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# Volume III

Issue 3

## C<sup>3</sup> Science

Chemistry, Cleaning and Care

# COVER STORY

Unilever makes progress on its sustainable packaging goals



The Indian Home & Personal Care  
Industry Association

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# Editorial

Dear readers! It is time once again for the next edition (Issue 3) of the C3 Science. We hope that you are enjoying the content and it provides a meaningful resource for your professional needs. Please do continue to provide feedback on what topics you like to see and how we can better improve your reading experience.

As you were aware IHPCIA had on December 5th & 6th organised a two-half day virtual seminar on the theme "The way forward for the next decade for home and personal care industry."

The home care sector is at a pivotal point of its growth trajectory – a 'business-as-usual' approach could sink the sector, however focussing on innovation, keeping quality as a benchmark and keeping ahead of consumers' changing demands will ensure sustained growth in the coming years. This was the key message delivered by Mr. Sanjay Trivedi, Founder Director, Indian Home & Personal Care Industry Association (IHPCIA), during the recently concluded virtual seminar organised by the Association.

"In the new normal we require a change in the way of doing business with an increased focus on liquids and concentrated products, which require less minerals and fillers, less water, and are more energy efficient. The focus should shift from 'cost' to 'performance' of end products. Standards will need to be rewritten and chemical management will see a revised focus on making green products which are more sustainable," he surmised.

"Brands will not matter as much as affordable products that perform with less water and require reduced efforts for cleaning and washing," he pointed out. Due to the Covid-19 induced shutdowns, the small & medium scale sector in the home care industry had been the hardest hit due challenges in logistics and supply chain management, despite the increased demand for products. The challenges of doing business have compounded, and many small industries will close or consolidate, cautioned Mr. Trivedi. Domestic players can emerge as growth drivers provided the government extends the support and infrastructure required for this outreach, he opined.

## Focus on research

In his special address, Mr. Nitin Gadkari, Union Minister for Road Transport & Highways and the Minister of Micro, Small and Medium Enterprises (MSMEs), acknowledged the importance of the Indian home & personal care (HPC) industry, especially in the context of its role in tackling the Covid pandemic. He said MSMEs, which account for a huge chunk of the HPC sector, can contribute immensely to the success of the government's key initiatives of 'Aatmanirbhar Bharat' (selfreliant) and 'Swachh and Swastha Bharat' (Clean and healthy India).

"Innovation, entrepreneurship, science & technology research, conversion of knowledge into wealth is the future for this industry," he said and urged the HPC sector to collaborate with leading academic and research institutes in the country to accelerate research into sustainable alternative solutions and become more competitive. The minister also underlined the huge export potential in the sector, but urged companies to not "cut corners" in quality of their products in quest for more profits. Speaking about the role of MSMEs in driving growth in the sector, Mr. Ranjit Thorat, Founder President, Maharashtra Small Scale Soaps and Detergents Manufacturers Association, said with almost 95% of all businesses in India falling under the MSME category and India having the youngest population in the world, "this 95% MSME businesses led by motivated, young leaders, can propel India to its pinnacle." He further said, "The government should grab this opportunity and create a conducive environment for businesses to flourish. Tax exemptions are not the only way to do this, but MSMEs can be motivated if they are respected publicly and appreciated openly for complying to timely tax payments, for expanding manufacturing facilities, and generating employment."

He said the scope for growth in the home care sector for SMEs is "unlimited" as they have a better understanding of the nation's geographical diversity, regional & cultural choices, religious compliances, etc., as compared to MNCs. "The 'Swachh Bharat' mission will further pave the way for deeper penetration into rural markets and unexplored pockets of the country. However, SMEs will have to ensure consistent quality, prompt service, and better reach," Mr. Thorat noted.

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During the two held day event many industrial leaders such as Mr. Nadir Godrej from Godrej Industries Ltd., Ms. Sukhleen Aneja-Reckitt Benkiser, Mr.Venkatesh Vijaraghavan- CavinKare, Mr Krishna Mohan Puvada-Novozymes South Asia Pvt. Ltd.Mr Vaijanath Kulkarni- Galaxy Surfactants and many other experts from the industry shared their views on the challenges faced by the industry and the opportunities that lay ahead for the industry. The event was well attended by over 100 participants.

The current issue also carries important articles on how HUL is making planet-friendly food an appetising option for all and progress made by HUL in sustainable packaging goals.

# ISDC

International Convention & Exhibition on Soaps, Detergents & Cosmetics

The Way Forward Towards Atmanirbhar, Swachh and Swasth Bharat



14th - 16th November, 2021



Goa, venue to be annouced soon.



# COVER STORY

## Unilever makes progress on its sustainable packaging goals

Unilever, owner of brands including Dove, Seventh Generation and Magnum, continues to make progress towards its ambitious commitments for a waste-free world, despite the challenging environment created by Covid-19. Unilever's commitments remain unchanged and the company has significantly stepped up its use of recycled plastic.

Last year, Unilever became the first major consumer goods company to commit to an absolute plastic reduction across its portfolio. By 2025, the company confirmed it will halve its use of virgin plastic by reducing its use of plastic packaging by more than 100,000 tonnes and accelerating its use of recycled plastic. One year on, Unilever shares an update on its progress; it has:

- Stepped up its use of post-consumer recycled plastic (PCR) to around 75,000 tonnes\*, which is over 10% of Unilever's plastic footprint. A significant increase from 2019, and solid progress towards its goal to use at least 25% PCR by 2025. Unilever expects its use of PCR to double in the next 12 months.
- Launched new innovations to reduce its absolute use of plastic, such as recyclable paper-based ice cream tubs which will save about 4,500 tonnes of plastic. Continued to 'test, learn and refine' new business models linked to reusable and refillable packaging, and now has dedicated teams to scale work in this space. Today, Unilever shares its learnings on refill and reuse models.
- Developed country-specific roadmaps to achieve its goal to help collect and process more plastic packaging than it sells.

As a result of these actions, Unilever is on track to reduce its use of virgin plastic packaging since it made its new commitments.

### Rethinking plastic packaging

Unilever continues to explore new ways of delivering products through its '**Less, Better, No**' plastic framework.

- Through 'Less Plastic' Unilever has explored new packaging formats, including recyclable Carte d'Or ice cream tubs made from paper, and **Comfort** expanded its ultra-concentrated fabric conditioner which has a 57% smaller dosage than any other product on the market. It requires less water to produce and needs less packaging, thereby saving resources and waste. In France, **Signal** has launched a toothbrush with a replaceable head. It uses a metal handle, PCR material in the replaceable heads and reduces virgin plastic by 95%. **Love, Beauty and Planet** has launched concentrated shampoo and conditioners which provide the same number of uses as a regular sized bottle and use 50% less plastic.
- 'Better plastic' has led to one of the world's biggest beauty brands, **Dove**, move to 100% recycled plastic bottles where technically feasible in North America and Europe. Other brands which use 100% recycled plastic include: **Hellmann's** recycled plastic jars and bottles in North America, pioneer sweet soy sauce **Bango** in Indonesia, and **Sunlight** Dishwashing Liquid in South Africa, Italy, Argentina, Indonesia, Vietnam and Thailand. In Germany, **Seventh Generation** has launched bottles made from locally-sourced recycled plastic from Hamburg, where they are sold. In addition, **Magnum** will roll out 7 million ice-cream tubs made with food grade recycled plastic. **OMO (Persil)** is re-launching its liquid detergent with changes to its packaging and formulation to significantly reduce the environmental impact of the product. The new bottle is 100% recyclable, made using 50% recycled plastic. This launch is part of Unilever's new 'Clean Future' commitment to lower the carbon footprint of their cleaning and laundry products.
- As part of 'No Plastic', **Seventh Generation** has launched a zero-plastic range and **PG Tips** will remove the plastic film on boxes in 2021 having already launched fully biodegradable teabags. In Chile, Unilever has partnered with **Algramo** on an app-powered, intelligent dispensing system which has thrived during lockdown thanks to its tricycle distribution system across Santiago.

Unilever continues to work with many partners to help collect and process plastic packaging, with programmes in multiple countries, including Brazil, India, Indonesia, Philippines, Russia, South Africa, Thailand, United Kingdom and United States. This includes direct investments and partnerships in waste collection and processing, building capacity by buying recycled plastics, and through supporting well-designed extended producer responsibility schemes in which Unilever directly pays for the collection of its packaging.

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In India, Hindustan Unilever Limited (HUL) has partnered with the United Nations Development Programme (UNDP) to protect the livelihoods of informal waste collectors, and to help segregate, collect and recycle packaging. The partnership has reached over 33,000 households and collected 2,500 tonnes of plastic waste. The project will be scaled to include more households in the coming years.

Since 2018, HUL has facilitated safe disposal of more than one lakh tonnes of post-consumer use plastic laminate waste. This was done with the help of collection and disposal partners in nearly 100 towns across India.

In Indonesia, Unilever has already helped communities in 18 cities develop systems where they can collect and sell waste. Unilever is using 'Google My Business', a platform which enables consumers to access the location of nearby waste banks directly on Google Maps. Currently, 424 waste banks are searchable on the digital tool, and the aim is to make 2,000 waste banks available through Google Maps by the end of 2020.

#### A refill and reuse revolution

As part of today's update, Unilever shares its learnings on refill and reuse models. Unilever has had success with concentrated refill at home innovations from OMO and Cif. OMO Concentrate became Unilever's first dilute-at-home laundry detergent. It was launched in Brazil in 2019 and has seen great success, shifting 30% of OMO 3L consumers in Brazil to the refill at home format.

In the 12 months since its UK launch, Cif Ecorefills have saved 171 tonnes of plastic and empowered hundreds of thousands of customers to reuse spray bottles rather than buy new ones.

Unilever continues to experiment in the area of in-store refills, even in a Covid-19 environment and has further pilots planned globally. This month in the UK, Unilever launched its largest in-store refill trial in Europe across some of its laundry, personal care and tea brands.

From the learnings, Unilever favours simple systems that minimise barriers to entry, provide an additional benefit and limit the consumer behaviour shift. To accelerate the transition to a circular economy and further reduce the use of virgin plastic, Unilever now has dedicated teams looking at scaling new business models.

**Richard Slater, Unilever's Chief R&D Officer says:** "To tackle the root causes of plastic waste we need to think differently about packaging. We need bold innovations that challenge existing designs, materials and business models. Our priority is to fundamentally rethink our approach to packaging, and pave the way for new solutions such as reusable and refillable formats. "By adopting a 'test, learn and refine' mentality, we've developed innovative solutions that will help people cut their use of plastic for good. One product doing just that is our ultra-concentrated formula for OMO which is diluted at home and uses 72% less plastic. After a successful launch in Brazil, we're now rolling this out in other countries across Latin America, Europe and the Middle East. Similarly, our Cif Ecorefill started out as a pilot in the UK and has since been rolled out across Europe, Canada and Australia. "It's still early days. But by making refill and reuse formats more widely available, accessible, and affordable, we hope to use our scale and reach to drive lasting change."

Source: <https://www.hul.co.in/news/news-and-features/2020/our-progress-on-plastics.html>

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# GLOBAL NEWS

## Detergent Turns Former Teacher Into One of China's Richest Women

Pan Dong used to be a teacher at a university in Guangzhou, China. Fast forward two decades, she's now one of the nation's richest women.

The 55-year-old is Blue Moon Group Holdings Ltd.'s chairman and wife of its founder, Luo Qiuping. The soap maker, which in recent years has raced past foreign brands including Unilever Plc and Procter & Gamble Co. to become China's top liquid-laundry detergent provider, raised \$1.3 billion in Hong Kong's biggest consumer initial public offering of the year. It priced at the top end of its marketed range last week.

With its shares opening up 16% on their Wednesday debut, Pan's 77% stake in Blue Moon is now worth \$8.8 billion, according to the Bloomberg Billionaires Index.

When Pan and her husband rang Zhang Lei of Hillhouse Capital Management Ltd. about a decade ago to tell him they had developed one of China's first liquid detergents, the company was a stable cash cow, but it was small. Zhang encouraged them to develop that market, according to a 2015 interview with the New York Times, and Hillhouse became their first outside investor.

After initially incurring losses due to higher product-development costs in an increasingly competitive space, the bet paid off. The soap maker became profitable again, and in 2020 it got another boost as the coronavirus pandemic pushed people to buy cleaning and disinfecting products.

"Blue Moon is a classic example of how a local brand beats multinationals in emerging markets," Hillhouse's Zhang said in his book "The Value," referring to the company's push into liquid detergents.

His hedge fund's bet has proved lucrative, too. Hillhouse invested a total of \$46 million in the detergent maker's two funding rounds and its stake was worth \$988 million at Blue Moon's opening price, a 21-fold return, as per

Known as China's P&G, Blue Moon's revenue grew to HK\$7 billion (\$909 million) last year and earnings almost doubled to HK\$1.1 billion, according to the prospectus. The Covid-19 outbreak that led to lockdowns and shut many physical stores sent profit up 39% in the first six months of 2020, with almost 60% of the sales coming from online channels.

