

## Developing a creative approach to freshness

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This month's issue of **European Cosmetic Markets**, which accompanies this issue, focuses on deodorants. Not always considered the sexiest of the C&T categories, it is coming into its own with innovations that are not only helping to keep us dry and smelling fresh but also care for our skin, our clothes and the environment. No doubt the biggest news over the past year was of Unilever's compressed deodorants, said to reduce its carbon footprint by using less packaging, taking up less shelf space and using less aluminium and propellant. Other brands, such as Germany's Müller, are now jumping on the bandwagon, and more are likely to follow.

Deodorant brands are also working on their ability to remain invisible and have expanded their anti-stain properties beyond the yellowing of white clothes to protecting against the staining of colourful clothing. Dove Invisible Dry 100 Colours claims to allow women to wear whatever colours they want without worrying about marks – and the product will fight against sweat for up to 48 hours, another innovation that has crept into deodorants over the past few years. Some even claim to protect for up to 72 hours – just in case you have forgotten your deodorant perhaps? I wonder how many people have tested the theory.

But perhaps the most interesting innovation is the move towards skin care. There have always been deodorants that claim to be more suitable for use on sensitive skin but now the move is toward

actively caring for the skin. Invisible Dry, for example, has been relaunched with one-quarter moisturiser, while in France, Narta (L'Oréal) brand DéoCaresse is claimed to contain 80% skin care properties to help care for sensitive skin. In Italy, Nivea's Talc Sensation incorporates kaolin powder to help keep skin feeling soft, while Kiko Milano's All Day Deo has a creamy consistency designed to leave skin smooth and hydrated.

Antibacterial properties are also gaining prominence. Dermafresh Pelle Sensible Silver uses colloidal silver for its broad spectrum antimicrobial activity, while in France, Bourjois is claiming to do it all with Bourjois No Défaut. Its four actions include antiperspirant, anti-odour, anti-white marks and anti-yellow. So too does Right Guard's Total Defence 5 Power & Care deodorants, which fight perspiration and odour, while boasting an anti-irritation and anti-itching formula.

The UK is said to be a hotbed of innovation for deodorants and the choice of many brands for their high profile launches (Unilever chose the UK and Ireland for the launch of its compressed deodorants in February 2013). Here, body mists and spritzes are becoming a popular way to maintain freshness during the day. In fact, fresh and floral fragrances in deodorants are hitting the mark across the continent.

It is this approach to innovation that is driving the category and keeping it fresh for the consumer.

**Kathleen Armstrong**

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**Nicky Kinnaird**, founder of **Space NK apothecary**, is leaving the business to set up her own brand consultancy. Kinnaird, founded Space NK in London in 1993. Chairman Alan Smith said: "I have had the pleasure and privilege of working with Nicky for nearly 20 years. Her entrepreneurial vision in creating this remarkable business has transformed the retailing of beauty products."

British fragrance entrepreneur **Jo Malone** MBE has joined the Board of **Walpole British Luxury**, the industry organisation that represents 160 British luxury brands and associates. Michelle Emmerson, Managing Director of Walpole British Luxury, said: "Jo will be a huge asset given her wealth of experience in building luxury brands, as well as her truly inspirational ability to communicate and enlighten others with tales of her success."

The UK's **Society of Cosmetic Scientists** has announced the election of new members to its Board, including **Emma Meredith** (CTPA) as President, **Stephen Barton** (Skin Thinking) as Vice President, **Ruth Borner** (Lehvoss UK) as Hon Secretary, **Judi Beerling** (Organic Monitor) as Hon Treasurer and **Jackie Searle** (IMCD UK) and **Nick Lawson** (Unifect) as Members of Council.

**Nathalie Duvoisin-Bringant** has been appointed Deputy Director General of French luxury packaging specialist **Manifesto**. She joins the firm from her current post as Director General, Packaging & Gift at beauty packager Maesa, a position she has held since 2008.

**Nick Johnson** has been appointed Managing Director and Vice President (VP) Customer Development for **Unilever Ireland**, succeeding Jill Ross in the leadership role. Based in Unilever Ireland's head office in Citywest, Johnson will lead the company's Irish sales and marketing team and will be responsible for Unilever's business development in Ireland. Before joining Unilever, Johnson held various senior positions in a number of global FMCG companies including Procter & Gamble, Gillette, Birds Eye and JTI/Gallaher.

**Israel Assa** has been appointed Senior Vice President/General Manager **Estée Lauder Travel Retail Worldwide**, effective 1 July. Assa will succeed **René Frion** who is relocating to London to join the UK & Ireland region as Vice President, General Manager Aramis and Designer Fragrances, Bumble and bumble, Ojon and Smashbox. "With his excellent creative and analytical skills, coupled with his global travel retail marketing experience and strong leadership skills, Israel is the perfect candidate for this key role," said Olivier Bottrie, President of Travel Retail Worldwide.

**Olivier Maurel** has recently been appointed by **CPL Aromas** as Perfumer, to be based at the company's creative centre in Paris. Maurel joins the perfumery team at CPL Aromas with 17 years' experience. Maurel's appointment comes as the company continues to expand its business in France and the North African countries served by the French office.

Dual Dispensers manufacturer **VariBlend** has appointed **Robert F Brands** to the position of President and CEO. Brands will be responsible for global efforts including P&L, operations, marketing, sales and customer relations in all market sectors, including cosmetics, household, pharmaceuticals, food industry and the technical industry.

### BRAND AMBASSADORS

Indian model and actress **Drashti Dhami** has been named as brand ambassador for **Matrix Hair Color**. The actress confirmed the role via Twitter after Matrix Hair India had made the announcement.

Irish model, DJ and TV actress **Vogue Williams** has been announced as brand ambassador for tanning brand **Cocoa Brown**. Brand founder Marissa Carter said "She's fun, young and loves all things beauty, so she's a really good fit."

Teen celebrity and emerging singer/rapper **Reginae Carter** has been appointed as the face of **Hairfinity Jr**, a brand of dietary supplements designed to nourish the growth of healthy hair.

