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Henkel expands salon hair care reach with acquisition

Henkel has signed an agreement to acquire Nattura Laboratorios, S.A. de C.V., headquartered in Guadalajara, Mexico, and associated companies in the US, Colombia and Spain.

The transaction includes a portfolio of leading brands Pravana and Tec Italy. In the fiscal year 2016, the business generated sales of more than €100 million.

The parties agreed to not disclose any financial details of the transaction.

Through the acquisition Henkel will further strengthen its hair professional business and expand its footprint in both the emerging and mature markets.

"This acquisition is part of our strategy to strengthen our position in attractive markets and categories. We will expand our Hair Professional business in Mexico and further leverage our brand portfolio in the US hair professional market," said Henkel CEO Hans Van Bylen.

"The high-performance and high-quality brands of Nattura Laboratorios are a perfect fit for our beauty care business. They will complete our hair professional colorants core category and will reinforce Henkel’s global No. 3 position in this business.

Moreover, this transaction will provide a platform for further growth in the attractive Latin American market," said Pascal Houdayer, executive vice president and responsible for Henkel’s Beauty Care business.

(N. Church, 09/03/2017 - http://www.happi.com/contents/view_breaking-news/2017-03-09/henkel-expands-salon-hair-care-reach-with-acquisition/)

Galderma collaborates with Colorescience

Galderma is collaborating with Colorescience to promote skin care line products that should be used daily, in conjunction with traditional facial injectable aesthetic treatments. The products will be sold at doctor’s offices.

Through this new collaboration, the two companies will seek opportunities to leverage their combined consumer expertise and market growth strategies to benefit both healthcare professionals and consumers.

“Galderma is pleased to offer our current and future customers the opportunity to receive not only innovative facial injectables, but topline skincare solutions as well,” said Alisa Lask, Vice President, U.S. Marketing, Aesthetic & Corrective Business Unit, Galderma, U.S.

The marketing collaboration will include certain brands of Galderma’s aesthetic facial injectables and some of Colorescience’s most popular cosmetic and skincare products in the U.S. market.

The Galderma and Colorescience collaboration will leverage both companies’ consumer expertise and continued commitment to innovative skincare solutions.

“As a company dedicated to the creation of prestige skin health products that promote 365-day protection from UV rays and environmental stressors to enhance beauty without compromise, we’re thrilled to partner with Galderma to offer products to healthcare professionals and women looking for health-forward skincare solutions,” said Mary Fisher, President & Chief Executive Officer, Colorescience.

(N. Church, 02/03/2017 - http://www.beautypackaging.com/contents/view_breaking-news/2017-03-02/galderma-collaborates-with-colorescience/)
L’Oreal looks to Africa for growth

Personal care products leader L’Oreal SA has opened up a new research and development (R&D) laboratory in Johannesburg, South Africa, as it hopes to pioneer the growing African market.

The world’s largest beauty products manufacturer says its high-tech laboratory will help the firm tap into a segment estimated at 100 million middle-class consumers.

Major consumer products companies have a long-term incentive to target markets with booming middle-class cohorts, unlike that of Europe and North America, which have seen their middle class remain relatively stable if not decline.

The French cosmetics company wants to differentiate itself from competitors in Africa such as Unilever and Avon Products Inc. by developing new hair products uniquely designed for African customers rather than offering brands developed for black consumers in the U.S., reports Bloomberg.

Alice Laurent, a biochemist at the Johannesburg research center says "L’Oreal is quite a pioneer” as “African consumers don’t have today a great freedom to do what they want with their hair without pain, money and effort.” Laurent also indicated that L’Oreal’s priority will be identifying habits and needs of African consumers, paving the way for research in this segment.

Bloomberg Intelligence analyst Deborah Aitken indicates, "Africa is a big market for key product categories like haircare, and to really capture that will help develop L’Oreal versus peers like Unilever."

