



in

M A G A Z I N E

by in-cosmetics™ asia

FEATURES

Full conference line up
23-24 November 2021

All things sustainability,
multifunction
and protection

Looking at the science
behind ingredient formulas

Trends driving the industry
... and much more!



Salicylic
 $\text{HO}_2\text{C}_6\text{H}_4$



Panthenol
 $\text{C}_9\text{H}_{19}\text{NO}_4$



Zinc Oxide

Built by



In the business of
building businesses



NSG
NAMSIANG GROUP



PROVIDING NOT ONLY THE BEST INGREDIENTS FROM LEADING GLOBAL MANUFACTURERS BUT ALSO FORMULATION AND TESTING SUPPORT THROUGH ASEAN TO ENABLE THE BEST QUALITY FOR OUR CUSTOMERS.



Beauty and Personal Care



Pharmaceutical



Home Care



Fragrance



Equipment

OUR PARTNERS



Beyond Collaboration



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NAMSIANG GROUP

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A Message from the team

We are thrilled to be taking the first step towards in-cosmetics Asia 2022 with you through this magazine. The learning and business opportunities you'll find here are just the start of a series paving the way to the event in an effort to create an environment where your business can thrive again.

We recognise the significant changes that Covid-19 forced upon the cosmetics industry and our personal lives.

Together we've all learnt about endurance, resilience and adaptation without losing the passion for discovery and progression. For in-cosmetics Asia, that meant staying true to our ethos of being a reliable source of industry insights, innovation and continuing to facilitate meaningful business connections in a safe and accessible format. Since welcoming industry professionals to our last face-to-face event in 2019, Since welcoming industry professionals to our last face-to-face event in 2019, in the past two years we've delivered a multitude of online learning and discovery opportunities across the wider in-cosmetics brand.

These include:

Five Webinar Series

with dozens of specialists sharing insights on the success of K-Beauty and J-Beauty formulations.

Ingredients Showcases

gathering companies from all around the world demonstrating their latest ingredient solutions.

in-cosmetics Virtual 2020

bringing the events to your screen with online meetings between suppliers and formulators, marketing trends and technical presentations and the opportunity to source new ingredients.



in-cosmetics Discover

our recently launched sourcing platform updated weekly with new ingredients and suppliers.

in-cosmetics Connect

our content hub with a variety of multimedia content frequently updated with videos, articles, podcasts, latest news and all you need to know about what's happening in the industry.

And as excited as we are about looking ahead at a brighter future in the return of in-cosmetics Asia 2022 face-to-face, we bring you today a magazine packed with industry insights and new exclusive learning opportunities to suit cosmetic chemists, marketing professionals, regulatory experts and industry enthusiasts.

Thank you for staying with the in-cosmetics community and we look forward to building the future of cosmetics with you, so let's start with the pages of this magazine.

Happy discovering!

in-cosmetics Asia Team



TILAMAR[®]

PDO with NØØVISTA[™]

The eco-friendly powerhouse for high-performing beauty products



Aligned with and contributing towards:



DSM

BRIGHT SCIENCE. BRIGHTER LIVING.

Today's conscious consumers are increasingly aware of the environmental and social impact of beauty products and are becoming ideological in their buying preferences. Especially biotechnology will gain importance over the coming years, driven by environmental concerns and limited natural resources.

The new multifunctional ingredient TILAMAR[®] PDO with NØØVISTA[™] combines naturality, sustainability, conscious beauty and high performance in only one product. It is the first made-in-Europe cosmetic grade of PDO, 100% bio-sourced from non-GMO and palm oil-free feedstocks, sourced from a brand new eco-designed facility contributing to local industrial redevelopment and diversification.

TILAMAR[®] PDO with NØØVISTA[™] is a high-quality microbiome-friendly, multifunctional ingredient designed to reduce formulation complexity by acting as a preservative booster, a skin humectant, sensory enhancer, solvent and actives carrier.

ECO-DESIGNED PROCESS:



RECOVERY
of >95% of the incoming carbon



RECYCLING
of water



ENERGY RECOVERY
(production of methane and fertilizers)



For more information, scan the QR-Code or visit our website www.dsm.com/personalcare and search TILAMAR[®] PDO with NØØVISTA[™]





Online Conference

SCHEDULE

23-25 NOVEMBER

Whether you're looking for skincare innovations, bioactive ingredients, insights on the cosmetic and personal care industry or sustainable technology and more... you're sure to find a highly efficient solution for your future formulations at **in-cosmetics Asia Online Conference this month, held 23 – 24 November 2021.**

Learn and source ingredients with top-class international experts from the likes of Euromonitor, Mintel, Cargill, Lipotrue and many more in a series of 30-minute technical presentations. They'll be **showcasing ingredients and exploring current trends to provide you with the scientific intelligence you need to make assertive decisions** when creating your next products for any of the following categories: Skincare, Suncare, Haircare & Styling, Colour Cosmetics, Body care or Toiletries.

Our carefully curated line-up was designed to guide you through the current demands seen within the cosmetic industry. It's simple to take part at no cost, so **take a look at the schedule across both days and register for individual sessions.**

ONLINE CONFERENCE

Schedule

NOVEMBER 23, 2021

Tuesday

9:00 - 9:30

EUROMONITOR

From Sustainable to Purposeful Beauty

Skincare, Sustainability, Consumer Behaviour

[REGISTER](#)

10:00 - 10:30

BLOOMAGE BIOTECHNOLOGY CORP., LTD.

The beautiful power of probiotics

Bodycare, Skincare, Probiotics

[REGISTER](#)

11:00 - 11:30

INNOSPEC LIMITED

Explore our mission: Sustainable formats for a sustainable world

Bodycare, Haircare, Sustainable

[REGISTER](#)

12:00 - 12:30

MINTEL

South East Asia Beauty & Personal Care Trends

Skincare, Men's Grooming

[REGISTER](#)

13:30 - 14:00

FASHION SNOOPS

Conscious Creation: Cultural Shifts Impacting Consumer Needs

Skincare, Scalp care, Skin Microbiome

[REGISTER](#)

14:30 - 15:00

CLR CHEMISCHES LABORATORIUM

The ecosystem of the scalp in scalpcare

Industry Trends, Asian Markets, Covid-19

[REGISTER](#)

15:30 - 16:00

BITOP

Ultimate protection and repair: How a natural molecule can meet all trending consumer needs

Skincare, Suncare, Clean Beauty

[REGISTER](#)

16:30 - 17:00

LIPOTRUE

The joy of plumping

Skincare, Green Ingredients, Anti-Ageing

[REGISTER](#)

Friendly reminder that individual registration is needed for each of the 30-minute sessions you plan to attend.

ONLINE CONFERENCE

Schedule

NOVEMBER 24, 2021

Wednesday

9:00 - 9:30

KLINE

Personal care ingredients market in Asia in a post COVID-19 world

Industry Trends, Asian Markets, Covid-19

[REGISTER](#)

10:00 - 10:30

NIPPON FINE CHEMICAL

RSPO(MB): Certified Sustainable High Naturality Functional Esters

Haircare, Skincare, Colour Cosmetics, Bioactive

[REGISTER](#)

11:00 - 11:30

ECOVIA INTELLIGENCE

Asia in Global Market for Natural & Organic Cosmetics

Industry Trends, Consumer Behaviour, Natural

[REGISTER](#)

13:30 - 14:00

CARGILL

Carrageenans – an ocean of texture options with one unique INCI reference

Texture, Sensory, Sustainable

[REGISTER](#)

14:30 - 15:00

MIBELLE BIOCHEMISTRY

Harmonizing the skin's moisture flow with a biotechnological moss extract

Skincare, Anti-Ageing, Sustainable

[REGISTER](#)

15:30 - 16:00

RAHN AG

Postbiotic Millet ferment with prebiotic properties – Soothe and moisturize skin in a new way

Bodycare, Skincare, Biotechnology

[REGISTER](#)

16:30 - 17:00

GIVAUDAN ACTIVE BEAUTY

Next gen, anti-ageing and soothing benefits thanks to neurocosmetics

Skincare, Scalp care, Anti-wrinkle

[REGISTER](#)

Friendly reminder that individual registration is needed for each of the 30-minute sessions you plan to attend.



From Sustainable to Purposeful Beauty

PRESENTED BY JULIA ILLERA, EUROMONITOR

Euromonitor International has identified “from Sustainability to Purpose” as one of the six key COVID-19 era themes impacting consumer markets. Join this webinar to learn more of:

- How the pandemic has accelerated the rise of companies with a strong sense of purpose.
- How consumer awareness of social and environmental issues increases.
- Why steps to improve the beauty industry’s environmental footprint are progressing at a faster pace.

0300
UTC 1

0730
India

0900
Bangkok

1000
Shanghai

1100
Tokyo



The Beautiful Power of Probiotics

PRESENTED BY JESSICA QU, BLOOMAGE BIOTECH

Bloomage Biotech is the first company in China to start the fermentation production of HA and has developed many active ingredients such as EGT, Ectoine, PGA, etc. In this webinar, we will discuss:

- A new probiotics technology platform.
- The science of Biobloom™ Microecobeauty ME-1 in inhibiting the reproduction of harmful bacteria, regulating the skin microbiota, and correcting the imbalance of oil secretion and pH caused by abnormal skin microbiota.