### L'Oréal settles FTC claims charges

L'Oréal USA has agreed to settle Federal Trade Commission (FTC) charges of deceptive advertising about its Lancôme Génifique and L'Oréal Paris Youth Code skin care products. The FTC's complaint was that L'Oréal had made false and unsubstantiated claims that its Génifique and Youth Code products provided anti-ageing benefits by targeting users' genes. Specifically, advertising for Génifique claimed that it was "clinically proven" to "boost genes" activity and stimulate the production of youth proteins that would cause "visibly younger skin in just seven days", and would provide results to specific percentages of users. Youth Code product suggested a "new era of skin care: gene science" and that consumers could "crack the code to younger acting skin".

Under the proposed administrative settlement, L'Oréal is prohibited from claiming that any Lancôme brand or L'Oréal Paris brand facial skin care product targets or boosts the activity of genes to make skin look or act younger, or respond five times faster to aggressors like stress, fatigue and ageing, unless the company has competent and reliable scientific evidence substantiating such claims.

L'Oréal USA Chief Communications Officer Kristina Schake said in a statement: "The claims at issue in this agreement have not been used for some time now, as the company constantly refreshes its advertising. The safety, quality and effectiveness of the company's products were never in question. Going forward, L'Oréal USA will continue to serve its customers through industry-leading research, scientific innovation and responsible advertising as it has for the last 60 years."

### Unilever to sell Brylcreem brand

Unilever has put hair care brand Brylcreem up for sale, according to a report in UK newspaper *The Telegraph*. The move is part of the FMCG giant's plans to streamline its portfolio and shift its focus towards its 15 'power brands'.

According to the report, Unilever is working with PwC to explore sale options for the business alongside a handful of its smaller personal care bolt-on brands. The company wants to achieve cost savings of £400m by the end of the year.

## Croda issues profits warning

The rise in sterling has hit another company – hard. Beauty ingredients company Croda, a major supplier to P&G and Unilever, has issued a new profits warning on the damage a strengthened pound is wreaking on earnings. Although Croda makes limited revenues from the UK, it reports – crucially – all earnings in sterling, which will come in lower than last year, Croda warned. Croda anticipates pre-tax earnings to be around 8% lower in the second quarter compared to the first. Specifically, the company reckons the currency gusts have lost it £6.5m year on year on second quarter pre-tax profits.

The earnings news took a wrecking ball to its share price, falling close to 10% in early trading on 24 June – the biggest fall for three years. Some analysts are clearly concerned. Adam Collins from Liberum Capital is flummoxed why Croda's Personal Care operations are not growing faster. "The Q1 results statement in late April," he remarked, "indicated Personal Care underlying revenues were slightly down in Q1 due to some 'weak sales in North America' and challenging economic conditions in North America. This is somewhat at odds with the experience of the F&F [flavours and fragrance] companies we follow, albeit slightly different end markets, where underlying growth was 4%-6% in Q1."

Before going to press Croda shares were worth 2178p. At the end of May they were trading at more than 2630p – almost a 17% collapse. However, Croda says there is no change in its long term strategy and medium term earnings targets are unaffected.

Adrian Holliday, London

## Partnership for Brazil scents

US based fragrance development company Fragrance Resources has formed a partnership with Brazil's Vollmens Fragrances for the creation and production of fragrances for its global clients operating in Latin America.

"Brazil has become a very important growth market for our global fragrance customers and this partnership will allow us to seamlessly provide the level of creativity, quality and service that our customers expect," said Christoph X Gerberding, President of Fragrance Resources. "Vollmens is an excellent partner who shares our commitment to top talent, creativity and entrepreneurship; and its strategic location complements our existing operations around the world, in the US, Europe, Middle East and Far East."

Nestor Mendes, Director of Vollmens Fragrances, added: "Our partnership with Fragrance Resources is an important step in our growth as we expand our capabilities and services to our customers." Located in São Paulo state, Vollmens is celebrating its tenth anniversary developing fragrances in the fine, home and personal care categories for customers throughout Latin America.

Sueli Ortega, São Paulo

Unilever bought Brylcreem from Sara Lee Corp's personal care business in 2009, along with Radox and Badedas, for a cash sum of €1.28bn (\$1.88bn).

### Social media key to Latin America

Connecting with customers via social media will be key for luxury brands looking to build a presence in Latin America, according to market analyst Euromonitor. The line between the virtual and the

physical world is becoming increasingly blurred, said the firm's Global Head of Luxury Goods Research, Fflur Roberts, and 46% of the population of Latin America goes online, making it one of the fastest-growing regions in the world.

Facebook is the dominant platform, accounting for 25% of all time spent online last year. However, online consumption is currently low, which presents an opportunity for retailers.

## ASIA FOCUS

### LG H&H drops Arden plans

**L**G Household & Health Care has dropped plans to acquire US cosmetics firm Elizabeth Arden. "We had considered buying Elizabeth Arden but decided not to push ahead with the deal in order to seek a better alternative in raising our corporate value in the long term," the company said in a regulatory filing. LG H&H cited the planned restructuring of Elizabeth Arden as a reason for its loss of interest.

Elizabeth Arden recently said its board had approved cost cuts that include plans to exit some unprofitable businesses and fragrance licence agreements. It said the restructuring plan, which comes after a continued deterioration in profitability, would include the discontinuation of some products, workforce reductions and the closing of its Puerto Rico affiliate.

The price tag for Elizabeth Arden was expected to be over KRW1 trillion (over \$960m). LG H&H is thought to hold about KRW1.5 trillion in cash and is expected to continue to look for overseas acquisitions to help it grow internationally. In the past, the company has made smaller deals at home and abroad, including with The Face Shop and Fruits & Passion.

### Korea: local brands dominate

**F**acing ongoing economic difficulties, Korean consumers are becoming more price conscious. One consequence is that Korean cosmetic brands are expanding market share at the expense of imports. For example, cosmetic sales at Lotte Department Store jumped 11% in 2011 compared to 2010, but last year sales dropped 2.4% year on year. Most cosmetic brands sold at Lotte are imported.

According to a recent report from Kyobo Securities, the market share of imported cosmetics in South Korea fell from 26% in 2009 to 23% last year. Local brands' share rose from 47% in 2008 to 57% last year. Traditional homemade products took another 20% of the market last year.

The price of imported cosmetics is expected to increase during July, despite the strengthening of the Korean won. The increases are considered an effort to compensate for poor sales. For example, Dior increased the prices of items it sells at department stores an average of 1.8% on 1 July. Pricing is not the only factor – over recent years, the pace of innovation and brand development in Korea has quickened. Product quality, packaging and marketing have all improved, giving consumers a wider choice of competitively priced products.

