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**Chemistry, Cleaning and Care**

**COVER STORY**

**Emerging New Personal Care  
Technologies**



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

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## Editor's Note

This edition of the C3 Science comes at a time when the world is coping and dealing with the novel coronavirus epidemic. The new pandemic has brought with it global uncertainty in economy and trade. Businesses small and big are bound to be impacted across every industry segment. The trade impact of the coronavirus epidemic for India is estimated to be about 348 million dollars and the country figures among the top 15 economies most affected as slowdown of manufacturing in China disrupts world trade, according to a UN report. The chemical sector impact in India is estimated at 129 million dollars.

This issue focuses on three articles that capture key subjects of interest. Structured surfactants, or lamellar liquid crystal-based systems, are becoming very popular to formulate shampoos and body washes that have unique properties and consumer benefits. The other article covers technologies of the future relevant to Personal Care. Genomics are going to drive the way in which active ingredients are formulated. Biosurfactants will become significant in the future due to their sustainability, biodegradability, low toxicity, and the demand for more natural based ingredients. BASF highlights in their article how Home Care and I&I industries subscribe to a circular economy. Circular economy models are gaining popularity due to societal pressure on driving sustainable solutions.

### ISDC 2020 – Change of Dates

To ensure the safety of the participants and as a precautionary measure the Organizing Committee of ISDC 2020 has decided to postpone the 6th International Convention of Soaps, Detergents and Cosmetics to September 6 - 8, 2020. The venue remains unchanged and the event will be held in Goa at the Marriott Resort and Spa. For inquiries kindly visit us at [www.isdconference.org](http://www.isdconference.org) or write to us by email [atihpcia@ihpcia.org](mailto:atihpcia@ihpcia.org)

We look forward to sharing positive news of a possible COVID-19 breakthrough in the next editorial, discussing the impact on India and our specific industry, and remain optimistic that novel trends and the focus on sustainable products and technologies will take centre stage.

In the meantime, stay safe, stay prudent and wash those hands!

The Editorial team  
IHPCIA

# ISDC 2020

6th International Convention on Soaps Detergents and Cosmetics

Changing Dynamics – Sustainable Growth and Business Challenges



6th Sept - 8th Sept 2020



Marriott Resort and Spa, Goa



# Cover Story

## Emerging New Personal Care Technologies

by George Deckner, Prospector

Probably the most common question I am asked is 'what are the new technologies of the future?' I believe many will need to evolve and enable the major trends we are currently seeing in the market. The development of more smart phone apps linked to beauty devices and diagnostics, health and wellness technology, the use of more natural sustainable ingredients, greater use of the internet for beauty care information and product purchase information, and product personalization, all of these I see having growth opportunities.

### Genomics

Genomics, the study of the human genome, will revolutionize the way active ingredients are developed in the future and the customization of skin care products to match individual genetic needs. On average, the genomes of two people may only differ by only .1%. By using artificial intelligence techniques, thousands of genetic variations can be studied that determine an individual's skin needs. This enables the development of personalized skincare products (1). By measuring which genes get turned off or on, when an active is applied to an in vitro 3 D skin model, genomics can also be used to develop more effective ingredients. The method is often combined with In Silico computer modeling and high throughput screening methods for active discovery. The development of Retinoid mimics showcases an example of actives that have a similar gene expression profile as Retinoic acid/Retinol, without overexpressing the genes that cause the negative skin effects such as dryness and irritation.

The integration of OTC devices with treatment products is an important trend that will significantly improve bioavailability of products in the future. Examples include:

- Yellow and red LEDs to Improve aged skin
- Lasers to remove hair
- Blue LED devices to treat Acne
- Ultrasonic low-frequency sound waves to promote exfoliation, blood flow, active skin penetration, and healing
- Micro vibration therapy to gently stimulate facial muscles to increase microcirculation, cell turnover, and skin metabolism
- Massaging and heating devices to increase active skin penetration
- Iontophoresis or the use of electric current to increase skin penetration of actives

### Pickering emulsions

Pickering emulsions are surfactant free dispersions that have very unusual properties. First discovered by Ramesden in 1903, and later described by Pickering in 1907, Pickering emulsions can be used to make oil in water, water in oil, or water in oil in water emulsions. They have long been used in the food industry to produce homogenized milk (milk fat emulsified by Sodium Caseinate) and ice cream (cream emulsified using nano ice crystals); but few commercial personal care examples exist. They are stabilized using solid particles which adsorb at the oil/water interface to prevent the emulsified droplets from coalescing (2). Pickering emulsions are believed to be more stable than conventional emulsions and are not sensitive to electrolytes. Emulsion requirements include small solid particle size (typically less than 100 nm), high shear processing, particle interface contact angle < 90 degrees to form a oil in water emulsion (particle mostly wetted by the water phase) and >90 degrees (particle mostly wetted by the oil phase) to form a water in oil emulsion. Examples of commercially available Pickering particles include Octenyl Succinic Anhydride Starch, Silica CetylSilylate, Lithium Magnesium Sodium Silicate, Cyclodextrins, Sodium Caseinate, and Quaternium-18 Hectorite. The Claimed advantages of Pickering emulsions include:

- Emulsifier free
- Low irritation potential
- Reduced oily skin feel
- Improved waterproof/wash resistance
- Can make o/w, w/o, or w/o/w emulsions
- Very shear thinning rheology, high yield value, good for emulsion sprays
- Electrolyte tolerant
- Increase and stabilize foam
- Very stable to coalescence

- May help stabilize Oxygen sensitive materials (unsaturated materials)
- May help photostabilize UV sensitive materials (sunscreens, fragrances, Tocopherol)
- May prolong fragrance release on skin or hair
- May increase/or decrease active skin penetration
- Surfactin (Surfactin A Type-Kaneka) is a Cyclo Lipoprotein based biosurfactant made by fermentation from *Bacillus subtilis* that has one of the lowest critical micelle concentrations of any known surfactant. It is stable in acidic to weak alkaline conditions and can form high internal phase oil in water or D phase emulsions.
- Rheance Glycolipids (Glycolipids-Evonik, Sophorolipid)-foaming agent/stabilize foam, remove makeup, solubilizing agent
- Sopholiance S (*Candida Bombicola*/Glucose/Methyl Rapeseedate Ferment (and) Water-Givaudan Active Beauty)-reduce sebum, improve Acne
- Sophogreen (Water, Glucose, Rapeseed Acid-Givaudan Active Beauty, Sophorolipid)-solubilizing agent

Nanocellulose is a 100% natural ingredient with broad personal care applications. Nanocellulose refers to a wide range of cellulosic ingredients processed as different types of nano-structures. These include;

- Cellulose Nanocrystal (CNC)-crystalline
- Cellulose Nanofibers (CNF)-crystalline
- Microfibrillated Cellulose (MFC)-crystalline/amorphous
- Microcrystalline Cellulose (MCC)-crystalline
- Bacterial Nanocellulose (BNC)-crystalline

Personal care applications/properties include:

- Salt/PH tolerant, shear thinning, natural based thickening agent (CNC, MFC, MCC)
- Globally approved
- No toxicity
- Environmentally friendly
- Emulsion stabilizer, thick sprayable oil in water emulsions (MFC, MCC, CNC, CNF, BNC)
- Surfactant free Pickering oil in water emulsions (MCC, CNC, CNF, BNC, MFC)
- Soft focus, skin mattifying agent (MFC, CNC)
- Skin feel modifying agent
- Strengthen/reinforce polymeric films on skin/hair (MFC, CNC)
- Create iridescent films (CNC)
- Active/color delivery technology (CNC)
- Improved skin moisturization

## Water

Water is the most important ingredient used in personal care and one of the least researched or discussed. The global bottled water market grew between 2014 and 2017 to over \$200bn, at a 9% yearly growth, contributing to 40% of entire global personal care market. Yet, there have been no talks or posters given about water at any SCC or IFSCC meetings that I have ever attended. Numerous research reports have shown that water can have significant biochemical properties depending on its source or how it is processed. Topical thermal spring water for example has been shown to act as a prebiotic to increase the diversity of the skin microbiome, soothe skin, and improve eczema/psoriasis (3). Other types of processed water include:

- Low Deuterium "light" water (reduced Deuterium Oxide <130 ppm in water)-Deuterium is a Hydrogen atom with an added Neutron. It occurs at approximately 150 ppm in normal water sources. The bond between Deuterium and Oxygen is stronger than with Hydrogen which can cause significant changes in biological reactions. Research has shown that Deuterium slows DNA replication, causes errors in transcription, and hinders DNA repair. Reduced levels of Deuterium Oxide in water have been shown to increase rodent life expectancy, increase plant growth, and reduce cancer rates. A cream formulated using 111ppm of Deuterium Oxide was also shown to have better antiaging skin effects compared to a placebo cream (4)
- Alkaline water (electrolyzed, cathode collected)-may have better moisturizing properties (5)

- Acidic water (electrolyzed, anode collected)- acidic water with an oxidative reduction potential (ORP in millivolts) of >+600 may have antimicrobial properties
- Irradiated with various types of electromagnetic radiation (magnetic, infrared, 528 HZ)
- Vortexed water (spiraling, falling water)
- EZ water

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George Deckner brings over 40 years of experience as a formulating chemist to his role as a personal care and cosmetics industry expert at Prospector. His rich professional background in innovative product development, research, material science and exploratory formulation, as well as a passion for developing products that make people's lives more comfortable and happy, inform the articles he writes for Knowledge.UlProspector.com.



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## GLOBAL NEWS

### Bio-based and climate friendly: Clariant's new addition to the TexCare® detergent polymer line

Clariant, one of the leading suppliers of sustainable ingredients and solutions for the Industrial and Home Care Cleaning segment, has combined best in class fiber protection against dirt, with outstanding sustainability benefits, in its new soil release polymer for laundry detergents. To be launched at H3i in Manchester, TexCare SRN 260 Life is bio-based, unlike all other soil release polymers in the laundry detergent segment which are synthetically sourced, and has an 80% Renewable Carbon Index (RCI), making it more sustainable than any other soil release polymer used in liquid detergents and cleaners.

"This latest addition to our TexCare range gives the producers of laundry liquid detergents, particularly green-oriented brands, a unique soil release polymer," said Clariant's Head of Strategic Marketing and Innovation, Ralf Zerrer. "With its carbon and bio-based credentials, we developed TexCare SRN 260 Life to meet the growing consumer demand for more environmental friendly products. Indeed, recent forecasts expect the 'green' segment of the Industrial and Home Care sector to grow by 6.5% until at least 2024."

In addition to its improved eco-friendly properties, in laboratory tests fabrics washed with the help of this top-performing soil release polymer came out up to six times cleaner than those washed with detergent only. TexCare SRN 260 Life also prevented the redeposition of dirt during washing, which is the main culprit for graying, almost two times better than a standard detergent alone.

Find out more about TexCare SRN 260 Life and Clariant's range of other eco-friendly products at H3i in Manchester, 21-22 April 2020.

Source: Press Release

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### Colgate debuts vegan, preservative-free oral care range: colgate zero

Following on from its recent acquisition of oral care lifestyle brand Hello, Colgate-Palmolive has launched a new range aimed at the health-conscious family market.

Colgate Zero, as the sub-brand has been dubbed, contains no artificial flavors, sweeteners, preservatives or colors and is billed as both vegan and gluten-free.

The line up comprises a toothpaste for adults, two for children, BPA-free manual toothbrush and two variants of mouthwash.

Greg Ross, General Manager, Oral Care, North America at Colgate-Palmolive explained, "As consumer preferences shift towards products containing less artificial ingredients, we wanted to ensure Colgate users had products that fit their lifestyles. Every Colgate Zero formula is clear, which helps signal to consumers that they are free from certain ingredients, while still delivering on all the protection you have come to expect from Colgate."

Source: Globalcosmeticnews.com March 03, 2020

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### Firmenich is now powered by 100 percent renewable electricity

Firmenich has announced that it has achieved its goal to power its global operations entirely with renewable electricity. An industry first, the group's transition to green power is supported by RE100.

The flavor and fragrance manufacturer reached its target ahead of schedule in all markets, in accordance with RE100 strict technical criteria.

"I am proud that Firmenich is the first in our industry to ensure that all our operations worldwide are powered by 100 percent renewable electricity," said Gilbert Ghostine, CEO Firmenich. "Present in more than 100 markets, with 39 plants worldwide, we are always open to sharing best practice on how ambitious, science-based targets can drive real progress against climate change."

The move to 100 percent renewables supports the Group's science-based targets aligned with limiting global temperature rise to 1.5°C. Firmenich is one of the founding members of the Business Ambition for 1.5C, a coalition of companies committed to a net-zero carbon future by 2050.

Source: Globalcosmeticnews.com March 02, 2020

## Creed fragrances sells business to Blackrock long term private capital and Javier Ferrán

Creed Fragrances has sold its business to BlackRock Long Term Private Capital and Javier Ferrán, Chairman of Diageo, according to a report by WWD.com.

It is the first sale of the company after 250 years of family ownership, with Olivier Creed, the sixth-generation owner of the company, remaining as master perfumer.

Ferrán will become chairman of the company's board of directors and join as an investor with Olivier Creed's son, Edward Creed, remaining involved in the business.

According to a press release, "The partnership with Mr. Ferrán and the Creed family, including Mr. Creed's son Erwin, is BlackRock LTTPC's first investment in Europe and reflects its unique proposition to founder-led and family-owned companies who value a longer-term investment horizon."

Ferrán stated, "It is a privilege to build on Olivier's legacy and become custodians of this treasured business. The quality of the products that Olivier and Erwin have developed has enabled Creed to become the world's leading artisan fragrance company. I am looking forward to maintaining all the elements that make this such a great business and partnering with all of the company's employees, suppliers and distributors."

Terms of the deal were not disclosed.

Creed has made clear that the deal is the right time for the family company to sell in a bid to reach more consumers.

He said, "This business has been in my family for over 250 years and it was critical that, when the time was right, I was able to choose the best partners who would be able to best maintain our heritage as a luxury family business while helping us reach more people around the world. Both Javier and our new partners at BlackRock LTTPC are ideal partners for Creed given their collaborative approach to working with their companies and their long-term orientation. I also look forward to continuing to work with all our staff, suppliers and distributors, and I know that they will continue to share in our success."

Source: Source: Globalcosmeticnews.com February 28, 2020

## Natura recognised as one of world's most ethical companies

Natura has been recognised as one of the world's most ethical companies of 2020 by the Ethisphere Institute, a leader in the definition of standards for ethical business practices.

The company is the only Brazilian company on the list of 132 companies from 21 countries and is featured for the 10th time in the health and beauty category.



According to a press release, "The classification of the most ethical companies in the world is based on the Ethisphere Institute's Ethics Quotient (EQ) structure, a quantitative methodology for measuring a company's performance in an objective, standardised way.

"Inclusion in the list depends on the score achieved in five main categories: ethics and compliance programme, an ethics culture, citizenship and corporate responsibility, governance and leadership and reputation."

The acknowledgement highlights Natura's long-term strategy for ethical business practice.

João Paulo Ferreira, CEO of Natura &Co Latin America said, "Our vision of ethics goes beyond compliance with norms and legislation. It is a responsibility that permeates all levels of the company and our relations with different audiences. After ten years of recognition, we reaffirm our commitment to best governance practices and integrity in our actions, agendas inherent to sustainable development."

Source: Source: Globalcosmeticnews.com February 28, 2020



## Philips to sell off domestic appliances business to focus on personal care

Philips has announced that it is 'reviewing options' for its Domestic Appliances business and will begin the process of creating a separate legal structure for the unit with a view to a future sale.

The process is expected to be complete within the next 12 to 18 months – the division bought in sales of €2.3 billion last year, spanning kitchen, coffee and garment and home care appliances.

"We have significantly improved the performance of the Domestic Appliances business over the years, which has made a very important contribution to Philips, however this business is not a strategic fit for our future as a health technology leader," said Frans van Houten, CEO of Royal Philips. "We are committed to finding a good home for this business to continue to thrive and grow over time, as we expand and invest in our consumer health and professional healthcare related businesses."

Philips intends to focus on its health and wellbeing operations. As van Houten explained, the company will continue to innovate and invest in its oral care, personal care and mother & child care devices.

Source: Globalcosmetic News February 3, 2020

## Colgate-Palmolive launches two vegan-certified toothpastes in recyclable packaging

Colgate-Palmolive has launched two new vegan products, certified with The Vegan Society's International Vegan Trademark.

The Smile For Good toothpastes come in two varieties – Whitening and Protection – and are encased in recyclable packaging.

The products are cruelty free and not tested on animals, with the Vegan Trademark Instagram page stating the toothpastes would be available across the EU in supermarkets and other personal care retailers.

Some consumers have taken to social media to air their concerns over the vegan claim due to Colgate-Palmolive not being a cruelty-free company.

As the Veganuary movement booms year on year following an increased awareness of environmental issues, a growing amount of personal care and cosmetics brands are beginning to cater to the huge consumer appetite for plant-based living.

For more information about the vegan boom, listen to the Global Cosmetics News podcast here, where News Editor Georgina Caldwell is joined by industry experts to discuss issues such as whether there needs to be more transparency from brands jumping on the bandwagon.

Source: Globalcosmeticnews.com January 17, 2020

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## Procter & Gamble sued over use of 'uptown' on product label

A lawsuit has been filed against Procter & Gamble over the use of the word 'Uptown' on its new SeeMe Uptown Beauty Cream, according to a report by Cincinnati Business Journal.

The trademark infringement case was filed by SilviVeni, which operates as the Uptown Soap Co, at the U.S. District Court for the Southern District of New York on 6th January.

The lawsuit claims that the use of 'Uptown' on P&G products will confuse consumers who may assume a tie with the Uptown Soap brand.

Silvia York, Founder of SilviVeni, sent P&G a cease and desist letter in October 2019, and received a response from company lawyer Paul Brandsetter, which read, "We have reviewed the matter, and... we strongly disagree with your conclusion that P&G's use of Uptown is likely to create the mistaken or incorrect belief that P&G's SeeMe product is somehow sponsored, approved or otherwise associated with the Uptown Soap Co. The two products are simply not confusing when viewed in their entirety at point of sale."

The response also stated that P&G had no intention of using the wording on any soap products.

Looking to gain compensation from the alleged misuse of the word Uptown, the suit is calling for it to be banned from all products and advertising, with all current labelling to be destroyed.

York is also requesting all revenue and profits from any products using the word, as well as triple damages and attorney fees.

Source: Globalcosmeeticnews.com January 16, 2020

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## L'ORÉAL Singapore issued warning for personal data breach

L'Oréal Singapore has been issued a warning by the Personal Data Protection Commission (PDPC) following a breach of customer personal data online, according to a report by Marketing Interactive.

The Singapore arm of the French beauty company was found to have operated a website that allowed customers to log in to their own personal information page. Having employed a vendor to make coding and website changes in November 2018, L'Oréal failed to check its login and caching functions and as a result consumer details were cached, allowing them to be disclosed to the next customers that logged in.

The PDPC found that L'Oréal was making relevant enquiries into the data breach and had now undertaken appropriate tests to highlight any future ramifications on website changes. However, it was not found to have included a situation when numerous users would log in after each other.

L'Oréal has avoided a fine and has instead received a warning from PDPC.

The data breach highlights a rising problem within Singapore, with Love Bonito having had a website infringement last year. Sephora also exposed personal data from customers using its online services in Singapore, Malaysia, Thailand, Philippines, Hong Kong, Australia and New Zealand over a two week period.

Source: Globalcosmeeticnews.com January 16, 2020

## Unit dose formulas continue to drive fabric care sales, but the category remains ripe for innovation and new players.

Asset allocation is the most critical decision for long-term investors; turns out, it's critical for laundry detergent manufacturers as well. Although the overall, US fabric care industry posted a respectable 2.1% gain in sales to more than \$7.5 billion, a closer look at the numbers reveals some categories and companies are doing much better than others. For example, powder detergent sales continue to plunge, and liquids are losing to unit dose forms.

Driving sales, of course, is an interest in environmentally-friendly products; but while market leader Procter & Gamble extols the benefits of washing in cold water and Unilever/Seventh Generation talk up their recyclable packaging, consumers tune in to a completely different message—whether marketers and their suppliers like it or not, according to Josh Winters, a research associate with Euromonitor International.

"When consumers think 'green,' they want 'natural, non-toxic' chemicals," said Winters. "When we ask consumers, 'what is natural,' it's not about what's in the product, it's about what's not in the product!"

The reality is, consumers are scared of chemicals, and marketers must do a better job of allaying their fears no matter how irrational those fears. One successful example, admittedly in a different category, according to Winters, is Colgate's education campaign for its microbe surface cleaners.

"Colgate is really pushing the lack of chemicals in its message and explaining to consumers that a home can be a healthy biome and convincing consumers to think about a clean home in a different way," he told Happi. "Colgate is saying lemon-scented isn't clean."

### Winning Store Brands

The competitive world of FMCG claimed another victim this month, when Henkel Chief Financial Officer KarstenKnobel took over as Henkel CEO after Hans Van Bylen was forced out following a string of poor results, but that doesn't include detergent. For the 52 weeks ended Nov. 3, 2019, according to IRI, sales of Persil unit dose detergents outpaced overall unit dose sales gains.

"Persil is an interesting case," observed Winters of Euromonitor International. "Companies with premium-priced liquids have had an easier time switching consumers to unit dose. That's why Persil has been declining in liquid and has healthy growth in tablets."


At the same time, the No. 2 player in the US liquid laundry detergent category, Church & Dwight, recorded a 5% gain in sales and an 8.8% gain in unit dose. But the big winner, according to Winters, is private label. In a quick scan of the data, private label is set to outpace national brands in tablets, concentrated liquids and prewash stain removers. Consumers are drawn, of course, to lower prices, but something else is at work here, according to Winters.

"There is less brand loyalty today, especially among younger consumers," he told Happi. "With shorter patent periods, private label can enter unit dose and other categories faster than ever. It is definitely something to keep an eye on."

Of course, everybody has their eyes on Solimo, Amazon's private label brand, which now offers laundry detergent packs, concentrated laundry liquids and automatic dish detergent packs.

According to Euromonitor's shopping preference data, 27% of shoppers seek private label and low-cost products. Moreover, future spending habits suggest consistent growth of private label.

