplements for animals.

Over the years, Srinivas resorted to door-to-door marketing to grow the brand. Through this process, Panchajanya has built a considerable network of clientele across Karnataka, many of whom are food, pharma, healthcare, and government institutions. Srinivas attributes his success with his customers to the high standards of quality he maintains in his products.

"High quality products are the reason we have been able to continuously sell for years to many pharmaceutical and food processing firms which are extremely cleanliness sensitive," he says.

However, this focus on quality does not mean his firm can get along with the brand value global giants such as P&G and Reckitt Benckiser have already established. Srinivas attributes this as the reason why many established state-run enterprises don't prefer Panchajanya's products.

He says, "Despite meeting the quality standards at par with global giants, most of the state-run units do not prefer us. In fact, we receive no response from them. We do not have deep pockets to advertise like the big firms and establish our brand's popularity."

The way ahead

Despite the lack of response from state-run units, Srinivas sees a huge potential in the sector and his spirit to success is unabated. His plan is to achieve Rs 50 crore turnover in the next five years.

"It is only possible if all the public sector units in Karnataka comply with the government's mandate of procuring 20 percent of their goods from MSMEs."

He also plans to aggressively push for in-person marketing of his products, which he says is his firm's core strength, in the neighbouring states and subsequently take on global behemoths in the near future by investing into advertising.

"We have high hopes from our new animal supplement product. We have been increasingly getting government tenders too," he says.

Speaking about his mantra for success, Srinivas says, "Providing quality products at affordable prices and customer satisfaction is what matters to be successful."

(This story is published in partnership with the MSME Ministry to showcase success stories of SMEs)

Source:[dailyhunt.in](https://m.dailyhunt.in/news/india/english/yourstory-epaper-yourstory/how+a+newspaper+ad+and+rs+5+lakh+investme nt+set+this+entrepreneur+on+rs+50+cr+journey+in+chemicals+manufacturing-newsid-140053114)

FMCG performance in rural India worst in 7 years: Nielsen

With steep drop in demand among rural consumers, small manufacturers worst hit

The country's FMCG market, which clocked a value growth of 7.3 per cent in Q3 2019 — down from 16.2 per cent in Q3 2018 — has seen rural growth dropping below urban growth for the first time in seven years, said Nielsen Holdings Plc in its report on Q3 (July to September 2019) India FMCG Growth Snapshot.

The FMCG market has been witnessing a resurgence in modern trade, apart from divergent trends in the north and south zones of the country, it added.

The FMCG market has been witnessing a resurgence in modern trade, apart from divergent trends in the north and south zones of the country, it added. Growth continues to be dampened by the drop in consumption, which has moved to 3.9 per cent in Q3 2019, down from 13.2 per cent in Q3 of 2018, while price-led growth has sustained at 3.4 per cent this quarter, said the report by the data analytics company. The rural market grew at 5 per cent in Q3 2019, which is one-fourth of the 20 per cent it clocked in the same period last year, while the urban market grew at 8 per cent (14 per).

Drop in demand

"Growth in sales per store in rural areas in Q3 2019 has become one-fourth vs Q3 -2018, which reflects a significant drop in demand among rural consumers. In addition, rural distribution growth has continued to inch downwards. Small manufacturers have seen the biggest drop in cumulative distribution growth which has moved from 18 per cent in Q3 2018 to no growth in Q3 2019, while for large manufacturers, the cumulative distribution growth has halved," the report said. As for the diverging trend in zones, the north market witnessed almost a flat volume growth at 1 per cent in Q3 2019, as against a growth of 17 per cent in the same period last year. "A higher dependency on rural strata with 37 per cent contribution makes it a relatively more price-sensitive market as compared to other zones," the report said.

It added: "Inflationary and slowdown pressure has forced the exits of small players who often offer better value propositions in north rural (the rural areas in the north). Also, in north urban, there is twice the increase in price-led growth in Q3 2019 vs Q3 2018, while consumption dipped." South sustains growth

The south zone has been able to hold on to the value growth in Q3 2019, the report found. "Macro-economic factors are helping the South sustain growth levels. Urban strata in the South has witnessed upside in growth from 10 per cent in Q3 2018 to 12 per cent in Q3 2019, while rural growth has dropped by 6 per cent during the same period. Food essentials categories emerge as key growth drivers for the South urban market through an increase in consumption. Small players, along with large manufacturers, have been able to sustain an overall value growth in the South," it said.

Macroeconomic factors also contributed to these differences in the north and south zones, the report added. High per capita GVA (gross value added) clubbed with low unemployment are favouring sustained growth in the south zone as compared to the north zone, it explained.

The unemployment rate in the north has surged by 14 per cent, primarily driven by sectors like the automobile, ancillary and farm and non-farm lower income levels in rural, it said. Meanwhile, the unemployment rate in the south Zone is the lowest across zones, the report stated.

Modern trade is showing the first signs of recovery ahead of the festive season, the report said, and added that FMCG growth in this channel clocked 13 per cent in Q3 2019, against 8 per cent in Q2 2019. This growth in Q3 is 1.9 times of traditional trade, it added.

With the growth in the e-commerce sector, the year-end forecast for the FMCG sector continues to be in the 9-10 per cent range, it said.

"While we expect Q4 2019 to be in the 6.5- 7.5 per cent range, we are now finally seeing early signs of the declining trends being arrested. The growth forecast for Q1 2020 (Jan-Mar 2020) stands in the range of 7.5- 8.5 per cent," it added.

Source: Hindubusinessline October 17, 2019

Marico falls as volume growth belies Street expectation, stock may remain subdued

The slowdown in the fast-moving consumer space has taken a toll on stocks of major fast moving consumer goods (FMCG) companies. Marico Ltd's September quarter revenue was less than what was estimated by the Street, primarily because of lower volume growth. As a result, the stock was down 6.6% in trade today.

Marico's second-quarter revenue declined 0.4% year-on-year as volumes grew a meagre 1%. Sales of its flagship brand, Parachute, declined 4% in value terms, and 1% in terms of volume, y-o-y. Besides, revenue of its value-added hair oils slipped 6%, and volume growth here, too, was muted. This is one of its slowest growth rates reported by the company in the last several quarters.

Domestic business declined 3%, but international business was a saving grace, ratcheting up about 8% revenue growth.

Source: Livemint October 29, 2019

Dabur India Q2 consolidate net profit up 7% at Rs 403 crore

FMCG major Dabur India Ltd said its consolidated net profit grew 7 per cent to end the July to September quarter at Rs 403 crore as against Rs 377 crore a year earlier. The net profit was impacted by one-time impairment in value of investments to the tune of Rs 40 crore. Excluding this impairment, the net profit for Q2 of 2019-20 marked a 15.1 per cent growth year-on-year.

At the same time, the company posted a consolidated revenue of Rs 2,212 crore in Q2 of 2019-20, up 4.1 per cent from Rs 2,125 crore a year ago.

The domestic FMCG (fast moving consumer goods) business reported an underlying volume growth of 4.8 per cent during the quarter. Excluding the foods business, domestic FMCG volume growth stood at 7.4 per cent.

"The domestic business continues to face heavy headwinds in the form of a sustained slowdown in demand, aggravated by the liquidity crunch in the market," said Chief Executive Officer Mohit Malhotra.

"Despite a sharp fall in growth rates in most consumer products segments, Dabur continues to focus on brand-building across our key categories while leveraging our strong herbal and Ayurvedic heritage. We also continued to move forward on our distribution expansion strategy in rural India," he said in a statement.

During the second quarter of 2019-20, the company expanded its rural footprint to over 51,000 villages, up from 48,000 villages in June. Riding on this expansion, rural demand continues to grow ahead of urban demand for the company.

The board of directors declared an interim dividend of 140 per cent for 2019-20.

"Continuing with our payout policy, the board has declared an interim dividend of Rs 1.40 per share, aggregating to a total payout of Rs 298.25 crore including tax," said Dabur India Ltd Chairman Amit Burman

Source:[freepressjournal.in](https://www.freepressjournal.in/business/dabur-india-q2-consolidate-net-profit-up-7-pc-at-rs-403-crore)

Godrej Consumer sees gradual recovery in FMCG sector over coming quarters

The fast moving consumer goods (FMCG) industry in India, according to Godrej Consumer Products, is hopeful of a gradual recovery over the coming quarters.

The Godrej group company has reported 7% volume growth in India business for the July to September quarter of fiscal 2019-20.

Vivek Gambhir, managing director and chief executive officer, Godrej Consumer Products Ltd (GCPL), said, the 7% volume growth was its highest in the last five quarters and was broad based across categories. "We have seen a sequential pick up in volume every quarter, for the last few quarters.

The growth was led by new product launches, strong marketing campaigns and consumer offers. Our expectation is to ride on the gradual recovery that we see in India and improve our volume growth momentum," he said during an earnings call on Wednesday.

To achieve this, the company will be intensifying its thrust on innovation and new product launches. In the pipeline are a slew of disruptive offerings including the Good Night Gold Flash, which it claims to be its biggest innovation in the category over the last decade. Another offering is HIT rat glue pad that's available only in a select few markets at present.

GCPL has also entered the anti-mosquito racquet space under its HIT brand. This product category has been largely dominated by Chinese products and private labels thus far. The company is looking to disrupt this segment with a branded offering via the e-commerce distribution channel.

At Rs 399 a piece, the pricing of this product however is significantly higher compared to what's already available in the market at present. Abneesh Roy, executive vice president - institutional equities (research), Edelweiss Securities noted that since the product is only available through e-commerce the company may need to look at physical retail stores going forward.

In fact, GSPL is planning to launch the anti mosquito racquet in modern trade and based on the market response will extend it to premium general trade and other outlets in the next phase of its distribution strategy.

"We are quite happy with the initial success and the plan is to scale up across other channels as well. As for pricing is concerned, this is a product with a much longer warranty and is much superior versus some of the unbranded and private labels that you'd see (in the market).

Our hope is that with the kind of trust and equity HIT commands in the market, we should be able to sustain the premium pricing (Rs 399) of the product," said Gambhir.

Among other new products to be launched will be in the hair colour space including the relaunch of Expert Creme hair colour and Godrej Anoo-Ayurvedic anti hairfall oil through the e-commerce channel. This apart, a bunch of new offerings are in experimental stage and will either be launched on e-commerce or sold through modern trade channels.

Source: FreePressJopurnal November 7, 2019

Emami net up 17% at Rs. 96 crore in Q2

Kolkata-based FMCG company Emami Ltd posted 17 per cent rise in consolidated net profit at ₹96 crore for the quarter ended September 30, compared with Rs. 82 crore in the same period last year.

Revenue from operations during the quarter grew 5 per cent to Rs. 660 crore (Rs. 628 crore).

The "soft growth" during the quarter was due to challenging liquidity conditions and consumption environment in domestic business, a press statement issued by Emami said. However, the company's international business posted 20 per cent growth leading to an overall revenue growth of 5 per cent.

Though sales growth of some key brands was lower in the domestic market, offtake was ahead of their respective categories, leading to gain in market share.

Emami's gross margin stood at 69.7 per cent, a growth of 110 basis points while its PAT margins increased 140 basis points to 14.5 per cent.

The company's Board declared an interim dividend at 200 per cent or Rs.2 per equity share.

The company has been able to post good revenue growth with an improvement in profit margins during the quarter, said Mohan Goenka, Director, Emami.

"We are happy that our CSD sales growth has bounced back and international performance has also been good with significant contribution by our latest acquired brand Creme 21. We expect the recent economic measures by the Central government and RBI to add stimulus to market liquidity which is envisaged to boost the demand curve during the second half of the financial year. Softening of raw material prices and cost control measures are also likely to aid margin improvement," he said.

Source:The Hindubusinessline November 6, 2019

Top Global Rankings for ITC's ESG Performance

In recognition of its superior Environmental, Social and Governance models, ITC has been Ranked No.1 globally amongst peers (comprising companies with market capitalisation between USD 38 Bln. and USD 51 Bln.) and No.3 overall on ESG performance in the Food Products industry by Sustainalytics - a global ESG rating company. ITC has also been rated AA by MSCI-ESG which is the highest amongst global tobacco cos. & ahead of FMCG peers.

A global exemplar in sustainability, ITC has pursued innovation in business models to synergise the building of economic, ecological and social capital as a unified strategy. It is the only company in the world to be water, carbon and solid waste recycling positive for over a decade. ITC's businesses support 6 million livelihoods in India. Pursuing a low carbon growth path, ITC has spearheaded a gamut of environmental initiatives. Nearly 41% of ITC's energy consumption is met from renewable sources, while its green building portfolio comprises 25 Platinum rated green buildings. ITC's largescale social investments programme empower rural communities and generate sustainable livelihoods. ITC e-Choupalhas empowered 4 million farmers, while the afforestation programme has generated 135 million person days of livelihood. ITC's watershed development programme has created nearly 6 million person days of employment. ITC's programmes in women empowerment, vocational training, sanitation, primary education have enriched rural communities.

ITC is one of the frontrunners in India to have put in place a formalised system of Corporate Governance. Its governance framework enjoins the highest standards of ethical and responsible conduct of business to create value for all stakeholders. The practice of Corporate Governance in ITC takes place at three interlinked levels - Strategic supervision by the Board of Directors; Strategic management by the Corporate Management Committee and Executive management by the Divisional Chief Executive assisted by the Divisional Management Committee. The three-tier structure ensures that Strategic supervision (on behalf of the Shareholders), being free from involvement in the task of strategic management of the Company, can be conducted by the Board with objectivity, thereby sharpening accountability of management; Strategic management of the Company, uncluttered by the day-to-day tasks of executive management, remains focused and energised; and Executive management of the divisional business free from collective strategic responsibilities for ITC as a whole, remains focused on enhancing the quality, efficiency and effectiveness of the business to achieve best-in-class performance.

Source: (company press release October 25, 2019)

HUL Announces Key Appointment to Management Committee

Hindustan Unilever Limited (HUL) today announced the appointment of Willem Uijen as Executive Director, Supply Chain and a member of the HUL Board with effect from January 1, 2020.

Willem started his career at Unilever in 1999 as a management trainee in the Netherlands. Since then, he has worked across various roles in the Supply Chain function in planning, manufacturing, customer service and distribution. In his current role, he has been driving the profitability improvement agenda for Unilever's Home Care business, as well as the supply chain network transformation and development of partnerships to bring to life the division's strategy.

Mr Uijen succeeds Mr Pradeep Banerjee who is retiring after a successful career of four decades. Pradeep has been instrumental in transforming HUL's Supply Chain as well as creating a function which is more responsive, adaptive and driven by automation, data and analytics.

Sanjiv Mehta, Chairman and Managing Director, HUL, said, "I would like to welcome Willem to India and the HUL Board, and wish him success. I would also like to thank Pradeep for his invaluable contributions to HUL and Unilever through his illustrious career spanning 40 years. Pradeep will be missed for his astute sense of business and execution rigor, his ability to always do the right thing for the organisation and his purpose-driven advocacy on how we can leave a more positive impact on the society and the planet."

Source: HUL Press Release 14 October 2019

Oral-B Launches Its Smartest Innovation Yet: the GENIUS X With Artificial Intelligence Power Toothbrush

Oral-B, the innovation leader in oral care and number one dentist-recommended brand worldwide, has once again brought at-home oral care to new heights with the launch of GENIUS X, first unveiled at CES earlier this year. The Oral-B GENIUS X with Artificial Intelligence helps you brush for the right amount of time without too much pressure regardless of your individual brushing style so you get your best results every day.

Oral-B has created an algorithm from more than 2,000 brushing sessions to gain exclusive insights into brushing behaviors from around the world. The data shows that everyone has a unique brushing style-- almost like a thumb print. To ensure Oral-B is providing consumers with optimal care no matter their brushing style, the GENIUS X comes to market as the smartest power brush available in our line-up, guiding users through a connected app, which offers personalized feedback on the regions of the mouth that require additional attention.