0400
UTC 1

0830
India

1000
Bangkok

1100
Shanghai

1200
Tokyo

D A Y 1

Explore our Mission:

Sustainable Formats for a Sustainable World

PRESENTED BY LUCY WARDROPPER, INNOSPEC LIMITED

This presentation covers four key trends in the sustainability area including, textures, mildness, zero waste and natural.

Join for:

- Demonstration of a variety of concentrated ingredients and solid formulations that require less water, plastic and packaging.
- Support and inspiration for packaging such as aluminium and recyclable options for environmentally friendly products.

0500

UTC 1

0930

India

1100

Bangkok

1200

Shanghai

1300

Tokyo



South East Asia Beauty & Personal Care Trends

PRESENTED BY SIRINAR PUPPACHAT, MINTEL

In this webinar, we will look into the new trends covering the below 3 areas:

- Spot the emerging opportunities in social commerce
- Explore the changing dynamics in men's grooming
- Identify opportunities in derma-skincare

0600

UTC 1

1030

India

1200

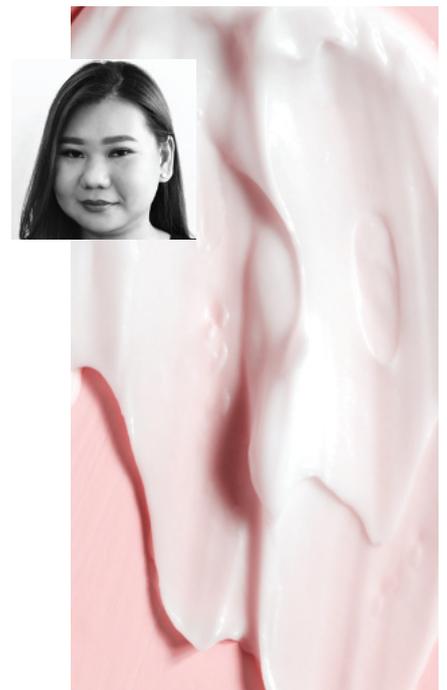
Bangkok

1300

Shanghai

1400

Tokyo





Conscious Creation: Cultural Shifts Impacting Consumer Needs

PRESENTED BY MELISSA HAGO, FASHION SNOOPS

Join this session for:

- Cultural trends impacting consumer needs and product creation
- Two major beauty shifts: the need for consciously crafted products, and the blue beauty movement that's surging across categories
- How sustainable and eco-conscious buying choices are changing as consumers find ways to heal both themselves and nature

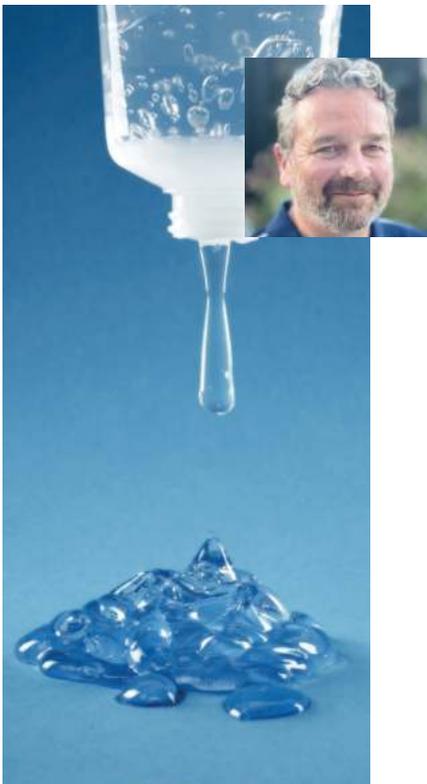
0730
UTC 1

1200
India

1330
Bangkok

1430
Shanghai

1530
Tokyo



The Ecosystem of the Scalp in Scalp Care

PRESENTED BY JOHN LOFTHOUSE, CLR CHEMISCHES

This presentation will cover:

- How the scalp needs to be considered an ecosystem to maximise optimal benefits.
- The unique microbial community of the scalp and how its balance can be maintained.
- Details of the specific needs of the scalp and CLR's solutions.

0830
UTC 1

1300
India

1430
Bangkok

1530
Shanghai

1630
Tokyo

D A Y 1

Ultimate Protection and Repair: How a Natural Molecule can meet all Trending Consumer Needs

PRESENTED BY ANNE SCHRÖTTER, BITOP

The need for 100% natural, highly effective, safe, and multifunctional active ingredients is rising. In this webinar we will provide:

- An overview of consumer needs and explain how the single molecule and bioactive Ectoin can help with highly effective, "clean-beauty" formulations, meeting the latest market trends by adding only one active ingredient.

0930	1400	1530	1630	1730
UTC 1	India	Bangkok	Shanghai	Tokyo

The Joy of Plumping

PRESENTED BY IVAN MARCOS, LIPOTRUE

Sprouting from LipoTrue Greenbeat™, this presentation will introduce:

- Joybliss™, a green active ingredient that helps to fill the wheel of plumping by acting in the adipogenesis and hypodermis-dermis communication preventing the adipose tissue ageing.

1030	1500	1630	1730	1830
UTC 1	India	Bangkok	Shanghai	Tokyo





Personal Care Ingredients Market in Asia in a Post COVID-19 World

PRESENTED BY KUNAL MAHAJAN, KLINE

The presentation will provide an overview of the personal care ingredients industry in Asia:

- Key focus on: China, India, Japan, and Southeast Asia.
- Impact of COVID-19 on the personal care ingredients industry in Asia along with an outlook of cosmetic markets in the region.

0300
UTC 1

0730
India

0900
Bangkok

1000
Shanghai

1100
Tokyo



RSPO(MB):

Certified Sustainable High Naturality Functional Esters

PRESENTED BY KAORU OTA, NIPPON FINE CHEMICAL

Safety, Naturality and Sustainability are 3 key pillars of the current beauty trend, and in this presentation, 3 types of high naturality RSPO (MB) certified grade esters will be introduced:

- Neosolue-AquaS: PEG-Free High Naturality Water Soluble Ester
- Plandool-H: 100% Plant-derived Lanolin Alternative Ester
- LUSPLAN SR-DM4: 100% Plant-derived Silicone Alternative Ester for Haircare

0400
UTC 1

0830
India

1000
Bangkok

1100
Shanghai

1200
Tokyo

Asia in Global Market for Natural & Organic Cosmetics

PRESENTED BY AMARJIT SAHOTA, ECOVIA INTELLIGENCE

This presentation will discuss Asia's rapid demand growth for natural and organic cosmetics.

- Update on the Asian & global markets, highlighting the impact of the pandemic on growth rates, trends, and developments.
- Which trends and developments are occurring in the Asian market? Which country markets have most growth potential? How is consumer behaviour changing?

0500

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0930

India

1100

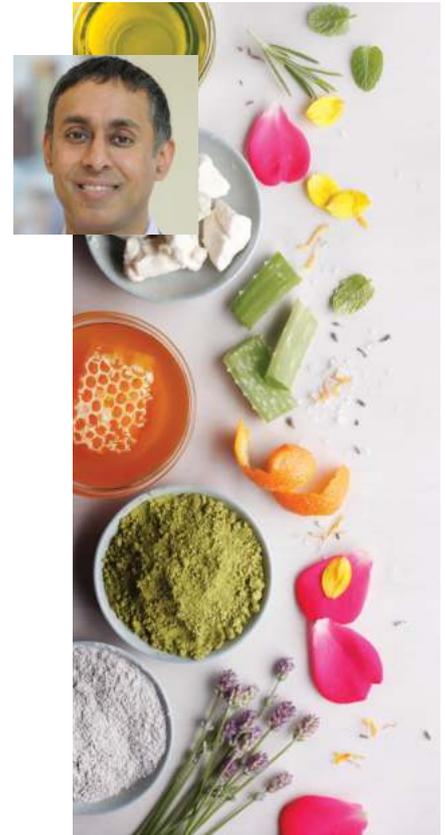
Bangkok

1200

Shanghai

1300

Tokyo



Carrageenans – an Ocean of Texture Options with one Unique INCI reference

PRESENTED BY JASON ZHANG, CARGILL

Discover the world of Carrageenans with Cargill's Carrageenan portfolio by exploring:

- The Red Seaweed Promise™, and how it addresses key challenges in producing and harvesting red seaweeds in close partnerships with farmers.
- How it supports seaweed producers' prosperity by providing the training, coaching and tools needed to adopt environmental production best practices.