"The majority of those who seek out private label said they will increase their spending on private label in the next 12 months," he added. "Millennials aren't loyal to national brands."



Winters noted that as private label brands invest in their products, even segmenting them, consumers are open to try new categories. For example, they may start with a Target stain remover and, happy with the results, try Target unit dose detergents.

“That trust is building across all categories, which is why we see growth across all private label categories, especially surface care,” he explained.

For example, sales of private label wipes rose 20% in 2019 and hold more than 25% of all-purpose wipes sales.

“Private label is something to monitor,” he warned.

### **Follow the Leader**

Even market leader Procter & Gamble, with a share approaching 80% in some fabric care segments, has reason to be concerned with the march of private label. But that hasn’t stopped P&G from launching a variety of fabric care formulas in the past year in the areas of cleaning, wrinkle prevention and plant-based cleaning products. About a year ago, P&G leveraged Tide Pods’ multi-chamber design with an improved formulation that is said to provide better whitening, brightening, and freshness in one, easy-to-use pac to provide an effortless, yet effective washing experience, explained spokesperson Mary Johnson.

For heavy duty laundry problems like caked-on dirt, tough odors and set-in stains, Tide Heavy Duty 10X is the newest and best stain removing detergent from Tide. The formula includes 10 concentrated cleaning ingredients to remove tough stains and keep them off in the wash.

“It was designed for the working professional who experiences the torture test for stains, but can also handle tough laundry challenges at home, whether they come from the auto shop or the playground,” explained Johnson.

At the opposite end of dirt spectrum, new Studio by Tide is a collection of products that provides gentle protection to the clothes you care about most with a great clean. According to Johnson, many consumers fear that the first wash may ruin their new garments.

### **Get Up or Get Down(y)**

According to P&G research, 80% of people experience in-wear wrinkles and are actively seeking solutions or trying to compensate; for example, 65% try to smooth their clothes by hand; 50% will avoid slouching, crossing their arms and/or legs; 34% will remove their jacket before getting in the car, and 27% will pull the shirt out from under the car seatbelt. But all of their efforts can quickly become undone by sitting.

“Most of us sit for 13 hours a day, which can build up pesky wrinkles,” explained Johnson.

### **The solution?**

More than 30 scientists spent more than 14 years developing a product with seven new patents to provide a wrinkle solution. New Downy WrinkleGuard Fabric Conditioner contains a technology that increases fiber flexibility to help provide in-wear wrinkle prevention all day long. The patented and exclusive fiber-relaxing technology penetrates between and into fibers to improve flexibility and help prevent wrinkles, while the fabric conditioners reduce friction and help protect against stretching, fading and fuzz.

“For wrinkles out of the dryer we’ve introduced new Downy WrinkleGuard Dryer Sheets, our best wrinkle fighting dryer sheet yet,” said Johnson.

"With triple the wrinkle relaxing ingredients of regular Downy sheets to fight wrinkles formed in the dryer while it also fights static," explained Johnson. "We've also introduced Downy Wrinkle Releaser Spray. It's an on-the-go solution with Fiber Relaxers that allows you to smooth out wrinkles with the swipe of your hands as it also removes odors and freshens in between washes."

#### Greener Formulas

Euromonitor analysts may disagree, but P&G is focused on designing more plant-based products to meet consumer needs and help increase its use of renewable materials. Procter added a plant-based portfolio in fabric care, with Tide Purclean, Downy Nature Blends, DreftPurtouch and Gain Botanicals and launched Home Made Simple, a plant-based home care and cleaning line designed to meet EPA Safer Choice and USDA Standards. Also new is 9 Elements, a vinegar-based laundry and cleaning line made with no more than nine essential ingredients and no artificial preservatives, dyes or thickeners.

According to Johnson, as more people strive to adopt resource-efficient habits, it becomes increasingly important to use products designed to perform in the toughest conditions. For washing clothes in shorter, colder cycles, Tide is designed with a specific enzyme to clean in the quickest, coldest wash. To get clean dishes with less water, Cascade lets users skip the rinse and save up to 15 gallons of water per load.

"If you're using a lower performing product and something don't come clean, chances are you'll compensate for that by washing it again—this time with more water or more product, driving your footprint up," explained Johnson. "So that's why we design products like Tide and Cascade specifically to help you save water, time and energy, without sacrificing the clean you need."

Johnson agreed that how products are made matters, too. P&G's facilities use 100% renewable wind power electricity and send zero manufacturing waste to landfill. In packaging, P&G created a recycling stream for colored PET, and is working to find alternatives to plastics, like Cascade cartons made from 100% recycled wood pulp, and the reusable stainless steel packaging for Tide Purclean in Loop.

"Finally, we know people have many reasons to be interested in what ingredients are, and are not, in the products they use, so we're being transparent about what's in our products and why," explained Johnson. "We believe ingredient information should be available to you wherever you are, so we were one of the first companies to participate in the online SmartLabel system, where you can find information about all of our fabric and home care products listed. We are working to incorporate more of this information onto our packaging to further our transparency efforts and enable consumers to make informed choices."

Trade associations are working to ensure that consumers' need for transparency doesn't interfere with their members' ability to protect critical business information. In fact, Melissa Hockstad, president and chief executive officer of the American Cleaning Institute, said ingredient communication continues to be a top issue for the cleaning industry.

"We had a great victory in New York," said Hockstad in reference to the September 2019 decision by The New York State Supreme Court which invalidated the Household Cleansing Product Information Disclosure Program (HCPIDP) issued by the New York State Department of Environmental Conservation (NYSDEC) on the grounds that they did not comply with the State Administrative Procedure Act (SAPA).

ACI executives say they are hopeful that New York will work with ACI and allied trade associations to create a workable ingredient transparency program like the one in California. Of course, the industry wants to avoid a patchwork of state laws.

"We want a federal law regarding ingredient communication," said Hockstad.

To get its message heard in Washington DC, during its Fall Meeting in September, ACI members visited the offices of key committees on Capitol Hill that impact the industry. According to Hockstad, Congress wants to work with ACI and allied trade associations; they understand the need for a federal-based approach to ingredient communication (for more on the topic, see p. 62).

## ACI Convention Highlights

In addition to ingredient communication, ACI continues to work with the US Food and Drug Administration providing data on the active ingredients that are critical to hand sanitizers.

"We have a good relationship with the FDA and that will continue," explained Hockstad. "FDA appreciates our commitment to generate the data for several active ingredients."

As a result of this commitment, FDA has deferred, until August 2020, three active ingredients—benzalkonium chloride, ethyl alcohol, and isopropyl alcohol—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 anti-septic 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.

In September, ACI issued its 2019 Sustainability Report detailing its strategy, "Our Future Is Clean," to achieve a cleaner world. The plan is designed to unite industry efforts for greater impact across four goals: increase transparency, reduce emissions, value nature and contribute positively. Members will hear more about this strategy when ACI's Annual Meeting & Industry Convention at Grande Lakes Orlando gets underway this month.

"We are very excited about the convention. It provides the best business value for the supply chain under one roof," said Hockstad. "It is always a great combination of business, networking and communication, and we are adding more value with more education programs."

Some of the highlights include an industry leadership panel, featuring executives from Procter & Gamble, Stepan and Ecolab; a global industry update featuring association executives from around the world; and "Naturally Confused," a consumer panel sponsored by Takasago that is designed to help consumers understand the concept of "naturals." In addition, there will be a session on microbiomes and the future of cleaning.

In 2020, ACI will focus efforts on helping its members grow, producing positive legislative outcomes, sustainability and communications. As if that's not enough, the Association moved to a new location in Washington DC last month. The new headquarters are located at 1401 H Street. The telephone number remains the same (202-347-2900).

## November in Shanghai

It may be January, but it's not too early to start making plans for the Fabric and Home Care World Conference taking place November 17-19 in Shanghai. Under the theme, "Achieving Business Agility," the program will explore ways industry can become more agile and increase customer value through design thinking. According to 2020 Conference Chair Manfred Trautmann, the CEOs of Procter & Gamble, Unilever and TerraCycle have already committed to make presentations, and Trautmann is confident that executives from leading Chinese companies such as Alibaba and WeChat will also make presentations.

"We never have an issue attracting top speakers. We deliver an audience that makes industry leaders want to address our attendees," he explained.

On issues of sustainability, topics will include plastic waste reduction, carbon capture and sustainable fragrances. Technology presentations will focus on robotics, digitalization and social media.

"How do smart machines and other technology impact our business?" asked Trautmann. "What is the new business model to deal with these changes? These are questions that will be answered in Shanghai."

This is the first time that the Fabric and Home Care World Conference will be held in China, a change that is by design.

"The growth area today are in Southeast Asia and China; both have higher average growth than the US and Europe," he noted. "Unit dose has changed the way Americans do laundry and now that change is occurring in Europe. Ultimately, it will impact China and southeast Asia."

At press time, Euromonitor International researchers were putting the finishing touches on their global laundry care study. According to preliminary numbers, global laundry care retail sales are expected to reach nearly \$97 billion by 2024, representing a CAGR of 2.7%. For the Asia-Pacific region laundry care, Euromonitor's 2019-2024 CAGR is 4.3% and China is expected to grow even faster, with a CAGR of 5.8%, 2019-2024.

"Major industry players are heavily engaged in China. All have made investments in R&D and the local supply chain. China is one of the most important markets in the world," observed Trautmann.

### Next Gen Materials

As formulators and their suppliers look to emerging markets, they must grapple with new issues, too. As more consumers wear garments that contain synthetic fibers, use HE washing machines that wash with less water and colder water, and do fewer, much larger laundry loads, laundry is actually getting more difficult to clean, because cleaning isn't just about removing visible stains, explained Johnson.

"Seventy percent of the soils on clothes come from our bodies and more clothes in each wash means more body soils and odors," she said.

Body soils stick to synthetic fibers more than natural fibers and are harder to remove with the colder wash temperatures in HE machines. In fact, odor removal has surpassed stain removal to become the new No. 1 unmet consumer need, according to P&G's research.

"That's why Tide Pods continues to innovate, delivering an improved formula early in 2019 to meet the evolution of consumers' laundry habits," said Johnson.

### What to Watch

While Procter & Gamble has dominated the laundry category for decades, there is room for smaller players in a category that is ready for disruption—again. Startups are entering the category at a rapid rate, drawn by ease of entry, a lack of consumer loyalty and other factors.

"Consumers want new attributes like sustainability and health, and because of the success of direct-to-consumer in other categories, Dollar Shave Club took serious share from market leaders, it might work out in laundry care," observed Winters. "We haven't seen it yet, but it is coming. The category is ripe for creative companies."

And that means there are more opportunities for growth in the global laundry care market.

Source: Tom Branna, Editorial Director –Happi.com January 3, 2020

## Shiseido cuts the ribbon on Japanese factory – its first domestic expansion in 36 years

Shiseido has cut the ribbon on its first new Japanese manufacturing facility in 36 years, according to a report published by the Business Times. The Otawara plant is designed to increase domestic capacity as demand for Made in Japan products booms.

"We are focusing on prestige, premium brands," Masahiko Uotani, Shiseido CEO told AFP, per Business Times. "Consumers in those categories see the value of Japanese culture. So strategically, we are telling consumers: those brands are from Japan, it's Japanese R&D. And that is becoming a very important competitive value."

Two further factories are planned for Japan by 2022, at a cost of ¥120 billion.

The J-beauty giant has expanded domestic capacity as inbound tourism grows and interest in J-beauty reaches fever-pitch, especially with the 2020 Olympic Games on the horizon. What's more, local production has become more profitable as the yen has dropped in value.

Source: Globalcosmetcnews.com December 10, 2019



## Beiersdorf buys 'significant stake' in K-Beauty's lyci

Beiersdorf's venture fund has acquired a 'significant' stake in Seoul-based LYCL, to become the K-beauty brand's second largest shareholder.

With its two beauty platforms, LYCL already has access to more than 1.2 million consumers. Based on their insights, the company has implemented a disruptive data-driven innovation process to develop and market skin care products under the unpa.Cosmetics brand.

"We see great potential in LYCL's disruptive business model and its high degree of digital consumer connection," DessiTemperley, Chief Financial Officer of Beiersdorf said. "The digital innovation capabilities and strong consumer centricity of LYCL have resulted in triple-digit growth rates over recent years, and we believe the business model is geographically scalable."

EndrikHasemann, General Manager Beiersdorf South Korea, sees the investment into LYCL also as a proof of concept, "The decision to launch the NIVEA accelerator in Korea as part of our global venturing activities was made based on the belief that the Korean ecosystem is a frontrunner regarding beauty and tech trends. We strongly believe in the future success of LYCL, and we are looking forward to driving excellent consumer experiences and skin care innovations to the next level together."

The investment is a natural fit with the manufacturer of Nivea's C.A.R.E.+ strategy to win in skin care and drive consumer centricity through digitalization as well as further strengthening Beiersdorf's footprint in Korea and Asia.

Source: Globalcosmetcnews.com December 11, 2019

## Natura life + science partners with Sacramento Green Equity

Natura Life + Science has announced a partnership with Sacramento Green Equity, a program that assists individuals and communities who are facing barriers to starting cannabis businesses.

Natura will work in collaboration with the Sac Green Equity Group to provide educational and mentorship opportunities for potential cannabis business owners aiming to fully operate in the legal market.

Applicants in Sacramento can qualify for the program in a number of ways; by being community members who live in a low-income household, determined by income or zip code, as well as individuals who were personally arrested for a cannabis-related crime between 1980-2011 or had an immediate family member who was.

"The entire Natura team is proud to partner with Sacramento Green Equity to empower potential business owners in Sacramento," said Ori Bytton, Natura founder and CEO. "While the country has embraced the social and economic benefits of legalizing cannabis, there are still millions of individuals who are eager to contribute to the industry that are left behind for a variety of reasons."

Natura Life + Science is hoping to help those affected by the historical disparate enforcement of cannabis crimes during the War on Drugs.

Source: Globalcosmetcnews.com December 11, 2019





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## Perfect Corp. partners with Sally Beauty

Perfect Corp. the beauty tech solutions provider behind YouCam Makeup, is partnering with international specialty beauty retailer, Sally Beauty Holdings Inc., to power its custom ColorView virtual hair color try-on experience which has launched in stores and on the Sally Beauty app. Sally Beauty's trademarked ColorView kiosk is powered by Perfect Corp.'s advanced artificial intelligence (AI) and augmented reality (AR) technology, allowing consumers to experiment with hair color and makeup via hyper-realistic virtual try-ons before they purchase.

The personalized ColorView AI experience plays to a consumer-centric strategy by matching customers with suggested product categories and shades based on their individual preferences and goals in order to help beauty shoppers make more confident purchase decisions. The technology aggregates hair color and makeup product recommendations across a variety of Sally Beauty brand offerings, including Ion, Arctic Fox, Wella, Ardell, and COL-LAB. By integrating the interactive AI try-on experience via the Sally Beauty mobile app, the brand is able to reach even more consumers directly through their phones.

"This unique in-store integration is changing the way beauty lovers shop for hair color by creating a personalized tool for customers to feel confident in their purchase decision through true-to-life, try-before-you-buy beauty AI technology," shared Perfect Corp. founder and CEO, Alice Chang. "It's exciting to see Sally Beauty expanding our virtual try-on experience in stores and via mobile app, further proving the impact of AI beauty try-on in driving experimentation, product trial and product purchase."

Experience the ColorView virtual try-on experience in retail stores across the country and on the Sally Beauty mobile app.

### App Availability:

YouCam Makeup is available for free download on the App Store and Google Play.

YouCam Perfect is available for free download on the App Store and Google Play.

Colorview is available for free download via the Sally Beauty app on the App Store and Google Play.

Source:Happi.com December 10,2019

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## Nouryon Introduces Natural Starch for Personal Care

Nouryon has introduced a certified natural starch that can replace petrochemical-based products in a variety of personal care applications. Amaze Nordic Barley, derived from barley starch, addresses the fast-growing growing consumer demand for natural, biodegradable and clean label ingredients.

The product is the result of a partnership between Nouryon and Oat Services Ltd, a UK company specializing in products and technologies derived from oats, which will be the exclusive supplier of barley starch to Nouryon.

"Amaze Nordic Barley shows excellent performance in improving the aesthetics of skin and hair care products, including dry shampoos," said Jens Müller, global technical marketing manager personal care at Nouryon. "It reduces the greasiness of the formulation, while leaving a pleasant after-feel. In dry shampoos, the unique shape of the barley starch provides a soft, conditioned after-feel. It is the ideal choice to develop high-performance products with minimal environmental impact."

Larry Ryan, executive vice president, performance formulations, added: "This is an important extension to our product range of native and modified starches. It also reflects our focus on working with others to develop more sustainably-sourced products and helping our customers to meet growing consumer demand for more natural products."

Nouryon has been expanding its range of innovative products to customers in the personal care market, one of the company's key growth segments. These include a recently launched bio-based polymer that is perfect for natural hair styling products and a film-forming polymer for use in long-lasting, high SPF sunscreen products.

Source:Happi.com December 10,2019

## HCPA and ACI React to 1,4-Dioxane Bill

Household & Commercial Products Association (HCPA) president and CEO Steve Caldeira has issued an open letter from HCPA to New York Governor Andrew Cuomo, in response to his recent signing of the 1,4-dioxane bill. The legislation, which has been criticized by CEOs of associations representing the household and commercial cleaning product supply chain, is aimed at banning a manufacturing byproduct to help improve water quality on Long Island. The open letter reads as follows:

"To the Honorable Andrew M. Cuomo  
Governor of New York State

"The blame for Long Island's poor water quality lies with former industrial and military facilities that unfortunately leaked chemicals into the ground. That's a universally recognized fact. The cost of cleaning the contaminated water will run in the billions of dollars and this effort clearly deserves strong support from lawmakers, the private sector, non-governmental organizations (NGOs) and the public. In the face of this monumental challenge, the New York legislature has instead chosen to target the products that we all use to wash our hands, clean our dishes and wash our clothes.

"The legislation in question bans 1,4-dioxane, a byproduct of the manufacturing process that can be found in minuscule amounts in some cleaning products, as well as cosmetics and personal care products. These products are an important part of our day that many people may take for granted, but this bill could change the way these integral and everyday products are made and could even prevent them from being available in New York.

"Cleaning products are used everywhere... so why isn't this a problem everywhere? We truly recognize the severity of this issue and empathize with Long Island residents. But, the 1,4-dioxane residue from your laundry detergent isn't the cause of the situation on Long Island or the cause anywhere else. Most importantly, this bill will have no measurable benefit to groundwater and be of no help to Long Island's residents as the levels of 1,4-dioxane in products are already so low. Efforts should instead focus on addressing Long Island's specific water quality issues – the contamination caused by former industrial and military facilities, which is coincidentally the area's largest groundwater pollution source.

"Now, only you, Governor Cuomo, can prevent the serious consequences of this legislation from rippling across the supply chain, which would surely threaten public health and not have any impact on the true goal of improved water quality.

"Cleaning products, especially the ones that also disinfect, are essential to maintaining good hygiene and preventing the spread of disease and bacteria in our homes, hospitals, schools, restaurants, hotels and government offices. If this bill is signed into law, many of these products that are critical to public health and overall hygiene could be pulled off store shelves because the technology to further reduce levels is not always feasible.

"Our industry prides itself on working in a bipartisan manner with legislators, NGOs and regulatory agencies at all levels of government to find responsible solutions. A recent example of this successful approach was in California, where the Cleaning Product Right to Know Act of 2017 was signed into law by then Governor Jerry Brown as a direct result of industry working in good faith with NGOs.

"In a similar collaborative spirit, industry proposed a 10 parts per million (ppm) limit for 1,4-dioxane, which is in line with other regulations around the world. The level chosen by the legislature – one ppm – has absolutely no scientific justification. The 1,4-dioxane residue from the products used during daily household activities is already so small that when the water goes down the drain, the level of 1,4-dioxane in the discharge is lower than the one part per billion drinking water standard proposed by the New York Drinking Water Quality Council – and even lower by the time it reaches the water treatment facilities. This legislation would effectively hold these products to a tighter standard than drinking water.

"As a major representative of the collective household and commercial cleaning product supply chain, we respectfully urge you to work collaboratively with us toward a responsible, science-based solution.

"This well-intended but clearly misguided legislation is only directing attention away from the cleanup efforts that truly deserve immediate and widespread support."

The American Cleaning Institute also expressed disappointment in Cuomo's signing of the New York legislation. It's statement reads:

"The legislation in question (S. 4389B/A. 6295A) – aimed at banning a manufacturing byproduct to help improve water quality in Long Island – was signed into law by Governor Andrew Cuomo

"As we previously had indicated, this bill will have no measurable impact on groundwater and it will not have the intended effect for Long Island's residents, according to ACI.

"The chemical in question is 1,4-dioxane, a byproduct of the manufacturing process that can be found in minuscule amounts in some laundry and dish detergents. These are familiar and trusted brands that have been used for generations by millions of families on Long Island, in New York state and across the US.

"The level of 1,4-dioxane in products is already so low that being forced to lower it further is in some cases not feasible. In effect, this bill could ban these types of common household products in New York State.

"We had offered language to make this bill workable and responsible. Regrettably, it was not included in the legislation that was signed into law.

"Manufacturers' priority is to continue providing consumers and customers in New York with cleaning products that are safe, effective and essential in helping to prevent the spread of disease and bacteria in our homes, hospitals, schools, restaurants, hotels and government offices."

Source:Happi.com December 9, 2019

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## Givaudan Unveils RitualEssenz Brazil

Givaudan Active Beauty has launched RitualEssenz Brazil, a new collection of botanical extracts stemming from Brazil's natural treasures, further promoting clean and natural beauty products.