David Kilburn, Tokyo

former President and Chief Merchandising Officer at Saks Fifth Avenue. Paul Pressler, former CEO at Gap and President at The Walt Disney Company, is also an investor and sits on Drybar's Board of Directors.

"We are extraordinarily proud, honoured and fortunate to have such a talented and experienced group of investors and advisors helping us further grow this brand," said Drybar co-founder and Executive Chairman Michael Landau.

### Unilever to open research centre

The UK's University of Liverpool and Unilever have announced plans to open a state-of-the-art £65m Materials Innovation Factory (MIF) to accelerate research and reduce new product development times in a range of sectors including Unilever's Home Care and Personal Care Categories.

The plans include 250 researchers, including university staff, a team of Unilever scientists based at the Research & Development Centre for Home Care and Personal Care products in Port Sunlight, and a broad range of other industrial and academic partners. The initiative is supported by the Higher Funding Council for England, as part of the UK government's Research Partnership Investment Fund.

Construction of the 120,000sqft facility is due to start in September, and it is expected to be fully operational by the summer of 2016.

### Sensitive skin care is on the up

Skin care for sensitive skin is a growth market, says Mintel, with 25% of consumers saying they have sensitive skin and 71% expressing an interest in ultra-gentle products.

"While facial skin care products have typically highlighted the addition of ingredients such as vitamins and botanicals," said Senior Beauty and Personal Care Analyst Shannon Romanowski, "the category appears to be moving toward highlighting what's not in the formula – fragrance, dyes, etc."

The findings come from Mintel's Global New Products Database (GNPD) 2014, covering the period from January to the end of April this year. The data also revealed a trend towards more natural

"Globally, the internet accounts for around 5% of luxury sales," said Roberts, "but in Latin America, the share is only 1%, although it is growing at a rapid rate.

The main Latin American countries offering opportunities over the next five years will be Brazil and Mexico, but a number of smaller markets such as Chile, Peru and Colombia are also showing pent-up demand for luxury brands, alongside rising spending power and e-commerce. "Confidence in internet security is also

growing in the region, which will contribute to a small surge in e-commerce activity," Roberts added.

### Drybar receives \$20m investment

US blowdry salon company Drybar has received a \$20m investment led by SPK Capital and existing investor, Castanea Partners. Also participating in the round were Drybar Board member Janet Gurwitch, founder and former CEO of Laura Mercier Cosmetics, and Ron Frasch,

ingredients, with almost a quarter of facial skin care users saying they look for products with natural, organic ingredients, and parabens and fragrances now off the menu for 22%.

Overall, consumers are showing increased concern and awareness regarding what is being put on their skin, said the analyst, with the market share for facial cleansers and moisturisers showing the strongest growth. There are also opportunities in the market for customised and convenience-driven products.

"Value-added products that enhance health and wellness, extend usage occasions or tap into the convenience-driven mindset of male and multicultural shoppers stand to gain," said Romanowski.

### China aiming for cruelty-free

China has implemented legislation banning animal testing for ordinary cosmetics produced and sold inside the country. The news was welcomed by campaigners, who have been working on the issue for two years – eg, the Be Cruelty-Free campaign run by the Humane Society International's (HSI) Beijing team and its Chinese animal group partners, and Cruelty Free International's China Task Force.

"This is an important first step for China in moving away from cruel and unreliable animal testing for cosmetics," said Peter Li, PhD, HSI's China Policy Adviser. "Our Be Cruelty-Free campaign has worked hard to achieve this milestone, but we know much work remains before we eliminate all cosmetics animal testing in China, so we are not resting on our laurels."

Hilary Jones, Ethics Director for UK based cosmetics firm Lush, added: "Lush is very pleased to see the recent changes that the Chinese authorities have made to the testing requirements for domestic produced products. We hope this is a first step towards legislation that fully eliminates animals from testing requirements."

"Lush and other cruelty-free companies are still unable to trade in China currently, as this legislation does not allow for fully non-animal tested cosmetics to come to market. We look forward to further progressive legislation in this area which... would allow Chinese cosmetics companies to trade into Europe and allow us to operate cruelty free in China."

## INTERVIEW

**Sandra Maguarian, co-founder, Beauteam**

# The make-up of innovation

**M**akeUp in Paris, the first B2B event focusing solely on make-up manufacture, celebrated its fifth birthday this year. **Cosmetic News Weekly** spoke with Sandra Maguarian, co-founder of Beauteam, the company that organises the MakeUp in... series of events, on day one of the show, which took place in June.

### Are attendance and exhibitor figures up on last year?

This year we have 30 new exhibitors. Last year we had 90 exhibitors in total and this year we had 114. And I can tell you that the visitor figures for the first day are higher than in 2013 (up 12% to reach 2,804), despite the fact that we've had two strikes [taxi and the French national railway company].

### What is MakeUp in Paris' USP?

The exhibitors say that this is the only show where they can see marketing and R&D visitors from the brands. In this show we have a good balance between packaging and formulation, and this is something we are maintaining. If we have a new packaging exhibitor, the next one has to be in formulations. Also, all of the booths are identical. Some exhibitors have closed booths because they are presenting innovations that they don't want anyone to see and some have open booths, but the general concept remains the same. The only competition is on innovation, new products, new colours and so on.

### What are the main areas of focus for the 2014 event?

This year we have emphasised the MakeUpPigments up area. There are four companies involved: BASF, Satic-Alcan, Toyal Europe and now Univar. We don't want these companies to have booths like the other exhibitors, we want something more artistic from them. This is why they have a very different type of presentation here. We hope that we will have five participants next year. We started with three in 2013 and there are four this year. So we are growing it. It's not our main focus, but it is important as it is the beginning of the process and it shows the complete field of the make-up industry.

### So what are the four pigments companies showcasing in their displays?

Each year I try to find a theme and this year it was candy. I thought candies were the closest products to make-up because of the colours and the shapes. So I thought it was something that could be easily translated. Next year it will probably be around flowers, which encompasses colour and femininity.

### How do you intend to grow the MakeUp in Paris event in future?

The success of this show is because the atmosphere is user-friendly and intimate. It's not a big 'launch' show where everyone is lost and this is an atmosphere we intend to keep forever. This is why 'growing' is not our main target. Our main target is to have the key players and exhibitors who are bringing the key visitors. It is continually building on the quality, and the networking of exhibitors and visitors.