"By deepening our understanding of consumer behavior across 60 countries, Oral-B has been able to design products & experiences that help coach consumers to build healthier brushing behaviors," said Carlos De Jesus, vice president, North America Oral Care, Procter & Gamble. "The GENIUS X is just our first, and very big, step into connected oral health. We know that oral hygiene is a gateway to our overall health, and we will continue to innovate devices that help people seamlessly monitor and support their at-home care."

Consumer research has shown that most people use either too much pressure, don't brush long enough or miss certain areas of the mouth. The GENIUS X uses sensors to solve these common issues by monitoring pressure, keeping track of brushing time, and detecting the brush's location and orientation. Data is sent to the Oral-B app, which leverages the GENIUS X AI algorithm to identify in real-time where users are brushing. The algorithm combines the knowledge of thousands of human brushing behaviors to assess individual brushing styles and coach users to achieve better brushing habits.

Along with its AI capabilities, the GENIUS X features Oral-B's signature round brush head modeled after professional dentist tools and designed for an optimal clean. The brush head also has a three-movement combination to effectively remove plaque: oscillate, rotate and pulsate.

Designed with modern-day needs in mind, the GENIUS X comes complete with a sleek travel case that charges both the brush and a USB device, such as a smartphone, to make traveling with a power toothbrush easier than ever. Brushes are available in anthracite black, black, orchid purple, sakura pink and white and are available for purchase on OralB.com, Amazon.com, and BestBuy.com.

Source: Company Press Release October 25, 2019

Colgate Q2 Net Sales up 4.5% and Net Profit up 24%

Q2 2019-20: Colgate-Palmolive (India) Limited reported Net Sales of Rs. 1,213.2 crore for the second quarter of the financial year 2019-20, an increase of 4.5% over the same quarter of the previous year led by a domestic net sales growth of 5%. Reported Net profit after tax for the quarter was Rs. 244.1 crore as against the Net Profit of Rs. 196.4 crore for the same quarter of the previous year. Excluding the impact of statutory tax rate change and prior year tax reversals in previous year, the Net profit after tax has decreased by 7% in the current year.

H1 2019-20: Net Sales for the half year ended September 30, 2019 was recorded at Rs. 2,289.2 crore, an increase of 4.3% over the same period of the prior year. Domestic net sales growth for the half year ended September 30, 2019 reported at 5.3%. Reported Net Profit for the same period was Rs. 413.2 crore.

Mr. Ram Raghavan, Managing Director at Colgate-Palmolive (India) Ltd, said, "Despite category headwinds in the current quarter, especially in rural and liquidity challenges in the market, we have reported a domestic net sales growth of 5%, that is in line with our expectations. We continue to remain focussed on driving innovation in the market, investing behind our brands through advertising and brand building activities and strengthening our distribution infrastructure in the market.

I'm happy to share that we have recently launched our equity campaign of, 'Smile Karo Aur Shuru Ho Jao', that expression underscores Colgate's message of hope and optimism through the positive power of a smile.

Some of our recent innovations to the market are

Colgate Strong Teeth: India's #1 toothpaste brand Colgate Strong Teeth has now been re-launched with new Amino Shakti, making it our best ever formulation to give unbeatable strength to teeth.

Colgate Charcoal Clean: Colgate Charcoal Clean is Colgate's latest offering in the form of Black gel based toothpaste with Bamboo Charcoal and Mint.

Colgate Kids Toothpaste: The all-natural fruit flavoured kids toothpaste, with 0% artificial preservatives, colours, flavours or sweeteners is specifically designed for different age groups of children.

Palmolive Luminous Oils Shower Gel: Infused with botanical oils and natural extracts, recently launched Palmolive Luminous Oils Shower Gel range elevates the mood and makes for an indulgent bathing experience.

Dividend

The Board declared a First Interim Dividend for the Financial Year 2019-20 of Rs. 12 per share of Re 1 each (face value). The dividend payout to the shareholders will be Rs. 393.5 Crore (inclusive of the dividend distribution tax of Rs. 67.1 Crore) and will be paid on and from November 15, 2019 to those shareholders whose names are on the Register of Members of the Company as on November 6, 2019.

Source: Company Press Release October 25, 2019

CBIC Clarification regarding duty drawback allowed in cases of short realization of export proceeds due to bank charges deducted by foreign banks

The Central Board of Indirect Taxes and Customs (CBIC) has issued Circular No. 33/2019-Customs dated 19/09/2019 giving Clarification regarding duty drawback allowed in cases of short realisation of export proceeds due to bank charges deducted by foreign banks.

CBIC has received representations from trade/ industry regarding show cause notices issued by some Customs field formations for recovery of duty drawback on account of short realisation of export sale proceeds due to bank charges deducted from export invoice by the banks. Exporters have contended that these short realisations are actually service charges deducted by intermediary banks while remitting payments from abroad and that said charges are documented by the banks. It has been requested such short realised export sale proceeds may be considered as full realisation and that duty drawback not be recovered for such short realisation.

In this regard, CBIC has clarified that duty drawback may be permitted on FoB value without deducting foreign bank charges. It is further clarified that since agency commission up to the limit of 12.5% of the FoB value has been allowed, such deduction on account of foreign bank charges is allowed within this overall limit of 12.5% of the FoB value. From the average rates of agency commission and foreign bank charges in respect of export shipments, it is seen that these deductions fall within the aforesaid overall limit of 12.5% of FoB value allowed by the Board. Agency commission and foreign bank charges, separately or jointly, exceeding this limit should be deducted from the FoB value for granting duty drawback.

CBIC has also advised field formations to consider on merits exporter's requests for regularising such short realisation on account of foreign bank charges based on documentary evidence such as export invoice, bank's confirmation regarding foreign bank charges, etc. to justify such deductions. They are also requested to deal with the show cause notices already issued by them accordingly.

Relevant members are requested to take note of the same and do the needful accordingly. This circular is available for reference/ download using below link-

<http://cbic.gov.in/htdocs-cbec/customs/cs-circulars/cs-circulars-2019/Circular-No-33-2019.pdf>

Source: Chemexcil

DGTR extends deadline for filing response on Initiation of Safeguard Investigation concerning imports of “Phenol” into India

This is with regard to the notification issued by Directorate General of Trade Remedies (DGTR) dtd. 23/08/2019 regarding initiation of Safeguard Investigation concerning imports of “Phenol” into India. As per the Notice, all interested parties were provided 30 days from the date of notice to make their views known to DGTR. However, DGTR has received requests from producers /exporters/ importers for granting of extension to file Questionnaire response.

In this regard, DGTR has issued communication dated 18/09/2019 whereby it has been decided to grant additional two weeks' time to file the Questionnaire Response i.e. 15th October, 2019 till 18:00 hrs.

Source:[DGTR.gov.in](<http://www.dgtr.gov.in/sites/default/files/Extension%20Letter%20Phenol%2018-09-2019.pdf>)

New Study by Toxics Link finds alarming levels of toxic chemical nonylphenol in detergents and in river water

A new study released by Toxics Link, 'Dirty Trail: Detergent to Water Bodies', has found alarming levels of the toxic chemical nonylphenol in detergents as well as in river water in India. The detergent samples were taken from the local markets of Delhi and water from six rivers i.e. Garh Ganga and Hindon in Uttar Pradesh, Krishnan in Andhra Pradesh, Tapti in Gujarat, Bandi in Rajasthan, Mahanadi in Odisha and Ambazari lake in Nagpur.

Pointing towards the danger nonylphenol, the study states, it is “a xenobiotic and an endocrine disrupting chemical is used largely in the production of nonylphenolethoxylates (NPE)”, which is “extensively used as a surfactant and in other industrial applications as well as in day to day consumer products.”

Pointing out that NPE “generally breaks down to Nonylphenol in natural environmental conditions and enters into the ecosystem”, and also enters into “the food chain, where it bio-accumulates and can pose serious environmental and health risks”, the study says, “USA, the European Union and China have “acknowledged the menace of this chemical and have put restrictions on its use in various industrial processes and have shifted towards safer alternatives.”

While these countries phased out nonylphenol's use from detergent in these countries long time ago, India has prohibited the use of nonylphenol in cosmetic products (2009), but there is “no regulation on its use in surfactants or other consumer products”, the study says, adding, “Further, there is no public information available on the possible impacts of the chemical and to minimize the risks associated with it.”

The study states, concerns have been raised about nonylphenol's potential to cause carcinogenic effects on the human body. It says, “Since the chemical has been classified as an endocrine disrupting chemical (EDC) and is found to be having a number of reproductive and hormonal effects on the exposed humans, it has been detected in human breast milk, blood, and urine and is associated with reproductive and developmental effects in rodents.”

It states, “Studies have established the linkage of nonylphenol with cancer”, adding, “It can enhance the progression of cancer. A study has concluded that the presence of nonylphenol induces the cells and increases the chances of colon cancer.” Pointing out that the “World Health Organization in its risk assessment of nonylphenol.”

The study, conducted by the Toxics Link – an Indian environmental research and advocacy organization engaged in disseminating information to “help strengthen” the campaign against toxics pollution, provide cleaner alternatives and bring together groups and people affected by this problem -- in association with the Department of Chemical Engineering, Indian Institute of Technology (IIT), Guwahati, has found existence of nonylphenol in all the samples of detergent, river and lake water.

"There has been no study conducted in India so far and it's the first-of-its-kind report to bring the presence and toxicity impacts associated with nonylphenol into the public domain. There is an urgent need for developing stringent regulations to restrict the entry of NP into the environment and human body", said Satish Sinha, associate director, Toxics Link.

Some key findings of the study are:

- nonylphenol was found in very high quantity in all the detergent samples;
- the concentration of nonylphenol was found in detergent samples ranging from 0.25 weight percent (wt%) to 11.92 wt%;
- nonylphenol was detected in notably high quantity in all the river samples;
- nonylphenol concentration was found to be 14.76 ppm in Garh Ganga;
- the highest level of nonylphenol was found in the water sample from the Bandi river in Rajasthan i.e. 41.27 part per million (ppm);

and despite many corporations claiming that they don't use nonylphenol, the study confirmed the presence of high quantity of the chemical in the products sold by their Indian subsidiaries.

Nonylphenol is known to be an endocrine disrupting chemical which is hazardous to the environment and human health besides also posing a threat to aquatic life and other fauna. The chemical has also been found to have a number of adverse reproductive and hormonal effects on human beings and can cause carcinogenic effects on the human body.

Considering its harmful effects, nonylphenol has been highly regulated by many countries globally. The United States, European Union and even China have phased out nonylphenol from detergent completely. Further Denmark has completely banned the use of nonylphenoethoxylates (NPEs) in textile and leather industries and the EU has restricted the use of NPEs in products and product formulations to 0.01% in textile and other industries.

Moreover efforts are being made to restrict the use of the chemical in drinking water. Canada has set the standard of nonylphenol at 1.0 microgram per liter ($\mu\text{g/L}$) in freshwater while the US Environmental Protection Agency (EPA) has established water quality criteria for nonylphenol at 6.6 $\mu\text{g/L}$ for acute exposures and 1.7 $\mu\text{g/L}$ for chronic exposures.

"Despite Nonylphenol being a toxic chemical it was found in very high concentration in all the detergents samples that were tested. It is also a matter of grave concern that high concentration of Nonylphenol in river water samples can cause irreversible harm to aquatic organisms," said PiyushMohapatra, senior programme coordinator, Toxics Link.

The Bureau of Indian Statistics (BIS) has set the standard of phenolic compounds for drinking water (0.001 mg/L) and surface water (5.0 mg/L). However unlike other countries India does not have specific standards for nonylphenol in drinking water and surface water.

In the Toxics Link study the concentration of nonylphenol was found to be as much as eight times more than the prescribed BIS standard for phenolic compounds and over 100 times as compared to the US EPA safety standard for water quality criteria.

The study has proposed the following recommendations:

- Banning the use of nonylphenol in all detergents;
- Creating an inventory on the usage of nonylphenol in different sectors in the country;
- Introducing standards on nonylphenol in drinking water and in food to protect human health and the environment; and Initiating

legal action against the companies for practicing double standards based on the polluter pay principle.

Source:[counterview.net](<https://www.counterview.net/2019/09/no-regulation-in-india-on-use-of-deadly.html>)

DKSH's Business Unit Performance Materials has made major investment in its food and beverage, personal care and coatings businesses by upgrading its innovation centers with brand-new, state-of-the-art facilities in Mumbai, India.

The Food and Beverage innovation center specializes in developing confectionery, bakery, dairy, savory and emulsion-based formulations, including unique bakery products, such as low-sugar muffins, cakes, beverages and dairy products, such as functional drinks, fruits drinks, yoghurt and savory products, such as egg-free mayonnaise

The Personal Care innovation center specializes in solutions and formulations for color cosmetic, active, natural, skincare, haircare, oral care and homecare applications

The Specialty Chemicals innovation center (for coatings applications) provides solutions in automotive paints and car refinishes, architecture and decorative paints and powder coatings

The enhanced centers form part of DKSH's global network of 44 highly specialized and interconnected innovation centers. Each center serves as a one-stop solution to customers by providing a broad range of specialized services. The service portfolio encompasses formulation development, idea generation and conceptualization, new ingredient and technology application, product demonstration, acceptance tests and hands-on technical training.

Stefan P. Butz, CEO, along with Thomas Sul and Natale Capri, Co-Heads Business Unit Performance Materials and Members of the Executive Committee, were guests of honor at the re-opening ceremony. Senior Executives from DKSH's valued business partners were also present to celebrate the milestone occasion.

Thomas Sul and Natale Capri jointly commented: "India is a very important, fast-growing market for DKSH's chemical distribution business. We have reinvested in our innovation centers to further advance our formulation service offering for our customers. Not only do we create and learn together in our centers, but we generate solutions that add value, by reducing time to market for our partners' products and giving them a competitive advantage."

Atul Nagarkar, Managing Director, DKSH India, said: "Our innovation centers have provided advanced formulation solutions to our ever-growing customer base since 2012. The centers are run by our skilled specialists who provide support and expertise to our valued customers and allow us to create new business opportunities as strategic partners to our clients."

Source: Company Press Release September 27 2019

Patanjali open to deals with MNCs: CEO

PatanjaliAyurved, which has constantly positioned itself as a 'swadeshi' alternative to multinational products, is open to deals with global companies.

"We have three-four offers from global companies who are keen to do international deals with Patanjali," the company's chief executive Acharya Balkrishna told ET in an interaction.

"We are not averse to working with multinationals, as long as it doesn't clash with our values. We aren't rejecting them just because they are MNCs. We are looking at the offers."

He refused to name any multinational that has approached Patanjali. French luxury giant LVMH had in the past said it is keen to pick up equity in Patanjali. The ayurveda products maker had forced global and local players including HUL, L'Oréal, Colgate Palmolive and Dabur to step up their portfolio in this space as it became a Rs. 10,000-crore-plus company in just about a decade.

However, Patanjali has been losing ground in recent times. Data by researcher Nielsen shows that the company has lost market shares across its core categories such as detergents, hair care, soaps and noodles between July 2018 and July 2019, even as HUL has relaunched its ayurvedic range of products. Patanjali has gained share only in toothpastes, the data shows.

Balkrishna attributed the fall in market share to trade disruptions following the rollout of goods & services tax (GST) two years ago. "The GST rollout had a big impact on our operations; it took us time to align our trade, supply and distribution channels to GST," he said. "But now we are bouncing back, and results have started to show this quarter onwards."

The company's sales have been falling in the last couple of years. After reporting peak annual sales of `10,500 crore for the year ended March 2017, Patanjali's sales fell 10% to Rs. 8,135 crore in FY18.

"We have done well in this quarter and will do better in the next quarter," Balkrishna said.

Source:[ETRetail.com](<https://retail.economictimes.indiatimes.com/news/food-entertainment/personal-care-pet-supplies-liquor/patanjali-open-to-deals-with-mncs-ceo/72000368>)

Funding of cosmetics & beauty startups doubles to \$108m in '19

Startups in beauty and cosmetics space saw investments more than double to \$108 million in 2019 till date, as compared to \$51 million in 2018. The number of deals also rose to 12 from seven.