Pan, a Canadian and Hong Kong citizen, graduated from Wuhan University with a master's degree in organic chemistry in 1987 and worked as a teacher at another Chinese college for the following decade. She joined Blue Moon in 1994, two years after the launch of its first branded cleaning product, and later acquired stakes from Luo and his father to "better deploy" her management and technological knowledge and help the company capture tax benefits for mainland enterprises with foreign investment, according to the prospectus.

With China being one of the first nations to manage to control the coronavirus outbreak, investors have been favoring stocks powered by its recovering consumer industry. The retail portion of the Blue Moon IPO was more than 300 times oversubscribed, and other listings of companies linked to the sector have done well recently. Shares of bottled-water maker Nongfu Spring Co. have doubled since their September debut, and online drug store JD Health International Inc. jumped more than 55% on its first day of trading earlier this month.

Michael Kan, an investment director of Centaline Securities, notes that the exuberance of Hong Kong's IPO market is a cause for concern as some traders are focusing too much on short-term bets. That said, he points to Hillhouse's "excellent" track record in the long run.

"The fund house always helps the companies it has invested in grow their businesses with appropriate strategies and cooperate with the right partners to explore new frontiers," he said, adding that he will keep an eye on Blue Moon's results.

Source:NDTV.com December 16, 2020

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## **Symrise to expand scent & care activity with acquisition of sensient's fragrance business**

Flavors & fragrance business Symrise is to expand its Scent & Care activity following the acquisition of Sensient Technologies Corporation's fragrance business.

Entering into a definitive agreement, Symrise will be acquiring Sensient's aroma chemical and fragrance compound production facility and headquarters in Granada, Spain, with the deal expected to be finalized in the first half of 2021 following regulatory approval.

Sensient's fragrance and aroma chemicals activities include a range of aroma molecules and fragrances from natural and renewable sources.

Dr. Heinz-Jürgen Bertram, CEO of Symrise AG, said, "We constantly screen strategic opportunities in continuation of our ambitions in certain growth segments and also make bold steps in challenging times. With the Sensient activities, Symrise is expanding its range of fragrance ingredients and will thus boost its competitiveness in the creation of fragrance compositions."

The acquisition will allow Symrise to access a wider audience, strengthening its presence in EAME and Latin America amongst other regions.

Discussing the ongoing demand for natural products, Bertram continued, "In view of the increasing importance of natural and renewable raw materials for the fragrance industry, the new product range ideally complements our current portfolio. We are convinced that we will once more fully deliver on our strategic priorities with this acquisition. We drive growth while at the same time strengthening our leadership position in fragrance ingredients and green chemistry."

Source: Global Cosmetic News.com November 26, 2020

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## **South Africa's Tiger Brands embarks on cost-saving mission as profits fall; culls 400 jobs**

South Africa's Tiger Brands is looking to cost cut to the tune of 500 million rand (\$32 million) in 2021 following a fall in annual profits, with 400 jobs cut as part of the saving measures.

With FY results showing a fall from ZAR1.03bn to ZAR3.89 bn the previous year, other cost saving activity will include improved efficiency in factories, utility cost savings, alternative sourcing and negotiating better deals with suppliers.

Job cuts have already been made across all of the business activities, from operations to manufacturing and head office.

Tiger Brands is also said to have concluded a sale of its personal care brands, including the Gill Shampoo and Lemon Lite facial creams.

The business has been hit hard by COVID-19, with CEO Noel Doyle telling analysts that the pandemic had impacted consumer demand as well as disrupting the effectiveness of its supply chain. Its own manufacturing capabilities were also compromised due to employee infection.

Looking forward, Doyle said, "The anticipated volatility of the Rand and increasing levels of unemployment will negatively impact both the supply and demand dynamics of our business. The continuing pressure on consumers' disposable income highlights the need for an enhanced focus on value propositions as well as cost reduction initiatives."

Source: Global Cosmetic News.com November 26, 2020



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## Sephora Singapore to offer buy now, pay later payment terms through Atome partnership

Sephora Singapore is set to offer consumers a buy now, pay later payment scheme following its recent partnership with BNPL service Atome.

The retailer will offer flexible payment terms across its website, mobile app, and bricks & mortar stores in Singapore.

Reflecting the change in consumer buying habits, buy now, pay later schemes are rapidly being adopted across retail.

Alia Gogi, President of Sephora Asia, said: "The shopping behaviour and profile of Sephora customers has evolved in the last few years, but especially so this year. They now not only expect a secure, seamless and easy payment experience but also flexibility and choice in how they shop and pay for their beauty products online, on mobile and in-stores. We're delighted to partner with Atome in introducing 'buy now pay later' flexible payment options to first our Singapore – and later Malaysian – customers, enhancing their shopping experience both online and in our stores."

Source: Global Cosmetic News.com November 26, 2020

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## Garnier launches solid shampoo bar

L'Oréal's Garnier says it has become the first major mass market brand to launch a range of zero waste shampoo bars onto the UK market.

The Garnier Ultimate Blends Shampoo Bars will be available in four blends, Revitalising Ginger, Hydrating Coconut, Softening Oat Milk and Strengthening Honey and took more than 18 months to develop.

The bars are packaged in 100 percent recyclable FSC certified cardboard and use 70 percent less fossil energy for transportation compared to a conventional shampoo bottle. One bar can last up to two months, Garnier says, and uses less water to boot.

AurelieWeinling, International Scientific and Sustainability Director, Garnier said "We hope product developments such as this will lead to a genuine democratisation of the solid shampoo category in mass market terms. The first formula trials started in July 2019 and we are thrilled to be able to now bring this new range to market today. We believe sustainability needs to be made accessible to all so we can achieve real impact at scale."

Source: Global Cosmetic News.com November 25, 2020

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## Beiersdorf debuts new face care brand Chaul in South Korea

Beiersdorf has announced the launch of its first brand to be developed exclusively for the Asian market. Chaul, as the face care line has been dubbed, is billed as ushering in a new type of facial care range – 'mindful skin care' – in the premium segment.

The range, which is based on fermented tea, will be sold in South Korea before gradual expansion across the region, starting with China.

The brand has emerged from a close collaboration with NX Accelerator, who is managing the launch, and comprises an Early Ritual Water Essence, Early Ritual Ampoule and Early Ritual Cream. The product has been brought to market in less than 10 months.

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With Europe and the US still grabbling with the pandemic, Asia is where the growth is. As Stefan De Loecker, Beiersdorf CEO, explains, "The Korean market is playing a pioneering role in Asia when it comes to developing innovative beauty products and digital technologies. With the face care brand 'CHAUL', we are launching a product range that was exclusively developed for the consumer needs of the Asian market by our Korean team."

Source: Global Cosmetic News.com November 25, 2020

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## **Roth CH acquisition I Co to merge with PureCycle technologies**

Roth CH Acquisition I Co and PureCycle Technologies have announced that they have entered into a definitive merger agreement.

Upon closing, the newly created holding company will be re-named PureCycle Technologies Inc and will be listed as PCT on the Nasdaq Capital Market.

The transaction includes US\$90 million in equity private placements and a US\$250 million fully-committed pipe anchored by Sylebra Capital, as well as leading endowment and pension funds and global family offices. Post transaction, the company will be valued at around US\$1.2 billion.

"This transaction represents a key milestone in PureCycle's mission to transform polypropylene into a recyclable and sustainable product," said Mike Otworth, CEO of PureCycle. "Our recycling process produces virgin-like resin that we believe is suitable for high-value, food-grade consumer products, and we believe we are well-positioned to meet the consumer demand for recycled content as well as global sustainability mandates."

The pair are on a mission to solve the massive environmental problem created by plastic waste in landfills and oceans and, with Roth's backing, PureCycle will be able to globally commercialize a cost-effective method to recycle waste polypropylene to like-new resin. The deal is supported by the polypropylene recycling firm's global partners – among them Procter & Gamble and L'Oréal – enabling them to meet their sustainability goals.

Source: Global Cosmetic News.com November 25, 2020

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## **Sabinsa tests ingredients for glyphosate**

Sabinsa offers glyphosate test results to customers using a proprietary method for testing glyphosate developed by scientists at parent company Sami-Sabinsa. In October Sabinsa began testing for residual herbicide in 20 nutraceutical ingredients as a routine practice, along with all other USP-listed pesticides, and are widening the scope to all products the company sells. Spices must be below 7ppm and herbs below 0.2ppm.

"The method development of these products is very challenging and time consuming, requiring skilled techniques," said Sabinsa Founder and Chairman Dr. Muhammed Majeed. "Given Sabinsa's mission to improve human health, confirming purity of the materials we sell makes sense."

Glyphosate, which Monsanto patented in the mid-1970s and sells under the name RoundUp is common, and controversial. Glyphosate is a widely used herbicide that controls broadleaf weeds and grasses, and has been registered as a pesticide in the US since 1974. It is also used to dry crops out before harvesting, speeding up maturation. It is often used with GMO crops, many of which were designed to withstand its toxicity.

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Initial industry testing reported a low toxicity for glyphosate in mammals, leading regulatory authorities worldwide to set high acceptable exposure limits. However, in the intervening years, new information has raised profound concerns with many organizations and consumers as to its safety. Besides cancer-causing properties, it kills honeybees, the world's most important crop pollinators, by reducing their gut bacteria, leaving them vulnerable to p

athogens and premature death.

Multiple organizations, such as the WHO's International Agency for Research of Cancer have stated that it is carcinogenic to humans, and there have been multi-million-dollar awards in lawsuits against the company for cancer found to be from exposure to that material. Monsanto is now owned by Bayer.

The residue definition for glyphosate in wheat for the US and the EU requires measuring the amount of glyphosate in the product. Codex, on the other hand, requires also measuring the amount of N-acetylglyphosate, which is a metabolite of glyphosate; Australia requires glyphosate, N-acetylglyphosate, and AMPA (another metabolite). Sabinsa analyses both Glyphosate and also its major metabolite AMPA. The total of these two is reported as Glyphosate. Glyphosate rapidly gets converted to AMPA after absorption in soil, which is why Sabinsa's scientists decided to monitor AMPA as well.

Source:Happi.com November 23, 2020

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## Dow hosts overview of industry progress

Interactive virtual experiences are keeping both suppliers and marketers connected to learn more about household and personal care developments. For example, Dow hosted a virtual event today, Pioneering a New Age of Beauty, exclusively online for industry insiders.

Attendees of the webcast gained insight from Dow's Global Strategy Director & Corporate Chief Economist Rafael Cayuela about global transformations during 2020. Dow scientific experts and leaders from around the globe were also available in a "virtual booth" to answer questions.

Cayuela focused on "Chemistry at the heart of human progress," sharing insights about global transformations and their impacts beyond the pandemic.

"We are in historical times. Besides being within a once in a century pandemic, climate change is also a factor. It is the fourth industrial revolution with issues that are sustainable, digital and social," he said.

Right now, it's going to be a long way to recovery. But Cayuela is hopeful that the chemical industry itself is at the core of global advancement as it sparks ideas to drive innovation.

"The second and third industrial revolution is all about fossil fuel, lineal and analog," he said regarding the 1800s into the early 2000s. Dow itself has exponentially grown from 1970-2010, Cayuela added.

The 4th industrial revolution will feature everything from a circular economy to renewable carbon to biomimicry, he noted. Sustainability is key to societal transformation, especially with the development of sustainable chemicals. Societal transformation, such as 50% of the population being middle class by 2030, is also in the forecast to changes in what consumers are seeking in their personal care.

"The pandemic has reminded us that nature is more powerful than humans so we need to improve global biodiversity and emissions," said Cayuela. "I am confident that chemistry is at the core of change."

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Dow employs more than 36,000 people and has manufacturing and R&D presence around the globe. Dow Home and Personal Care offers unique, innovative ingredients that customers around the world use to create products with exceptional performance and exciting benefits.

Source:Happy.com November 18, 2020

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## Chemical Exposure & the Gut Microbiome

Chemicals found in household products, including household cleaning and personal care formulas, have been detected in the urine and stool of toddlers and pre-schoolers, according to Washington State researcher, who maintain there is a correlation between the levels of bacteria and fungi in the gastrointestinal tract of children and the amount of common chemicals found in their home environment. The study was published in *Environmental Science and Technology Letters*. The work was funded by the US Environmental Protection Agency and the National Institute of Environmental Health Sciences.

"While these data do not denote causation, they offer an indication of the types of organisms that may be impacted by exposure to these compounds and provide a springboard for future research," said Lead Researcher Courtney Gardner. "Gaining a more holistic understanding of the interactions between man-made chemicals, the gut microbiome, and human health is a critical step in advancing public health."

The researchers measured levels of ubiquitous semi-organic compounds in the blood and urine of 69 toddlers and preschoolers and then, using fecal samples, studied the children's gut microbiomes. The semi-volatile organic compounds they measured included phthalates that are used in detergents, plastic clothing such as raincoats, shower curtains, and personal care products, such as soap, shampoo, and hair spray, as well as per- and polyfluoroalkyl substances (PFASs), which are used in stain- and water-repellent fabrics, coatings for carpets and furniture, nonstick cooking products, polishes, paints, and cleaning products.

When the researchers looked at the levels of fungi and bacteria in the gut, they found that children who had higher levels of the chemicals in their bloodstream showed differences in their gut microbiome. Children with higher levels of PFASs in their blood had a reduction in the amount and diversity of bacteria, while increased levels of phthalates were associated with a reduction in fungi populations. According to Gardner, the correlation between the chemicals and less abundant bacterial organisms was especially pronounced and potentially most concerning.

