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COVER STORY

**Plastic Reduction in Supply-chain:
How the Detergent Market is Working
Towards a Clean Sweep**



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

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Editor's Note

Dear readers! It is time once again for the next edition (Issue 4) of the C3 Science. We hope that you are enjoying the content and it provides a meaningful resource for your professional needs. Please do continue to provide feedback on what topics you like to see and how we can better improve your reading experience.

The current issue covers the regular updates on Indian and the Global news and also covers updates on regulations, sustainability and patents, and also provides interesting articles on Plastics Reduction in Supply Chain – an initiative by The MIT Center for Transportation & Logistics' Sustainable Supply Chains. This initiative is exploring commercially viable ways to reduce plastic in the detergent supply chain. The issue also covers an article on Cost Effective Liquid Laundry concentrate specially designed for Fabric Care by Vaishali Jumde, Formulation & Application Development Executive, Galaxy Surfactants Limited.

This issue also covers another interesting article on "Simple ways to make packaging more sustainable." The author talks about the trend of emerging water-free detergent products, with startups such as BlueLand developing tablets that can replace traditional cleaners, and limit packaging and transportation costs.

Also covered in the issue is an article about ingredients & tools to develop more natural, high-performing and responsibly-sourced formulations from Clariant, a focused and innovative specialty chemical company,

ISDC 2020 – Registrations are now open!

I take this opportunity to inform all readers that the registration for the **ISDC 2020 – The 6th International Convention on Soaps, Detergents & Cosmetics to be held in Goa from July 05 to 08, 2020** is now open. Event, Registration details and forms can be obtained at <http://isdconference.org/>

The Theme of the ISDC-2020 convention is, " Changing Dynamics – Digitization, Sustainable Growth, and Business Challenges" .

The convention will also have sessions on

1. Student Outreach Program
2. Industry-Academic Interactions
3. B2B meetings and
4. Cleaning with a Purpose – an IHPCIA Initiative

Happy reading and look forward to seeing your continued support and presence at ISDC 2020 at Goa.

COVER STORY

Plastic Reduction in Supply-chain: How the Detergent Market is Working Towards a Clean Sweep

By Alexis Bateman

Editor's Note: The MIT Center for Transportation & Logistics' Sustainable Supply Chains initiative is exploring commercially viable ways to reduce plastic in supply chains. Companies that are interested in this work should contact Dr. Alexis Bateman, Director, MIT Sustainable Supply Chains, at hickmana@mit.edu.

The increasingly strident public outcry over the huge volumes of plastic waste clogging our environment demands a response from the companies held responsible for putting it there. Can these companies reduce the amount of plastic in supply chains and meet or even exceed their profitability targets?

The answer is a qualified yes. There are win-wins that achieve both the above goals. Identifying and capturing them is not easy given the number of environmental, commercial and operational stars that have to align to make this possible – but companies need to start looking for these opportunities

A prime example of the potential benefits can be found in the laundry detergent market. The industry's shift to concentrated liquid detergent yields both environmental and commercial gains. The product's journey from unknown innovation to household staple has been long and erratic, but it offers some important lessons for companies that want to meet consumer demand for less plastics in supply chains while remaining competitive.

Towards a packaging solution

Mountains of plastic waste have been building for many years, but a number of recent developments have moved them into the limelight. These include China's ban of non-industrial imports of plastic waste, the discovery of vast swirling garbage patches in our oceans, and images of plastics-gorged sea creatures that prompted bans of offending products such as plastic straws.

These high-profile images and accompanying stories have led to sweeping demands for immediate reductions in volumes of plastic waste. The reaction is understandable – but the reality is more complicated.

Supply chains are heavily dependent on plastics, and eliminating or reducing the material's usage can have far-reaching consequences for multiple actors. That said, there are huge opportunities to respond to stakeholder demands and cut costs, especially in the area of product packaging.

Packaging accounts for 146 million tons of waste annually and 42% of the global use of plastics. Given these numbers, product packaging is a prime place to start when looking for plastic-reduction win-wins in the supply chain.

However, the task is not straightforward and may involve a lot of work in both the supply chain and the broader market particularly with regard to winning consumer support for the required changes. Existing attitudes and practices are deeply ingrained, and changing them to make way for redesigned packaging is far from trivial. The laundry detergent market offers a salutary example of this change management challenge.

Paradigm shift

Laundry detergent in large, brightly colored plastic jugs is a mainstay product in American homes. But it has taken many years and numerous commercial twists and turns for it to attain this status.

Liquid detergent became the preferred product in the US and EU over the traditional powdered variety in the mid-1970s. At the time, powdered detergents were discovered to have large quantities of surfactants and phosphates that are damaging to human health and the environment. The EU and some US states outlawed phosphates, which led to a negative perception of the product in these regions. Despite changes in powder formats that removed the harmful additives, liquid detergent usurped the traditional product and became the norm in American laundry rooms.

Still, liquid detergent has some notable downsides. The product is a more effective cleaning agent than powder equivalents, but its formula uses more water and containers of the detergent are typically heavier and hence more expensive to transport. As a relatively heavy product, liquid detergent generally requires thick plastic packaging to avoid leakages and other damage while in transit that could make the product unsaleable and compound the environmental and cost impacts.

To address these issues, manufacturers began to concentrate formulas in the mid-seventies. Early concentrated versions of Colgate's Dynamo and Henkel's Purex detergents were introduced, but received very little traction and were quickly pulled off the shelves. Many arguments were put forward for the failure to win consumer support. Limited consumer understanding of concentrates was one possible reason; for consumers bigger packages of non-concentrated detergent translated into bigger value. This may have also been a result of the ritual-based nature of laundry and the difficulty of changing consumer practice (i.e. one cup = one load), as well as the new product's price premium. In addition, the large-size bottles of non-compacted detergent gave them a bigger presence on the shelf.

In short, without an industry-wide shift towards concentrated formulae, there was little reason to keep concentrated detergents on supermarket shelves.

This situation persisted in the United States through the eighties and nineties. Then in 2005, Unilever's brand of detergent, All, released a concentrated version called All Small & Mighty. According to Unilever, the concentrated variant used half the packaging, one-quarter of the water use, and one-third less diesel fuel to transport as compared to the traditional All product.

This version was a hit with consumers. One reason is that it was paired with better consumer education and retail store features. For example, Unilever communicated that the concentrated version had equal washing power to a bigger bottle of the regular liquid detergent. The packaging showed a little bottle with an "equals" sign denoting it to be equivalent to a bigger bottle of non-concentrated detergent. Improved consumer education was another important change. The All Small & Mighty product was demonstrated at stores around the US to show that it was just as effective as its unconcentrated version.

Increasing consumer awareness of concentrated product allowed other manufacturers to follow suit. In 2006, P&G rolled out 2x concentrated formats of most of their major detergent brands: Tide, Cheer, Gain, Era & Dreft. As the market began to shift towards the concentrated product, Walmart gave it a final push by requiring that suppliers deliver at least 2x concentration for all detergent products on Walmart's shelves. The move essentially changed the face of the detergent market.

It also reduced the amount of plastic used as companies switched to smaller detergent bottles. And there were other environmental benefits too. For example, one leading manufacturer reported that its concentrated product used 35% less water compared to the non-concentrated product; an annual saving of 230 million gallons of water. Product delivery required fewer pallets and truck trips.

Continued innovation

Since the major shift in 2007, the detergent market has continued to innovate. In 2012, P&G released Tide pods which contain only 10% water as opposed to 50% in the 2x concentrate detergent product. Tide pods are packaged in a plastic bag instead of a large-format bottle which utilizes much less plastic.

Some of this innovation has been driven by smaller market disruptors. Manufacturers Seventh Generation and Method marketed concentrated formats in the early 2000s with 4x and 3x formulations respectively, but these companies were not big enough to trigger an industry-wide change. In 2018, Seventh Generation released an ultra-concentrated (8x concentrate), bio-based detergent that uses recycled PET for its packaging. Their EasyDose Ultra Concentrated detergent uses 60% less plastic, 50% less water, and weighs 75% less than its traditional format detergent, and is designed to avoid overuse of detergent. Additionally, the lightweight bottle is designed with e-commerce in mind and requires much less space and weight to ship. P&G has followed suit with its new "eco-box" designed together with Amazon. The packaging essentially looks like a wine box with a plastic bag housed in a cardboard package. This design is lighter and uses less corrugated cardboard without affecting the performance of the packaging.

And the market continues to foster innovation. Startup companies are offering entirely new ways of thinking about laundry. For example, a product offered by Grover Collaborative enables customers to buy a reusable detergent dispenser and purchase refill pouches when needed. This novel approach uses less packaging and the lighter units are easier to transport. Another company, Dizolve, sells lightweight strips of laundry detergent that dissolve in each load. With paper packaging and no liquid, the product eliminates the use of plastics and is small and lightweight.

Time to start innovating

As this short history shows, innovative packaging in a mass market – some 900 million bottles of detergent are used annually– can yield major environmental and commercial benefits.

But these win-wins do not come easy. They require innovative thinking throughout the supply chain from product design and manufacture to customer delivery. And it's not enough to change best practices within companies; innovative products must also win consumer acceptance at an affordable price.

Increasing consumer demand for less plastic presents some formidable challenges for companies – but it also represents a huge opportunity to develop products that are successful from both commercial and environmental perspectives. Moreover, as the liquid detergent story illustrates, the emergence of innovative products (in this case concentrated formulations) can spur the industry-wide shifts that are necessary to achieving change on a large scale.

Such opportunities exist, but companies must be willing to start the journey.

The MIT Center for Transportation & Logistics' Sustainable Supply Chains initiative is exploring commercially viable ways to reduce plastic in supply chains. Companies that are interested in this work should contact Dr. Alexis Bateman, Director, MIT Sustainable Supply Chains, at hickmana@mit.edu.

Source: Supply Chain Management Review (April 18, 2019)

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INDIAN NEWS

Blackstone to acquire majority stake in Indian laminated tubes manufacturer Essel Propack for US \$462 mn

Blackstone Group has announced that it has struck a deal to acquire a majority stake in Indian laminated tubes manufacturer Essel Propack Ltd (EPL).

The New York-based private equity fund is set to purchase an initial 51 percent share from Ashok Goel Trust at INR134 per share, which will then trigger an open offer for the purchase of an extra 26 percent stake under Indian law. The open offer price has been fixed at INR139.19 per share, meaning Blackstone could pay up to US\$462 million.

"Leveraging the ongoing industry shift to laminated tubes and EPL's leadership position in oral care, our plan is to accelerate growth in fast-growing end categories such as beauty, cosmetics and pharmaceuticals," said Amit Dixit, Senior Managing Director of Private Equity, Blackstone India. "EPL is a leader in emerging markets and well-positioned to benefit from consumption growth across categories."

Source: Global Cosmetic News (April 30, 2019)

Wipro acquires Philippine's largest personal care company Splash Corporation

Wipro Consumer Care (WCC) announced that it has signed a definitive agreement to acquire Philippine-based personal care company Splash Corporation. This will be Wipro Consumer care's 11th acquisition, said WCC Chief Executive Officer Vineet Agrawal.

Addressing a press conference here, he said Splash Corporation has a presence in Indonesia, Thailand, Malaysia, Hong Kong, Vietnam, Nigeria, and the Middle East.

"This is an exciting milestone for us, given our vision of being amongst the top three players in personal care in Asia. Splash gives us a market leading position in the Philippines, which is one of the strong economies in the region and a formidable personal care market," Agrawal said.

The WCC CEO did not share the deal size, saying that it was confidential. He however, noted that Splash has a revenue of USD 80 million. After the acquisition, Splash founder Rolando B Hortaleza would remain as the consultant and the rest of the team would become part of Wipro Consumer Care, Agarwal said.

"It's the number one local personal care brand there in the Philippines and number five overall. So it's been able to handle the competition which is coming from the MNCs," Agrawal said. The acquisition, he said, would enable Wipro brands to grow in the Philippines market by leveraging Splash's distribution strength across market segments.

Wipro Consumer Care also aims at expanding further to other international markets where Wipro has a strong footprint and brands have latent equity, he added.

Source: Newstoday.com (April 30, 2019)



L'Oréal eyeing acquisitions in India's cosmetics market

The local arm of the world's largest cosmetics company, L'Oréal, is scouting for acquisitions in the skin and make-up market in India, said a top company executive, adding that it seeks to capitalize on the country's rising demand for beauty products.

L'Oréal is eyeing companies with a range of make-up and skin care products to fill gaps in its existing portfolio, which comprises Garnier, Maybelline, NYX and L'Oréal Professional, Amit Jain, who took over as the managing director of the French company's India business last year, said in an interview.

"What's of great interest to us is skin and make-up. These are two areas that are still nascent in India, where we believe there are a lot of opportunities," he said.

While Jain declined to share details of the companies that L'Oréal is eyeing, he said the company's global M&A team has been talking with companies in India. "If in the next one year we haven't got something, then we would have missed an opportunity," Jain said.

While L'Oréal has a large portfolio of global brands, Jain said it is looking for brands that meet specific needs of Indian consumers. "We are looking for good strong formulations for Indian consumers, and high quality manufacturing. For us, it is also about getting in products that are close to the Indian consumers both from a brand and product type."

Brands offering a natural proposition "will be interesting for us," he added.

L'Oréal's interest in Indian companies comes as the market for beauty products in India is growing.

As of 2018, India's beauty and personal care market stood at ₹97,100 crore. Of this, coloured cosmetics is estimated at ₹8,000 crore, while skincare is estimated at ₹12,500 crore, according to data from research firm Euromonitor. Coloured cosmetics is expected to grow at an annual average growth rate of 17.4% through 2022, and skincare is estimated to grow at 10.4%.

Overall, the market for beauty and personal care products will grow at 10% during the same period.

India's growing youth population is contributing to the exponential sales growth of grooming products, more so as the smartphone-wielding millennials are in know of the latest beauty and fashion trends the world over and are seeking more variety at lower price points.

The popularity of e-commerce companies, such as Nykaa and Amazon, has also helped the youth get access to the latest products. This has prompted major brands, including Hindustan Unilever-owned Lakme and L'Oréal's Maybelline to spruce up new product launches.

While globally, L'Oréal has built a sizeable business through acquisitions, including popular brands such as The Body Shop, Vichy, Kiehl's, Shu Uemura, IT cosmetics, Maybelline, Nyx and Urban Decay, its India business is still small compared to fast moving consumer goods (FMCG) major Hindustan Unilever, which has a large portfolio of hair care, personal care and beauty products under Sunsilk, Dove, and Lakme brands.

In India, L'Oréal made its first acquisition in 2013 with the purchase of Mumbai-based skin care brand Cheryl's Cosmeceuticals.

"We acquired Cheryl and spent the last three years in completely homogenizing, formulating, and bringing them up to L'oreal standards. Now, we have upgraded the products and formulations to a level where it can travel across markets," Jain said.

L'Oréal started business in India 1994. It sells a range of products including mass-market brands L'Oréal Paris, Garnier, Maybelline New-York, professional hair products under the Matrix, Kérastase brands, and premium beauty products under Lancôme, Kiehl's, Vichy and La Roche-Posay.

Source: Live Mint (April 9, 2019)

Samara capital acquires majority stake in Nature's Essence

Samara Capital has purchased a majority stake in New Delhi-based cosmetics brand Nature's Essence, according to a report published in a leading daily.

Samara's 65 percent stake is worth at Rs200 crore, placing a value of Rs300 crore on the company. Nature's Essence sells skin care products in more than 200,000 retail outlets and 40,000 salons throughout India. It is one of the country's leading skin whitening brands.

"In recent times, we have observed a whole new demographic of consumers emerging for personal and skin care products as consumerism, aided by the information revolution and purchasing power, seeps into the hinterland," Abhishek Kabra, Managing Director, Samara Capital said.

Source: Global Cosmetic News (April 4, 2019)

P&G India finds a winning formula

Procter & Gamble India, that sells products ranging from detergents and shampoo to razors and sanitary napkins, said it gained shares across categories, vindicating the world's largest consumer goods company's latest strategy to launch lower priced-products, increase rural reach and aggressively innovate existing brands.

The company also claimed that its brand, Head & Shoulders, is now the largest shampoo brand in the country, edging past Hindustan Unilever's Dove and Clinic Plus.

"Our primary focus is growing with the sustainable top line and bottom line results, with a combination of growing categories faster and increasing market share. Both are important, and one is not more important than the other," P&G India CEO Madhusudan Gopalan had told ET in his first media interaction after taking charge of the company a year ago.

Until last year, the 43-year-old was heading P&G's Indonesia business, and had also worked in the Cincinnati headquarters with the P&G-Walmart business team. "Based on what we've seen in the past one year, where we put in place the strategies for driving balance in terms of top line, bottom line and cash, we believe that we've hit the success formula."

P&G's turnaround is a sharp contrast from five years ago, when it had lost share in more than two-thirds of product categories, and posted losses that wiped out the entire gains since it had entered India in 1993. Over the past four years, it has also been de-prioritising several unprofitable lines of business in India, in line with its global strategy, that slowed down its revenue growth but led to much more profitable business.

Source: ET Energy World (March 26, 2019)

Emami Ltd to tap e-commerce by putting its entire portfolio online

In its first ever attempt to tap e-commerce, Emami Ltd is going to take its entire portfolio online and will launch online exclusive products. The company has also rejigged its sales function to focus on e-commerce having appointed a new chief for sales and distribution, director Harsha V Agarwal said.

Emami wants to drive sales in online and modern retail with consumers showing a bigger inclination to buy from there whereby these two together contribution to total sales will double from 7-8% now to 12-15% in three years.

Agarwal said while it can launch online exclusive products across brands, it wants to specifically create separate lines under Fair and Handsome, He and Kesh King. For instance, the company could launch products for beard under the He brand, he said. These new products would be rolled out from next financial year.

"There is big opportunity in healthcare products in online such as honey and Chyawanprash. We are also evaluating online launch of the Crème 21 brand under premium skin and body care segment which we acquired in Germany earlier this year," he said.

The makers of Boroplus antiseptic cream and Zandu balm has roped in George Angelo as the chief operating officer for sales and supply chain from Anchor Health and Beauty Care where he was the CEO. Angelo has earlier worked in leadership roles in Hindustan Unilever and Dabur. This comes after earlier sales head Madan Pandey quit Emami four months back.

Emami has roped in Rishi Agarwal to lead a new team for e-commerce, who was in senior roles in Snapdeal, Arvind, and IBM.

"These hiring were done to build a sales and distribution team keeping in mind the future, considering e-commerce and modern retail will play a much bigger role in the future," Agarwal said.

Source: ET Brand Equity News (March 20, 2019)



Adira Bioherbs introduces a range of Face, Skin and Anti-aging products

Traditional medicine and ancient ways to treat modern ailments have skyrocketed in popularity in recent times. However, the old Indian medical system has been highly commercialized and a change is being ushered in by Adira Bioherbs, whose brand Dira has become popular for its authentic Vedic methodology based products and has introduced a range of face, skin and anti-aging products.

The Dira brand relies on the original Ayurvedic traditions to make oils and products for hair, face and body treatment. The ingredients and manufacturing methods are based on instructions derived from the ancient Vedas, making the products different from any other organic, natural or herbal treatments available in the market.

"Dira is a known brand in India, and was started to promote the message of authentic Ayurveda, comprehensively. From the time it was launched, it has been creating pure Ayurvedic products as per the ancient Vedic ways," says Preeti Goel, Partner at Adira.

An immensely popular brand in India, Dira is meant for users who place value on gentle, safe and efficient beauty products. For instance, its Organic Henna Powder is a pure henna leaves product, and imparts a natural glow to hair when used with the Dira Herbal Indigo powder. The Dira Vedic Oil is a blend of herbs and oils as described in ancient Vedas, and works like an elixir for hair.

A popular product is the Adira anti-aging oil, Navya. Made from a combination of herbal oils blended with a method described in the Vedas, Navya fights signs of aging, works as a skin emollient, provides anti-oxidants and nourishes the skin with various vitamins and essential fatty acids.

Adira products are 100% natural and organic, free from cruelty, and handcrafted with attention and care. There are no harmful preservatives and all ingredients are pure plant botanicals and thus completely vegetarian.

Source: PTI News (March 15, 2019)

Reckitt Benckiser tackles plastics waste with new project in India

Reckitt Benckiser's Indian division launched an initiative in a bid to raise awareness of plastic pollution and tackle waste with a collection and processing project, according to a report published by United News of India.

The UK-based FMCG manufacturer held an event to encourage public participation via a series of workshops and street plays designed to teach plastic management.

It is also partnering with the Indian Pollution Control Association (IPCA) to coordinate waste collection services for responsible disposal of multi-layered plastic.

"ICPA is developing the collect back mechanism for MLP waste in India, which is non-recyclable yet energy recoverable, and channelling it for its processing as a fuel for cement industries and for generating electricity in waste to energy plants," Ashish Jain, Director, IPCA told United News of India.

Chemarc.com (March 8, 2019)

HPCI 2019: Exhibition on home and personal care ingredients organized in Mumbai

It is now a common knowledge that the Personal Care, Home Care and Cosmetics segments in India are the fastest growing segments that have so far seen only the tip of the ice-berg in terms of its true potential. This growth is expected to be fuelled by a highly aspirational and young middle-class sector of over 300 mn people in India. Speciality chemicals and Ingredients form the functional core of the products in these segments. The growth in this industry must be tempered with the right choice of ingredients, formulations and processes to ensure that the final products that reach the end consumers are of high quality and more importantly are compliant with regulations and HSE considerations.