Nykaa saw a deal of \$14 million in April, which increased its valuation to over \$700 million and MyGlam brought in \$19 million from Bessemer Ventures. Smaller firms such as Roots Ventures and Sauce.VC are also placing some bets in the sector, data from Venture Intelligence shows.

In an indication of increasing wellness and fashion consciousness coupled with newer options, more Indians are buying cosmetics and skin care products, creating business opportunities for a new crop of startups.

Analysts added that the category is moving towards growth-stage funds from seeing just small-scale investments. Venture Intelligence MD Arun Natarajan added that with the economic slowdown, a higher number of proven business models are being funded. "With the success of Nykaa, similar companies within the segment are coming up and are seeing investor attention," he said.

Besides e-commerce, beauty is also seeing an increase in the number of homegrown skincare and cosmetic brands, latest among them being Grofers' own Orange Something and Mahesh Bhupati-backed Scentials. With increasing activity in the high-margin business, investors are placing bets in this category.

"Consumers are becoming increasingly aware today and do not subscribe to a one-size-fits-all approach offered by traditional, off-the-shelf products. When it comes to personal care and beauty, they want a unique solution and a perfect look that works for them. We are keen to back founders and brands with a clear plan for sustainable and profitable growth, and have put in money on Bare Anatomy, which builds a long-term relationship with the customer," said Manu Chandra, managing partner, Sauce.VC

Besides an increase in home-grown brands, the category at large has been expanding with a host of foreign players wanting to come and sell brands in India. "So the vertical as a whole is thriving and individual growth rates at company levels in all of these consumer companies are 2-3X.

Source:[ETRetail.com](<https://retail.economictimes.indiatimes.com/news/health-and-beauty/cosmetics-and-fragrances/funding-of-cosmetics-beauty-startups-doubles-to-108m-in-19/72000189>)

REGULATORY UPDATES

Natural Cosmetics Act Introduced in Washington

Rep. Sean Patrick Maloney (New York) yesterday introduced in the US House of Representatives the Natural Cosmetics Act, which would define the terms “natural” and “naturally-derived ingredient” as they relate to personal care products.

The Natural Cosmetics Act would define the terms “natural” and “naturally-derived ingredient” as they relate to personal care products. Cosmetic products sold, labeled, or represented as “natural” as defined by the bill must contain at least 70% natural substances, excluding water, to use the term. To maintain accountability the bill requires suppliers to conduct Carbon-14 testing which they must submit to manufacturers. The bill would also give the FDA authority to issue a cease distribution order, public notice on the FDA website, and voluntary recall authority of any product deemed misbranded under this act.

“Right now, the FDA doesn’t consider it misbranding for companies to label products as ‘natural,’ even if they contain toxins like coal tar, asbestos, and other harmful chemicals. That’s just not right,” said Rep. Maloney, in a statement. “We’re talking about safety and health of millions of Americans who use these products. My bill will set the standard for ‘natural’ personal care products and do right by American consumers by putting transparency first.”

“I am proud to join my colleague Congressman Sean Patrick Maloney in introducing the Natural Cosmetics Act,” said Rep. Grace Meng (NY-6). “Increasing protections, transparency and oversight of personal care products is desperately needed, and this legislation would go a long way towards ensuring strict standards for items claiming to be ‘natural.’ In Congress, I have worked to improve the safety and transparency of cosmetic products, menstrual hygiene products and other consumer goods. I am now proud to help champion this legislation as well. All Americans deserve nothing less than full transparency and accountability from companies that market their products as ‘natural.’ I look forward to this important bill moving through the House, and I urge all of my colleagues to support it.”

Endorsers, according to a statement issued by Maloney’s Congressional Office, include: Aprinova, BaboBotanicals, Beautycounter, The BeautyWell Project, Biossance, Credo, EO Products, Follain, Ivy Wild, May Lindstrom Skin, NakedPoppy, National Women’s Health Network (NWHN), OSEA, Pipette, RMS, Take Care Shop, WE ACT for Environmental Justice.

Source: Happi News November 6, 2019

US EPA aims to crack down on chemical makers’ ethylene oxide emissions

US chemical manufacturers would have to trim their annual emissions of ethylene oxide, a carcinogenic gas, under an Environmental Protection Agency proposal.

Ethylene oxide emissions from chemical manufacturing plants would fall by about 9 metric tons (t) per year under the proposed regulation, the EPA says. The agency wants to require facilities to control emissions of the gas from storage tanks, vents, and leaky equipment.

Chemical plants collectively reported emitting about 100 t of ethylene oxide in 2018, according to the EPA Toxics Release Inventory. Of this, about 42 t were fugitive emissions that leak from vents, pumps, and valves, the inventory data show.

Ethylene oxide, which is made from petroleum or natural gas, is a chemical building block for making plastics, detergents, medicines, solvents, and a slew of other products. The substance is also used to sterilize medical devices.

The proposed rule, which the EPA unveiled Nov. 6, is aimed at trimming about 105 t of hazardous air pollutants, including toluene and methanol in addition to ethylene oxide, from manufacturers of miscellaneous organic chemicals. The agency says this sector's current releases of toxic pollutants pose unacceptable risks of cancer to the public.

The EPA is under a federal court order to finalize the regulation by March 13, 2020.

"EPA's actions underscore the Trump Administration's commitment to addressing and reducing hazardous air pollutants, including ethylene oxide emissions, across the country," says EPA administrator Andrew Wheeler.

The Ethylene Oxide Panel of the American Chemistry Council, a trade association of chemical manufacturers, says it is reviewing the proposal. Companies that make and use this chemical are investing in research and product stewardship technologies to protect the health of communities around their plants, the panel says in a statement.

In a related move, the EPA says it is studying the amount of airborne ethylene oxide in urban and rural areas that aren't near industrial facilities that make or use the chemical.

Source: [c&en.acs.org](https://cen.acs.org/environment/pollution/US-EPA-aims-crack-down-makers-ethylene-oxide-emissions/97/web/2019/11)

CPSC Recalls Alocane Pads

The U.S. Consumer Product Safety Commission, along with Quest Products of Pleasant Prairie, Wis., recalled Alocane Emergency Burn Pads due to failure to meet child resistant closure requirement with a risk of poisoning.

According to the recall, the packaging is not child resistant as required by the Poison Prevention Packaging Act. The pads contain lidocaine, posing a risk of poisoning to young children if they were to place the pad in their mouth. About 153,000 units were involved in the recall and no injuries were reported at press time. Products were sold at Walgreens, Walmart, Target, Kroger, Meijer, other pharmacies nationwide, and online at Amazon.com, HomeDepot.com, Overstock.com, MyQuestStore.com and Alocane.com from March 2018 through June 2019 for about \$9.

This recall involves the Alocane Emergency Burn Pads (10 count and 15 count) which come in a white and red box with "Maximum Strength Alocane Emergency Burn Pads" printed on the front. The product is an over the counter Gel Infused Pad with lidocaine (4%) as the active ingredient. The pads are sold in a 10-count box and 15-count box with the lot numbers 4179, 4180, 4235, 4645, 4646 or 4698 printed next to the barcode on the box. The UPC number for the affected product is 8-46241-02448-7 and can be found on the bottom of the box.

Consumers should immediately stop using the recalled burn pads, store the pads in a safe location out of reach of children and contact Quest Products to return the pain relieving pads for a free Alocane Emergency Burn Gel 2.5-oz. child resistant tube or a full refund.

Source: Happi News November 15, 2019



Green Seal Launches Verified Suppliers Program

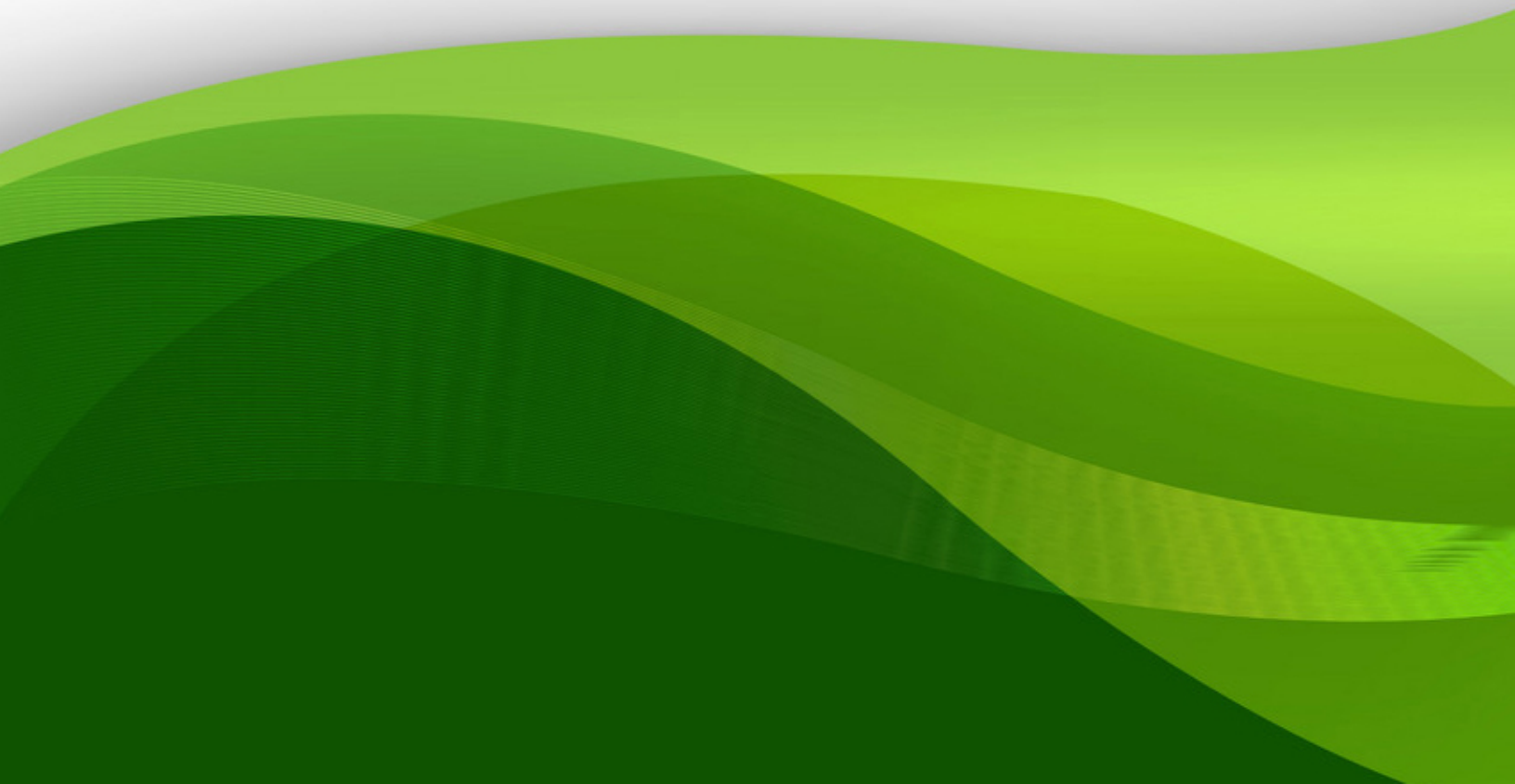
The latest creation at Green Seal is the launch of a Verified Suppliers program, providing a public database of raw materials, formulas, concentrates and parent rolls that are proven-greener and pre-approved to meet the criteria of Green Seal's rigorous standards.

According to the organization, the Verified Suppliers program for the first time offers raw materials suppliers a pathway for verifying that their materials meet Green Seal's requirements. It also formalizes Green Seal's verification offerings for cleaning product and paper manufacturers. Green Seal already has verified dozens of supplies that are publicly listed [here](#).

Green Seal's public database of verified raw materials, formulas, concentrates and parent rolls will make it easy for formulators and private labelers to find safer, high-quality ingredients and supplies. Private labelers who properly use verified parent rolls, formulas or concentrates and apply with Green Seal are eligible to use the Green Seal certification mark on their products, significantly simplifying their journey to certification. Manufacturers who use verified raw materials take the guesswork out of finding safer, healthier ingredients that will align with their Green Seal certifications.

More info: <https://greenseal.org/programs/find-verified>

Source: Happi News November 15, 2019



SUSTAINABILITY

Chemical makers make strides to become more sustainable

Chemical products are often criticised people who claim that natural alternatives – or water alone – are more sustainable. And paper-based consumables also attract condemnation from those who fear for our forests. But are manufacturers of these products being judged unfairly, asks ECJ?

Sustainability is becoming more complicated all the time as we strive to strike a perfect balance between people, planet and profit.

Everything we produce and consume now comes under scrutiny. Was it made ethically, from responsibly-sourced materials and by well-paid adults? How far did the raw materials travel in order to reach the production site? And at the end of its life, is the product recyclable - and what effect will it ultimately have on the planet?



In the cleaning and hygiene sector it is the paper and chemical industries that are often singled out for criticism. For example, a widely-covered news story recently claimed toilet paper was becoming less sustainable all the time because a lower percentage of the world's toilet tissue now comes from recycled paper. The article implied that it was our love of soft tissue products – along with the irresponsibility of paper manufacturers – that were combining to result in trees being felled to create virgin fibres.

But such statements are often misleading, says Essity's communications director ReneéRemijnse. And they also miss the point. "When managed properly, trees are a great renewable resource which means paper from virgin fibre should not be not considered unsustainable," she said. "It is easy to understand people's concerns over paper-making since we all love forests and are aware of the critical role they play in the health of our planet.

"So it is incumbent on paper manufacturers, suppliers and environmental organisations to communicate the many benefits of responsible forestry such as active forest management and replanting."

Essity uses both recycled fibres and fresh fibre from certified forests in its tissue products. When producing virgin fibres, the company uses mainly those parts of the tree that have been left behind from other purposes such as timber production. And the fibre used to make Tork products is said to come from responsibly-managed forests where replanting constantly takes place.

Essity's clients have no problem with the fact that virgin fibres are used to make some of their products, according to Remijnse. "Our customers understand that products made from recycled and fresh fibre are both sustainable, and we work with them to help them find the best solution for them – one that aligns with their sustainability policy," she said.

Entire lifecycle

According to Remijnse it is important to consider the entire lifecycle of a product when assessing its sustainability. "And in any case, sustainability is not the only driver to decision-making - customers and end users also care about factors such as hygiene and ease of use," she said. "And at the end of the day they will choose the product that best fits their needs."

Recycled toilet paper may sound like a more sustainable option – but the picture is no longer clear-cut, says Metsä Tissue managing director Mark Dewick. "The fact is, it is becoming increasingly difficult to source paper for recycling because offices use less of it every year," he says.

"Manufacturers are therefore obliged to produce more fresh fibre products in order to meet demand."

Contrary to reports, this does not involve felling mature trees or clearing forests, he adds. "Our forests grow faster than they are being used and each harvested tree is replaced by four seedlings," he said. "Every part of the tree is utilised: around 60 per cent of it is employed to make sawn timber and wood products while only 25 per cent is turned into pulp. And the rest – the bark, branches and treetops – is used to make bioenergy products."

Metsä currently uses a mixture of fresh, recycled and mixed fibres to cater for market needs. "However, we plan to increase our use of fresh fibres in future because we recognise the ongoing scarcity and quality issues relating to recycled fibres," said Dewick.

Also often portrayed as an industry "bad guy" is the chemicals sector – though this is usually by manufacturers of natural or chemical-free alternatives. However, today's stringent rules concerning the use of hazardous chemicals are making them safer all the time.

And the fact is, all cleaning systems have their merits and downsides according to Greenspeed marketing manager Floor Loos. "There are certainly times where alternatives to chemicals such as ionised water and high pressure systems can be an efficient way of cleaning," she said. "However, high pressure systems cannot be used on all types of surfaces while ionised water is incapable of removing all types of dirt and soil."