Givaudan's new collection features three botanical extracts from Brazilian biodiversity:

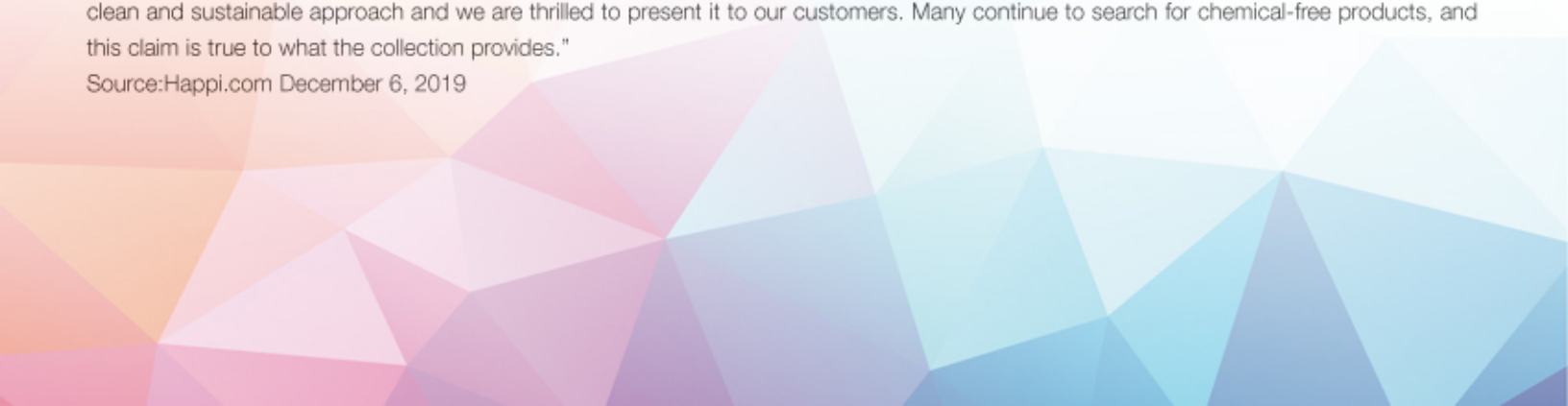
RitualEssenz Brazilian Jambu from the S?o Paulo and Paran? areas is like a natural Botox that acts as a local anaesthetic and mild muscle relaxant.

RitualEssenz Brazilian Mat? from the Santa Catarina and Paran? areas is a rich source of antioxidants, vitamins and minerals. It can be used in skincare and haircare formulas.

RitualEssenz Brazilian Guarana from Bahia is a high source of energy, and a useful ingredient to fight fatigue and uplift your mood.

Melanie Duprat, category manager at Givaudan Active Beauty commented, "This new addition to our portfolio is in symbiosis with our natural, clean and sustainable approach and we are thrilled to present it to our customers. Many continue to search for chemical-free products, and this claim is true to what the collection provides."

Source:Happi.com December 6, 2019



## Chemours sells methylamine business

The Chemours methylamine unit slated to shut down on Dec. 31 has a new lease on life.

Belle Chemical, an affiliate of Waggaman, Louisiana-based Cornerstone Chemical, plans to take over the methylamine business and is expected to retain the 57 employees attached to the unit. Financial details were not available.

Methylamines are used in products including pesticides, fuel additives, and electronic chemicals. Chemours planned to shutter the unit—which is located in West Virginia—several years ago, but instead decided it would try to improve the unit's profitability. After a "thorough review" in September, Chemours decided to throw in the towel and end production.

The Cornerstone Chemical affiliate intends to complete the transaction on or about the last day of the year. Private equity firm Littlejohn & Co. owns Cornerstone, the former basic chemical business of Cytec Industries. Cornerstone makes melamine, acrylonitrile, urea, and sulfuric acid. Other methylamine makers include BASF and Eastman Chemical, which bought methylamine expert Taminco for \$2.8 billion in 2014.

Source: <https://cen.acs.org/> December 24, 2019

## SI Group to move headquarters to Golub building in Schenectady

The international chemical manufacturer announced Friday that after searching for a new corporate headquarters site for months, it would move only by a few miles, from Niskayuna to the periphery of downtown Schenectady, keeping 185 jobs in the county.

SI Group earlier this year had said it would relocate its home office and research facilities to an undetermined Capital Region location and sell its verdant Balltown Road campus, leading to speculation it could move to southern Saratoga County or another location.

"It's a lot of jobs. They were a multibillion-dollar company that could have gone anywhere," said Ray Gillen, chairman of the Schenectady County Metroplex Development Authority, which worked with the company to find its new location.

Friday morning, the company announced it would move the office operations to the Golub Corp. headquarters on lower Nott Street, which keeps the corporate headquarters in Schenectady County. The move is expected to take place in the first quarter of 2020.

Golub Corp. is the parent company of the Market 32/Price Chopper supermarket chain owned by the Golub family, another fixture of the county's business community. Golub has been seeking to lease out unused space in its modern six-story, 240,000-square-foot headquarters, which it built a decade ago.

About 185 employees will be moving, an SI Group spokeswoman said. SI Group also said it is in the final stages of picking a new location for its research and development labs.

The company was founded locally more than a century ago, but it has an international presence, with chemical manufacturing at its Rotterdam Junction complex and around the world — causing county officials to fear it could relocate to almost anywhere.

As incentives to stay in the county, Metroplex will be paying SI Group \$250,000 toward the cost of fitting up the rented space, and another \$175,000 toward the actual costs of relocation.

"We worked very hard to retain the SI Group corporate headquarters in Schenectady County as the company considered many different locations. Next up, we are competing strongly for the R&D lab and we are working closely with [commercial Realtor] CBRE Albany to find a new owner/user for the Niskayuna campus," said Gillen, who is also the county's economic development and planning director.

"It was a very competitive situation," Gillen added. "They basically said there was no homefield advantage to Schenectady County. We proposed a number of sites. I know there were multiple sites [considered] in other counties."

SI Group will occupy the fifth floor inside the Price Chopper building, which the company noted meets environment-friendly building standards, has a full-service cafeteria and fitness center, and has direct access to walking and bike paths.

"We're pleased to locate our headquarter offices to a facility that fits our workforce today and reflects the company's culture and values," said David Bradley, SI Group president and CEO. "The location also allows employees to be part of the Schenectady downtown community."

SI Group makes industrial chemicals for industries including plastics, oilfield, rubber, fuels and lubricants, pharmaceutical ingredients and industrial resins. It has more than 30 manufacturing facilities on five continents, with about \$2 billion in annual sales and 3,000 employees worldwide.

The company was founded in 1906 by W. Howard Wright as a varnish works and grew into an international manufacturer under family leadership until last year, when it was sold to SK Capital Partners of New York City. Dark predictions about what that might mean were reinforced when the headquarters property was put up for sale. It was widely acknowledged that locations outside the county were under consideration.

"Our county economic development team, led by Metroplex, worked very hard to retain this very important corporate headquarters," said Anthony Jasenki, chairman of the Schenectady County Legislature. "SI Group had many choices for its new office location, and we are very pleased to keep this major corporate headquarters right here in Schenectady County."

CBRE-Albany is handling the sale of the current SI Group property, which includes 130,000 square feet of building space and covers more than 80 acres along Balltown Road at the northern end of Niskayuna, in an area zoned for advanced industrial research. Neighbors include GE Global Research and the Knolls Atomic Power Laboratory.

Gillen said the goal is to bring another corporate or commercial tenant to that site.

Source: <https://dailygazette.com/> December 30, 2019

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## LyondellBasell and Sinopec plan new China JV to produce PO and SM

LyondellBasell has announced plans to form a 50/50 joint venture (JV) with Sinopec to build a propylene oxide (PO) and styrene monomer (SM) manufacturing complex at Zhenhai, Ningbo, China targeting domestic Chinese markets. The venture will build on the existing LyondellBasell/Sinopec PO/SM venture at the same location, which operates under the name Ningbo ZRCC Lyondell Chemical Co.

The new complex is expected to produce 300,000 metric tons/year of PO and 600,000 metric tons/year of SM. Construction will begin in early 2020 with start-up expected in 2022. The facility will use LyondellBasell's PO/SM technology. Products produced will be marketed equally by both companies. The existing facility at Ningbo is designed to produce 620,000 metric tons/year of SM, according to IHS Markit data.

According to IHS Markit, China makes up more than 60% of the Asian chemicals market demand and represents 40% of global chemicals growth over the next decade. PO and SM are core products for LyondellBasell.

"Joint ventures in strategic regions are an important part of our growth strategy," said Bob Patel, CEO of LyondellBasell. "As demand for construction materials, packaging, and furnishings continues to grow, we see an opportunity to bring together our leading technology with Sinopec's operational capabilities to further serve the Chinese market."

LyondellBasell also recently signed an agreement with Liaoning Bora Enterprise Group to form a 50/50 JV to operate a 1.1-million metric tons/year steam cracker and polyolefin plants at Panjin, China. Separately, LyondellBasell is currently building the largest next-generation PO/tertiary butyl alcohol plant in the world near Houston, Texas. "This cooperation on the second PO/SM unit between Sinopec and Lyondell-Basell is based on the successful partnership of the first unit," said Dai Houliang, chairman of Sinopec. "It is in line with China's further opening-up policy and is another achievement of international cooperation of Sinopec. The products will help meet the increasing demand from the domestic market."

Source: Chemweek.com December 24, 2019

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## L'Oréal ordered to pay Olaplex \$14 mn to cover lawyer costs in IP lawsuit

L'Oréal has been ordered to pay Olaplex approximately \$14 million to cover costs incurred in its successful lawsuit against the French beauty giant regarding copied hair bonded technology, according to Reuters.

U.S. District Judge Joseph Bataillon, Delaware, wrote a formal decision ordering L'Oréal to cover fee charges from Olaplex's lawyers at Quinn Emanuel Urquhart & Sullivan.

In a post-trial motion, Judge Bataillon stated that Olaplex had provided adequate documentation regarding the costs, and that the fee being charged by the lawyers was reasonable.

Source: Global Cosmetic News December 20, 2019

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## Amorepacific acquires minority stake in U.S. Indie brand milk makeup

AmorePacific has acquired a minority stake in Milk Makeup, in what is said to be part of the planned expansion into South Korea for the U.S. beauty brand, according to a report by WWD.com.

AmorePacific will join Main Post Partners and Alliance Consumer Growth as minority investors, with terms of the deals not disclosed.

Coined as a 'strategic partnership', both companies are set to gain from the acquisition, with Milk looking to capitalize on AmorePacific's regional knowledge, while AmorePacific will learn from Milk's fast growth as a cult indie brand.

MazdackRassi, one of Milk's four Founders, spoke to WWD.com about AmorePacific, "They are really brand builders. They care about brands, they build their own and it's really a brand-first company, and they're incredible storytellers. We sort of knew this could be a really incredible opportunity if we were able to befriend them and perhaps become their partner."

AmorePacific is set to aid Milk in its entry into new regions, with Bae Dong-hyun, President of Amorepacific Group, stating, "Milk Makeup is sought after by beauty enthusiasts for its innovative formulas and clean ingredients. Through this partnership, Amorepacific will provide full support for its entrance into the Korean market and others in the future."

Scott Sassa, Chairman of Milk Makeup, continued, "We were impressed by Amorepacific's track record of internally starting and growing beauty brands. This shared belief in building brands designed to last for decades was central to establishing this relationship."

Source: Global Cosmetic News December 19, 2019

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## Firmenich signs UN global compact action platform

Firmenich has become the first industry player to sign the United Nations Global Compact Action Platform for Decent Work in Global Supply Chains.

The move formalizes the firm's commitment to create the most ethical and transparent taste and smell experiences, manifested in its responsible sourcing of more than 170 natural ingredient varieties.

"Signing the UNGC commitment on Decent Work in Supply Chains is a natural step for us, as a key pillar of our inclusive capitalism business model", said BoetBrinkgreve, Chief Supply Chain Officer. "Taking care of our people, planet and communities is in our DNA. That's why responsible sourcing and securing decent work for all our partners is core to our business success."

As one of the world's 36 UN LEAD companies, the flavors and fragrances manufacturer strives to respect and promote human rights across its operations.

Source: Global Cosmetic News December 18, 2019

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## Halal cosmetics sales to top \$54 billion

The global halal cosmetics market will top \$54 billion by 2022, according to Halal Cosmetics Market report, published by Allied Market Research, which expects the category to enjoy a CAGR of 15.2% during the forecast period. To download a sample, click [here](#). Halal certification enables Muslim population to identify the genuine products, thereby obeying the virtues of their religion, thereby fueling the growth of the global halal cosmetics market.

The fragrance market is expected to register the highest CAGR of 15.8% in the halal cosmetics market, owing to increase in demand for attar sprays among Muslim consumers. LAMEA is expected to dominate the market due to growing populations in Muslim countries such as Saudi Arabia, UAE, Kuwait, Bahrain and others; rising purchasing power, and growth in demand for personal grooming products that adhere to the Islam virtues. Asia-Pacific is expected to register a significant growth rate owing to increase in Muslim population in nations such as Indonesia, Malaysia, Singapore, and India, thereby resulting in increased halal cosmetics market size during the forecast period.

However, rules and regulations pertaining to the authenticity of a halal ingredient vary as per the countries, which is thereby expected to restrict the companies to penetrate in the halal cosmetics market. Cosmetic manufacturers thereby fail to obtain an authentic halal certification in Muslim-dominant countries. Thus, lack of global standardized set of halal-specific guidelines is a major factor that restrains growth of the halal cosmetics market.

Among product categories, fragrance is expected to have the highest CAGR during the forecast period, followed by color cosmetics. The color cosmetics segment is expected to reach \$17.9 billion in 2022, for a CAGR of 15.3%. Halal color cosmetics have widespread adoption among the Muslim women population, especially among young consumers. Increased interest for makeup formulas that adhere to the religious loyalties has fueled the demand for global color cosmetic products. The demand for halal color cosmetics is expected rise due to growing purchasing power and a desire for trendy looks among consumers. Halal color cosmetic products include a broad array of products such as lipsticks, hair color, blushes, lip balms, and others. These products are widely used among the young Muslim population who are associated with fashion industry, for instance, airline hostesses and others. Muslim women are more particular about using halal color cosmetics during Ramadan pertaining to the stringent religious rules. These factors also provide lucrative opportunities to the multinational cosmetic companies to enter the halal cosmetics market. Countries such as Saudi Arabia, Iran, UAE, Malaysia and Indonesia offer potential growth opportunities for halal color cosmetics products owing to the factors such as increase in young population, high disposable income, and rise in interest in fashion and makeup trends.

In the halal cosmetics industry, LAMEA is expected to register the highest CAGR of 15.1% owing to the growth in Muslim population, especially in the Middle East, high purchasing power, and continuous demand for personal & beauty care cosmetic products among the Muslim consumers.

Key findings of the Halal Cosmetics Market report: The hair care segment generated the highest revenue in 2015, and is expected to grow at the CAGR of 14.1% during the forecast period. Personal care segment accounted for the highest revenue in 2015, and is expected to have a notable CAGR of 14.6%. With growth in demand for e-commerce sales, the online distribution sales channel is expected to grow at the fastest rate of 18.2% by 2022.

Source: Happi.com December 20, 2019

## Croda develops ingredients for consumers with textured hair

Textured hair shouldn't be considered a segment of the hair care category...it holds the lion's share. In fact, more than half of the world's population has textured hair. Understanding the needs and wants of women with textured hair is well worth the effort. According to the NaturallyCurly Texture Trends' 2018 Report, 65% of women have textured hair, 80% of women with curly and coily hair purchase products designed specifically for textured hair, and women with textured hair spend 78% more on hair care products than women with straight hair!

"Women with textured hair are constantly searching and trying new products for their hair type and are willing to pay more for products that work," notes Donna Petretti, marketing manager at Croda.

Despite these encouraging statistics, the hair care industry has done a poor job of reaching these ready and willing consumers. Consumers are alienated by brands and product aisles that declare certain hair types as ethnic or multicultural. A more scientific approach consists of classifying the hair into eight categories from straight to extremely curled hair based on morph-o-logic parameters.

Source: Happi.com December 12,2019

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# INDIAN NEWS

## FMCG makers ramp up production of hand sanitizers amid demand spike due to coronavirus

Fast-moving consumer goods (FMCG) companies are ramping up their production and optimising distribution channels to meet the rising demand for hand sanitizers amid the coronavirus outbreak. Some FMCG firms are also educating consumers by engaging their brands to communicate with the consumers, through special campaigns on digital and mainstream media, to make them aware about the benefits of regular hands wash as prevention for coronavirus.

The companies have assured that they have enough stocks to tackle the situation.

"We have ramped up our production capacity. We are also trying to ramp up through our vendors also," Godrej Consumer Products Ltd CEO (India and SAARC) Sunil Kataria told.

However, he also added that hand sanitizers are premium products in India.

"The way we have to address this problem is through that we all need to communicate the right education to the people and send messages to the consumers that best precaution and prevention from coronavirus is regularly washing hands," he added.

GCPL, which had Godrej Protekt brand in the segment, has started a digital campaign to create awareness about it.

ITC, which is present in the segment through its brand Savlon, said it is ensuring that there is an adequate supply of hygiene products in the market.

"ITC is ensuring adequate supply of Savlon hygiene products in the market. Savlon continues to focus on enhancing awareness about hand hygiene and urges consumers to maintain good hygiene practices," according to an ITC spokesperson.

FMCG major HUL, which is present in the segment with Lifebuoy hand sanitizers, is also ensuring its products' availability to the consumers.

"Given the surge in demand for hygiene products, we have redoubled our efforts to ensure that consumers have access to products that keep them safe such as Lifebuoy hand sanitizers and hand wash," said an HUL spokesperson.

While Dabur is running a series of awareness campaigns across digital platforms and social and mainstream media to educate the public about how to keep themselves safe from coronavirus.

"Our key healthcare brands such as Dabur Chyawanprash, ImmunoDab and GiloyGhanvati are running informative campaigns to drive awareness about staying protected from such illnesses," said Dabur India Marketing Head (Healthcare) Mukesh Mishra.

Mishra also said the company is also organising a question-and-answer session, particularly for mothers, with ayurvedic doctors on digital media platforms to address their queries regarding coronavirus and how to keep their families protected from it.

However, FMCG major RB India (erstwhile Reckitt Benckiser), which is one of the leading player in the segment with its brand Dettol, has declined to comment on the issue.

Hand sanitizers have vanished from general shop and chemist shops in many areas of the national capital and adjoining towns as people resorted to panic buying amid the coronavirus outbreak.

(Source:ETRetail.com March 05, 2020)

## Trade impact of Coronavirus epidemic for India estimated at 348 million dollars: UN report

The trade impact of the coronavirus epidemic for India is estimated to be about 348 million dollars and the country figures among the top 15 economies most affected as slowdown of manufacturing in China disrupts world trade, according to a UN report.

Estimates published by United Nations Conference on Trade and Development (UNCTAD) Wednesday said that the slowdown of manufacturing in China due to the coronavirus (COVID-19) outbreak is disrupting world trade and could result in a 50 billion dollar decrease in exports across global value chains.

The most affected sectors include precision instruments, machinery, automotive and communication equipment.

Among the most affected economies are the European Union (USD 15.6 billion), the United States (USD 5.8 billion), Japan (USD 5.2 billion), South Korea (USD 3.8 billion), Taiwan Province of China (USD 2.6 billion) and Vietnam (USD 2.3 billion).

India is among the 15 most affected economies due to the coronavirus epidemic and slow down in production in China, with a trade impact of 348 million dollars.

The trade impact for India is less as compared to other economies such as EU, the US, Japan and South Korea. Trade impact for Indonesia is 312 million dollars.

For India, the trade impact is estimated to be the most for the chemicals sector at 129 million dollars, textiles and apparel at 64 million dollars, automotive sector at 34 million dollars, electrical machinery at 12 million dollars, leather products at 13 million dollars, metals and metal products at 27 million dollars and wood products and furniture at 15 million dollars.

"Besides its worrying effects on human life, the novel strain of coronavirus (COVID-19) has the potential to significantly slowdown not only the Chinese economy but also the global economy. China has become the central manufacturing hub of many global business operations. Any disruption of China's output is expected to have repercussions elsewhere through regional and global value chains," UNCTAD said.

Over the last month, China has seen a dramatic reduction in its manufacturing Purchasing Manager's Index (PMI) to 37.5, its lowest reading since 2004.

This drop implies a 2 per cent reduction in output on an annual basis. This has come as a direct consequence of the spread of corona virus (COVID-19).

"The 2 per cent contraction in China's output has ripple effects through the global economy and thus far has caused an estimated drop of about USD 50 billion across countries," UNCTAD said.

"The most affected sectors include precision instruments, machinery, automotive and communication equipment," it added.

UNCTAD said because China has become the central manufacturing hub of many global business operations, a slowdown in Chinese production has repercussions for any given country depending on how reliant its industries are on Chinese suppliers.

"In addition to grave threats to human life, the coronavirus outbreak carries serious risks for the global economy," UNCTAD Secretary-General MukhisKituyi said.

"Any slowdown in manufacturing in one part of the world will have a ripple effect in economic activity across the globe because of regional and global value chains," he said.

Pamela Coke-Hamilton, who heads UNCTAD's Division on International Trade and Commodities, said for developing economies that are reliant on selling raw materials, the effects could be felt "very, very intensely."

"Assuming that it is not mitigated in the short-term, it's likely that the overall impact on the global economy is going to be significant in terms of a negative downturn," she said.

The estimated global effects of COVID-19 are subject to change depending on the containment of the virus and or changes in the sources of supply.

Meanwhile, the extent of the damage to the global economy caused by novel coronavirus COVID-19 moved further into focus as UN economists announced a likely USD 50 billion drop in worldwide manufacturing exports in February alone.

Highlighting the ongoing uncertainty surrounding the economic impact of the epidemic, in which there have been more than 90,000 confirmed cases in more than 70 countries (the majority in China) and over 3,000 deaths, Coke-Hamilton said that US measures "in terms of visitor arrivals, cancelling various meetings" were having a "knock-on effect" in terms of demand.

"So right now, we're not clear on where it will go – a lot will depend on what happens with COVID-19; if they are able to come up with a vaccine then hallelujah, hopefully it will end very quickly, but if not, the impact can be severe," she said.

(Source:ETRetail.com March 05, 2020)

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## HUL announces management changes within its home, and beauty & personal care portfolios

India's top packaged consumer goods firm Hindustan Unilever Ltd (HUL) on Friday announced management changes at the company's home care, and personal & beauty care divisions.