Addressing these aspects and powering the sustainable growth of the industry, a two-day annual trade show, 9th edition of HPCI-2019 got underway at the Bombay Exhibition Centre in Mumbai.

The show was inaugurated by Mr. Sunil Bambarkar, President – Indian Society of Cosmetic Chemists, Executives of NumbergMesse Group and Mr. Dilip Raghavan, Managing Director, Exponova Exhibitions and Conferences India Pvt. Ltd.

This ninth edition marks a further milestone in HPCI's history: In June 2018, HPCI India was fully integrated into the portfolio of ExpoNova Exhibitions & Conferences (India) Pvt. Ltd., a joint venture between NumbergMesse, Indian publisher Colour Publications and German specialist publisher Vincentz Network.

With 250-plus exhibitors and more than 4000 visitors expected to witness the two day event, will once again be the industry's most important platform for the Indian market.

The event also saw the technical seminars and workshops being organized by the Indian Society of Cosmetic Chemists (ISCC) during these two day event.



Canon India spreads awareness around Plastic Waste Management and Bio-diversity Conservation

Strengthening its commitment towards creating a sustainable future for the present and future generations, Canon India, one of the leading imaging organisations has partnered with 'I am Gurgaon', a not-for-profit organization that has taken up the responsibility to make Gurgaon a better place to live in. Through the joint endeavour, the organization aims to spread awareness around the hazard of plastic waste accumulation in the city and spread awareness on its effective and efficient management. Environment is a core element of Canon's '4Es' policy of CSR, which focuses on Environment, Education, Eye Care and Empowerment.

As part of the initiative, the organization encouraged its employees to collect plastic waste from the surroundings, which was further utilized for an art installation at Wazirabad Bundh Eco-restoration Project Park, under the guidance of a renowned artist, Mr. Arunkumar HG. To further support its mission of building a greener and cleaner tomorrow, Canon also organized a photo walk for its employees and customers, which was kicked-off by Canon Photo Mentor and a renowned photographer, Mr. John Edwards. Under his guidance, Canon users clicked pictures of the various installations made out of plastic waste, striving to create a positive impact on the society.

Speaking about the initiative, Mr. Kazutada Kobayashi, President & CEO, Canon India, said, "As a responsible corporate brand, we have always believed in leading by example and bring about a positive influence in our society. With our foundation built on our corporate philosophy of 'Kyosei', we are proud to bring not only quality products to the market but also contribute towards a sustainable future for our communities. Environment has been core to our CSR endeavours and we have been consistently making efforts towards its conservation, in our adopted villages, across the country. Our association with 'I am Gurgaon' will further strengthen our resolve towards a greener and cleaner environment. Going forward, I will personally encourage each Canonite and Canon user to pledge towards 'zero tolerance for plastic', thereby adopting healthy standards of living."



Commenting on the photo walk organized, he further added, "Being an imaging leader, we believe in the power of photography in bringing forth positive changes in society. As we know, a picture speaks thousand words and through the medium of photography, we would like to spread greater awareness around biodiversity conservation. With this objective, the photo-walk organized will play an imperative role in bringing communities together in their determination."

The organization has always been at the forefront of driving various sustainability initiatives aimed at conserving the environment and thereby, creating a better and brighter future. Canon's CSR endeavors are driven by their corporate philosophy of 'Kyosei', which means spirit of living and working together for the common good.

Under its CSR vision, Canon aims to bring developments in the areas of 4Es -Environment, Education, Eye care and Empowerment. Employees of Canon, frequently engage in sustainable initiatives and believe in giving back to the environment and society.

Source : PTI News (March 8, 2019)

Johnson & Johnson resumes baby talc production

Johnson & Johnson has resumed production of its Johnson's Baby Powder at plants in Baddi and Mulund, India after Government sanctioned testing reaffirmed that the product does not contain asbestos. This conclusion reinforces the findings of decades of independent tests by universities, research labs and government regulators around the world that have consistently found that our talc is safe.

In recent months, regulatory authorities from Singapore, Thailand, Saudi Arabia, Jordan, Kuwait, and Egypt have also reaffirmed the purity of Johnson & Johnson's talc. We stand behind the safety of our talc, which is routinely tested by both suppliers and independent labs to ensure it is free of asbestos. Johnson & Johnson has cooperated fully and openly with global regulators, providing them with all the information they have requested dating back to the 1960s, and has made its cosmetic talc sources and processed talc available to regulators for testing.

Source: Hans India (March 8, 2019)

Firmenich extends global family-friendly parental leave for Men and Women

Firmenich, the world's largest privately-owned perfume and taste company, is significantly extending its paid leave for all new mothers and fathers around the world. Launched on International Women's Day, the gender-neutral parental program, offers a global minimum of 16 weeks fully paid leave^[1] for the primary caregiver, as part of the company's commitment to offer a family-friendly environment, with equal opportunities for all.

"We want to make Firmenich the best place to work, and the most family-friendly company, in our industry and a big part of this is encouraging a culture where both men and women can thrive," said Gilbert Ghostine, Chief Executive Officer. "Our extended parental leave is designed to support all of our colleagues, regardless of their gender or how they became a parent, so that together they can give their child the best start in life."

Starting this year, Firmenich is offering leave to parents for both childbirth and adoption. This lets colleagues, whether new fathers or mothers, take 16 weeks of paid leave if they are the primary caregiver, and two weeks of leave for secondary caregivers^[2]. Unless local laws offer more generous terms, this is a global company-wide minimum standard.

"As a family-friendly company, we are very proud of our ability to hire and most importantly, accompany the very best people in our business along their individual journey in life," said Mieke Van de Capelle, Chief Human Resources Officer at Firmenich. "With 93% of new mothers staying with us after maternity leave, the case is clear for going beyond traditional maternity leave to offer gender neutral parental benefits. Our new extended leave builds on Firmenich's broad support system, including flexible working arrangements, gender equal pay, and inclusive development and promotion practices."

Committed to fostering a diverse and inclusive workplace, in December 2018 Firmenich became the first company in its industry, and one of only seven multinationals worldwide to be globally certified as a gender equal employer. Going well beyond equal pay, this gender parity certification by EDGE (Economic Dividends for Gender Equality), is the leading business standard for workplace diversity worldwide. This year, Firmenich also launched flexible working to give its colleagues more choice in their work hours to best balance professional and family commitments.

Parental leave varies widely between countries and will, thanks to this program, increase in a majority of Firmenich's markets. In Mexico and Indonesia for example, paid leave for primary caregivers will rise from 12 weeks to 16 weeks, while in India, a secondary caregiver is now entitled to two weeks rather than two days. In the UK employees have the right to take up to 52 weeks of parental leave, the first ten weeks of which are fully paid. Today's initiative adds another 6 weeks of paid leave to a new mother's entitlement. Special conditions apply in the United States, with paid parental leave up to 12 weeks.

Source: [PTI News](March 8, 2019)

Sebamed presents baby skincare routine products that can be used from day one

Sebamed is a world pioneer in pH 5.5 based products and is marketed in India by USV Pvt. Ltd. Ideal baby skincare products will aim toward protecting the baby's acid mantle as it is crucial to the baby's development. All Sebamed products have a pH of 5.5 which is slightly acidic and in turn not only aids the development of the acidic mantle which protects the baby's skin but also prevents moisture loss & aids in skin hydration. Sebamed products are not tested on animals and are 100% free of harmful chemicals and irritants which are crucial for a safe and ideal baby skincare routine.

Sebamed Baby Massage Oil contains 95% natural soya oil. The high content of essential fatty acids in soy oil guarantees optimal skin tolerability & makes baby's skin soft and supple without leaving an oily film. Sebamed Baby Wash Extra Soft is 100% soap-free & comes with a 'no tears' formula. Its allantoin content keeps the baby's skin soft and supple. It is a sugar-based mild cleanser which contains botanical lipids similar to vernix (same as in mother's womb) & allantoin which protects and hydrates the baby's skin. It is free from Phthalates, Mineral Oil & Fatty alcohol.

Sebamed Baby Lotion has a pH of 5.5 and contains natural lipids and is a must for newborn babies. The chamomile extract protects the baby's skin from irritation & allantoin keeps baby's skin soft and supple. Sebamed Rash Cream provides reliable protection against diaper rash and can also be used for insect bites. It contains Titanium Dioxide which forms a protective barrier against aggressive substances, which cause inflammation. It is also clinically proven to reduce 50% diaper rash within 3 weeks.* Sebamed Baby Powder contains talc, zinc oxide, extracts of olive oil, allantoin which helps prevent friction & prevents nappy rash. It also contains zero per cent of asbestos which makes it safe for babies.

The Sebamed range of products provides with a unique advantage of pH 5.5 which preserves baby's skin the way it's meant to be. All Sebamed products are developed by dermatologists to meet baby's skin-specific needs. They are ideal for all baby skin types including sensitive and problematic skin. Moreover, Sebamed products are the safest with only 0.0003% cases of irritation which ensures the baby's skin remains truly phenomenal.

Source: [PTI News](February 25, 2019)

Global fragrance & flavour manufacturer Givaudan invests Rs 400 crore in Pune plant

The world's largest manufacturer of flavours and fragrances Givaudan is betting big on India. The company has invested Rs 400 crore in setting up its second and largest factory in Pune. CNBC-TV18's Priya Sheth caught up with Giles Andrier, CEO of Givaudan to understand the company's plans going forward.

Andrier said, "The Pune plant that we have invested into is 60 million Swiss franc, it is a very large investment, it is actually the largest we did in India. It is a dedicated plant to make flavours. In flavours and fragrances over the last 20 years, we have grown in double-digit and in a very consistent way in India."

He further added, "For the group, we have a target of growing 4-5 percent in the world until 2020. China and India are the largest market growth opportunities that we have ahead of us. Revenue that we make in India for Givaudan is roughly 4 percent of our total sales."

Source: cnbctv18.com (February 18, 2019)

Philips to enter oral care market

Consumer goods major Philips India is set to expand its oral healthcare portfolio in the country, a top company official said.

ADA Ratnam, president-personal health, Philips India Subcontinent, said, "We are looking at expanding in oral healthcare segment in India. It is a big business for us globally. We would like to introduce products in the country with a strong focus on Indian consumer needs."

Ratnam didn't spell out the specific products to be launched here. Globally, Philips' oral healthcare portfolio falls under five categories: power toothbrushes; brush heads; interdental cleaning; oral hygiene; and whitening.

While the global oral care market, valued at \$40.63 billion in 2016, is estimated to reach \$63.48 billion by 2023, awareness about oral hygiene in India remains low, say experts. Philips India, known for its grooming products, recorded 15 per cent CAGR in the last seven years in the beauty segment. "This year the personal health division grew by about 12-15 per cent by strengthening its presence in new categories besides launching new products. India is among the top ten markets for the personal health business of Philips globally," said Mr Ratnam.

Source: The Asian Age (February 11, 2019)

ITC to invest Rs 1,700 cr in food processing and personal care biz in West Bengal

FMCG major ITC Ltd. will be investing Rs 1,700 crore in West Bengal in its various businesses that includes food processing, personal care and paper an official said.

The company's committed investments in the state, with an outlay of Rs 4,000 crore across agriculture, manufacturing and services, are "reality and on the ground", said its Managing Director Sanjiv Puri while addressing the fifth edition of the Bengal Global Business Summit.

This includes two new state-of-the-art mega food processing facilities at Uluberia and Panchla in Howrah district, which are fully operational and running at high capacity within a short span of time, Puri said. The company's iconic super premium luxury hotel ITC Royal Bengal is "nearing completion" and will be inaugurated in the next few months.

"In addition, we propose to make new investments of Rs 1,700 crore in the near future, taking our recent total investments to Rs 5,700 crore (in the state). It includes a state-of-the-art FMCG personal care products manufacturing facility, investments in the decor paper manufacturing capacity in Tribeni to substitute imports, expansion of the Dhulagarh facility and others as well as the milk productivity improvement and procurement programme across 300 villages in the state," he said.

Source: Daily Hunt (February 8, 2019)

Emami acquires German personal care brand Crème 21

Kolkata based FMCG major Emami has acquired a leading German personal care brand, Creme 21, for 11-12 million euros but the same will not be introduced in India anytime soon.

The acquisition is being funded from Emami's internal accruals. The products are manufactured by a third party in Germany under the 'asset light' model.

"It is our first international acquisition of this size in this segment. We had acquired a small company earlier. The brand has been acquired at around 11-12 million euro of little less than 1.5 times of sales of 8 million euro," Emami director Harsha V Agarwal said.

"This international acquisition will add to about 15 per cent of total overseas revenues and is in line with the company's strategy for growth through inorganic route," he said. The brand will help expanding the company's international business, which is primarily dependent on personal care. The segment alone accounts for 70 per cent of its total business in India.

The brand has a major business in Middle East and North Africa (MENA) region, Saarc and Russian markets offering skin care and body care products such as creams and lotions, shower gels, sun care range and mens range, the company said.

Source: Financial Chronicle (January, 27, 2019)

Tetra Pak felicitated with ICC 'Social Impact Award' for Environment Sustainability

Tetra Pak India, the world's leading packaging and solutions processing provider was felicitated with the 'Indian Chamber of Commerce (ICC) Social Impact' award in the 'Sustainable Environment category'. The award recognizes Tetra Pak's leading efforts in setting up a sustainable ecosystem for recycling of used Tetra Pak cartons, using a multi stakeholder approach and delivering measurable impact. The award recognizes the excellence of organisations in the sphere of social investment, corporate social responsibility and sustainability.

Speaking about this recognition, Ashutosh Manohar, Managing Director, Tetra Pak South Asia said, 'We are honoured to receive this ICC Social Impact Award and it bears testimony to our passion for developing a sustainable recycling ecosystem in India. Recycling is an effective way to turn used paper-based Tetra Pak cartons, that would otherwise go waste, into wealth. And this is the philosophy that has driven us for close to 2 decades.'

'Today, 1 in 3 Tetra Pak cartons are already being recycled and we are committed to increasing this significantly over the next few years. We also recognize that we cannot do it alone. Therefore, we continue to partner with stakeholders across the value chain - from consumers, waste-pickers, recyclers, brand owners, civil society organizations, NGOs and local government bodies to make sure that the recycling model is truly sustainable,' he added.

Tetra Pak cartons are primarily paper-based and fully recyclable. When recycled, they can be turned into many useful items like roofing sheets, classroom furniture, planters, notebooks, bags and more. Tetra Pak started establishing a recycling ecosystem for used cartons in the early 2000s, partnering with stakeholders across the recycling value chain.

Tetra Pak has also invested significantly in sensitizing consumers on their role in waste management and recycling through programs like Go Green with Tetra Pak, in partnership with RUR Greenlife and Sahakari Bhandar in 2010, and a waste segregation program called 'Alag Karo', in partnership with Coca Cola India and GIZ.

More than 80 project nominations were received across different project categories from corporates, NGOs and implementation agencies, of which 40 were shortlisted for further evaluation.

Source: Daily Hunt (January 27, 2019)

Amway India forays into herbal oral care market

Fast moving consumer goods direct selling firm Amway India has forayed into the herbal oral care segment and aims to garner revenues of Rs 44 crore in two years.

To mark the entry into the herbal oral care market which is valued at Rs 1,980 crore, the company recently unveiled Glister Herbals tooth-paste in the domestic market, a company statement said.

"Glister has been one of our most popular global brands. A bestseller for over five decades, it has won the trust of millions of consumers worldwide..." Amway India, chief marketing officer, Sundip Shah said.

The herbal oral care industry has been growing significantly in the recent years and to address the increasing demand for natural and herbal alternatives, Glister Herbals is an expansion of the flagship brand, he said.

"With the launch, the company is confident of strengthening its oral care presence and aims to clock Rs 44 crore in two years," the statement said.

Source: HinduBusiness Line (January 21, 2019)

DSG Consumer invests in personal care start-up Arata Zero Chemicals

Arata Zero Chemicals, a personal care start-up which makes vegan and chemical free unisex skin and hair care products, said it has raised seed funding in a round led by venture capital fund DSG Consumer Partners.

Utsav Somani of AngelList India, a venture fund and Dr. Rajan Raghavachari, former personal care research and development director at Unilever, also participated in the fundraise.

The company aims to use the funds for new product development, product launches, marketing, building the team and investment in its online and offline presence.

Launched in February 2018, Arata has been selling its products online across various marketplaces as well as on its own website. It has also curated an offline presence across select modern trade stores in the Delhi-NCR region. It claims to have over 10,000 customers across India.

Arata was founded by Dhruv Madhok, a former strategy consultant in the US and UAE and Dhruv Bhasin, a former finance executive in the UK and India.

"We were becoming increasingly aware of the harsh effects of synthetic chemicals in the products we were consuming daily. Unfortunately, we were unable to find a single reliable brand that made truly clean label products in the country," said Madhok.

"We had the vision of an honest personal care company that would offer trustworthy and credible products, made of the highest quality of safe and clean ingredients. Based on that vision, we, along with a very talented group of people, brought Arata to life," he added.

Arata Zero Chemicals makes 100% nature-derived hair care and skincare products for both women and men. The company uses only safe and non-toxic, nature-derived ingredients and is Peta-Certified Vegan and Cruelty-Free, it said.

Deepak Shahdadpuri, managing director of DSG Consumer Partners, said, "Consumers across the globe are becoming more conscious about the safety and efficacy of personal care products they use on a regular basis. At the same time, younger consumers are showing a strong preference for natural and plant-based ingredients."

"We believe there is huge scope for an honest, clean label everyday personal care brand that consumers can trust. We are excited to partner with Dhruv Bhasin and Dhruv Madhok to build this brand and scale the business," he added.

Source: Livemint (January 16, 2019)

Molton Brown's big plans for India

British luxury bath, beauty and fragrance brand Molton Brown entered India in June in partnership with Berkeley Beauty Brands. In just over six months, the brand is thinking about its expansion plans in the country.

"India has huge potential for us. We are looking to expand here through the direct and omni-channel route and will be scouting for partners in the luxury retail space and hospitality industry," said Mark Hermann, global vice-president, sales and operations, during a recent visit to India. He was accompanied by global president Mark Johnson and master perfumer Carla Chabert who spoke to Lounge about industry trends, plans for India and why it's a great time to be in the fragrance business.

Mark Hermann says despite being a global brand, we have been relatively small outside the US and UK markets. When we decided to assess globally where the biggest growth was happening in terms of the luxury industry, India came up very high on that list.

Luckily a partnership also came together quickly and we opened the first flagship store in Delhi at the DLF Emporio mall. So far, the brand is well received. But the fragrances that people like here are a little different from the markets in the UK or the US.

Carla Chabert said, the Indian market is attracted towards stronger fragrances and strong woody, spicy notes. Older customers, above 40-45, prefer traditional flavours like oudh, sandalwood and rose. But new customers are all about global fragrances like orange and bergamot.

Source: LiveMint (January 11, 2019)

RSH Global eyes bigger personal care pie

Buoyed by increasing demand for quality personal care products, owners of brand Joy, RSH Global, has chalked out a multi-pronged strategy to increase turnover from the segment. The company hopes to gross Rs 1,000 crore turnover from the personal care business by 2022-23 compared to Rs 500 crore recorded in 2019-20.

Unveiling the growth strategy, RSH Global Chairman Sunil Agarwal said: "The company's future growth strategy entails ramping up capacities, expanding geographical reach and new offerings."

He said that the company is setting up a new plant in Himachal Pradesh at an investment of about Rs 100 crore. With a capacity of 35,000 tonnes per annum, it will employ 500 people and is expected to commence operation by March 21. Efforts are on to acquire land spread across 1.14 lakh square feet near its existing plants at Baddi.

RSH Global has two manufacturing plants at Baddi in Himachal Pradesh and one each in Kolkata and Guwahati. The proposed greenfield unit will be the company's fifth unit and its third in Baddi. With brands like Joy, X-Men and Karis under its umbrella, the company aims to offer quality face care, body care and hair care products at affordable prices.

Sales from personal care business is about to touch Rs 500 crore on an annualised basis in the coming fiscal 2019-20 and will cross Rs 1,000 crore by March 2022-23. He said that the company has already cornered 3% of the skin care market. According to the recent Nielsen MAT data, the Joy brand has cornered a 46 % market share in the moist cream category for women and a 20% market share in the sunscreen category in terms of volume.

"Since we intend to have presence in multiple personal grooming categories targeting both men and women, we are spending huge sums to expand and enter new geographies. We have retail presence in 7.5 lakh outlets and plan to add 3.4 lakh new outlets in India shortly," said Agarwal. The company hopes to increase its presence to 40 countries, from 25 countries now, through its brand Karis. The Karis range offers skin cream, lotions, shampoo, face wash, scrub, hair creams, conditioners, lip balms and other beauty products and is sold in international markets beyond SAARC.

Source: Economic Times (December 30, 2018)

GLOBAL NEWS

Henkel joins India's startup bandwagon with Henkel X

FMCG majors are looking to take bets on startups through direct investment or by launching incubators and accelerators to spot the next big trend in the industry.

In India, German consumer goods giant Henkel is the latest to jump on this bandwagon - the country became the fourth region, after Europe, the US and China, where the consumer goods firm has started a programme called Henkel X.

"Henkel X isn't an accelerator or incubator, but a platform for collaboration between industries and peers," said Rahmyn Kress, chief digital officer at Henkel. "While we don't invest in these startups, what we give them is our time, trust and data to build solutions and in turn attract investment."