"The big advantage of chemistry is its flexibility and the fact mixtures can be fine-tuned to deal with all types of dirt, surfaces and environments."

She says today's chemical manufacturers are increasingly expanding their scope from that of simply reducing their impact on the environment to fitting into a real circular economy.

"Many companies are investing heavily in improving the sustainability of their products and production processes," she said. "I believe this has really changed the traditional image of chemical manufacturing as an unsustainable industry. It's certainly the case in the cleaning sector."

She claims the environmental impact of products is becoming an increasingly important consideration for today's customers. "In the cleaning industry, ecological products with environmental certification are the new norm – and there have been notable innovations to make them safer both for people and for the environment," said Loos.

Greenspeed offers highly concentrated formulas that are said to reduce packaging waste by at least 20 per cent compared with conventional chemical products.

"We use green chemistry to create efficient cleaning products from natural ingredients and minerals," said Loos. "These are sourced locally - preferably from renewable resources. And our cleaning agents are produced using renewable energy and have a minimal impact on the environment throughout their lifecycle while also being biodegradable."


She says Greenspeed detergents contain neither harmful toxic substances nor volatile organic compounds. "This means they have a minimal impact on human health."

Chemical companies are not generally portrayed as the cleaning industry's "villain of the piece" as far as Kärcher's head of detergents development Frank Ritscher is concerned.

Informed decision making

"Our customers are very satisfied with our products and give us feedback to this effect," he said. "Also, we only use cleaning agents that actually increase cleaning efficiency. Plus our cleaning agents are as biodegradable as toothpaste - and who cleans their teeth without toothpaste?"

He claims that cleaning with chemicals can often be the most sustainable solution available. "The more effective a cleaning technique happens to be with the aid of an environmentally compatible cleaning agent, the more water and energy you can save," he points out.



Kärcher invests heavily in sustainability and continually revises its formulas and raw materials, replacing them with more sustainable alternatives when appropriate. According to Ritscher, cleaning solutions based on ionised water cannot compete with chemicals in terms of cleaning performance.

"Water-insoluble dirt such as grease and oil needs to be removed using surface-active substances and emulsifiers – and these can be of a natural origin," he said. Kärcher offers highly concentrated chemicals in 100 per cent recyclable packaging.

Diversey's customers also understand how its products make their cleaning operations more efficient and sustainable, according to sustainability and CSR executive director Daniel Daggett.

However, he adds attitudes to the chemical industry tend to be mixed. "People may not want chemical cleaning products - but they do want sanitary places in which to live, work, operate and receive healthcare," he said. "And they also want their food and drink to be safe. So people who understand the purpose of cleaning products don't see us as the 'bad guy'."

According to Daggett, chemical products continue to evolve due to regulation, innovation and changing customer demand. "Bio-based products are gaining popularity for the real or perceived benefits they offer to people and the environment, while restricted substance lists continue to grow and target new chemicals that may have safety questions, data gaps or that might simply be wrongly associated with other substances of concern," he said.

"Another trend in cleaning is a reduction in the use of chemicals due to the fact that tools, equipment and technology are making cleaning processes more efficient. The amount of product required to clean today is lower than it was in the past and this trend will continue driven by financial, social and environmental factors."

So paper and chemical companies fully understand the perception of their products by some sections of society. And if anything this is prompting them to work even harder to come up with new sustainable solutions and to reduce the environmental footprint of their products and processes.

For example, Essity recently announced a major investment in a pulping facility in Germany that will enable tissue products to be made from wheat straw. "This process uses significantly less water and energy than when using certified fresh wood fibre and turns an unused agricultural by-product into a new tissue fibre source," said the company's Renee Remijnse.

Essity is also reducing the amount of waste produced from paper towels via TorkPaperCircle, a scheme that transports customers' used towels to local mill and recycles them into new products.

Meanwhile, Metsä is developing its mills to enable them to use even more advanced technologies to manufacture fresh fibre products. The company is committed to ensuring that its mills are all fossil-free by 2030.

And Diversey uses a sustainability scorecard for all its products to identify additional ways in which environmental stewardship can be integrated.

"Every cleaning solution has an environmental footprint as well as a raft of safety, regulatory and cost issues that need to be taken into consideration," said Daggett. "Customers simply need to be able to make an informed decision."

Source:[ECJ](<http://www.europeancleaningjournal.com/magazine/articles/special-features/sustainability-the-flip-side>)



Gojo Updates Sustainability Progress

Gojo, maker of Purell, has published its seventh annual sustainability report, “Changing How the World Stays Well.”

The report highlights the company’s progress throughout 2017 and 2018 against its 2020 Sustainable Value Strategies and Goals, which focus on creating social, environmental and economic value for its stakeholders, and also aligns with the United Nations’ Sustainable Development Goals. The report follows the Global Reporting Initiative’s Sustainability Reporting Standards.

The company said it has achieved its goal to power Gojo’s US distribution operations by renewable energy two years ahead of schedule. In 2018, Gojo completed the installation of a 755-megawatt-hour solar array at its 1.3-million-sq.-foot distribution center in Wooster, OH. The solar array is providing energy without producing harmful air and water emissions or consuming non-renewable natural resources.

As part of the company’s efforts to improve energy efficiency, Gojo is recovering waste heat from air compressors, better insulating facilities, and, in 2017, replaced nearly 20,000 fluorescent lamps with LED bulbs, saving 1.8 million kilowatt-hours per year.

In addition, the report also covers the sustainable innovation in product development, including the launch of Purell brand Healthy Soap with Clean Release Technology, which contains no antibacterial ingredients, preservatives, parabens or phthalates and reaches into skin’s cracks and crevices two times better than regular soap to lift and wash away more than 99% of dirt and germs. Clean Release soaps are made with natural ingredients, far exceeding the 65% USDA Bio-Preferred Program requirements with 90% biobased content. They also rinse faster and cleaner to save an estimated six gallons per refill compared to regular soap, said the company.

The company also reformulated Gojo Multi Green into a green-certified heavy-duty hand cleaner, Gojo Multi Green Eco. The product now not only uses sustainable scrubbing particles to remove dirt but also meets the USDA BioPreferred Program and EcoLogo certification requirements, according to Gojo.

Happi News 2nd September 2019

Symrise commits to sustainable energy after joining Global Initiative RE100

By 2025, Symrise will operate with energy obtained entirely from renewable resources.

The company recently became a member of the RE100 Initiative, which prompts members to set a deadline, with a limit of 2050, by which they will utilize renewable resources to obtain all of their energy.

“Symrise wants to exclusively use energy from renewable sources around the world by 2025—that is our clear goal,” said Hans Holger Gliewe, chief sustainability officer at Symrise. “We are setting an example through our membership in the RE100 initiative.”

In 2018, the company’s energy consumption totaled 5,413 joules, which is demanding on the environment.

To address this concern, Symrise began implementing energy efficiency. For example, it obtained CO2 certificates to green all the conventional energy it bought. CO2 certificates render CO2 emissions climate neutral through offsets, including methane capture and funding of renewable energy projects.

Currently, 98% of production sites and 69% of manufacturing sites for Symrise have been certified per the RE100 sustainable and ISO 14001 environmental management criteria, respectively.

"Symrise has been completely transparent regarding its energy goals and performance since 2006," said Helmut Frieden, Ph.D, corporate sustainability Symrise AG. "We were the first company in our sector and among the first 61 companies worldwide to fulfill the strict climate goals of the Science Based Targets Initiative (SBT) in June 2017. But we are not stopping there, because programs to achieve eco-efficiency today have the highest priority in society. This is reflected in our current materiality analysis, in which we describe the strategic weighting of our sustainability goals through our company and its stakeholders."

Source:[perfumerflavorist.com](https://www.perfumerflavorist.com/networking/news/company/Symrise-Commits-to-Sustainable-Energy-After-Joining-Global-Initiative-RE100-564513441.html)

L'occitane to meet 100% recycled bottles goal thanks to extended loop partnership

L'Occitane has announced the extension of its partnership with sustainable plastics technology innovator Loop Industries, which will allow the company to achieve its goal of 100 percent recycled bottles ahead of its 2025 schedule, according to a report by Yahoo.

The development of the partnership, which was first signed in February 2019, will see Loop supply 100% of the PET plastic resin required for its bottles. The company will supply L'Occitane with the sustainable PET resin from its joint manufacturing facility with Indorama Ventures Public Company Limited based in South Carolina.

Adrien Geiger, Global Brand Director at L'Occitane en Provence, says: "Sensible sustainable thinking lies at the heart of everything we do. We are committed to limiting the impact of our business on the environment at every possible step, from product formulation and sustainable packaging through to final product distribution. We are delighted to announce that, thanks to Loop Industries, we expect to move to 100% sustainable PET plastic in all our bottles earlier than originally planned."

The increased collaboration will allow L'Occitane to not only meet its 2025 goal of 100% recycled bottles ahead of schedule, it showcases the company's ongoing commitment to creating a circular economy.

Geiger continued, "We are delighted to announce that, thanks to Loop Industries, we expect to move to 100% sustainable PET plastic in all our bottles earlier than originally planned."

Source: [Global Cosmetic News.com] November 15, 2019



P&G and BASF-backed coconut oil initiative helps lives of more than 4100 farmers from Philippines and Indonesia

An initiative backed by companies such as Procter & Gamble and BASF that looks to encourage sustainable coconut oil production is said to have helped 4100 farmers from the Philippines and Indonesia.

The companies, alongside Cargill and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, are part of a development partnership under the develoPPP.de programme, commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), part of the sustainable certified coconut oil production (SCNO) programme.

Through the project more than 4,100 coconut farmers have been trained in Good Agricultural and processing Practices (GAP) between November 2015 and October 2019, as well as Farm Management practices.

Approximately 1600 farmers received additional training in addition to being certified with the Rainforest Alliance Sustainable Agriculture standard.

While the Philippines and Indonesia are two of the largest coconut producers and exporters, the coconut growing regions are also the least developed areas with the largest number of 'rural poor.'

According to a press release, "The programme gives these smallholder farmers a way to address their main challenges which include little or no economies of scale, lack of financing and training resources as well as a rigid supply chain."

Christiane Hornikel, BASF Project Manager, said, "We are extremely happy that the coconut farmers have improved their income through the support of the SCNO partnership. We look forward to the collaboration continuing so that more and more farmers can benefit from Rainforest Alliance certification.

The aim of the scheme is to improve working conditions and production standards within the coconut oil supply chain, with the partners sharing their respective understanding of the market mechanisms and trends.

And it's clearly achieving its goal. According to BASF, farmers who were trained and certified have on average a 47 per cent higher income than farmers who didn't participate in the program.

Source: [Global Cosmetic News.com] November 15, 2019



PATENT NEWS

Oral Care Composition Has Cuttlefish Bonepowder

US Patent No. 10,391,051 B2 (OusseynouDieye, CheikhNdiayeNdime); VisionaturolabInc, Quebec, has patented an oral care composition centered around the creation of a demineralized cuttlefish bone powder. The method comprises grinding a cuttlefish bone to obtain a coarse cuttlefish bone powder; sieving the coarse bone powder to obtain powder having particle size from 60 microns to 61 microns; mildly demineralizing the first powder in a solution of ammonium chloride or ammonium acetate having a pH of about 4.5 to about 5.5, at a temperature and for a period of time sufficient to obtain a demineralized cuttlefish bone powder having more than 95% (w/w) calcium carbonate content; washing the demineralized cuttlefish bone powder until a neutral pH is reached; and drying the demineralized cuttlefish bone powder.

Source:Happinews 9th September 2019

Mary Kay Patents Wrinkle Treatment

US Patent No. 10,391,049 B2 (Tiffany Florence, Michelle Hines, David Gan, Wanli Zhao); Mary Kay Inc. has patented a method of treating a fine line or wrinkle the entails topically applying a composition comprising an effective amount of Commiphoramukul resin or an extract thereof that includes oleo gum resin.

Source:Happinews 9th September 2019

UK Man Patents Insect Repellent

US Patent No. 10,391,045 B2; Ian Thomas Dell of Darlington, Great Britain, has been awarded a US patent for a moderately viscous liquid suitable for use as an insect repellent. It is comprised of PMD-citronellal acetal, isopulegol and p-menthane-3,8-diol, which approximates to a ternary eutectic and is liquid at ambient temperatures.

Happi News 19th September 2019

Organic Hair Formulation with Skullcap Extract

US Patent No. 10,420,962 B2; Sarah Holmes of Del Mar, CA has patented an organic hair formulation and treatment that contains aloe leaf juice or water, hydroxyethylcellulose, glycerin or jojoba oil, borage oil, alpha linolenic acid, gamma linolenic acid, beta sitosterol, methyl sulfonolmethane, panthenol, saw palmetto, evening primrose, nettle leaf extract, and skullcap extract.

Happi News October 4, 2019

Liquid Cleaning Composition

US Patent No. 10,421,932 B2; (Neil Joseph Lant, Adam Simon Hayward); Procter & Gamble has patented a liquid cleaning composition that is comprised of an insoluble cationically-modified cellulose particles selected from the group consisting of microcrystalline cellulose, microfibrillated cellulose, nanocrystalline cellulose, cellulose nanofibers obtained by electrospinning and subsequently crushing the nanofibers, and mixtures thereof; an external structurant selected from the group consisting of di-benzylidene polyol acetal derivative, bacterial cellulose, coated bacterial cellulose, di-amidogellants, and mixtures thereof; a non-anionic soluble performance polymer selected from the group consisting of an alkoxyated polyamine polymer, an ethoxylatedpolyethyleneimine, an ethoxylatedhexamethylene diamine, or mixtures thereof; and water.

Happi News October 4, 2019

ASSOCIATION NEWS

HCPA Names Innovation Award Winners

The Household & Commercial Products Association (HCPA) recently announced the winners of the 2019 Innovation Awards, which honors companies within the household and commercial products industry for accomplishments in product innovation and sustainability in five categories: Ingredients, Sustainability, Consumer Communication, Technology and Game-Changer.

"The household and commercial products industry continues to thrive and grow because of our member companies' ongoing commitment to develop new and improved products," said Steve Caldeira, President & CEO of HCPA. "HCPA is proud to work with companies that create products with consumers and sustainability in mind, and we are truly honored to recognize their achievements."

HCPA would like to recognize and congratulate the following companies for their accomplishments in developing the next generation of products that encourages innovation and moves the industry forward...

Ingredients Innovation Award:

RB (Veo Active-Probiotics surface cleaner)

Sustainability Innovation Award:

Croda, Inc. (bio-based ECO Range of ethoxylated surfactants and emulsifiers)

Consumer Communication Innovation Award:

Clean Control Corporation (The OdoShow)

Technology Innovation Award:

DS Containers (Drawn & Ironed aluminum can production technology)

Game-Changer Innovation Award:

Croda, Inc. (bio-based ECO Range of ethoxylated surfactants and emulsifiers)

Nominations for the inaugural Innovation Awards were open to formulators, manufacturers and distributors of household and commercial products. A panel of expert judges ranked the nominated products in each category to determine the winner. Innovation Award winners will be recognized on Dec. 8 at a ceremony during XPAND2019.

In other news, HCPA just announced its Mid-Year Meeting for April 22-24, 2020 at the Mayflower Hotel in Washington, DC

Source: Happi News November 15, 2019

NYSCC Introduces 2020 Executive Board

Giorgino "Gino" Macalino has been confirmed as the chairman of the New York Chapter of the Society of Cosmetic Chemists (NYSCC) executive board for 2020. The announcement was made by Sonia Dawson, chair, NYSCC and regional marketing manager, DSM Personal Care North America.

Some current board members will assume new roles, and newly-elected members will serve through to 2021. The 2020 Executive Board includes:

- Giorgino "Gino" Macalino, chair, manager, makeup innovation, The Estée Lauder Companies;
- Sonia Dawson, advisor/past-chair, regional marketing manager, DSM Personal Care North America;
- Susanna Fernandes, chair-elect, lead E-sales executive, Tri-K;
- Mohamed Abdulla, treasurer-elect, account manager, Seppic; and
- Leor Fay Tal, secretary, technical marketing leader, Gattefossé USA.