"These microbes are perhaps not the main drivers and may have more subtle roles in our biology, but it might be the case that one of these microbes does have a unique function and decreasing its levels may have significant health impacts," she said.

The researchers also found, surprisingly, that the children who had high levels of chemical compounds in their blood also had in their gut several types of bacteria that have been used to clean up toxic chemicals. Dehalogenating bacteria have been used for bioremediation to degrade persistent halogenated chemicals like dry cleaning solvents from the environment. These bacteria are not typically found in the human gut.

"Finding the increased levels of these type of bacteria in the gut means that, potentially, the gut microbiome is trying to correct itself," Gardner said.

Gardner hopes to use the information gathered from the study to develop a diagnostic tool for people and perhaps future probiotic interventions to improve health outcomes.

Source:Happy.com November 13, 2020

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## Klersun expands hemp production facility

Klersun, a producer of federally compliant, high quality hemp extracts, in Portland, OR is expanding its processing facility to 15,000 square feet. The expansion will have a processing capability of 12,000 kg of distillate a month and it will be using proprietary in-house remediation tech

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niques and specialize in distillation and post processing of a wide variety of hemp extracts, including water soluble solutions. In addition, the expansion will be cGMP-, Kosher- and Organic-certified. The company received its Organic Certification under the USDA National Organic Program on April 1, 2020. The Organic certification covers the full spectrum and broad spectrum hemp extracts in the Klersun product line. The new processing facility is estimated for completion in January of 2021.

"There is a tremendous difference in product quality and product claims on the hemp extract market today, and that is inherently problematic for our customers," said CEO Frederick Schilling. "Klersun is part of the solution, not the problem. From the very beginning, Klersun has taken initiatives to lead the way in terms of product quality and safety, for the betterment of the entire industry." says Frederick.

Klersun's hemp extracts can be found in a range of consumer products including skin care, body care, food and beverages. Klersun exports to multiple countries, including China and Switzerland.

Addressing future FDA regulatory compliance is a key concern of ingredient suppliers and manufacturers of both foods and dietary supplements, according to the company, which notes that, in general, there are two key regulatory pathways for these types of products: Generally Recognized as Safe (GRAS) or New Dietary Ingredient (NDI). In order to address the potential future regulatory path forward, Klersun proactively completed its safety assessment and self-affirmation that its Broad Spectrum Hemp Extract are Generally Recognized as Safe (GRAS), and expects to complete the toxicological work required for a New Dietary Ingredient Notification (NDIN) in Q2 of 2021.

Source:Happi.com November 06, 2020

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## **AGC designs AI mirror for Japanese market, named Mirroria**

Japanese manufacturer AGC has developed an Artificial Intelligence smart mirror, which allows consumers to apply make-up while receiving visual help from beauty professional on the same mirror.

Named Mirroria, the design has a normal mirror placed on top of a built-in monitor, which allows users to trial cosmetics virtually.

AGC aims to market the product in early 2021, and has plans to partner with other companies to offer services linked to augmented reality and AI, according to Nikkei Asia.

Measuring 60x30 cm, AGC aims to sell the mirror for (\$2,880 to \$3,840) and is expecting to earn 100 million yen in sales by the end of 2021.

With the pandemic changing the beauty retail landscape as we know it and in-store testing and trials all but drying up completely in Japan, AGC has lauded the smart mirror as a technological replacement.

Stating that the device could help improve services by having customers perform self-makeup at the counter, it also stated it could be used at reception desks.

Rumi Fujishiro, an AGC sales representative, said, "We have had trouble pitching products because our tests were behind schedule due to the pandemic.

"But COVID-19 could make it easier for us to break into sectors where face-to-face services have been the norm."

Source: Global Cosmetic News.com November 27, 2020

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## Unilever North America expands in wellness sphere with Smarty Pants vitamins acquisition

Unilever has expanded its foothold in the wellness sphere with the acquisition of U.S.-based vitamin, mineral and supplement company, SmartyPants Vitamins.

SmartyPants Vitamins taps into the booming wellness market, working with non-GMO certified ingredients and a range of sustainably sourced bio-available nutrients.

Terms of the deal were not disclosed with the acquisition subject to regulatory approvals and customary closing conditions.

Discussing the deal, Fabian Garcia, President of Unilever North America, said: "We are delighted to welcome SmartyPants Vitamins to the Unilever family and our portfolio of purpose-led brands. SmartyPants Vitamins aligns strongly with our mission to improve the health and wellbeing of consumers and empower people to take charge of their health with solutions they can understand and trust."

Source: Global Cosmetic News.com November 27, 2020

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## Clariant launches next-gen Cosmenyl™ 100 pigment dispersions with a new state-of-the-art preservation system

Clariant proactively optimized the range to meet the latest regulatory requirements for cosmetic products of the European Cosmetics Regulation No. 1223/2009, which limits the use of the preservatives. The new state-of-the-art preservation system for the Cosmenyl 100 range does not contain ortho-phenylphenol (O-PP), methylisothiazolinone (MIT) or parabens. The range is included in at least one of the authorized use lists for cosmetic colorants for the EU, USA or Japan, and fulfils strict microbiological specifications.

"Color can positively influence consumers' perception of a Home or Personal Care product," comments Dr. Gabriela Catanoiu, Global Technical Manager for Home and Personal Care colorants. "Perhaps highlighting a special property or effect of a particular ingredient inside a shampoo, liquid hand soap, or skin care mask. The latter is growing in popularity as more consumers seek comfort from self-indulgence during current uncertain times. Clariant Colorants can also help translating contemporary home deco colors into a hand soap or laundry detergents, or simply capturing the up-lifting cosmetic color trends for make up. Our updated range can help formulators safely and brilliantly color their liquid, powder, or paste products."

Clariant has just completed the updated range with two new yellows and a carmine that correlate well with creating the warm yellow, orange and deeper hues predicted for 2021 color trends.

Next-generation Cosmenyl 100 pigment dispersions provide the readily flowable and pumpable benefits already valued by customers. The range offers various shades of colors suitable for coloring a wide range of Personal Care products, including soaps, shampoos, toothpaste and eye cosmetics.

The range is also suitable for coloring home and fabric care applications, achieving attractive colored detergents, speckles, and cleaning agents, meeting the latest color trends. The pigment dispersions fulfil EU detergent regulation.

Source: Company Press Release October 29, 2020

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## Lvmh and Tiffany tie up deal with new purchase price

LVMH and Tiffany have concluded the ongoing buy-out deal with a new purchase price of \$131.50 per share, agreed by both parties.

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The two companies have also agreed to settle their pending litigation in the Delaware Chancery Court.

Taking to a statement, Roger Farah, chairman of the board of directors of Tiffany, said, "We are very pleased to have reached an agreement with LVMH at an attractive price and to now be able to proceed with the merger. The board concluded it was in the best interests of all of our stakeholders to achieve certainty of closing."

Having agreed to acquire Tiffany for \$135-a-share in cash last November, the buy-out has been plagued with problems, with LVMH stating that the pandemic has weakened the U.S.' company's prospects. Founder Bernard Arnault threatened to walk away from the deal earlier this year with the companies ending up in competing lawsuits.

Source: GlobalCosmetic News.com October 29, 2020

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## **L'oréal to launch sustainable plastic bottle made with carbon emissions by 2024**

L'Oréal has joined forces with Total and LanzaTech and is set to create the first plastic cosmetics bottle made by industrial carbon emissions by 2024.

The collaboration will see the three companies working together in order to produce the sustainable plastic, with LanzaTech capturing industrial carbon emissions and converting them into ethanol using a unique biological process. Total will then convert the ethanol into ethylene before polymerizing it into polyethylene that has the same technical characteristics as its fossil counterpart. Finally, L'Oréal will use the polyethylene to produce packaging with the same quality and properties as conventional polyethylene.

According to a press release, the process proves that industrial carbon emissions can be used to produce plastic packaging, with the partnership paving the way for new opportunities.

L'Oréal said in a statement, "The partners now intend to continue working together on scaling the production of these sustainable plastics and look forward to working with all those who want to join them in committing to the use of these new sustainable plastics."

L'Oréal is the latest cosmetics company stepping up their CSR and sustainability agendas throughout 2020, with companies throughout the supply chain setting authentic goals to foster a circular economy.

Jacques Playe, L'Oréal Packaging & Development Director, said, "L'Oréal is constantly improving the environmental footprint of its packaging. With this innovation converting carbon emissions into polyethylene, we aim to develop new sustainable packaging solution. We have the ambition to use this sustainable material in our bottle of shampoo and conditioner by 2024 and we hope other companies will join us in using this breakthrough innovation."

Source: GlobalCosmetic News.com October 29, 2020

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## **P&G beauty launches refill system**

Following the launch of Unilever's largest refill pilot in Europe to date yesterday, P&G Beauty has now shared its latest packaging innovation.

The US FMCG giant is launching a refill system for its leading beauty brands, Head & Shoulders, Pantene, Herbal Essences and Aussie, comprising a reusable 100 percent aluminum bottle and recyclable refill pouch made using 60 percent less plastic.

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ArturLitarowicz, Senior Vice President and General Manager of Hair Care for P&G Europe said, "We need to start turning the tide on the plastic waste crisis and there is no time to waste when it comes to protecting our planet. That is why I'm thrilled to announce a new packaging innovation called the 'good refill system'. This will allow consumers to have the product they love now in a beautiful, reusable aluminum bottle and refill pouches as of 2021. This will be launched across Head & Shoulders, Pantene, Herbal Essences and Aussie. We know this is just the start. There is so much more to do, and I am passionate about P&G Beauty being a force for good across Europe as we step towards achieving our 2030 Responsible Beauty goals at pace."

Chief Sustainability Officer VirginieHelias added, "We have committed to enable and inspire responsible consumption through innovation on our product and packaging. Our leading beauty brands in Europe touch millions of lives. This new packaging innovation will contribute to making the reuse of packaging irresistible, while enabling a reduction of virgin plastic as per P&G's Ambition 2030 commitment. It's no longer about if or what we can do, but how quickly we can do it – the window is now for embracing new sustainable lifestyles."

Source: GlobalCosmetic News.com October 28, 2020

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## **Bobbi Brown launches new make-up brand**

Following her departure from her eponymous Lauder-owned brand, make-up artist Bobbi Brown has announced the launch of a new venture. Jones Road is Brown's first foray into cosmetics since she quit her namesake brand in October, 2016.

Jones Road is said to distil Brown's expertise into a collection of clean, high-grade formulations designed to recreate a natural glow.

The range spans the full gamut of make-up from lip gloss to eye shadows and pencils, mascara and hero product, Miracle Balm, a light-reflecting, moisturizing skin care-make-up hybrid that is said to impart soft focus glow.

"I created my original brand in the 90s. Things are different today," said Brown. "Women shop differently; there is a new definition of what beauty is. Imperfect is beautiful. Jones Road celebrates that. It's the ultimate no-makeup makeup."

Source: GlobalCosmetic News.com October 28, 2020



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# INDIAN NEWS

## With worst COVID-19 woes behind, FMCG sector optimistic about 2021

Crisis brings opportunities. This could not have been truer for the FMCG industry in 2020 even as the world grappled with the impact of the COVID-19 pandemic. The sector is learning, innovating and rising from disruptions to put the worst behind and looking forward to the new year with optimism and new-found confidence.

With food, personal care items, especially hand sanitisers and disinfectants – the hero products of the pandemic – managing to push the industry to post positive growth amid the crisis, in 2021, the FMCG industry is looking forward to carry on with the momentum and sustained revival across categories in rural and urban markets of India.

With lessons learnt on how to navigate through the hurdles and uncertainties thrown up by the once-in-a-lifetime occurrence, the sector is more confident going into 2021, having fast tracked adoption of digital medium for distribution and realigned product portfolio, such as ayurvedic preventive healthcare items tailored for the new normal.

"2020 has been a year of disruption and learning at the highest level for one and all. As a business and (as a) team, we have come closer, are more aligned, and continue to innovate to meet our consumers' needs while ensuring the well-being of our people and their families," PepsiCo India President Ahmed ElSheikh told .

As potential COVID-19 vaccine candidates are expected to hit the market soon, he said, "we are cautiously optimistic that 2021 will witness sustained revival and eventually growth. Our focus areas remain on prioritising profitable channels, diligently managing SKUs (Stock-Keeping Units), further investing in digitisation and driving execution to meet the ever-evolving consumer demand".

In 2021, companies would continue to align their product portfolio in line with the 'new normal' and work on increasing penetration.

Sounding bullish, Parle Products Senior Category Head Mayank Shah said, "the worst is behind for the FMCG sector. We are expecting next year to be a great one for the entire FMCG industry".

Besides learning lessons in terms of navigating challenging and uncertain times, he said the pandemic also made the FMCG sector carve opportunities out of the crisis.

Expressing similar views, a HUL spokesperson said, "looking forward, we are cautiously optimistic that the worst is behind us, we are confident of the medium to long-term growth prospects of the FMCG sector".

HUL will focus on competitive volume-led growth, absolute profit and cash delivery, said the spokesperson, adding that the company remains committed to "further strengthen its portfolio of brands through bigger and better innovations and unblinking defence of a strong market leadership position".

