

China's Personal Care and Homecare Ingredients show (PCHi) enjoys the position of being the country's premier show for cosmetic ingredients and raw materials and this year's event was no exception. In fact a change in venue brought record numbers of visitors and exhibitors to the Shenzhen Convention and Exhibition Center.

According to organiser Reed Sinopharm Exhibitions (RSE) final visitor numbers were up 3.6% on the 2010 show, reaching 4,765. As expected most visitors came from China (88%) but more than 500 (12%) were registered as overseas delegates, highlighting a growing interest from foreign visitors to the show. A total of 243 companies from 20 countries, including 129 companies within China, participated as exhibitors.

"The show has grown steadily since it started in 2008 and we are very pleased to have 25% more exhibitors this year. This is an indicator of the industry's confidence in the event's ability to produce the right results. China is a leading hub for the cosmetics industry and more and more international suppliers are coming here as they want to have a physical presence in China," PCHi project director, Daniel Chan told SPC. "PCHi is a show focused on the China market but equally it is helping to fulfil the needs of international buyers and we are ensuring the show is positioned to fulfil worldwide needs too. There has been an increase in visitors from north Asia – Korea, Hong Kong and Taiwan have seen particularly high numbers of visitors.

"The venue change has also been very positive. We have invested more effort in promoting the platform through partner associations in south China. We also asked customers first for feedback and have adopted a more strategic approach with technical speakers and experts organised through these associations."

These added benefits also included a VIP buyer programme, which helped facilitate more focused meetings, according to Chan. "Before the show we talked to our core



Great expectations

A new location proved to be a winning formula for this year's PCHi show (22-24 February) which welcomed record numbers of visitors and exhibitors. Emma Reinhold reports from Shenzhen

exhibitors about hosted buyers and then developed an on-site programme to suit their needs. The aim of this was to enhance the business these companies do here.

"The show has been a great success – the quality of buyers has increased and by the second day the number of visitors had surpassed total visitor numbers for the entire 2010 show. And we have already exceeded the sqm sold at the show last year," he added.

New features at the 2011 show included the Mintel Intelligence Lounge, featuring six innovative beauty products handpicked by Mintel's head researcher for the Asia Pacific region. Visitors were able to test these products at the Mintel booth.

Also making its debut at the event was the Casa Elegancia (House of Elegance), an exclusive hospitality area where selected visitors took the opportunity to network and meet new and existing suppliers.

An iTunes app was also introduced to help visitors make the most of their visit and included a visitor's guide, floor plan, information on exhibitors and an on-site facilities guide.

There were also two awards ceremonies: the Booth Awards and the inaugural China Personal Care & Cosmetics Innovation Awards (see p66). In the Booth Awards Bayer Material Science was recognised in the category of best communications and DSM Nutritional Products Asia Pacific took the prize for buzziest booth, while the most inviting shell scheme booth went to Ichimaru Pharcos. Zhejiang Hangzhou Xinfu Pharmaceutical was presented with the most inventive Chinese newcomer.

TRADING UP

On the show floor the organiser's positive sentiment was shared by many exhibitors.



Strong cooperation between organisers Reed Sinopharm and local trade associations ensured record numbers of visitors and exhibitors

"The show is a must to be at," commented Gregor Keil, head of consumer care, Asia Pacific for Clariant. "It is a smart move having the show alternating between two geographic regions as not all customers can travel so this format enables us to reach a much broader audience."

"It's the biggest exhibition of its kind in China," added Alex Zhu, international business director, Tinci. "All the big producers are here so we must be too."

"PCHI is a very important show for brand exposure," agreed Techno Flor China's sales director, Sam Chan. "All the big companies are here and it's the place to show your business."

It was clear from walking the floor that the interaction between exhibitor and visitor was meaningful, with booths full of meetings. "The communication aspect of the business in China has really improved," noted Laurent Schnubnel, operational marketing manager, personal care, Gattefossé. "When I came to China five or six years ago there was quite a big language barrier but now that has changed. Customers are now stopping by, sitting down and discussing the technical aspect of our ingredients. The standard of questions asked is also higher. It's the same evolution as in other countries but it's good to see."

First time exhibitor Great Chemicals was particularly impressed with the quality of visitor at the show. "Our main target is local manufacturers - we're already in touch with the big multinationals but are looking for more exposure in China and so far I am very pleased with the meetings we've had," said Johnson Huang, general manager.



The show featured a series of technical presentations which enabled exhibitors to provide detailed explanations of their products

GROOMING GROWS

The show once again held an extensive conference programme. Two highlights were *The macho side of personal care*, looking at the key differences in formulating and manufacturing male grooming products; and *Earth-friendly formulations*, which explored the varied elements of creating green products.

According to Euromonitor International, China is expected to contribute to 50% absolute growth of men's skin care between 2009 and 2014, with men's skin care growing by 29% by 2014. And many exhibitors put male grooming solutions under the spotlight.