"I am excited to get down to business and keep building on what my predecessors have done over these past few years," said Macalino. "Our educational programs anchored by Suppliers' Day in NYC continue to dominate the landscape of North America. We are eager to keep the SCC brand flourishing across our region, North America and across the globe!"

With the support of the newly-elected board, 2020 programming is already in place and will embody the theme of "Revolutionary Disruptors." Programs will focus on elements and sectors of cosmetic/personal care product development that are literally changing the traditional landscape. In addition, NYSCC Show Management has implemented strategies, programs and partnerships for Suppliers' Day taking place May 5-6, 2020 at the Jacob K. Javits Convention Center. NYSCC and Suppliers' Day will continue to have a presence at SCC and industry events across the nation and around the world with the aim of continuing to strengthen the NYC event's position as the dominant North American tradeshow.

Source: Happi News November 07, 2019

Opportunities to improve communication of safety information to consumers

The Detergent Regulation review was a milestone to assess the success and weaknesses of this key regulatory requirement. From an environmental standpoint, the regulation has permitted advancement and is deemed as the gold standard for surfactants.

Conversely, studies have shown that improvement is needed on communication to consumers who are currently confused by copious, crowded technical content on-pack. This is compounded with discrepancy on information provided, due to detergent products being subject to three separate regulations. Eliminating the duplication and inconsistency on-pack, focusing on key information and the use of well-designed icons would be more effective. There is also potential to use digital means to allow consumers to have highlighted, customised information.

Read more in the the H&PC article: "Opportunities to improve communication of safety information to consumers" (Sep./Oct. 2019)

Source: <https://www.aise.eu/newsroom> November 8, 2019

ARTICLE

Indian Brands Disrupting Personal Care Industry

These 5 Indian brands are disrupting the personal care industry despite dominance of international products

The personal care industry is the fastest growing in India. According to the Ministry of Economy and Industry, the Indian beauty and personal care (BPC) industry is estimated to be worth \$8 billion.

Categorised in five major sectors including body care, face care, handcare, haircare, and cosmetics, India's per capita spend on beauty and personal care is growing in line with India's GDP growth.

India is a populous country and there are various local brands catering to the mass audience. Though the demand is shifting towards home-grown brands, the dominance of the international brands is still observed.

Thus, bringing a change in the Indian market trend, here are five Indian brands disrupting the personal care industry in the country.

Nature's Essence

Neelam Nanda, Founder, Nature's Essence

In the global market of cosmetic products, which is expected to reach a market value of \$805.61 billion by 2023, it is interesting to see many smaller Indian brands thrive in the Indian market, despite the presence of giants like L'Oreal, Procter & Gamble, Unilever, Revlon Inc, and more.

India is the fastest-growing market for cosmetic products and is all set to explode to \$20 billion by 2025. And, satiating this growing demand are scores of local brands that compete with the biggies in the market.

Started from the dining table of Raj Kumar Nanda and his wife Neelam Nanda 20 years ago, Nature's Essence is going places today. Last year, venture fund Samara Capital bought a majority stake in the Delhi-based company by investing Rs 200 crore in it.

Recalling the early years when she and her husband started the business, Neelam tells SMBStory that she did not know a thing about marketing.

However, she says she picked one aspect of marketing and that was keeping a stall at exhibitions. She remembers starting out with a stall space of nine meters, "and we then came to a stage where we took 200-sq meters," she adds.

Besides continuing to sell through various exhibitions across the country, Nature's Essence products are sold in over two lakh retail outlets and 40,000 salons through a tight network of distributors. Nature's Essence manufactures face care products, including facial kits, face washes, creams, gels, and lotions.

According to the company statement, it generates sales of Rs 150 crore and is growing at 15 percent per annum. At present, the company has four manufacturing units and employs around 1,500 people

Bare Anatomy

After exiting as one of the co-founders of The Man Company, Rohit Chawla's visionary plan to launch a haircare brand that aligned with people's needs saw him scale.

In an exclusive interaction with SMBStory, he shares his journey.

"While building The Man Company, I gained enough experience in the personal care market. It was surprising to observe that (after) all these years, we have been using common products despite them not being suitable for us; especially shampoos and conditioners," says second-time startup entrepreneur Rohit Chawla.

As each person's skin varies, so does the hair profile. So, to cater to people with a customised haircare solution corresponding to their hair type, texture, and environment, Rohit struck upon an ingenious idea - Bare Anatomy.

Bare Anatomy is a beauty-tech startup that believes personalisation is the future of the beauty industry. With advanced science technology, Bare Anatomy's scientists analyse the unique hair profile of every customer and formulate the most advanced and effective products (infused with botanical extracts), for every individual's specific requirements.

Launched in 2018 with a range of personalised hair care, the brand currently offers shampoos, conditioners, hair oils, hair serums, and hair masks. The starting range of the shampoo is Rs 750.

To order products, customers must take a small quiz on a website that asks questions related to hair profile and preferences. One can pick the hair goals they want to achieve, pick the colour and fragrance of products, so much so, that customers even get to put their names on their bottles.

Bare Anatomy is backed with a vision to revolutionise the personal care and beauty sector through customised products curated uniquely for each individual as per their needs and requirements. The data-driven company offers natural, vegan, and cruelty-free products freshly prepared.

In the span of nine months, we have seen a 10X growth hitting 20,000 customers.

Sacred Salts

The ancient healing ways of Ayurveda, with wisdom passed down thousands of years, are not just used to treat diseases and ailments. The system of ancient medicine is also finding much uptake in the skincare industry due to the natural properties of its ingredients. In recent years, beauty-conscious consumers are rejecting the chemical-laden skincare products for Ayurvedic alternatives.

Brands like Kama Ayurveda, Khadi, Forest Essentials, and more are dominating the Indian organic and Ayurvedic skincare industry. And, stepping into this diverse and competitive market is Chhavi Singh, who founded premium skincare brand Sacred Salts in 2018 in Gurugram.

In an interaction with SMBStory, the 32-year-old entrepreneur explains her reasons for starting up in the space.

"I personally wanted to step into the Ayurvedic skincare industry. Though the industry is already brimming with many organic brands, I felt that I can add more value to the skincare segment, understanding the demand of the consumers, and delivering authentic products," Chhavi says.

Sacred Salts was launched to bring lesser-known skin elixirs to the fore through products that are rich in nutrients and high on luxury. It all started when Chhavi travelled across the length and breadth of India, exploring the heritage of Ayurveda. She wanted to ensure these sacred recipes of India reach and benefit everyone.

The products are made at a third-party manufacturing unit in Gurugram and all the Ayurvedic ingredients and essential oils are purchased from Uttarakhand.

At present, the brand manufactures a total of 50 SKUs including skincare products and beauty and bath accessories. Sacred Salts is also a pioneer in launching milk facewash and scrub in India, and in just a year, it has recorded an annual turnover of Rs 1 crore.

Medimix

Long before organic soaps flooded the market, synthetic skin cleansers held a supreme place in the Indian consumer household. Many personal care brands inveigled the customers with their advertisements, putting forward chemicals and SLS-based products.

However, about 50 years ago, when technology was up-and-coming and there was apprehension for Ayurveda, Medimix was born.

The birth of Medimix dates back to the time when the Cholayil family used viprathi oil as a cure for skin ailments. The year 1969 proved pivotal to the family legacy, as Late VP Sidhan combined a timeless tradition with his sharp business acumen, to develop a green bar soap that could both nourish and protect the skin.

Medimix saw the light of the day in Sidhan's kitchen, who worked as an allopathic doctor for the Indian Railways during that period. His profession meant treating sanitation workers who repeatedly suffered from multiple skin problems and weren't regular with the prescribed treatment. Coming from a lineage of skilled Ayurvedic practitioners, Sidhan decided to find a solution in Ayurveda for these problems and invented a concoction of 18 herbs and natural oils, using which, Medimix was produced.

Strongly rooted in Ayurveda, this amalgamation of 18 herbs and natural oils continues to become a sought after brand.

This legacy, rich with nature's secrets and preserving the ethos of time-tested study, has been carefully handed down through generations and has resulted in the development of various products and remedies that have the potency to heal the natural way.

Today, 50 years down the lane, Medimix has become one of the leading Ayurvedic brands in the personal care space, growing on the back of quality products, and raising no investments so far.

The company records a turnover of more than Rs 200 crore and offers personal care products in soap, face wash, body wash, moisturiser, shampoo, and hygiene wash, and is looking at expanding the range into new categories.

Kimirica

Remember the tiny soaps and shower gels you used when you stayed at a Marriott, Hilton, or Sheraton hotel? It is most likely that these hotel toiletries were manufactured by Kimirica Hunter, an Indore-based startup.

But, when brothers Rajat Jain (34) and Mohit Jain (31) launched the company in 2013, they were working out of a small, 100-sqft room. The duo also had bad debts and faced a huge cash crunch. Little did they know that Kimirica would overcome these insurmountable odds to become India's largest manufacturer of luxury hotel toiletries and guest room amenities.

Prior to becoming an entrepreneur, Mohit was writing his dissertation about launching a contemporary herbal skincare brand in India. With Rajat's background in pharmacy and the family's Ayurvedic business, the brothers were pretty confident that they could manufacture herbal skincare products on their own.

"Initially, everything seemed easy. But after 10 months of rigorous research, we realised that launching on retail platforms would require products with varied formulations for specific skin and hair problems," says Rajat Jain, Co-

Founder, and Managing Director, Kimirica Hunter. "We also needed a lot of time and huge funds for marketing. Due to lack of funds, we were exploring a channel where we could start with some small steps," he says.

"While brainstorming, we remembered staying at a hotel. The miniature amenity bottles we had used stuck in our minds, and then we were immediately inspired to get into this game," Rajat adds.

The brothers started examining the market. While conducting their research, they observed that more than 70 percent of hotel amenity products for international hotel brands were imported.

"Hotels always knew that with imports, there are a lot of challenges. These are fluctuating currency, clearance hassles, import duties, and minimum inventory orders, but hotels were helpless with respect to brand compliance and also dissatisfied with the diversity in local offerings," Rajat says.

Further, hotels and resorts were unique, with different themes and special ambiances, the brothers found. But, they observed that monotonous and conventional brand offerings were made for all hotels.

Thus, there was a clear institutional void. The budding entrepreneurs told themselves that they'd fill this gap by custom-making hotel amenity products locally and selling them to hotel chains.

Kimirica Hunter is now worth Rs 300 crore and records a turnover of around Rs 90 crore. It also serves a large number of international hotel chains such as Marriott, Starwood, Hilton, Jumeirah, Hyatt, Sofitel, Pullman, and an array of independent luxury hotels.

In 2017, Kimirica also signed a joint venture with Canadian hospitality product manufacturer Hunter Amenities, from where it gets its complete name 'Kimirica Hunter.'

Acknowledgment: Source: [yourstory.com](https://yourstory.com/smbstory/personal-care-indian-brands-entrepreneurs-soap-shampoo-kimirica-bare-anatomy-medimix-natures-essence-sacred-salts)

New Ingredients for Household Cleaners

Here are new ingredients launched by suppliers during the past 12 months. To learn more, contact the supplier directly using the information listed.

BASF

Florham Park, NJ

Tel: 973-245-6000

Email: detergents-cleaners-na@basf.com

Website: www.homecare-and-i-and-i.basf.com

Sokalan HP 96

Description: Ethoxylated, quaternated and transsulfated hexamethylene diamine. Applications: Laundry detergents. Use levels: 0.5-2%
PolyquartEcoclean Max

Description: Amphoteric modified starch polymer. Applications: Hard surface cleaners. Use levels: 0.1-0.5%.

Polyquart S

Description: Amphoteric modified starch polymer. Applications: Automatic dishwashing. Use levels: .25-0.5%, use in combination with a dispersant polymer

Coast Southwest

Placentia, CA

Tel: 714-524-2777

Email: info@coastsouthwest.com

Website: www.coastsouthwest.com

Endinol SLS-LC

Description: Sodium lauryl sulfate. Applications: Hard surface cleaners, carpet cleaners. Use levels: 1-15%. Attributes: Endinol SLS-LC is a low cloud point version of SLS that sets the standard for high flash foam volume and detergency. Endinol SLS-LC is the surfactant of choice for creating sparkling clear cleaning products with the added advantage of having better storage stability than traditional sodium lauryl sulfate.

Endiquet GLDA

Description: Tetrasodium glutamate diacetate. Applications: Disinfectants, hard surface cleaners, laundry detergents, dishwashing detergents. Use levels: 0.1-20%. Attributes: Endiquet GLDA is a readily biodegradable chelate with high solubility in aqueous systems. Its effectiveness as a builder and soap scum and scale remover makes Endiquet GLDA a multifunctional additive for both heavy and light duty hard surface cleaners. It boosts both preservative and surfactant performance, which makes it ideal for use in natural manual dish detergents.

Endinol B-DLM

Description: Light duty detergent blend. Applications: Manual dish detergents, hard surface cleaners. Use levels: 5-90%. Attributes: Endinol B-DLM is a fully formulated DEA-free surfactant blend optimized for maximum cleaning and foaming performance and for easy dilution into a variety of household cleansing products. Endinol® B-DLM can create either ultra or economy manual dish detergent by varying dilution level from 30% to 90%. To create foaming hard surface cleaners, use at 5% to 10%.

CosunBiobased Products

San Jose, CA

Tel: 408-455-5672

Email: customerservice.biobased@cosun.com

Website: www.cosunbiobased.com

Quatin cationic inulin

Description: Quaternary functionalized inulin polymer, or Hydroxypropyltrimonium inulin. Applications: Fabric care, automatic dishwasher detergents, hard surface cleaners. Use levels: 0.1%-1%. Attributes: Quatin is a biodegradable cationic biopolymer that demonstrates excellent softening and static reduction at very low use levels in 2-in-1 laundry detergent. Moreover, it enhances the efficacy of autodish detergent, promoting spotless drying. Due to its low molecular weight, Quatin is highly water soluble and cold processable, offering more flexibility.

Carboxyline CMI

Description: Carboxymethyl inulin. Applications: Fabric care, automatic dishwasher detergent, surface cleaners, carpet cleaners. Use levels: 0.25-3%. Attributes: A biodegradable anionic biopolymer that serves as an anti-redeposition aid in laundry detergent and hard surface cleaners. Moreover, it benefits the anti-filming and anti-spotting performance of autodish detergent. It is mild, highly compatible, and synergistic with the various polymers and chelating agents.

Betafib MCF

Description: Microcellulosicfibers. Applications: Liquid laundry detergent, abrasive cleaners. Use levels: 0.2-1%. Attributes: A microcellulosicfiber ingredient that shows unique rheology, strong shear thinning behavior, and high yield value. It is a structuring aid for liquid detergents, ensuring maximum suspension efficacy for encapsulated fragrance or abrasive particles. Moreover, Betafib enhances cling to vertical surfaces, yet maintains excellent rinsability.

Innospec Performance Chemicals

Salisbury, NC

Tel: 704-633-8028

Email: personalcare@innospecinc.com

Website: Innospecinc.com

Empicol EAC 70

Description: Ammonium laureth-3 sulfate. Applications: Manual dishwashing, surface care, toilet care, laundry and car care. Attributes: Empicol EAC 70 is a primary anionic surfactant that is used primarily as a cleaning and emulsifying agent. This product is hard water tolerant and leaves less residue on surfaces. Formulating range of pH: neutral and slightly acidic.

Empigen BS/O

Description: Cocamidopropyl betaine. Applications: Manual dishwashing, detergent and hard surface cleaners. Use levels: 2-15%. Attributes: Empigen BS/O is a coconut oil-derived, mild amphoteric surfactant used for gentle cleansing and foaming. When combined with anionic surfactants, it contributes to excellent viscosity building and foam boosting in a finished formula. In addition, it is often used to mitigate the irritation to skin that can be caused by harsher ingredients when they are used alone.