As the coronavirus pandemic brought to the fore the need for preventive healthcare, FMCG companies also focussed on meeting heightened demand for ayurvedic products.

"Ayurveda-based preventive healthcare and hygiene – both personal and household – are gaining prominence in the consumer mind space. People are now more inclined to prophylactic health remedies, especially immunity-boosting products. This trend would sustain, going forward," Dabur India CEO Mohit Malhotra said.

Echoing similar sentiments, PatanjaliAyurved MD Acharya Balkrishna said, "this pandemic has helped to create faith in Ayurveda and Yoga among the section which does not believe in it. This is an opportunity for us as people are now having faith in Ayurveda and traditional system."

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One of the biggest outcomes of the COVID-19 pandemic is the acceleration in the adoption of digital medium by FMCG companies, not just for distribution but also for marketing and advertising, Mayank Shah said.

Earlier, the estimation was that the contribution of digital channel in the total FMCG market would be around 10 per cent in the next ten years but it could now be achieved in the next three to four years, he added.

Deloitte India Partner and Consumer Leader Porus Doctor said, "one significant feature of this lockdown and post lockdown scenario was a tectonic shift towards online and e-commerce, a trend that is here to stay".

According to EY Partner and National Leader (Consumer Products and Retail) Pinakiranjan Mishra, companies would accelerate their adoption of digital medium to improve internal efficiency and connect with their business partners and consumers.

Even as the FMCG sector heaves a sigh of relief for being able to overcome the challenges of the disruptions of the pandemic, it will be grateful to the Indian rural market for driving growth in the difficult times.

"In these unprecedented times of the coronavirus pandemic, rural India has offered that much-needed beacon of hope. And Bharat will continue to be the big growth engine in the coming year too," Mohit Malhotra said.

The mass reverse migration of labour from big cities to villages following the nationwide lockdown coupled with good monsoon and a plethora of fiscal stimuli offered by the government resulted in a marked uptick, he added.

Another development that is working in favour of the FMCG sector going forward is the recovery of the urban market.

Marico CFO Pawan Agrawal said demand is continuing to recover with improved urban consumer sentiment and rural continues to fare well.

In 2020, personal care and hygiene products gained market share and the FMCG companies plan to continue to invest in the segment by introducing more nature-based products in their personal care and food segment.

"We will continue to align our product portfolio in line with the 'new normal'. Going forward, the packaged food market in India which is about USD 35 billion is expected to be about USD 70 billion by 2025.

"This is possible with increasing penetration, increasing proclivity of consumers towards more credible, more transparent, trustworthy, and scientifically better modulated brands," a Nestle India spokesperson said.

According to Edelweiss Financial Services Executive Vice President Abneesh Roy, companies would look up for more automation in factories or in distribution. "This kind of challenge has really taught them to be future-ready for such challenges," Roy added.

Source: ETRetail.com December 21,2020

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## **Oriflame records 25 percent growth in sales partners in India during 2020**

Direct selling beauty brand Oriflame has witnessed around 25 per cent increase in number of sales partners in India during COVID-impacted 2020, a top company official said. The company recorded higher growth in sales in the third and fourth quarter, and expects to cover up the loss of business in the second quarter due to imposition of lockdown in the country, Oriflame VP and Head of South Asia and MD of India Fred-eric Widell said.

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Talking about the growth in sales partners, Widell said, "We have a very good year with over 25 per cent growth in sales partner whom we call as sales force. We have a good growth this year."

Oriflame expects its turnover in 2020 to be at par as last year or even slightly higher than that.

Source: ETRetail.com December 21,2020

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## **Nirmala Sitharaman holds pre-budget consultations with captains of industry, services**

Union finance minister Nirmala Sitharaman on Saturday held her ninth pre-Budget consultation with the captains of industry, services and trade in connection with the upcoming Union Budget 2021-22.

Apart from Sitharaman, finance secretary AB Pandey, expenditure secretary TV Somanathan, DEA secretary Tarun Bajaj and chief economic advisor KV Subramanian were also present in the meeting held in Delhi.

"Union Finance Minister Smt @nsitharaman holding her 9th Pre-Budget consultations with captains of industry, services and trade in connection with the forthcoming Union Budget 2021-22, in New Delhi today," the ministry of finance tweeted.

Source: ETRetail.com December 19,2020

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## **Baba Ramdev on board of Ruchi Soya, brother Ram Bharat to be MD**

Yoga guru Swami Ram Dev, his younger brother Ram Bharat and close aide Acharya Balkrishna will be on the board of soya food brand Nutrela-maker Ruchi Soya that was recently acquired by PatanjaliAyurved. Ruchi Soya Industries Ltd in a notice to shareholders sought approval for appointment of Ram Bharat, 41, as the Managing Director of the company.

Subsequent to a consortium of PatanjaliAyurved Limited, DivyaYogMandir Trust (through its business undertaking, Divya Pharmacy), Patanjali-Parivahan Private Limited and PatanjaliGramudhyog acquiring Ruchi Soya in insolvency proceedings last year, the new management got right to appoint the board, the notice said.

"The board of directors of the company at its meeting held on August 19, 2020 appointed Shri Ram Bharat as managing director of the company with effect from August 19, 2020 to December 17, 2022 and his designation was changed from whole-time director to managing director," it said.

Now the shareholder approval is being sought for the appointment.

Bharat will be paid a salary of Re 1 per annum, the notice said. Also, Acharya Balkrishna, 48, has been re-designated as chairman of the company. He too will be paid Re 1 per annum.

The notice also sought appointment of Ramdev, 49, as a director on the company board.

Besides, Girish Kumar Ahuja, GyanSudhaMisra and Tejendra Mohan Bhasin are being appointed as independent directors on the board.

Last year, Ramdev's PatanjaliAyurved paid Rs 4,350 crore to take over Ruchi Soya. The acquisition helped Patanjali acquire edible oil plants as also soybean oil brands such as Mahakosh and Ruchi Gold.

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In December 2017, the National Company Law Tribunal (NCLT) ordered the start of insolvency proceedings against Ruchi Soya to recover unpaid loans.

Out of the Rs 4,350 crore offered by Patanjali group, Rs 4,235 crore was used to pay creditors while Rs 115 crore was used for capital expenditure and working capital requirements of Ruchi Soya.

Patanjali won the bid to acquire Ruchi Soya after Adani Wilmar, which sells edible oil under the Fortune brand, withdrew from the race citing significant delays in resolution process that led to deterioration of assets.

Source: ETRetail.com November 29, 2020

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## **India regulator approves Reliance Industries acquisition of future retail; blocks Amazon's calls to stop the deal**

Reliance Industries planned \$3.5 billion acquisition of Future Retail has been given the go-ahead from the Competition Commission of India, ignoring calls from Amazon to block the deal, according to Bloomberg.com.

The anti-trust regulator has approved the transaction despite Jeff Bezos' opposition, with the Amazon chief stating that Reliance Industries Chairman Mukesh Ambani had violated a deal with the e-tailer.

Amazon claimed that terms of its acquisition of one of Future's unlisted firms, Future Coupons, last year prevented a transaction with a number of people and companies, including Reliance Industries.

Taking to Twitter, the regulator stated it had approved the, "acquisition of retail, wholesale, logistics & warehousing businesses of Future Group by Reliance Retail Ventures Limited and Reliance Retail and Fashion Lifestyle Limited."

Shares in Reliance Industries rose 3 percent earlier this week following news of the clearance.

The approval of the Future Retail acquisition further increases the competition between Reliance and Amazon to lead India's lucrative retail market, worth an estimated \$1 trillion.

Forging a deal with Future Retail was said to be pivotal for Amazon to expand its foothold and dominance in the market.

Source: Global Cosmetic News.com November 26, 2020

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## **Consumer wallets shrink leading to changed product preferences: Report**

Amid the pandemic preference for affordable offerings continues, and premium is fighting back, there is a continued preference of affordable offerings though now the premium category is also slowly reviving post a drop in the second quarter. The movement toward more affordable options is more pronounced in the foods category, according to the Nielsen FMCG Snapshot Q3'20.

Consumer wallets are shrinking and this can be seen in the changes in their product preferences as well. It added that small manufacturers are driving growth as well as large and medium manufacturers are also catching up.

Despite flat growth in FMCG, small manufacturers have marched ahead in Q3'20, while large and medium manufacturers have also witnessed reversal of decline with unlock, smaller players were more agile during this period, especially ensuring stock presence at stores. Also, a higher

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presence in rural India and staples basket helped with higher growths for the smaller manufacturers.

The market also witnessed a higher entry of smaller players and a lower churn compared to earlier quarters.

Health and hygiene has dominated the new launches and there have been a higher number of new launches per se during the Covid period and a higher number in the non-foods space.

As Covid has prompted consumers to re-frame their habits into health and hygiene, more new launches have been made in the health and hygiene basket including categories like hand sanitisers, floor cleaners, toilet cleaners, antiseptic liquids. New launches in this space contributed to 37% (in value) of all new launches in the Covid period. The value contribution of new launches was higher during Covid period at 2.9%

Given the significant headwind built in the start of the pandemic in March'20, Nielsen forecast for 2020 to remain in the negative single digit (-3% to -1%), it added.

After an unprecedented decline of -19% in the Jan-Mar quarter, FMCG industry displayed signs of recovery in Q3'20 with a 1.6% growth (versus Q3 '19).

It also said that with the opening of the economy all baskets showed signs of recovery, albeit with some clear changes reflecting consumers' product preferences. Consumers prioritised spending on essential foods during the locked down quarter and with the unlock quarter this accelerated to double digit growth.

Source: ETBrandEquity.com November 26, 2020

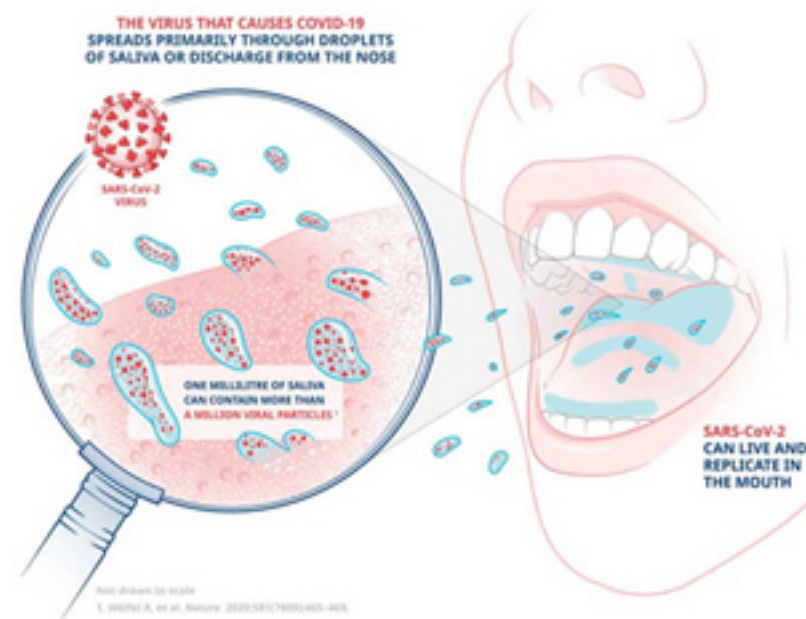
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## **Unilever Mouthwash contains technology now proven to help reduce viral load of SARS-cov-2 virus by 99.9%**

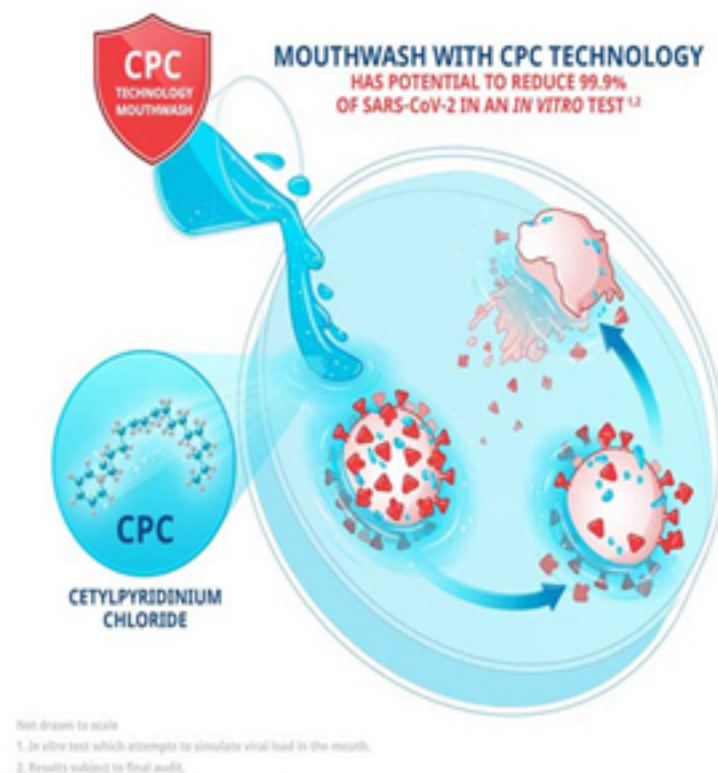
Unilever has confirmed that preliminary lab test results, show that mouthwash formulation containing CPC Technology, reduces 99.9% of SARS-CoV-2, the virus that causes COVID-19, after 30 seconds of rinsing<sup>2</sup>. This technology will be brought to India by Hindustan Unilever Limited (HUL) in Pepsodent Germicheck Mouth Rinse Liquid, which will launch in India in December 2020.