Henkel's dive into India's startup space comes even as other FMCG firms like HUL, Emami and Marico have been backing the next generation consumer companies. In January 2018, Unilever invested in milk and grocery delivery firm Milkbasket through its venture arm Unilever Ventures. It has also backed beauty startup Plum and SaaS firm Peel-Works, apart from investing \$10 million in IDG Ventures India (now Chiratae Ventures).

The global programme from Henkel, which was started in February 2018, has so far held seven events at which 25 startups got a chance to showcase their products and services. Of these, 18 got the chance to build proof of concept business ideas along with Henkel, and six of them were signed on for long-term business engagements.

Kress said that Henkel being a consumer goods company with a strong focus on R&D, is looking for companies in sectors such as B2B technology, laundry and beauty products and modern retail. "We treat these startups the same as we'd treat someone like Microsoft or any other large company to do business," Kress said.

According to Kress, Henkel had discussions with two Indian VC firms for engaging with their portfolio companies. This could lead to investments in startups either as a limited partner or sponsor in the fund or as a co-investor in a round.

Source: ET Retail.com (May 04, 2019)

Givaudan to acquire cosmetics business of AMSilk

As part of its 2020 strategy to expand the capabilities of our Active Beauty business, Givaudan today announced that it has reached an agreement to acquire the cosmetics business of AMSilk GmbH.

AMSilk is the world's first industrial supplier of vegan silk biopolymers and has its headquarters near Munich, Germany. AMSilk offers a range of high-performance biosourced polypeptides with unique functional properties in the field of cosmetics. These vegan biopolymers offer a broad range of applications across categories such as hair care and skin care with benefits like silk touch, anti-pollution, or colour protection of the hair. Over the years, they have filed 10 patents for the use of biopolymers in cosmetic applications.

Maurizio Volpi, President of Givaudan's Fragrance Division said: "The acquisition of the cosmetics business of AMSilk fits very well our long term strategy for Active Beauty. It offers an expanded portfolio of natural and biosourced products supported by a strong research and development biotechnology platform to drive future development and innovation in the active cosmetic ingredients space. Their expertise in biotechnology is fully aligned with ours; it will reinforce Givaudan's capabilities in cosmetic ingredients to support our customers in developing sustainable, performant and safe products."

Laurent Bourdeau, Head of Givaudan's Active Beauty Business said: "The AMSilk technology is unique and will allow us to enlarge our portfolio of products by developing bespoke polypeptides. The products are biosourced and the processes are fully sustainable, which contributes nicely to our 'A Sense of Tomorrow' sustainability approach. It is fully in line with our ambition to fulfil the growing consumer demand for 'Clean Beauty' products."

Terms of the deal have not been disclosed and Givaudan plans to fund the transaction from existing resources.

Source: Givaudan.com (April 29, 2019)

Henkel integrates Social Plastic® in packaging for Beauty Care and Laundry & Home Care products

Henkel is taking the next step in its collaboration with social enterprise Plastic Bank: The consumer business units Laundry & Home Care and Beauty Care will launch product packaging made of 100 percent recycled plastic. Up to 50 percent thereof will be Social Plastic – plastic collected before it enters oceans or waterways. This underlines Henkel's commitment to a circular value chain for plastic while at the same time providing opportunities for people in poverty.

Henkel has been partnering with Plastic Bank since 2017. The joint goal: reduce plastic waste in the oceans while improving the lives of people in poverty – especially in countries that lack waste management infrastructure. With the help of Henkel, Plastic Bank opened three additional plastic collection branches in Haiti, one of the poorest countries in the world. The local population can return collected plastic waste and exchange it for money, goods, or services. This material, called Social Plastic, is then integrated back into the plastic value chain.

Social Plastic successfully integrated in Henkel packaging

After successful pilot projects, Henkel is now moving further and integrating Social Plastic in various product packaging:

From July onwards, in Germany all PET bottle bodies of the Pro Nature cleaning products under the Biff, Pril and Sidolin brands, as well as the bottle bodies for fabric finisher Vernel Fresh Control, will be made of 100 percent recycled plastics – of which 25 percent will be Social Plastic.

"In total, around 200 tons of collected Social Plastic will be processed for Henkel in the year 2019 – this plastic will not end up in the ocean," says Thomas Müller-Kirschbaum, Co-Chair of Henkel's Sustainability Council and Head of R&D Laundry & Home Care. "By integrating Social Plastic in our packaging on a long-term basis we are underlining our commitment to contribute to a circular economy and providing a long-term perspective for people in Haiti simultaneously."

"We are looking forward to consistently and successfully integrating sustainability with the upcoming product launches for Fa and Nature Box and to tackle – together with Plastic Bank – the global issue of Ocean Plastic," says Saskia Schmaus, Corporate Director International of Henkel Beauty Care.

"Plastic Bank creates a value chain that contributes to a better world. Our partnership with Henkel is a good example of what can be achieved by joining forces," said David Katz, CEO of Plastic Bank. "Together we can create true added value by tackling the waste problem in a holistic approach while at the same time helping the world's poorest people."

Source: Henkel.com

CC PHARMA launches first CBD-based cosmetics brand into German market

Aphria subsidiary CC Pharma has launched its first CBD-based cosmetics brand CannRelief into the German market. The CBD oils have a concentration of both 5 percent and 10 percent, with further plans in place to roll out creams, serums and masks this year.

Aphria President Jakob Ripshtein said, "We are excited to introduce our first brand of CBD products for the German nutraceutical and cosmetics market.

"Supported by our extensive distribution network through CC Pharma, CannRelief provides a natural extension to Aphria's growing business opportunities in the German medical cannabis market."

He continued, "Aphria continues to execute on its strategic growth initiatives in Germany. We believe we have tremendous momentum in Germany and across our international business as we continue to strengthen our global footprint."

Source: Global Cosmetic News (April 5, 2019)

PureCycle Technologies partners with Milliken, Nestlé to accelerate revolutionary plastics recycling

PureCycle Technologies, is announcing it has partnered with global industrial manufacturer, Milliken & Company, and the world's largest food and beverage company, Nestlé S.A., as it moves forward with plans to open its first plant to restore used polypropylene (PP) plastic to 'virgin-like' quality with a revolutionary recycling method.

PureCycle's patented recycling process, developed and licensed by Procter & Gamble (P&G), separates color, odor and other contaminants from plastic waste feedstock to transform it into virgin-like resin. Milliken, whose additives will play a critical role in reinvigorating recycled polypropylene, has formed an exclusive supply relationship with PureCycle to help solve the plastics end-of-life challenge. Nestlé is working with PureCycle to develop new packaging materials that help avoid plastic waste, in line with the company's commitment to make 100% of its packaging recyclable or reusable by 2025.

"These partners are helping us accelerate as we bring this solution to the market," said Mike Otworth, CEO of PureCycle Technologies. "This is a validation of our method, and it will help us continue to move even more quickly as we make plastics recycling a reality."

Bringing both consumer market knowledge and technical expertise, Milliken and Nestlé help PureCycle work towards delivering the world's first virgin-like recycled polypropylene. "The use of Milliken's additives will help to ensure that PureCycle's Ultra Pure Recycled Polypropylene (UPRP) is of the highest quality and adds the maximum value to brand owners and consumers. We believe that this partnership will further differentiate PureCycle as both a leading reclaimer and producer of polypropylene," continues Otworth.

"Milliken understands that creating a sustainable future requires meaningful collaboration with other industry pioneers," said Halsey Cook, president and CEO of Milliken & Company. "We believe PureCycle's technology combined with Milliken's leading plastic additives provide a transformative opportunity to elevate the viability of recycled polypropylene and help solve the plastics end-of-life challenge."

With technology licensed from P&G, PureCycle is in the midst of building the first plant in Lawrence County, Ohio, that will recycle 119 million pounds of polypropylene, producing over 105 million pounds per year starting in 2021. The momentum created by these new relationships is enabling PureCycle to open the plant's feedstock evaluation unit, which processes multiple variations of feedstock (waste polypropylene) to optimize plant 1 and subsequent plants.

Today, about 20 percent of polyethylene terephthalate (PET), which is commonly used to make plastic bottles and other consumer goods, is recycled. By contrast, less than 1 percent of polypropylene plastic is currently recycled. PureCycle is the first company to solely focus on recycling and reintegrating polypropylene upstream to highly sensitive consumer product applications, which are used in food and beverage packaging, consumer good packaging, automobile interiors, electronics, home furnishings, and many other products.

PureCycle Technologies will make high-quality, recycled PP widely available for purchase across industries. This technology demonstrates P&G's commitment to sustainability and helps in achieving P&G's recycling goals – doubling the use of recycled resin in plastic packaging and ensuring 90 percent of product packaging is either recyclable or programs are in place to create the ability to recycle it. PureCycle's technology supports P&G's vision of using 100 percent recycled or renewable materials and having zero consumer waste go to landfills.

"Our approach to innovation not only includes products and packaging, but technologies that allow us and others to have a positive impact on our environment. This technology has the capacity to revolutionize the plastics recycling industry by enabling P&G and companies around the world to tap into sources of recycled plastics that deliver nearly identical performance and properties as virgin materials in a broad range of applications," said Kathy Fish, Chief Research, Development and Innovation Officer, Procter & Gamble.

The global polypropylene market is valued at more than \$80 billion, according to Transparency Market research, and is on track to reach \$133.3 billion by 2023. The Association of Plastics Recyclers (APR) has identified 1 billion pounds of recycled polypropylene demand in North America alone. The majority of that demand is for 'high-quality' recycled polypropylene, APR has said.

PureCycle Technologies is portfolio company of Innventure, a Wasson Enterprise Partnership

Source: Globe Newswire (March 29, 2019)

P&G launches plant-based product line, taps TV show for brand name

Procter & Gamble Co. today launched a plant-based product line under its Home Made Simple brand, which until now had only been the name of a lifestyle television program owned by P&G.

The Cincinnati-based maker of consumer goods (NYSE: PG) said the line includes hand soap, dish soap, multipurpose cleaner, laundry detergent and fabric softener.

Home Made Simple products were designed to meet EPA Safer Choice and USDA Standards with up to 95 percent of formulas being plant-derived ingredients. They are free of gluten, parabens, phthalates, phosphates and dyes.

P&G's research and development team created products that are both effective and affordable, which isn't always the case with products in the naturals category, a spokeswoman said.

For example, the laundry detergent is 75 percent plant based and has been formulated to fight stains, even in cold water, yet is gentle on skin. It comes in lavender scent or unscented and costs \$3.99 for a 40-ounce container or \$9.99 for 100 ounces.

An unscented fabric softener is 70 percent plant based and costs \$3 for 34 ounces or \$8.99 for 103 ounces.

Other products come in three scents: lavender, lemon or rosemary:

The multipurpose cleaner is 80 percent plant derived and costs \$3.99

Foaming hand soap is 85 percent plant derived and costs \$2.99

Dish soap is 95 percent plant derived and costs \$3.99.

They will be sold via P&G websites as well as retailers such as Amazon, Walmart, CVS and groceries.

Home Made Simple bottles are 100 percent recyclable, and both the laundry detergent and fabric softener bottles are made from 25 percent or more post-consumer recycled plastic.

About 8 percent of consumers are committed to a lifestyle that includes natural products, but up to 76 percent of consumers are interested in trying such products, P&G spokeswoman Rotha Brauntz told me. About 24 percent of consumers aren't interested in naturals.

"Our goal is not to (convert) the ones who have regular P&G products they love and use," she said. "Our main target is the ones who are considering naturals."

Home Made Simple started 15 years ago as an email newsletter of do-it-yourself tips and recipes that promoted P&G brands.

The newsletter transitioned to a website before evolving into a TV program, which is produced for P&G by Oprah Winfrey's OWN network. The line of Home Made Simple products is brand new.

"We operate kind of like a startup within the walls of P&G," Brauntz said. "You're seeing this trend of lifestyle brands explode. One of the barriers to get to consumers is trust. They want to make sure it's a brand they trust."

To help with that, P&G is partnering with Laila Ali.

"As the host of Home Made Simple's TV show, I meet a lot of families across the country that want products in their home that they can trust," Ali said. "And as a mom, I feel the same way. Home Made Simple has created this line for people just like us."

Source: www.bizjournals.com (March 27, 2019)

Clariant to embrace the "aluminum-free" trend to curb body odor using dead sea magnesium

Clariant, a focused and innovative specialty chemical company, delivers fresh support for deodorants to embrace the "aluminum-free" trend and still curb body odor. New CareMag™ D draws on nature's Dead Sea salts to help brands make a splash with functional claims for this growing segment.

Consumers' enthusiasm for safer, natural Personal Care is spreading to deodorants, reflected in a rise in new aluminum-free claim deodorant launches. In partnership with ICL-Specialty Minerals, Clariant introduces formulators to a distinctive 100% natural functional active that makes it easy to create sustainable, differentiated good-performing deodorants suitable even for sensitive skin.

Rich in Dead Sea magnesium minerals, it is gentle on skin yet highly effective at controlling odor and delivering sweat absorption. It has a unique crystalline structure that absorbs excess sweat and sebum, preventing biotransformation of these compounds into malodorous substances. CareMag D also controls the growth of skin microorganisms under conditions of excess sweat and increased body temperature – a positive contribution to long-term odor reduction and preventing irritation.

In a malodor reduction performance assessment on 25 volunteers, a roll-on formulated with 20% Caremag D showed significant malodor reduction by -42% in comparison with the untreated axilla (underarm). The measurement was taken 24 hours after washing and product application. In a consumer test, 84% of volunteers reported that the formulation with CareMag D provided long-lasting protection of 24 hours body odor control. It also did not leave any stains or residues on the skin and clothes.

Furthermore, the patented innovation successfully holds its own against aluminum salts. Direct comparison of two roll-formulations containing 15% Aluminum salt and 15% Caremag D showed the same malodor reduction on both axilla. CareMag D is ideal for all formats, delivering a dry and velvety feel that helps formulations to be non-sticky and easy to spread.

On top of the functional claims, with Caremag D manufacturers naturally infuse deodorants with the recognized beneficial properties of magnesium – further differentiation to capture consumers' interest.

Joao Tavares Correia, Head of Region EMEA, Industrial & Consumer Specialties, comments: "While consumers are often keen to switch to safer, natural Personal Care products, the concern that they won't be as effective as conventional ones can prevent this. CareMag D creates new opportunities to eliminate this stumbling block for deodorants. It replaces the need for aluminum, supporting the creation of deodorants that are natural, mild to skin, with pleasant aesthetics, and most importantly, which succeed at keeping odor at bay."

Source: Clariant.com (March 26, 2019)

Bar Soaps making a comeback in the beauty world

From the spicy, herbal scent of an amber block of Pears to the smooth pebble-shaped Dove Beauty Bar that graced your grandmother's sink, the humble bar of soap can evoke powerful nostalgia.

In recent years though, it has earned a bad reputation, coming to be known as a dated and unhygienic way to wash one's hands – a myth that has since been dispelled by multiple scientific studies. Instead, people looked to liquid, foam and even gels, replacing their once-beloved blocks of soap with sleek plastic bottles filled with fancy formulas.

However, it seems that soap has slowly started to fall back into favour with the masses because now, for the first time in a century, sales of barred soap are up.

According to Kantar Worldpanel – an international consumer panel company – shoppers around the globe spent £68.3m on bars of soap in the year to September 2018, up £2m on the year before. And it doesn't look like its growth is going to stop there, with sales increasing 3 per cent faster than liquid soaps and shower gel products.

Natural skincare company L'Occitane tells The Independent that it sold 18,078 bars of its number one bestselling soap, the Verbana Shea Butter Extra Gentle Soap, in the UK alone since April 2018, and an impressive 199,068 bars in the UK in total during this time.

Similarly, Lush – the brand known for inventing the bath bomb – reports that it sold 9 million bars of soap in 2018 alone and since almost 10 tons of the stuff globally since 2005.

But, why exactly are consumers returning to good old-fashioned bars of soap?

Many experts have speculated that the shift comes amid major consumer backlash against plastic waste, as households are seeking more eco-friendly versions of everyday items. One of the UK's leading dermatologists and author of The Skincare Bible, Dr Anjali Mahto, tells The Independent: "There has been a huge backlash against plastic waste as consumers become more socially responsible and reduce consumption from all areas ranging from skincare and cosmetics through to food and clothing packaging."

Lush co-founder and product inventor, Mo Constantine, agrees adding: "I think people are so much more concerned about plastic packaging and the affect it has on our environment today.

"They are also aware that there are unpackaged, effective products available out there as an alternative. I see this comeback as a fightback to plastic hand pumps."

Figures from Kantar Worldpanel's study concur, revealing that 49 per cent of soap users say they "avoid products harmful to the environment" – a figure that has grown from 43 per cent last year.

While this notion certainly rings true, it has also been suggested that much of the increased demand for soap comes as more and more luxury beauty brands expand their ranges to offer products made using high-end ingredients.

Nowadays, brands like Chanel, Jo Malone, Le Labo and Sisley have all jumped on the trend, ensuring that designer soap is as in vogue as many of the industry's most sought-after lotions and potions.

Leading dermatologist Dr Anil Budh-Raja tells The Independent: "There is far more variety of soap bars on the market, including bespoke soaps available for various skin conditions – from acne and psoriasis to dry and oily skins – with skin friendly pH levels.

"Boutique, trendy and high-end soap brands that are visually and olfactory appealing are also flooding the market and often have some high quality ingredients such as salicylic acid, hyaluronic acid and anti-inflammatory herbs and essential oils that are all beneficial for skin health."

The founders of natural beauty brand Fresh, Lev Glazman and Alina Roytberg, agree, revealing that some of their brand's most popular bars of soap are made using high quality ingredients.

"Our triple-milled, vegetable-based Oval Soaps are proprietary formulations that make them super luxurious and of the highest quality," they tell The Independent.

And the attention to detail doesn't stop there. To complement the standard of the soap's ingredients many of these high-end beauty brands are bringing a sense of luxury to the packaging as well.

"We were inspired by 18th and 19th century rich prints because they are so fine and detailed," Glazman and Roytberg say.

"The silver wire ties the ornate paper together like a precious bundle, topped with a semi-precious stone that is found in nature, making it a special decorative element. A hand wrapped soap is the ultimate luxury and makes the perfect gift."

But, while they might look the part perched on your bathroom sink, can they really compete with today's legion of high-tech skincare launches?

According to Dr Budh-Raja yes, but he says it's important to note that not all bars of soap are better for the skin.

"It all depends on the ingredients," he tells The Independent.

"The newer soaps on the market are not as nearly as drying to the skin as the older ones we used decades ago."

Dr Mahto agrees, adding that the frequency one should use a bar of soap will depend entirely on the formula and person's skin type.

"For individuals with normal or combination skin, using bars of soap intermittently shouldn't cause too much damage to the barrier function of the skin," Mahto tells The Independent.

"But they should be used in the shower or bath on wet skin with water that is not too hot or cold."

Source: Independent (March 21, 2019)

Fragrance Foundation to Honor IFF Perfumer

The Fragrance Foundation announces Dominique Ropion, Master Perfumer at International Flavors & Fragrances Inc (IFF), as the 2019 recipient of the Lifetime Achievement, Perfumer Award. The Fragrance Foundation will honor Ropion at the 2019 Fragrance Foundation Awards on Wednesday, June 5, 2019 at Lincoln Center in New York City.

Ropion is a gifted perfumer at the forefront of the industry. A composer and architect of scent, as he defines himself, he has worked on many of perfumery's great triumphs over the last three decades including La Vie Est Belle by Lancôme, Alien by Thierry Mugler, Portrait of a Lady for Editions de Parfums Frederic Malle.

A gifted and curious hard worker, Ropion has been a driving force of the IFF chemistry and IFF-LMR Naturals R&D teams working alongside others to collaborate, mentor and lead other perfume aficionados in the industry. One of his greatest passions is mentoring young talent and guiding future talents in the field. He generously offers an inside look to the art of scent by sharing some of his learnings in his acclaimed book, "Aphorisms of a Perfumer."

"I'm proud of receiving this Award and am eager to see future generations of perfumers receive it in a few decades! A perfume contains endless combinations with the power to rouse the most diverse sensibilities. They're definitely worth dedicating a lifetime of creation!" said Ropion on receiving this honor.

"We are thrilled to honor Master Perfumer Dominique Ropion with his well-deserved Lifetime Achievement, Perfumer Award," said Linda G. Levy, President of The Fragrance Foundation. "The Fragrance Foundation Awards celebrate amazing achievements in fragrance each year, and we look forward to celebrating the vast achievements of Dominique."

Source: Happi News (March 15, 2019)

Nouryon celebrates 25 years of surfactants production in China

Nouryon (formerly AkzoNobel Specialty Chemicals) celebrates the 25th anniversary of its Boxing site, one of the company's first chemical production locations in China. The site has grown to become an integral part of the company's surfactants production network via a series of investments, including a €4.8 million expansion that was completed at the end of 2017.

The site, which now employs around 230 people, produces many high-value products and serves customers in various markets such as personal care, asphalt, construction, and cleaning.

"Boxing plays a critical role in maintaining our market-leading position, and I want to thank our employees, customers and partners, and the Shandong provincial authorities and local Binzhou City and Boxing County governments for their continued confidence and support," said AB Ghosh, Managing Director Surface Chemistry.

"A lot of our success in China is due to our efforts to support a more sustainable chemical industry and introduce more environmentally friendly surfactants. We continue to see great opportunity in the region, and we'll continue to put the necessary resources behind our operations to support our customers' needs and grow with them."