Empicol LZV/N/MB

Description: Sodium lauryl sulfate. Applications: Manual dishwasher, surface care, toilet care, laundry and car care. Attributes: Empicol LZV/N/MB is Mass Balance RSPO Certified and 100% naturally derived from plant-based materials. This primary anionic surfactant has excellent foaming and detergency properties especially in soft water and is also commonly used for its excellent emulsifying properties.

Lubrizon Life Science

Cleveland, OH

Tel: 800-379-5389

Email: homecare@lubrizol.com

Website: www.lubrizol.com/home-care

Novethix HC220 polymer

Description: Naturally-derived, methyl glucose ether, esterified with oleic acid. Applications: Naturally-derived thickener for household disinfectants and liquid laundry detergents

Use levels: 0.5 to 2.0% as received

Attributes: Novethix HC220 polymer is a naturally-derived associated viscosity builder designed for use in surfactant systems. It shows broad compatibility and excellent clarity with many types of surfactants, including cationics. It is therefore suitable for thickening disinfectant cleaners containing cationic biocides, such as disinfecting laundry detergents and household cleaners.

Pilot Chemical Company

Tel: 513-326-0600

Email: info@pilotchemical.com

Website: www.pilotchemical.com

CalBlend PE

INCI: Sodium LaurethSulfate, Sodium Lauryl Sulfate, Cocamidopropyl Betaine and Cocamide MIPA

Application: Shampoo, Body wash, liquid hand soap, pet shampoo, manual dish and laundry detergents Use levels: ~40% Attributes: CalBlend PE is an eco-friendly and easy to use optimized blend of surfactants that offers great foaming characteristics, luxurious lather, easy and viscosity building with salt as well as soft, silky after-feel.

Calsoft AOS-40 BZ

INCI: Sodium C14-16 Olefin Sulfonate

Application: Shampoo, Body Wash, Hand Soap, Facial Cleaners, Pet Shampoo

Use levels: ~10%. Attributes: Calsoft AOS-40 BZ is preserved with food grade preservative benzoic acid which is mild, low toxicity and environmentally friendly. Calsoft AOS-40 BZ produces a mild, luxurious lather perfect for shampoo, body wash and other personal and pet care products.

Calsoft AOS-40 HP

INCI: Sodium C14-16 Olefin Sulfonate

Application: Shampoo, Body Wash, Hand Soap, Pet Care

Use levels: ~10%

Attributes: Calsoft® AOS-40 HP offers the advantages of excellent cleansing, foam characteristics, viscosity and improved mildness over sodium lauryl sulfate to produce high performing sulfate-free, biodegradable shampoo, body wash hand soap and pet care formulations. Calsoft® AOS-40 HP is fully compatible with other anionic, amphoteric and nonionic surfactants.

Source:[Happi.com] November 1, 2019

New Study: Improve Natural Formulations Stability with Jojoba Oil

With the recent craze around face oil, many beauty users have developed a keen sense for what makes an oil feel great on the skin. Greasiness, spreadability, play time, after-feel, just to name a few. Because of their inherent chemical structure, many oils are used better in combination or diluted. Jojoba oil is different and is well-known for its exceptional comfort when applied on the skin. The secret behind this exceptional skin compatibility? Well, first of all, jojoba oil... isn't an oil. It's a liquid wax!

While traditional oils like avocado oil or sunflower oil and the likes are composed of triglycerides, jojoba oil is composed of straight, unsaturated esters, which puts it in the wax category.



Why does it matter? From a chemical stand point, jojoba oil's chemical structure is highly stable. Moreover, jojoba oil composition is very rich in anti-oxidant compounds. These two attributes combined make jojoba oil one of the most stable natural oils on the market (high Oxidative Stability Index - OSI) and will contribute to increasing heat stability and extending formulations' shelf-lives.

Toughen up your Formulations!

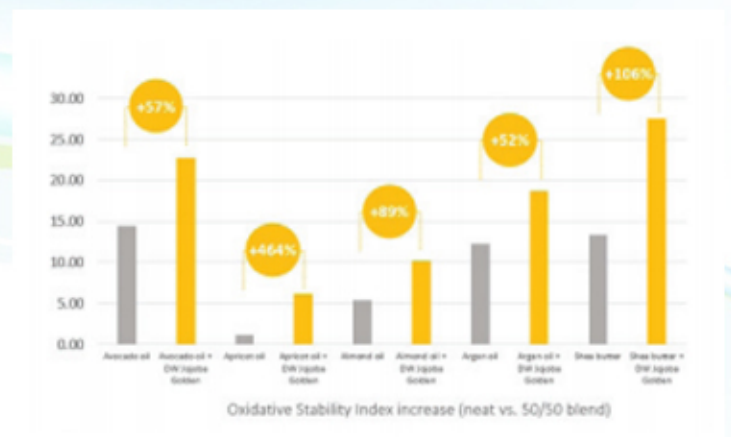
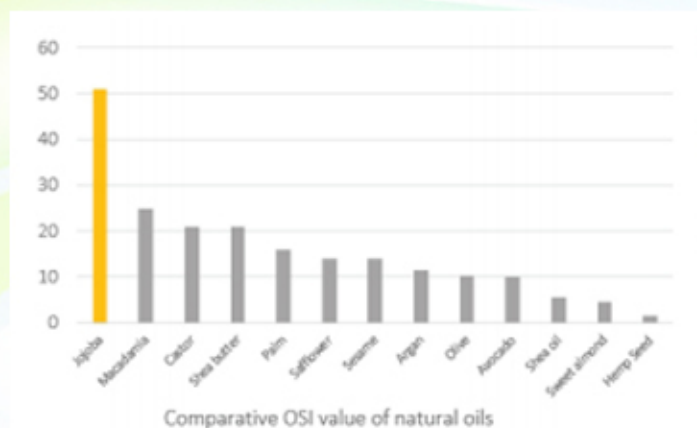
Working with natural oils can be a tricky job. Most triglyceride components have a proclivity for oxidation and hydrolyzation. This leads to quality changes, involving color, texture and odor!

New data suggests that the addition of jojoba oil in traditional, less stable natural oils can significantly increase the overall Oxidative Stability Index of the blend. This means that formulators can use jojoba oil to easily incorporate and protect more sensitive natural oils in their formulation.

Once again, jojoba oil demonstrates that it is not only skin's best friend, but also formulator's key ally in developing elegant, stable and active formulations.

Contact Vantage today to learn more about jojoba oil: sustainable, stable and biologically active.

Source: Happi.com



SURFACTANTS: OPPORTUNITIES AND CHALLENGES IN THE OILFIELD



Himanshu Sharma, PhD
Department of Chemical Engineering
Indian Institute of Technology Kanpur
October 18th, 2019

Presentation Outline

- Why the oilfield matters: Overview of surfactant-based EOR processes
- Outlining challenges: High salinity, hardness and temperature
- Development of new surfactants to overcome challenges
- Field implementation studies in the surfactant-based EOR

Use of surfactants in oil recovery

Drilling

- Hydraulic fracturing
- Drilling muds
- Foam as drilling fluids
- Cementing
- Corrosion

Enhanced Oil Recovery



Image courtesy: venue-landscape.eu

Production

- Acidizing
- Dispersants
- Hydrates removal
- Biocides
- Condensate removal

Fluids Handling

- Transportation
- Water-oil separation

Motivations for Enhanced Oil Recovery (EOR)

- Current crude oil demand stands at around **100 million barrels per day** (1 barrel ~160 liters) and steadily increasing at about **1.2 million barrels per day per year**
- Increasing oil demand, declining ‘easy oil’, aging oil fields, fewer new discoveries
- EOR being looked up as the means to increase production around the world
- India gearing towards EOR (already a few ongoing projects)
 - Aiming to lower crude oil imports by 10% by 2022
 - Providing significant fiscal incentives to implement EOR

Oil recovery stages

Primary Recovery:
Natural flow, Artificial lift

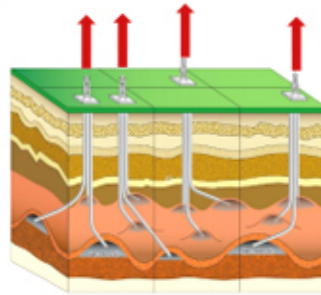
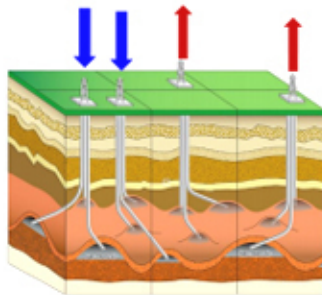
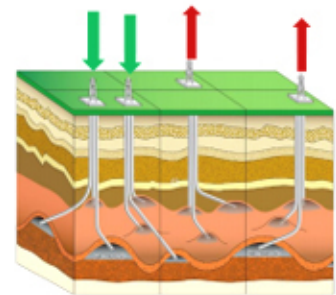
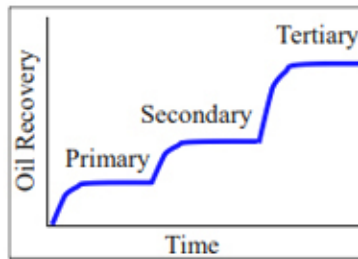


Image source: A U.S. GAO report: www.gao.gov/products/GAO-14-238



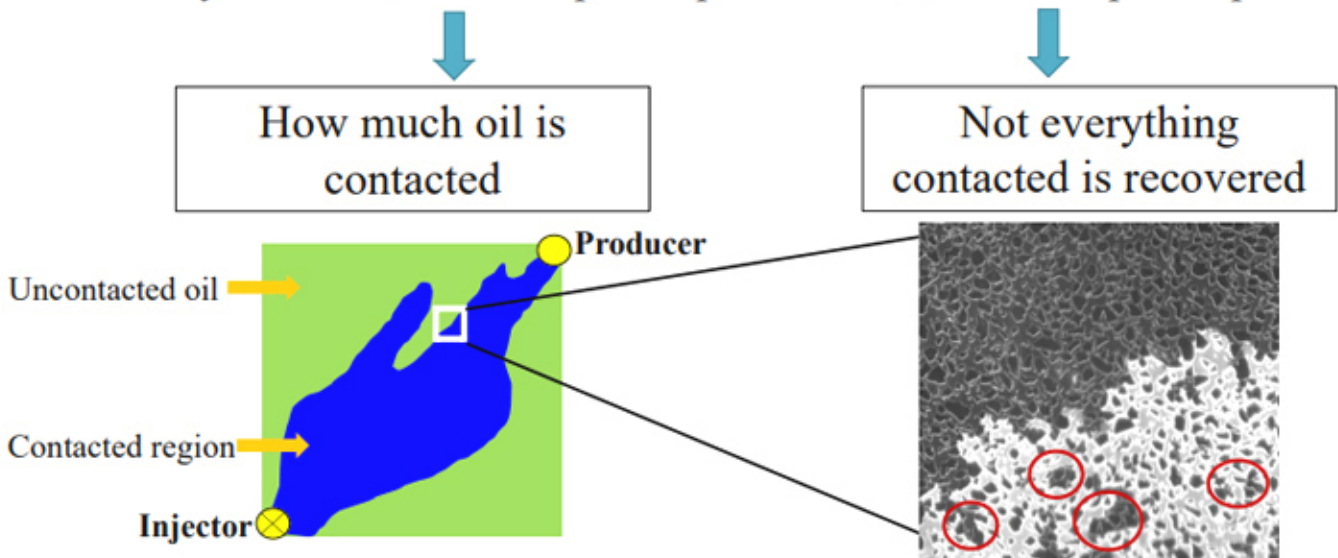
Secondary Recovery:
Water or Gas injection



Tertiary or Enhanced Oil Recovery:
Chemical, Thermal, Gas, Solvent, etc

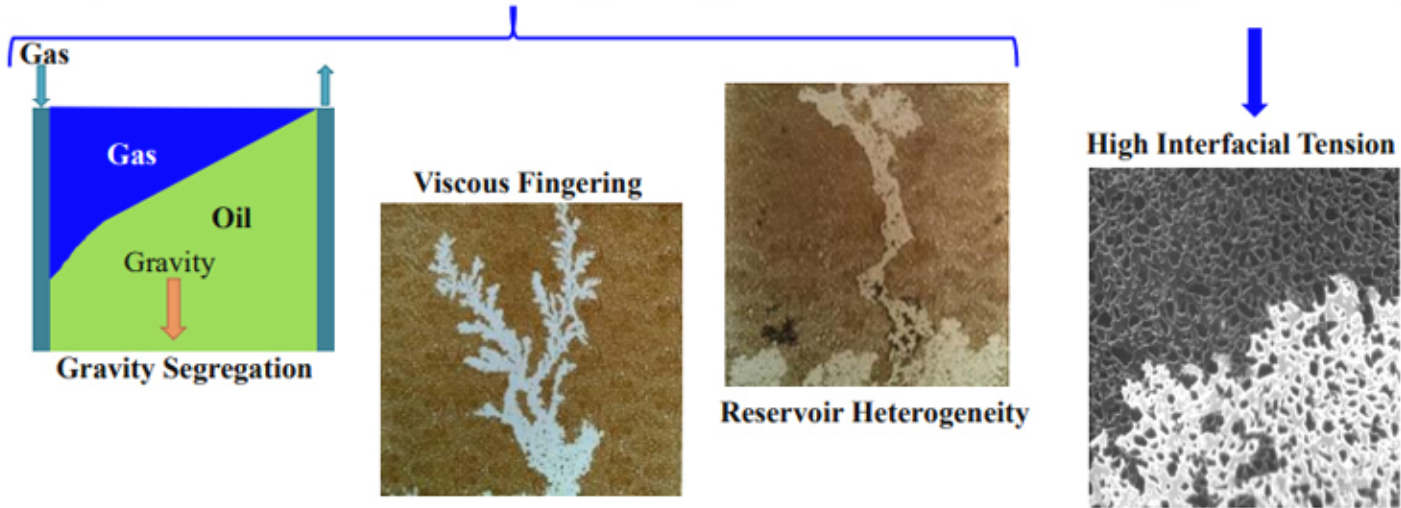
Objectives of EOR

- Typical recovery after primary and secondary flooding ~ 20-40%
- Recovery factor = $\frac{\text{Macroscopic displacement}}{\text{Microscopic displacement}}$



Objectives of EOR

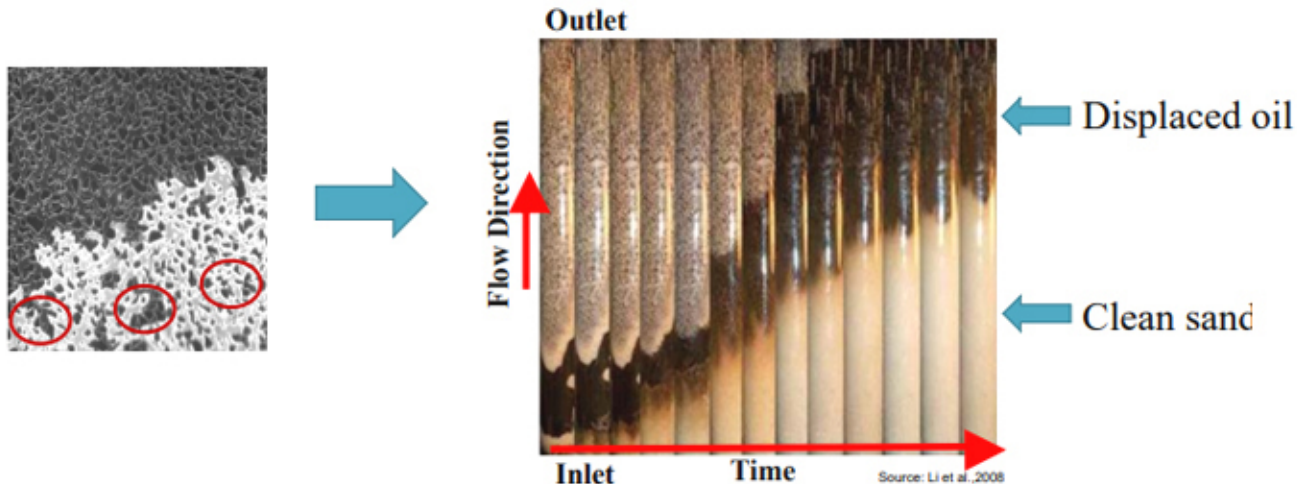
- Reasons for low Macroscopic displacement and Microscopic efficiency