The preliminary test results on SARS-CoV-2 build on existing Unilever research published on the biology research platform bioRxiv, and follow ongoing discussions in the global medical and scientific community around the potential use of mouthwash as an additional measure to reduce the transmission of the virus. Research into the duration of the effect continues, but a previous study<sup>4</sup> on a small group of patients infected with COVID-19 suggest that viral load – the amount of virus particles a person is carrying may be reduced in the mouth for up to six hours with mouthwashes containing CPC Technology.

These preliminary test results showing the efficacy of CPC Technology against the SARS-CoV-2 virus are the latest in a large range of studies that are evaluating the efficacy of mouthwash technology against a number of viruses. In the tests Unilever has done, only CPC Technology has to date shown consistent, positive results.



The virus that causes COVID-19 spreads primarily through droplets of saliva or discharge from the nose, which has been detected before, during, and after the acute phase of illness, as well as in asymptomatic cases. Therefore, reducing the viral load in the mouth could help to reduce transmission. The findings indicate that mouthwash could become an important addition to other everyday protective measures like handwashing, physical distancing and mask wearing.



**Madalasa Srivastava, Head, R&D, Oral Care South Asia**, says, "The results of the study are a promising step on our journey to understanding how mouthwashes could help reduce the spread of coronavirus alongside other preventative measures. Although our research is ongoing, we are sharing the results now so people can consider introducing a CPC-based mouthwash, such as PepsodentGermicheck Mouth Rinse Liquid, into their daily routine. This will be an additional effort in HUL's pursuit to serve our consumers during the pandemic."

**Dr. Ashok D. Dhoble, Hon. Secretary General of the Indian Dental Association**, and an expert in oral health says, "It is welcome news indeed that a Mouthwash with CPC Technology could potentially have a role to play in our fight against COVID-19. Given the new promising in vitro research from Unilever on the viral efficacy of the mouthwash on SARS-CoV-2, I believe that the use of mouthwashes containing CPC Technology must be encouraged amongst the general public as it may have the potential to help reduce transmission. Even as we wait for further evidence from clinical studies, I would encourage people to make Mouthwash with CPC Technology a part of their daily hygiene routine, in addition to other protective measures such as the wearing of masks, frequent washing of hands with soap and water, and social distancing. The Indian Dental Association (IDA) recognises the importance of this mouthwash technology from Unilever as it will help to protect the public in the current pandemic."

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Source: Company Press Release November 23, 2020

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## **HUL, Xynteo, Government of Maharashtra launch 'Waste No More'**

Hindustan Unilever Limited and India2022 Coalition led by Xynteo today announced a collaboration with the School Education Department, Government of Maharashtra to launch a year-long initiative 'Waste No More'. The initiative offers specially curated digital school curriculum on waste management for public schools' students through DIKSHA app, developed by the Government of Maharashtra.

Shri Vishal Solanki, Commissioner, Education, State of Maharashtra said, 'Children play an important role in advocating environment conservation within the communities. The Government of Maharashtra is committed to its vision of improving cleanliness and sanitation in the state through waste management and segregation. Through the 'Waste No More' initiative, we will be able to collectively as a community bring about a change in attitude and behaviour within communities and children have the potential to lead the transformation.'

The digital curriculum is curated by Academy for Earth Sustainability (AES), organisation engaged in co-designing, building, and facilitating experiential learning programs in partnership with HUL and Xynteo. The curriculum focuses on the Waste No More programme, self-learning modules, interesting interactive content and cartoon animation videos to ignite students' and teachers' passion for the environment.

Sanjiv Mehta, Chairman and Managing Director, Hindustan Unilever Limited, said, "At Hindustan Unilever, we are deeply committed to playing our part in India's fight against environmental damage and plastic pollution. We see children as the powerful changemakers, drivers of behavioural change at home and in the communities. Our collaboration with Xynteo and Government of Maharashtra is one more step towards cultivating our change catalysts while spreading awareness in the communities."

As part of the India2022 coalition, Waste No More pilot programme was executed in Kolhapur and Nashik, where 80,000 students across 1,550 schools were inducted on sustainable waste disposal and segregation methods. We also participated in the MSCERT 'Summer Camp' initiative', wherein Waste No More content has received over 83,940 views on DIKSHA App.

Subhashini Chandran, Managing Director, Xynteo India said, "The 'Waste No More' programme has received a tremendous response from children in school. We are delighted to bring this programme to Government schools across the State under the guidance of the Maharashtra State Council of Educational Research and Training. This programme will help sow the seeds of environmental consciousness in every student it reaches, laying the ground for building a future abundant with aware and responsible citizens."

India2022 Coalition is in discussion with three states to extend the 'Waste No More' programme as part of the educational curriculum, with the aim to reach at least 2.5 million children.

Source: Company Press Release

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## **Procter & Gamble India announces Rs 400 crore growth fund**

Procter & Gamble (P&G) India has announced a growth fund of Rs 400 crore to give a hand to the government's vision of a self-reliant country. The fund would be utilised to localise manufacturing of finished products, procurement of raw materials and packaging materials and to adopt go-to-market innovations and technology.

"This new fund is part of P&G India's 'vGROW' program that focuses on identifying and collaborating with start-ups, small businesses, individuals or large organisations offering innovative industry-leading solutions," said the company.

vGROW is a platform that identifies and collaborates with businesses and individuals offering industry-leading solutions. P&G India engages

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with more than 2,300 Indian suppliers including startups, small businesses and large organisations across industries and services ranging from creative agencies and technology partners to material suppliers.

Madhusudan Gopalan, CEO, P&G Indian Subcontinent said the company has been manufacturing in India for decades and is hence, committed to the vision of self-reliant India. "More than 95 per cent of the products we sell in India are manufactured locally. We also export finished products manufactured in India to more than 120 countries. In line with our commitment, we are setting-up P&G's 'India Growth Fund' to collaborate with partners on building capacities that will further localise manufacturing of finished products, procurement of raw materials and packaging materials, and adopt innovative solutions that enhance our go-to-market technologies which will enable us to serve our consumers in India," he said.

He said that three years ago they launched the vGROW program to create a partnership platform for supplier in the country. "In the first two years we also set-up the 'Innovation Fund' and 'Sustainability Fund' through which we have invested more than Rs 250 crore in forging partnerships on new-age, innovative and sustainable solutions for the business," said Gopalan.

Source: Business Today October 29, 2020

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## **Procter & Gamble fined Rs 241 crore for increasing prices to negate GST reduction**

National Anti-profiteering Authority (NAA) has found that Procter & Gamble (P&G) and Gillette India allegedly profited over Rs 241 crore by not passing the GST reduction benefits to customers.

In an order issued on November 25, the anti-profiteering watchdog said that the P&G Home Products, P&G Hygiene and Health Care, and Gillette India did not pass on the tax benefit of Rs 181.51 crore, Rs 2 crore and Rs 57.99 crore, respectively.

According to NAA, the companies increased the base prices of 1,383 goods to negate the GST reduction. It asked the companies to reduce the price of the products and deposit the profited amount to the central and state consumer welfare fund, along with an interest.

The profited amount has to be deposited within three months from the date of passing of the order.

P&G will review the order and assess all possible legal options, a spokesperson said.

"As a responsible corporate, P&G has entirely passed on the net commensurate benefit under GST to the recipients. In addition, we communicated the same via advertising in mass media to help increase awareness with the consumers, shoppers and retailers. Also, along with the industry, we have been consistently requesting the authorities for a clear set of rules and regulations to eliminate ambiguity and complexity in this area," the company said, as quoted by LiveMint.

Earlier in November, Starbucks was fined Rs 1.04 crore for not passing goods and services tax (GST) cut benefits to customers. The probe was conducted on a complaint filed by a consumer alleging that the company did not reduce the prices of food items after the GST rate on restaurant services was reduced from 18 percent to 5 percent.

Source: Money Control.com November 26, 2020



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(anti-oxidants, Oryzanol and a good MUFA PUFA balance) is what he trusts to help keep her heart healthy.

While the portrayal is of the life of a working woman, the larger message extends seamlessly to all situations of stress, which makes it highly relatable to anyone viewing the film. Set to an adaptation of a popular and much-loved Bollywood track, the latest film brings alive the reality that all of us go through on a daily basis and leaves the viewer with the message of taking care of the heart health proactively. As part of Saffola's aim to bring conversations about heart health to the forefront, the brand has been focusing on building awareness about triggers like stress that are generally not seen to be connected to heart issues but can be a major contributing factor.

Earlier this year, Saffolalife, a not-for-profit initiative by Marico Limited, highlighted the importance of recognising and addressing the signs of stress in women and PRESS RELEASE its relationship with heart health through its #CareForHerHeart digital film released for the World Heart Day. Commenting on the campaign, Koshy George, Chief Marketing Officer, Marico Limited said, "Saffola has always been committed to raising awareness about heart health as well as steps to proactively take care of our heart. Through this new campaign, Saffola aims to drive awareness of the impact of stress on our heart and the need to take proactive care. The new TVC also portrays an interesting shift in the dynamics of the modern Indian household and shows the husband taking care of the wife's heart and overall health. The campaign lucidly conveys an important message that while we take our busy and stressful lifestyles in our stride and cannot do much to change it, it could be putting tremendous pressure on our heart and therefore proactive care is a necessary step."

AzazulHaque and GarimaKhandelwal' - Chief Creative Officers, Mullen Lintas said, "As a brand Saffola has been synonymous with heart health since its very inception, but the core task was to drive proactive care of the heart in line with the brand endeavor and by showing a context that viewers can identify with. We wanted to take a more progressive stance and tell our story through a gender role reversal, as heart health is universal so we built the narrative around women's heart health, but relatable and extendable to all. Hence, the story of a husband concerned about his wife's heart health as her work involves everyday stress seemed sweet, emotive, progressive and relatable and emotionally compelling."

Credits: Agency Mullen Lintas CCO - AzazulHaque, GarimaKhandelwal CEO – Hari Krishnan

Source: Company Press Release November 19, 2020

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## **The Mouth and Foot Painting Artists Association (MFPA) share a special message on Global Handwashing Day!**

The annual Global Handwashing day is unique in many ways this year. With the unprecedented situation arising due to the pandemic, hand hygiene has witnessed a significant increase in awareness and practise. However, with the unlock and easing of restrictions, many have relaxed their approach towards preventive hygiene and become a bit complacent about washing hands. The Mouth and Foot Painting Artists Association (MFPA) in collaboration with SavlonSwasth India begins a handwashing movement with #NoHandUnwashed.

Hand hygiene is regarded as one of the most important elements to prevent spread of infection.

#NoHandUnwashed reiterates the significance and acknowledges that hygiene is non-discriminatory. MFPA, India with SavlonSwasth India Mission, celebrates this year's global theme of hand hygiene for all in a unique and inspiring collaboration.

Ms. Swapna Augustine, a celebrated foot artist of MFPA, India presents a thought-provoking perspective to unveil the #NoHandUnwashed movement. As the protagonist, Ms. Augustine delivers a powerful and inspiring message. Being differently abled doesn't constraint an artist from practicing good hand-hygiene and a glimpse through her everyday life reinforces the same. The film evokes an emotional response to the simple appeal to imbibe and make washing hands a habit.

Watch the film here: <https://www.youtube.com/watch?v=RI5Nb3wcvVU&feature=youtu.be>

This partnership is a step forward in reiterating the culture of hand hygiene for a healthier nation and augments the core belief of SavlonSwasth India Mission to continue encouraging behavioural change towards washing hands. 10 celebrated mouth and foot artists across India are creating their unique interpretation of the #NoHandUnwashed movement and this will be showcased on social platforms beginning the 15th of October. SavlonSwasth India is supporting the artists' collective and also contributing towards MFPA, India's artist training foundation with resources.

## Saffola reverses the stereotypical gender roles to drive awareness for proactively caring for the heart in its new campaign - Rakhe Heart kaKhayaal

Saffola, the popular and trusted brand from Marico Limited, has always championed the cause of taking proactive steps towards better heart health with a vision to create a 'Heart Healthy India.' In line with its objective to raise awareness and bring significant emphasis on this important aspect, Saffola has once again launched an impactful campaign that seeks to drive home the need for proactive, everyday heart care by using the context of everyday lifestyle that unbeknownst to us, impacts the health of the heart. While most of us try to juggle multiple professional and personal commitments, we also undergo a huge amount of stress which can impact the heart.

The new TVC creatively uses the real-life situations of unavoidable work stress that can impact our heart and emphasizes on the importance of Rakhna Heart KaKhayaal, with Saffola Gold. Moving away from the stereotypical gender role of a woman taking care of the husband and the family's health, the film takes a progressive stance and showcases a modern couple where the husband is the one looking after his wife.