### What role do MakeUp in New York and MakeUp in Seoul play?

We knew right from the start that Seoul would be a success, but it was beyond our expectations. The New York and Seoul shows give us good coverage worldwide and attract a lot of exhibitors to Paris.

Julia Wray, Paris

## PACKAGING

### Zotefoams issues trading update

UK manufacturer of cellular material technology Zotefoams has announced a trading update for the first six months of 2014, saying that it expects high single digit percentage volume growth in its Polyolefin business, as well as very strong performance in its High-Performance Products (HPP) business with growth approaching 50% in constant currency.

Revenue from its MuCell Extrusion (MEL) technology licensing business is expected to be at similar levels to the first six months of 2013. The company said recent technical innovations at MEL have shown promising results in foaming a variety of polymers outside the technology's core focus on the consumer packaging market. In order to exploit these innovations while maintaining its focus on existing product and markets, the company plans to develop further expertise at its Croydon, UK site.

Zotefoams' existing microZOTE extrusion line, which was initially specified for the dual purposes of development and manufacturing, will now be used as a development line with manufacturing activity on this line curtailed.

### Toppan to build plant in Georgia

Toppan Printing has announced plans to construct a new plant in Georgia, US. As the company's first transparent barrier film manufacturing plant outside Japan, it will expand the company's capacity to supply transparent barrier films, including GL Film, to packaging manufacturers in North America and Europe and further expand its business by taking advantage of the new plant's location. The company is aiming to commence mass production at the plant in March 2016.

### Altana acquires print company

Specialty chemicals group Altana has expanded into the packaging sector with its acquisition of Landa Corporation.

Under the equity financing agreement, Altana will invest €100m (US\$135m) for a minority stake in Landa Digital Printing. Both companies see the agreement not only as a financial investment, but also as a starting point for a long term strategic partnership to bring digital printing solutions to the commercial, packaging and publishing markets.

The funds will be used for completing the development of Nanography, Landa's water based digital printing process.

"I am confident that we are investing in a game-changing technology that can enable the printing industry to thrive in the 21st century and help our customers position themselves well for the future," said Dr Matthias L Wolfgruber, CEO of Altana.

### Spectra adds prototype concepts

Spectra Packaging has announced plans to introduce prototype concepts into its range of standard packs.

Over the past couple of years, Spectra said, a number of its innovative

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**cosmetics  
business**

designs have been incorporated as standards. These include the Azura non-aerosols, Contorto twisted ovals, Veneto tapered squares, Savonna ovals and the Bari design, a container that allows brand names to be moulded into the side of the bottle. This year's innovative ranges featured a number of concepts, including the Ritorto, a square design with a twisted profile.

Spectra has additionally introduced the 24/ 410 Shallow Cap to its collection. The company offers a selection of closures that feature a variety of thread fitment options. The new 24/410 cap is aimed at giving customers greater flexibility when choosing a closure to complement bottles.

## INGREDIENTS

### Cellulose filaments joint venture

Mercer International has announced the launch of a new joint venture company called Performance BioFilaments Inc. established to commercialise a biomaterial derived from wood fibre called cellulose filaments. The joint venture will be equally owned with US based Resolute Forest Products.

Cellulose filaments are derived from wood pulp which has been processed using technology licensed from forest products research organisation FPInnovations. Mercer says the cellulose filaments' "exceptional strength and high aspect ratio make it a unique cellulose based biomaterial that has the potential to make a wide array of consumer and industrial products stronger, lighter, more flexible and more durable, while leveraging a sustainable and renewable resource with a low carbon footprint."

The company said cellulose filaments can be used as rheology modifiers in cosmetics as they are able to absorb large amounts of water or other solvents and form very stable gels at low concentrations.

"We are excited to be working jointly with Resolute, which allows us to leverage our respective global research knowledge and resources to implement the commercialisation process for this high potential material," said Jimmy S H Lee, President and Chairman of Mercer.

## Evonik extends Brenntag distribution partnership

Evonik Industries has extended its distribution agreement with German chemicals distributor Brenntag for the distribution of its product portfolio in 11 European countries. Brenntag will acquire the exclusive distribution rights, and will market the product portfolio that comprises speciality chemicals such as anti-foaming agents, corrosion inhibitors, emulsifiers, wetting agents, foaming agents, plasticisers and additives for technical rubber goods. The agreement includes the following products: Getren, Rewocoros, Rewomid, Rewominox, Rewopal, Rewopol, Rewoquat, Rewoteric, Tagat, Tegin, TegoAntifoam, Tegomer and Tegopren, among others. The collaboration will be coordinated from Germany.

"We are delighted to be able to extend our portfolio using Evonik's products from the Interface & Performance business unit and to offer our customers new opportunities," said Mike Dudjan, Head of Lubricants at Brenntag. "For us, this cooperation represents an important step in the area of lubricants and the rubber and textile industries and further rounds off our complementary product portfolio."

## Inolex wins Frost & Sullivan award for hair care ingredient

Inolex has received the 2014 Frost & Sullivan Global Personal Care Product Innovation Leadership Award for Emulsense, a natural cationic agent for hair conditioning and skin care. Emulsense is said to improve the conditioning features in consumer hair and skin products and has non-GMO, palm-free and biodegradable properties. Derived from the alcohol in the Brassica plant and the fermentation of an amino acid, Inolex says it provides a natural alternative to the petrochemical products traditionally used for these applications.

"Driven by its concentrated customer-centric approach to improve the hair care routine of consumers who are seeking renewable ingredients in cosmetic products, Inolex was proactive to align company business goals with visionary and innovation excellence to fulfill unmet customer needs in the global personal care market," said Nandhini Rajagopal, Industry Analyst at Frost & Sullivan.

### Oat COM passes *in vivo* trial

Oat Cosmetics has released the results of an *in vivo* clinical trial for Oat COM, its extruded colloidal oatmeal ingredient, which it says has confirmed its anti-irritant capability. The trial was carried out on 15 healthy adult subjects, using an occlusive skin patch over a period of ten days. Two skin areas on the volar forearms were pre-irritated using a 0.5% sodium dodecyl sulphate solution, with one area covered with a patch coated with 0.6% Oat COM and the other an uncoated control. The test sites were assessed at day 0, after 24 hours and after five days, and the rate of recovery compared.