Nouryon started production in China in the early 1990s and currently employs nearly 1400 people across nine locations in the country. Besides expanding its surfactants capacity, the company is also investing in capacity to serve the polymers market, including a €90 million organic peroxides production facility in Tianjin and a major expansion of dicumyl peroxide production capacity at Ningbo.

Nouryon CEO Charlie Shaver added: "We've been investing heavily in our Chinese sites and we expect this to continue as we want to strengthen our capabilities to help us meet our ambitious global growth."

Source: www.nouryon.com (March 15, 2019)

P&G debuts shampoo bottles made from beach plastic

Procter & Gamble Co. will sell a limited-edition of shampoo and conditioner bottles made of 25 percent beach plastic.

The bottles, available now through June, are part of an ongoing effort to raise awareness of what can be done to prevent waste from reaching the ocean as well as to demonstrate P&G's commitment to manufacturing with recycled plastic.

The Cincinnati-based maker of Herbal Essences shampoo and conditioner (NYSE: PG) said this is the first time that brand has been available in bottles made of plastic that washes up on beaches.



P&G teamed with the waste management company TerraCycle to create the bottles in time for World Water Day on March 22, an annual United Nations observance that highlights the importance of safe water and sanitation.

"Businesses can play an important role in driving and inspiring change in the world," said Ilaria Resta, general manager of P&G's Hair Care division in North America. "Actions like incorporating ocean plastic into our bottles is just one way we are bringing innovative solutions that have a reduced impact on the environment. This is a step toward our long-term vision of using 100 percent renewable and recycled materials in our products and packaging."

Three of the Herbal Essences bio:renew collections – White Grapefruit & Mosa Mint, Argan Oil and Coconut Milk – are available in beach plastic bottles.

Labels on the bottles bear different messages: Sea the Change, Love the Shore or Waves of Change.

P&G also is partnering with TerraCycle on a nationwide take-back program to ensure every Herbal Essences bottle can be recycled and not end up in the ocean. The take-back program will begin in time for World Oceans Day on June 8. P&G is a sponsor of the Ocean Project, which advances conservation and coordinates World Oceans Day.

More than 8 million tons of plastic waste end up in rivers, lakes and oceans annually, harming plants and wildlife, P&G said.

Plastic bottles can be carried by wind or rain into drainage systems or rivers, which might eventually flow into the sea. In addition, some beach-goers leave behind plastic bottles or food packaging, which ends up in the ocean.

P&G earlier partnered with TerraCycle to use plastic that washes up on beaches to make bottles for dishwashing soap.

Procter & Gamble is also partnering with TerraCycle on reusable packaging that includes metal or glass bottles, which will be picked up from the homes of consumers who order P&G brands via a new e-commerce site.

Based in Trenton, N.J., TerraCycle claims to be the world's leader in the collection and repurposing of post-consumer waste ranging from cigarette butts to pens.

Source: www.bizjournals.com (March 15, 2019)

Seppic launches rheology modifier for Japanese market

SEPPIC launches SIMULGEL™ EG QD (1) , a thickening-stabilizing-texturizing polymer proved as Quasi-Drug (QD) additive in Japan.

SEPPIC has developed the QD analytical methods in order to prove the conformity of SIMULGEL™ EG QD according to the QD monograph. A Certificate of Analysis conforming to the QD monograph is now provided with this product.

SIMULGEL™ EG QD is a liquid and multifunctional rheological modifier. It provides excellent thickening, stabilizing and texturizing properties. Compatible with most of ingredients used in topic formulation, it is suitable for products considered as Quasi-Drug categories in Japan, such as deodorants, whitening, anti-aging, oily skin or acne treatment etc.

Juanshu SHEN, product manager, stated: "SIMULGEL™ EG QD meets QD regulatory requirements in Japan and the local needs of our customers. This also shows our analytical expertise applied to polymers."

Seppic has developed QD analytical methods to prove the conformity of the ingredient according to the QD monograph, and a Certificate of Analysis conforming to the QD monograph is now provided with this product.

Source: www.seppic.com (March 14, 2019)

Firmenich opens its largest flavors plant in China to support growing customer demand

Firmenich, the world's largest privately-owned perfume and taste company, today opened its largest flavor manufacturing plant in the world in the Zhangjiagang Free Trade Zone in China. Operating with digitally-advanced manufacturing systems and the highest Quality, Health, Safety, Security and Environmental standards, this state-of-art plant is designed to best meet growing customer demand in China, with increased speed, operational excellence and traceability.

"This significant investment in Zhangjiagang, reinforces our long-term commitment to China, our second largest market worldwide," said Gilbert Ghostine, Firmenich CEO. "This world-class plant massively scales-up our capacity to meet our customers' demand for innovative and fast-to-market taste solutions. I look forward to seeing the Zhangjiagang plant play a central role in our growth journey."

"This digitally-advanced and highly sustainable plant marks a critical milestone on our journey to shaping the factory of the future," said Boet Brinkgreve, Chief Supply Chain Officer, Firmenich. "With a 70% automation rate, this new plant will boost our customer service, without any compromise on quality, safety and environmental performance, which is non-negotiable for us."

Building on Firmenich's recognition as a global sustainability leader from climate to water and forestry management, this new site operates with an optimized environmental footprint. The high-tech facility is designed to enable optimal waste, water, emissions and energy management. Operating with zero waste-to-landfill, the plant is the Company's first zero liquid discharge site which ensures all waste water is purified and recycled at the end of the treatment cycle. Confirmed 100% free of ozone depleting refrigerants, it also has the most advanced integrated air treatment, lighting and building components to optimize energy consumption and recover heat waste.

Firmenich has been established in China for over 30 years. The new facility complements the Group's existing manufacturing sites in Shanghai and Kunming and extensive network of commercial facilities from Shanghai and Beijing to Guangzhou.

Source : PTI News (March 18, 2019)



L'Oréal announces partnership with Microbial Genomics leader uBiome to advance new research into the Skin Microbiome

L'Oréal today announced a partnership between its Research and Innovation Division and uBiome, the leader in microbial genomics, to continue its longtime research into the skin microbiome—the trillions of bacteria that live on, and provide an important barrier to, your skin. This collaboration bridges L'Oréal's expertise in the science of skincare with uBiome's leadership in microbial genomics. Through this partnership, the two companies intend to conduct new research on the skin's bacterial ecosystem, with a goal of offering deeper skin insights to uBiome's global community while informing future product development at L'Oréal.

"When it comes to skincare, people often audition product after product to determine what works for their unique skin. At L'Oréal, our goal is to advance scientific research and leverage new technologies to change this relationship, by allowing deeper levels of personalization," said Guive Balooch, Vice President of L'Oréal's Technology Incubator, an arm of L'Oréal's Research & Innovation Division. "The microbiome has major implications for skin's overall appearance and health. With the global reach of uBiome's community of citizen scientists, our two companies will be able to extend our respective research in this space, and better understand the interplay between bacterial diversity and skin health."

The Importance of the Skin Microbiome

The microbiome is an ecosystem of trillions of microbes living in and on our bodies. It consists of bacteria, viruses, fungi, and other microorganisms that can be beneficial to human health. Each unique area of the body has its own microbiome. The human skin, our body's largest organ, is home to roughly 1,000 species of bacteria. The microbial balance affects skin health and appearance; imbalance can contribute to skin concerns including acne, eczema, rosacea, and psoriasis. Additionally, skin microbiome can regulate body odor and change with aging.

"So many clues about our overall health come from the microbiota," said Jessica Richman, co-founder and CEO of uBiome. "uBiome's mission is to advance the science of the microbiome and make it useful to people. The microbiome, skin and otherwise, will have a massive impact on human health."

Orli Kadoch, uBiome's VP of Business Development said, "L'Oréal is an ideal partner for uBiome as they have had a strong focus in scientific innovation in this space for years. Their expertise, combined with uBiome's advanced understanding of the skin microbiome will allow us to pave the way for the future of personalized skin care."

L'Oréal's Legacy of Skin Microbiome Research

L'Oréal began exploring the skin microbiome over a decade ago and has published 50 papers on the subject since 2006. L'Oréal's findings include the link between microbiome, skin barrier function, and immune responses as well as the evolution of the microbiome on aging skin. This collective research has contributed to the launch of several skincare products across L'Oréal's Active Cosmetics Division—including the brands La Roche-Posay and Vichy—since 2013.

"In the past several years, L'Oréal's research into skin microbiome has accelerated thanks to new genomic technologies and big data analysis," says Luc Aguilar, a research director in L'Oréal's Research and Innovation division. "A major finding from our research shows that skin disorders, much like gut ones, are often linked to a problem of microbial imbalance. Good proportions of each microorganism are key to ensuring skin health."

uBiome, the Leader in Microbial Genomics

uBiome, which was founded in 2012 by Stanford-, Oxford-, and UCSF-educated researchers, uses advanced technology to analyze human microbiome. The company, which has the world's largest database of human microbiomes, has seven issued patents and 250 pending patents. uBiome's platform, which includes four kits designed for at-home sampling—SmartGut™, the world's first sequencing-based clinical microbiome test; SmartJane™, the first sequencing-based women's health screening test; and Explorer™ and Explorer Plus™, a health and wellness product to understand the role that food and lifestyle can play in wellness—has been used by hundreds of thousands of consumers,

patients, and doctors and more than 200 research institutions around the world, including the US Centers for Disease Control (CDC), US National Institutes of Health (NIH), Harvard University, Stanford University, the Massachusetts Institute of Technology (MIT), University of California, San Francisco, Oxford University, and the University of Sydney.

Source: www.klknv.com (March 08, 2019)

Circular economy innovation: Fazer's new facility to produce xylitol from oat hulls

Finnish food corporation Fazer is building a manufacturing facility in Lahti, Finland, to produce xylitol from oat hulls in a circular economy innovation using completely new technology. Currently, oat hulls are used mainly for energy production, but Fazer has developed "a unique production process" which utilizes the side stream of the oat milling process.

As part of its growth strategy targeting plant-based products and solutions, Fazer is investing €40 million (US\$45 million) in the oat hull-based manufacturing facility to enter the xylitol market, which, according to the company, is expected to grow.

The investment will strengthen Fazer's position as a forerunner in value-added grain-based products. In the company's oat milling process, a substantial amount of oat hulls are derived as a side stream. Oat hulls contain xylose which can be used to produce sugar substitute xylitol.

"We have at hand an innovation where we combine patentable new technology, healthier options to consumers and an excellent example of an innovative circular economy solution," says Christoph Vitzthum, Fazer Group President and CEO.

"We believe that xylitol from a plant-based Nordic raw material with a Nordic origin will create interest also outside Finland and the Nordic countries, even globally."

There are also plans to expand the xylitol production to the company's mill in Sweden, according to Vitzthum.

The xylitol factory will be built next to Fazer's oat mill on the Lahti site. The factory will be the first fully backward integrated xylitol manufacturing facility in the world capable of producing many forms of xylitol to cater to the supply needs of the food, cosmetics and pharmaceutical industries.

As consumers continue to seek healthier options to replace refined white sugar and the food industry continues to reformulate in this regard, xylitol "offers excellent potential for future product development," according to Fazer.

The company aims to be the only manufacturer producing xylitol from a plant-based raw material of Finnish origin. In addition, xylitol is also an important ingredient for Fazer's confectionery business – since Fazer is the only company producing chewing gum in Finland.

Work at the Fazer site in Lahti started in February. The oat hull xylitol factory will be a part of the Fazer Lifestyle Foods business area.

Fazer says it is developing its business and product portfolio with a special focus on transforming into a modern sustainable company following plant-based consumer trends. During the past three years, the company has invested approximately €195 million (US\$220 million), of which €136 million (US\$153 million) has been invested in Finland.

Finland is one of the world's largest oats producers with oats consumption per capita around 7.3 kg. Moreover, the consumption of oats is increasing by approximately 10 percent a year. The health-promoting properties of this ingredient are well-known in the country and oats are applied to a diverse range of uses, particularly as a raw material for innovative food products.

The growing potential of oats was highlighted earlier this week, in our sister publication, NutritionInsight, which detailed a new initiative aimed at promoting oat consumption and boosting the export potential for high-quality oat products made by the Finnish food industry.

Industrial production of xylitol is a Finnish innovation which dates back to 1975.

Xylitol is a sweetener produced from xylose, which is found in various trees and plants, e.g., birch, beech, corn and berries. It is low in calories (60 percent of the calories in sugar) but as sweet as sugar. The most popular xylitol products are chewing gum and pastilles.

Xylitol has an approved European Food Safety Authority (EFSA) health claim and Fazer is the only domestic xylitol chewing gum manufacturer in Finland.

Source: Foodingredientfirst.com (06, March 2019)

Henkel goes vegan to revive beauty business

German consumer goods company Henkel announced new hair care formulations and brands on Thursday, seeking to tap into consumer demand for more natural ingredients as it tries to revive sluggish growth in its beauty business.

Henkel will relaunch its European shampoo brand Schauma with a "vegan" formula, roll out to more markets its Nature Box line of hair and body care products made from cold-pressed oils and launch a new "free-from" hair dye line called OnlyLove.

It will also launch a premium vegan brand for professional hair salons called Authentic Beauty Concept, and expand its Pro Nature range of cleaning products.



The move comes as shoppers become more wary of processed chemical ingredients and seek out natural alternatives. The world's biggest cosmetics manufacturer L'Oreal bought vegan beauty product firm Logocos Naturkosmetik last year.

Unilever has also launched a fast-growing hair and body brand called Love Beauty and Planet, that is certified as vegan and cruelty-free.

Henkel said the Schauma brand's vegan formula will not contain silicones or parabens, while the Authentic Beauty Concept line will include "pure" ingredients.

Henkel, the maker of Schwarzkopf shampoo and Persil detergent, made the announcement after warning in January that earnings would fall this year as it steps up investment in brands and digital technology to try to revive growth.

The company has underperformed rivals like Procter & Gamble Co (P&G) and Unilever in recent years, with underlying sales in its beauty care business falling 0.7 percent in 2018 and the laundry unit growing just 1.9 percent.

Henkel's beauty care unit saw organic sales growth recover to 1 percent in the fourth quarter, but it still lagged behind adhesives and laundry, which grew 2.1 percent and 2.8 percent respectively in the period.

Chief Executive Hans van Bylen told analysts on Thursday that Henkel plans a global relaunch of its Persil brand, with new "four-chamber" detergent pods key to reviving growth in North America, where it is battling P&G for market share

Source: ET Retail.com (February 21, 2019)



Novozymes links up with Carbios to develop plastic-degrading enzyme technology

Danish enzyme manufacturer Novozymes has teamed up with French green chemistry specialist Carbios to commercialise biodegradable plastics. Novozymes will produce Carbios' plastic-degrading enzyme technology for Carbios' subsidiary company Carbiolice. Carbiolice will embed these enzymes into single-use plastics, such as plastic bags, to help them biodegrade and tackle the issue of plastic pollution.

"This collaboration is a world premiere in the field of bio-plasturgy that aims to act as a catalyst by making single-use plastics environmentally-friendly and cost competitive," Carbios said in a statement.

Carbiolice is expected to unveil this solution by 2020. Once the product is launched, Carbiolice will pay royalties to Carbios (@carbios_jpo).

Jens Kolind, VP of Technical Industries at Novozymes (@Novozymes), said the company was looking forward to being "part of this joint collaboration" where it worked together "on finding biological solutions to answer one of the biggest challenges of our time".

Jean-Claude Lumaret, CEO at Carbios, added: "The market of single-use plastics raises major environmental concerns and our sustainable and inventive approach is now opening huge opportunities to fulfil industrial and consumer demand while fighting the threat of plastic pollution.

"We are proud of this partnership with the world leading enzymes producer Novozymes, that gives us the strength to launch at large-scale the most advanced eco-friendly solution for the biodegradation of plastics."

Nadia Auclair, CEO of Carbiolice, explained: "This major agreement with Novozymes secures our long-term supply of enzymes to move from traditional manufacturing to sustainable solutions that meet strong market demand. Today, we are proud to make of our solution, an industrial and commercial reality."

Since its founding in 2011, Carbios has developed two industrial-scale biological processes for the biological breakdown and recycling of polymers. According to Carbios, its "unique innovations" are helping to optimise the performance and lifecycle of plastics and textiles by capitalising on the properties of specially selected enzymes.

Carbios said that its economic growth model is based on the industrial roll-out and sale of its products, enzymes, technologies and biological processes through direct licence agreements or joint ventures, to major players in the fields to whom they would most benefit.

Source: www.biobasedworldnews.com (February 08, 2019)

Anonymous partner funds fermented CBD project

Amyris has signed a binding term sheet for a planned sustainably-produced fermented cannabinoid (CBD) project. The partnership will aim to develop, licence and commercialise the resulting products. The other partner has chosen to remain confidential.

The US company that develops and produces sustainable ingredients will be given the task of producing and scaling up CBD products derived from fermentation. The anonymous partner will provide the funding and in return receive a licence to commercialise subsequent products.

Amyris will be given around US\$255 million to fund the project. This payment will be split between an upfront payment and milestone-dependant instalments over the next 12-36 months. Amyris will also be entitled to ongoing royalty payments should the commercialisation of the products be successful.

Amyris expects the benefits of fermentation-based CBD to include:

- Consistent purity and dosage depending on formulation due to highly controlled fermentation-based production without the variability resulting from plant-based ingredients.
- Fermentation high purity, which should support lower regulatory risk.
- Significantly reduced cost over traditional production methods.
- Improved yield of economically difficult-to-source compounds with sufficient purity and efficacy.
- 100% free from pesticides, as ingredients are not farm or grow operation sourced.
- Sustainably-sourced products derived from rainfall-hydrated, natural sugarcane feedstock that results in less water and land usage relative to growing cannabinoids.

John Melo, Amyris President and CEO, said: "We are pleased to have been recognised by a well-capitalised partner as the company best suited to leverage fermentation-based technology in the production of the best quality and lowest cost sustainably-produced cannabinoids."

Source: www.nutraaceuticalbusinessreview.com (February 7, 2019)

These reusable personal care products can make your morning routine less wasteful

Modern life is full of waste. Even if you've ditched one-use Ziplocs and plastic straws, started bringing your reusable coffee cup to cafes, and given up your toilet paper in favor of a bidet, your morning routine probably still creates a lot of trash. Nearly all personal care products come in plastic containers: toothpaste tubes, deodorant sticks, mouthwash bottles, and more—and most of them are difficult, if not impossible, to recycle.

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Much like the recently released Myro deodorant, by Humankind's B.O.-fighting, eco-friendly formula comes in a reusable tube. While the outer tube is plastic, it's designed to last you forever. Instead of throwing it out and buying a new tube every month, the company sends you a refill of the aluminum-free natural deodorant formula in a cardboard pod that fits neatly inside the hard plastic casing. The company also donates \$1 for every reusable container it sells to removing plastic from the ocean.

Deodorant isn't the only waste-producing bathroom product that by Humankind is looking to innovate, though. The company has also released mouthwash tablets—which look like fancy mints—that you can dissolve in a cup of water or chew directly. The effervescent tablets (in mint, spearmint, orange, lemon, and grapefruit flavors) are designed to normalize the pH of your mouth without the burn of alcohol. Your first shipment of the tablets comes in a reusable plastic container, with subsequent refills arriving in eco-friendly paper packaging.

The new product launch also includes a shampoo bar that further eliminates the need for plastic bottles in your bathroom. You use it just like a bar of soap, lathering it in your hand or against your head. It's available in lemongrass, thyme, or lemon lavender scents, and is designed to reduce dryness so that you don't need conditioner at all.

The refill containers themselves are either made of entirely paper or mostly paper, and all reduce the single-use plastic normally associated with the product by at least 90 percent. (The deodorant refill tube, for instance, has a little plastic cap on it, although most of the tube is cardboard.) All of the packaging materials, meanwhile, are made of compostable fibers like bamboo. They're not only recyclable, but they can be disposed of right in your backyard. According to the company, you can bury the packaging in the ground and it will degrade within 90 days.

Source: mentalfloss.com (February 6, 2019)

Procter & Gamble to widen naturals line with “This is L” buyout

The Procter & Gamble Company PG , popularly known as P&G, has taken another step in expanding its naturals product range, which is a key focus area for most day-to-day consumer product companies at present. The company acquired a private company - This is L. - which produces period products with natural ingredients. The financial terms of the deal remained under covers.

The L. brand portfolio mainly includes feminine hygiene products like high-quality tampons, pads, liners and wipes made of organic cotton. The company also produces condoms.

This is the latest in the series of P&G's acquisitions in this year. The acquisition fully compliments the company's Always and Tampax brands for women. Further, the companies share a common mission of boosting confidence of girls and serving more women. P&G believes that the addition of the L. brand's products to its Feminine Care business - within the Baby, Feminine and Family Care segment - will not only aid growth but also improve its exposure in the naturals segment.

As already mentioned, the naturals business has been a great attraction for consumer goods companies dealing in personal and home hygiene products. Another company that is steadfastly expanding footing in this segment is Colgate-Palmolive Company CL . By the end of 2018, Colgate successfully rolled out its naturals toothpaste offerings in 79 countries. The company continues to expand the naturals toothpaste offerings, based on local insights, with the launch of the charcoal range across many countries. Further, the Colgate Vedshakti line is witnessing increased market share gains in India. Additionally, the naturals range is a key area of focus for the company's personal and home care categories.

Meanwhile, This is L. will gain from P&G's proficiency, scale and resources that will boost opportunities to expand across global borders. The L. brand products are already available in more than 5,000 stores across the United States, including Target Corp. TGT and CVS Health Corp. CVS . The company also sells products online through its website 'thisisL.com.' as well as Amazon.com AMZN .