PrabhaNarasimhan has been appointed as executive director of its home care business. Narasimhan will replace Priya Nair—currently executive director, home care—who will now assume the role of executive director of the company's beauty and personal care division overseeing brands such as Dove, Pond's, Vaseline, Fair &Lovely, Axe, among others. The portfolio has seven power brands that each have a turnover of over Rs1,000 crore.

Nair has spent over two decades at the maker of Surf Excel detergent and Lux soaps working across consumer insights, customer development, and marketing.

Nair will replace Sandeep Kohli who will relocate to Dubai as vice president, beauty and personal care, overseeing the consumer goods giant's North Africa, Middle East, Turkey, and Russia markets.

Nair will continue to be a member of the HUL management committee; while Narasimhan will join the management committee effective February 1, 2020.

Narasimhan joined HUL in 1999 and in a career spanning two decades, she has worked across businesses and geographies. In her most recent role, she led the skin and colour cosmetics.

"I would like to thank Sandeep for his leadership in growing our beauty and personal care business and wish him the very best for his new role. I look forward to Priya taking the beauty and personal care division to the next level of performance and take this opportunity to thank her for her outstanding contributions to home care. And finally, I would like to welcome Prabha to the HUL Management Committee and wish her great success," Sanjiv Mehta, chairman and managing director, HUL, said in a statement to the media.

Source: Livemint.com January 31, 2020

## COVID-19: 'India can replace China as global sourcing base'

As several countries face supply distortion of many products due to the outbreak of the novel coronavirus in China, a report by HDFC Bank said that India can turn into an alternative global sourcing base for many items.

The report titled 'Assessing the impact of the COVID-19' said that India has been getting queries from the European Union and the US for textiles, home-ware, ceramic tiles, engineering goods, furniture, among others seeking to replace China as a supplier.

"In relative terms, India seems insulated from the virus and could emerge as an alternative global sourcing base for a number of items," it said.

It noted that an ecosystem should be developed to complete manufacturing rather than just assembly. India should be made a manufacturing destination for global companies.

The report, however, observed that the regulatory mechanism in India, limited production capacity and competition from countries like Vietnam and Cambodia in manufacturing sector are the major constraints for India in becoming China's replacement.

It also said that the pharma, electronic, consumer durable, power and auto industries are expected to be affected due to the supply disruption.

Regarding India's over-dependence for raw material supply from China, the report said "68 per cent of active pharmaceutical ingredients (API) imported by Indian companies from China in FY19".

Around 40 per cent of India's electrical machinery and equipment is imported from China, it said.

On the impact on China's economy, the report said: "We expect growth to recover gradually from Q2 if the impact of the virus is contained over the coming weeks. China growth for 2020 expected to be below 6 per cent."

### Impact of CORONA Virus in China

ICRA has downgraded the Indian domestic pharma sector to 'negative' from 'stable', as the credit rating agency believes the lockout in parts of China following the outbreak of coronavirus will affect Indian pharma companies.

Though the majority of the pharmaceutical manufacturing facilities in China are located far away from the coronavirus-affected sites, there has been a disruption in the supply chain due to the lockouts. Considering Indian pharma companies' dependency on China for raw materials, a prolonged shutdown of factories might lead to shortage or increase in prices of essential active pharmaceutical ingredients (API).

However, ICRA said that the impact of production shutdowns and increase in raw material prices on companies' profitability "may however be a function of company-wise product mix, raw material sourcing mix and inventory levels".

Several companies that ET spoke to said that they have stocks that will last them till May end. But earlier this week the department of pharma imposed export restrictions on 12 drugs including a few antibiotics.

India imports nearly 70 per cent of APIs from China. It is this dependency that is the cause of alarm.

"Even if alternative sources are available, China remains the preferred source given the economical rates," ICRA said.

Crisil, another rating agency, is predicting that with the weather getting warmer over the next two months, the impact of the outbreak may subside in China by April 2020. In the worst case, the epidemic might well extend through the first quarter of FY21, intensifying the severity of the impact, CrisilNSE 2.29 % warned. "If not contained quickly, the epidemic will have a knock-on effect in the world economy and disrupt global supply chains," the agency said.

Source: ET Retail.com March 03, 2020 and ET Feb 21, 2020

## Purple: A startup that is growing rapidly in the cosmetics industry in India

Purple is one of the leading beauty & cosmetics firm that contributes to nearly 20% market share in premium online beauty space. Read how the startup is growing rapidly despite holding a strong competition with brands like Nykaa.

Multiple ecommerce platforms in India offer products and services to the public. However, the ecommerce hubs like Amazon (1) and Flipkart (2) focussed on providing multiple products to its customers via its platform fail to deliver customizable solutions in a particular category.

Purple, an online cosmetics ecommerce platform, is focussed on providing every possible customization solution in the cosmetics and beauty industry. The cosmetic ecommerce startup, Purple, started as a virgin vertical in ecommerce when it began in 2011. One year after the launch of Purple, Nykaa (3) forayed into the cosmetics industry as well, becoming the staunch rival of the firm.

### Purple: An Idea that Transformed the Online Beauty Market

Manish Taneja (4), Rahul Dash (5), and SuyashKatayani (6), IIT alumni, started with an idea to start as a vertical ecommerce platform but debated on the category to be in focus. Discussions around fashion and furniture were made until settling out on beauty finally.

Foraying into the beauty segment served as the greatest repeat category where independent women have a choice of buying whatever they want in the global economy. From a business perspective, beauty products hold the best margins, which can go up to 90% for luxury brands and 75-80% for budget products.

### Purple on its USP to Tackle Cut-Throat Competition

Purple competes directly and indirectly with some of the top startups and vertical ecommerce firms like Nykaa, Sugar Cosmetics (8), and Plum (9). Competing in this cut-throat market of online beauty & cosmetics aggregators, Purple maintains its place in the market via its USP given by consumer behavior.

Manish Taneja, the founder of Purple, noticed that Indians were usually very reluctant to have straightforward one-on-one conversations with strangers, including beauty store experts. Due to lack of knowledge, most women in India are unaware of the right shade of foundation for their skin and often end up buying something 2 to 3 shades lighter to their faces.

Purple provides personalized beauty solutions to its customers through which they end up landing the right kind of product best suited for their skin type instead of just relying on the usual high-selling products.

Purple does that by giving them an option to:

- Select their skin type for face products

- Choose their skin shade for foundations

- Choose their skin type for perfect lip shades

- Filter out their makeup preferences- organic, chemical-free, etc.

Source: Timesnext.com January 14, 2020

## Kiko Milano eyes Indian expansion with 4-5 store openings planned for 2020

Kiko Milano is looking to extend its foothold in the Indian market and is set to open a further 4-5 stores across the country during 2020, according to a report by Indian Retailer.

The Italian cosmetics brand will look to expand this development further with more store-in-store concepts, exclusive brand outlets (EBO) and through e-commerce collaborations.

Kiko Milano is hoping to capitalize on the rapid growth of the Indian cosmetics market and is focused on understanding regional buying habits in order to boost sales.

Abhishek Bhattacharya, Country Director at Kiko Milano, said, "We will focus on having more point of sales, whether it's exclusive outlets, online or shop-in-shop. We have two more outlets coming up in Delhi, and one each in Lucknow, Mumbai, Guwahati (the first in northeast India), and Kolkata.

"Initially we thought of opening just the retail stores, but we have understood that in the Indian market, it has to be a mix of retail and other modes of expansion. We have our shop-in-shop (SIS) concept, and we are also going to tie with more departmental stores, in addition to exclusive brand outlets.

Source: Globalcosmeticsnews.com January 9, 2020

## Colgate to launch black charcoal toothpaste

Taking a break from white, red and blue – shades typically found on toothpaste tubes, Colgate's new variant of toothpaste is black – thanks to the charcoal in it. The new variant of toothpaste is called Colgate Charcoal Clean. The toothpaste contains bamboo and charcoal, giving the toothpaste itself a black hue. This is a marked deviation from the format of a regular toothpaste which tends to be coloured either blue, red, or white.

### Colgates' charcoal variant

This is not the first charcoal product that Colgate has introduced in recent times. The company also sells a charcoal variant of its Colgate Total, christened Charcoal Deep Clean – but notably, this product is not black in its packaging. The toothpaste itself is not black either – it only has hints of black in the product. Colgate also sells charcoal variants of its toothbrushes

### Colgate's charcoal toothbrushes

MayuriNikumbh, a design director at Elephant Design, opines that it is a bold and brave decision to don a completely contrasting colour to Colgate's personality. "This move will definitely make the consumers stop in their tracks at the shelves and probably get a lot of new recruits, at least as trials. It is also a design decision that will probably create a category within toothpastes in the Indian scenario, since internationally it is a well-established category code," she says.

She also feels that the design stops short at a strong colour and ingredient depiction. "What I am missing is some sort of a credibility or efficacy claim that supports the big change upfront. Why should I choose a bamboo charcoal toothpaste over my current one? – Missing the answer to that!" she says.

Nikumbh mentions that while Colgate's trademark colour, enclosure and brand identity will rarely alienate the consumer, what the brand is increasingly doing is creating a good balance between the mother brand's visual assets and strong category codes.

"While the mother brand assets retain its credibility, efficacy and trust, the differentiated and distinct category codes help build the specific benefits and sensorial cues. This helps keep every consumer within the brand's fold. Take for instance, the Vedshakti packaging. The old world Colgate would've probably shied away from blending Ayurvedic cues with the Masterbrand, but here it is – not just with the ancient brown paper cues but even the toothpaste itself appearing brown and infused with herbs. It reflects upon the malleability and inclusivity of the brand, which sends a positive and comforting message to the consumer. It is a similar strategy for bamboo charcoal variant as well, where the brand wants to completely embrace the offering and not be layered about it," she says.

#### Colgate's vedshakti variant

Nikumbh goes on to elaborate that nowadays, consumers are increasingly exposed to a plethora of personal care products with charcoal as the core ingredient and as such, it is not completely unfamiliar territory for them. "The packaging for all those products, whether a soap, a face wash, a scrub or face mask, are fully dressed in black and that association has been established. Riding on this wave, Colgate has taken a well-timed decision to bring those codes into the toothpaste category and create a stark, differentiated shelf throw. Black also has traditionally communicated premium-ness in packaging which also helps the cause of the product," she points out. Below is an ad for Ponds' charcoal based face wash.

Nikumbh adds that freshness or mere cleansing is no longer the only benefit consumers seek from oral hygiene products - these are basic needs that they expect to be fulfilled. "Offerings are getting increasingly specific and value-added and those need to be quantified. While the ingredients and formulation can tackle that, what's important is how effectively and impactfully these are communicated through packaging. It is important since this is the first layer of interaction between the product and the buyer," she says. She adds that in Colgate's case, a stark black colour and a hallowed ingredient depiction of 'Charcoal Clean' has attempted to bridge that gap and communicate the distinct offering.

Talking from an agency perspective, she mentions that consumers are evolving faster than the brands they consume. "They are exposed to international ingredients, formats and products. If a brand is able to add value to their routines and lives in any way, they are more than willing to experiment and eventually shift. We notice this even in the kind of briefs we are increasingly receiving – the focus is on health benefits, convenience and a design language that engages the viewer," she says.

KunelGour, founder of Animal Design, finds the product design clean, and says it is in line with the rest of the Colgate toothpaste variants. When asked if it will affect brand identity and recognition, he replies – "I don't think this will affect the brand's image negatively. In fact, if there's a time to own this space, it is now - with all the awareness around the benefits of charcoal. RAW Pressery has a lemonade with activated charcoal, and thanks to air quality in the country, there's enough written and spoken about the importance of activated charcoal filters in leading air-purifiers. The all-black toothpaste and packaging borrows from that information cache in the market and owns it loud and clear."

Gour also points out, "For the longest time, we were used to all-white toothpastes before transparent and red/blue stripes came into the picture. I'm hoping it will be a welcome change," he says. He adds that a consumer's reaction to the change in product and packaging colour depends on how much solid work the brand is able to put into promoting and marketing it.

Source: <https://www.afaqs.com/news/> January 1, 2020

## Decline in rural sales hits FMCG in 2019, revival likely by second half of 2020

With most of 2019 spent in battling for growth, the FMCG industry expects a revival in consumer demand and household purchase by the second half of 2020, particularly from the rural sales that have been severely impacted in the year gone by.

In 2019, the FMCG industry witnessed slowdown in the rural sales, which was traditionally ahead of urban sales, and in the last two quarters it was half of the urban sales growth due to factors as liquidity crunch in those far flung markets and drop in gross domestic product (GDP) which had weakened household spending.

To overcome, FMCG makers have introduced low unit price packs in multiple categories to make their products affordable and have also introduced multiple promotions and offers.

The industry believes it to be short-term hiccups and expects to be back on high single digit growth in H2 (July-December) of 2020, helped by factors which includes government spending in infra projects and increased rural spending. However, the experts say that it will also depend on GDP growth, commodity inflation, good monsoon, among others.

The experts also opine that a high double digit growth seems distant in 2020 for the FMCG sector.

"It should (FMCG) recover after two quarters. One or two quarters, will remain tough and this all would be linked to GDP. If GDP growth comes back to 6.5 to 7 per cent, then the recovery would happen. I do not see any big recovery in the first and second quarter," said Edelweiss Financial Services Executive Vice President Abneesh Roy.

According to an ITC Spokesperson: "India is a growth market and we are confident that consumption demand will pick up over time given the low levels of penetration and per capita consumption as well as the slew of recent measures announced by the Government".

EY Partner and National leader, Consumer Products and Retail Pinakiranjan Mishra said it would take some longer time to revive.

"FMCG would take a little longer time," he said, adding "the positive thing is that there is little bit of inflation also. Consumer companies also need inflation, which is inching a little bit".

Ratings agency Nielsen said, "The growth forecast for Q1 2020 (Jan-Mar 2020) stands in the range of 7.5 - 8.5 per cent" and there are various factors that are influencing the trajectory, which includes macro economic factors such as inflation.

Consumer companies are also taking steps as they have lowered the prices significantly, Mishra said.

"To help the trade and consumers cope with the downturn we have introduced Low Unit Price packs in multiple categories to make our products affordable to a much larger audience and induce trials. We have also introduced multiple promotions/consumer offers and Communication of the same has been sharpened to highlight benefits to consumers in terms of lower prices or promotions," according to ITC.

Harsha Razdan, Partner and Head - Consumer Markets and Internet Business, KPMG in India said that FMCG makers are also trying to leverage the consumption appetite of small tier-two plus cities with a select range of their premium products packaged in more affordable formats.

"While, we did witness a brief slowdown last year, increased Internet penetration and use of smartphones have ensured that rural regional markets are now at the forefront of the consumption race. They are tech-savvy, digitally aware and already have a sense of the product/brand that the market offers. FMCG companies are trying to leverage this consumption appetite of smaller cities with a select range of their premium products packaged in more affordable formats," Razdan said.

Besides liquidity pressure, consumer sentiments were also weak because of no job addition, and salary hike was muted in 2019. Also, floods in several parts impacted rural demand and high food inflation due to spike in milk and onion prices impacted consumer wallet.



"Rural growth is normally ahead of urban growth (in FMCG) but in the last six months, it was below urban and specially in the last four months, it was half of urban," he said.

According to a report from rating agency Nielsen, rural India contributes 36 per cent to overall FMCG spends and has historically been growing around 3-5 per cent points faster than urban. However in recent periods, rural growth is slowing down at a much faster rate compared to urban.

While releasing the July-September snapshot for the FMCG industry, Nielsen had said that it was the "worst performance by rural India in last seven years".

"For the first time in the last 7 years, rural growth has dropped below urban. Rural is growing at 5 per cent in Q3'19, which is 1/4th as compared to 20 per cent in Q3'18, while urban is growing at 8 per cent as against 14 per cent growth in Q3'18.," it said.

However, Roy said that FMCG would come back and there is enough head room to grow. Still FMCG consumption is one fourth of China and rural is one fourth of urban India.

"Rural has to catch up with urban India. Food inflation is back, commodity inflation is back and this is good for FMCG companies from price prospective. Last one year price growth in FMCG was very minimal as it was not required. Now, milk and palm oil are up, ... which means that there would be price growth of 3-4 per cent for many of the companies," he said.

However, some companies, as Nestle, which has lesser rural exposure, performed well in 2019 as it saw double-digit domestic growth between January and September.

According to IBEF report, fast moving consumer goods (FMCG) sector is the fourth largest sector in the Indian economy with household and personal care accounting for 50 per cent of FMCG sales in India.

Source: ETRetail.com December 31, 2019

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## Netsurf partners Makani Creatives to launch cosmetic brand, Rang Dé

Direct selling company Netsurf, has announced its partnership with Makani Creatives to launch their home-grown, natural cosmetic brand 'Rang Dé'.

Under the partnership, Makani will be responsible for creatives across print and digital channels along with a 360 degree digital outreach.

Commenting on the film, Sujit Jain, CEO and MD, Netsurf Communications Pvt. Ltd., said, "The primary objective was to position Rang Dé as a contemporary, young, vibrant and exotically Indian brand. To create a fun, unconventional make-up routine that resonates with the women of today. And the result, well, we couldn't ask for more. We were really excited to hear the concept. The entire collaboration – choreographers, Uma-Gaiti and Makani Creatives Pvt. Ltd. – really helped us achieve more than what we expected out of the film. It was just seamless, something that we were very sure about. Given the fact that we were working alongside two of the best names in their respective fields, the entire experience was incredible."

The campaign film made its first appearance at the Filmfare Glamour & Style Awards, on the December 03. Post which, it was visible across all major digital platforms like: YouTube, Instagram and Facebook.

Sameer Makani, co-founder and managing director, Makani Creatives, said, "Over the past 2 decades, we've worked with some of the best brands in the fashion and lifestyle space. Our deep understanding of the industry and the ability to deliver 'the difference' has helped us and our brands to stand out in this heavily contested arena. The latest example of which, is evident in the Rang Dé campaign."

Now Makani Creatives will also be handling the overall digital aspects from social media to digital media outreach for Rang Dé.

Commenting on the brand film Sachin Padave, creative director, Makani Creatives said, "The idea was to position Rang Dé as a brand that helps you embrace yourself, without letting go of the fact that we're talking about different individuals, their different skin tones, their beliefs, tastes and their individualistic sense of fashion. Something, I believe, we have managed to capture perfectly in the entire campaign, including print and film."

According to the company, the campaign resonates with young India and its lifestyle while keeping the brand at the forefront, truly exemplifying the exotic nature of India. The campaign visuals and the overall imagery, portray multiple models with different skin tones, reflecting the different Indian ethnicities, it added.

Source: Brand Equity.com December 26, 2019

## Sales delivery inconsistent in markets like India, US: Reckitt CEO

Some of Reckitt Benckiser's (RB) traditional strengths are being inconsistently delivered at the point of sale in key markets like India and the US, the British healthcare company's global chief executive said.

LaxmanNarasimhan had travelled to India, the US, China and the Middle East in his first international market visits after assuming the top job in June.

Some of Reckitt Benckiser's (RB) traditional strengths are being inconsistently delivered at the point of sale in key markets like India and the US, the British healthcare company's global chief executive said.

"As I have gone selling with the frontline in India, as I've gone selling with the frontline in the US, what you realise is that some of these things that were traditional strengths of RB are being inconsistently delivered at the point of sale," Narasimhan said at a post-earnings call on late Tuesday. "That's unacceptable. But we have the collective expertise to quickly reinstate that, which is what we are doing with urgency," he added.

"Some of the disciplines that RB traditionally has been very strong in has frankly been lost because we've taken our eye off the ball on execution, for example, sales execution in health," he said.

India, a top-five market for RB, and with billion-plus consumers, is seen as a key bastion of growth for global companies despite the current economic slowdown which has resulted in softening sales across categories, including FMCG.

Last week, research firm Nielsen said consumption in rural India fell to a seven-year low in the September quarter, indicative of agrarian distress, uneven monsoon and stagnant rural incomes. Releasing its quarterly report, Nielsen said the overall FMCG market clocked value growth of 7.3% in the third quarter of 2019, compared with 16.2% a year earlier. It, however, maintained its annual growth forecast for 2019 for the FMCG market at 9-10%.

Narsimhan mentioned RB's 'Banega Swachh India' campaign, which has leveraged the government's Swachh Bharat programme, as a "terrific example of a brand that makes a material difference to hygiene and cleanliness in India".

The maker of Dettol antiseptic liquid and Airwick air fresheners has slashed its annual sales and profit targets after a weak third quarter in its US health business and for infant formula in China.

RB said like-for-like sales would be flat or increase up to 2% in the current year, down from its July guidance of 2-3% growth. The company said it was expecting a "modest decline" in operating margins instead of matching the same level as last year.

The global CEO told analysts that he had started "a full diagnosis" of the business and operations to determine "where improvements need to be made to return the company to sustained positive performance".

Source: Economic Times

[//economictimes.indiatimes.com/articleshow/71731582.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](http://economictimes.indiatimes.com/articleshow/71731582.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

## Unilever lowers 2020 sales growth forecast on slowdown in South Asia

Consumer giant Unilever Plc. said it expects sales growth in 2019 to be slightly below its prior expectations, blaming a slowdown in South Asia and weakness in North America.

The Ben & Jerry's ice cream and Dove soap maker said despite early signs of improving performance in North America, its biggest market, a full recovery would still take time.

Developed economies have been a drag for Unilever for several quarters, where growing numbers of consumers are turning to fresher foods, niche brands or cutting back on spending.

In the company's latest quarterly results, sales in developed markets fell 0.1%, in contrast to a 5.1% rise in emerging markets.

In India, Unilever's second-largest market by sales, irregular monsoons have dented rural spending, while a sluggish job market has weakened consumption in urban areas.

"Due to challenges in certain markets, we expect a slight miss to our full-year underlying sales growth delivery," Unilever Chief Executive Officer Alan Jope said in a statement.

The company said it now expects underlying sales growth for 2019 to be slightly below its previous guidance of sales coming in at the lower half of its 3%-5% forecast range.

Earnings, margin and cash are not expected to be affected, the company said in a statement.

Unilever shares are expected to fall as much as 5%, according to trader indications.