0730

UTC 1

1200

India

1330

Bangkok

1430

Shanghai

1530

Tokyo





Harmonizing the Skin's Moisture Flow with a Biotechnological Moss Extract

PRESENTED BY DR. FRED ZÜLLI, MIBELLE BIOCHEMISTRY

To improve moisture flow and signaling in aged skin we have developed an extract from the "aloe moss" (Aloina aloides). Join to learn about:

- The moss protonema tissue, cultured in a bioreactor to allow a sustainable production of the rare moss.
- How the moss extract can speed up the signaling from cell-to-cell in a keratinocyte culture, harmonizing the moisture flow in the skin, increasing hydration and a comforting sensation.

0830

UTC 1

1300

India

1430

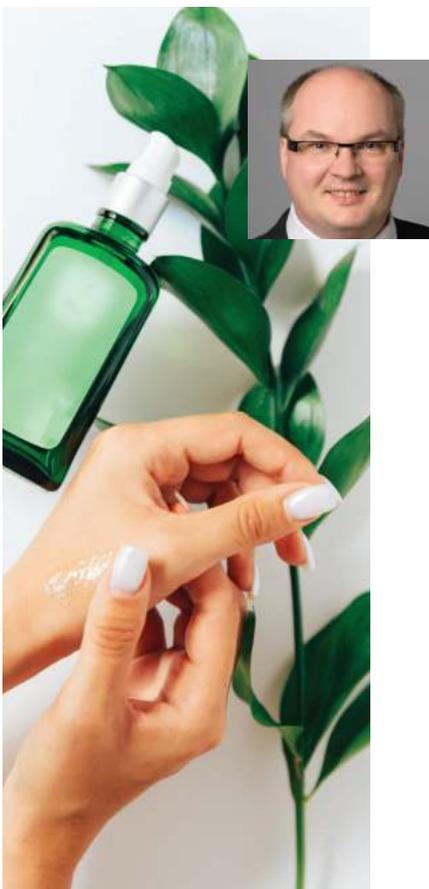
Bangkok

1530

Shanghai

1630

Tokyo



Postbiotic Millet Ferment with Prebiotic Properties Soothe and Moisturize Skin in a New Way

PRESENTED BY STEFAN HETTWER, PHD, RAHN AG

Fermentation can transform plant material and produce new, valuable substances. Join to experience:

- The postbiotic millet ferment DEFENSIL®-PURE's benefits with the help of special lactobacillus cultures.
- How valuable anti-inflammatory active substances enter the ferment. We will discuss how the prebiotic properties of the ferment ensure that the skin microbiota can protect itself against undesirable microorganisms.

0930

UTC 1

1400

India

1530

Bangkok

1630

Shanghai

1730

Tokyo

D A Y 2

Next Gen, Anti-ageing and Soothing Benefits Thanks to Neurocosmetics

PRESENTED BY GIADA MARAMALDI, GIVAUDAN

Join this webinar to learn more of our investigation of the skin-nerves-muscles communication pathways and:

- How we crafted a compound made from CO2 lipophilic extraction of Sichuan pepper, acting on nerve receptors in a reversible & safe way to deliver soothing benefits to skin and scalp and an immediate lifting effect at higher doses.

1030

UTC 1

1500

India

1630

Bangkok

1730

Shanghai

1830

Tokyo



The Science Behind the Formulas



Ingredients

FOCUS

Specific and technical information about novel ingredients and their creation processes can be hard to come across. In this section you'll gain precise guidance on the use of certain cosmetic ingredients and formulation techniques, as written by experts from renowned international ingredient suppliers across product categories including:

With each article you'll be able to identify:



Benefits of specific ingredients for your products



Different applications to meet consumer demand



New business opportunities through novel formulations and more...



Gattefossé fights gravity-induced aging signs

GATTEFOSSÉ

Though the laws of gravity are inescapable, the side effects they have on our skin don't have to be.

EleVastin™ is the targeted solution to gravity induced skin sagging. The ingredient strengthens the elasticity of the skin, giving it the support needed to cope with this downward pressure.

RENEWED ELASTIC POTENTIAL

The ingredient boosts key proteins involved in the synthesis of functional elastic fibers: elastin, fibrillin-1 and fibulin-5. It also protects elastic fibers against their degradation by elastases.

Through this mechanism, it ensures an increase of the density of elastic fibers coupled with an augmented skin elasticity.

Tested on 37 volunteers, the ingredient proved its capacity to reduce drooping of the lower face. Facial contours are better defined, deep vertical wrinkles are significantly reduced, and a youthful appearance is restored. EleVastin™ is intended for anti-aging ranges for mature skin, for treatments dedicated to the contours of the face or specific areas such as the neck.

100% NATURAL ORIGIN CONTENT

Murraya koenigii is an emblematic plant of ayurvedic medicine. It originates from the Indian sub-continent and it is now widely cultivated in territories bordering the Indian ocean.

In association with our local, long-time partner, leafy stems of the Murraya koenigii tree are manually harvested from fertilizer-free plots in the preserved environment of La Reunion island.

A complex pool of synergistic phytomolecules is obtained using an innovative blend of solvents from plant origin and gentle extraction process.

This results in a 100% natural origin content according to the ISO norm 16128 and a COSMOS validated ingredient. ■



Before

After

[READ FULL ARTICLE](#)

Reachin creates value with technology

GUANGZHOU REACHIN CHEMICAL CO.,

Guangzhou Reachin Chemical Co., Ltd is a **technology and service-driven fine chemical manufacturer**, have professional R&D team, experienced technical service team, independent QC system, advanced production facilities, global thinking sales team.

Reachin key products:

- Cost-effective, preservative-free Amino Acid Surfactant
- Special thickeners in Amino acid surfactant system
- Ready-to-use Emulsifier, with pleasing texture, aesthetic property and visual appeal
- Suspending agent helps make eye-catching shower gel and shampoo
- High-effective, safe Opacifier, giving final products with milky appearance
- Natural Active ingredients
- Effective, natural preservative
- Low residual, paraben-free Cationic Conditioner
- Effective thickener in laundry softer

Reachin diversified products helps you create complete formula. ■

[READ FULL ARTICLE](#)

MORE INFORMATION, PLEASE VISIT WEBSITE:

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CONTACT: peter@reachinchem.com, helena@reachinchem.com

TEL: +86 20 37087379

RonaCare® Balmance to restore harmony to sensitive and stressed skin

MERCK

Around 50% of the population reports having sensitive skin, with 9% claiming to have very sensitive skin be it increased skin sensitivity, atopic-prone skin, or enhanced skin irritability.

RonaCare® Balmance is a skin comfort stabilizer for sensitive and problematic skin, which can restore skin harmony by reducing the skin's susceptibility to redness, roughness and itching, also in case of stress.

It is a natural extract of the *Centaurea cyanus* flower (the cornflower). Cornflowers have long been used in traditional medicine and modern technology has allowed us to make the most out of the bounty flowers have to offer. The *Centaurea cyanus* flowers are cultivated in France according to the principles of sustainable agriculture. A multi-level extraction process including supercritical CO₂ yields a unique extract rich in N-feruloylserotonin in defined and verifiable quantity, ensuring biological efficiency. RonaCare® Balmance comes with COSMOS approval, Halal and Vegan certifications.

Comprehensive in-vitro, ex-vivo and in-vivo studies have proven the outstanding skin-soothing benefits of RonaCare® Balmance. Its performance is based on its strong impact on two complementary pathways of skin-soothing: by suppressing skin irritation in stressed skin and by minimizing the risk of chronic imbalance in problematic skin.

This makes RonaCare® Balmance the feel-good factor for sensitive and stressed skin, imparting skin comfort and balancing a skin's susceptibility to over-reacting. To such an extent that RonaCare® Balmance was recognized with a BSB Innovative Raw Material award in 2020. ■



Harmonizing the skin's moisture flow

MIBELLE BIOCHEMISTRY

Mibelle Biochemistry presents MossCellTec™ Aloe, the first cosmetic extract from the rare moss species *Aloina aloides*, also known as aloe-moss. This unique extract is produced by using Mibelle Biochemistry's MossCellTec™ biotechnology, an exceptional approach to prepare moss extracts for cosmetics.

The effect of MossCellTec™ Aloe is based on a new cell-to-cell communication concept. One type of cell-to-cell communication is mediated by gap junction channels that connect the cytoplasm of neighboring cells. These channels are built of connexin proteins and allow for the efficient cell-to-cell transfer of signaling molecules, ions, and water. Thus, a strong network of connexins improves the distribution of molecules and the direct cell-to-cell communication, enabling a fast and synchronized response of the skin. Connexin function, however, can be impaired during aging. Aloe-moss extract has shown to improve the signal propagation via gap junctions. By activating efficient cell-to-cell communication via connexin-based gap junction channels in the epidermis, it allows for a synchronized reaction of the skin. This is reflected by a harmonized distribution of skin moisture and reduced signs of skin aging, such as wrinkle volume and depth. ■



[READ FULL ARTICLE](#)

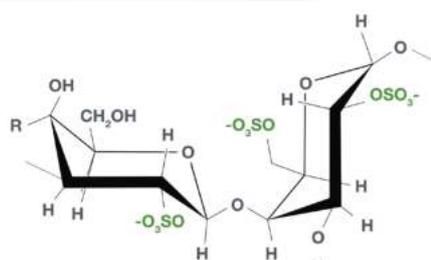
Satiage[™] VPC 614: an ocean of texture opportunities

CARGILL

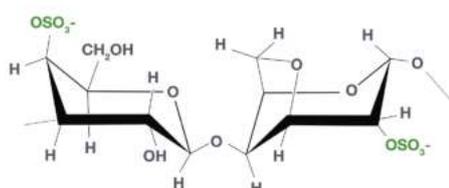
As one of the global leaders in nature-derived personal care ingredients, Cargill Beauty has built extensive experience in the sourcing, production and application of carrageenans in the past years. After successfully introducing Lambda and Iota carrageenan, Cargill Beauty is now completing its carrageenan portfolio with the addition of Satiage[™] VPC 614, a Kappa carrageenan, specifically suitable for high gelling applications and solid formulations.