The analyst says the new R&D center falls into L’Oreal’s larger plan to sustain growth through “carefully chosen acquisitions and going into emerging markets with long-term potential.”

(N. Church, 04/03/2017 - http://www.investopedia.com/news/loreal-looks-africa-growth/)

Procter & Gamble marks 30th Turkish anniversary with $70 million factory investment

Procter & Gamble has marked its 30th anniversary of entering the Turkish market with a 250 million lira ($70 million) investment in the production of baby and feminine care products at its Gebze factory.

The US personal care giant will be investing in feminine care and baby products from the northwestern Turkey factory and will be producing 90 percent of its Prima (Pampers) and Orkid (Always) from the site, with the Prima Premium Care production starting from the Gebze factory in April.

P&G is also bringing some high-tech production to the factory as part of the investment.

Speaking at the launch, Tankut Turnaoglu, the Chairman of the Board of Directors of P&G Turkey and Caucasus, said, "We launched Orkid Platinum products with micro cushion technology for the first time in Turkey, [before anywhere else in the world], and we have started the localisation process of these products in our Gebze factory."

The company also spoke of its focus on domestic production, with 60 percent of products sold in Turkey being made in the country, while female employment was also a driving force as part of its ‘responsible and ethical investor’ outlook.

Turnaoglu stated, "Today more than 50 percent of our employees are women,” according to the Daily Sabah.com.

(N. Church, 09/03/2017 - https://globalcosmeticsnews.com/asia-australasia/4104/procter-gamble-marks-30th-turkish-anniversary-with-70-million-factory-investment)
Charcoal trend settles into new beauty niches

The trend for activated carbon has found some surprising new applications in the cosmetics sector as the wider trends for natural ingredients and healthy living coincide.

While the trend for activated charcoal is one that might not seem, at first glance, glamorous enough to qualify for the beauty aisle, new launches are proving otherwise.

Charcoal in the health and food sector has coincided with beauty.

Now consumers can enjoy their charcoal bagels with tea smoked salmon (thanks to Heston from Waitrose) and follow up with a complimentary cold-pressed charcoal chaser after their routine Elemis facial – the traditional rehydrating glass of water has been well and truly outplayed.

Of course, the face mask sub-sector has jumped on the bandwagon, and with great success – consumers need only glance at Amazon’s best selling product list for proof.

Updated hourly, the top 20 most popular products on Amazon ranking makes for an interesting chart to track.

Skin care staples such as castor oil are mixed in with on-trend tools such as Real Techniques’ Miracle Complexion Sponge.

(N. Church, 06/03/2017 - https://www.cosmeticsbusiness.com/news/article_page/Charcoal_trend_settles_into_new_beauty_niches/126597)

Over-the-counter treatments provide consumers’ skin and hair with extra care

Whether it is a minor annoyance or a persistent issue, breakouts, flaking scalp, diaper rash and other similar conditions can often be alleviated by over-the-counter (OTC) skin and hair care treatments.

One is Galderma. Company officials have high hopes for Differin Gel, its new acne care offering that is the first and only FDA-approved, prescription-strength retinoid acne treatment available over the counter, and as the Fort Worth, TX-based company is quick to note, is the newest advancement in the OTC acne category in more than 30 years.

According to data from Information Resources, acne treatment sold at US multi-outlets (supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains) fell 5.45% to $578.1 million for the 52 weeks ending Dec. 25, 2016, and unit volume dropped slightly more than 6%.

Differin Gel’s mode of action is different than salicylic acid and benzoyl peroxide (BPO), those workhorse ingredients that fuel mass market acne products; instead, it contains 0.1% adapalene, a key active that doctors and dermatologists have prescribed to more than 40 million people globally for more than 20 years.

Differin Gel is a once-a-day topical treatment designed to be used over the full face or affected areas rather than spot treatment. Besides the gel, Galderma is launching a non-foaming, fragrance-free balancing cleanser and a gentle balancing moisturiser, under the Differin banner.