Surfactant-based EOR processes

- **Surfactant Flooding**

- *Mechanism:* Interfacial tension (IFT) lowering between oil and water
- *Desired surfactants:* Those that can lower IFT to ultralow values



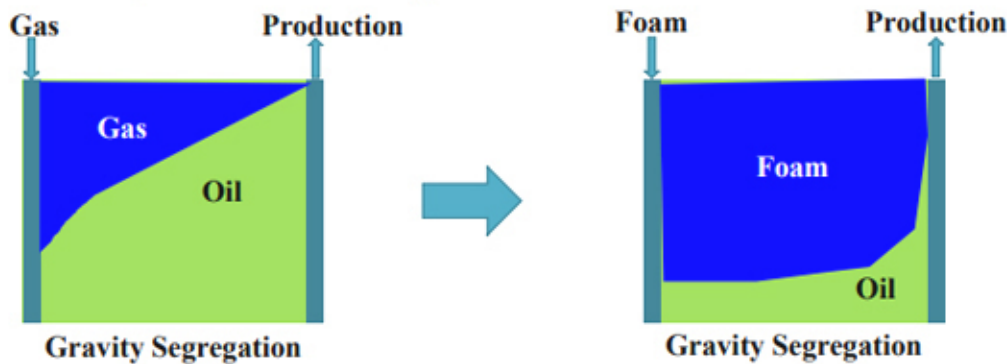
Surfactant-based EOR processes

- **Surfactant Flooding**

- *Mechanism:* Interfacial tension (IFT) lowering between oil and water
- *Desired surfactants:* Ultralow IFT surfactants

- **Foam Flooding**

- *Mechanism:* Reduction in gas relative permeability/increase in apparent viscosity
- *Desired surfactants:* Foaming surfactants



Surfactant-based EOR processes

- **Surfactant Flooding**

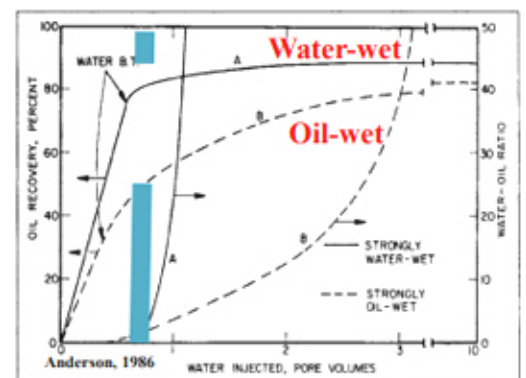
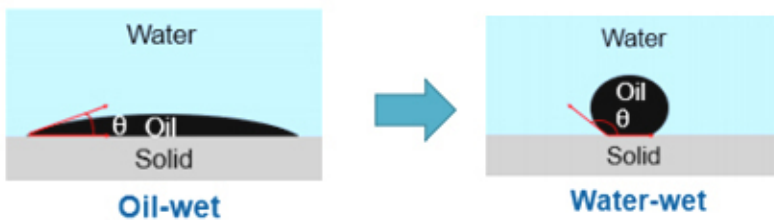
- *Mechanism:* Interfacial tension (IFT) lowering between oil and water
- *Desired surfactants:* Ultralow IFT surfactants

- **Foam Flooding**

- *Mechanism:* Reduction in gas relative permeability/increase in apparent viscosity
- *Desired surfactants:* Foaming surfactants

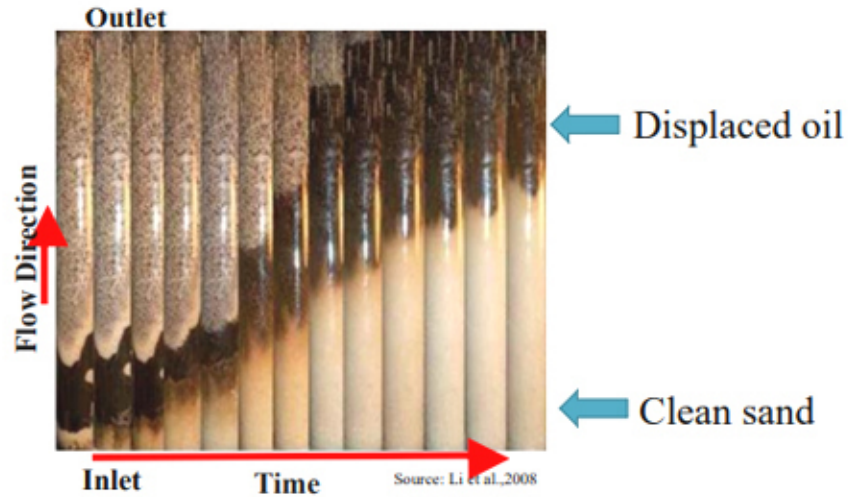
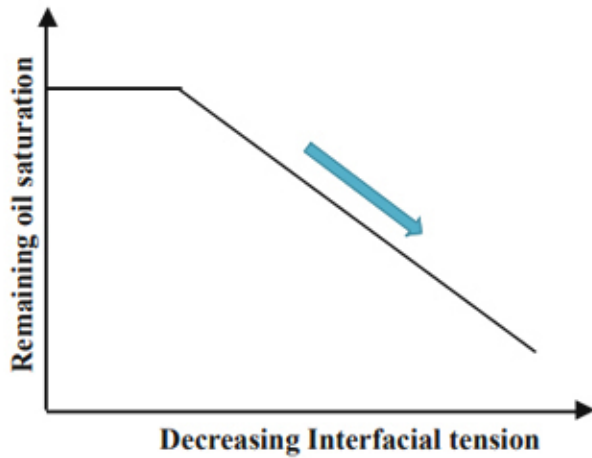
- **Wettability Alteration**

- *Mechanism:* Change rock wettability from oil-wet to water-wet
- *Desired surfactants:* Wetting surfactants



Surfactant Flooding

Mechanism: Reduction in interfacial tension (IFT) between oil and water (from 30 mN/m to 10^{-3} mN/m)

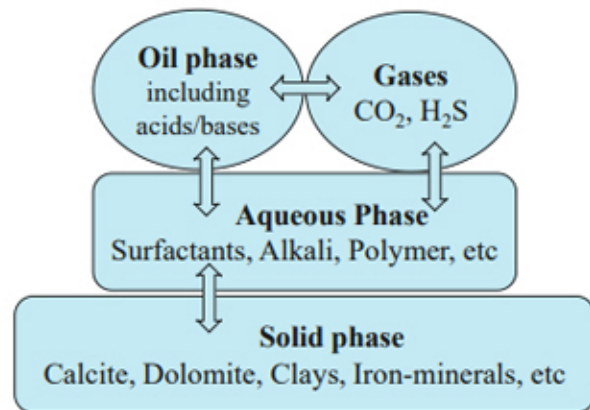


Oil saturation after waterflooding ~35-40%. Can be reduced to as low as 1%

Challenges in oil reservoirs

- Surfactants
- Alkali
- Polymer
- Ca^{2+} , Mg^{2+}
- Na^+ , Cl^- , etc

Surfactant solution stability



Oil displacement and interactions with reservoir fluids and minerals

Objectives: Develop new surfactants to achieve the following

- ✓ Improve robustness
- ✓ Maximize oil recovery
- ✓ Minimize uncertainties
- ✓ Minimize cost

Ultralow IFT Surfactants

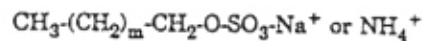
Anionic surfactants have been predominantly used in surfactant flooding

Surfactant Types (1970s-2000)

Petroleum Sulfonates

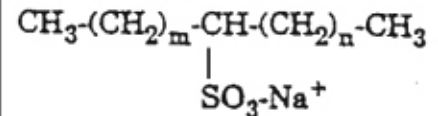
- Gives ultralow IFT with crude oil
- Stable at high temperature
- Not stable at high salinity/hardness brine

Alkyl/Aryl Sulfates



- Sulfates not stable at high temperature (>60 C). Hydrolysis of -O-SO₃ takes place
- Alkyl/Aryl sulfates not tolerant to hardness unless EO/PO groups are added

Alkyl/Aryl Sulfonates

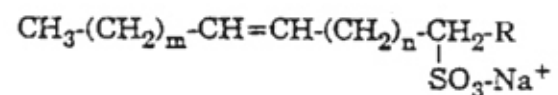
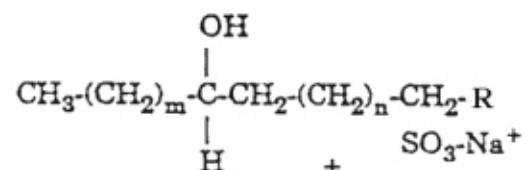


- Stable at high temperature
- Not stable at high salinity/hardness unless EO/PO groups are added
- Expensive

New EOR Surfactants

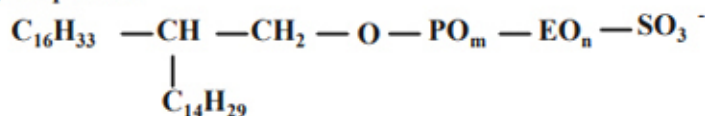
Aimed to address the following challenges:

- High temperature and high salinity/hardness tolerance
- Interfacially active with difficult crude oils (high EACN crudes)
- Improved flow properties of emulsions (no viscous emulsions/gels)
- Internal-olefin-sulfonates (IOS) (Barnes et al, 2010, SPE 129066)
 - C₁₅₋₁₈ IOS, C₁₉₋₂₃ IOS, C₂₀₋₂₄ IOS, C₂₄₋₂₈ IOS
 - Excellent compatibility with difficult crude oils
 - Branching improves phase behavior
 - Stable at high temperature
 - Limited aqueous stability at high salinity/hardness

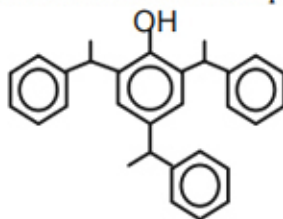


New EOR Surfactants

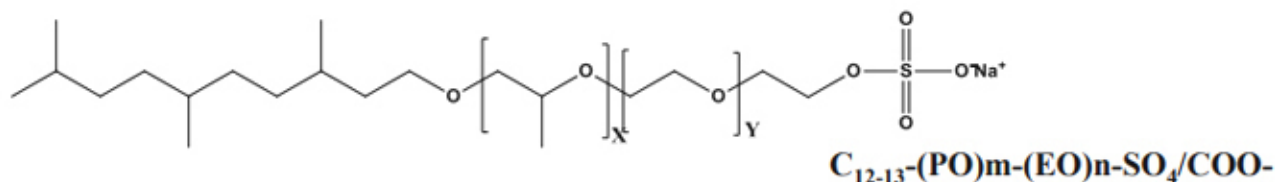
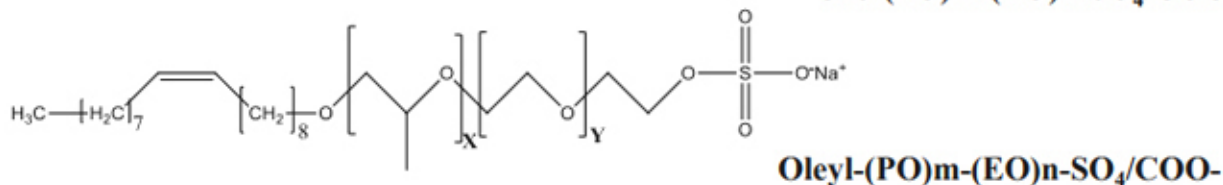
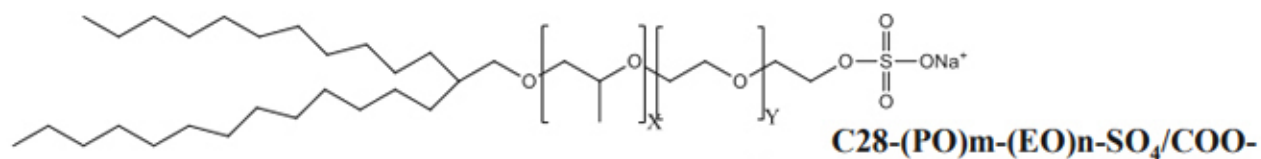
- Alcohol alkoxy carboxylates: R-(EO)_n-(PO)_m-COO⁻ (Lu et al., 2012, SPE 154261-MS)
 - Stable at high temperature (unlike sulfates)
 - High tolerance to salinity/hardness
 - Less expensive than sulfonates
- Large hydrophobe sulfates/carboxylates (Compatible with difficult crude oils)
 - Guerbet alcohol hydrophobe



- Tristyrylphenol hydrophobe: Found to be effective with paraffinic crude oils



New EOR Surfactant Hydrophobes



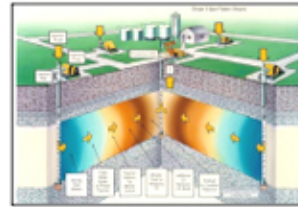
Surfactant Flood Development Stages



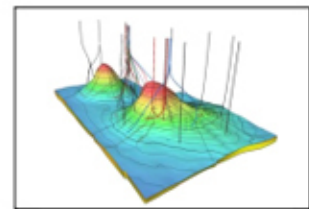
Lab Studies



Single-well Pilot



Inter-well Pilot



Field Implementation

Images:
 (2) Fortune.com
 (3) Bera et al., J. Pet. Exp. & prod. Tech, 5 (3), 255-268, 2015
 (4) Oilfield water services

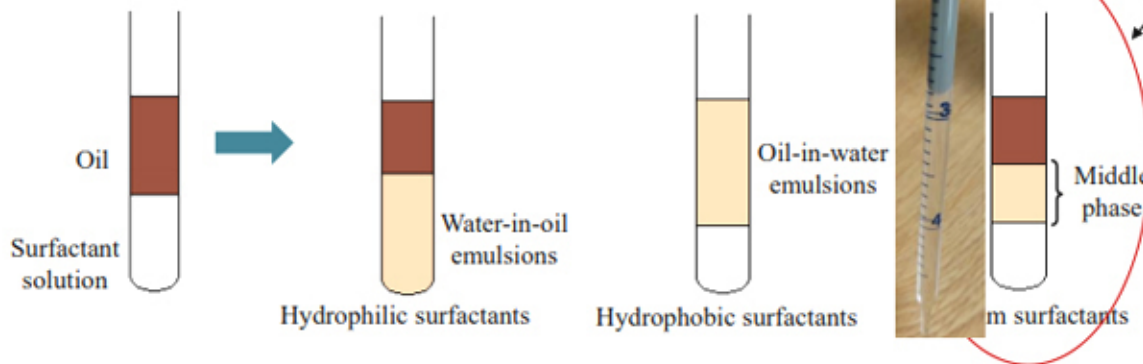
Lab Studies: Phase behavior studies

Starts with reservoir data

- ✓ Reservoir properties
- ✓ Crude oil samples
- ✓ Formation brine
- ✓ Injection brine