Oat Cosmetics said the results showed that Oat COM supported the increased repair rate of the skin, and showed statistically significant better recovery than the control site on Day 5 for assessments of skin hydration, skin cracking and visual erythema. The company explained that the effect is likely to have been caused by the interaction between the oat beta-glucan and antioxidants (avenanthramides) contained within the colloidal oatmeal. It also added that Oat COM's patented process enhances the bio-availability of these molecules, making Oat COM an ideal ingredient for inclusion in products where soothing and moisturising properties are important.

## Lotte launches store in Japan

**L**otte Duty Free, part of the Lotte Group, South Korea's leading retailer, will open its first Japanese store at Kansai International Airport in Osaka on 4 September. The new 330sqm store will be branded Lotte Duty Free by KAA (Kansai Airport Agency). Lotte's contract for the store runs until March 2020. In addition to accessories, the new store will mostly be stocked with Korean cosmetics brands that have become popular among Japanese and Chinese tourists.

Kansai International Airport saw a record of almost 5 million foreign travellers in the year ended 31 March, boosted by the weak yen and the introduction of low-cost carriers. By country, most came from South Korea and a growing number from China.

Lotte Duty Free has ten stores in South Korea, as well as at airports in Jakarta and Singapore. A further store will open in Guam this month. In 2013, Lotte Duty Free took KRW3.5 trillion (about US\$3.49bn) in sales. Lotte said it aims to become the world's second largest duty free shop chain by 2015, an advance on its previous goal to become the third largest duty free shop chain by 2018.

David Kilburn, Tokyo

## Rituals makes French debut

**D**utch brand Rituals has fixed on the Forum des Halles in Paris for the site of its first store in France. The flagship store will measure 143sqm – rather larger than the firm at first planned – and will be in its City Spa format. It will be followed by three other openings throughout the course of the year.

Rituals announced in March that it was looking to set up own-name outlets in France in addition to its current policy of selling via Douglas perfumeries and online. At that point it was considering 60-100sqm boutiques in shopping centres in the Marais and St Germain-des-Près districts, which are becoming increasingly known for beauty brand stores. Specialist estate agency Cushman and Wakefield has been tasked with finding the relevant sites, which are believed to be the first of 100 French outlets the firm plans to open over the next ten years.

Rituals' City Spas focus on massage treatments inspired by Asian and Indian traditions and include Japanese hot shell massage, hammams from Morocco and Indian scalp massage. The firm currently has five City Spa outlets, in Almere, Amstelveen, Heemstede and Zwolle in the Netherlands and in Knokke in Belgium. It also operates hand spas at Schiphol Airport in Amsterdam and Den Bosch airport in Utrecht, offering hand massage and other treatments.

Patricia Mansfield-Devine, Rennes

## fBeauty to pamper UK customers

Global fashion and lifestyle multimedia network FashionTV has announced that it is launching a line of bricks and mortar beauty boutiques in the UK under the banner of fBeauty. The first of the multi-brand cosmetic boutiques will open in London's Mayfair, on South Molton Street, later this summer. It will aim to offer customers "a comfortable, luxurious and unique beauty experience", with consultants and make-up industry experts on hand to provide product advice. The boutique will also offer customers a range of bespoke pampering procedures including facials, makeovers, eyebrow threading and hairstyling.

"Since its launch in 1997, FashionTV has been setting the highest standards for excellence in fashion and lifestyle broadcasting," said Moran Wittert, Marketing Manager of fBeauty. "Now we can't wait to deliver the same success and high quality services within the beauty industry."

FashionTV broadcasts in 193 countries to over 400 million households. It broadcasts across a range of platforms including TV, mobile, IPTV and YouTube, and its product offer includes drinks, clothing, hotels, cafes and shops.

## Timothy Dunn steps into Fifth Ave

British luxury home fragrance brand Timothy Dunn London has made its bricks and mortar debut in the US, in partnership with luxury retailer Bergdorf Goodman. The Fifth Avenue, New York presence adds to the list of current stockists for the brand which include Harrods, Liberty and Fortnum and Mason in London. The brand's signature scent, Violette de Lune, was shortlisted for a 2014 FiFi Award in the Best in Home Fragrance category.

Timothy Dunn works with each store to make the offer unique to its customers. Its most recent launch was the Gold collection, designed for Harrods, which featured candle fragrances in a hand blown glass container finished in 18-carat gold. The company said exclusive collaborations for Liberty and Bergdorf Goodman will follow.

"The last 12 months has been a breakthrough year for us; we are still a young brand, but our distribution is exceptional," said Dunn.

## Organic Pharmacy hits NYC

The UK's The Organic Pharmacy has opened its first store in New York. Located on Bleecker Street, the shop has been designed around the fast-moving lifestyles of New Yorkers. In addition to the brand's usual complement of organic beauty products and health supplements, it will offer customers super-fast treatments and health assessments "to mirror the energy and buzz of the city" – for those with just their lunch hour to spare.

"New York is one of my favourite cities

and I have wanted to open The Organic Pharmacy Store there for years. I'm thrilled to finally see that realisation," said co-founder Margo Marrone.

A pharmacist and homeopath, Marrone founded the brand in London in order to bring the organic concept to pharmacy, opening its first store in the Kings Road in 2002. It now has five shops in London and another in Abu Dhabi.

It launched its first US shop in Los Angeles in 2008. The doors opened on the New York store on 28 June.



### MAN according to Jimmy Choo

Created to evoke the Jimmy Choo man – who has “an innate confidence with touches of rock’n’roll expression and a hint of a 1960s Mayfair playboy” – Jimmy Choo MAN has a freshness set among a woody, aromatic fougère.

The fragrance begins with a crispness offset with lavender notes, while mandarin essence blends with honeydew melon. At the heart of the scent is geranium and pineapple leaf, which are rounded off by rare patchouli and warm, amber based wood at the end.

The fragrance’s bottle was inspired by an antique hip flask, to represent traditional design with an edge of rock’n’roll rebellion. Jimmy Choo MAN will be available from 11 August, starting at £29 for a 30ml edt.