Galderma saw a big white space opportunity with older consumers, citing study statics in which more than 80% of adult sufferers agree they have never found a completely effective treatment. And the company is bullish about Differin Gel’s chances to become the category-leading treatment. The line is targeting millennials, especially women, but Risser told Happi that officials expect teens to trade up to this retinoid acne treatment, too.

Galderma will back the launch with media placement and education campaigns in consumer publications and online. In addition, there will be broad distribution at drug, food and mass retailers and through Amazon, according to Risser.

Galderma is taking on category leaders including J&J’s Neutrogena, Reckitt’s Clearasil and others like AcneFree, which will soon be under the ownership of L’Oréal, following the beauty giant’s recently announced $1.3 billion deal with Valeant that also included Ambi and CeraVe skin care.

According to Frédéric Rozé, president and CEO of L’Oréal USA, “the acquired three brands, built on strong relationships with health professionals and widely distributed, will nearly double the revenue of L’Oréal’s Active Cosmetics Division in the US and will help us satisfy the growing demand for active skin care at accessible prices.”

(S. Alves 01/03/2017 - http://www.happi.com/issues/2017-03-01/view_features/otc-tlc/)
Klox Technologies and LEO Pharma set up company for BioPhotonic in dermatology

Klox Technologies Inc. and LEO Pharma establish a jointly owned company to further develop and commercialise Klox’s Bio-Photonic technology in dermatology including Kleresca® for acne and Kleresca® for skin rejuvenation.

Both companies bring in their contributions from their existing collaboration which started in 2014.

The Kleresca® treatment for acne and the Kleresca® treatment for skin rejuvenation combines a topical photo converter in conjunction with a multi-LED light to create hyper-pulsed multi-wavelength fluorescent light, resulting in photobiomodulation within the skin.

It is based on Klox’s patented BioPhotonic technology platform in dermatology and is currently offered exclusively in professional clinics.

"We have now successfully introduced the BioPhotonic technology under the Kleresca® brand in seven countries and have seen a strong interest from the market.

We now want to further expand the offering and its geographical footprint“, said Dr. Patrice Baudry, LEO Pharma’s Senior Vice President Global Strategy and Portfolio Management.

"Creating a standalone company with the backing of Klox and LEO Pharma will allow for greater strategic expansion and accelerate growth”, Baudry continued.

**Biodiesel company makes the leap into cosmetics**

It is not every day that a biodiesel company branches out into the cosmetic ingredients market, but that is exactly what Hawaii-based Pacific Biodiesel has done.

Its management recently chose to diversify the company, which was first established in 1995, by broadening its focus on renewable biodiesel into the beauty market with the launch of a macadamia oil line that targets the skin and hair care oils category.

But as Pacific Biodiesel marketing director Joy Galatro explained to Cosmetics Design, the success of the business meant that supplies of used cooking oil began to run low, prompting a search for new opportunities.

"As the demand for sustainable biodiesel began to exceed the amount of waste cooking oils produced in the Hawaiian Islands, we looked to agricultural products to supplement the existing feedstock," said Galatro.

A feasibility research project was conducted in conjunction with the US military to determine which crops in Hawaii would be best matched, and it was discovered that there was a problem with what to do with surpluses from macadamia nut processing.

"After learning that these excess macadamia nuts were being discarded, we offered to buy these unused nuts and process them into biodiesel.

**Mary Kay China focuses on sustainable supply chain**

Direct sales giant Mary Kay China has dedicated its time to creating a sustainable supply chain, according to a report by Shanghai Daily.com.

The company is said to be focusing on developing an environmentally-friendly model to reduce its carbon footprint, choosing to work with plastarch material, which is fully biodegradable and creates zero waste during processing.

Paul Mak, president of Mary Kay China, told Shanghai Daily.com, "We pay more attention toward sustainable development and create more value for stakeholders. It's not just about making more profits."