Source: Economic Times December 17, 2019

## FMCGs turning attention on premium, small packs as spending curbs grow

Companies in the fast-moving consumer goods (FMCG) sector are turning their attention on small packs as spending curbs grow. At the same time, premium consumers are not being ignored, with launches lined up for them too, executives Business Standard spoke to said on the sidelines of the Confederation of Indian Industry's FMCG Summit, held in Mumbai,

In the past two quarters alone, firms such as Hindustan Unilever (HUL), Nestlé, Procter & Gamble (P&G) , and Mondelez have all launched premium products in detergents, personal care, and foods, even as the proportion of small packs have grown within their portfolios.

According to industry, small packs within the portfolios of most companies in FMCG has increased by 10-15 per cent in the past six months, aimed at making products as accessible as possible to consumers. "This way the companies are ensuring that there is some sampling by people, and therefore, penetration," said Suresh Narayanan, chairman and managing director of Nestlé India. A P&G spokesperson said the firm had been focusing on superior products, brand communication, retail execution, and value to drive growth in India.

P&G said that launch of premium variants in personal care and laundry has been offset, with the roll-out of more satchets (in shampoos), price cuts in laundry (Tide), and availability of lower-priced variants in feminine care (Whisper). Experts said the growth of small packs within the portfolios of firms is likely to accelerate, as the slowdown prolongs over the next few quarters.

Market research agency Nielsen has already forecast low single-digit FMCG market growth for the October-December period, saying this could worsen in the coming months.

In the past six quarters, FMCG market growth has consistently fallen from levels of 16 per cent in July-September 2018. FMCG market growth for October-December (2019) is now estimated to be in the region of 3 per cent. Though experts say that green shoots are beginning to show especially in channels such as modern trade.

Experts said penetration and premiumisation would still be the most important sources of growth for companies in the FMCG sector, especially in a slowdown.

"Our research shows that more people spend more at affordable price points, especially in a slowdown. It is almost 55 per cent. At the same time, 26 per cent people are spending on better products while 19 per cent on new products," said Nikhil Ojha, partner, Bain and Company.

HUL, for instance, launched Love and Care, a premium detergent, a few months ago. It has now introduced mayonnaise brand Hellman in India and is expected to ramp up its premium variants in skin care, beauty, and hair care.

Simultaneously, it has maintained advertising and sales promotion expenditure, keeping its presence going on television and digital medium despite a slowdown.

Ojha said companies such as HUL do not cut on advertising spends despite the pressure to rein in expenditure.

Over a 15-year period, HUL has reinvested its surplus into advertising and sales promotions and the rest into growing retail reach.

Source: Business Standard December 18, 2019

## SNAPSHOT

### SMALL PACKS

**10-15%**

Growth between  
April-Sept 2019

**20-25%**

Estimated growth  
between Oct-Mar 2020

### GOING PREMIUM

**26%** people buy  
better products

**19%** people buy  
new products

Source: Bain/Industry

## BASF India concludes transfer of stilbene-based OBA business to Archroma

BASF India announced that the company's stilbene based Optical Brightening Agents business for paper and powder detergent applications stands transferred to Archroma India with effect from 06 December 2019.

The Company has received a consideration of Rs. 33.50 crore subject to necessary working capital adjustments including an amount of Rs. 13.84 crore which will be kept in escrow for a period of 12 months from the closing date.

Source: Business Standard December 9, 2019

## TN soap & detergent makers eye technology boost for growth

Small and medium soap and detergent manufacturers in Tamil Nadu seek to bridge the technology gaps in their businesses in order to be competitive and to grow faster.

"In view of the emerging growth potential, soap and detergent manufacturers in the State are keen to grow to the next level. They are keen on enhancing their competitiveness by cutting production cost, improving quality and achieving savings on energy, among others by deploying the latest technologies," K Dhanapal, President, Tamil Nadu Small Scale Soap & Detergent Manufacturers Association (Tansdma) said in Chennai while discussing their upcoming convention.

He said, several manufacturers were keen on expanding their capacities to grow their business and enter new markets. Tansdma is working on facilitating technology upgradation of its members to help them grow to the next level.

The 55-year-old Tansdma has about 600 soap and detergent makers and allied products as members and the total turnover of them will be about ₹1,500 crore a year, recording an average growth of about 10 per cent per annum.

"Companies are willing to spend on technology now. More than 90 per cent of our members are in micro and small scale levels and they want to expand their production. This will also create job opportunities for a lot of people," said VS Manimaran, member, Executive Committee, Tansdma.

#### GST impact

Implementation of GST led to a drop in overall tax rates for soap and detergent makers. They are paying only 18 per cent under GST as against the total tax rate of 28 per cent earlier.

Dhanapal said the association would be organising a national convention on 'Modern techniques in soaps and detergents in Chennai during December 28-29. The event will showcase the latest technologies in soap and detergents making, new machinery, modern processes etc.

Both domestic and global companies will exhibit their products and there will be 75 stalls. More than 3,000 delegates are expected to participate in the convention.

Source: HinduBusinessLine December 23, 2019

## Front of Packet Labelling to be delinked from general labelling regulation: FSSAI

Front of Packet Labelling (FoPL) will soon be delinked from the general labelling regulation, citing Pawan Kumar Agarwal, chief executive of Food Safety Standards Association of India (FSSAI), on December 18, 2019.

FoPL was included within the draft Food Safety and Standards (Labelling and Display) Regulations, 2019. It is aimed at making consumers aware of food products that are high in fat, sugar and salt content.

On December 17, Delhi-based think-tank Centre for Science and Environment or CSE released the findings of its study which tested 33 foods including 14 packaged foods (six types of chips, four types of namkeen, three types of noodles and one soup) and 19 fast foods (eight types of burgers, three types of fries, four types of pizza, four types of sandwich and wraps and one fried chicken).

The results show that the samples tested were overwhelmingly high in salt and fat.

The media report published on December 18 quotes, Agarwal as saying "the authority has decided that front-of-pack and general labelling regulations should be delinked and that the two can move at their own pace."

He added that a threshold must be set according to Indian standards. "We are doing a study to provide the threshold limit of fat, sugar, and salt present in food products."

The FoPL consists of two aspects — a threshold for India and a way to depict the same on the food packets.

Both these aspects would be dealt with simultaneously and would then be notified. The general labelling regulation is expected to be notified first, followed by the FoPL, Agarwal reportedly said.

"Almost six years have passed since the need to label food products with high salt, sugar and fat content was recognised. The baseline was that consumers must know everything about the food they buy," Amit Khurana, programme manager, Food Safety and Toxins at CSE, said.

"The news about delinking FoPL and studies for India specific thresholds points towards another attempt to delay and dilute. The thresholds are based on World Health Organization norms developed after years of deliberations for countries like India. It must not be weakened. It would be detrimental to the health of the people," he added.

Source: Down To Earth website

## Bombay Shaving company raises Rs 45 crore

Men's grooming products maker Bombay Shaving Company has raised Rs 45 crore in funding led by Nikhil Vora's Sixth Sense Partners along with participation from existing investor Colgate-Palmolive. The deal includes a secondary buyout pool of Rs 20 crore for early angel investors and five employees of the direct-to-consumer brand.

The deal involves a partial exit by 25 angel investors in the company, who include likes of former TCS CEO S Ramadorai and partners at consulting major McKinsey. These investors have made about six times returns on investments. "We don't believe in large fund infusions. Exits for angels and early employees is a positive outcome," said founder Shantanu Deshpande, who set up the company in 2016.

Source: ETRetail.com December 26, 2019



# REGULATIONS

## Tamil Nadu mulling ban on plastic wraps for FMCG items

The Tamil government on Tuesday informed the Madras high court that it is considering banning single-use plastic wraps used to pack fast-moving consumer goods (FMCG) and other products. At present, such plastic wraps are exempted from the ban against single-use plastic.

"Plastic used for packing are single-use plastics and throwaway type. Such packing medium gets discarded instantaneously once the unpacking is done, as it finds no other use. As a result, use of plastic in packing goods sealed prior to use and their instant disposal significantly contribute to generation of plastic waste which has not reduced despite ban on other single use plastics since January 1, 2019," additional advocate general Arvind Pandian said.

In view of the reasons and the directions of the court, the Tamil Nadu Pollution Control Board (TNPCB) has made a recommendation dated January 28, 2020 to consider removing the exemption provided to single use packaging plastics, Pandian added.

Recording the submission, a division bench of Justice S Vaidyanathan and Justice P T Asha observed that the state government has to give up the practice of supplying Aavin milk in plastic covers and follow the old method of using bottles or any other means.

The state should find new and innovate ways in phasing out plastic products, the bench added.

Adding that surprise inspections were being conducted across the state by TNPCB. Outlets including KFC, McDonalds and Starbucks were issued show-cause notices for not complying with the orders, Pandian said.

Recording the submissions, the bench suggested that students should appointed as brand ambassadors on rotation basis to create awareness against use of plastic products.

The bench added that the authorities shall place instructions in front of churches, mosques and temples on the implementation of the plastic ban. Shops selling offerings in places of worship should be instructed about using the traditional storage materials like baskets, paper bags, jute bags, plantain or other leaves, the bench said.

Source: ET Retail.com March 04, 2020

## Cosmetics Safety Hearing Held in DC

Stakeholders testify at "Building Consumer Confidence by Empowering FDA to Improve Cosmetic Safety" hearing.

Not all of the testimony heard in Washington D.C. this week centered on impeachment. On Wednesday, Dec. 4, cosmetic industry stakeholders, EWG and FDA took part in a legislative hearing on "Building Consumer Confidence by Empowering FDA to Improve Cosmetic Safety."

Witnesseswitnesses included:

- Susan Mayne, Ph.D., director, Center for Food Safety and Applied Nutrition, US Food and Drug Administration
- M. Isabelle Chaudry, J.D., senior policy manager, National Women's Health Network
- Scott Farber, senior vice president, government affairs, Environmental Working Group
- Leigh O'Donnell, executive director, The Handcrafted Soap and Cosmetic Guild
- Gregg Renfrew, founder and CEO of Beautycounter, LLC

Source:Happi.com December 5, 2019

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## EPA Finalizes List of Next 20 Chemicals to Undergo Risk Evaluation under TSCA

Today, after reviewing input from stakeholders and the public, the U.S. Environmental Protection Agency (EPA) announced the next 20 chemicals to undergo risk evaluation under the amended Toxic Substances Control Act (TSCA). Finalizing this list of high-priority chemicals for risk evaluation represents the final step in the prioritization process outlined in TSCA and marks another major TSCA milestone for EPA in its efforts to ensure the safety of existing chemicals in the marketplace.

"Today we are continuing to deliver on the promise of the Frank R. Lautenberg Chemical Safety for the 21st Century Act to assess and review existing chemicals in the marketplace," said EPA Administrator Andrew Wheeler. "EPA is committed to transparency and being open with the public as these chemicals move through this TSCA process to evaluate the risks these chemicals may pose to public health and the environment."

The 20 chemicals that will undergo risk evaluation consist of seven chlorinated solvents, six phthalates, four flame retardants, formaldehyde, a fragrance additive, and a polymer precursor. It is important to note that being designated as a high-priority chemical does not mean that a chemical is high risk.

The next steps for these chemicals are outlined in TSCA's process for risk evaluation. This first includes taking public comment on scoping documents for each of these 20 chemicals. By June 2020, EPA will finalize these scoping documents which will include the hazards, exposures, conditions of use, and the potentially exposed or susceptible subpopulations EPA expects to consider during each chemical's risk evaluation. The agency will also take public comments on the draft risk evaluations for these chemicals and will finalize them after considering the public input the agency receives.

EPA is still carefully reviewing public comments on the 20 low-priority chemicals proposed in August 2019. The agency will finalize the list of low-priority chemicals in early 2020. Additionally, EPA will soon release and take public comments on a draft list of manufacturers and importers of these chemicals to help determine the appropriate division of fees as required under the TSCA fees rule.

### List of Next 20 Chemicals

1. p-Dichlorobenzene
2. 1,2-Dichloroethane
3. trans-1,2- Dichloroethylene
4. o-Dichlorobenzene
5. 1,1,2-Trichloroethane
6. 1,2-Dichloropropane
7. 1,1-Dichloroethane
8. Dibutyl phthalate (DBP) (1,2-Benzene- dicarboxylic acid, 1,2- dibutyl ester)
9. Butyl benzyl phthalate (BBP) - (1,2-Benzene- dicarboxylic acid, 1- butyl 2(phenylmethyl) ester)
10. Di-ethylhexyl phthalate (DEHP) - (1,2-Benzene- dicarboxylic acid, 1,2- bis(2-ethylhexyl) ester)
11. Di-isobutyl phthalate (DIBP) - (1,2-Benzene- dicarboxylic acid, 1,2- bis-(2methylpropyl) ester)
12. Dicyclohexyl phthalate
13. 4,4'-(1-Methylethylidene)bis[2, 6-dibromopheno] (TBBPA)
14. Tris(2-chloroethyl) phosphate (TCEP)
15. Phosphoric acid, triphenyl ester (TPP)
16. Ethylene dibromide
17. 1,3-Butadiene
18. 1,3,4,6,7,8-Hexahydro-4,6,6,7,8,8-hexamethylcyclopenta [g]-2-benzopyran (HHCB)
19. Formaldehyde
20. Phthalic anhydride

For more information visit [www.epa.gov/assessing-and-managing-chemicals-under-tsca/chemical-substances-undergoing-prioritization](http://www.epa.gov/assessing-and-managing-chemicals-under-tsca/chemical-substances-undergoing-prioritization).

Source: EPA.gov/newsrelease December 20, 2019



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## PFAS Provisions Dropped from Annual Defense Spending Bill

U.S. House of Representatives Armed Services Committee Chairman Adam Smith (D-Washington) informed reporters in early December that House/Senate negotiations over the National Defense Authorization Act concluded after an impasse over how stringent to regulate per- and polyfluoroalkyl substances (PFAS).

According to Bloomberg News, Smith said that the House Democrats wouldn't compromise with Senate Republicans over two provisions in order to push the NDAA closer to being finalized:

- Setting of a drinking water standard for perfluorooctanoic acid (PFOA) and perfluorooctane sulfonic acid (PFOS)
- Listing any number of thousands of PFAS under the Comprehensive Environmental Response, Compensation, and Liability Act (Superfund law).

"If we had accepted that compromise, we wouldn't have gotten" the NDAA as it stands, Smith said in the Bloomberg News article.

Also in the article, Smith referenced the gains made in controlling PFAS that the NDAA still offers, notably the promise that the Department of Defense would reduce its use of the chemicals in the coming years.

The Senate on December 17 approved the fiscal 2020 NDAA by a vote of 86-8, sending the bill to the White House where President Donald J. Trump is expected to sign it into law.

It's expected that Democrats will likely package the PFAS provisions left out of the NDAA into a bill and aggressively pursue the legislation in early 2020.

Source: <https://waterwelljournal.com/> December 20, 2019

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## New York State Moves to Ban Foam Food Containers

The previously ubiquitous puffy containers began to disappear this year from New York City delis, takeout joints and halal food trucks. They were banished from other pockets of the state as well, and in many cities around the world.

Soon, foam containers, plates and cups may vanish for good in New York State.

Gov. Andrew M. Cuomo is proposing a statewide ban on single-use food containers and packing peanuts made of polystyrene, a pollutant that is not biodegradable and is difficult to recycle.

The ban, which requires the approval of the Legislature, would make New York the most populous state to enact such a prohibition and only the second to do so. (Maine banned the foam products in May.)

"From takeout containers to packing peanuts, this material is everywhere and it will continue to pollute our waters and harm our wildlife for generations to come if we do not act," Mr. Cuomo said in a statement last week.

Source: New York Times December 23, 2019

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## WOTUS changes, Clean Water Act to get courtroom time in 2020

It's been a whirlwind year in environmental law, and courtroom action is expected to accelerate in 2020 as President Trump closes out his term.

The Supreme Court heard arguments in 2019 in two key environmental cases, and blockbuster battles began in lower benches over the Trump administration's changes to the Obama-era Clean Power Plan and Waters of the U.S., or WOTUS, rule.

Both issues could eventually reach the high court.

"My main objective is to try to ensure those rules are successfully defended so they become the stable law of the U.S. at that point," Jeffrey Bossert Clark, head of the Justice Department's environment division, said of his 2020 goals.

The Supreme Court also suggested this year in *Gundy v. United States* that its new conservative majority could use the long-dormant nondelegation doctrine to take down regulations, such as the Clean Power Plan, if the justices determine that a rule exceeds agency authority that Congress established in statutes like the Clean Air Act.

Most decisions on environmental issues are made by lower courts, which have scrutinized the Trump administration's efforts to overturn Obama-era rules and to invoke executive power to fund a border wall between the United States and Mexico and reintroduce energy development on previously off-limits public lands.

"There is increasing discordance between the administration's so-called deregulatory agenda, particularly as it applies to greenhouse gases, and the across-the-board recognition by Congress, many in industry and certainly many in the states and at the city level about the need to get moving on climate," said David Hayes, executive director of the New York University School of Law's State Energy & Environmental Impact Center.

During Trump's fourth year in office — and especially if he wins a second term — court watchers should expect to see even more action on environmental issues, said Jennifer Adams, a partner with the law firm Hogan Lovells.

"When you have an administration that is viewed by environmentalists as unfavorable to their position, you see an uptick in litigation," she said.

Here are some of the past year's biggest developments in environmental law.

Source: E&ENews.net December 23, 2019

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## FDA postpones sunscreen innovation Act

It's not happening...yet. The Sunscreen Innovation Act (SIA) was scheduled to go into effect yesterday, per passage of the Act back in 2014. But according to industry sources, the US Food and Drug Administration is postponing implementation.

"Our understanding is that the FDA has indicated a delay until September 2020 to finalize the sunscreen monograph," explained Lisa Powers, EVP-public affairs & communications, Personal Care Products Council. "Apparently, the Agency received a significant amount of public comments and is still going through them."

The Act was enacted on November 26, 2014 to provide an alternative process for the review of safety and effectiveness of nonprescription sunscreen active ingredients.

The SIA supplements the FDA's Time and Extent Application (TEA) regulation with new statutory procedures. The SIA also requires FDA to establish timeframes for review of TEAs for OTC drugs other than sunscreen active ingredients.=

Source: Happi.com

## New NYS Law Mandates Manufacturers Change Formula Of Cleaning Products Containing 1,4-Dioxane

In a little over a year from now, cleaning products containing the contaminant 1,4-dioxane can no longer be sold New York.

The chemical has been found in drinking water wells and is considered a likely carcinogen, CBS2's Carolyn Gusoff reported.

Some well-known cleaning and cosmetic products will have to change their formula to remain on store shelves in the Empire State. On Tuesday, Gov. Andrew Cuomo signed a bill into law that prohibits the sale of thousands of products that contain more than a trace of 1,4-dioxane.

"Whether you hold it in your hand, apply it to your face or drink it in your water, it can cause cancer," said Assemblyman Steve Englebright, D-East Setauket.

Englebright, a scientist, sponsored the bill, after Long Island turned up the highest detected levels in the entire country. With no federal standards for the chemical, he said the state had to lead the way and does not expect the products to disappear from New York.

"Those products need our market to remain viable, so they will make adjustments in the manufacturing process," Englebright said.

The American Cleaning Institute, which represents more than 100 companies, called the law ill advised. It blames contaminants in drinking water on products from decades ago, adding today's product levels are so low, lowering them further is not feasible.

"The passage of this bill will not have addressed the issue at hand and it could take safe and essential cleaning products off store shelves," the ACI's Brian Sansoni told Gusoff during a phone interview.

The law gives manufacturers until 2022 to adjust their formula. Environmental groups said it is possible to make cleaning products that don't produce the 1,4-dioxane.

"The industry doesn't want to remove the 1,4-dioxane, but they can. We can no longer live in a day and age where we are shampooing our hair and bathing our children in cancer-causing chemicals," said Adrienne Esposito of the Citizens Campaign for the Environment.

Water customers will soon be paying dearly to strip the contaminant already in Long Island's ground water from decades of industrial dumping. Notices just sent to Suffolk County water customers reveals a new \$20-per-quarter surcharge.

The utility said it supports the new law to prevent 1,4-dioxane from reaching ground water in the future and sponsors said the product ban will eventually save municipalities millions by preventing continued contamination.

Source: <https://newyork.cbslocal.com> December 10, 2019

# SUSTAINABILITY

## Together for Sustainability Adds Azelis

Azelis, a global distributor of specialty chemicals and food ingredients, has joined Together for Sustainability (TfS), global initiative for sustainable supply chains. This membership follows on Azelis' membership to UN Global Compact and Gold rating from EcoVadis, thus testifying to company's resolute course of action to be catalyst of change when it comes to sustainable business models and become benchmark for the industry. Azelis is now part of the global network of 25 TfS member companies who represent a global turnover in the chemical industry of \$463 billion and a global spend of \$308 billion.



Operating as a unique, member-driven organization and peer-to-peer network, TfS member companies shape the future of the chemical industry together. Azelis Corporate Social Responsibility (CSR) program is built around four pillars: resources and environment, labor and human rights, fair business practices and sustainable procurement, all directly contributing to 10 UN Sustainable Development Goals (SDGs).

Azelis holds a Gold rating by EcoVadis, a prerequisite to join the TfS initiative, which places the company in the top 1% of distributors assessed by EcoVadis. This latest membership is in line with Azelis' strategic course of becoming industry benchmark when it comes to sustainable business practices.

Source:happi.com February 27, 2020

## Sustainability, innovation continue to shape home care

The calendar may have turned to 2020, but suppliers to the global home care industry say they expect the year to play out much the same as 2019, with similar gains and a focus on sustainability and innovation. It all comes at a time when sales within the mature US laundry care category rose just 2.1% last year to about \$7.5 billion, according to IRI. Happi met with several industry suppliers during the recent American Cleaning Institute annual meeting and industry convention (see p. 70).

"Not much has changed (in the market) between 2019 and 2020," observed Ralph Schweens, president, BASF Care Chemicals. "The focus remains on the customer, sustainability and innovation."

The issues may remain the same, but the trend toward customization continues to grow.