Furthermore, This is L. is a purpose-driven brand, which donates one This is L. product to needy girls and women across the globe against every product sold.

In conclusion, the This is L. brand's existing reach and popularity should meaningfully contribute to P&G's Feminine care business.

Source: Nasdaq.com (February 6, 2019)

Kao Corporation recognised as the World's Most Ethical Company for the thirteenth year in a row

Once again, the Ethisphere Institute has named Kao to its annual list of the world's most ethical companies. Kao has been chosen every year since the Institute began compiling its list in 2007, making Kao a recipient of this recognition thirteen years in a row, the only Japanese company with this honor.

"We are honored to be recognized as one of the World's Most Ethical Companies for thirteen consecutive years," comments Michitaka Sawada, President and CEO of Kao Corporation. "Our culture of integrity has remained the same since Kao began business 130 years ago. We live in times where great volatility and change are the norm and so the demand for leadership in compliance and ethical business is greater than ever before. Integrity will continue to be the cornerstone of our company's existence."

The Ethisphere Institute is a leading international think tank focused on developing and sharing best practices in business ethics and corporate social responsibility. For the World's Most Ethical List, it surveys and evaluates companies the world over in five categories: ethics and compliance programs, corporate citizenship and responsibility, culture of ethics, governance and leadership, and innovation and reputation.

"Kao is the only company in Japan that we have honored on the World's Most Ethical Companies list every year since the award's inception," said Ethisphere's Chief Executive Officer, Timothy Erblich. "It underscores their commitment to integrity that is in tune with increased expectations of society for companies to uphold high ethical standards. We hope Kao will continue to lead their industry across the globe in advancing ethical standards and practices."

The Kao Group will promote its unique ESG (environmental, social and governance) activities on a global level for the wholehearted satisfaction and enrichment of the lives of people worldwide and to contribute to social sustainability.

Source: <https://www.kao.com/global/en/>

Recycling leaders respond to plastic industry's \$1B pledge

Resin and packaging giants this month committed \$1 billion over the next five years to "end plastic waste." While recycling and sustainability stakeholders say they are encouraged by the effort, they also want to ensure materials recovery remains part of the solution.

"I just want to raise our hand and say, 'Don't forget us over here,'" said Steve Alexander, president and CEO of the Association of Plastic Recyclers (APR). "We're the solution to your problem at the end of the day. If you can capture it, we can recycle it."

The Alliance to End Plastic Waste, a new group that was announced Jan. 16, plans to focus its resources on developing waste collection infrastructure, innovating in recycling and product design, educating consumers about waste, and cleaning up plastic in the environment. It hopes to boost the dollar amount behind the project to \$1.5 billion in the coming years by bringing more entities on board.

The group's founding members include Berry Global, Chevron, Dow, ExxonMobil, LyondellBasell, Procter & Gamble, Shell, Suez, Total, Veolia and others.

In its initial announcement, the Alliance noted some of its early work will target Southeast Asia because a large portion of marine debris enters waterways in that region. But recycling stakeholders noted that materials recovery focus – and funding – is needed across the globe.

Nina Goodrich, executive director of the Sustainable Packaging Coalition (SPC), agreed that marine debris is a key component of addressing plastic waste, because ocean plastics have such a major global impact.

"That said, I also think we need to address collection and recycling of plastics films and pouches in the U.S.," she added. "I am very afraid that we may go backwards in recycling, not forward, in the U.S. This would hurt investment in new innovative technologies and future competitiveness."

Alexander of APR added there are significant infrastructure requirements in Southeast Asia and other regions. But he added, "Let's not make the assumption that there aren't infrastructure needs in North America. I'm heartened by the fact that the announcement indicates they'll be working with large urban areas on solid waste infrastructure, I think that's particularly important."

Source: <https://resource-recycling.com>

Unilever delivers on fragrance ingredient transparency promise across beauty, personal care and home products

Unilever has announced it achieved complete transparency on fragrance ingredients in the US and Europe across its full beauty, personal care and home products by the end of 2018, delivering on its transparency initiative launched in early 2017.

Consumers in the US and Europe are now able to view the fragrance ingredient list on some 3000 products, including brand favorites Dove and Axe, giving consumers access to information that goes beyond industry regulations.

David Blanchard, Unilever's Chief Research and Development Officer, said, "We are proud to be going beyond what is already on the label. We believe that providing this transparency will help build further trust in Unilever and our brands. We now want to expand our ingredient transparency initiative to more countries."

Consumers within Europe can find more ingredient information on the Unilever What's in our Products website section, while those in the US can find it on the SmartLabel website and app, an industry-wide digital information platform.

Source: Global Cosmetic News (January 24, 2019)

Procter & Gamble, Henkel and Clariant amongst Founding Members of new alliance to end Plastic Waste

Procter & Gamble, Henkel and Clariant are among the nearly 30 member companies that have come together to launch the new Alliance to End Plastic Waste (AEPW), which aims to eliminate plastic waste in the environment.

The member companies from the plastics and consumer goods value chain have initially pledged over \$1.0 billion with an investment goal of \$1.5 billion over the coming five years in a bid to eradicate the waste, with a strong focus on ocean plastic.

The new organization will look at ways to develop solutions that will minimize and manage plastic waste, according to Henkel, while also promoting solutions for used plastics in order to help boost a circular economy.

David Taylor, Chairman of the Board, President and CEO of Procter & Gamble, and Chairman of the AEPW, said, "Everyone agrees that plastic waste does not belong in our oceans or anywhere in the environment. This is a complex and serious global challenge that calls for swift action and strong leadership. This new alliance is the most comprehensive effort to date to end plastic waste in the environment. I urge all companies, big and small and from all regions and sectors, to join us."

The Alliance, which is formed of chemical and plastic manufacturers, consumer goods companies, retailers, waste management companies and converters, have been working with World Business Council for Sustainable Development as a 'founding strategic partner.'

There are four main objectives outlined by the Alliance: Infrastructure development, Innovation, Education and Clean up.

Hans Van Bylen, Henkel CEO and President of the German Chemical Association VCI, said, "As a global consumer goods and industrial company, we at Henkel want to contribute to ending plastic waste. Developing sustainable solutions for this challenge will only be possible if we engage and collaborate across the entire value chain – from suppliers, trade partners, consumers and organizations through to governments."

Source: Global Cosmetic News (January 17, 2019)

Genomatica produces the first 600 tons of Brontide Natural Butylene Glycol

Genomatica, a widely-recognized technology leader for bio-based chemicals, announced large-scale commercial production of its Brontide™ butylene glycol. Over 600 tons of high-purity, naturally-sourced Brontide was produced in under five weeks and packaged in thousands of drums. Both quality and consistency were exceptional, with purity varying by less than 0.08%, across 21 production lots. This large volume of Brontide was eagerly welcomed by Genomatica's marketing partners – Daicel, Azelis and Viachem – and by over 250 formulators that have received product samples to date to evaluate Brontide for use in their personal care and cosmetic products.

Brontide was first shipped to customers in mid-2017 and was quickly recognized with an ICIS Innovation Award later that year. Brontide is made from plant-based sugars, using Genomatica's safe and sustainable fermentation-based process technology. To date, large-scale production of butylene glycol has relied on petroleum-based feedstocks; Genomatica is now providing a markedly better way for the personal care industry to address consumer demand for more natural ingredients and improved sustainability, while delivering the same performance as petroleum-based butylene glycol. For example, Brontide has 50% lower global warming potential than conventional butylene glycol, according to an independent, comprehensive lifecycle analysis (LCA). A summary of the LCA study was featured in the November 2018 issue of SOFW Journal, a publication targeting personal care and home care product formulators.

Genomatica produces Brontide at a Novamont fermentation-based production plant in Italy. Novamont, a longtime partner of Genomatica, has been producing sustainable materials at its European plants for many years. Not only is Brontide the only butylene glycol made directly from sugars in the world, it conforms to the ISO 16128 definition as a natural ingredient and is also the only butylene glycol produced in Europe.

"The Brontide we're showcasing today will support the product introductions being made by our first wave of customers," said Damien Perri-man, Genomatica's senior vice president, Specialty Chemicals. "Genomatica knows how to produce bio-based, renewably-sourced ingredi-ents on a large scale. That means formulators can make more natural products and differentiate themselves, and the personal care industry gains increased supply."

Source: GlobeNewswire.com (January 15, 2019)

BASF invests in production of pearlizers and opacifiers in South Carolina

BASF is investing in its operations in Mauldin, South Carolina to enable production of pearlizers and opacifiers used in cosmetic products. Start-up of the new production line is planned for end of 2019.

The capacity addition will allow the company to meet the increasing demand for pearlizers and opacifiers, improve supply reliability and reduce lead times in North America.

"With shortened cycles for product launches and changing demands due to the rise of e-commerce, our customers need a fast and flexible supply of personal care ingredients," said Daniele Piergentili, Vice President, BASF Home & Personal Care, North America. "The investment in our Mauldin site will improve the supply performance of our Personal Care Solutions portfolio."

Pearlizers and opacifiers are specialty blends that are essential ingredients for obtaining luster, shimmering effects, or opacity in cosmetic prod-ucts. By providing cosmetics with a premium and luxurious character, they allow manufacturers creating visually appealing formulations.

Aside from pearlizers and opacifiers, the new asset will manufacture additional specialty blends for the personal care market.

Source: Basf.com (January 17, 2019)

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SUSTAINABILITY

Kao launches sustainable packaging with its traditional haircare brand Guhl in Europe

The haircare brand Guhl, available in Germany, Austria, Switzerland and the Netherlands has launched a new sustainable packaging. Guhl's shampoo bottles now consist of 50% recycled polyethylene terephthalate (rPET), while the conditioner bottles are made of 100% polypropylene (PP) and are therefore fully recyclable. By using 50% rPET in the Guhl shampoo bottles, Kao now saves more than 770 metric tons of CO₂ annually. Guhl is Kao's first brand in Europe to implement the company's renewed global sustainability strategy for greener packaging.

Kao not only sets new standards for sustainable packaging in the European beauty market, but also in reconciling the sustainability and premium appeal of its products. The packaging developers at the Kao European Research Laboratory (EURL) in Darmstadt, Germany, did not want to compromise on the quality of Guhl's iconic shampoo bottle. "We wanted to use the highest possible percentage of rPET without having to accept inclusions or color distortions, which are otherwise common when using rPET," says Daniel Nebe, Team Leader Packaging Development at Kao EURL. With around 15 million Guhl shampoo bottles produced per year, Kao manages to save more than 770 metric tons of CO₂, more than 520,000 liters of water and 180 metric tons of virgin PET by using rPET.

Daniel Nebe continues: "Regarding the conditioner bottle, we have made sure that all packaging components are made from one material and that they can be 100% recycled back into the material flow and thus reused instead of being thermally recycled."

Kao strives to reduce the use of plastics in our product packaging as announced in its Philosophy and Actions on Plastic Packaging in October 2018. It will continue to innovate with its 4R program approach of Reduce, Replace, Reuse, and Recycle.

Source: www.kao.com (March 12, 2019)

Guatemalan designer creates a sustainable alternative to the plastic packaging using bacteria

The bacterial cellulose sheets were developed using a mixture of water and a bacteria and yeast (scooby) culture, which is blended together before being spread out on a flat, smooth surface and left to dry.

Instead of growing and cultivating the scooby from scratch, Amato uses residual scooby leftover from local Kombucha producers – a fermented drink made from sweetened tea and scooby.

The resulting sheets are a material with characteristics that Amato describes as somewhere between paper and plastic.

The dried bacterial cellulose material can be glued together using water, eliminating the need to use glues or other adhesives when sealing the packaging.



Natural pigments such as spirulina, hibiscus, saffron and charcoal were added to the mixture during the blending process to achieve different colours. Made from renewable resources, the material also grows quickly, as well as being fully compostable and vegan.

In addition to these qualities, the low-tech manufacturing process has a minimal level of energy consumption, and Amato envisions it being made locally to generate jobs in the area as well as eliminating the need to transport raw materials from far away.

In keeping with the principles of a circular economy, Amato aimed to create an eco-friendly packaging with materials that would "flow in integrated and regenerative loops".

"Currently, our economy works mainly on a linear, unsustainable 'take – make – dispose' system," explained the Brazil-based design graduate.

"In contrast to that system, the circular economy suggests that materials should flow in integrated and regenerative systems as technical and biological nutrients, maintaining their value."

She designed her packaging concept to have three layers and imitate the natural packaging system found in the structural layers of a piece of fruit, comprised of juice, pulp and an outer peel. The internal layer of Amato's design is the personal care product – such as face cream, deodorant or facial clay. The second layer is a capsule-like container made of solid natural soap, used to store the natural product inside.

The third, external layer is the sheet made from bacterial cellulose, and is used to protect the soap container beneath, while also displaying the branded information of the product.

Unpacking and using the product replicates the act of peeling and consuming a fruit, and brings a natural feeling to it," the designer explained. "This idea was inspired by the concept 'unpack less, peel more'."

"After removing the wrapping, the customer can enjoy the creamy product. When the container is empty, the base and lid will be used as bar soaps just like the juice and pulp of a fruit can be fully utilised," she continued.

Amato is just one of many designers experimenting with bacterial cultures to create sustainable alternatives to plastic.

Source: www.dezeen.com (March 1, 2019)

Sustainable Cleaning Products Summit

The second North American edition of the Sustainable Cleaning Products Summit will showcase developments in sustainability, green ingredients, and bio-based surfactants. The executive summit will be hosted in New York City on 11-12th July, 2019.

An update will be given on the growing palette of green materials for home care & cleaning products. Discussions will also cover opportunities with bio-based surfactants, closing packaging loops, zero waste, creating positive impacts, green fragrances, formulating natural home care products, and innovations.

Since 2015, the Sustainable Cleaning Products Summit has been advancing sustainability in the cleaning products industry by debating key issues in a high-level forum. The summit is organized by Ecovia Intelligence, a London-based specialist research, consulting & training company that focuses on global ethical product industries.

Four innovations for sustainable living that could change the world

From the fight against plastic pollution to the quest for more sustainable lifestyles, young innovators in Latin America are coming up with bold, groundbreaking ideas that could transform the way we live, and pave the way for a more sustainable planet.

Check out these four innovations "made in" Latin America, and the enthusiastic young leaders behind them.



A treasure inside avocados

Scott Munguía produces bioplastics from avocado seeds. This young Mexican chemical engineer discovered in 2011 that the avocado seed contains a biopolymer similar to the one present in corn, which is used to produce bioplastic. In 2014, he founded Biofase, a company based in Monterrey that commercializes bioplastic products, made of 60 per cent avocado biopolymer and 40 per cent synthetic organic compounds.

The straws and cutlery made from avocado seeds decompose in only 240 days, and there is no need for incineration. This makes them a sustainable alternative for cities or countries that lack incineration facilities in their waste plants.

Biofase's products have a great manufacturing potential. According to Munguía, 300,000 tonnes of avocado seeds are discarded annually in Mexico, an estimated 20 per cent of the global demand for bioplastics. So far, Biofase reaches 11 countries in Latin America.

Unlike other types of bioplastics, this alternative does not use crops suitable for human consumption—such as corn or cassava. Along with other plastics made from food waste, Biofase's bioplastics could help meet the growing demand for plastics without hampering progress in the fight against hunger.

"Bioplastics must be sustainable. How can you make bioplastic from food? There are so many people starving and there is so much trouble around the cost of corn. It is absurd and out of place [...], we should not take food away from people," Munguía said.

Turbines to save our oceans

Plastic pollution is one of the most pressing environmental challenges of our time: it harms marine biodiversity, coastal economies and even human health. Each year, around 13 million tonnes of plastic waste end up in the oceans, the equivalent of a full garbage truck every minute. The largest portion of all this garbage is dumped in rivers of major cities.

Inty Grønneberg, a young Ecuadorian innovator, came up with the idea of developing several types of turbines capable of filtering and collecting plastics from bodies of water, thus preventing them to end up in the oceans.

The turbines designed by Grønneberg, through his company called Ichthon, can collect up to 80 tonnes of plastic from rivers every day. They can be installed on any boat and pick up plastic waste during navigation.

"Hopefully, it will not be necessary to develop new specific infrastructures [where to install the turbines]. Rather, we want to take advantage of the maximum number of existing vessels possible," said Grønneberg.

In November 2018, Grønneberg was recognized as one of the Innovators Under 35 Latin America 2018 of the MIT Technology Review, and this year, he was honored with one of the highest distinctions granted by the Government of Ecuador. He hopes these awards will help him spread the word on his innovation and raise the US\$2 million needed to implement the technology in his home country.

Water-soluble bags

One million plastic bags are consumed every minute worldwide. Most of them end up in landfills or in the oceans. The one-piece polyethylene shopping bag, created in the 1960s, takes up to 500 years to decompose.

So when Roberto Astete and Cristian Olivares, founders of Chilean start-up Solubag, presented a plastic bag which dissolves in water in just a few minutes, they raised many eyebrows. Is it even possible?



"The bag completely dissolves in water, with no harm. You can even drink the water, as it has no chemicals," said Cristian Olivares, the company's commercial manager.

The secret? According to Olivares, Solubags uses limestone instead of oil by-products. That is why they have zero environmental impact compared to other alternatives like oxo-biodegradable bags, which are still made of polyethylene and break into small pieces of toxic plastic.

The chemical formula of Solubags contains polyvinyl alcohol (PVA), a material found by Astete and Olivares while analysing biodegradable detergent capsules.

Their innovation is expected to be widely accepted in Chile, where a ban on plastic bags in large businesses came into force in February 2019. Solubag currently produces in China and is considering installing a factory in Tomé, Chile. "To get to the world, we first need to have a plant in South America," Astete said.

A home for a sustainable lifestyle

Our energy consumption depends directly on the conditions of ventilation, temperature and light in our homes. If the house is very warm, we will probably use air conditioning. And if it has few windows, we will rely more on artificial lighting.

In the coming years, the construction sector must embrace these variables in order to increase energy efficiency and accelerate climate action. Currently, the buildings sector accounts for a significant 39 per cent of total energy-related CO₂ emissions, according to The 2018 Global Status Report.

With this challenge in mind, a group of students, graduates and professors from the ORT University Uruguay created La Casa Uruguay (The Uruguayan House), a sustainable and intelligent housing project inspired from bioclimatic architecture and equipped with technology that can reduce energy consumption while offering a sustainable and accessible lifestyle.

The living unit consists of a house inside a box, according to the ORT University Uruguay. The insulation prevents heat and cold from entering. It has two ceilings—one on top of the other—and, between the two, moving parts that can be remotely opened or closed in order to regulate indoor temperature. Windows are strategically located to improve lighting.

The house is self-supplied with solar energy, notifies inhabitants of energy misuses, has a water reuse system, and sensors that help to regulate temperature, humidity or lighting. The unit can be installed in only 15 days and costs between US\$50,000 and US\$90,000.

La Casa Uruguay won major prizes at the Solar Decathlon Latin America and the Caribbean in 2015, an international academic competition organized by the United States Department of Energy. In 2016, the project received a National Energy Efficiency Award in Uruguay. Currently, the team members market the project in their country and the region.

Source: [/www.unenvironment.org/news](http://www.unenvironment.org/news) (March 9, 2019)

REGULATIONS

FDA issues final rule on safety and effectiveness of consumer hand sanitizers

The U.S. Food and Drug Administration today issued a final rule designed to help ensure that hand sanitizers available over-the-counter (OTC) are safe and effective for those who rely on them. The rule establishes that certain active ingredients are not allowed to be used in OTC hand sanitizers, formally known as topical consumer antiseptic rub products, which are intended for use without water, that are marketed under the FDA's OTC Drug Review. The final rule also seeks to ensure that the agency's safety and effectiveness evaluations and determinations for consumer antiseptic rub active ingredients are consistent, up-to-date and appropriately reflect current scientific knowledge and increasing use patterns.

"Our action today aims to help provide consumers with confidence that the over-the-counter hand sanitizers they're using are safe and effective when they don't have access to water to wash with soap," said Janet Woodcock, M.D., director of the FDA's Center for Drug Evaluation and Research. "In today's final regulation we finalized the FDA's previous determination that 28 active ingredients, including triclosan and benzethonium chloride, are not eligible for evaluation under the FDA's OTC Drug Review for use in consumer antiseptic rubs. We've also reaffirmed our need for more data on three other active ingredients, including ethyl alcohol, which is the most commonly used ingredient in hand sanitizers, to help the agency ensure that these products are safe and effective for regular use by consumers. We believe industry has made good progress toward providing data and we will continue to provide updates to the public about the progress of collecting this data."

Consumer antiseptic hand sanitizers provide a convenient alternative when hand washing with plain soap and water is unavailable. Millions of Americans use antiseptic rubs daily, sometimes multiple times a day, to help reduce bacteria on their hands. The Centers for Disease Control and Prevention advises that washing hands with plain soap and running water is one of the most important steps consumers can take to avoid getting sick and to prevent spreading infections to others. If soap and water are not available, the CDC recommends using an alcohol-based hand sanitizer that contains at least 60 percent alcohol.

As part of the June 30, 2016 proposed rule on consumer antiseptic rubs, the FDA requested additional scientific data to support the safety and effectiveness of active ingredients used in OTC consumer antiseptic rubs.