The company’s sustainable supply chain management is said to have been shortlisted as a role model in its field.

(N. Church 09/03/2017 - https://globalcosmeticsnews.com/asia-australasia/4103/mary-kay-china-focuses-on-sustainable-supply-chain)
Innovation

Forecasting the digital future of cosmetics and personal care retail

2017 is going to be exciting, but challenging for beauty and personal care companies as they adjust to rapidly changing consumer behavior.

Not simply Mobile BUT Mobile commerce will move towards mainstream with the adoption of Apple Pay, Android Pay and the Paypal payment applications.

Mobile internet traffic has taken over from desktop which means the use of mobile wallets will continue to increase and customers will not only expect it, they will demand brands make their purchasing experience as easy and as fast as possible.

Artificial Intelligence (AI) / Chatbots are being incorporated (i.e. Madison Reed and Sephora recently incorporated Chatbots) for a more personalised shopping experience.

The Personalisation Revolution Customers want even more personalization, and they want it now. The hair care brand, Function of Beauty, for example, has risen to the challenge with personalised shampoos and conditioners complete with the customer's name on the bottle.

Visual Reviews Brands using visual feedback and other technologies to display customer's reviews via photos such as Instagram or Facebook posts will garner high levels of trust and conversion faster than you can say "buy it".

A consumer today would much rather watch a silent 30-second video with text overlay than read a 2,000 word review.

In order to rise above the noise, brands and retailers must ensure that their content is engaging and easily digestible.

Augmented Reality (AR) and Virtual Reality (VR) will become more mainstream.

These types of technologies offer consumers more engagement and experience while providing brands with more insights and data which can be applied in other parts of the business.

While VR is a little bit further away to mainstream consumers, BellaBox, a subscription beauty box company in Australia, recently used VR to let customers chat directly with the founder thus building a closer bond to their customers.

The Internet of Things (IoT) Connected devices such as Viio Mirrors, Solomomo Vanity Mirror and Skin Wand, Fitbit, Nest, and Alexa will continue to evolve and improve products and consumer's lives through improved data collection, analysis, and reporting back to the consumer in an actionable fashion.

Connected devices will quickly become an integral part of a consumer's life, recommending the exact time to wake to ensure optimal daily performance to which lipstick or skincare product to wear depending on the time of day and or the weather.


Is plum poised to be the next big beauty oil?

Beauty oil is one of the biggest skin care trends right now, as consumers opt for simpler and more natural regimes. But with a wide variety of choice, has plum oil been overlooked? The Taylor sisters believe that the answer to this question is a big yes, and say that extensive research provides scientific evidence to back this up.

The Taylor Brothers Farms has been growing plums in Sutter County, Northern California for over 100 years and is one of the biggest names in the North American industry.

"As fourth generation Taylors, we felt compelled to continue this tradition yet reinvent our main commodity, organic plums. In 2014, we noticed a trend emerging with beauty oil sales on the rise and made the decision to begin exploring alternative uses of our products."

I partnered with two world renowned laboratories to further investigate the benefits from a fresh and innovative perspective. We are thrilled with the results and are so excited to finally share our all-natural, innovative Plum Beauty Oil," Taylor explained.

(N. Church, 09/03/2017 - http://www.cosmeticsdesign.com/Formulation-Science/Is-plum-poised-to-be-the-next-big-beauty-oil)
New BASF innovation campus opens in India

Chemical giant, BASF Group, has introduced its new innovation campus in India for the Asia Pacific (APAC) region. The project

The approximate 20,000 sqm campus, located in Mumbai, India, which will incur an investment cost of up to €50 million from BASF Group, is the company’s largest research and development investment in South Asia to date.

Global research operations at BASF innovation campus Asia Pacific will be conducted under the company’s subsidiary, BASF Chemicals India Private Limited, a 100% subsidiary of BASF SE.