Consumers are increasingly looking for more natural cosmetic products with cleaner labels. At the same time, they don't want their products to compromise on functionality or performance. To be able to meet these evolving consumer needs, personal care manufacturers need to (re-) formulate and find a balance between naturality, functionality and great sensory. With Cargill Beauty's complete set of carrageenans, the industry now has a solution that ticks all the boxes.

Let's take a deep-dive into the ocean of opportunity that carrageenans provide. Carrageenans are a family of natural linear sulfated polysaccharides that are extracted from red seaweeds. They are widely used in the personal care industry, for their gelling, thickening, and stabilizing properties. Carrageenans are classified in three main types of molecules: kappa, iota and lambda, varying on the number of sulfates present in the polysaccharide chain. Kappa and Iota respectively have 1 and 2 Cargill beauty news launch satiage[™] kappa carrageenansulphate groups, with one anhydro-galactose bridge. Lambda has 3 sulphate groups.



Lambda Carrageenan



Iota Carrageenan

This difference on the chemical structure will determine if the carrageenan will have more of a thickening or gelling behavior. Kappa and Iota carrageenans can give gel structures thus are known as gelling carrageenans, while lambda is a thickening carrageenan.

Once carrageenan is solubilized in water, the gelling mechanism initiates with formation of α -helix zones or spiral-like associations in molecules. Further, single helices arrange with adjacent ones to form double helical structures with electrolyte addition. The negative charges (sulfate groups) are all orientated to the external side of the helix. Once the K^+ cation is added, all the double helices will associate to each other (creating a link between the SO_3^- and the K^+).

Carrageenans are very versatile molecules and with Kappa, Iota and Lambda provide a range of textures, viscosity, gelling and thickening properties that formulators can take advantage of in creating various product textures. And, because the different types all have the same INCI reference, they can help personal care manufacturers to keep their labels minimal. Carrageenans can be formulated in skin care products like serums, gels, emulsions, creams, lotions, toners. In skin cleansing products like face wash, bodywash, shaving gels, face masks. In hair care products like shampoos, conditioners and hair styling gel. Carrageenans are also widely used in oral care products like toothpaste and mouthwash. ■

[READ FULL ARTICLE](#)



MARKETING
FOCUS

Tomorrow trends with world renowned strategic market research partners

Delve into recent studies on fragrance preferences to reports on beauty trends and an inside look at the conscious buyer, with leading experts such as Euromonitor, Fashion Snoops and Global Data. Here's where you'll find valuable information to understand your current customers and gather the tools to attract new ones.



Understanding consumer needs and behaviours will be key to a successful strategy from product development to sales and marketing. Beauty and personal care companies need to prioritise the following areas if they want to resonate with consumers' attitudes and preferences.



Simplicity and Minimalism

Simplified brand messaging, formulations and routines, focus on health and enhancing inherent beauty.



Product and Price Hybridity

Category blurring and multi-functionality, sustainable and affordable consumption.



Trust and Efficacy

Science-backed credentials, "clinical" efficacy, assurance of safety and transparency.



Facilitator to Authentic Living

Providing information, tutorials and tips that allow consumers to understand how products fit into their personal expression whether offline or online.

[Read the Full Report](#)

Blue Beauty

The blue beauty movement surges, as brands and consumers alike combine their efforts to preserve and safeguard the ocean environments and marine wildlife, through sea-safe packaging and ingredients, along with removing excess plastic from the world's waterways. The United Nations recently proclaimed 2021 through 2030 a "Decade of Ocean Science for Sustainable Development," forming a new initiative between nations to support ocean science and sustainable ocean management. Due to this increased emphasis on ocean vitality, preserving the ocean and its wildlife becomes a key sustainability effort across beauty and wellness, with launches that give back like Biossance's Ocean Day, Every Day set that supports the conservation organization Oceana.

We find ways to honor the water, seeking new opportunities to preserve it and learn from it. The blue beauty movement grows, expanding to include “Blue Zone” lifestyle trends, as we continue to look at ocean conservation and a new wave of blue ingredients like blue spirulina, blue tansy, and blue matcha. Brands like Adwoa Beauty utilize blue tansy for its naturally calming blue shade and potent calming, anti-inflammatory benefits, while we also see innovative, resourceful sea-based ingredients, like Perlucine’s use of ground white oyster shells, which not only upcycles discarded molluscs, but are also rich in fortifying calcium and minerals to benefit skin and hair. Marine ingredients find their way into makeup for their skin-loving benefits, imparting deep hydration and reducing the appearance of fine lines and wrinkles, like Tarte’s Rainforest of the Sea collection, which utilizes sea plants for their skin-boosting properties.

The emerging Blue Space movement also highlights the psychologically restorative effects of being close to bodies of water. The water itself becomes a powerful tool for healing, as we learn from Blue Zone nations how proximity to oceans, rivers, lakes, and other bodies of water can help to improve mood, inspiring us to seek out water-based therapies and treatments.



Areas like Ikaria, Greece, or Okinawa, Japan, become particular points of inspiration for well-being, fulfilling lifestyles, and longevity, as we see cultures with rich marine traditions influence beauty, like Masami’s hair care line that utilizes Japanese seaweed and beauty techniques for smoothing, soothing care.

There’s also a desire to not only connect with the ocean, but also to protect it through responsibly ocean-sourced products, like Crabtree & Evelyn’s sustainably and ethically harvested Sea Sponges trend, which protects the delicate ecosystem. Several beauty brands are making it their company mission to educate consumers about ocean survival: skincare brand Biossance centers itself around the plight of sharks through their focus on plant-based squalene, working to inform consumers about how the beauty industry continues to source squalene from sharks, even though plant-based options are more sustainable and provide superior results.

Consciously Crafted



As consumers become more aware of what they purchase, how products are made, and the overall environmental impact of their beauty routines, the natural beauty movement shifts from a superficial focus on “clean” to embrace a more conscious mindset. There’s a return to raw, natural, and artisanal products, highlighting source materials like stone, linen, sea sponges, and clay, as we seek slower living and a connection to the Earth. Not only do consumers want to be connected to the origins of their products, they also desire to be a part of a creation process that allows them to fully experience nature’s sacred energy and healing gifts.

As the slow living movement continues to grow, we see handcrafted, artisanal products rise in popularity, as consumers opt to support heritage brands that honor age-old processes, along with local makers, artisans, and designers. We see a rise in fresh, handcrafted skincare products that create a minimal luxe, like Sudtana’s line of carefully crafted, artisanal formulas that not only prioritize natural ingredients, but also help consumers find introspective, daily balance. Products like Conscia’s mindful hair care stones deepen daily rituals and also provoke thought about the impact of daily routines, while we also see consumers wanting to connect with the authentic, natural shades of the earth through options that rely on the raw, calming shades of real ingredients, like Osmia Organic’s

naturally colored body care products. Raw materials are also appearing in fragrances, like Elementals' range that harnesses the purity and power of the five elements with the finest raw materials to awaken the senses.

The climate crisis continues to drive the need for eco-friendly and sustainable initiatives, and we see more brands dive into reusable packaging, waterless products, and ethical sourcing. Refillable solutions gain traction as consumers shift to an eco-conscious lifestyle, and traditionally wasteful products like mascara are being updated to feature refillable designs, seen in Soshe Beauty's refillable mascara program. In addition, the waste-free movement continues, as new ways of creating zero-waste or even "less waste" products emerge, with brands looking at their total product lifecycle to reduce their environmental impact.

Lastly, ingredients form a key component of this trend, as we look to ancient crops, and raw, wholesome forms for inspiration. Seed ancestry and heritage grains in particular surge in popularity, as we look to appreciate and preserve fortifying ingredients like millet in restorative products

like Susanne Kaufman's Body Oil. 2023 was recently declared "The Year of Millet" by the UN, with the intention of focusing on this hearty, drought-resistant crop as a focus to sustainably fight world hunger. Nourishing global food staples like black beans rise in popularity for their beauty and wellness benefits, lending their protein-rich properties to skincare products and supplements, while earthy options like peat extract helps consumers embrace "dirty wellness" by reconnecting with the soil.