### Tom Ford’s Mediterranean aroma

Adding to its Private Blend Collection of fragrances, Tom Ford Beauty is launching the Neroli Portofino Collection, comprising scents that “explore the seductive atmosphere of the Mediterranean”.

Mandarino Di Amalfi includes notes of tarragon, spearmint, blackcurrant bud, mandarin fruits, bergamot and grapefruit, blended with lemon sfumatrice and a twist of basil to evoke a basil-limoncello cocktail. Costa Azzurra mixes a hint of fucus (a species of seaweed), driftwood accord, myrtle and smoky olibanum with vanilla, for the feeling of scent of coastal forests.

The fragrances are housed in glass bottles in sea and sky shades of blue, labeled with a gold plaque and packed in Private Blend cartons in the same shade of blue as the bottle. Both are priced at £142 per 50ml.

### Julep nails new innovations

Omni-channel beauty brand Julep has introduced two new manicure products. The Plié Wand (US\$25) is a nail polishing tool designed to provide more accuracy, more control and better results, even with a user’s non-dominant hand. It features a magnetic interlocking cap-and-wand system and a flexible, weighted handle that twists and bends, helping users to find a comfortable grip that keeps the brush steady. The dotting tool

## 2B Cosmetics feathered effect

**B**elgian colour make-up brand 2B Cosmetics has launched Vernis Feathers Green, a nail varnish range that contains tiny particles which give the effect of feathers encapsulated under a clear top layer.

There are six colours in the range: pink, blue, green and violet (all with self-colour particles) and multicolour and black and silver, which have contrast particles. They cost €3.95 for a 9.5ml bottle.

The formulation for the varnish is free of formaldehyde, toluene and DBP (dibutyl phthalate), and the products are made in France.

2B was founded in 2001 and stresses its eco-credentials, manufacturing all of its products in Europe in order to reduce its carbon footprint. It offers 100-plus nail varnish colours in its range, alongside other colour products such as mascara, lipstick, eyeshadow and foundations. The bright packaging is designed to appeal to the younger consumer.

In Belgium, its products – which comprise over 150 skus – are sold in wide distribution, including Carrefour supermarkets, Di perfumeries and the Colruyt discount supermarket chain. In France, where the firm is newly launched, it is sold only in 36 Parashop outlets and at two independent retailers – Virginie Fleur in Brou and Les Dissonances in Paris. In the Netherlands, it sells in grocery stores.

## Ajmal’s woody fragrance trio

**G**ulf based perfume house Ajmal has launched the W Series, three niche compositions based on exotic woods. The fragrances are Amber Wood, Hatkora Wood and Santal Wood, all of which come in identical 100ml black glass bottles in an art deco style with different coloured glass jewels in the lid. They are in eau de parfum concentration and cost UAE dirhams AED500 (around US\$135) each.

Amber Wood has head notes of apple, white pepper, lavender and cardamom; heart notes of orris and cedar wood; and base notes of ‘hot shades’ of amber wood and patchouli.

Hatkora Wood has head notes of oil of Hatkora lemons from Assam, Mizoram and Manipur, brought together specially for this fragrance, along with peach and lemon fruit; heart notes of ginger, saffron, rose and lavender; and base notes of woody amber, oud, sandalwood, musk and ambergris.

Santal Wood has head notes of marigold, caraway and cardamom; heart notes of jasmine, rose, ginger and cedar wood; and base notes of Indian sandalwood oil, patchouli and oud.

Ajmal was founded in Assam in 1979 but is now based in Dubai. It remains a family owned enterprise, now in its third generation, and sells into the retail and travel retail market in the Middle East, Africa and parts of Eastern Europe.

**Patricia Mansfield-Devine, Rennes**

and striping brush are intended to make nail art easier, while the precision brush offers a shorter stem for more control. Color Treat nail polish (\$14) uses Oxygen Technology that delivers 30% more oxygen to the nail bed than standard nail polish, according to the company. Julep also claims that the toxin-free, long lasting formula actually makes nails stronger.

Both products are available individually online and at Sephora, and the kit can be purchased at QVC and Sephora for \$35.

### Pantene Dry Shampoo unveiled

Hair care brand Pantene (P&G) is launching a new dry shampoo collection onto the market. Pantene Pro-V Dry Shampoo features advanced Oil Absorber Technology, containing blended modified

# Fujifilm extends its Astalift cosmetics range to hair care

**F**aced with declining sales for its traditional photographic products, Japan's Fujifilm, a mainstay of the photographic industry, launched a range of cosmetics in Japan in 2007. The new brand, called Astalift, was based on the technologies that Fujifilm had developed to use collagen to improve photographic emulsions. Astalift launched initially in Japan and later in international markets.

As an extension of the brand, Fujifilm says it will now enter the hair care market with three new products to be launched in September. The hair care range, Astalift Scalp Focus, will feature three products: a scalp serum, AL Scalp Essence, priced at ¥5,700 for 150 ml; non-silicone shampoo AL Scalp Shampoo for ¥2,000/360ml; and a non-silicone conditioner AL Scalp Conditioner at ¥2,000/360ml. All the products are designed to help manage hair problems that come with ageing.

Like other Astalift products, the hair range will be sold mainly via mail order. As with other products, sales should expand to Asia following the Japan launch, but not to Europe: an announcement on the company's website says that changed distribution policies mean the brand will no longer be available in Europe.

David Kilburn, Tokyo

# Anna Sui makes a night of it

**I**n the autumn, US fashion brand Anna Sui will launch the fragrance La Nuit de Bohème, a follow up to La Vie de Bohème (2012). The fragrance will come in two iterations: gold eau de toilette and black eau de parfum. The edt has head notes of champagne citrus accord and Midnight Blackberry accord; heart notes of rose petal accord, lotus and Sunset Oud Wood accord; and base notes of cedar, Haitian vanilla, Indonesian patchouli and amber. It comes in the same bottle design as La Vie de Bohème, which was designed by Marc Wittenberg of Iconomy Australia and manufactured by Heinz. The original is in purple glass, but for La Nuit the body of the bottle is completely gold in colour.

The edp, which comes in a black version of the bottle, has head notes of Calabrian bergamot, mandarin, and dark berries; heart notes of night-blooming jasmine, orange blossom and "moon ripened black plum"; and base notes of sandalwood, dark amber and musk.