"We are investing in innovation, and these core solutions can be customized to fit our customers' needs," said Scott Thomson, senior vice president, BASF Care Chemicals, North America. He pointed out that the company has significantly increased its research and development spending. BASF executives also pointed out that the company's home care and I&I business unit currently offers 143 readily biodegradable ingredients, 70 bio-based ingredients and 51 Safer Choice ingredients in North America.

More than a year ago, Nouryon debuted after the AkzoNobel specialty chemicals business was acquired by The Carlyle Group and GIC. Following the acquisition, Nouryon has transformed from a product-focused company to one with a dedicated market focus, including home and personal care, said Suzanne Carroll, VP-home and personal care specialties.

"Providing a broad ingredient portfolio under one roof will enable us to better engage customers, be more agile and bring new products to market more quickly," she explained.

Carroll joined Nouryon in December. During her 29-year career, she's worked at Rohm & Haas, Dow and, most recently, DuPont.

Cristiane Canto, global business head for home and personal care, Oxiteno, agreed that 2019 was a challenging year, due to the modest performance of the economy in Oxiteno's Latin American markets, the decrease in exports, and the decline in petrochemical commodity prices on the international market.

"Nevertheless, the company remains committed to its agenda of growth and adopted several initiatives for generating value in its businesses and strengthening its competitive position in the market," she said.

According to Daniel Piergentili, VP-BASF Home & Personal Care, North America, one-size-fits-all won't fly in the home and personal care categories. It's about well-being of people and the planet.

"Personalization has already impacted personal care and home care, and soon, we expect it to impact I&I, too," he told Happi.

Like so many other industries, sustainability has become a key driver of NPD during the past year, and suppliers agreed that it will continue to dominate product development.

"Sustainability has been a major trend for a while, but now, consumers are much more educated about sustainability and questionable ingredients," observed Vincent Gass, head of global marketing, Clariant.

He noted that free-from claims are on the rise and traditional preservatives are under fire. Those are just two results from millennial demands for sustainable solutions. Last year, Clariant started the EcoCircle program to look at plastic in a new way.

"New chemistry is biodegradable and, perhaps, bio-derived," observed Eric Peeters, global business director and general manager, Dow Home & Personal Care. "Our personal care business helps us with that type of technology transfer."

### **Innovative Ideas**

In fact, Peeters said Dow will have 25 new product launches in 2020.

"The Dow/Dow Corning merger has led to an explosion of new ideas," asserted Peeters. "We have doubled the number of launches from five years ago. The market likes that. Innovation lets brand owners create new products with new attributes."

Two new Dow products were showcased during ACI Week. Ecosurf Bright 1 Surfactant ADW is a low-foaming, readily-biodegradable surfactant, that is said to build on the success of the Ecosurf surfactant line while advancing to deliver optimal anti-spotting and shine performance, a key need in the market right now. SupraCare 133 Polymer is a fabric conditioner booster that is said to bring superior care benefits like softening with an improved cleaning profile and compatibility with other fabric ingredients, helping to enhance the overall laundry experience while still achieving supremely soft fabrics.


By introducing biodegradable polymers and renewable raw materials, Dow is demonstrating its commitment to advancing sustainability, benefiting customers, consumers and the planet, said Peeters.

"We are looking at ingredients that are biodegradable or bio-derived. We want ingredients that check all of the boxes," observed Peeters. "We can play a role with our scale and our technology."

One area of focus is autodish and laundry detergent liquids, but Peeters also said that anything that is not biodegradable is a potential target. And yet, green isn't everything.

"While sustainability is a key priority, performance is never sacrificed, and we continue to deliver luxurious home care experiences of the highest caliber," he added.

BASF was one of the first suppliers to react to the 1,4-dioxane ban in New York when it launched its Flex surfactant and polymer lineup, and it recently expanded the line by adding more ingredients. The company maintains that formulating with Flex will help its partners comply with regulations ahead of the 2022 deadline. As reported, New York Governor Andrew Cuomo signed a law that prohibits the sale of household cleaning and personal care products containing more than 2ppm 1,4-dioxane and cosmetics products containing 10ppm 1,4-dioxane by the end of 2022.



The expanded Flex gives customers a broad portfolio of flexible formulation options to meet both performance criteria and new industry requirements, according to the executives, who noted that BASF was a US Environmental Protection Agency (EPA) 2019 Safer Choice Partner of the Year Award winner—the only ingredient supplier to earn the distinction.

### Sustainable Developments

Oxiteno recently reviewed its sustainability strategy to better address social, environmental and financial aspects of sustainability. According to Canto, the company's focus is to develop solutions that bring a positive environmental and social impact, such as biodegradable solutions with reduced environmental impact and designing solutions that allow efficient use of resources, minimizing waste and saving costs, such as cold processable solutions which helps to save energy, concentrated solutions which help to reduce packaging and waste and solutions from 100% natural origin and ISO 16128 compliant. Canto said 16% of Oxiteno's HPC solutions are from 100% natural origin; 34% of HPC solutions are compliant with ISO 16128 and 60% of HPC solutions are natural-based.

"Sustainability is being embraced by a growing number of companies as a strategy to satisfy the demands of increasingly conscious consumers who expect brands to be accountable for their manufacturing practices, providing transparency and reducing their overall carbon footprint," she observed.

Within its portfolio, Oxiteno offers concentrated surfactants and rheology modifiers that allow the development of concentrated products that help to reduce packaging and waste; cold processable solutions that help to reduce use of energy; and ingredients from 100% natural origin, including Alkapon fatty alcohol sulfates, Oxiflow multifunctional rheology modifier, Oxismooth green emollients, Oxizymes enzymatic surfactant solution, Alkonat fatty alcohols, Glucosurf alkyl polyglucosides and Glicezol GMS glycerol esters.

Thanks to its Akzo Nobel heritage, Nouryon has a strong position in sustainable chemistry, according to Stuart Holt, global technical marketing manager-cleaning for Nouryon's Home and Personal Care Specialties.

"Last year, the overall market had reasonable growth of 2.0-2.5%, but it was significantly outperformed by green chemistry, which posted double-digit gains, and, in some instances, increases ranging from 20-30%," he told Happi.


And what does it mean to be "green" for consumers? Holt said there are several factors, including biodegradability, ecotoxicity and third-party verification that is readily understandable for consumers.

Nouryon has introduced Dissolvine GL (GLDA), which it describes as a safe and biodegradable chelate that is a sustainable alternative to phosphonates, NTA and EDTA in several applications, including detergents, personal care and cosmetics, hard surface cleaners and automatic dishwashing formulas.

"With our broadened portfolio together under one roof after our following reorganization, we expect to develop performance synergies between ingredients that can be of use to our customers. An example is we've found the synergies between ingredients chemicals such as biocides and chelants," explained Holt. "Together, we can enhance customer formulation performance with fewer ingredients or using lower ingredient concentrations to achieve the same effect."

At the same time, Nouryon's reorganization puts it much closer to the customer, which helps startups and multinationals alike find solutions and get products to market faster than ever.

"What's happened in laundry care is happening in the industrial and institutional cleaning market," observed Holt. "There is a move toward more plant-based formulas, less plastic in packaging and green chemistry. It is a change, but we see opportunities to become a critical partner for customers."



New Berol 360 and Berol 366 are narrow-range ethoxylate surfactant degreasers for use in high performance cleaning formulations. Berol 360 is aimed at the I&I market, while Berol 366 is designed for home care formulas. Both are produced from vegetable-based raw materials and the finished products are certified by the Roundtable on Sustainable Palm Oil.

In July 2019, BASF launched Trilon M Max EcoBalanced. It is the first renewables-based Trilon M grade produced according to the biomass approach, which replaces fossil feedstock with renewable feedstock such as bio-naphtha or biogas at the very beginning of production. The renewable feedstock is then allocated to Trilon M Max EcoBalanced, using a TÜV Nord-certified method. This allows BASF to fully replace fossil feedstock by renewables, not only saving scarce fossil resources, but also reducing damaging greenhouse gas emissions, said the company.

"We are heavily investing in development of biopolymers, biosurfactants and enzymes, which will be launched in the coming years," said Piergentili. "This is our main focus; to provide solutions that offer both efficiency and sustainability."

Last year, BASF's alkyl polyglucoside surfactant plant came online in Jinshan, China. In 2018, another APG plant started up in Cincinnati, OH. According to BASF, the moves better serve North American and Asian customers from regional supply points while reducing cross-regional volume flows and shortening lead times. The investments in the US and China also ease capacity concerns at the APG plant in Düsseldorf, Germany. APGs, derived from natural renewable feedstocks, are mild nonionics with a wide range of applications in home and personal care.

In another move, the company is expanding its enzyme business through BASF Enzymes LLC, a wholly-owned subsidiary based in San Diego.

### **An Anniversary at Oxiteno**

In September, Oxiteno celebrated the first anniversary of operations at its manufacturing plant in Pasadena, TX. Canto noted that the unit complies with the safety and regulatory standards and offer high purity materials, aligned with the New York regulations. Pasadena includes best-in-class alkoxylation technology to ensure safety and environmental performance and offers full service on demand customization, according to the company.

"It serves as reliable domestic source of products for Oxiteno's regional and global customers," Canto concluded.

Peeters noted that Dow had \$3 billion worth of online sales in 2019. He explained that simplification is a critical component of supply chain management and online sales can eliminate human error. And digitalization enables Dow to conduct even more electronic data interchange.

"Being efficient brings benefits to the customer," he concluded. "Following the Dow Corning acquisition we've added silicones to our lineup and, it has enabled us to optimize sustainability, performance and affordability."

Evonik's new intoCleaning digital platform, [intoCleaning.evonik.com](https://www.intoCleaning.evonik.com), gives customers access to digital tools, videos, information and documentation about Evonik's products and concepts. The platform is said to be intuitive, user-friendly and available anytime from anywhere.

The platform has been designed for formulators who are searching for product recommendations, for distributors seeking to answer detailed customer inquiries, and for potential customers who want to find out more about the latest products and concepts available from Evonik Cleaning Solutions.

The intoCleaning platform includes a product area, selection tools, videos, certifications and factsheets, workshops and more. According to Evonik, the site enables registered users to catch up on product-specific information and documentation, place sample orders, find the right ingredient for formulations and get insights into consumer trends and concepts.

"The speed of innovation is ramping up," observed Gass. "Test markets are digitized, formulators prototype and test early to create what consumers want quickly. Industry demands it."

One innovative idea from Clariant is TexCare polymers, which form a protective film during washing that keeps clothes clean and white, according to the company. The polymers remove stains even at low temperatures, protect against new soiling, reduce graying and improve wearing comfort by increasing moisture absorption. Multifunctional TexCare polymers are said to work especially well when used for garments with a high percentage of polyester fibers.

TexCare is just one product line in Clariant's CleanJoyable home care concept. The idea is that consumers have peace of mind when their homes are cleaner and tidier, and the process creates a sense of satisfaction. Other products include GlucoPure Sense for dishwashing and Aristocare Smart for hard surface cleaning. GlucoPure sugar surfactants are said to provide the same level of cleaning as traditional surfactants but with a superior sustainability profile. Aristocare surface modification polymers provide a protective film on surfaces so that soils can easily be removed during the next cleaning and water drains more quickly from the smoothed surface resulting in spotless drying without lime scale buildup.

Jarchem Industries, Inc.'s new campaign is called "Clean INCI, Clean Label" for its Care division. The campaign builds on Jarchem's long-standing motto "Based on Nature, Rooted in Science." The year-long campaign will highlight innovative products Jarchem offers that are natural-in-origin and compliant with regulations.

The company notes that label transparency and ingredient safety have been the driving force behind legislation and regulation changes in the cleaning industry for the past decade. Bills such as the California Cleaning Product Right to Know Act and New York's 1,4-dioxane bill have encouraged companies to look for alternative ingredients that are considered "safe" by List of Lists for chemical ingredients.

Jarchem's Clean INCI, Clean Label campaign aims to help formulators navigate their way through Jarchem's extensive portfolio of nature-based products that offer customers the versatility of creating a cleaner, environment-friendly, and functional cleaning formulation.

Jarchem's Jarfactant alkyl polyglucoside surfactants are naturally-derived from coconut and RSPO MB palm. The product line contains a variety of carbon-chain lengths, each having unique properties to suit different applications. Jarfactant products are listed on the Safer Chemical Ingredient List for use in SaferChoice-certified products. Jarfactant6206, is a low foaming hydrotrope that has high caustic solubility and low viscosity. It has been evaluated and listed on CleanGredient.

Jarchem's Biopure GLDA has also recently been added to CleanGredients as a chelating agent. Biopure GLDA is a nature-based low eco-toxicity alternative to EDTA that is biodegradable and has a low impact on the environment. It is comparably effective as EDTA as a metal ion binder for the prevention of calcium scum and antimicrobial boost. Biopure GLDA has good solubility over a wide pH range, making it an easy addition to existing formulations, according to the company.

Clearly, sustainability remains top-of-mind for suppliers and their customers.

"Sustainability drove developments in 2019 and we expect an increased focus on sustainability in 2020," observed Schweens. "It is the key topic of conversation and it goes hand-in-hand with innovation."

Source: Tom Branna, Editorial Director, happi.com March 02, 2020





## Croda Reduces Water Footprint of Hair Conditioners

Croda researchers apply light-scattering theory to measure the rinsability of hair conditioners for better sustainability.

The global issue of water scarcity is abundantly clear. The Earth may be 70% water, but just 3.5% of it is freshwater. More urgent, global water consumption is growing at twice the rate of the population. By 2025, about 1.8 billion people are expected to live in areas with absolute water scarcity. To combat the global water crisis, consumers are rethinking their use of water in personal grooming. Consumers want products that require less rinsing without compromising product performance. As a result, sustainability is becoming integral to FMCG companies' business models. To reduce the water footprint in the personal care industry, a few companies have developed water-smart products with a primary focus on "faster rinsing" claims to conserve water. However, there was no established method to adequately measure the rinsing behavior of the hair care product until this work.

Previously, some companies have studied the rinsability of hair care product by focusing on the hair itself, not the hair care formula as it washes off the hair because the rinsed-off conditioners formed colloidal system while it was rinsed-off from the hair surface, which posed a big challenge on the determination of the concentration. In this study, by combining the Beer-Lambert law, or  $A = \epsilon mCl$ , with the light scattering theory, the calibration curves of the studied conditioners were successfully established, and the concentrations of the rinsed-off conditioners calculated through the measurement of light transmittance using Turbiscan MA2000 instrument.

Source: Happi.com

## E-commerce has greater impact on sustainability than retail

The ever-evolving logistics sector continues to thrive due in no small part to e-commerce, and the sector is taking a leadership position in the ongoing greening of commercial real estate, also due in no small part to e-commerce. Prologis' new research report, Logistics Real Estate and E-commerce Create Sustainability Advantages, tells the story.

Prologis points to research from such entities as MIT and GRESB that concludes that e-commerce is more sustainable than the conventional brick-and-mortar retail method, with transportation being the central factor. Transportation is the largest source of emissions for the U.S., and e-commerce decreases transportation requirements through consolidated delivery. According to academic studies, the transportation element of e-commerce's impact on the environment is less than 50 percent that of in-store shopping.

Per Prologis' research, location strategy, sales channel and technology combine to create notable and lasting sustainability advantage. Location strategy today places goods closer to consumers by consolidating packages to maximize load capacity, thereby reducing overall transport emissions.

As for sales channel, a means of bringing products to the market, e-commerce operators are finding ways to decrease costs via order consolidation and network optimization, which can bring e-commerce's carbon footprint to as much as 50 percent less than traditional retailing's carbon footprint.

Finally, renewable energy and sustainable building technologies are becoming a growing part of logistics real estate owners and users' methods of reducing their carbon footprint. Notably, the use of electric vehicles is increasing, which will have a substantial impact on carbon emissions, as more than 90 percent of trips by parcel delivery vehicles are within the EV-friendly 100-mile range.

### PARADIGM FROM ABROAD

In its research report, Prologis offers an example of sustainable transportation advancements, pointing to a European case study centered on night delivery. Leading European cities have enacted zero- and ultra-low emission zones, where trucks enter cities at night during low-traffic or off-peak hours to make deliveries to smaller facilities within close proximity to consumers. Those deliveries are then shuttled via cargo bikes and electric vans to consumers' homes in the morning.

Source: <https://www.cpexecutive.com/>

## Detergent Packaging solution by Walki: now even more Sustainable

Walki@Pack D is a solution developed especially for packaging washing powders. "D" stands for detergent. It consists of a strong grey cardboard as the base material, a barrier layer for protection from water vapour and a thin, coated paper for printing and finishing. Conventionally, this type of water vapour barrier is manufactured from petroleum-based polymers. As an innovator and pioneer in the field of sustainability, Walki has also developed an even more sustainable concept called Walki@Wood Pack-D, which uses alternatives made from tall oil for the barrier. Tall oil is a by-product of pulp production. As such, it is obtained from vegetable raw materials, but it does not compete with food production. Tall oil can be used to produce coatings with the same properties and barrier levels as those produced from crude oil.

### IDENTICAL PROPERTIES TO CONVENTIONAL COATINGS:

The tall oil-based barrier protects the product just as effectively against clumping, keeps it dry and free-flowing and responds identically in the course of further processing. "The laminate construction with the alternative barrier layer is exactly the same as the previous one and can be replaced without having to adapt packaging production or filling lines. It consists of 100 percent renewable raw materials and is completely recyclable," says Stefan Erdmann, Technical Service & Development Manager Barrier Board at Walki. Walki@Wood Pack D can be used to package any type of powdery, hygroscopic product, such as wallpaper paste or tile adhesive.

### CERTIFIED CIRCULAR POLYMERS FOR A ZERO-WASTE FUTURE:

One step further is a concept that is currently close to market maturity and is expected to be available on an industrial scale from 2020: Walki is a pioneer in the use of certified circular polymers, which allow the material cycle to be closed. This is because they are produced in an innovative process from low-value, mixed plastic household waste that would otherwise be incinerated or landfilled. They are manufactured by SABIC, a long-term Walki partner. "Walki is a pioneer when it comes to sustainability. Today, more than 80 percent of our products are made from renewable or recycled raw materials. Our goal is to increase this to 100 per cent by 2030," says Leif Frilund, President and CEO Walki Group. "We have already taken an important step with our tall oil based barrier solutions. Another step will be the introduction of products with circular polymers."

Source: Walki Press release (packaging 360.in December 20, 2019)

## Fully Recyclable and Sustainable Pack developed by Innovia and Wildcorn

Innovia Films and the German snack manufacturer, Wildcorn have worked together to produce a fully recyclable and sustainable pack for their Wildcorn organic popcorn range.

Wildcorn founded 2016 in Berlin, produces a range of 100% organic, healthy and flavourful snacks, including dry roasted popcorn as a healthy alternative to crisps. In 2017 the company launched its first sustainability program in partnership with Mellifera (the German head organisation for bee protection) to offset their use of agricultural resources by planting flower strips to rebuild/maintain ecosystems.

The joint project to establish a new sustainable packaging standard began soon after the launch of Innovia's Propafilm™ Strata high barrier film which quickly achieved the 'Made for Recycling' logo from Interseroh, an Independent German recycling and consulting company.

Alasdair McEwen, Global Product Manager Packaging, Innovia Films explains "This certification proves the recyclability of our new Strata BOPP film. It has been designed to be a standalone mono filmic solution or, to be used in laminate constructions to be 'recycle ready', or recyclable in countries which have the infrastructure to recycle polypropylene."

Tobias Enge, Founder of Wildcorn explains "Our products are wholesome natural organic snacks, providing a healthier alternative to consumers. But as a consumer goods company we are responsible to look at the complete ecological impact of our product and packaging waste is one of the key challenges of our generation. Today's emphasis on a 'circular economy' is very prominent so we decided to find a structure for our packaging that is fully recyclable while providing premium product protection. Ensuring that our consumers still experience the same high quality and taste they have come to expect. "

To make the Wildcorn pack, a lamination of Propafilm™ Strata and a white cavitated OPP was used. This construction was also tested by Inter-seroh and they confirmed that it was fully recyclable, awarding the pack the 'Made for Recycling' certification.

Propafilm™ Strata provides a very effective barrier to aroma, mineral oils and oxygen even at high relative humidity levels ensuring increased shelf life and reduced food waste. It is glossy, is food contact compliant and chlorine free. The film is suitable for use in a range of markets, is printable and offers a wide seal and hot tack range.

Engel continues "Moving forwards, we plan to move all our products to the new sustainable format and continue the development of a sustainable packaging."

Source: Innovia Films website (packaging360.in December 24,2019)

## Sun Publishes Sustainability Report

Sun Chemicals released its 2018 Corporate Sustainability Report, which focuses on how its commitment to sustainability has led to new products and services that help customers improve their eco-efficiency goals. The 2018 report shows that Sun Chemical achieved its recent energy and water usage goals and highlights various initiatives that Sun Chemical has implemented to increase its overall commitment to developing sustainable solutions for customers, such as: a long-term strategic target to reduce CO2 levels by at least 30 percent by 2030, the reduction of water usage beyond the 32 percent achieved in 2018, the identification of areas to improve in driving innovation of sustainable procurements, as highlighted by EcoVadis, a leading provider of business sustainability ratings, its connection to CEFLEX to promote a circular economy for flexible packaging greater levels of bio-renewable content in Sun Chemical products.

"Brand owners know that sustainability is critically important to today's consumers," said Gary Andrzejewski, corporate vice president, environmental affairs, Sun Chemical. "Consumers want brands to partner with suppliers and companies that are equally focused on eco-efficiency in their products during all stages of production, from manufacturing to distribution. Sun Chemical is committed to ensuring the sustainability of its own products by increasing bio-renewable content in our products, improving plant recyclability, and reducing waste."

"We're proud of the progress we've achieved as a company toward our sustainability goals, but as the industry leaders, we're determined to push ourselves further," said Michael Simoni, Global Product stewardship leader, Sun Chemical. "Developing, manufacturing and distributing sustainable products helps Sun Chemical uphold its reputation for quality, service and innovation while increasing the use of bio-renewable and recyclable materials for our customers."

The Sun Chemical sustainability report also highlights its policy on good manufacturing practices (GMP) that focuses on contamination control and hygiene management for products such as inks for food packaging, pharmaceutical packaging, cosmetics, and hygiene applications. The GMP policies not only limits contamination risk, but also ensures less waste in facilities.