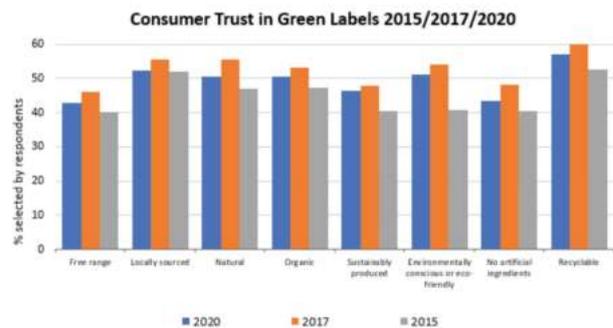
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FASHION SNOOPS



Conscious Consumerism Shapes Key Themes in Beauty

While consumers defining their own approach to beauty is nothing new, Coronavirus (COVID-19) has accelerated this pre-crisis trend towards a new, elevated version of conscious consumerism that encompasses even higher standards around skin health and sustainability. Conscious beauty is defined as a culmination of a 360° understanding of consumers' needs and the environment around them, balancing both intrinsic and extrinsic awareness factors. It not only takes a personalised approach to understand skin types, but consumers also evaluate the wider ethical and environmental impact of a purchase with the same gravity as personal priorities.

Conscious beauty has underpinned the industry for some time, fuelled by the overwhelming amount of product choice, lack of standardised certifications, elusive definitions and greenwashing tactics, with consumer trust in green labels declining since 2017.



Source: Euromonitor International's Lifestyles Survey, 2020

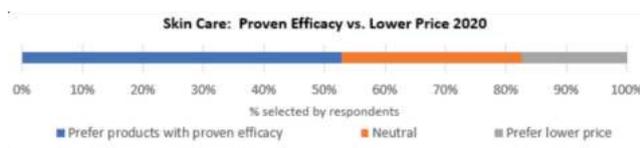
Consumers take an ingredient-led approach to treating skin concerns

The intrinsic element of conscious beauty is about taking a tailored and targeted approach to skin care, built on consumers' understanding of their individual skin type, sensitivities and needs. The saturation of skin care brands has led consumers to self-educate on active ingredients, becoming familiar with what niacinamide or hyaluronic acid do for the skin. As consumers' quest for skin health becomes increasingly important, safety, transparency and origin of ingredients are more sought after.

The pandemic has placed even greater importance on signature ingredients associated with anti-viral, immunity and natural healing, as the search for products that strengthen and protect skin defences is heightened.

As COVID-19 elevates a back-to-basics approach, brands that play on simplicity, transparency and no-frills packaging, such as The Ordinary and The Inkey List have seen great success. 2020 has since seen more brands and retailers tapping into ingredient-led beauty, including Boots with Boots Ingredients, and Holland & Barrett with Vitaskin. Moreover, the affordability of such brands makes them a fiercer rival to premium players in a period of economic downturn, provided they can deliver the same efficacious results to consumers, which remains a priority for most, over lower price.

Ethical and eco-consumption become integrated into consumers' lifestyles



Source: Euromonitor International's Beauty Survey, 2020

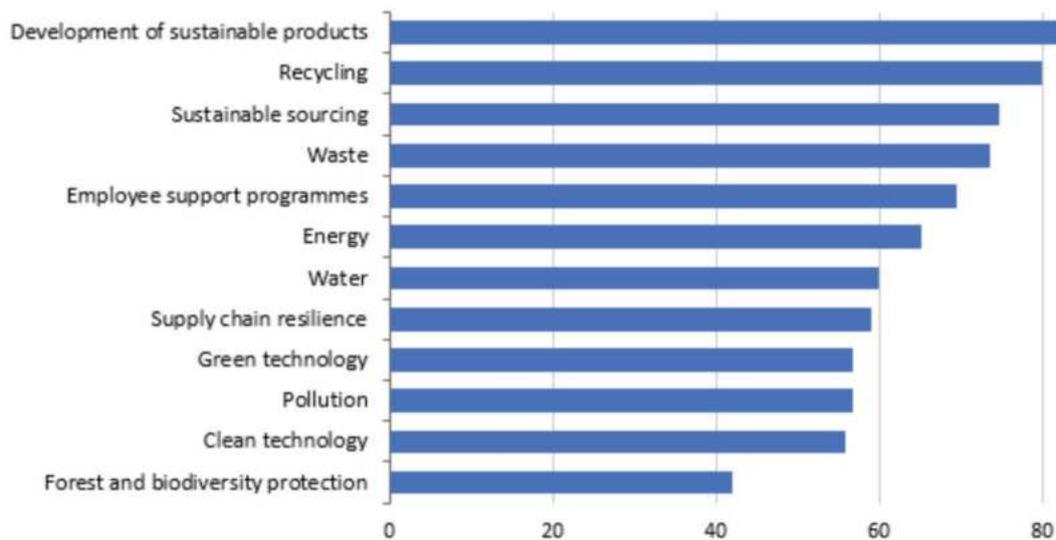
On the extrinsic side, COVID-19 has spurred mindful consumption around sustainability. In 2020, 47% of consumers globally believe that climate change will impact their lives in the future more than it does now, compared to 42% in 2019, according to Euromonitor's Lifestyles survey. As the harsh reality of climate change sets in, green strategies are no longer just the preserve of niche companies, with 2020 witnessing major beauty players dedicate significant resources to eco-initiatives. Personal care giant Unilever unveiled its largest in-store refill trial in Europe at a UK Asda store in October 2020, while Procter & Gamble plans to launch its own shampoo refill scheme in 2021, looking to embrace a circular economy.

Exploring packaging for the future has become a bigger priority; Shiseido launched its first biodegradable lip

palette and L'Oréal has developed a bottle made from captured carbon emissions. Supply chain transparency is also gaining relevance, with Estée Lauder piloting blockchain technology to improve the traceability of its Madagascan vanilla supply chain, while the "farm-to-face" movement has seen brands look at how they can control and oversee more of the formulation process. As the pandemic has rendered safety and hygiene more vital to consumers around the globe, 48% of beauty and personal care companies have reported that the development or launch of sustainable products by their organisation has been paused or postponed due to COVID-19, according to Euromonitor's Voice of the Industry Sustainability survey. Consumers' endeavour for sustainability is expected to accelerate post-crisis and companies are planning to resume investments in various eco-initiatives.

Sustainability expands to include purpose-driven action

Which of the following sustainability initiatives does your company plan on investing in over the next five years?



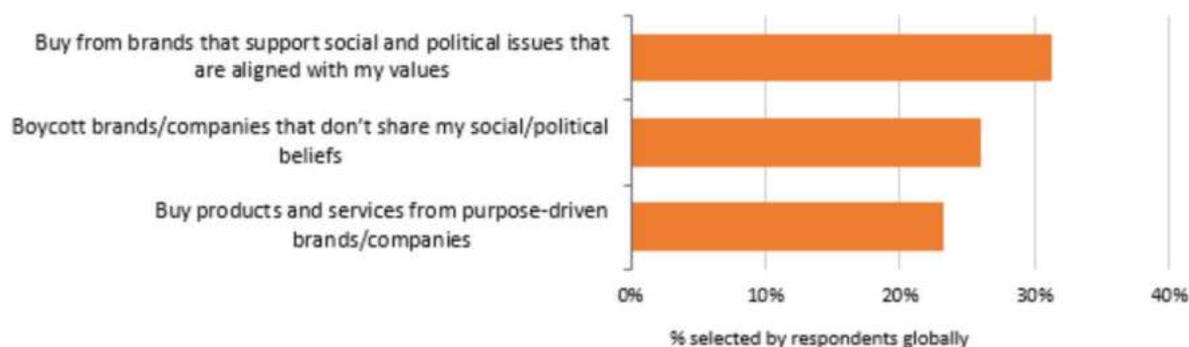
Source: Euromonitor International's Beauty Survey, 2020

COVID-19 has also brought a new consciousness that goes far beyond merely compensating for a company's negative impact on people and the planet, as consumers increasingly search for morally-aligned brands. As a result, the definition of sustainability is evolving beyond ethical credentials and environmental concerns, towards purpose over profit, a more holistic approach that aims to create social, environmental and economic value.

In Euromonitor's Voice of the Industry Sustainability Survey, 60% of beauty and personal care respondents reported that their company will balance social and health issues with environmental issues in the future. Beauty brands are recognising their ethical and moral responsibilities, further fuelled by brands

being held accountable for unethical actions. The Black Lives Matter protests drew major backlash over brands selling whitening products promoting fair skin as idealistic, whereby companies such as Unilever and L'Oréal have since removed words relating to whitening, lightening and fairness. At the same time, the industry is receiving a wake-up call to represent and cater to inclusion and diversity. Sephora is committing to the 15 Percent Pledge initiative, whereby 15% of shelf space in US stores will be dedicated to Black-owned brands, while ongoing demand is rife for racially inclusive and gender-fluid beauty products.

Which of the following activities do you typically do to be active in political and social issues?