This heavier composition is aimed at the Middle East market and will be launched there, followed by the gold version. In contrast, the gold version is launching in Asia, where it will be followed by the black version. Anna Sui will promote the fragrance via a tour to Korea and Taiwan starting on 13 July to mark the official Asian launch.

The face of the fragrance is Canadian model Gracie van Gastel.

Patricia Mansfield-Devine, Rennes

of the ingredients, improve their nutrient value and increase their bio-availability so they can be absorbed into the skin.

In addition, the brand's Biophotonic violet glass packaging is claimed to protect the products against deterioration, allowing only violet light to penetrate, which continues to activate and energise the formulations extending their shelf life.

The line will be available in the UK from [abeautifulworld.co.uk](http://abeautifulworld.co.uk).

## Ciaté steps into cosmetics

British nail brand Ciaté is expanding into colour cosmetics with the launch of six colour mascaras. The LashLights collection features air whipped FlutterFOAM technology which is said to deliver lash plumping, crumble-free colour with a feather light finish. The resulting look is brighter, wider eyes and lashes that have volume, fullness and definition. Available from this month, the LashLights mascaras come in six colours: Electric (blue), Serene (purple), Famous (pink), Surreal (aqua), Nightingale (navy blue) and Nymph (green). They are priced at £12 each.

## Taking the fight to cellulite

Celluence Phase One anti-cellulite cream has now launched worldwide via [celluence.com](http://celluence.com). Cellulite expert Georgios Tzenichristos began developing the product two years ago with the aim of creating the "perfect" anti-cellulite cream. After assessing 400 candidate active ingredients, he developed Celluence Phase One. It contains high concentrations of escin, esculin, ruscogenin, myricetin, forskolin, caffeine, raspberry ketone, hydroxyproline, EGCG (green tea extract), resveratrol and ten other natural active ingredients, known for their action on different aspects of cellulite.

Also available, with 20 different actives, is Celluence Phase Two. "The rationale behind the concept of using two creams is twofold. Firstly, we wanted our clients to benefit from literally all the important anti-cellulite active ingredients and obviously all forty would not fit into a single cream. And secondly, we wanted to give our clients the opportunity to cycle between the creams from month to month, so that their bodies never get used to any of the ingredients," Tzenichristos explained.

and unmodified tapioca starch particles to absorb excess oils, dirt and grease from the hair. The formula is free from emollients, which can cause oil-absorbing particles to cling to the hair and leave a visible residue.

The new collection is available in three different options: Instant Refresh, Volume Booster and Colour Saviour, priced at £3.99 each.

## Brad Biophotonic launches in UK

LA based Brad Biophotonic Skincare has announced its launch in the UK. The line was originally developed for private charter jet clientele to protect the skin against the damage caused by frequent air travel. The natural skin care brand's products are produced using bio-fermentation, which is said to prevent oxidation, thereby helping to maintain the potency and effectiveness

## TOP TWEETS ON THE STREET

**We track the latest beauty news in 140 characters**

### @KARIM\_Network

Exploring biodiversity to produce sustainable cosmetics and agrochemicals: <http://europa.eu/!nR79pj>

### @quadpackgroup

Luxe cosmetic pack bridges gap in market with accessible price <http://tinyurl.com/ox6a4jj>

### @vogueaustralia

Vogue exclusive: MAC Cosmetics has announced its latest big-name fashion collaboration with... <http://ow.ly/yvpQx>

### @chemicalwatch

EU Commission issues factsheet on nanoform sunscreen risks <http://tinyurl.com/oyb3gn4>

### @W0Weffect\_en

Does glass packaging mean a cosmetic is better? <http://ow.ly/yvBa5>

### @MotorTorque

#Citroen is lending its chic DS3 canvas to yet another special edition model with Benefit Cosmetics.

### @IBTimesUK

China bans 'ordinary cosmetic' testing on animals <http://bit.ly/1iMFZd5>  
[pic.twitter.com/fAugqG84h5](http://pic.twitter.com/fAugqG84h5)

### @Licensingbiz

V&A launches new luxury beauty brand, Exhibitionist <http://lcnsng.biz/1qtOprY>  
[@V\\_and\\_A](http://@V_and_A)

### @MJSPackaging

Beauty Packaging v Cosmetic Packaging <http://hub.am/1iFsGLi>

### @Fashion\_Monitor

Lee Stafford Haircare launches Ubuntu Oils From Africa range <http://bit.ly/V6nLca>

## Simple blogs for youthful skin

Simple skin care brand Simple (Unilever) has partnered with British beauty blogger Zoella to launch a new blogging platform, titled Skin Social, which aims to inspire readers to take care of sensitive skin. Launched on 30 June, the site is targeted at young people and will contain tips and advice on skin care, including how to deal with blemishes before a party and how to enjoy the summer sun without damaging skin.

The Tumblr site will be run by young women – on 11 July the brand will begin a search for Skin Interns: aspiring bloggers who will become the voice of Skin Social.

The brand is also tackling the challenges of maintaining good skin health in cities in its new 'Kind to City Skin' campaign, illustrated using a time-lapse video highlighting skin damage caused by city living that was created using make-up and special effects.

"In cities big and small, women know they need be proactive with their skin health, but they don't always realise how their daily physical environment and lifestyle-driven habits can make their skin sensitive," said Dawn Hedgepeth, Marketing Director at Simple Skincare.

## Personalised deals from Boots

Boots UK has introduced a new digital app – an upgrade to its Advantage loyalty scheme – which tailors deals to shoppers based on spending habits, according to reports in *Marketing Week* and *Retail Gazette*.

The app, which is available for download on smartphones and tablets, also has a 'My Offers' tool which allows for the cutting down on the use of paper based vouchers, with the app linking directly to the user's Boots loyalty card. Ruth Spencer, Director of Loyalty and Multi-Channel at Boots UK commented, "We know that our customers love to receive personalised offers on the products they use the most, and 87% of our customers use the coupons they receive in their quarterly mailings. However, over a third of customers tell us they regularly forget to put paper coupons in their purse and can miss out on the best offers for them."

## Maybelline's mobile manoeuvre

Make-up brand Maybelline has partnered with business technology and outsourcing specialist Infosys to create, test and implement a new website, optimised for mobile devices. The website will deliver promotions for new products, tutorial videos and make-up tips to Maybelline users and will allow them to browse the brand's existing range of products.