The Sun Chemical sustainability report is available to customers and can be requested online at [www.sunchemical.com/sustainability](http://www.sunchemical.com/sustainability). Customers can also calculate the initial carbon footprint for their facility operations by visiting <http://www.sunchemical.com/services/consultative-services/>.

### About Sun Chemical's Sustainability Policy

Sun Chemical's sustainability policy stresses its responsibility to raise awareness about environmental issues in the graphic arts industry. Product stewardship and risk management are also important components of the policy with a commitment to take an analytical-based approach to its efforts.

Providing customers with enhanced sustainability of their processes and end products is the ultimate goal of Sun Chemical's sustainability policy. In order to reach that goal, Sun Chemical will use rigorous development processes and analytical tools to evaluate and improve the eco-efficiency of both its manufacturing procedures and products.

This data-driven approach in the policy means Sun Chemical will be able to set improvement targets for its processes on energy and water consumption, greenhouse gas emissions, and solid waste emissions as well as develop products with a structured approach that includes risk management and eco-efficiency improvements as criteria.

Focusing on "Getting More--Using Less--Eco-efficiency," Sun Chemical's sustainability policy underscores its proactive role in minimizing the life cycle footprint of its products and its customers' impact on the environment.

#### About Sun Chemical

Sun Chemical, a member of the DIC group, is a leading producer of printing inks, coatings and supplies, pigments, polymers, liquid compounds, solid compounds, and application materials. Together with DIC, Sun Chemical has annual sales of more than \$7.5 billion and over 20,000 employees supporting customers around the world.

Source: Happi.com December 03, 2019

## Coty Updates Sustainability Platform

Coty has announced its updated sustainability platform, "Beauty that Lasts," with goals focusing on three pillars—people, products and planet. Coty contends the platform is part of the company's turnaround plan to build a better business while making a positive contribution towards societal, ethical and environmental change within the beauty industry. It also reinforces Coty's continued support of the UN Global Compact Ten Principles that was announced five years ago, according to the beauty giant.

"We want to ensure our business is ready to compete in a more circular economy and to benefit from a more inclusive society," said Pierre Laubies, Coty, CEO. "We have seen huge interest and momentum from our associates, consumers and customers in these areas. We believe that by confirming targets, we will inspire action; and these goals will allow us to play a role alongside our peers to deliver meaningful impact in our industry."

This year Coty implemented a newly created product sustainability index which will ensure its brands and designers make informed choices for all new product developments. This approach was piloted with launches such the weDo Professional eco-ethical line of haircare products, and CK Everyone, a gender-free, clean and environmentally conscious fragrance, Coty noted.

Coty said that responsible sourcing of ingredients remains a priority as well. For example, greater traceability of Indian mica is a step to achieve 100% responsible sourced supply. As one of the founding members of the Responsible Mica Initiative, Coty will continue its work to ensure that Mica exports are fully traceable to source mines and processing units.

As of 2020, Coty said it will include sustainability criteria in the conception of all new products and share progress on its high profile ingredient management process.

By 2022, Coty said it will improve responsible sourcing and transparency in its supply chains, including:

- Aim to purchase 100% mass balance certified palm oil for our production sites
- 100% responsibly sourced Indian mica.

By 2025, Coty said 100% of the packaging for new products will include recycled material or be recyclable, reusable or compostable.

Coty also plans to further protect and conserve natural resources to achieve a healthy, clean and safe environment. Against a 2017 baseline, the company has already reduced the combined scope of emissions from offices, factories and distribution centers by 21%, and reduced total building energy consumption by 19%.

By 2030, it plans to:

- Reduce absolute CO2 emission across the entire value chain by 30%
- Continue energy reduction by 25% and switch to 100% renewable energy
- Further reduce, reuse or recycle, sending zero waste to landfill and recycling 80% waste generated.

Coty's plan also addresses diversity and inclusion. The company has continued its partnership with the international advocacy group Global Citizen since 2017 to fight prejudice and discrimination. As of December 31, 2019, over 200,000 actions have been taken in support of Coty sponsored campaigns.

By 2025, the company plans to accelerate the inclusive training of its teams and maximize its diversity; commit to gender balance in our leadership positions; broaden the measurement and reduction of gender pay gaps; continue to support Charter for Change; ensure 95% of associates complete compliance training annually; mobilize 500,000 Global Citizen Actions behind Coty campaigns.

Source: [happi.com](https://www.happi.com) February 05, 2020



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## PATENT NEWS

### Magnetic Field Used in Decorative Cosmetics

US Patent No. 10,543,153 B2 (PieroOrigo); Art Cosmetics SRL, Mozzanica, Italy, has patented a cosmetic product having a decorative pattern consisting of one or more colors, comprising a cosmetic composition including one or more dyes and/or pigments which contain magnetic or magnetizable particles.

The cosmetic composition is housed in a container enclosing a magnet capable of generating a magnetic field. The decorative pattern is made from the dyes and/or pigments positioned and/or oriented in the container by the magnetic field. The cosmetic composition is in the form of a free powder.

Source: Happi.com March 04,2020

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### Treatment Increases Skin Adipogenesis

US Patent No. 10,548,835 B2 (Scott W. Wenzel, David J. Tyrrell, AlenciaVanay Grice, Stephanie VandeVen Teat, Jeffery Richard Seidling) Kimberly-Clark Worldwide, Inc. patented a method for increasing adipogenesis of the face and body. The method is comprised of topically applying a composition that is comprised of an Undaria extract, a Bidens extract and a hydrophilic carrier.

Source: Happi.com March 04,2020

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### Warming Cosmetics Is L'Oréal's Hot Idea

US Patent No. 10,517,805 B2 (Kelly George, Mickaël Poletti, Allison Elder, Gerald Keith Brewer, and Aaron David Poole); L'Oréal, Paris has patented a composition that consists of: magnesium sulfate, PEG-7 caprylic/capric glycerides, PEG-8, glycerin, citric acid, dimethicone, dimethiconol, silica dimethyl silylate, silica, fragrance, water and capryloyl salicylic acid. When the composition is exposed to water and subjected to cyclical mechanical mixing having a peak cyclic or oscillation frequency of 168 Hz, the composition provides a temperature increase of 4-6°C greater than a temperature increase of the composition subjected to manual mixing.

Source: Happi.com March 02,2020

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### Transdermal Delivery of Glutathione

US Patent No. 10,548,830 B2; Rachel Sarah Levine, North Vancouver, Canada, has been awarded a US patent for a transdermal patch formulation that is comprised of glutathione, aloe vera, polyvinylpyrrolidone, lecithin, an isopropyl palmitate, and caprylic and capric triglycerides.

Source: Happi.com March 01,2020



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## Clourblock Nail Polish

US Patent No. 10,548,820 B2; Cindi Klar-Barna and Corey Barna of New York, NY patented a method for filling a nail polish bottle with a nail polish composition. It entails placing a nail polish bottle to be filled with nail polish at an angle relative to a horizontal plane; filling a first portion at an angle with a first nail polish layer comprising a first coloring material, which exhibits a first characteristic color, dissolved therein; waiting until a first film layer forms over said first nail polish layer; and filling a second portion of the bottle at an angle with a second nail polish layer comprising a second coloring material, which exhibits a second characteristic color, dissolved therein. The first and second nail polish layers are separated by a film layer.

Source: Happi.com March 01,2020

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## Lemon-Lime Flavor Mouthwash

US Patent No. 10,524,993 B2 (Jeralyn R. Fantarella, Patrick Harewood); Fantarella&Harewood, Hamden, CT, has patented a non-alcohol mouthwash composition with lemon-lime flavor. It contains water, glycerin, xylitol, purified inner aloe vera leaf powder, potassium sorbate, poloxamer 407, sodium fluoride, calcium lactate, monobasic sodium phosphate, natural ginger flavor extract, natural peppermint flavor, natural lime flavor and natural lemon zest flavor.


Source: Happi.com March 01,2020

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## L'Oreal patents Dyeing process

US Patent No. 10,485,744 B2 (Arno Wahler); L'Oréal has patented a process for treatment of keratinous substances that entails applying a composition that comprises at least one nonionicallypolyglucoside surfactant, at least one metal salt and at least one thickening polymer; optionally wiping mechanically, drying, or rinsing the keratinous substances; and applying a second composition that is comprised of at least one ortho-diphenol derivative

Source: Happi.com February 03,2020



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## ASSOCIATION NEWS

### American Cleaning Institute relocates in Washington DC

The American Cleaning Institute has moved its headquarters in Washington DC. As of December 9, ACI's new address is 1401 H Street NW, Suite 700, Washington DC 20005. All phone numbers remain the same—Tel: 202.347.2900; Fax: 202.347.4110; Email: info@cleaninginstitute.org

The new address keeps the Association close to legislators and decision makers, but it also provides improved facilities for member meetings, according to ACI President and CEO Melissa Hockstad.

"The new location will enable us to connect even more with our members," explained Hockstad, who noted that ACI's outreach program has reached 80 companies and 350 association members.

Source:Happy.com December 4, 2019

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### Cleaning for Coronavirus: ACI Suggests Website

Knowing that hygiene, cleaning and disinfecting products are important tools in preventing the spread of infections, the American Cleaning Institute (ACI) website now features a "Cleaning for Coronavirus" page with updated information for consumers and companies alike.

"Targeted hygiene practices can go a long way to help keeping families and communities safe," says Melissa Hockstad, ACI President & CEO. "We are showcasing the advice of the Centers for Disease Control & Prevention (CDC) and other agencies in recommending how handwashing with soap and water, using alcohol-based hand sanitizers and using disinfecting products properly are important tools in helping control the spread of the novel coronavirus."

ACI's Cleaning for Coronavirus page is updated throughout the week with new information from public health and government agencies as well as news stories with useful advice for the public.

"ACI is proud to echo the science and research-based messaging of CDC, EPA and other organizations from around the world who are working around the clock to contain the spread of the novel coronavirus.

"We will continue to focus our year-round outreach efforts on describing the safe, proper and beneficial ways to use hygiene, cleaning and disinfecting products to help prevent the spread of illness and disease."

Source:happy.com March 05, 2020

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### ISSA Celebrates National Cleaning Week

ISSA, a worldwide cleaning industry association, is celebrating National Cleaning Week, March 22-28, 2020. The association is offering opportunities to get involved in this national recognition of the cleaning industry, its workers, and the value of clean as part of the week-long celebration.

National Cleaning Week celebrates the value of clean and the important, positive impact cleaning has on public health, the environment, and our economy. ISSA has conducted research on how regular and proper cleaning in offices, retail spaces, restaurants, schools, hospitals, and at home can result in significant public health and economic benefits. For example, a clean work environment results in a 2-8% gain in worker productivity and customers strongly prefer to patronize restaurants and stores that are clean.



Additionally, there are more than 800,000 businesses nationwide in the cleaning service industry employing 3.5 million workers to keep the places where we work, shop, dine, and live clean.

"As the leading trade association for the cleaning industry worldwide, it's important we take an active role in promoting the value of clean, advocating on behalf of the industry at the federal and state levels, providing education and training, thanking cleaning service workers, and raising the profile of the cleaning industry," said John Barrett, ISSA executive director. "Together we can change the way the world views cleaning in part by telling our stories and educating the public about the value of clean during National Cleaning Week."

ISSA has created a number of opportunities to participate in National Cleaning Week, including:

Share with ISSA and on social media your stories about the value of clean and how you're celebrating #NationalCleaningWeek.

Share National Cleaning Week graphics on websites and social media ([Download graphics here](#)).

Tell customers, employees, and friends about National Cleaning Week and the value of clean.

Attend ISSA's first-ever Clean Advocacy Summit, March 25-26, in Washington, D.C. Attendees will learn about public policy issues facing the industry, meet with congressional offices, and network with other industry advocates.

Become an ISSA Advocate for Clean and receive ISSA advocacy updates. You'll be among the first to hear about pressing legislation, compliance deadlines, advocacy events, and training. You'll also receive tips on how to easily contact elected officials regarding critical federal and state issues and legislations affecting the industry.

Enhance your career and business through specialized ISSA training. During National Cleaning Week, use promo code CMI50 for US\$50 off U.S.-based Cleaning Management Institute (CMI) events.

Support ISSA Charities. Tax-deductible donations go a long way in allowing ISSA Charities to clean the homes of cancer patients, advance women in the cleaning industry, and support the future of clean through scholarships and company internships.

Source: [happi.com](http://happi.com) March 05, 2020



# PACKAGING

## Principles for Management of Plastic Packaging in a Circular Economy

The International Network of Cleaning Products Association (INCPA) recognizes that cleaning and maintenance products are essential to society. INCPA members are committed to developing, manufacturing, distributing and marketing innovative, sustainable and effective products that protect health and quality of life through cleanliness and hygiene, can be used safely when following the label instructions, and that meet or exceed regulatory safety requirements. INCPA members are promoting and contributing actively to multiregional initiatives such as the UN's Sustainable Development Goals, the Oceans Plastics Charter, Alliance to End Plastic Waste and/or other relevant international, regional and country circular economy approaches via different voluntary industry initiatives. INCPA members are committed to the fundamental principles of a circular economy including to design out waste and pollution, keep products and materials in use, and regenerate natural systems.

INCPA supports the following principles for the management of plastic packaging:

- A thoughtful discussion on managing plastic packaging waste requires early engagement with relevant industry stakeholders across the value chain.
- Packaging is necessary to ensure product safety, integrity and to avoid waste and spoilage. Therefore, any waste management program must preserve the ability to protect the health and safety of consumers and workers to allow for the safe transport, storage and use of the products they contain.
- Any jurisdiction transiting into circular economy of plastic packaging must first consider its infrastructure conditions.
- Plastic packaging related definitions including materials and standards need to be clear and harmonized to the greatest extent possible.
- Any programs for managing plastic packaging waste, including Extended Producer Responsibility (EPR) programs, should be based on sound science and lifecycle analysis by taking into account proportionality, costs, infrastructure, existing systems, including industry voluntary initiatives.
- Cultural consumer behaviour of the respective jurisdiction should also be considered while developing and providing effective tools to cost-effectively manage plastic packaging waste programs.
- Education and communication with consumers and product users as to their valuable role is key to the success of any program for managing plastic packaging waste.
- All such programs should be developed transparently and in consultation with relevant stakeholders and be subject to their review and comment to ensure aligned, implementable processes and effective results.
- Opportunities for inter-industry and cross-sectorial dialogue and collaboration need to be developed in order to effectively facilitate and implement feasible circular solutions for plastic packaging waste.



The International Network of Cleaning Product Associations (INCPA) is an informal coalition of trade associations located in various regions of the world that represent cleaning and maintenance product formulators. INCPA coordinates and actively engages in targeted efforts to better understand and address chemical ingredients management issues of an international or a cross-regional nature that affect the cleaning products industry.

Source:

## Love Beauty and Planet Addresses Waste

Coming off of Black Friday & Cyber Monday, Love Beauty and Planet is shedding a light on holiday waste this season. Thanksgiving through New Year's is a time of giving with family and friends, but it's also a time of waste. Estimates show that the holiday season alone accounts for a 25% increase in trash, or 25 million pounds of waste in the form of packaging, paper, bows and unused gifts sent to landfills.

On Sunday, December 8th, Love Beauty and Planet will transform a New York Times centerspread ad that readers can reuse as planet-friendly wrapping paper to urge gift-givers to rethink their holiday waste.

By transforming a centerspread into wrapping paper that readers can reuse, Love Beauty and Planet is giving the paper a second life—in fact, the company claims that if every American household upcycled this page as gift wrap instead of buying new gift wrap, we would save enough paper to cover NYC's Central Park 15 times! The design was created in partnership with illustrator Leah Duncan, and inspired by shared love for the planet and the small acts each of us can do to help make it cleaner, greener and more beautiful.

While Love Beauty and Planet's wrapping paper ad will be available exclusively in the Main News section of the December 8 issue of the New York Times, the brand hopes to shed light on holiday waste and inspire #small acts of love that can add up to a big impact for the planet—this holiday season and beyond.

Source:Happi.com December 4, 2019

## Eco-Friendly Packaging Options from ABA Packaging Corp

ABA Packaging Corp. is committed to working with our existing supplier base and new suppliers world-wide to provide real eco-friendly primary packaging solutions for cosmetic, fragrance, and personal care applications.

A large segment of our customer base, from the very smallest entrepreneur to the largest multi-national companies, have expressed a strong interest in finding primary packaging components for their new projects that are the most eco-friendly. Many of these customers have a personal interest and goal of moving forward with the most environmentally friendly packaging options. Others are being driven in this direction due to demands that are being put forward by their consumer base and the retailers. Probably 70% of the customers that visit our tradeshow booth at the various shows that we participate in have eco-friendly packaging on the top of their to-do list.



First and foremost, any and all primary packaging options that offer an eco-friendly advantage must: - Be able to contain the product - Be able to protect the product - Be compatible with the product - Be able to effectively dispense the product - Comply with regulations and requirements Many of the small brands and entrepreneurs need guidance in this area and our support teams work to help them find viable options to meet their goals. The sales team at ABA Packaging Corp. is able to offer them primary packaging options in glass, plastic, and metal that offer eco-friendly advantages. Glass continues to be a strong option due to its high level of recyclability and established material waste streams. In plastics, we can offer tubes, bottles, and jar packages that contain certified Post-Consumer Recycled (PCR) materials up to 100% in many cases. We have focused our efforts and resources in recent years toward promoting aluminum metal packaging as an eco-friendly option. ABA Packaging has partnered with great manufacturing partners to offer highly decorated aluminum bottles and cans, one piece threaded aluminum caps, and completely sealable jar packages. Aluminum is a sustainable material and it is 100% recyclable. In fact, aluminum can be endlessly reprocessed and reformed without any loss of the metal quality. The recycling process for aluminum uses only 5% of the energy required for primary production. For years the worldwide demand for recycled aluminum has by far exceeded supply. Aluminum is lightweight which equates to lower costs for transportation which adds to a lower carbon footprint. BP

Source:

## Sugarcane-based Plastic Packaging co-developed by Braskem and Biowash

Braskem announces another partnership to leverage the development of sustainable solutions. All 1-liter and 5-liter packaging of the Brazilian company Biowash, a pioneer in the development of 100%-biodegradable natural homecare products, now will be made from a mixture of renewable plastic, made from sugarcane, and post-consumer resin (PCR).

"The initiative reinforces the movement towards the circular economy, which is very important to Braskem and depends substantially on working together with our clients, partners and society in general. In this context, we are seeking more partnerships to develop new solutions that meet market trends, considering important aspects such as prior selection of raw material, design and the product's reintroduction into the production cycle through recycling," explained Rafaela Baldin, who is the client's main interface at Braskem.

Reinforcing the importance of collaboration, the partnership also includes the converter Greco &Guerreiro, which is responsible for producing and supplying the new sustainable packaging to Biowash. The containers, which are used for concentrated multipurpose cleaners, laundry detergent and dishwashing soap, will contain 60% Braskem's biobased plastics and 40% PCR resin obtained from recycled plastic products.

Since more than half of its composition is biobased "I'm green™" plastic, which during its production captures CO<sub>2</sub>, an important greenhouse gas, the solution captures 6.30 tons of CO<sub>2</sub> every year, which represents a reduction of up to 168% in emissions compared to conventional packaging solutions. According to Braskem, the volume of CO<sub>2</sub> captured every year by the product is six times larger than the amount of CO<sub>2</sub> absorbed by 1,000 new trees grown over ten years.

And because it contains post-consumer resin, the packaging is even more sustainable, since it contributes to plastic waste being used as a raw material and gaining a new use in the production chain. "Using 40% natural PCR incorporates more sustainability into the packaging, while improving, without the use of dyes, the visual impact, which makes a difference at the point of sale. The collaborative effort, the awareness raised, the social inclusion of recyclable material collectors and cooperatives and the focus on circular economy combine all the values that have guided the business of Greco &Guerreiro over its 30 years in the market," said Marcelo Guerreiro Mason, the company's sustainability director.

According to Biowash, the partnership goes far beyond its permanent commitment to quality and to respect for the environment. "This is Biowash's first step in delivering sustainable packaging, but we are still counting on consumers to do their part, by always sending their bottles for recycling," said Becky Weltzein, the company's managing-partner.

In addition to signing partnerships for developing and improving its I'm green™ portfolio, which includes bio-based and post-consumer solutions, Braskem continues to invest in actions to strengthen conscientious consumption and the contribution of plastics to the sustainable development of society.

"The packaging addresses important issues, such as the safety of the final product, but it also represents the face of the brand and reinforces its identity in the market and with consumers, which leads us to believe that the partnerships we forge in this segment will help us convey a positive message to society. More importantly, we believe that engaging in the value chain will help us to advance in our purpose, which is to improve people's lives by creating sustainable solutions in chemicals and plastics, such as the new packaging for Biowash," concluded Baldin.

Source: BraskemWebsite 27 Dec, 2019 (packaging360.in)

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## Smart Packaging Initiative Tool: Helping Manufacturers produce more Eco-Friendly Package Designs

Packaging plays many important roles in the toy industry. It facilitates the transport and display of products, and helps reduce breakage. Packaging is crucial in telling a story on-shelf in a split second.

The Toy Association's Smart Packaging Initiative (SPI) Tool will help companies make simple packaging changes that can benefit the environment even as they construct innovative package designs.

Working in partnership with The Walt Disney Company, the SPI tool allows toy companies to determine the environmental impact of their packaging, test alternatives, and benchmark the impact of their designs against those produced by the rest of the industry. The tool is only available to Toy Association members.

The Toy Association hosted a webinar, "Understanding How to Use The Toy Association's New Smart Packaging Initiative Tool," that provided an introduction and an overview, demonstrating how to enter necessary inputs, how to "test drive" alternatives, and how to determine the score of packaging choices relative to the rest of the industry. A recording of the webinar is available to Association members.

Source: Toy Association (packaging360.in December 23, 2019)

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## Trinseo, Greiner Packaging to advance use of rPS

Trinseo SA and Austria's Greiner Packaging have joined forces to advance the use of recycled polystyrene in plastic packaging applications.

The project will involve developing and testing new materials containing recycled PS for packaging purposes, Trinseo said in a Dec. 17 release.