BASF India’s innovation campus will enable the company to increase its existing R&D activities in the country to include global and regional research on a variety of speciality chemicals for the personal care industry.

“"A growing need for energy, food and clean water, limited resources, and a rising world population pose huge challenges. Innovations based on chemistry will enable new solutions,” said Martin Brudermueller, Vice Chairman of the Board of Executive Directors, BASF SE and Chief Technology Officer.

“As a consequence, BASF is expanding its research and development network, especially to emerging markets in Asia, as we want to drive innovation addressing customer and market needs at an early stage,” Brudermueller added.

BASF aims to reach the Indian market with its new innovation development: “Mumbai will be another powerful regional innovation hub for BASF, with proximity to the dynamically growing Indian market.”

Facilities on the innovation campus include laboratories for chemical synthesis, application and process development and analytics. It also has the capacity to hold up to 300 scientists from India and around the globe.

“We see the demand for innovative solutions in many industries in India, including automotive as well as food and nutrition. Moreover, India is now home to a wide range of high calibre scientists and excellent domestic research capabilities,” said Sanjeev Gandhi, Member of the Board of Executive Directors, BASF SE, responsible for Asia Pacific.
Introducing new Dior Hydra Life

Introducing the new generation of natural skincare, Dior’s Hydra LIFE, Dior’s 1st ultra-sensorial hydrating skincare highly concentrated in natural ingredients.

A collection of 9 new products that hydrate the skin using gentle, effective, natural-derived ingredients, in bright, fresh and fun packaging. The new line includes a deeply-hydrating sorbet cream and water essence, three treatment masks, and four transformative cleansers.

(N. Church, 09/03/2017 - http://beautyfashionfragrance.com/introducing-new-dior-hydra-life/)

Elvive Phytoclear Anti-Dandruff 7 Day Scalp Lotion 100ml

Enriched with pure essential oils and Octolamine.

Phytoclear Anti-Dandruff Lotion is enriched with essential oils. It helps reduce visible flakes in 7 days

(L. Grant, 09/03/2017 - http://www.superdrug.com/Hair/Hair-Treatments/Conditioning-Treatments/Elvive-Phytoclear-Anti-Dandruff-7-Day-Scalp-Lotion-100ml/p/721931)

Clarins partners with Cosmogen for latest product

Clarins has partnered with Cosmogen to create its Multi-Active Yeux packaging.

The manufacturer used its Tense Tube for the product to help consumer application.

The tube includes a cryo-metallic tip, made of zamac, designed to allow a gentle and targeted application of the formula.

For a skin brightening effect, Cosmogen says that when the tube is used in association with a massaging application, it reinforces the cooling and smoothing effect of the gel-cream texture.

L’Oréal launches Botanicals Fresh Care

In a move to tap into the consumer craze for all things natural, L’Oréal rolled out Botanicals Fresh Care this month in France, Germany and the UK, with plans to enter more markets in the near future.

The new hair care line is intended to provide consumers full transparency about its procedures and offer environment-friendly products.

For this reason, Botanicals Fresh Care made specific commitments at every single stage of the value chain raw ingredient selection to manufacturing methods, the brand adheres to a demanding set of specifications covering three areas: sourcing, extraction of raw materials and packaging, according to the company.

On the sourcing front, Botanicals Fresh Care promotes sustainable agriculture.

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<th>Date</th>
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<td>16th Mar</td>
<td>Southern Aerosol Technical Association (SATA) Spring Meeting</td>
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<td>15th - 19th May</td>
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### 2017

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<td>20th - 22nd June</td>
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<td>9th - 11th July</td>
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<td>6th - 7th Sep</td>
<td>Packaging of Perfume Cosmetics &amp; Design (New York, USA)</td>
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<td>13th - 14th</td>
<td>Luxury Packaging 2017 (London, UK)</td>
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<td>18th - 19th Oct</td>
<td>BAMA Forum &amp; Awards Dinner (Oulton Hall, Leeds, UK)</td>
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