The brand hopes the mobile web development program will help it to take advantage of the growth of mobile internet in Asia by enabling it to reach out more effectively to its end consumers. It said internet traffic in this region has risen from 23% to 37% on mobile devices in the last year, according to recent data – above the global average of 25%.

Karmesh Vaswani, Vice President and Head of European Retail, Consumer Goods and Logistics at Infosys, commented: "As consumer experience becomes increasingly dominated by digital interactions, one of the biggest challenges brands face is responding quickly to a rapidly changing market without compromising quality. Our team analysed user behaviour and preferences to structure, design and produce the website so that Maybelline could rapidly improve their engagement with millions of people across Asia."

9-10 JULY

## SUN PROTECTION & ANTI-AGEING SKIN CARE CONFERENCE ASIA

Venue: Hilton Hotel, Singapore  
Email: info@summit-events.com  
www.summit-events.com

9-10 SEPTEMBER

## IN-COSMETICS BRASIL

Venue: São Paulo, Brazil  
Email: incos.helpline@reedexpo.co.uk  
www.in-cosmeticsbrasil.com

9-11 SEPTEMBER

## COSMEETING & CREATIVE BEAUTY PARIS 2014

Venue: Porte de Versailles, Paris  
Email: cosmeeting@cosmeeting.com  
www.cosmeeting.com

17-19 SEPTEMBER

## INTERCHARM UKRAINE

Venue: IEC, Kiev, Ukraine  
Email: intercharm@pe.com.ua  
www.intercharm.kiev.ua/eng

18-20 SEPTEMBER

## BEYOND BEAUTY ASEAN

Venue: Bangkok, Thailand  
Email: pamela.foo@beyondbeautyasean.com  
www.beyondbeautyasean.com

23-24 SEPTEMBER

## MAKEUP IN NEW YORK

Venue: CENTER548, New York  
Email: contact@makeup-in-newyork.com  
www.makeup-in-newyork.com

24-26 SEPTEMBER

## COSMOBEAUTÉ THAILAND

Venue: Bangkok, Thailand  
Email: enquiry@ecmi.com.my  
www.cosmobeauteasia.com

25-27 SEPTEMBER

## BEAUTY AZERBAIJAN

Venue: Baku, Azerbaijan  
Email: beauty@iteca.az  
www.beauty.iteca.az

25-27 SEPTEMBER

## BEAUTIKA WORLD

Venue: Mumbai India  
Email: marketing@exhiferencemedia.com  
www.beautikaworld.com

30 SEPTEMBER-1 OCTOBER

## PACKAGING INNOVATIONS

Venue: London, UK  
Email: uk@easyfairs.com  
www.easyfairs.com

30 SEPTEMBER-1 OCTOBER

## SPAMEETING EUROPE

Venue: Dubrovnik, Croatia  
Email: juliette.blanz@spameeting.com  
www.spameeting.com

30 SEPTEMBER-1 OCTOBER

## INNOCOS DIGITAL

Venue: New York, US  
innocosevents.com

7-9 OCTOBER

## BEAUTY AFRICA

Venue: Lagos, Nigeria  
Email: beautyafrica@informa.com  
www.beautyafricaexhibition.com

9-11 OCTOBER

## COSMOBEAUTÉ INDONESIA

Venue: Jakarta, Indonesia  
Email: enquiry@ecmi.com.my  
www.cosmobeauteasia.com

16-17 OCTOBER

## ANTI-AGEING & SPA CHINA

Venue: Beijing, China  
Email: juri.tan@informa.com.sg  
www.aascevents.com/en

20-22 OCTOBER

## COSME TOKYO

Venue: Tokyo Big Sight, Japan  
Email: cosme-tokyo@reedexpo.co.jp  
www.cosmetokyo.jp

22-25 OCTOBER

## INTERCHARM

Venue: Moscow, Russia  
Email: intercharm@reedexpo.ru  
www.intercharm.ru

## SPOTLIGHT

### Eyes of India on Bangladesh

Indian cosmetics companies are widening their manufacturing base in Bangladesh to meet surging demand in this key emerging market of 154 million people, while skirting higher import tariffs for products made in India. But the move of India-owned beauty and personal care products makers into Bangladesh has sparked concern among their Bangladeshi counterparts, who fear their domestic market share being grabbed by Indian companies commanding stronger financial firepower.

Hair and skin care company Marico became the first Indian cosmetics group to set up a production plant in Bangladesh, in 2002 at Gazipur near Dhaka – its local subsidiary is listed on the Dhaka Stock Exchange. This was followed by Indian cosmetics companies VLCC, setting up a plant at Jamalpur in northwest Bangladesh last year and Emami, establishing a plant in 2012, also at Gazipur.

"Bangladesh is a very important market and is very similar to India in terms of consumer preference. The market is still developing and cannot be ignored. Hence, most of the Indian beauty product manufacturing companies have set up their plants in Bangladesh and so have multinationals," Prashant Goenka, Director of Kolkata based Emami Group, told **Cosmetic News Weekly**. Indeed, Unilever and Reckitt Benckiser are among the multinational personal care product companies that now have manufacturing plants in Bangladesh.

Goenka stressed that his company and others have had to relocate because of Bangladeshi import tariffs on cosmetics and toiletries, which – according to the Bangladesh Cosmetics and Toiletries Importers Association – range between 100% and 150%. His cosmetics group expects to grow at a compound annual growth rate of 15% to 20% in the next five years – his company has ramped up production of creams like Emami Fair and Handsome and hair care products such as Navratna Oil at its Gazipur factory.

The country's organised cosmetics and toiletries market almost doubled to US\$735m in the decade to 2013, according to data from market researcher Euromonitor International. It has forecast that the Bangladesh personal care product industry will grow an average of 7.3% annually (compound annual growth rate) from 2013 through 2018. Much of the demand comes from Bangladesh's expanding middle class.

However, the influx of Indian cosmetics makers to tap this potential bounty has not been comprehensively welcomed by Bangladesh companies. Munir Ahmad Khan, an executive member of Bangladesh Cosmetics & Toiletries Manufacturers Association, said that Indian companies had an unfair advantage by having access to finance on Indian markets that have lower interest rates than the Bangladeshi bank interest rates, which can be as high as 18%. "The competition will not be healthy. They'll simply kill us," Khan told **Cosmetic News Weekly**.

Azm Anas, Dhaka