At this time, three active ingredients—benzalkonium chloride, ethyl alcohol, and isopropyl alcohol—are being deferred from further rulemaking to allow for the ongoing study and submission of additional safety and effectiveness data necessary to make a determination regarding whether these active ingredients are generally recognized as safe and effective for use in OTC consumer antiseptic rub products. Their status will be addressed either after completion and analysis of the studies or at another time, if these studies are not completed. At this time, the FDA does not intend to take action to remove hand sanitizers containing these three active ingredients from the market.

Less than 3% of the marketplace will be affected by the issuance of this final rule, as most OTC consumer antiseptic rubs use ethyl alcohol as the active ingredient.

The FDA is aware that retailers and pharmacies continue to market a very low number of consumer hand sanitizers containing benzethonium chloride, but that they stopped marketing hand sanitizers containing triclosan. Drug products containing any ineligible active ingredients will require approval under a new drug application or abbreviated new drug application prior to marketing.

This final rule completes a series of rulemaking actions in the FDA's ongoing review of OTC antiseptic active ingredients to determine whether these ingredients are safe and effective for their intended uses. The FDA previously issued final rules on consumer antiseptic washes (Sept. 2016) and health care antiseptics (Dec. 2017).

Source: FDA News Release (April 11, 2019)

FDA Puts Hold on Repeal of Lead Acetate in Hair Dyes

According to an update, FDA said its action to repeal the use of lead acetate in hair dyes used on the scalp is "on hold while the agency responds to objections it has received on the October 2018 final rule."

According to FDA, the color additive petition process allows for a 30-day period for any person adversely affected to file an objection. Because FDA received an objection within this timeframe, under the law, the final rule is stayed pending final FDA action on the objections.

Additional details can be found in the Federal Register notice.

In the notice, FDA stated: "This action does not reflect any change in our determination that new data demonstrate that there is no longer a reasonable certainty of no harm from the use of this color additive."

Source: www.happi.com (March 29, 2019)

US EPA names 20 candidates to be designated as high priorities for risk evaluation

The US EPA has named formaldehyde and sets of chlorinated solvents, phthalates and halogenated flame retardants among the 20 candidates to be designated high priorities for risk evaluation under TSCA. The agency has also named 20 candidates for low priority designation and indicated it is reviewing a manufacturer-requested risk evaluation for two additional phthalates.

The European Commission has ruled out a request by industry groups to delay the development of Echa's SVHC database. Seventeen industry associations had urged the EU executive to wait for the results of its feasibility study, before proceeding with detailed development.

Kenya has taken large strides towards implementing a regulation on chemicals and materials management that could be in force within a year. A spokesperson for the country's environment authority said the regulation will essentially be a hybrid that "has borrowed from different regulations including from the EU and some African states.

Source: [Chemical Watch](March 20, 2019)

Danish retailer Coop bans cosmetics products containing all polyfluoroalkyl substances (PFASs)

Danish retailer Coop will stop selling cosmetics products containing perfluoroalkyl and polyfluoroalkyl substances (PFASs).

The ban will apply to all brands, not just those that the retailer owns. Coop has informed its suppliers that it will stop selling the products immediately. This, it says, is to ensure that all PFAS-containing cosmetics products are completely phased out "as soon as possible" but by 1 September at the latest.

Coop quality manager Malene Teller Blume says these products come directly into contact with the skin, so "PFAS substances should not be used in everyday products" when it is "fully possible to produce good products without them".

Coop says that there is "no acute danger of using a cosmetic product with PFAS". However, the company has banned the substances because they contribute to the so-called cocktail effect. This is the name given to a combined effect of exposure to many substances.

Even if the substances, individually, do not pose a risk, comply with legislation and occur in very low concentrations, "studies show that the combination of the various substances can be endocrine disrupting or otherwise harmful to health," the company says.

In 2016, Coop announced that it would phase out 12 substances or broad groups of chemicals, ranging from all SVHCs to fluorinated compounds, from its private label products. So far, it has banned ten of the 12 from its own brands and removed all 12 substance groups from own-brand product lines, Ånglamark, facts 365, Irma ecology and Irma Tusindfyrd. Other retailers have also taken action, such as European home improvement company Kingfisher and major American grocery retailers Whole Foods Market and Trader Joe's.

Focus on PFAS

PFAS chemicals have come under scrutiny in recent years, with long-chain (C8) substances, such as PFOA and PFOS, receiving global attention due to their persistence and ecological toxicity. Global action, under the UN's Stockholm Convention on persistent organic pollutants (POPs), has been taken on PFOS, and is under consideration for PFOA.

In December last year, the European Food Safety Authority (Efsa) proposed lowering tolerable intakes of PFOS and PFOA in foods, after examining human epidemiological evidence. In November last year, the Danish EPA found high levels of PFASs in almost one third of 17 analysed cosmetics products.

And most recently, the US EPA has set out a number of actions to address concerns associated with the chemicals.

In 2015, a group of scientists released The Madrid Scientific Consensus Statement on PFASs, which asserts that it is essential "to take measures at the international level to reduce the use of PFASs in products and prevent their replacement with fluorinated alternatives in order to avoid long-term harm to human health and the environment."

Source: Chemical Watch (March 20, 2019)

Bolivia, Colombia, Ecuador and Peru to harmonise cosmetics regulation

The Comunidad Andina (CAN), whose member countries comprise Bolivia, Colombia, Ecuador and Peru, is set to meet to discuss the proposed harmonisation of cosmetics regulation across its members, according to a report published by Chemical Watch.

The conference will take place on March 14 in Lima, where a standard rubberstamped by CAN countries in November 2018 will be examined. The standard regulates the definition, manufacture, storage, importation and sale of cosmetic products in the Andean region as well as ushering in labelling guidelines. The symposium will evaluate the economic impact of the new regulation.

Decision 833, as the standard is known, is scheduled to come into force in November, 2019.

Source: Global Cosmetic News (March 13, 2019)

Echa considers reopening concluded REACH evaluation for resorcinol

Echa is considering reopening a substance evaluation for resorcinol, under the community rolling action plan (Corap). Finland closed its evaluation in 2017 but France is now proposing to relist the chemical because it believes further investigation into its environmental effects is required. No other substance has ever been considered for a repeat Corap listing.

Resorcinol is listed in a draft Corap update 2019-2021, which Echa's Member State Committee (MSC) discussed during its meetings in December 2018 and February 2019.

Reintroducing a chemical to Corap "really is exceptional", said MSC chair Watze de Wolf. "Reintroductions are to be avoided." The MSC noted comments from an industry observer that revisiting evaluations could make the Corap process "unpredictable".

Potential EDC

Finland first put resorcinol forward for evaluation because of concerns that it is a potential endocrine disrupting chemical (EDC). The substance is used in hair dyes and cosmetic products as well as being an industrial intermediate for chemicals such as flame retardants and industrial dyes. In hair dyes, the chemical reacts with a developer chemical to produce the required colour. It is not manufactured in the EU but is imported in volumes of 10,000-100,000 tonnes a year.

The Finnish Safety and Chemicals Agency (Tukes) closed its substance evaluation in October 2017 without asking registrants for additional information. Its "conclusion" document pointed to studies suggesting that resorcinol may affect thyroid function, with a thyroid peroxidase (TPO) mode of action, but also found significant data gaps. Tukes decided not to ask for more test data but opted for a risk management option analysis (RMOA) to help decide whether resorcinol could be considered a substance of very high concern (SVHC) or proposed for restriction under REACH.

But the French competent authority for REACH is "convinced" that the substance requires further investigation as a potential environmental EDC, according to MSC minutes. France and Finland have "slightly different views on available data and the conclusions you could draw", said Dr de Wolf. "There is a possibility for France now to start the substance evaluation process," he added. Member state competent authorities can then review a draft decision and "we can start resolving those diverging views", he said.

RMOA

Finland published its RMOA conclusions in 2018, suggesting that current evidence does not highlight an SVHC or REACH restriction route. Instead it focused on changes to classification and labelling. It pointed out that resorcinol is only used on industrial sites and exposure of consumers to the substance in products "has been excluded", based on information in its registration dossier. The RMOA also suggests that the thyroid studies had used "unrealistic exposure conditions".

The MSC adopted its Opinion on the draft Corap update during its February meeting. Echa now has to decide whether to include resorcinol in the update. The agency has already clarified that the evaluation could be reopened legally.

The intention to reintroduce resorcinol to Corap was flagged during the Chemical Watch 2019 Outlook webinar broadcast on 30 January.

Source: Chemicalwatch (<https://chemicalwatch.com/74317/echa-considers-reopening-concluded-reach-evaluation-in-exceptional-move>)

New York City to ban discrimination based on hair

Under new guidelines to be released this week by the New York City Commission on Human Rights, the targeting of people based on their hair or hairstyle, at work, school or in public spaces, will now be considered racial discrimination.

The change in law applies to anyone in New York City but is aimed at remedying the disparate treatment of black people; the guidelines specifically mention the right of New Yorkers to maintain their “natural hair, treated or untreated hairstyles such as locs, cornrows, twists, braids, Bantu knots, fades, Afros, and/or the right to keep hair in an uncut or untrimmed state.”

In practice, the guidelines give legal recourse to individuals who have been harassed, threatened, punished, demoted or fired because of the texture or style of their hair. The city commission can levy penalties up to \$250,000 on defendants that are found in violation of the guidelines and there is no cap on damages. The commission can also force internal policy changes and rehiring at offending institutions.

The move was prompted in part by investigations after complaints from workers at two Bronx businesses — a medical facility in Morris Park and a nonprofit in Morrisania — as well as workers at an Upper East Side hair salon and a restaurant in the Howard Beach section of Queens. (The new guidelines do not interfere with health and safety reasons for wearing hair up or in a net, as long as the rules apply to everyone.)

Source: New York Times (February 18, 2019)

China's FDA tightens up cosmetics marketing regulations

China's Food and Drugs Administration has issued a set of strict regulations governing the marketing of cosmetics across the country. The new rules bar companies from claiming that their products have any medical benefits, according to a report published by Jing Daily.

E-commerce platform Taobao has already moved to block searches for 'medical cosmetics', although Tmall and JD.com were yet to do so as Jing Daily went to press. Several of the larger cosmetics brands have also been scrambling to erase medical claims from their online literature too.

"This will lead to more significant changes in the industry and will protect young consumers," Dao Nguyen, Founder of creative strategy agency Essenzia, told Jing Daily. "The new law will only make [cosmetic brands] check that the translation/used words are in line with the requests but deep down, it should not change their ways of marketing the products very much."

Source: Global Cosmetic News (February 7, 2019)

Indonesia to usher in mandatory halal labeling

Indonesia is preparing to usher in compulsory halal labeling for consumer products and services, according to a report published by Bloomberg.

Under the plan, the government would take control of the certification process, which could bring in revenue of US\$1.6 billion per year.

If the draft regulation is passed, which is anticipated for October latest, the labeling requirement would be staggered, first applied to food and beverage products and then to cosmetics and health care over a five- to seven-year period.

Indonesia's halal products industry is expected to reach a value of US\$427 billion by 2022, according to Bank of Indonesia estimates, per Bloomberg.

Source: Global Cosmetic News Feb 13, 2019 (<https://globalcosmeticsnews.com/indonesia-to-usher-in-mandatory-halal-labeling/>)

Croda International achieved Halal-certification for 15 biopolymer ingredients manufactured at their site in the UK

Croda International recently achieved Halal-certification from Instituto Halal de Junta Islámica (Halal Institute of Spain) for 15 biopolymer ingredients manufactured at their Ditton site in the United Kingdom.

With more than 20 years of experience producing Halal-compliant ingredients for the personal care and other industries, the latest Halal certification brings the total number of Halal-certified raw materials available from Croda's manufacturing sites around the world to 743.

The Instituto Halal de Junta Islámica certification provides official recognition that the 15 ingredients are manufactured in compliance with Islamic law, which is also recognised by The Indonesian Council of Ulama (Majelis Ulama Indonesia (MUI)). Indonesia passed legislation in October 2014 requiring all consumer products that are Halal-compliant to be Halal-certified and labelled by 2019.

Croda's Halal-certified ingredients are sold into the beauty, personal care, home care, food and pharmaceutical industries. Their Halal-compliant range consists of surfactants, emollients, fatty acids and alcohols, humectants, inorganic UV filters, lanolin and derivatives, rheology modifiers, gelling agents, specialty blends and bases, specialty cationic compounds, active ingredients as well as botanical extracts.

The 15 newly certified biopolymers reinforce Croda's efforts in helping beauty and personal care brands gain access and deliver their proven benefits to high potential Halal markets globally, as well as influencing other countries where Halal-safe personal care continues to be evolving as a facet of the ethical lifestyle movement.

The Halal-certified ingredients, focused on both hair care and skin care, are relied on by well-known brand names.

In hair care, the Halal-certified ingredients can enable brands to claim benefits from strengthening, repairing and thickening to moisture regulation, frizz control, extreme heat protection and style retention.

Where skin care is concerned, the ingredients can provide diverse benefits in instant smoothing, tightening, moisture regulation, or can be used as film-formers for boosting the efficacy of UV filters.

Formulators can now request and get access to the updated Formulating for Halal: Certified Ingredient Guide, which comprehensively lists the Croda raw materials and the different types of Halal certifications to develop formulations that meet Halal compliance.

Source: Personal Care Magazine (January 23, 2019)



PATENTS

P&G patents biomarker-based method for formulating anti-Aging Skin Care products

US Patent No. 10,172,771 B2 (Qing Stella; Karl Shiqing Wei; Cynthia Ann Garza; Kenneth Robert Wehmeyer; Rohan Lalith Wimalasena); The Procter & Gamble Company has patented a method of identifying a rinse-off personal care composition as effective for improving the stratum corneum barrier in a human subject who is a member of a selected population of subjects. It is comprised of generating one or more control skin profiles for two or more subjects in a select population of subjects wherein the subjects in the select population have dry or damaged skin; contacting at least a portion of skin of the subjects with a rinse-off test composition, rinsing the test composition off the portion of skin, extracting one or more skin samples from each of the subjects, and generating from the extracted samples one or more test profiles for the subjects; comparing the one or more test profiles to the one or more control profiles and identifying the rinse-off test composition as effective for improving the stratum corneum barrier in a human subject who is a member of a selected population of subjects if the test profile is directionally shifted away from the control profile and shows a decrease in total protein and one or more of: a decrease in one or more inflammatory cytokines, an increase in one or more natural moisturizing factors, and an increase in one or more lipids.

Source: www.happi.com (March 4, 2019)

SC Johnson patents Gel Cleanser composition

US Patent No. 10,196,591 B2 (Wayne M. Rees, Thomas A. Strash); SC Johnson has been awarded a patent for a self-adhesive cleaning composition. The composition is comprised of ethoxylated alcohol; polymeric alkylene oxide block copolymer; oxygenated hydrocarbon co-hardening agent. The gel has a hardness at 22°C. of at least about 200g and a gel melt temperature of about 50 to 90°C. The oxygenated hydrocarbon co-hardening agent has a solubility in water of less than about 0.1 wt.%, according to the patent filing.

Source: www.happi.com (March 4, 2019)

Dishwasher Detergent patented by Malaysia University

US Patent No. 10,196,588 B2 (Raja Noor Zaliha Raja Abdul Rahman, Abu Bakar Salleh, Mahiran Basri, Izuddin Abdul Rahman); Universiti Putra Malaysia, Selangor, has been awarded a US patent for a dishwashing machine detergent formulation that improves tableware or dish-ware cleaning, sanitizing, and/or stain removal.

The formulation is comprised of a nonionic surfactant (an alkyl polyglucoside); dispersing agent (sodium polyacrylate, sodium carboxymethyl cellulose, or sodium carboxymethyl inulin); builder agent (carbonate); enzyme stabilizer (glycine); an enzyme (a purified thermostable T1 lipase enzyme stable at temperatures between 55° C. and 80° C.); filler (sodium or potassium sulfate); and water.

According to the patent literature, the carbonate and glycine are present at a ratio of 30:70. The formulation has a pH of at least 9.0 at a concentration of 1.5 grams per liter in water.

Source: www.happi.com (March 4, 2019)

Kao Patents Skin and Hair Cleanser

US Patent No. 10,196,587 B2 (Yasuhiro Doi); Kao Corporation, Tokyo, has patented a cleansing composition for skin and hair that comprises an internal olefin sulfonate having 12 or more and 24 or less carbon atoms, wherein the total content of an internal olefin sulfonate having 16 carbon atoms and an internal olefin sulfonate having 18 carbon atoms in the internal olefin sulfonate is 95% by mass or more; a content of an internal olefin sulfonate in which a sulfonate group is present at the C-2 position in the internal olefin sulfonate is 25% to 5% by mass; and a mass content ratio of a hydroxy form of the internal olefin sulfonate to an olefin form of the internal olefin sulfonate in the internal olefin sulfonate (hydroxyl form/olefin form) is from 80/20 to 100/0.

Source: www.happi.com (March 4, 2019)

ASSOCIATION NEWS

Collaboration between EU poison centres & industry confirms low eye hazard for users

A.I.S.E. is pleased to announce the publication of a scientific paper that compares eye hazard classification and the effects following accidental exposure to detergent and maintenance products. This paper has been co-authored by scientists and experts from several European Poison Centres and the European detergent industry.

Poison Centre data showed that in nine out of ten cases of accidental eye exposure to detergents caused minor or no symptoms. While serious eye damage occurred in less than two out of a thousand cases. The study found that hazard classification was a poor predictor of effects.

As available classification methods are by design extremely conservative and do not consider a user's likely response to accidental eye exposure (rinsing the eyes with water), on pack hazard information poorly represents the hazard detergent and maintenance products pose to users.

Among available classification approaches, the use of all available scientific data and expert scientific judgement was found to be the best method to predict medically relevant effects. The alternative method (using a calculation algorithm instead of scientific data) was a far poorer predictor of effects, and should only be used as a fallback option (see DetNetfor additional detail).

Dr. Fabrizio Sesana of the Centro Antiveneni di Milano (Italian Poison Centre) commented: "This initiative and the publication of this article demonstrate how the collaboration between EU poison centres and the detergents industry can result in the generation of high quality data that supports the safe use of products, including hazardous detergents and maintenance products".

The findings emphasise the importance of rinsing with water after exposure. Research has confirmed that consumers intuitively consider this as the first emergency measure. For over 15 years, detergents and maintenance products across the EU have carried A.I.S.E.'s safe use icon on eye exposure prominently on pack, with the supporting warning **"Keep away from eyes. If product get into eyes, rinse thoroughly with water"**.

Read more

Download the full article: **"Eye hazard classification according to UN GHS / EU CLP and the severity of eye symptoms caused by accidental exposures to detergents and cleaning products"** (open source journal article) from the website of Regulatory Toxicology and Pharmacology.

Source: AISE News (<https://www.aise.eu/newsroom/aise-news.aspx>)



Research award recognizes new technique to simplify surfactant use in oilfields

Research that could simplify how surfactants are used in recovering crude oil from oilfields and processing them in refineries has been recognized as the best paper published in 2018 in the Journal of Surfactants & Detergents.

Researchers from the **FIRP laboratory** at University of the Andes, Merida, Venezuela, authored the paper that was recognized at the **2019 American Oil Chemists' Society (AOCS) Annual Meeting**, held in St Louis, Missouri.

The Distinguished Paper Award is an annual honor presented by the American Cleaning Institute® (ACI).

As senior researcher Jean-Louis Salager explains, there have been many efforts in the past 40 years to improve the production and dehydration of crude oil at the so-called optimum formulation.

"In the past four decades fundamental and practical research has been carried out to considerably lower the interfacial tension between crude and water by injecting surfactant formulations. It was additionally found twenty years ago that the corresponding physicochemical situation also helps to break adverse water-in-crude emulsions in petroleum production and refining," said Dr. Salager.

"Many articles and conferences have suggested that the emulsion easy breaking was related to the interfacial rheology, in particular by attaining a low dilational elasticity and a low interfacial viscosity. Unfortunately because of lacking equipment for low tension systems at optimum formulation, this suggestion was not experimentally corroborated.

"Thanks to the development in our workshop (CITEC) of a new interfacial rheometer with an oscillating spinning drop, our research shows for the first time how to exactly adjust the surfactant demulsifier formulation for the easy breaking of a water-in-crude emulsion, which can lead to reductions in cost and time. We can also better understand the performance of surfactants in other emulsion applications that would improve the cream and lotion spontaneous effects when applied to the skin in medicines and cosmetics."

Besides Dr. Salager, the honored researchers include Ronald Marquez, Ana Forgiarini, Jesus Fernandez, and Dominique Langevin.

The paper, "**New Interfacial Rheology Characteristics Measured using a Spinning-Drop Rheometer at the Optimum Formulation of a Simple Surfactant-Oil-Water System**," was published in the Journal of Surfactants and Detergents, September 2018, Volume 21, Issue 5, pp 611-623.

Source: The American Cleaning Institute (May 07, 2019)

ARTICLES

“Clariant Naturals”: ingredients & tools to develop more natural, high-performing and responsibly-sourced formulations

Envisioning Beauty around PERSONAL CARE PRIORITIES

Clariant, a focused and innovative specialty chemical company, opens the eyes of the Personal Care world to the ease of formulating natural...and more. New Clariant Naturals spearheads five customer-need defined clusters within its new “Envisioning Beauty” brand designed to make cosmetics’ differentiation as sustainable, inspiring and easy as possible.