As conscious consumerism is set to stay, all realms of beauty will continue to be affected – from product innovation to sustainability and diversity. Demand for effective and tailored skin care results will continue to be a priority, while beauty companies will be under more scrutiny to raise sustainable commitments for a more eco-friendly and ethical future, with purpose expected to remain a core part of corporate strategies going forward.



Consumer Survey Insights: Fragrance Preferences

Consumers' retreat into the home has affected scent preferences

Floral scents are the most popular, with 30% of consumers globally preferring them for their personal care and household products. This is followed by fresh scents at 24%, fruity at 23%, and citrus at 22%. This explains the consumer interest in unprocessed products that offer natural ingredients or heightened freshness.

Fresh fragrances are also popular because consumers are seeking effective ingredients and pure formulations that improve their personal health and wellbeing. As such, they may perceive products with fresh scents as having a positive impact on their health, as well as being "cleaner."

Hygiene and mental wellbeing are key considerations

43% of global consumers are interested in scents that help them to relax for home fragrances. They opt for products that improve their sense of wellbeing and make their home a comforting place to stay in.

Reduce or avoid artificial ingredients in skincare and haircare

Consumers scrutinize the ingredients included in their skincare and haircare products. Consequently, products that feature "free-from" claims could be of interest to these consumers. Consumers who are interested in "free-from claims" may also seek skincare products that are free from artificial ingredients and that are unscented. For instance, this is reflected on the data, 33% of Japanese consumers find the unscented scent appealing in skincare. In haircare, the herbal scent is found very appealing by 31% of Indian consumers.



Perfumes are chosen by consumers to feel refreshed and help them to define their identity

Asia and Australia are where most consumers choose floral, fresh, or fruity scents. Among female consumers the preferred scent is floral. Data shows 31% of global female consumers choose floral. In the case of male consumers, fresh scent is the most popular (23%), with the floral coming second (20%) and fruity third (18%). In addition, men are more likely than women to choose marine, spice, or leather scents, while the opposite is true for sweet fragrances.

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UV Filters

PARSOL® EHT

For sun care solutions that are good for skin and better for the planet...



DSM

BRIGHT SCIENCE. BRIGHTER LIVING.

...choose PARSOL® EHT

You may be wondering why you need another UVB filter. If you're also wondering how to create more eco-friendly sun care products, without compromising on protection, you have your answer...

With PARSOL® EHT your formulations can deliver high SPF levels with a low environmental impact. So you can keep the focus on protecting people against the damaging effects of the sun while also making a positive choice for the planet.

More reasons to choose PARSOL® EHT:

-  The highest UVB absorption on the market
-  High SPF levels supported with low use concentrations
-  Scores higher for eco-friendliness than most other UV filters* – making it ideal for high eco-class formulations
-  Easy to formulate, photostable, and compatible with top market UV solutions
-  Suitable for a full range of applications
-  Comes with a complete service package to help you stay ahead



For more information, scan the QR-Code or visit our website www.dsm.com/personalcare and search **PARSOL® EHT**

* With DSM SUNSCREEN OPTIMIZER™ 2.0 Eco-profiling

in

the
Spotlight

Spotlight On – All things

Multifunction

Protection

Sustainability

Have you ever heard of
“hybridisation of products”?

The new trend is becoming
increasingly popular
amongst Generation
Z consumers and,
consequently, re-shaping
the cosmetics industry.



With that in mind, make-up brands are now incorporating skincare ingredients to their beauty products and haircare brands are promoting multi-purpose product functionality, made solely with natural ingredients, to cite only a few examples of the shift in consumer trends.

We have designed this digital ‘Spotlight On’ section to bring you the ingredients that incorporate those principles of: sustainability, protection and multifunction.

Discover ingredients with multiple benefits, renewable attributes and that work against common issues like air pollution, environmental toxins, blue light, UV rays and much more. Have a look at the perfect ingredient solutions we’ve curated for each function:



C.A.R.E Formulas for UV Protection

Cosmos Certified O/W Emulsifier - NIKKOL Nikkomulse® 415



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Empowering you to succeed

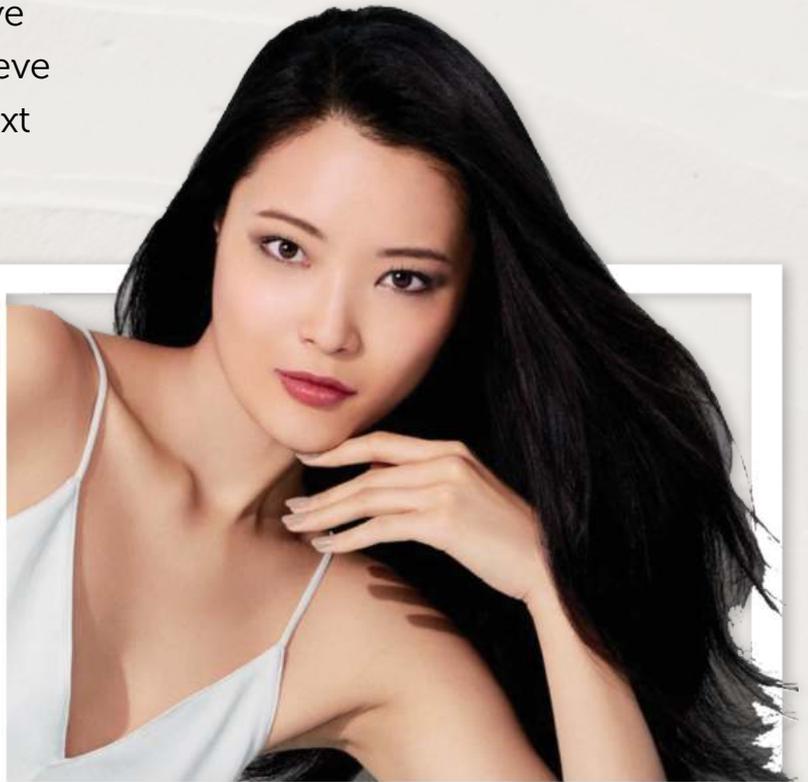
MULTIFUNCTION

With consumers increasingly demanding more from their cosmetic products, manufacturers strive to deliver multiple relevant, targeted and functional benefits in one multifunctional product.

Take a look at these distinctive formulations to help you achieve multi-functionality in your next product range:

New gentle fast-acting deodorant active

Ashland's line of gentle deo actives is growing. Sensidin™ pure skin multifunctional is a strong and fast-acting deodorant active.



It is effective against odor-causing bacteria so it combats body odor before it develops.

Deodorant users can feel insecure with an ineffective deodorant. Sensidin™ pure skin multifunctional eliminates the worry and provides self-confidence for over 48 hours. Sensidin™ pure skin multifunctional is the needed solution to encounter antimicrobial challenges on the skin – ensuring strong and fast efficacy while respecting the individual microbiome.

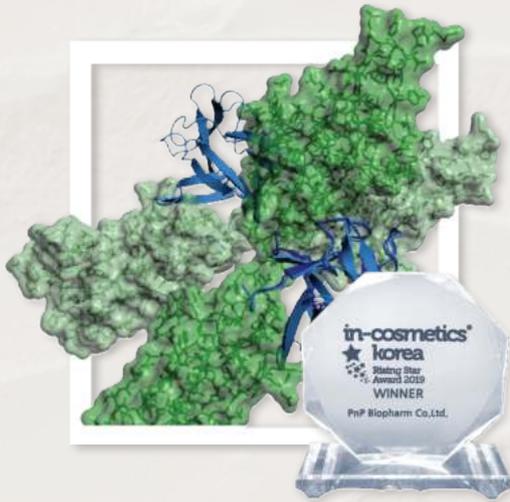
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Stabilized Growth Factors & Applications

Growth Factors are proteins that act as chemical messengers between cells and play a role in cell proliferation and tissue regeneration. Due to their intrinsic functions, growth factors are one of the spotlighted ingredients in cosmetics, especially for the purpose to keep a youthful look.

Various types of growth factors have multiple functions so their effect and usage are limitless. For example, EGF, bFGF and PDGF are the most commonly used growth factors due to their anti-aging effect, and KGF1 is known for its positive effect in hair growth in combination with FGF5s and SCF.

PnP Biopharm is a biotech company specializing in protein production and engineering. Using its technology, PnP Biopharm developed highly active and thermostable growth factors to overcome the major limitation of growth factors to be widely applied in various industries such as cosmetics or pharmaceuticals.

PnP Biopharm

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PROTECTION

Air pollution, environmental toxins, free radicals, blue light, infrared and UV rays are all current concerns cosmetic manufacturers strive to protect against when formulating for skincare and haircare product ranges. With consumers now more aware of the need for these qualities than ever before, it forces all sectors to rethink their formulations, claims and ingredient choices. Here's a snapshot of what's available to you:

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skin olfactory innovation for well aging

Ashland Santalwood™ biofunctional is a natural sandalwood extract inspired by forest therapy for well aging skin and scalp benefits.

Obtained by supercritical CO2 extraction from Santalum album, this unique and patented biofunctional leverages the forest bathing trend in health and wellness.