Conceptualised by Mullen Lintas, the brand, in its endeavour to champion the cause of women's heart health, portrays the husband as the one who is concerned about the stress his wife goes through at work and its impact on her heart. While he cannot take away her stress, no matter how much he would like to, he does what's in his control to take care of her heart. SaffolaGold, specially formulated with its "Power of 3" (anti-oxidants, Oryzanol and a good MUFA PUFA balance) is what he trusts to help keep her heart healthy.

While the portrayal is of the life of a working woman, the larger message extends seamlessly to all situations of stress, which makes it highly relatable to anyone viewing the film. Set to an adaptation of a popular and much-loved Bollywood track, the latest film brings alive the reality that all of us go through on a daily basis and leaves the viewer with the message of taking care of the heart health proactively. As part of Saffola's aim to bring conversations about heart health to the forefront, the brand has been focusing on building awareness about triggers like stress that are generally not seen to be connected to heart issues but can be a major contributing factor.

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Source: Company Press Release November 19, 2020

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Speaking on this unique approach to encourage the habit of washing hands, Mr. Bobby Thomas, Country head of MFPA, India said, "This is a first and we are happy that we have collaborated with a committed programme like SavlonSwasth India Mission to share a different perspective this Global Handwashing Day. MFPA community of artists are united with the rest of the world in this fight against the pandemic and encourage everyone to make washing hands an irreplaceable habit. This beautifully expressed film, underlines the importance of washing hands for all."

Sameer Satpathy, Divisional Chief Executive, Personal Care Products Business, ITC Limited, added, "The artists at MFPA are incredibly talented and this collaboration strengthens SavlonSwasth India's mission to educate, encourage and inspire behavioural change towards washing hands. Be it creating the globally recognised Healthy hands chalk sticks to encourage a habit of washing hands in children or introducing the first ever Braille enabled packs to ensure ease of access, SavlonSwasth India is committed to building an equitable world. #NoHandUnwashed continues this inclusive and supportive journey to make hand hygiene a priority for all."

### Mouth& Foot Artists Association (MFPA)

The MFPA is an International Association of disabled artists, who due to a disability to their hands, create art with their mouth or feet. With over 800 artists across 74 countries, the Association serves as a platform to provide its members a unique opportunity to earn an independent, honest and secure livelihood through the sale of their artwork. For more information you can visit <https://imfpa.org/>

### SavlonSwasth India Mission:

The SavlonSwasth India Mission programme by ITC has been a front runner in driving behavioural change towards handwashing and hygiene since its inception in 2016. It has reached over 15,000 schools in 82 cities and nearly 5.6 million children with its innovative outreach. The ongoing program has delivered measurable success in effectiveness to help inculcate hand hygiene habits in primary school children. With innovation in design and communication at its core, ITC Savlon has initiated numerous initiatives over the years like the Savlon Healthy Hands

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Chalk Sticks and Savlon ID Guard to educate and encourage hand hygiene.

Source: ITCportal.com

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## **Emami Ltd forays into home hygiene space with 'EMASOL' A complete range of home hygiene products**

Emami Limited, the Indian FMCG major, is ready to hit the Indian market with its newest offering –EMASOL – a complete range for home hygiene products. With this launch, the Company, which so far enjoyed a leading presence in the personal care and healthcare space, makes a big bang entry into the homecare segment for the very first time.

Under EMASOL range of products, Emami Limited will manufacture and market FIVE offerings: - EMASOL Disinfectant Floor Cleaner - EMASOL Disinfectant Toilet Cleaner - EMASOL Disinfectant Bathroom Cleaner - EMASOL Antibacterial Dish Wash Gel - EMASOL All Purpose Sanitizer. The EMASOL is the first Home Hygiene Range to hit the Indian market that apart from killing 99.9% germs, also has BGV24™\* advanced antimicrobials action that offers upto 24 Hours protection from virus, germs and bacteria. Announcing the launch of the EMASOL Home Hygiene Range, Mr. Mohan Goenka, Director, Emami Limited, said, "The COVID 19 pandemic has accelerated home hygiene consciousness to newer heights. People are more concerned about maintaining household hygiene with higher frequency of cleaning across all economic strata. Home Hygiene, as a category of approx. Rs 3000 cr had been growing in double digits in the pre-COVID times and is expected to grow much faster in the coming days. Emami is thrilled to capture the topical relevance of the time and make foray in the home hygiene space by introducing EMASOL Range of home hygiene products. Emasol Range offers a strong combination of Emami's leading brand equity plus a superior R&D innovation offering upto 24 hrs of protection from virus, germs and bacteria, which is a first in Indian market. We expect a very encouraging market response from this launch as consumers are on lookout for hygiene products that are effective and enjoy high level of brand trust."

As per a recent Worldpanel Kantar Report, COVID-19 is resulting in change of consumer behavior in the context of home hygiene leading to increase in use of toilet cleaners by 47%, mopping of floors by 41% and disinfectant use by 28%. As per Nielsen category trends, a significant growth in penetration and consumption has been witnessed for home hygiene products with e-commerce channels recording a growth of around 80% for floor and toilet cleaners in the post pandemic environment. With an edge in germ protection for the unique formulation having BGV24™\* advanced antimicrobials action, Emami has roped in International Cricket All Rounder - ShikharDhawan as the Global Brand Ambassador for its EMASOL Range. London based design firm, Evolve Creative developed the packaging for the EMASOL Home Hygiene Range, which comprise competitively priced quality products. EMASOL Range is being launched across General Trade, Modern Trade and E-Commerce channels with a major focus on urban metro markets, which is expected to contribute majorly to its overall sale.

Source: Company Press Release

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## **Emami Art presents Suburban Shadows: Recent works on paper by Prasanta Sahu**

A creative commentary on the unknown and uncelebrated multitudes of Peasants and Urban Workers ~ Kolkata, 3 rd November 2020:

Emami Art, one of India's leading contemporary art galleries based in Kolkata is currently hosting 'Suburban Shadows', an online solo exhibition on recent works on paper by PrasantaSahu who has been working on what he calls "the unknown multitudes," the marginalized population of peasants and urban workers, who provide essential services to us but remain unacknowledged and under-represented in the society. Concerned with the marginalized population of India, peasants and daily labourers, PrasantaSahu's works in the exhibition revolve around the notion of study, understood not as a regular academic practice but anthropological idea of case-study: the contextual analysis of the everyday life and actions of an individual, group or community.

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A trained artist, Sahu also has a background in electrical engineering, thus his works show both the pictorial intelligence and imagination of an artist and the analytic approaches. Sahu's work involves the scientific method of photo documentation, field notes and drawings and interviews which he later reworks in his studio. There are contradictions, and his work encompasses them. Instead of being enclosed in a singular aesthetic idea, the works, composite, open ended and hybrid, compel an interrogative meaning.

PrasantaSahu said "My current series of works, especially the works on paper are based on the ecosystem of urban and rural spaces and the invisible connection between the two. For the past five years, I have been documenting small-scale farmers, migrant labourers and the struggles of the 'unknown multitude' who provide us with essential service but are never fêted for their contributions. I always feel an empathetic connection to them. As I come from a rural family, I have seen the struggles related to this profession up close. For me each tomato, or ladyfinger in a supermarket aisle is imprinted with the touch of the hands that has cultivated it, lovingly tended it... and as a consumer what I intake links me to thousands of untold, unknown stories deep in the hinterland."

"I am pleased to present Suburban Shadows, a solo-show of recent works on paper by PrasantaSahu, as part of our ongoing series of virtual exhibitions. These critical yet beautiful works are part of Sahu's long-term artistic engagement with the subject of rural and suburban workers from across India. A sharply insightful artist and observer, Sahu studies the life of the marginalised, who provide essential services to us but remain faceless and uncelebrated for their contributions.

His works are also very relevant at this particular moment." said Ms. Richa Agarwal, CEO Emami Art Suburban

Shadows: Recent works on paper by PrasantaSahu is live now at [www.emamiart.com](http://www.emamiart.com)

Source: Company Press Release

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## **Godrej and Boyce launches digital campaign on how to 'make WFH work'**

Godrej and Boyce, the flagship company of the Godrej Group, has released a new digital campaign that focuses on how to 'make WFH work' as a productive and inspiring experience.

Created by Creativeland Asia, the video film showcases a wide range of work-from-home furniture solutions from its Godrej Interio and Script brands; environmentally sustainable appliances from Godrej Appliances that lower carbon footprint; and integrated solutions to secure the home from Godrej Security Solutions.

As part of the campaign, the film uses rap to explore how to 'make WFH work'. The film begins like a typical video call between two young professionals before it breaks into a quirky problem-solution rap.

NyrikaHolkar, executive director at Godrej and Boyce, said, "Work from Home is a reality today for most professionals and it's important to create "personal" spaces in our homes that can inspire us, keep us engaged, and make us productive while ensuring we remain connected to the rest of the family at home. At Godrej and Boyce, our businesses are working to create products and solutions that makeWFHwork."

Anu Joseph, chief creative officer, Creativeland Asia, said, "WFH is definitely one of those 2020 topics that immediately splits the room with practical issues like comfort and efficiency are quite real. What we've tried to do in this film is set up all the WFH woes that all of us face every day and counter them with the solutions Godrej and Boyce has to address those woes. All this through the medium of a quirky rap battle."

Source: ETBrandEquity.com October 29, 2020

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## Tupperware brings global campaign 'Always with you' to India

Tupperware, the homeware brand, has launched a brand campaign titled 'Always with You', conceptualised internationally and adopted across geographies including India. The campaign aims to emphasise what is truly important in life.

The campaign, 'Always with you' is a salute to the spirit of Tupperware and highlights the most important and relevant aspects including - 'A new normal', 'The importance of home', 'Positive realisations' and 'Return to what matters.'

The brand functions on the philosophy of 'care for food' and its products are also designed to optimise resources, be it time, storage space, leftover makeover or more. In response to the pandemic, Tupperware has launched initiatives like social selling, home delivery services, support to store managers to support people and communities.

Deepak Chhabra, managing director, Tupperware India, said, "We truly wish to uplift and celebrate the positives by continually creating new policies and procedures to help ensure we keep our community safe around the world by supporting more work from home options, investing in digital tools for our force to serve our customers during this unprecedented time and creating employment opportunities.

Vivek Chaturvedi, associate director, Tupperware India, said, "With the 'Always with you' campaign, we want to continue being the support system of our customers and be their support system in this change. We want to encourage the masses to learn new things to better their lives and invest their time and energy in people and things that are truly important in life."

Source: ETBrandEquity.com October 29, 2020

# ISDC

International Convention & Exhibition on Soaps, Detergents & Cosmetics

The Way Forward Towards Atmanirbhar, Swachh and Swasth Bharat



14th - 16th November, 2021



Goa, venue to be announced soon.



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# REGULATIONS

## ACI and HCPA Commend EPA on Further Assessment of 1,4-Dioxane in Consumer Products

The American Cleaning Institute (ACI) and Household & Commercial Products Association (HCPA) support a recent determination by the U.S. Environmental Protection Agency (EPA) that certain consumer products containing the by-product 1,4-dioxane do not present an unreasonable risk of injury to human health or the environment. On December 10, ACI and HCPA submitted comments and data to the EPA on 1,4-Dioxane; Supplemental Analysis to the Draft Toxic Substances Control Act (TSCA) Risk Evaluation. These comments came in response to EPA's issuance of a supplemental draft risk evaluation of 1,4-dioxane, which found that regular use of surface cleaning, laundry, dishwashing and, general purpose cleaning products does not pose an unreasonable risk to consumers. In the comments, the associations specifically:

- Highlight that the data provided demonstrates much lower levels, reflective of current concentrations in products.
- Draw attention to an industry effort to develop, optimize, and validate a method to measure 1,4-dioxane to very low concentrations in complex formulations.
- Recommend that EPA's risk evaluation of 1,4-dioxane include other use scenarios, including consumer allpurpose cleaners, commercial cleaning products, and general population exposures from drinking water.

"ACI and HCPA support the EPA's efforts to elicit additional public comment on the draft assessment of the potential risk of 1,4-dioxane in consumer products," said Kathleen Stanton, ACI Associate Vice President, Technical & International Affairs, and Dr. Steve Bennett, HCPA Senior Vice President, Scientific & Regulatory Affairs. "Companies invest significant time and resources to formulate products responsibly, and we are pleased to see that the Agency agrees that the conditions of use they evaluated do not present an unreasonable risk."

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

Source: <https://www.thehcpa.org/Press Release December 14, 2020>

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## HCPA Commends EPA for Increasing Transparency for Inert Ingredients in Antimicrobial Products

The Household & Commercial Products Association (HCPA) commends the Environmental Protection Agency (EPA) for implementing a new policy to allow registrants of antimicrobial pesticides to disclose all inert ingredients by following a QR code or website link on a product's label. This is part of the Agency's ongoing commitment to increase transparency. "Now more than ever, consumers want to know what ingredients make up the products they use to clean and disinfect their homes," said Steve Caldeira, President & CEO, HCPA. "This action by the EPA makes it easier for consumers to access that information. We appreciate the Agency's continued commitment to transparency, and hope this will ultimately allow manufacturers to list ingredients on a product's label if they choose." An inert ingredient is any substance other than the active ingredient that is intentionally included in a pesticide product. Inert ingredients play a key role in the effectiveness of a pesticide, including extending the product's shelf life.