Launched at in-cosmetics Global, “Envisioning Beauty” goes beyond an appealing new-look and engaging, user-friendly new website for Personal Care. To support future innovation, Clariant chose the five priority areas – Actives, Functional Claims, Sensorial Effects, Preservation and Naturals – based on market foresight and customer insight to address the most relevant needs of this trend-guided industry. Solutions providing demonstrable benefits to specific challenges are simple to find, whether it is an established brand, indie or contract formulator on the lookout.

Clariant Naturals responds to ever-growing concerns for more sustainable ingredients and a healthier lifestyle. The flagship platform offers formulators the rare opportunity to create even 100% natural formulations without looking any further, containing everything necessary for a natural product from mild surfactants to emollients and preservatives. To simplify the search, ingredients and tools to support more natural, high-performing and responsibly-sourced formulations are categorized according to two very distinct purchasing drivers: “Origins” and “Green Performers”.

“Origins” products answer the call when natural and exotic origin with transparency, responsible sourcing and social factors are top of mind. They provide new ideas for fulfilling consumers’ evolving preferences by extending local rare ingredients from Africa, Amazonia, Indonesia and the Mediterranean to global markets. At in-cosmetics Global, Clariant introduces the Plantasens® - Berto™ portfolio of extracts from the 4th largest biodiversity in the world, Indonesia / Java, as a result of its strategic partnership with Martina Berto.

“Green Performers” are ideal for achieving high-RCI formulations with no performance trade-off. With these nature-derived ingredients Clariant places emphasis not just on ISO 16128 compliance but also on additional sustainability improvements such as biodegradability, compliance with the main Ecolabels or a clear improved environmental footprint.

The in-cosmetics Global launch of two new Green Performers expands possibilities for high RCI formulations with the special consumer appeal of weightless textures and delightful sensory without silicones. Plant-based, lightweight emollients Plantasens Flash 80 and Flash 100 deliver functionality and extraordinary sensory to multifaceted applications, from body mousses and shampoos to easy-spreading sun care and make-up. Further inspiration for trend-focused differentiation across all the market needs comes from further novel and new products in the in-cosmetics spotlight.

Clariant Actives promotes fresh innovation for the dynamic anti-aging segment with new seaweed-based Epseama™ offering a pioneering approach. The active opens up an evolution in effective anti-aging by targeting the long non-coding skin rejuvenator RNA 886, resulting in fewer signs of wrinkles, better skin hydration and improving signs of pigmented spots. As a natural extract it also addresses the rising demand for natural and organic products in anti-aging products[1].

Functional claims get a boost too. Bringing preferences for mildness and hazard label-free claims to traditionally harsher products, like hair coloring, hair removal and liquid soaps, reaches new heights with the first alkaline neutralizer based on renewable feedstock – NeutroTain™. Also, options expand for creating effective odor controlling deodorants that meet the growing aluminium-free, alcohol-free and paraben-free trends, with new Caremag™ D rich in Dead Sea magnesium minerals.

Sensorial Effects remain a priority in Personal Care as the wellness and me-time trends extend the desire for pampering from head to toe. Clariant enables formulators to respond with new sensorial experiences from skincare, for example, through the innovative textures of its Aristoflex® range. The EO-free ingredients deliver everything from indulgent rich and caring to silky soft or light and fresh sensory to extensive applications, from detoxing face masks to UV- and pollution-protecting skin lotions or even fun jelly shower washes.

Preservation earns its spotlight due to the specific challenges posed by formulation complexity and regulatory aspects when creating today's cosmetics. Clariant is investing in bringing more natural and safe alternatives to this field. The cluster will make it easier for customers to select effective multifunctional preservation solutions that answer their efficiency needs and also shifting cosmetics' ingredient and format trends.

Fabio Caravieri, Head of Marketing, Personal Care, Clariant, comments: "Bringing Clariant's extensive Personal Care portfolio into the Envisioning Beauty clusters provides clearly-defined homes for new and existing ingredients to support the innovation and sustainability that future beauty requires. It reduces the complexity of finding ingredients and creating products that meet formulator and consumer needs and are ahead of trends. Developing the "next best thing" in beauty should be fun, and we have the keen eye on innovation to spice up opportunities for success."

Rethinking the traditional approach to anti-aging: Clariant Active Ingredients turns to a superfood of the sea to reinvent skin rejuvenation

Clariant, a focused and innovative specialty chemical company, and its Active Ingredients business hand cosmetics formulators the key to a revolution in anti-aging. New seaweed active ingredient Epseama pioneers the targeting of long non-coding RNA nc886 to improve signs of rejuvenate skin, reinvigorate its self-defense abilities and preserve skin youth.

Consumers' fascination with slowing down the aging process shows little sign of waning. Indeed, the global anti-aging products market size will grow by USD 17.2 billion during 2019-2023¹, with the increasing older population between the ages of 30-45 and motivation to look younger among the key drivers for this expansion.

Commonly known causes of aging are the genetically-determined factors (chronoaging), extrinsic factors like UV exposure (photoaging), and chronic inflammation. They are also at play in causing the decay of skin structure.

Epseama takes an innovative and differentiated approach and goes down to the root cause triggered by these three factors. It does so by targeting the long non-coding RNA, called "nc886", recently recognized as a key regulator of PKR, a protein known for inducing premature aging in various diseases and organs. Subsequent ground-breaking research by Clariant Active Ingredients into the unexplored impact of nc886 in the skin, demonstrated the correlation between aging and the decrease of nc886 expression. The result: when properly expressed nc886 is a fundamental player in the rejuvenation of skin. With Epseama, the industry can develop effective skincare directed at the true causes of aging.

Derived from a "superfood of the sea", Epseama draws on the extensive nutrient power of a brown seaweed *Laminaria japonica* (Kelp or Kombu) for its effectiveness. It is farmed off the coast of a South Korean island and involves "ugly-food" sourcing.

Epseama through in vitro, ex vivo and clinical tests has proven to be the best candidate for skin rejuvenation as it targets chronoaging, photoaging and inflammaging at once – the three important players in aging and the cause of drastic alterations to skin structure, pigmented spots and impairment of the epidermis thickness, for example.

It gets to the heart of these problems by addressing the real cause of aging and reverting its natural course. It does so by increasing nc886 production in order to prevent damage to the dermal-epidermal junction. As a result, wrinkles, skin roughness and skin dehydration all show signs of improvement. It prevents collagen IV degradation through direct inhibition of MMP-9, and boosts it so that the junction between the epidermis and dermis is strengthened. Epseama heightens keratinocytes proliferation by improving the synthesis of CD44 hyaluronic acid receptors. It also enhances epidermis thickness, and inhibits the inflammasome pathway.

Its outstanding performance is confirmed in clinical trials on 19 women over 50 after only four weeks. In terms of wrinkle reduction, Epseama achieves outstanding consumer benefits. Difficult to remove nasolabial wrinkles are smoothed - reduced by 19% in volume and 10% in roughness after only four weeks. Spots decreased by 10% and skin moisture levels increased by 14.2%.

Julie Droux, Senior Technical Marketing Specialist, Clariant Active Ingredients, comments: "By 2050, the over-60s are projected to make up over 21% of the global population². This, together with the increasing middle-aged population, presents a big opportunity for Personal Care to contribute new approaches to aging and wellness. Understanding the biological processes that influence skin aging processes makes us better placed to focus our innovation on advanced ingredients to delay it. Ideally supported by a natural focus and good traceability that fit with consumer preferences. By uniquely targeting nc886, Epseama offers formulators a new source of rejuvenation erasing age-related and photo-related signs, tackling the true causes of skin aging with an ingredient derived from the sea."

Epseama makes its market debut at in-cosmetics Global 2019 Booth E70, April 2-4, 2019, Paris Expo Porte de Versailles. Visit www.clariant.com/in-cosmetics for an overview or attend the Epseama in-cosmetics lecture by Alexandre Lapeyre, Head of Marketing Active Ingredients on April 3, 2019 Theater 1 9.20-9.50.

Show visitors can also sample Epseama at work in the inspiring silky-textured day cream Sc[ai]turalist™ – Seamless Rejuvenating Cream that harnesses Epseama's rejuvenating powers and the Traditional Chinese Medicine properties of Herbex Korean Ginseng for a holistic approach to aging well.

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® TRADEMARK OF CLARIANT REGISTERED IN MANY COUNTRIES.

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[1] Researchandmarkets.com "Anti-aging Market Report: Trends, Forecasts and Competitive Analysis to 2023". Accessed via: <https://www.prnewswire.com/news-releases/anti-aging-market-report-2018-with-forecasts-to-2023-300608930.html>

Explore product information and more at www.clariant.com/epseama.

1 Technavio Report Global Anti-aging Products Market 2019 – 2023 accessed via https://www.technavio.com/report/global-anti-aging-products-market-industry-analysis?utm_source=t9discount&utm_medium=bw_wk52&utm_campaign=businesswire

The shockingly simple way to make packaging more sustainable

By Elizabeth Segran

Water-free detergent products are emerging as a trend, with startups such as Blueland developing tablets that can replace traditional cleaners, limiting packaging and transportation costs. Procter & Gamble is also testing the appeal of water-free products by selling limited quantities of soap swatches on a new website that offers both laundry detergent and hand soap..

If you quickly scan through the products under your sink—counter spray, window cleaner, dish soap—they all have one thing in common: Water is their main ingredient. Until now, few consumers thought this was a problem. But as a growing number of people become increasingly aware of both climate change and plastic pollution, the outsize environmental impact of everyday products is becoming hard to ignore.

“We’re basically shipping water around the country,” says Heather Kauffman, cofounder and COO of Full Circle, who keeps an eye on the home cleaning products industry since her company creates complementary products, like dish brushes and sponges. “Water is something we all have readily available at home. If you think about the carbon emissions required to ship bottles largely filled with water from the manufacturer to the retailer and then to the consumer’s home, it really adds up.”

Then there’s the question of plastic packaging. A new study in the scientific journal *Nature* found that at the current pace of production, the global plastics industry will contribute to 15% of total greenhouse gas emissions by 2050. According to Euromonitor, the home care industry generated 29.5 billion plastic containers in 2015, while the personal care industry generated 60 billion units. That translates into 8.9 million tons of plastic generated by both industries, and only a small percentage of that was recycled. The vast majority ended up in a landfill, or worse, in the ocean, where it could be consumed by sea animals and end up in our food. “While the impacts of plastic’s life cycle on climate are important, its impacts on the health of marine life, and human health, are equally important,” says Jaq

All of this research shows that we need to take drastic measures to curb our plastic consumption—and this includes the products that fill our homes. “We can’t recycle our way out of this problem,” says Sanders Defruyt, the lead for the new plastics economy at the Ellen MacArthur Foundation, which is focused on making the economy more circular. “We need to totally rethink our products to focus on reusable packaging.”

One shockingly simple way to tackle all of these issues? Remove the water. And several companies have found a way to do just that, spurring a small but growing design revolution in the consumer packaged goods industry.

THE TABLET REVOLUTION

Today, a new direct-to-consumer e-commerce brand called Blueland launches with a set of cleaning products that come in the form of small tablets, which the customer mixes with water at home. It joins a smattering of other brands replacing liquid products with tablets, including Dazz and Bottle Bright, which makes tablet cleaning sprays.

Blueland is debuting with a \$29 starter kit that comes with three acrylic spray bottles that are designed to last forever, along with three tablets that you mix with water to create multi-surface, bathroom, and window cleaners. When you need a refill, you simply order new tablets, which cost \$2 a pop. Over the next few months, the startup will release other sustainable cleaning and personal care products.

“A lot of people see sustainable products on the market and automatically assume they are going to be more work, more expensive, and a lot less effective,” says Sarah Pajji, Blueland’s founder, who previously worked at McKinsey and e-commerce startups like Rockets of Awesome and M.Gemi. “Our goal is to dispel all of these ideas by designing products that are actually easier to use, cheaper, and more efficacious. When you put a new tablet in the bottle, you don’t even need to shake it, since it dissolves on its own.”

Today, even eco-friendly brands still use disposable plastic containers and create products in fluid form. For instance, Seventh Generation makes concentrated liquid laundry detergents, which means your bottle will last longer, and Grove sells refills for dish soap in plastic bags that use 60% less plastic than a bottle of the same size. But tablets are plastic free and radically lighter, meaning a significant savings in shipping emissions.

“It’s a little strange that tablets are not more widespread because we’re comfortable using tablets in our dishwashers and washing machines,” says Kauffman. “It’s not really such a big leap to using it in other cleaning products.”

THE CHALLENGE OF TABLETIZING

It might seem like it would be easy to compress a liquid into a small tablet that would dissolve in water, but it's not. Paiji has spent the last two years on continuous R&D to create Blueland's tablets.

The first step was developing the formula. Blueland has a lab in Montana where scientists have been working to ensure the tabletized version of the cleaning product is just as effective as the liquid version. This is no small feat. Many ingredients in cleaning products do not come in solid form. Take fragrances: Both essential oils and synthetic fragrances mostly come in liquid form, so it was hard to compress them. In the end, the lab found a way to encapsulate the fragrance in silica. "When it's exposed to water, it blossoms, and releases the fragrance," explains Paiji.

Then there was the issue of contaminants. Paiji believed it was important for consumers to be able to use tap water, rather than filtered or bottled water, to make the process as easy as possible. But tap water quality varies across the country, and contamination may also happen when the customer adds water to the bottle. It was therefore crucial for the tablet formula to have a preservative in it that would eliminate any bacterial growth. "As you can imagine, if there's bacteria in the water and it sits in a bottle for two years, things will grow," she says. "We wanted to have a 100% foolproof method in place, so we had to develop a unique preservative method." In the end, Paiji and her team believe they nailed the formula, which currently has 12 patents pending. In several studies led by the EPA, the Blueland sprays outperformed Windex and Method, clearing out more dirt and streaks with each wipe than these competitors.

But then there was the question of manufacturing the tablets. Since this is a relatively new approach to cleaning products, Paiji scoured the market for a supplier, visiting 50 manufacturers that tabletize products, ranging from laundry detergents to medication, before finding the right fit. "We had to get creative," she says. "We even visited a candy factory."

Finally, Paiji had to work on creating the bottle that would come in the starter pack, another major challenge. After doing a lot of consumer research, Paiji discovered that many customers—particularly moms—did not want a glass bottle because it was breakable. Aluminum was also out because many consumers wanted to actually see the tablet fizzing in the bottle and see the final liquid. Paiji finally settled on acrylic, a clear plastic that is fully recyclable. They created the first bottle certified platinum by Cradle to Cradle, which tracks the reusability of products, as well as their carbon and water footprints. "We needed these bottles to be infinitely reusable," she says. "But we also wanted to drive mass adoption, because that is how we can truly maximize sustainability."

"WE NEED TO CHANGE PEOPLE'S MINDS"

Blueland is not alone in taking on the challenge of tabletizing. Other small startups—like Dazz and Bright Home—are working on similar tablets for cleaning sprays, and By Humankind just released mouthwash tablets to replace the traditional bottled version; companies like Bite also offer tablet toothpaste.

But what will it take for tablets to be more widely adopted within cleaning and personal care industries?

"We're seeing a lot of small innovators, but this is a massive industry," says Defruyt, from the Ellen MacArthur Foundation. "We need to convince the big players that this is a worthwhile effort. And to do that, we need to make it clear that this could be good for business, not just good for the planet."

Right now, the Ellen MacArthur Foundation is committed to making the case that reusable packaging can actually be more profitable for a company. For instance, when a customer invests in buying a brand's reusable bottle, they're more inclined to come back to that brand for refills going forward, which could drive brand loyalty. There are also interesting possibilities for creating personalized bottles for the customer.

"Brands could be creative and invite customers to design bottles with their name on it, or in the color of their choice," he says.

Defruyt points out that things will only start to change if enormous consumer packaged goods conglomerates, like Johnson & Johnson and Procter & Gamble, begin to make sustainability a bigger priority. Both of these organizations seem to be open to sustainable solutions since they are among a group of companies taking part in a pilot program called Loop that would send reusable bottles to customers, which would be sent back to be cleaned and refilled. (One of the products designed for Loop was a tabletized toothpaste.) This is encouraging, Defruyt says, but far from enough. To curb our plastic and carbon pollution, we need to develop a range of solutions, and execute on them quickly.

It's also important to convince consumers that a more sustainable system can be more convenient. For instance, buying products in tablet form means not having to lug large bottles of cleaning supplies home from the grocery store, or having big boxes shipped to your home. Reusable bottles are also generally better quality, since brands often invest more in creating products that have a long-term use. "There's something about reusable packaging that seems so old-fashioned, like returning to the days of the milkman," he says. "We need to change people's minds, and show them that reusable products can be more convenient and fun to use than disposable ones."

From my own personal experience using these tablets, I don't think it will take consumers very long to see the benefits. When Blueland's kit arrived on my doorstep, I took out the bottles, plopped the tablets inside and watched them fizz. Then, I used a spray to clean off the sticky fingerprints my daughter left on our shiny aluminum fridge. The whole system was easy to use, and, as a bonus, it was good to know that my clean house wasn't coming at the expense of polluting the planet.

ABOUT THE AUTHOR

Elizabeth Segran, Ph.D., is a staff writer at Fast Company. She lives in Cambridge, Massachusetts

Source: <https://www.fastcompany.com/user/elizabeth-segran>



GalFUSION LLDC – Cost Effective Liquid Laundry concentrate specially designed for Fabric Care

Vaishali Jumde

Formulation & Application Development Executive

Galaxy Surfactants Limited

GalFUSION LLDC is "Value For Money" High performing synergistic, Ecofriendly, Premium Surfactant concentrate specially designed for Fabric care regimen.

GalFUSION LLDC is a high active solvent free concentrate for preparation of high performing, yet cost effective liquid laundry formulations which get rid of various stain from fabric.



Galaxy Surfactants Ltd.

Corporate Office: C 49/2 TTC Industrial Area, Pawne Village, Navi Mumbai—400 703

Ph: +91 22 3913 5500

Email: galaxy@galaxysurfactants.com Website: www.galaxysurfactants.com

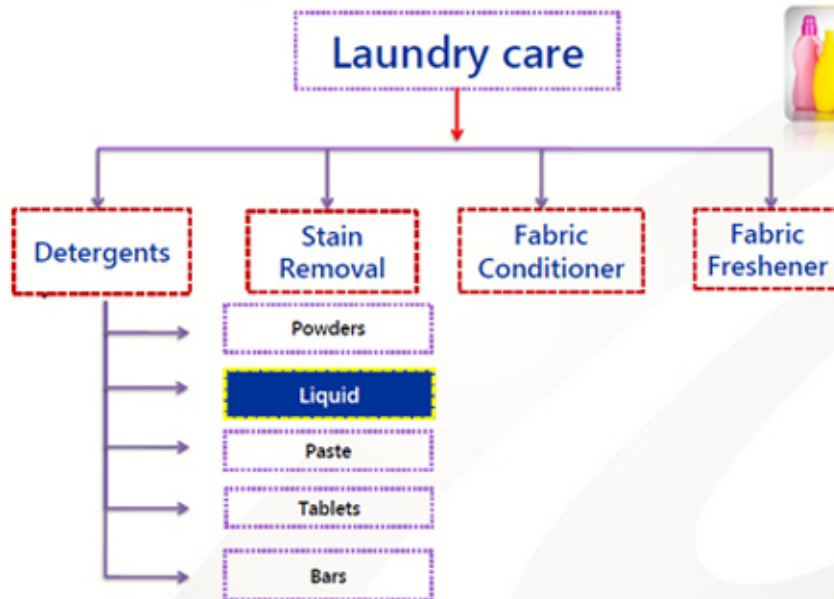


VFM

GalFUSION LLDC Liquid Laundry Concentrate

A High performing, Ecofriendly,
Mild Surfactant Blend
Specially designed for Fabric Care

Fabric Detergent: Product Segments



Laundry Cleansing Mechanism

Factors Affecting Laundry Cleansing



Mechanical Action :

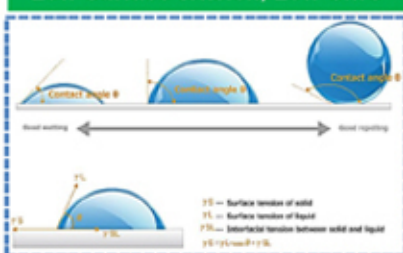
- Hydrodynamic flow
- Fiber surface abrasion
- Swelling of fiber to reduce inter-fiber spacing



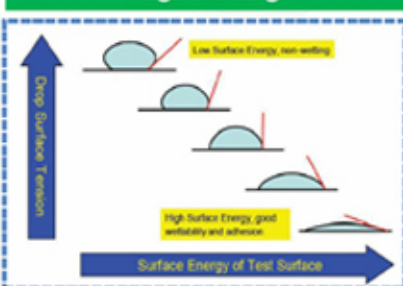
Detergent Action :

- Adsorption of Detergent
- Absorption of water lead to Rollup of oily soil
- Solubilization and emulsification of soils

Low Surface tension, Low CMC



High Wetting



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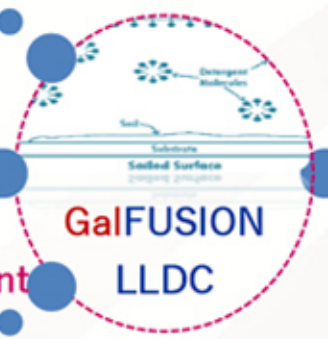
GalFUSION LLDC (Liquid Laundry concentrate)



Anionic Surfactant

Non ionic Surfactant

Amphoteretic Surfactant



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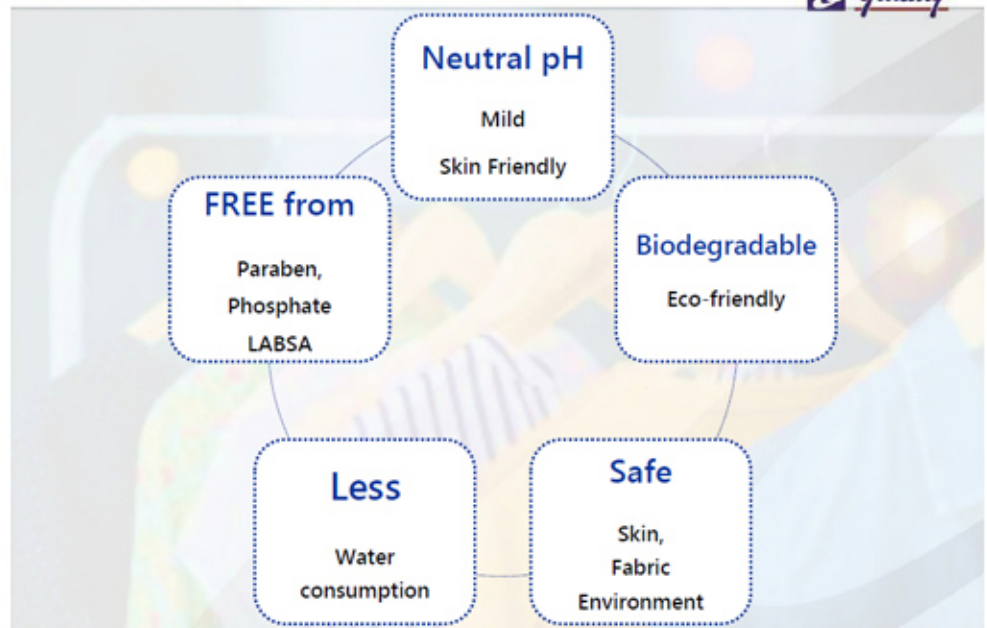
GalFUSION LLDC : Properties



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GalFUSION LLDC : Attributes



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GalFUSION LLDC : Premium LLD



Laundry Liquid Detergent Clean & Refreshing Fabric Care

	Ingredients	% w/w
1	GalFUSION LLDC	33
2	Distilled Water	Upto 100
3	Sodium chloride	1.50
4	Sodium Bicarbonate	1.00
5	Fragrance	1.00
6	EDTA disodium	0.10
7	CBSX	0.15
8	Phenoxyethanol	1.00
9	Color	q. s.
10	Enzyme	-

Procedure:

1. Mix GalFUSION LLDC and water slowly to get homogeneous dispersion.
2. Add Salt, color, perfume and other additives.
3. Stir well to get uniform product

Note: viscosity can be achieved by addition of sodium chloride (0.5 to 2.0 %).