"We are pleased to announce this collaboration with Greiner Packaging and are encouraged by the great momentum it will bring to close the loop with recycled content," said Nicolas Joly, global business director, polystyrene and feedstocks at Trinseo.

The collaboration with Greiner was announced less than a week after Trinseo entered into a similar partnership with German packaging specialist Fernholz, highlighting the U.S. company's commitment to achieving full "circularity for PS."

The project marks a key milestone in Trinseo's stated ambition to offer PS packaging materials with an average of 30 percent recycled content to customers in Europe by 2025.

Trinseo is a founding member of the European industry initiative, Styrenics Circular Solutions (SCS), within the scope of which it is planning to build a "first-of-its-kind" PS chemical recycling facility in Europe in the near future.

Headquartered in Berwyn, Pennsylvania, Trinseo is pursuing the circularity of polystyrenes through various technologies, including depolymerization, dissolution and clean mechanical recycling.

"We are aware of our responsibility and therefore focus on sustainable actions and solutions for a circular economy at all product groups. With our strategy, we want to show that sustainability and plastics do not conflict with one another," said Gernot Desch, category manager plastics, Greiner Packaging.

Source:PlasticNews.com December 20, 2019

# ARTICLE

## Coming Full Circle: How the Home Care and I&I Industries Subscribe to Circular Economy

In recent years the circular economy model has gained heightened awareness in politics and industry, due to society's growing appreciation and concern regarding sustainability. The shift from a linear economic model toward a system with closed loops, guides industries to use resources as efficiently as possible.

An Industrial and institutional (I&I) cleaning process might not be the first thing that comes to mind when discussing an economic system with closed loops; however, upon closer inspection, the I&I cleaning process is precisely where innovation and improvement thrive. The I&I circular economy focuses on the sustainable usage of resources: those used for the cleaning process (water, energy, chemicals), as well as the items being cleaned.

This development aligns closely with digitalization and automation, which are pillars of the I&I industry, and yet are relatively newer concepts in household cleaning (Home Care) processes. Unlike household machines, industrial cleaning machines boast higher degrees of flexibility, enabling the cleaning processes to be more easily re-programmed; cleaning process innovations are directly implemented, removing the need to wait for next generation machine advancements.

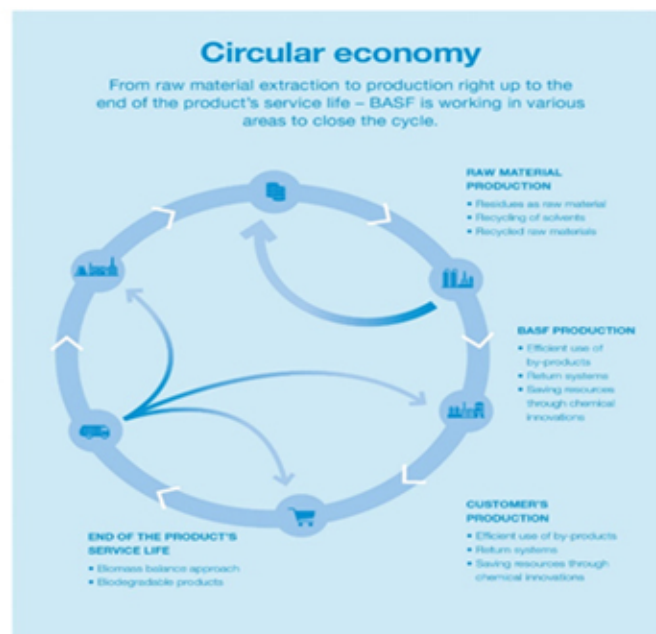
Through its broad industry-dedicated portfolio, BASF Home Care and I&I Solutions offers its customers numerous ways to close their process loops, namely for the cleaning process by using the optimal ingredients and saving resources throughout the value-added chain.

The circular economy model requires fundamental changes with respect to behavior and the use of technology. Optimal solutions will only be achieved when the maximum number of parts in the value-added chain work together. When this is accomplished, additional value is created for all parties along the chain.

New products developed by BASF Home Care and I&I Solutions contribute to the circular economy approach. The main objectives are saving resources and/or keeping the cleaned items in the loop as long as possible, thereby avoiding waste.

The BASF interpretation of the circular economy concept follows two complementary approaches. The first, "KEEP IT SMART", is designed to make processes and products more efficient (both for in-house production and for the customers' production processes) by using raw materials efficiently, which leads to waste minimization and prevention. The second approach, the "CLOSE THE LOOPS" approach, aims to create a second life for products and materials

Urbanization and population growth are two global megatrends that are impacting how people spend their time: there is an increased number of activities that are not only taking place in shared spaces but also are taking place outside of the home. Laundry and food preparation are two such services that were once traditionally considered to be in-home processes; today, they are being replaced by I&I ones. More examples of this transformation abound and fortunately BASF offers solutions for all I&I market segments.



**Food Service & Kitchen Hygiene:**

The trend towards eating outside the home continue to rise, leading to an increased demand for cleaning in commercial kitchens and connected facilities. Restaurant-grade dishwashers, as compared to personal ones, clean in a fraction of the time: 2-3 minutes vs. 1-3 hours, respectively. A challenge facing the I&I industry is how to ensure that drying completion is not sacrificed for increasing number of plastic components washed in industrial dishwashers.

Another challenge facing formulators is how to reduce the amount of freshwater used per item cleaned. Water can be reduced; however, the amount of soil will stay the same, leading to decaying food soils that heavily foam.

BASF's Plurafac® LF RA-P reduces water and energy consumption while defoaming the cleaning liquor and improving the drying of plastic parts, solving an industry-wide challenge.

As the collective conscious regarding sustainability grows, so too does the need for sustainable ingredients that contribute to a circular economy. BASF's chelating agent Trilon® M offers considerable advantages for industrial dishwashing processes. The product is readily biodegradable and complies with the requirements for the EU Ecolabel – yet offers superb cleaning performance. Trilon M can be used to substitute STPP and phosphonates or other chelating agents with a less positive ecological impact. Within BASF's chelate portfolio is Trilon® Ultimate 2G, an ingredient that can extend the lifespan of washed glasses. BASF's wide offering of solid formulations is poised to continue contributing significant energy, costs, packaging, and space savings, while simultaneously increasing application safety.

**Commercial textile cleaning:**

In the industrial laundry space, the business model of one company owning, leasing out, and cleaning professional workwear or hotel and hospital linens is growing. Understandably, approximately 25% of these companies' capital is tied to these textiles. Therefore, extending how long these items are "in the loop" is critical for improving sustainability and decreasing business costs.

Maintaining the integrity of the fiber is of the utmost importance due to its high replacement cost and the increasing need to close an additional "loop."

Reductions of temperature, pH, and mechanical stress, coupled with a high-performing detergent, significantly decrease re-wash rates and ultimately contribute to the overall environmental impact.

Thanks to BASF's protease enzyme Lavergy® Pro 104L, textiles can be cleaned at low temperatures of 20°C to 40°C without compromising on the overall cleaning performance. In milder washing conditions, textiles are protected, their service life prolonged. The enzyme is rapidly biodegradable, based on partially renewable raw materials, and fulfills the EU Ecolabel criteria.

Another critical factor that must be considered when washing textiles is the prevention of greying whites and other light colors. Linens rented out to hotels or hospitals, for example, need to be in an agreed-upon color range, otherwise they will bypass the sustainable impacts of the circular economy en-route to becoming waste when discarded too soon. With Sokalan® HP 20 BASF offers an effective solution to slow down the reying process and keep the textiles in use longer.

**Building Care:**

In modern buildings an increasing number of different surfaces needs to be cleaned. Material compatibility can play an important role in preserving the value of the cleaned areas. BASF supports its customers with deep knowledge of its product ranges' material compatibility.

Another way to protect the cleaned surfaces is to reduce the mechanical impact. One way this can be supported is by using BASF's Polyquart® Ecoclean Max, a starch-based polymer that enables the so called "easy to clean again" effect. After the first treatment with a cleaner containing this polymer the surface stays clean longer. The impact for the end-user is an easier clean and a longer time between cleanings.

There are many other examples of how BASF Home Care and I&I contributes to the needs of the circular economy approach. The company has not only designed but also subscribes to various sustainability concepts, ultimately transforming a linear economy into a circular economy.

## BASF's understanding of Circular Economy – Levers

-  **REGENERATE** ▶
  - Renewable energy and materials
  - Protect health of ecosystems
-  **SHARE** ▶
  - Comprehension of the whole value chain
  - Prolong life for multiple use (durability)
-  **OPTIMIZE** ▶
  - Increase performance/efficiency
  - Remove waste in production
-  **LOOP** ▶
  - Recycle and remanufacture
  - Extract biochemicals from organic waste
-  **VIRTUALIZE** ▶
  - Virtual meetings
  - E-books, music
-  **EXCHANGE** ▶
  - Advanced non-renewable materials
  - New technologies (e.g. 3D printing)

### BASF 2019

Meredith Baskies

BASF Corporation

Head of Marketing, Home Care and I&I North America



## Structured Surfactant Technology

by George Deckner, Prospector

Structured surfactants, or lamellar liquid crystal-based systems, are becoming very popular to formulate shampoos and body washes that have unique properties and consumer benefits.

Structured surfactants are formed by combining specific types of anionic, amphoteric and nonionic surfactants in the right ratios in order to provide the correct geometry or critical packing parameter. This enables the formation of liquid crystal lamellar phases containing a close-packed network of spheres or multilamellar vesicles. These so-called spherulites have onion-like bilayer structures with water bound between the layers. This structure is very different from the micelles that exist in conventional cleansers (1). Lamellar or bilayer packing is favored by using surfactants that have branched alkyl chains or by blending anionic surfactants that have large head groups/small tails with nonionics, or amphoteric surfactants that have small head groups/large tails (2). By modifying the salt content, pH, and using high shear mixing, the sheets can be forced into spheres. Many types of surfactants form liquid crystalline phases at high concentrations however only by carefully combining the right surfactants at the proper amounts can this phase occur at more dilute concentrations.

Characterizing structured surfactant formulations

- Ability to easily emulsify oils with low shear mixing; the typical particle size of the emulsion is 1-5 microns.
- Have excellent phase stability at 45-50°.
- Rheology: high zero shear viscosity/yield point and shear thinning behavior.
- Polarized light microscopy: lamellar phases are birefringent and give characteristic patterns when viewed using polarized light.
- Single Angle X-Ray Scattering (SAXS): lamellar phases can be determined by characteristic d-line spacing 1:2:3:4 and a broad peak at 4.5Å.
- Electron microscopy can visualize the multilamellar vesicle structures.

Typically used surfactants (with or without electrolyte)

### Anionic

- Sodium TridecethSulfate
- Sodium LaurethSulfate
- Sodium Lauryl Sulfate
- Sodium LauroylGlycinate
- Sodium Lauroyl Isethionate
- Sodium Lauroyl Methyl Isethionate
- Sodium Cocoyl Methyl Taurate
- Sodium LauroylLactylate
- Laureth 1 Phosphate
- Diethylhexyl Sodium Sulfosuccinate
- Sodium Methyl 2-Sulfolaurate/Disodium 2-Sulfolaurate

### Amphoteric

- Sodium Lauroamphoacetate
- Cocamidopropyl Betaine

### Liquid crystal modifiers

- Trideceth-3
- Laureth 4
- Cocamide MEA
- Cocamide MIPA
- Glyceryl Caprylate/Caprata
- Isostearic acid
- Lauryl alcohol

**Stability enhancers for improving cold temperature stability (loss of viscosity)**

- Thickeners like Xanthan gum, cellulose, and Guar Hydroxypropyl
- Trimonium Chloride

**Commercially available structured surfactant blends**

- Miracare SLB-365 (Water, Sodium Trideceth Sulfate, Sodium Lauroamphoacetate, Cocamide MEA-Solvay Novacare, 40-45% solids)
- Iselux SLC (Water, Sodium Lauroyl Methyl Isethionate, Sodium Lauroamphoacetate, Cocamide MIPA, Sodium Benzoate-Innospec, 44% Solids)

Structured surfactants have shear-thinning rheology with a high yield value, enabling the formulation of pourable liquids that can suspend insoluble oils, silicones, ZPT, and exfoliating beads/powders.

Yield value is the amount of force it takes to cause a product to flow — the higher the yield value, the greater the suspending power of the formulation. High yield value formulations can also create appealing visual effects like having different colored stripes or swirls in the product.

Structured surfactants can incorporate high levels of oil without sacrificing the quality and quantity of the foam or lather. The foam is rich and dense and can deliver a noticeable moisturizing feel.

For example, I have formulated foaming face washes that contain up to 80% oils that are heat stable, foam well, and have good rinse off properties. The particle size of the emulsion is remarkably small due to the extremely low surface tension of the lamellar liquid crystalline surfactant phase, even when the oil is added with low shear mixing.

When formulating with emollients, it is important to choose oils that contain over 30 carbons in order to avoid micelle formation. The formation of micelles will reduce foaming and result in lower deposition. Most vegetable oils would satisfy this criterion.

Additional benefits of using structured surfactant blends include improved mildness with less irritation versus conventional formulations, better hair shine and longer dyed hair color retention due to better emollient deposition. Typically a higher fragrance intensity/duration on skin and hair is seen versus conventional micellar based formulations.

**Examples of marketed products based on structured surfactants**

- Olay 2-in-1 Essential Oils Ribbons Body Wash, Jojoba Extract & Luscious Orchid
- Dove Body Wash Sensitive Skin
- Equate Deep Moisture Body Wash
- Skin So Soft Summer Soft Creamy Body Wash

**Further reading**

Lamellar Gel Network Technology: A Primer

**References**

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2. <https://onlinelibrary.wiley.com/doi/full/10.1111/ics.12439>
3. <https://www.cosmeticsandtoiletries.com/formulating/category/haicare/premium-Structured-Surfactant-Systems-for-High-Performance-Shampoos-209693241.html>

**Key structured surfactant patents**

- Unilever: US 6150312, US 7579781, US 20030171231, US 20050137101, US 8778910
- Solvay/Novacare: EP1203063, US 9187716, US 7488707, US 20060040337, US 20150044157
- Colgate: US7737104
- Dahms: US 20070081953

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#### **About George Deckner**

George Deckner brings over 40 years of experience as a formulating chemist to his role as a personal care and cosmetics industry expert at Prospector. His rich professional background in innovative product development, research, material science and exploratory formulation, as well as a passion for developing products that make people's lives more comfortable and happy, inform the articles he writes for Knowledge.ULProspector.com.

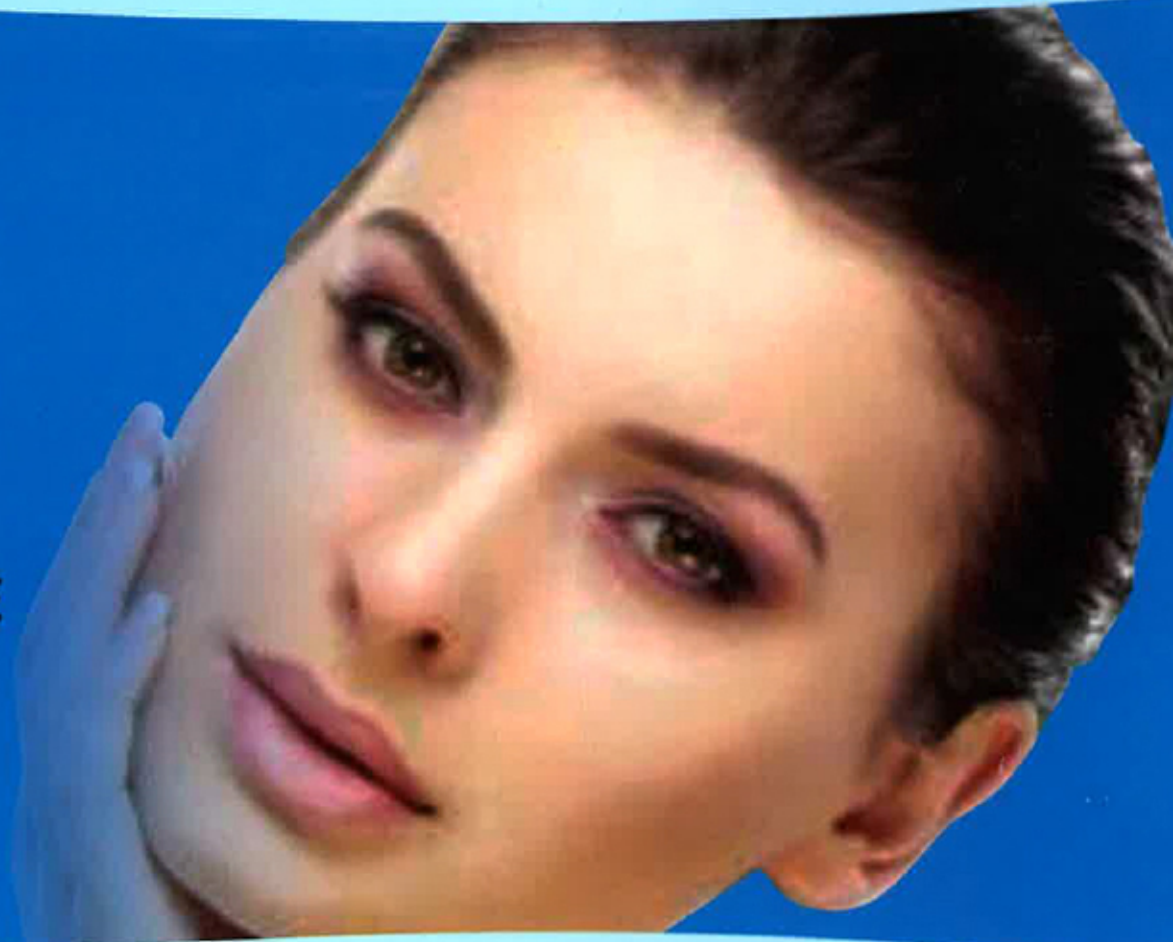
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## **Indian Home & Personal Care Industry Association**

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.



Patanjali Ayurved Limited



IndianOil

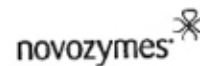
Indian Oil  
Corporation



ECOF  
Industries Ltd.



McNROE Consumer  
Products Private Limited



Novozymes



Emami Limited



Kumar Organic Products Limited  
Ingredients for us

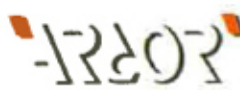
Kumar Organic Products Limited



Sealed Air



Reliance  
Industries Ltd.



ARDOR  
International Ltd.



Aditya Finechem  
Limited



Ultramarine &  
Pigments Ltd.

Ultramarine & Pigments Ltd.

# Affiliate Industry Associates



Tamilnadu Small Scale Soap  
& Detergent Manufacturers Association



Gujarat Small Scale Detergent  
Manufacturers Association



Fragrances & Flavours Association of India



Bengal Soap & Detergent  
Manufacturers' Welfare  
Association

Bengal Soap & Detergent Manufacturers'  
Welfare Association



Maharashtra Soaps, Detergent  
& Cosmetic Manufacturers Association

ASMA

Ahilya Surfactants Manufacturing  
Association



Indian Society of Cosmetic Chemists



## **BECOME A MEMBER**

### **Founder Member**

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

### **Life Member**

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

### **Annual Member**

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

### **Affiliate Industry Association Member**

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

### **Honorary Member**

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

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

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

# International & Regional Associates

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

## INCPA Members



## AOSDAC Members



**TSDMA**  
The Soap and Detergents  
Manufacturers Association

**ISDA**  
Indonesian Soap and  
Detergents Association

**MSDA**  
Malaysian Soap and  
Detergents Association



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

STRUCTURE (IN INR)					
<b>(A)</b>	<b>Founder Member</b>	5,00,000			
<b>(B)</b>	<b>Life Member</b> (By Invitation)	<b>Large Industry</b>	<b>Medium Industry</b>	<b>Small Industry</b>	<b>Micro Industry</b>
	<b>Member</b> (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
<b>(C)</b>	<b>Annual Member</b>	<b>Large Industry</b>	<b>Medium Industry</b>	<b>Small Industry</b>	<b>Micro Industry</b>
	<b>Annual Member</b> (manufacturing)	50,000	30,000	15,000	10,000
	<b>Annual Member</b> (service provider)	40,000	20,000	10,000	7,000
<b>(D)</b>	<b>Affiliate Industry Association Member</b> (by invitation)	Nil			
<b>(E)</b>	<b>Honorary Member</b> (by invitation)	Nil			

## Admisitrative Fees as on 01-04-2018

	Category	Industry Type	Members	GST	*Total	Quarterly	GST	Total
			hip Fees	@18%	Membership Fees	Administrat	@18%	Quarterly
			Amount	Amount	Amount	Amount	Amount	Amount
			(Rs.)	(Rs.)	(Rs.)	(Rs.)	(Rs.)	(Rs.)
<b>FOUNDER MEMBER</b>								
	Founder	All	500,000	90,000	590,000	25,000	4,500	29,500
<b>LIFE MEMBER</b>								
<b>[A]</b>	<b>Member [manufacturing]</b>	Large	250,000	45,000	295,000	20,000	3,600	23,600
	<b>Member [manufacturing]</b>	Medium	150,000	27,000	177,000	10,000	1,800	11,800
	<b>Member [manufacturing]</b>	Small	75,000	13,500	88,500	5,000	900	5,900
	<b>Member [manufacturing]</b>	Micro	50,000	9,000	59,000	2,500	450	2,950
<b>[B]</b>	<b>Associate Members (service provider)</b>	Large	200,000	36,000	590000	15,000	900	29,500
	<b>Associate Members (service provider)</b>	Medium	100,000	18,000	590000	7,500	900	29,500
	<b>Associate Members (service provider)</b>	Small	50,000	9,000	590,000	3,000	540	3,540
	<b>Associate Members (service provider)</b>	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](http://www.ihpcia.org)

# C3 Science

Chemistry, Cleaning and Care

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

## Advertisement Details & Tariffs

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

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

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

\*Note: GST@18% extra

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

- CDR                       .MP4 / .FLV                       Others Specify : \_\_\_\_\_

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

### Payment:

1. By Cheque / DD

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

2. By Money Transfer

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

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