Santalwood™ biofunctional enhances the skin olfactory receptors shown to decrease with age and air pollution.

It removes senescent cells and helps mitigate air pollution damage; It has clinically proven benefits on skin renewal, firmness, wrinkles, and on the skin olfactory signature of aging. It is the first biofunctional to be developed by Ashland with Artificial Intelligence (AI) for well aging that helps transform skin's appearance from dull and lifeless to vibrant and glowing.

Ashland

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Antioxidant power derived from Probiotics—ME-2

- Screened from 85 probiotic strains
- Significantly increase the secretion of Nrf2 and activate the anti oxidant pathway
- Enhance cell antioxidant capacity, reduce oxidative damage
- Reduce pigment deposition, tighten and brighten skin

Research in the medical field has found that probiotics have the antioxidant ability, which can increase the secretion of the transcription factor Nrf2 in the body's antioxidant metabolism pathway, and enhance its antioxidant capacity.

Therefore, Bloomage Biotech developed Biobloom™ Microecobeauty ME-2 which is fermented by Lactobacillus paracasei selected from 85 strains of probiotics through H2O2 & UV double injury cell model based on the probiotics technology platform.

C.A.R.E Formulas for UV Protection
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Empowering You to Innovate

Bloomage Biotech has 30 years' experience in fermentation technology, it is the first company in China to start the fermentation production of HA and has developed many active ingredients such as EGT, Ectoine, PGA, etc. Now they just established a probiotics technology platform to explore the beautiful power wof probiotics.

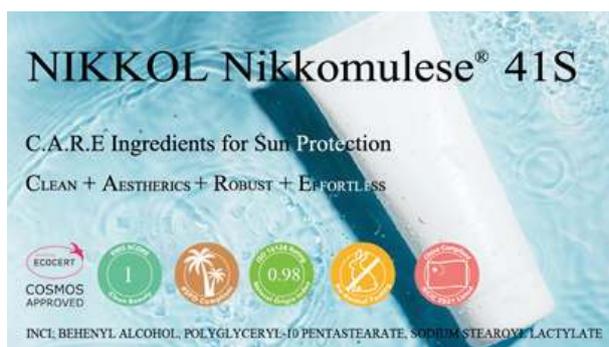
Studies have shown that 2.5%ME-2 significantly increased Nrf2 secretion by 78.3%. TAOC, SOD activity and CAT activity are significantly improved by 11.7, 4.3 and 10.2 times respectively by 2.5%ME-2. while the secretion of ROS is reduced by 54.9%. In-vivo tests have shown that 2.5%ME-2 essence can

significantly increase the skin moisture content and skin elasticity by 14% and 10%, respectively, and reduce the area of brown spots by 12%.

ME-2 not only has excellent antioxidant capacity but also does not damage the beneficial bacteria on the skin surface, breaking the original skin's ecological balance, is very suitable for sensitive skin and various skin moisturizing, relaxing, anti-aging products.

Bloomage Biotech

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C.A.R.E Ingredients for sun protection

Why C.A.R.E?

The pandemic has ushered a rising consciousness on how beauty products impact the environment. In the US alone, eco-ethical claims were the fastest growing claims on new suncare launches in 2020.

Asia remains the biggest market for suncare where consumers consider it as an essential part of the daytime regimen.

NIKKOL C.A.R.E Concept

The product in focus is NIKKOL NIKKOMULESE® 41S and we will define it with the C.A.R.E Criteria below:

- CLEAN** – Our showcase formula “Herbal UV Protection Milk” is a mineral-based sunscreen with an SPF score of 32.5 (ISO 24444). This formula contains 99% natural ingredients (ISO 16128) and can comply to global requirements. **please access the banner below for formula details.**

C.A.R.E Formulas for UV Protection
Cosmos Certified O/W Emulsifier - NIKKOL Nikkomulse® 41S



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- 1. AESTHETICS PLUS** – Mineral sunscreens have long been perceived as ‘thick’ or ‘chalky’, but our showcase formula has a milk-like viscosity with a moisturizing touch making it an ideal one-step daytime care.
- 2. ROBUST** –We evaluated the water resistance property of NIKKOL Nikkomulse® 412 against conventional O/W emulsifiers on a combination sunscreen formula. Figure 1 shows that both sunscreens had similar initial SPF values. However, after 2 cycles of immersion, the conventional formula had a reduced score (34.5) while the NIKKOL Nikkomulse® 41 formula could maintain an SPF value of 51.5. To

visualize emulsion integrity, both formulas were applied on strips of artificial leather and evaluated with an in-house protocol. The SEM images (Fig.2) reveal that the formula utilizing NIKKOL Nikkomulse® 41 still had PMMA beads intact, suggesting a robust emulsion structure with water resistance.

- 3. EFFORTLESS.** This emulsifier complex easily creates stable lamellar gel network structures in water (Fig.3). It works with different oils & natural polymers to create a variety of textures even with minimal ingredients.

Nikkol Group

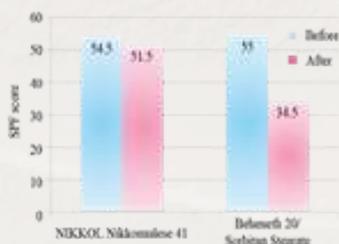


Fig.1 in-vivo SPF score before & after 40 min water immersion (US FDA method)

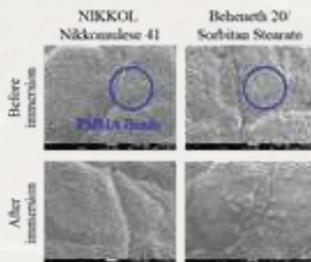


Fig.2 SEM images of emulsions before & after 30 min water immersion (in-house method)

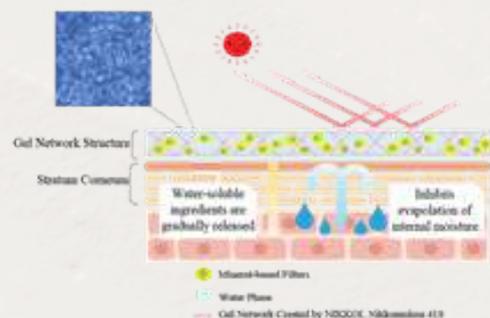


Fig.3 Image and micrograph of gel network structure

SUSTAINABILITY

As the fight towards sustainability transcends all industries, cosmetic manufacturers increasingly focus on the careful selection of renewable raw materials used in the formulation phase of a product’s life cycle. Here are some the ingredients you sustainability warriors should keep an eye out for.

texturpure™ sa-1 for sustainable suspension

Ashland texturpure™ sa-1, is a new and novel texturing and suspension agent for sustainable hair and body care rinse-off systems. It is compatible with anionic, amphoteric and non-ionic surfactants and offers excellent long-term stability, even in challenging sulfate-free formulations. Additionally, texturpure™ sa-1 enables a highly conditioned sensorial experience in both silicone-based and silicone-free as it doesn't interfere with these conditioning and oil deposition technologies.



texturpure™ sa-1 delivers a rich smooth and luxurious texture with a clean break on pouring and suspension of oils and actives in shampoos and cleansing systems.

It is naturally-derived (according to ISO 16128), sustainably- and ethically-

sourced, biodegradable and has a clean INCI (Hydroxypropyl Methylcellulose (and) Cellulose Gum (and) Xanthan Gum).

Ashland

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Four-leaf clover extract brings smiles

Four-leaf clover is a symbol of happiness all over the world.

It is said to have become a symbol of good luck due to its rarity. Usually, clover contains three leaves, but the raw material for HappiClov is the special clover which has four leaves or more. Such a special clover is found in Tahara City in Japan and is currently being used as an item for a local vitalization project. The name of the project is "HAPPY FOUR-LEAF CLOVER PROJECT" which

creates new tourism resources, and supports employment for the people with disabilities.

ICHIMARU PHARCOS has also participated in this project and developed the four-leaf clover extract, HappiClov. It increases the elastin production which is associated with skin elasticity and sagging. As a result, applying HappiClov to the skin raised the corners of the mouth and lift-up the cheeks. HappiClov brings smiles to people around the world.

Ichimaru

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Ingredient Webinars

Discover ingredients with multiple benefits, renewable attributes and that work against common issues like air pollution, environmental toxins, blue light, UV rays and much more. Have a look at the perfect ingredient solutions we've curated for each function



Ultimate protection and repair: How a natural molecule can meet all trending consumer needs

bitop
Extremolytes for life

SPEAKER: LENA ROLOFS

There is only a very limited number of single molecules with clinically proven efficacy a formulator can choose from to implement safe multiple benefits like anti-aging, skin barrier repair, soothing, long-term hydration etc. This webinar with bitop will explain how the single molecule and bioactive Ectoin can help to formulate highly effective, "clean-beauty" formulations, which meet the latest and rising market trends by adding only one active ingredient.