Specifications:

Appearance:

Transparent flowable liquid

pH : 7.5 – 8.5

Viscosity : 1000 - 1500 cps

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GalFUSION LLDC : Baby & Delicate Fabric Care



Laundry Liquid Detergent For Baby & Delicate Fabric Care

	Ingredients	% w/w
1	GalFUSION LLDC	25
2	Distilled Water	Upto 100
3	Sodium chloride	2.00
4	Sodium Bicarbonate	1.00
5	Fragrance	1.00
6	EDTA disodium	0.10
7	CBSX	0.05
8	Phenoxyethanol	1.00
9	Color	q. s.
10	Enzyme	-

Procedure:

1. Mix GalFUSION LLDC and water slowly to get homogeneous dispersion.
2. Add Salt, color, perfume and other additives.
3. Stir well to get uniform product

Note: viscosity can be achieved by addition of sodium chloride (0.5 to 2.0 %).

Specifications:

Appearance:

Transparent flowable liquid

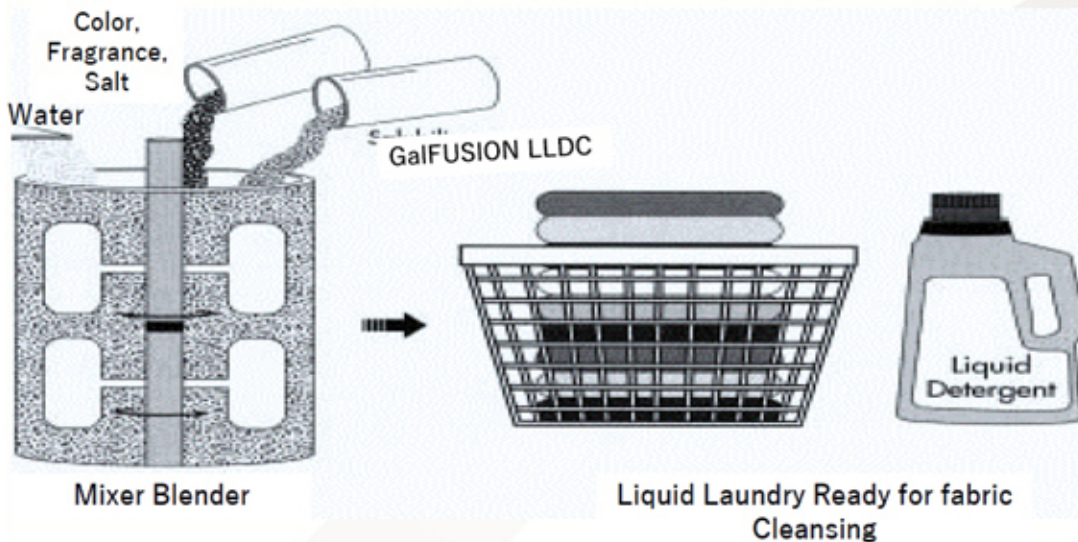
pH : 7.5 – 8.5

Viscosity : 1000 - 1500 cps

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GalFUSION LLDC : Procedure for LLD



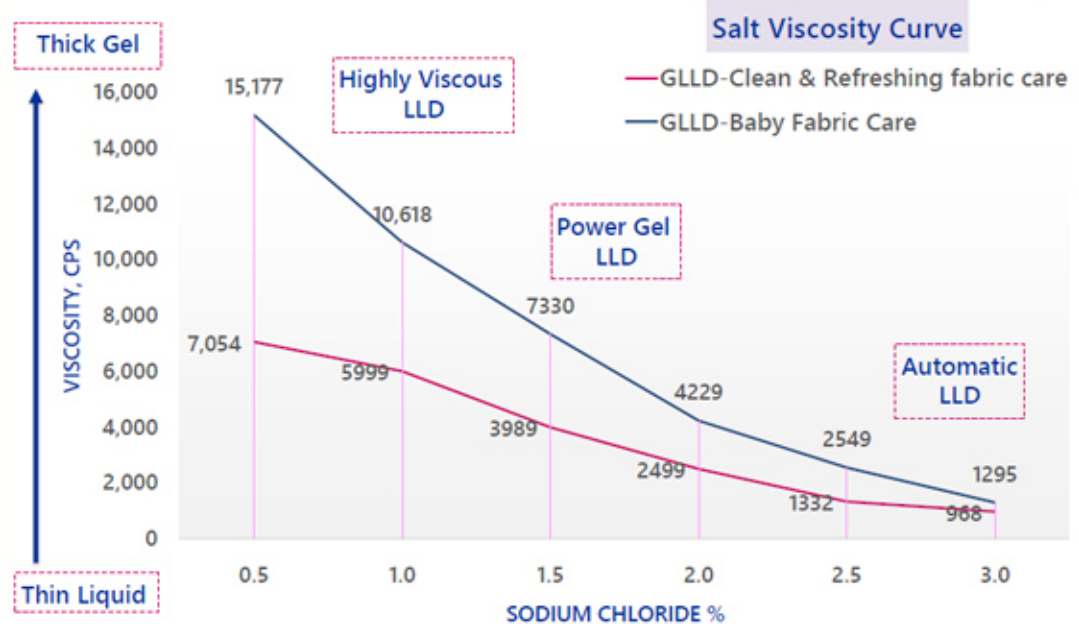
Cold process:

- Mixing of Ingredients as per given formula in the blender
- Efficient process with Energy and Time Saving

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GalFUSION LLDC : Power Gel to Automatic LLD



Feasible to Make Gel & Liquid Consistency

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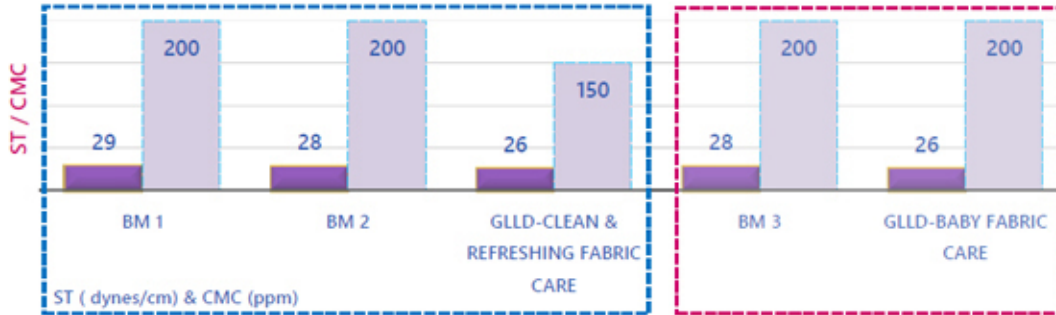
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GalFUSION LLDC : ST & CMC



Lower the ST and CMC, Better the Detergency

■ ST ■ CMC



GalFUSION LLDC based
Clean & Refreshing Fabric Care & Baby Fabric Care products
demonstrated Low ST and Low CMC
against Market leading Liquid Laundry Detergent (BM)

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GalFUSION LLDC : Foam Profile



Foam Volume, ml



GalFUSION LLDC based
Clean & Refreshing Fabric Care &
Baby Fabric Care products
demonstrated Comparable foam volume & Texture
against Market leading benchmark

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GalFUSION LLDC : Detergency

Test conditions

Test Solution
Concentration : 1%

Hardness of Water : 300 ppm

Temperature: 30 °C ,
Wash cycle : 15 minutes,
Rinsing: 15 minutes (2)

Instrument:
Laundrometer
(Daelim Starlet)

Reflectance Measurement: Konica Minolta UV spectrophotometer

Indices: WI CIE 76

Detergency dE =
(Postwash – Prewash)

Test swatches:
One soil and four Stain

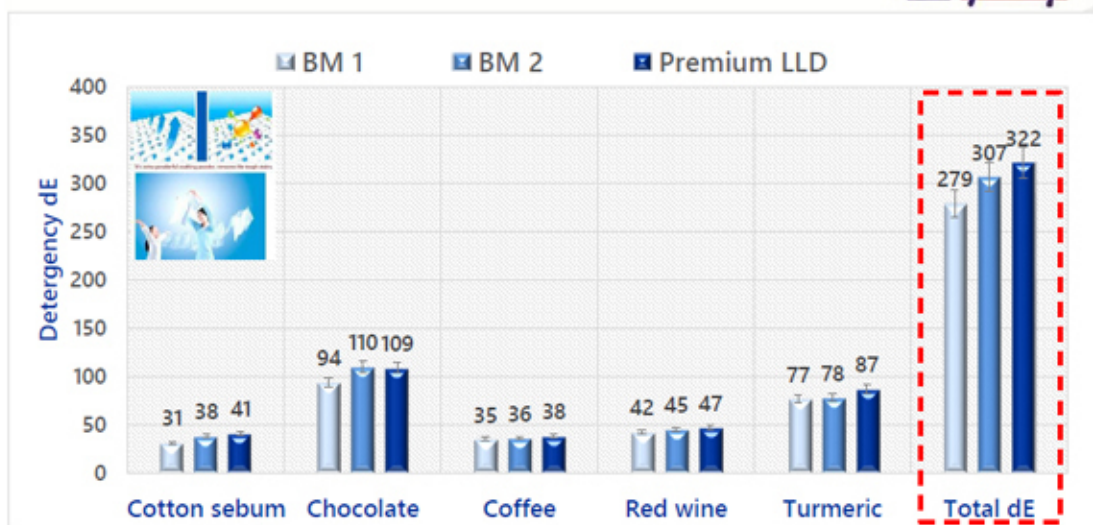


UV spectrophotometer

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GalFUSION LLDC : Detergency

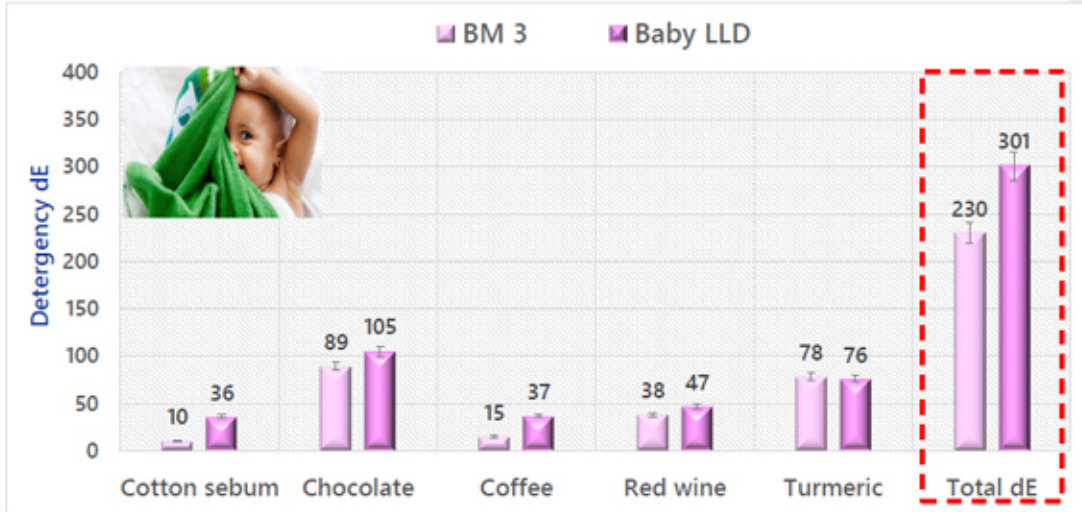


Clean & Refreshing Fabric Care was demonstrated overall (10-20%) at par detergency (dE) against market leading brands of premium liquid detergent

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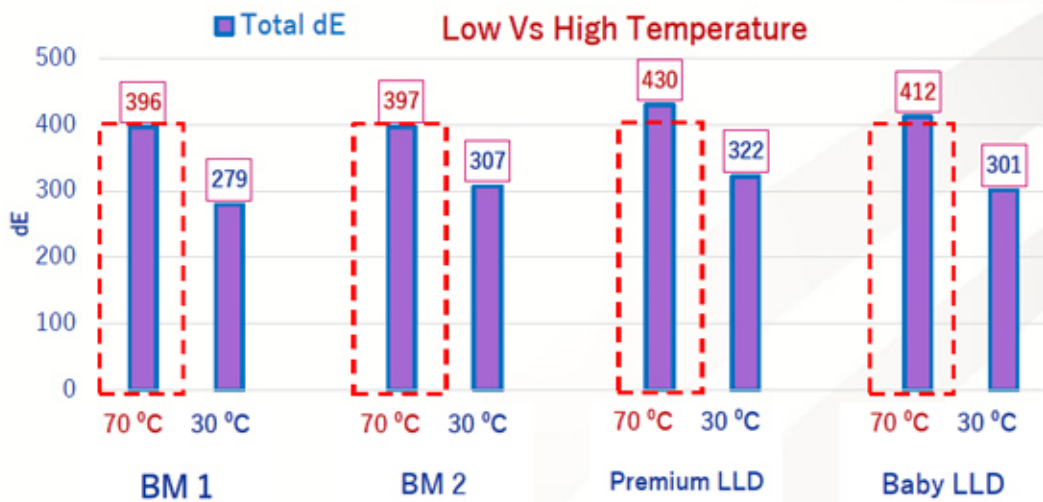
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GalFUSION LLDC : Detergency



Baby Fabric Care was demonstrated overall at par detergency (dE) against market leading Baby fabric care brand of liquid detergent

GalFUSION LLDC :Detergency at High Temperature



20% improvement in Detergency at 70 °C compared to 30 °C
 Premium LLD and Baby LLD performed even without Enzyme

GalFUSION LLDC : Value For Money (VFM)

Marketed Premium Liquid
Laundry Detergent

1 lit

200 to 300 INR

Offered Premium Liquid
Laundry Detergent

1 lit

100 to 200 INR

GalFUSION LLDC based
Premium Product
Value for Money (VFM)

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Global Supplier to Global Brands

GalFUSION LLDC : Summary

Product Segments

Market Trend

Laundry Cleansing Mechanism

GalFUSION LLDC

- ❖ Highly concentrated blend
 - ❖ Neutral pH & Non Hazardous
 - ❖ High performing, Mild & Eco-friendly
 - ❖ FREE from PARABEN, LABSA, PHOSPHATE
 - ❖ Versatile & Suitable for various detergent formats
 - ❖ Premium offering at an affordable price

Prototype Formulary

Evaluation studies

Premium Product
With VFM

- ST & CMC
 - Foam Volume
 - Detergency
 - Viscosity

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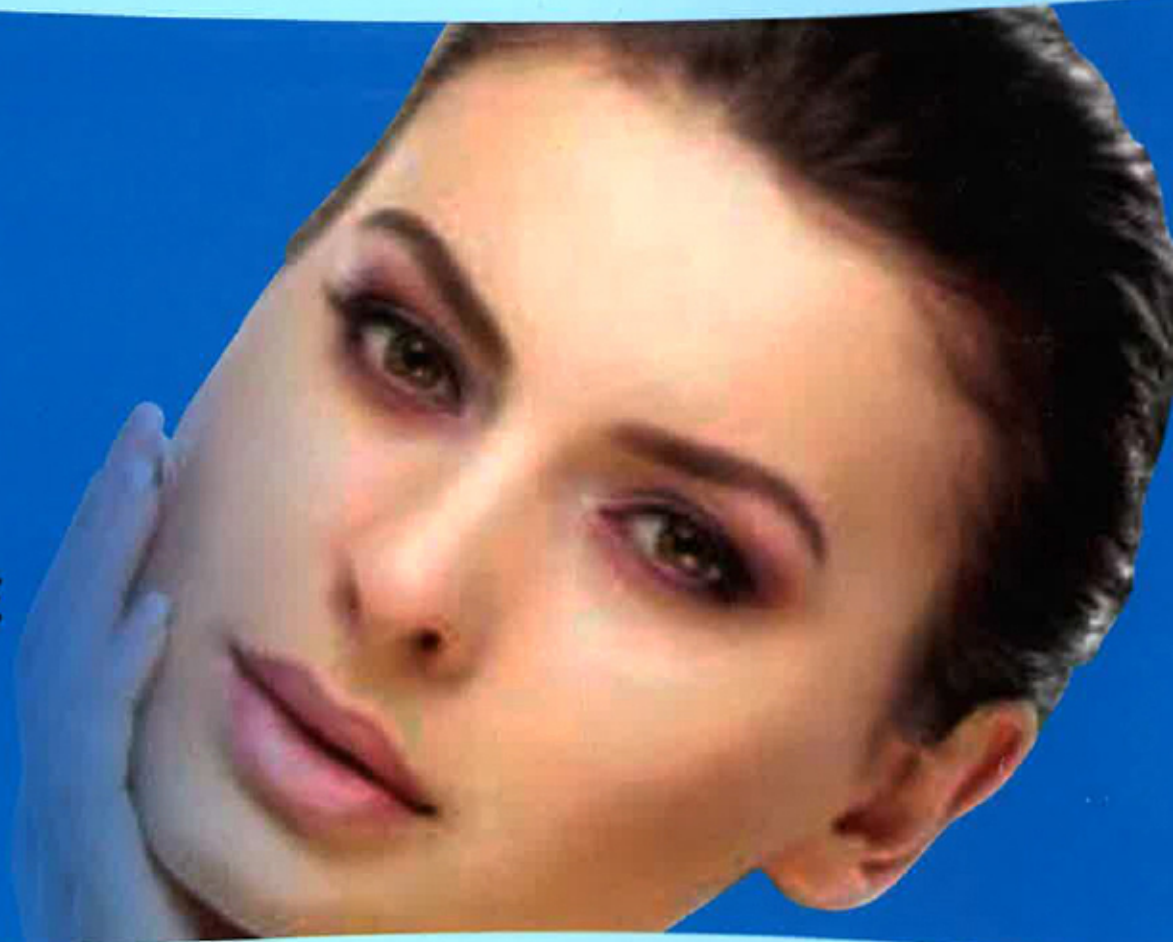
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Indian Home & Personal Care Industry Association

SOAPS • DETERGENTS • COSMETICS • AFFILIATED INDUSTRY

**YOUR
PARTNER
FOR
SUSTAINABLE
GROWTH**



YOUR NETWORK – YOUR VOICE



YOUR NETWORK – YOUR VOICE

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

IHPCIA has a Board of Directors and following Committees:

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

OUR OBJECTIVES

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

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

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.



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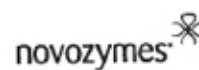
Indian Oil Corporation



ECOF Industries Ltd.



McNROE Consumer Products Private Limited



Novozymes



Emami Limited



Kumar Organic Products Limited
Ingredients for us

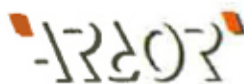
Kumar Organic Products Limited



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



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.

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)

June 2019 - Volume II

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

Note:

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



Registered Office

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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

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*Note: GST@18% extra

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- CDR .MP4 / .FLV Others Specify : _____

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

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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