Surfactant phase behavior studies

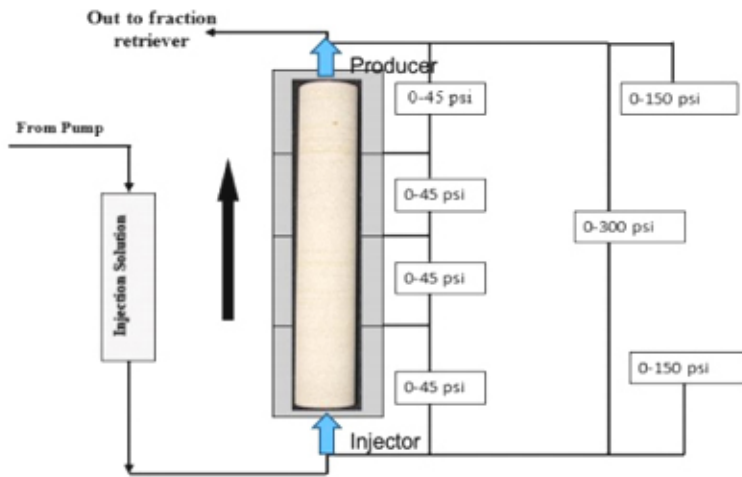
- ✓ Ultralow IFT with crude oil
- ✓ Aqueous stable surfactant formulation



- Gives ultralow IFT
- The surfactant solution should be aqueous stable (clear single phase solution)

Lab Studies: Oil recovery core-floods

To test the effectiveness of surfactant formulations in recovering crude oil from field-rock samples



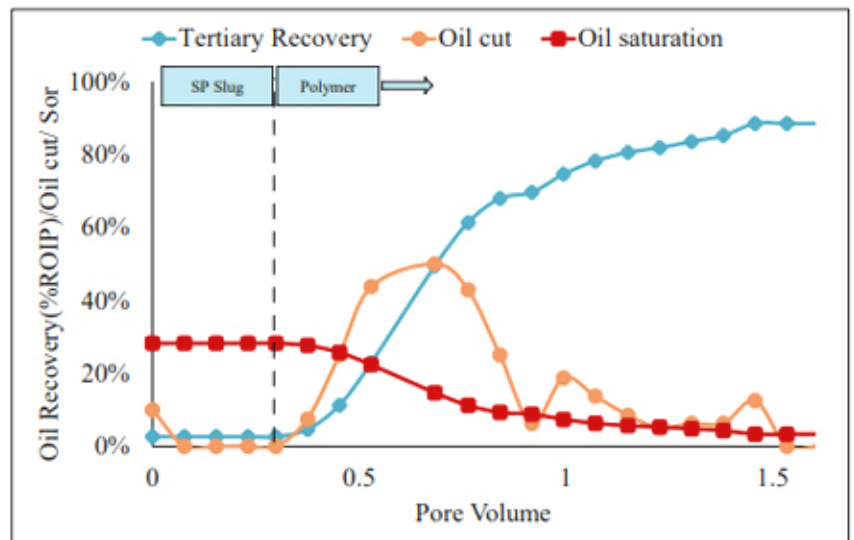
Oil Recovery Data

- Oil collected
- Pressure drop
- Effluent surfactant
- Emulsions and so on

Lab results

Blend of sulfates/carboxylates with internal olefin sulfonates give excellent results

- **SP Slug (0.35 PV)**
 - 0.6 wt% C₁₂₋₁₃-13PO-SO₄
 - 0.4 wt% C₁₅₋₁₈ IOS
 - 25% Formation brine (42,000 ppm TDS)
 - 4750 ppm FP 3330S (~40 cP at 10s-1 and 30 °C)
- **Polymer drive**
 - 10% Formation brine (17,000 ppm TDS)
 - 4750 ppm FP 3330S
- **Sorc ~ 3.3%**



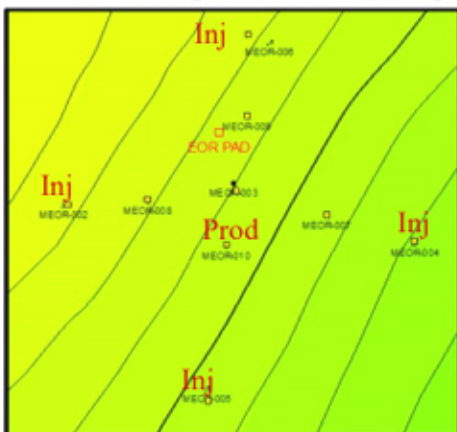
Surfactant Field Trials

Most field trials have been performed in the US and China. Other places include India, Malaysia, Indonesia, the Middle-East, Canada, Venezuela, Columbia and Russia.

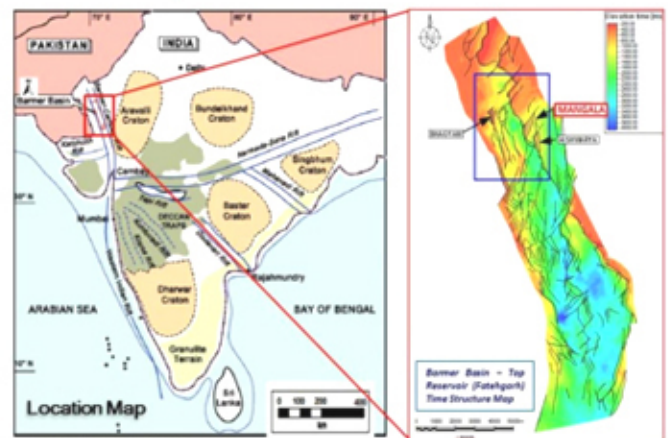
Year	Field/Country	Year	Field/Country
1973	Benton field, Illinois, USA	2000	Minus oilfield, Indonesia
1976	Big Muddy field, Wyoming, USA	2002	Maracaibo Lake, Venezuela
1983	Louden field, USA	2004	Viraj oilfield, India
1992	Minnelusa, Wyoming, USA	2006	Tanner oilfield, Wyoming, USA
1994	Offshore Gulf of Mexico, USA	2007	Angsi field, Malaysia
1997	Daqing field, China	2012	Lawrence field, USA
1998	Gudong oil field, China	2012	Southern Oman, Oman
1999	Xing Long Tai oilfield, China	2014	West Salym, Russia
2000	Karamay oil field, China	2014	Mangala Field, India
2000	Cambridge Minnelusa oilfield, USA	2016	Sabriyah-Mauddud, Kuwait
2000	Maracaibo Lake, Venezuela	2018	San Francisco Field, Columbia

EOR Pilot in Mangala Field, India

- Mangala Field Surfactant Flood, Rajasthan
 - Temperature = 65 °C
 - 15 cP “waxy” crude oil viscosity at 65 °C
 - High porosity and high permeability reservoir

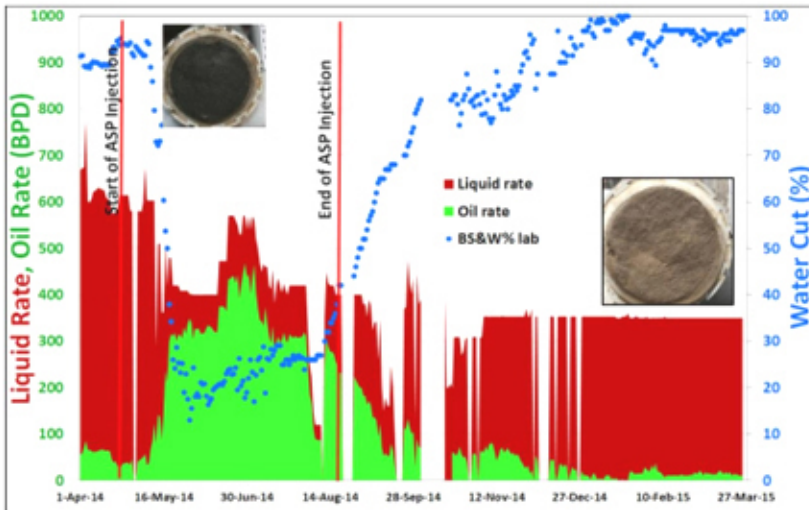


Reference: (1) Pandey et al., 2016. SPE 179700-MS
(2) Mangala EOR presentation, Vedanta 2017



- Surfactant formulation was prepared in soft brine (RO water): **0.18% Alcohol-PO-EO-sulfate + 0.12% high carbon sulfonate**
- 0.3% total surfactant was used in aqueous solution for 4 months at 500 bpd per inj (**total surfactant = 116,000 Kg**)

Mangala Pilot Results



Results Summary

- Oil cut before ASP injection ~8%
- Oil cut after 2.5 months ~ 70-80%
- Cumulative oil recovered: 37,500 bbl oil (pilot area pore volume=100,000 bbl)
- Surfactant flood potential ~ 150 MMBLS till 2030

Encouraging results were observed during the pilot test

Typical surfactant requirements

- **Small field**
 - 4000 bpd, 0.3% surfactant, 1 year injection
 - 700,000 Kg per year
- **Medium field**
 - 40,000 bpd, 0.3 wt% surfactant, 2 years injection
 - 7×10^6 Kg per year
- **Large field**
 - 80,000 bpd, 0.3 wt% surfactant, 5 years injection
 - 14×10^6 Kg per year

EOR Application of ABS and AOS

- Alkyl Benzene Sulfonates
 - Good foaming properties
 - Cannot be used in EOR due to limited tolerance towards hardness
 - Can be used in combination with a alcohol-alkoxy-sulfate/carboxylate as the secondary surfactant may provide tolerance to hardness
- Alpha-olefin sulfonates
 - Stable at high temperature and high hardness conditions
 - Extensively used in foam-EOR processes
 - Ongoing studies in our group: Foam-EOR using AOS surfactants alone and in combination with nanoparticles

Opportunities and challenges in the Oilfield

- Surfactants that are interfacially active at
 - High-temperature/high-salinity/high-hardness reservoirs
 - With Difficult crude oils: High EACN crude oils/waxy crude oils etc
- QAQC of surfactants during EOR
- Investigating non-ionics, gemini surfactants, zwitterionics for EOR
- Develop biosurfactants for EOR applications
- Develop surfactants from diverse feedstocks including local feedstocks
- Minimize surfactant cost (currently \$15-20 per incremental oil barrels for surfactant flood)

Conclusions

- Surfactant-EOR processes have potential to improve oil production from existing oil reservoirs
- Surfactant-EOR processes have shown encouraging results in lab and pilot tests
- Particularly in India, there is lot of emphasis from the government to lower oil imports by 10% by 2022. EOR is a potential technique to achieve this objective
- Oil industry, academia/EOR professionals, and surfactant-companies should work hand-in-hand to develop a robust and commercially viable EOR process

Acknowledgement

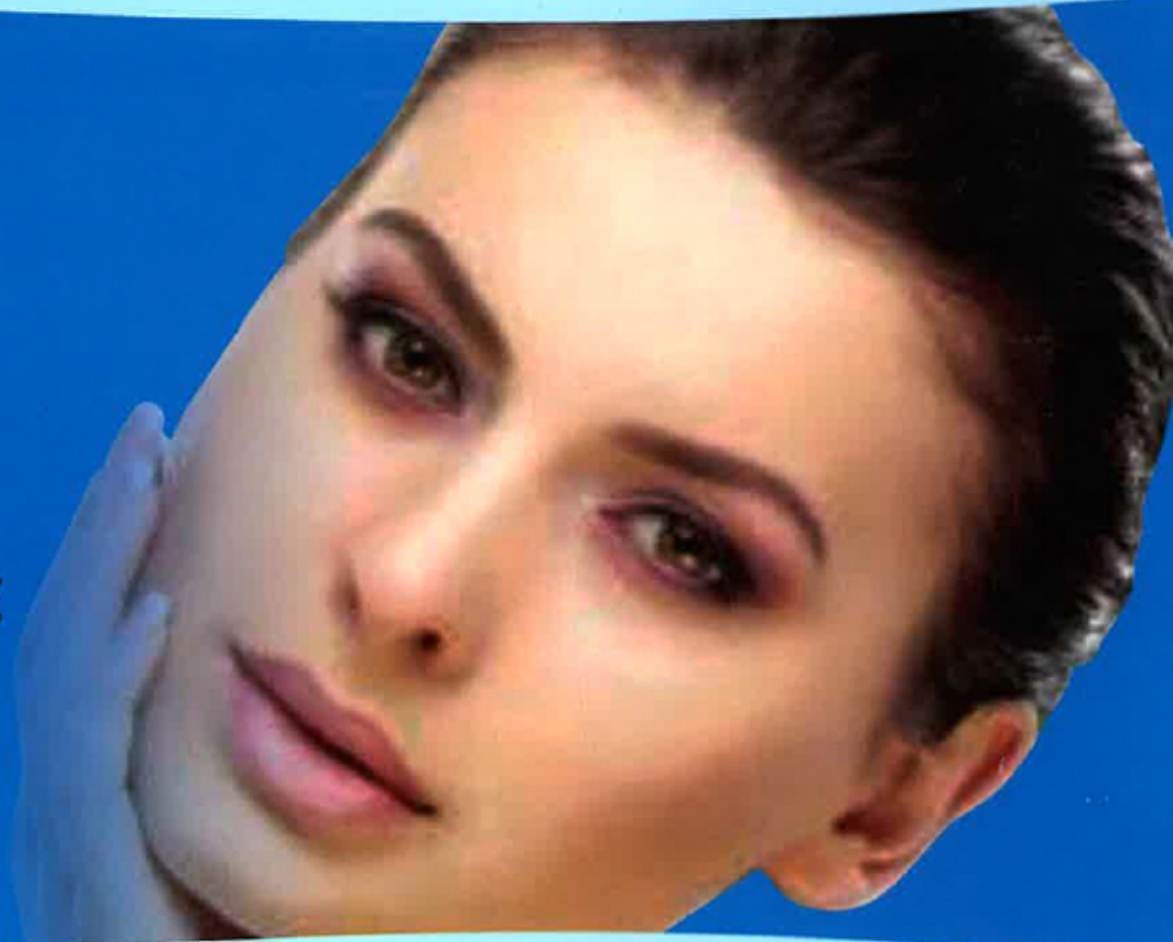
- ICIS for giving this opportunity
- IIT Kanpur for funding and support
- Researchers at the University of Texas at Austin



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

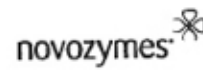
Indian Oil Corporation



ECOF Industries Ltd.



McNROE Consumer Products Private Limited



Novozymes



Emami Limited



Kumar Organic Products Limited
Ingredients for us

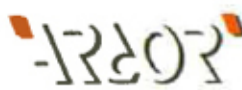
Kumar Organic Products Limited



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



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

C3 Science

Chemistry, Cleaning and Care

Have your presence in C3 Science magazine. Book your space in forthcoming issues.

Advertisement Details & Tariffs

I / We would like to place an advertisement in the C3 Science - Quarterly E-Newsletter

- Front Inside Cover - Colour (INR 25,000/-) Full Page - Colour (INR 12,500/-)
 Back Inside - Colour (INR 20,000/-) Half Page - Colour (INR 8,000/-)
 Back Outside - Colour (INR 35,000/-)

Annual Advertisement Subscription: 15% discount will be applicable if advertisement for all 3 quarter for FY 2018 booked in advance.

*Note: GST@18% extra

The advertisement matter is enclosed in the form of / will be sent -

- CDR .MP4 / .FLV Others Specify : _____

Note: Most preferred format: Corel format (CDR) along with fonts.

Payment:

1. By Cheque / DD

In favour of 'Indian Home & Personal Care Industry Association', payable at Mumbai, India

2. By Money Transfer

Company Name	Indian Home & Personal Care Industry Association	
Bank Name	Kotak Mahindra Bank	State Bank of India
Branch	Goregaon - West	Goregaon - East
Account No	3111230458	31755539974
IFSC/RTGS Code	KKBK0000643	SBIN0012521
Swift Code	KKBKINBB	SBININBB518

*Please note that Bank Draft / Cheque must be sent together with the Advertisement form.

Payment Details

Cheque / DD No.:

Date:

Bank Name & Branch:

For Enquiries:

IHPCIA - Secretariat

Shiv Anand - A, 372/374,

S.V. Road, Goregaon (West),

Mumbai - 400 104, INDIA

Tel: +91 22 228771857; Fax: +91 22 28741366

Mobile: +91 9029088219

Email: ihpcia@ihpcia.org / pankaj@ihpcia.org / krutika@ihpcia.org / amit@ihpcia.org

Website: www.ihpcia.org