[WATCH WEBINAR ON-DEMAND](#)

Erasing pigmentation spots through SDF-1 communication regulation: The power of blue biotech



SPEAKER: LAURINE MARTINEZ



Discover an exclusive microalgae extract that acts on SDF-1, a breakthrough biological pathway responsible for all kinds of dark spots. It is able to reactivate SDF-1 expression in aged or UV exposed skin models, while significantly decreasing visible spots at the clinical level on Caucasian, Asian and African volunteers. All without using synthetic solutions or abrasive mechanical depigmentation processes, providing a safe solution to consumers.

[WATCH WEBINAR ON-DEMAND](#)

99% Natural anti-sagging face cream made possible with PEG-free vegan emulsifier

피이지 프리 비건 가능한 유화제로 제조한 99% 네추럴 처짐 방지 페이스 크림

Givaudan **SPEAKER: MATHIAS FLEURY**



Sustainability and naturality is now a requirement more than a trend. Creating PEG-free, vegan, and clean formulations is now possible using our 100% natural origin, COSMOS approved emulsifier. Emulium Dolce MB provides immediate and long-lasting moisturizing power while bringing extreme softness to cosmetic emulsions. A 99% Natural, anti-sagging face cream will be showcased with our latest PEG-free emulsifier and EleVastin™, a novel active that promotes skin elasticity and redesigns facial oval.

[WATCH WEBINAR ON-DEMAND](#)



Maximizing the strengths of natural ingredients through traditional technology

KOKEN **SPEAKER: AYUMI**

“SHONAI BIJIN” is a rice fermented extract (Sake) made from Junmai-shu (pure rice sake) that takes full advantage of nature to yield various amino acids, such as D-amino acids, αEG and organic acids, and further enhance the skin barrier function. In this webinar, we will delve further into the sake brewing process and showcase “KOHAKUYUKI-Sake Lees Aging Fermented Extract”. Its large amounts of amino and organic acids, as well as kojic acid, which has a brightening effect, and ferulic acid, which has an antioxidant component, are essential in reversing signs of aging and promoting cellular repair.

[WATCH WEBINAR ON-DEMAND](#)



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Your New Ingredient Sourcing Platform

With in-cosmetics Discover, sourcing cutting-edge newly launched cosmetic ingredients for your next formulations is simple and efficient: search, filter, discover new ingredients from across the portfolio and contact the supplier directly. All in one platform regularly updated with new suppliers and ingredients! Stay ahead of the curve and be inspired by the variety of high-quality ingredients at your fingertips. What are you waiting for?

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today



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Trending Topics



Would you like to know which industry topics are currently trending?

Are you curious about what type of content your peers have been consuming?

We have curated the most popular articles from our content hub to update you on what is most popular in all cosmetics sectors. From formulating for Gen Z to Colour Cosmetics and Beauty Tech, you'll find our experts have covered the hottest themes in the industry for the in-cosmetics community, so make sure you catch-up here.

Gen Z: What do they look for in personal care and beauty products?

"A consumer that is both educated and interested in the ingredients and science behind their skincare products. "Gen Z are very much 'skintellectuals,' and this has been reflected in the slowing of cosmetics sales and the increase of skincare sales,"

[READ ON TO FIND OUT MORE ABOUT GEN Z'S BUYING BEHAVIOURS](#)

Colour cosmetics : An introduction to formulation and approaches for lipsticks

"Additional optical effects can be introduced by means of interference pigments (based on silica, mica, borosilicates) reflecting selective color wavelengths. The size of these pigments plays an important role, since larger particles give a glitter effect but finer particles can bring a silky appearance to a lip product."

[LEARN ALL ABOUT LIPSTICK FORMULATION](#)

Beauty & technology: ready for the future of cosmetics?

"While the use of technology is expanding product opportunities for consumers, it is also empowering brands in multiple ways. It gives them access to information about what consumers want, allowing cosmetic suppliers to tap into consumer trends and demand."

FIND OUT HOW YOU COULD TAP IN TOO

Online Shopping V.S In-Store: Battle of the Beauty Retail

"As customer expectations continue to change, shoppers are beginning to focus on getting products the quickest and simplest way. So the question is, which one of these methods is the best for customers and why should brands consider them for their own strategies?"

READ FULL ARTICLE

Male grooming and men's makeup on the rise

"But is unisex enough, or should brands directly target males in the way they do females? [...] The question also comes as to whether products should be unisex – when it comes to certain products, do men and women need different formulations?"

HOT TOPIC - READ ALL ABOUT IT

Upcycling of food waste into beauty products

"Across the industry, from smaller beauty ingredients companies to projects spun out from academia, food waste is no longer a niche idea, but represents a serious step towards a more sustainable future for beauty brands."

READ FULL ARTICLE

Beauty trends in the Asia Pacific Region

"Skincare dominates beauty and personal care in the region and is worth \$69.9bn, accounting for 42% of all beauty sales: this is significantly higher than all other regions, including Europe"

EXPLORE HOW DIVERSE TRENDS WITHIN THE REGION ARE



Counterfeit cosmetics: the dangers of fake-up

While half (50%) of consumers believe it is the brand owners' responsibility to remove fake items from online platforms, what can business owners and marketers do to protect themselves from the risks posed by counterfeiters?

[READ ALL ABOUT IT](#)

The new suncare: trends in sun protection

"The challenges that the sunscreen industry has due to new trends and consumer needs are related with meeting the demand for claims such as mineral sunscreens, reef-safe, ocean-safe, prebiotic, probiotic and posbiotic sunscreens, plastic-free sunscreens, vitamin D promotor, infrared radiation (IR) protection etc. Digital care is also presented as one of the priority areas for this category due to the new consumer habits during the pandemic."

[READ ON TO GET CREATIVE ABOUT SUNCARE](#)

Probiotic skincare: topical use and supplements

"As a result, health-conscious consumers are looking for ways to introduce 'good' bacteria into their skincare. According to Mintel, 38% of female consumers are interested in probiotics as a skincare ingredient. This boom in popularity means the global probiotic cosmetic products market is anticipated to reach USD 37.8 million by 2025".

[FIND OUT THE BENEFITS](#)



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Argeville	France
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Aumento Chemical Ltd.	Thailand
Azelis (Thailand) Ltd.	Thailand
Bachem Ag	Switzerland
B.C. Cosmetic and Food s.r.l	Italy
Bell Flavors & Fragrances Singapore P/L.	Singapore
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Chemland Co. Ltd	South Korea
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Complife Italia Srl	Italy

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Daebong LS Co., Ltd.	South Korea
Daejeon Business Agency	South Korea
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Dermalab Co., Ltd.	South Korea
Dermscan Asia Co.,Ltd.	Thailand
DJC Co., Ltd.	South Korea
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DOC Japan Co., Ltd.	Japan
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Guangzhou Even-Biochemical Co. Ltd	China
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Guangzhou Reachin Chemical Co.,Ltd.	China
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Hallstar Beauty	United States

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Hangzhou Xinfu Science & Technology Co., Ltd.	China
Henan Fumei Bio-Technology Co.,Ltd	China
HNB Co., Ltd.	South Korea
Hubei Artec Biotechnology Co.,Ltd.	China
Hugo New Materials (Wuxi) Co., Ltd	China
Hunan Resun Auway Industrial Co., LTD	China
Hunan Silok Silicone Co., Ltd.	China
Hunan Sunshine Bio-Tech Co., Ltd.	China
IBITA (International Beauty Industry Trade Association)	South Korea
Ichimaru Pharcos Co., Ltd	Japan
Ikeda Corporation	Japan
IMCD (Thailand) Co., Ltd.	Thailand
Incospharm Corporation	South Korea
Indfrag Biosciences Private Limited	India
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Inter-Continental Oils & Fats Pte.Ltd.	Singapore
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Matsumoto Trading Co., Ltd.	Japan
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Namsiang Co.,Ltd.	Thailand
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Nanogen	South Korea
Nardev Chemie Pte Ltd	Singapore
Naulakha Essentials	India
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Nexmos	South Korea
Nippon Talc Co., Ltd.	Japan
Northstar Lipids UK Ltd	United Kingdom
NOVOHILL BIOTECH LIMITED	China
Nutri-Woods Bio-tech (Beijing) Co.,Ltd.	China
Ogawa & Co., Ltd.	Japan
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Specialty Natural Products Co.,Ltd.	Thailand
Spincontrol Asia Co Ltd	Thailand
Strahl & Pitsch LLC	United States
Summit Chemical Company Ltd	Thailand
Sunjin Beauty Science Co., Ltd.	South Korea
SurfaTech Corporation	United States
Tayca Corporation	Japan
TC USA Inc	Canada
Technicoflor	France
Tekho Marine Biotech Co., Ltd.	Taiwan
TEN	South Korea
Thai-China Flavours and Fragrances Industry Co., Ltd.	Thailand

COMPANY NAME	COUNTRY
Thai Flavour & Fragrance Co., Ltd.	Thailand
The Myth Co Ltd	Thailand
The Nisshin Oillio Group, Ltd.	Japan
Triple Nine Solution	Thailand
Troy Corporation	United States
TS-Biotech Co.,Ltd.	China
TTH Biotech Corporation	Taiwan
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