Source: <https://www.thehcpa.org/Press Release December 14, 2020>

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## EPA Publishes Final Risk Evaluation for Perchloroethylene

The EPA recently published its final risk evaluation for perchloroethylene, as required by the Toxic Substances Control Act (TSCA).

The EPA used feedback from a public comment period and a scientific peer-review process carried out by the Science Advisory Committee on Chemicals (SACC) to inform the risk evaluation.

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The final risk evaluation for perchloroethylene shows that there are unreasonable risks to workers, occupational non-users, consumers, and bystanders for 59 out of 61 conditions of use (COU). The two COU that did not present an unreasonable risk are industrial and commercial use

n lubricants and greases as solvent for penetrating lubricants and cutting tool coolants and distribution in commerce. The Agency did not find any unreasonable risks to the environment.

The next step required by TSCA is to develop a plan to address the unreasonable risks identified in the final risk evaluation. The EPA is moving immediately to risk management for this chemical and will work as quickly as possible to propose and finalize actions that protect against the unreasonable risks.

For more information, please contact Dr. Steve Bennett, Senior Vice President, Scientific & Regulatory Affairs, at [sbennett@thehcpa.org](mailto:sbennett@thehcpa.org).



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# ASSOCIATION NEWS

## HCPA invites applications for the 2021 Murray Glauberman Memorial Scholarship

Every year, the Household & Commercial Products Association (HCPA) awards a monetary scholarship to a high school senior whose parent or grandparent is employed full-time by an HCPA member company.

HCPA established this scholarship to honor the late Murray Glauberman, the 1986 Chair of the Board of Directors. Since its inception in 1988, HCPA has awarded a total of \$256,000 to 32 deserving recipients to pursue their collegiate studies.

The scholarship, which is awarded to one student annually, provides a graduating high school senior with \$2,000 a year for up to four years to be used toward their college education. The scholarship recognizes achievement in the classroom, leadership skills, and a commitment to community service.

The award is funded by both HCPA and Mr. Glauberman's son, Stuart. HCPA would like to thank the Glauberman family and Malco Products for their generous support of tomorrow's innovators.

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## ACI Launches “Healthy Returns”: New Toolkit Contains Important Cleaning, Hygiene Reminders for Reopened Businesses and Offices

As communities across the nation begin the reopening process stemming from the coronavirus (COVID-19) pandemic, the American Cleaning Institute (ACI) announced the roll-out of Healthy Returns, a free online toolkit for small businesses and offices containing concise, easy to understand reminders on hygiene, cleaning and disinfecting that are crucial to keeping the workplace healthy and safe.

The guidance and checklists are adapted from public health recommendations for businesses to ensure a safe and successful reopening, as well as to reinforce confidence among the workforce and customers through effective cleaning and disinfecting best practices.

The toolkit includes resources such as checklists to help guide internal assessments; posters and handouts to encourage and educate employees on proper disinfecting protocols in shared spaces; and decals for businesses to display reinforcing their dedication to cleanliness and health.

“For years, the American Cleaning Institute has been dedicated to sharing information on the safe and proper use of cleaning and hygiene products,” said Melissa Hockstad, ACI President & CEO. “As businesses and offices gradually reopen in stages during the global pandemic, we want to provide them with the tools they need to help guide their daily cleaning and hygiene routines. We know it’s important to show their employees and their customers that they are committed to proper cleaning, hygiene and health.”

While Healthy Returns is currently focused on supporting the reopening process for businesses, the program will also launch key guidance on cleaning and disinfecting protocols for schools that plan to re-open later in the year.

For organizations interested in sharing or distributing the Healthy Returns toolkit, please contact [media@cleaninginstitute.org](mailto:media@cleaninginstitute.org).

For more information on ACI’s Healthy Returns efforts, visit: <https://cleaninginstitute.org/healthyreturns>.

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# SUSTAINABILITY

## Kao unveils its group mid-term five-year plan; focus on sustainability

Kao has unveiled its new Group Mid-term Plan 2025 (K25), with the company focusing on the 'realization of an enriched sustainable world.'

With the plan running from 2021 to 2025, Kao highlighted the ongoing social issues such as the pandemic and environmental challenges as a catalyst for the company undertaking 'significant changes.'

Outlining the overall goal of 'sustainability as the only path', Kao detailed a slew of ambitious objectives, such as ESG investment, carbon recycling, positive recycling and eradicating the source of infectious diseases.

It is also set to maximise the 'power and potential of employees' by doubling the productivity of its business activities, fairly compensating, and active promotions from within.

As the economy recovers from the onslaught of COVID-19, there has been a perceptible shift in future business strategies – with sustainability action being placed front and centre.

Discussing the catalyst for the five-year plan, Kao stated, "The Kao Group will begin a new challenge with the aim of establishing an economy where all of the following are realized: the wholehearted satisfaction and enrichment of the lives of people globally and the sustainability of the world."

The company also drew attention to its reformation plan to become 'digital Kao' by 2023.

Source: GlobalCosmeticnews.com December 18,2020

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## Sustainable skincare company BYBI closes \$7 million in series a funding

UK-based sustainable and vegan skincare company BYBI has closed \$7 million in Series A funding, with the investment led by Point King Capital, according to a report by WWD.com.

The company, which was founded by Elsie Rutterford and Dominika Minarovic in 2017, creates clean skincare products using sustainably-sourced ingredients.

Ian Lopatin, Founder of Athleisure brand Spiritual Gangster also participated in the round.

The company is set to use the investment to help fund its expansion into 1841 Target stores in the U.S., with 12 products. The rollout will begin on 17th January, 2021.

Rutterford said, "Fundraising throughout a pandemic was certainly challenging, but we're thrilled with how the round has panned out. The close of Series A marks an exciting time for BYBI as we shift our focus to expansion into the United States in a meaningful way."

Source: GlobalCosmeticnews.com December 18,2020

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# PATENTS

## Topical Homeopathic Formulation

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

Source: happi.com December 31, 2020

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## Mary Kay patents mascara

US Patent 10,857,079 B2 (Greg Norman); Mary Kay Inc., Addison, TX, has patented a method of thickening the appearance of eyelashes and increasing the volume of eyelashes. It consisting of directly applying an oil-in-water anionic emulsion to eyelashes. The oil-in-water anionic emulsion is comprised of a continuous phase comprising of water; a discontinuous phase comprising a combination of waxes (paraffin wax, carnauba wax, beeswax, and candelilla wax); an anionic surfactant system comprising stearic acid, palmitic acid, myristic acid, polyethylene glycol-40 (PEG-40) stearate, and stearyl stearate; and VP/Eicosene copolymer, trimethylpentanediol/adipic acid/glycerin cross polymer, hydroxyethylcellulose, and bis-diglyceryl polyacyladipate-2.

Source: happi.com December 31, 2020

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## Powder Oral Hygiene Compositions

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

Source: happi.com December 31, 2020

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## Sunscreen Composition

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

Source: happi.com December 31, 2020

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## P&G Patents Skin Patch

US Patent No. 10,857,076 B2 ( Emily Charlotte Boswell, Jack Alan Hunter, Michael Joseph Roddy, Elizabeth Anne Wilder); The Procter & Gamble Company has patented a method of improving the appearance of skin that entails topically applying, to the target portion of skin, a multi-layered beauty care product comprising a barrier patch and a cosmetic composition that contains skin active agent.

Source: happi.com December 31,2020

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# PACKAGING

## Beiersdorf to use renewable plastics in cosmetics packaging

Beiersdorf is making good on its promise to convert to refillable, reuseable or recycled packaging. The maker of Nivea and La Prairie is teaming up with Sabic to create renewable plastics for mass-market cosmetics packaging. The packaging will work together to create sustainable packaging made of certified, renewable polypropylene (or PP) from Sabic's Trucircle portfolio. To make the PP, plant-based, renewable raw materials will be used. The first products with packaging made almost wholly of certified PP from renewable raw materials will be launched in 2021.

"With this action, Beiersdorf intends to further reduce the use of fossil-based resources for plastic packaging," the company said in a statement. Beiersdorf is one of the world's biggest beauty companies and is ranked No. 7 in the latest edition of Happi's The International Top 30.

This sustainable plastic is a byproduct of the paper industry, produced during the processing of trees into pulp. According to Beiersdorf, the byproduct replaces the same amount of fossil crude oil generally needed for the manufacturing of plastic. The company maintains that PP packaging is friendlier for the environment, as it causes less carbon dioxide emissions than traditional plastics.

"The reduction of fossil raw materials in our portfolio is of essential importance to us," said Michael Becker, head of global packaging development at Beiersdorf, in the statement. "The use of renewable raw materials in our product packaging represents a major lever for us to reduce our carbon emissions and improve our ecological footprint. We are proud to be the first in our mass-market segment supporting the use of PP made from renewable, plant-based raw materials as packaging materials for our cosmetic products."

This announcement is part of Beiersdorf's overall plan to have, by 2025, 100% refillable, reusable or recycled packaging; grow its share of recycled material in plastic packaging to 30% and reduce the use of fossil-based virgin plastic by 50% based against 2019 content levels.

Source: happi.com December 12, 2020

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## Sun Chemical solves printing issues

Sun Chemical has further enhanced its online troubleshooting guide by adding potential solutions to common pressroom challenges in coldset and metal package printing processes.

Designed to help customers resolve common technical defects that can arise during a press run, the troubleshooting guide already offered solutions to help customers solve any challenge they may be facing with their flexographic, sheetfed, paper packaging, gravure, heatset and/or energy curable printing issues.

After choosing the printing process, the mobile-friendly website uses both photos and defect terms (dot gain, pinholes, feathering, comets, etc.) to help the press worker, while in the pressroom, identify which technical problem they are facing. They can either read the solution provided by Sun Chemical to resolve their particular challenge using their smartphone or can use a print function tool for a clean review of the problems/solutions on paper—whatever option is most convenient for them.

Sun Chemical's troubleshooting website has translations in Italian, Spanish and Turkish and can be accessed easily from Sun Chemical's Ink + Pressroom section of its website.

The troubleshooting website's updated navigation uses a mobile-friendly drop-down menu that makes it easier to access all troubleshooting issues based on printing process and challenge. It also offers a clean and colorful look that mirrors the visual appearance of Sun Chemical's recently updated website.

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"Our customers need to keep their pressrooms running smoothly and limit downtime, and this online and mobile-friendly solution can help them resolve common problems they see on press," said Heather Buchholz, manager of global marketing inks and global communications, Sun Chemical. "We're excited to provide our customers with a useful tool that helps them troubleshoot issues for most printing processes, now including metal packaging and coldset printing."

To learn more about how the online troubleshooting guide works, visit <http://inktsa.sunchemical.com>.

Source: [happi.com](http://happi.com) December 03,2020

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## Dermalogica adds sustainable packaging

As part of a commitment to create a cleaner planet for future generations, Dermalogica's new Daily Microfoliant Refill is made with 92% less plastic, 95.6% less oil and 95.7% fewer greenhouse gas emissions compared to the Daily Microfoliant canister, sifter and cap.

Daily Microfoliant debuted in 2001 as the original iconic powder exfoliant. It has since become the the brand's best-selling product. Inspired by ancient Japanese rituals, this rice-based powder activates upon contact with water, releasing papain, salicylic acid and rice enzymes polish skin. A Skin Brightening Complex of phytic acid from rice bran, white tea and licorice helps balance uneven skin tone while a soothing blend of colloidal oatmeal and allantoin calms skin, said the company that also installed some new safety protocols for 2020.

Daily Microfoliant Refill contains the same Daily Microfoliant formula and is intended to refill the original reusable Daily Microfoliant canister. The refill is available in a 2.6oz /74g recyclable pouch. To recycle the pouch, consult your local guidelines for recycling flexible plastic. Find it at authorized Dermalogica spas, salons and skin centers now.

Source: [happi.com](http://happi.com) December 02,2020

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## Cosmetic Valley joins CosmetoPack research group

Cosmetic Valley has joined the research program initiated by the CosmetoPack group, which aims to provide the cosmetics industry with a specific toxicological risk management protocol, intended to assess and model interactions between packaging and cosmetic formulas.

CosmetoPack was initiated by Cosmet'in LYON with the support of the plastics industry, that is strongly established in the Auvergne Rhône Alpes area. It is fully in line with the actions developed by the industry, by positioning French companies as international references on the subject of cosmetic safety.

Cosmetic Valley, as the cosmetic sector's competitiveness cluster, has chosen to support the CosmetoPack program, in accordance with its mission to work in close collaboration with clusters, associations, and professional organizations of the sector.

"The issue of packaging/formula interactions in cosmetics is a major issue for our sector and is widely discussed during events organized by Cosmetic Valley. It therefore seemed relevant to us, to join forces with this collaborative program, which will support and secure product innovation," underlined Amandine Goubert, R&I director - Cosmetic Valley.

The CosmetoPack group now brings together 16 partners: Berry-Bramlage, Eastman, Equitox, LaboratoiresExpanscience, LVMH Recherche-Parfums& Cosmetics, LYONDELLBASELL, MS BEAUTILAB, PRP Création, Texen, GroupeTreffert, Itech, University Lyon 1, Allizé-Plasturgie, Cosmetic Valley, Cosmet'in Lyon, and Plastipolis.

Source: [BeautyPackaging.com](http://BeautyPackaging.com) January 4, 2021

# ARTICLE

## How HUL is making planet-friendly food an appetising option for all

HUL's bold commitments to make healthier and sustainable food affordable to everyone includes growing a €1 billion plant-based business

Everyone, everywhere, should have access to good food that doesn't cost the earth. But what makes food good or bad? Nutrition? Taste? The impact it has on our planet? Or how it was grown and by whom?

All of these elements are factors in the food choices we make every day. But we don't often think about the impact these choices have on people around the world, or on the planet itself.

Why our global food system isn't working

The complicated, interlinked processes that bring food from field to fork are clearly failing a lot of people. There is too much waste and destruction of our natural resources.

We live in a world where 2 billion people are overweight, while 1 billion go hungry. Where more than 20% of all greenhouse gases are produced by the food industry, and yet a third of that food is thrown away.

As one of the largest food manufacturers in the world, we have a responsibility to help shape a global food system that is fair for everyone. That is why we are launching our 'Future Foods' initiative – it's our plan to help people transition towards healthier diets and reduce the environmental impact of the food chain. In it we are committing to:

- An annual €1 billion sales target from plant-based meat and dairy alternatives within five to seven years
- Halve food waste in our direct operations from factory to shelf by 2025
- Double the number of products that deliver positive nutrition by 2025
- Continue to lower calories, salt and sugar across all our products.

These new targets also support our global commitments to deliver a deforestation-free supply chain by 2023; halve our use of virgin plastic by 2025; and achieve net-zero emissions for all products by 2039.

Making plant-based foods the new normal

So why plant-based foods? Animal agriculture is known to be the second-largest contributor to greenhouse gas emissions after fossil fuels and a cause of deforestation, water and air pollution and biodiversity loss. Reducing our meat consumption is essential. New research has shown that changing to a plant-based diet could reduce our individual carbon footprint by as much as 35%.

So we know that a diverse, plant-based diet is better for our health and the health of the planet. But if we want people to make the switch, we need plant-based options to be more accessible, affordable and appetising. They need to be the easy, obvious choice.

With a new sales target of €1 billion for plant-based alternatives, our customers will see a wider range of vegan and vegetarian options from our brands.

It's an approach that is not just good for the planet, it's good for business too. Two years after acquiring The Vegetarian Butcher, we have expanded this leading plant-based meat brand into 30 countries. Hellmann's vegan mayonnaise is now available in 33 countries and Ben & Jerry's now has seven non-dairy alternatives. And Magnum's first vegan ice cream was recognised with PETA's best vegan ice cream award in 2019.

Halving food waste In addition to changing the way we eat, rebalancing the world's food system demands a reduction of food waste and loss. Currently, a third of the food produced globally is thrown away, and 40–45% of that waste comes from our own homes.



## Halving food waste

In addition to changing the way we eat, rebalancing the world's food system demands a reduction of food waste and loss. Currently, a third of the food produced globally is thrown away, and 40–45% of that waste comes from our own homes.

The economic and environmental consequences of this waste is huge, as Liz Goodwin, Senior Fellow and Director of the World Resources Institute, explains: "Food loss and waste has massive impacts in terms of cost to the global economy, the environment and society. We know that food loss and waste contributes about 8% of global greenhouse emissions as well as wasting the land and water used in production of food."

As a signatory of the Champions 12.3 10x20x30 initiative, we had already committed to halving food waste by 2030. We're now bringing forward that deadline to 2025.

"We need as many companies as possible to step up and prioritise the issue of food loss and waste and take action to reduce it," adds Liz.

## Rebalancing our food with more healthy options

The transition to healthier eating also requires us to reformulate our existing foods to comply with the highest nutritional standards.

Lowering the sugar, salt and calorie count in our products is central to this commitment. We've already introduced a 110 calorie cap on our children's ice cream and lowered salt, sugar and calories in a growing number of products, including a 30% reduction of sugar in our Lipton Ice Tea.

Our Future Foods strategy aims to extend these reductions, so that 85% of our foods will help ensure consumers do not intake more than 5g of salt per day, by 2022. And 95% of our ice creams will not contain more than 22g of sugar, and 250 kcal per serving, by 2025.

## Fighting food deficiencies with fortified options

We are also committed to producing more fortified foods. According to the World Health Organization (WHO), 2 billion people are still affected by micronutrient deficiency, but fortifying foods with small, safe doses of essential micronutrients such as vitamins A and D, iodine, iron and zinc is a simple way to counter this deficiency.

To this end, we plan to double the number of our products that can deliver positive nutritional value by 2025. This is defined as foods containing impactful amounts of vegetables, fruit, proteins or micronutrients such as zinc, iron, omega-3 and iodine.

Again, they will be following the well-established footprints of products such as Horlicks Classic, which is fortified with 21 micronutrients and has been a staple in South Asian households for generations.

## Creating food that's fit for the future

Of course, the success of these initiatives requires us to innovate so that we can hit these new health targets without compromising on taste.

Over 500 experts at our food innovation centre, The Hive, at the Wageningen campus in the Netherlands are working on creating a new generation of nourishing foods that are fit for the future. This is where biotech start-up Algenuity is working with our Foods and Refreshment R&D team to explore ways of bringing foods made with microalgae to market.

Collaboration like this is crucial if we are going to achieve our ambitious targets. That is why we are also reaching out to farmers, NGOs, universities and communities to work with us, so that we can create the sustainable change the world's food system so desperately needs.



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Be it Ben & Jerry's ongoing Caring Dairy programme – paying a premium to farmers who use sustainable practices. Or Knorr teaming up with WWF UK to compile the Future 50 Foods report, highlighting what foods we should all be eating more of. The objective is the same: to help fix our food system so that it's fair for everyone.

A force for good in food

"The average person's daily diet will need to change drastically during the next three decades to make sure everyone is fed without depleting the planet. By transforming eating habits, improving food production and reducing food waste, we can begin to solve these problems," says Jessica Fanzo, Bloomberg Distinguished Associate Professor of Global Food & Agricultural Policy and Ethics at Johns Hopkins University.

Jessica adds: "Unilever's commitments are integral to helping people make changes to their diet, with products they know and love."

Our Future Foods strategy not only marks our commitment to transform our foods business, it's also our commitment to helping transform the world's food system. Only then will everyone, everywhere, have access to healthy, affordable food that's good for the planet.

Source: <https://www.hul.co.in/news/news-and-features/2020/how-were-making-planet-friendly-food-an-appetising-option-for-all.html>

# ISDC

International Convention & Exhibition on Soaps, Detergents & Cosmetics

The Way Forward Towards Atmanirbhar, Swachh and Swasth Bharat



14th - 16th November, 2021



Goa, venue to be announced soon.

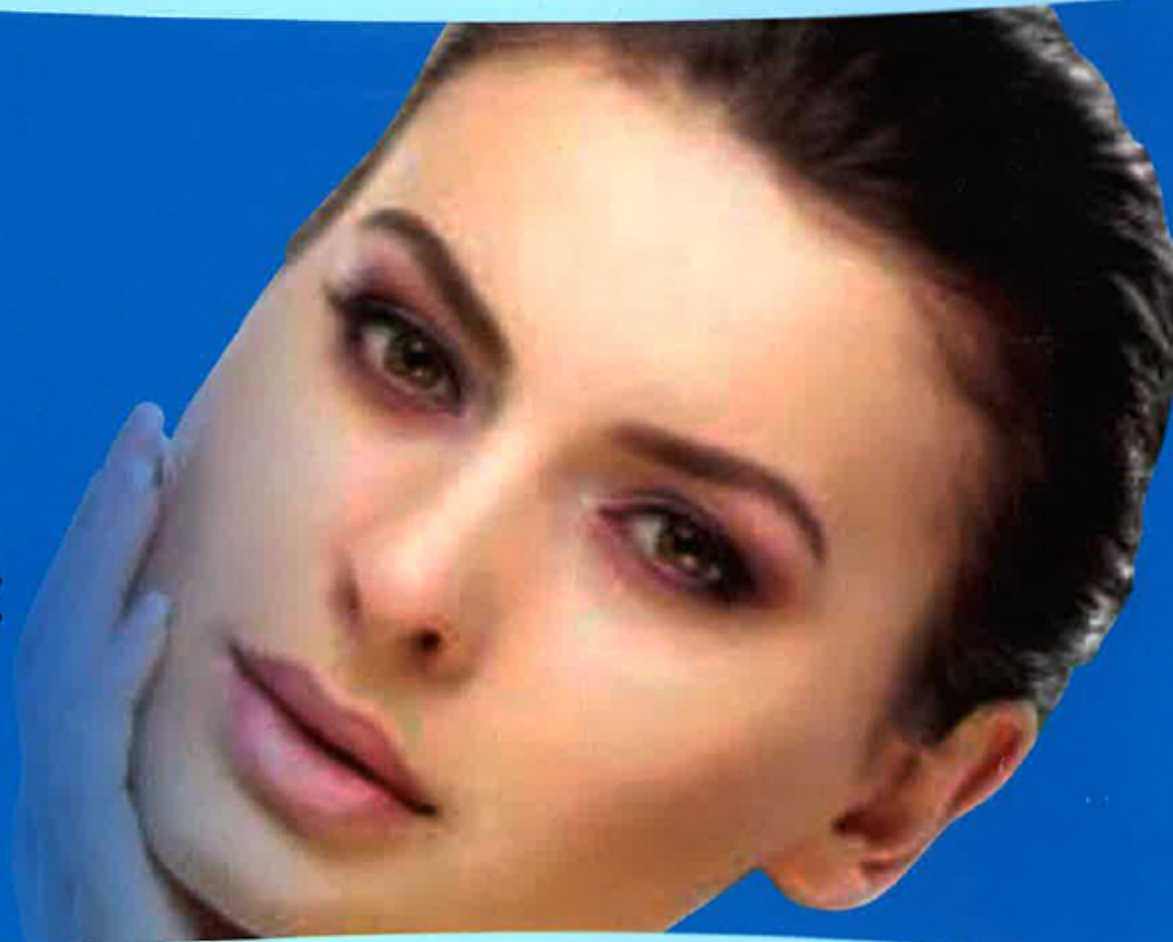




## **Indian Home & Personal Care Industry Association**

SOAPS • DETERGENTS • COSMETICS • AFFILIATED INDUSTRY

**YOUR  
PARTNER  
FOR  
SUSTAINABLE  
GROWTH**



**YOUR NETWORK – YOUR VOICE**



## YOUR NETWORK – YOUR VOICE

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

**IHPCIA** has a Board of Directors and following Committees:

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

### OUR OBJECTIVES

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

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

# Members of the Association



Cavinkare Pvt. Ltd.



Godrej Industries Ltd.



Unilever  
Hindustan  
Unilever Ltd.



ITC Limited



RSPL Limited



Nirma Limited



Procter & Gamble



S.H. Kelkar



Milindia Ltd.



AARTI INDUSTRIES LIMITED

Aarti Industries Ltd/vedici Group



Safechem  
INDUSTRIES

Safechem Industries



Galaxy Surfactants



Fena Pvt. Ltd.



Patanjali Ayurved Limited



IndianOil

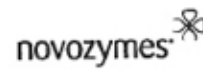
Indian Oil  
Corporation



ECOF  
Industries Ltd.



McNROE Consumer  
Products Private Limited



Novozymes



Emami Limited



Kumar Organic Products Limited  
Ingredients for us

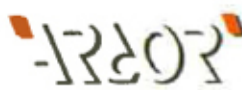
Kumar Organic Products Limited



Sealed Air



Reliance  
Industries Ltd.



ARDOR  
International Ltd.



Aditya Finechem  
Limited



Ultramarine &  
Pigments Ltd.

Ultramarine & Pigments Ltd.

# Affiliate Industry Associates



Tamilnadu Small Scale Soap  
& Detergent Manufacturers Association



Gujarat Small Scale Detergent  
Manufacturers Association



Fragrances & Flavours Association of India



Bengal Soap & Detergent  
Manufacturers' Welfare  
Association

Bengal Soap & Detergent Manufacturers'  
Welfare Association



Maharashtra Soaps, Detergent  
& Cosmetic Manufacturers Association

ASMA

Ahilya Surfactants Manufacturing  
Association

ISCC

Indian Society of Cosmetic Chemists



## **BECOME A MEMBER**

### **Founder Member**

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

### **Life Member**

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

### **Annual Member**

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

### **Affiliate Industry Association Member**

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

### **Honorary Member**

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

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

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

# International & Regional Associates

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

## INCPA Members



## AOSDAC Members



**TSDMA**  
The Soap and Detergents  
Manufacturers Association

**ISDA**  
Indonesian Soap and  
Detergents Association

**MSDA**  
Malaysian Soap and  
Detergents Association

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

STRUCTURE (IN INR)					
<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</b> (service provider)	Large	200,000	36,000	590000	15,000	900	29,500
	<b>Associate Members</b> (service provider)	Medium	100,000	18,000	590000	7,500	900	29,500
	<b>Associate Members</b> (service provider)	Small	50,000	9,000	590,000	3,000	540	3,540
	<b>Associate Members</b> (service provider)	Micro	35,000	6,300	41,300	1500	270	1,770
*the above Membership Fee includes as on date applicable Tax, may change as per Government Policies								

**Note:**

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

**Registered Office**

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