Clariant for instance promoted two of its existing ingredients: Hostapon, a mild surfactant derived from amino acids and a coco fatty acid derivative; and Velsan SC, a multifunctional preservative booster claimed to assist the efficacy of preserving systems in a synergistic manner, for use in men's skin care formulations.

"The market in China is more formulation than product driven at the moment and the idea behind our male grooming focus is to give our customers technical support and more specific ideas on our products. We want to be known as a formulation specialist too," explained Keil. "Launching new products in China is still quite challenging due to the regulations but we are working closely with our customers and associations to overcome the problems."

Enhancing skin care formulations was also a focus for Chinese producer Startec which launched five new emollients at PCHI. Ucesoft IN90, Ucesoft TP810, Ucesoft PGCC, Ucesoft ODM and Ucesoft OD180 are all claimed to provide a non-greasy feel and have different levels of moisturising properties.

"Interest has been very strong and we have given away all of our samples," said Startec's Zhou Jiang. "At the moment the products will not be launched in Europe as we need more registration but we are working on it."

AWARDING INNOVATION

New to the show this year, the China Personal Care & Cosmetics Innovation Awards recognised innovation in products launched between 2007 and 2010 that have significantly enhanced China's personal and home care industries.

The awards, which are open to all companies in the industry were divided into six categories and presided over by a panel of independent judges. The winners were:

ANTI-AGEING INGREDIENTS CATEGORY

Evonik Degussa (China) Tego Pep 4-17
Arch Chemicals (China) BioLumen Firm

Guangzhou Honsea Sunshine Bio Science & Technology Organic Jasmine Essential Oil

SKIN CONDITIONER CATEGORY

Symrise Shanghai SymSitive 1609
Spec-Chem Industry Poria Cocos Skin Lighteners/Whitening

INGREDIENTS CATEGORY

Shanghai OLI Enterprises Endothelin Antagonist
Sethic International Whitesse
Cosmetochem International - Citrolumine 8

DELIVERY SYSTEM CATEGORY

AXIALYS Innovations Lipolink
Evonik Degussa (China) 3 Layer Skincare and Makeup Removal System

SUNSCREENERS CATEGORY

Bayer MaterialScience (China) Baycusan C 1000
Merck Chemicals (Shanghai) Eusolex UV-Pearls

OTHER FUNCTIONAL INGREDIENTS/ TECHNOLOGIES CATEGORY

Guangzhou Tinci Materials Technology Water Soluble Polymer Series for Personal Care
Dow Home & Personal Care SoftCAT
Dow Corning (China) Holding Dow Corning MQ-1640 Flake Resin
Wuxi Hock Chemie Technology Surfacing Treating Technology
Wacker Chemical (China) Wacker-Belsil P101



Many exhibitors commented on the high standard of meetings they were enjoying at the show

Elsewhere Arch focused on its award winning BioLumen Firm product which made its Chinese debut at the show. The product, which is INCI compliant in China, is a blend of yeast amino acids and Noni polyphenols and is said to harness the power of UV light and promote an anti-ageing effect on the skin.

"Generally Chinese customers are more interested in the concept of a product than say the Japanese and they are always looking for new ideas. We have had a lot of interest in BioLumen," explained Tony Li, business manager, China PCI & AD. "We are focusing on the anti-ageing benefits of this product rather than just the sun protection properties."

Evonik focused on a number of skin care concerns including hyperpigmentation, showcasing TEGO Pep 4-Even, a tetrapeptide claimed to treat the signs of hyperpigmentation. The product can be used on both caucasian and Asian skin helping to reduce the appearance of age spots whilst supporting anti-ageing activity.

And within the sun care spectrum Kobo used the show to promote a number of sun care solutions including attenuation grade titanium dioxide and zinc oxide dispersions. The company highlighted its formulation assistance service in formulating inorganic UV filters and in-vivo testing data, as well as a number of new formulations using the ingredients.

"Chinese customers are very interested in physical TiO₂ and ZnO dispersions due to their high solid content and low viscosity. They are also easy to use," explained Li Ding, managing & scientific director, China sales, Kobo.

Japanese supplier Miyoshi launched TTC-30, a non-nano UV screening composite in response to demand for non-nano sun filters. The composite pigment of ultrafine titanium dioxide is surface treated and is claimed to have high UVA and UVB scattering properties, can be easily dispersed, has high transparency and is suitable for both powder and liquid formulations.

"We are establishing whether the nano trend is a hot topic in China," explained Ryo Ohara, international account manager, sales & marketing, Miyoshi. "Currently 50% of people say they have heard about it."

GREEN SHOOTS

The green trend was another area that proved popular with exhibitors. According to data from Export.gov, green consumer behaviour in China is on the rise, spearheaded by the country's burgeoning middle class, which is expected to make up 40% of the population by 2020.

"There is a big demand for natural personal care products in China, particularly in skin care," explained Philip Wang, R&D consultant, skin care, JF Natural. "But relatively few natural ingredients are manufactured in China – most are imported because of the

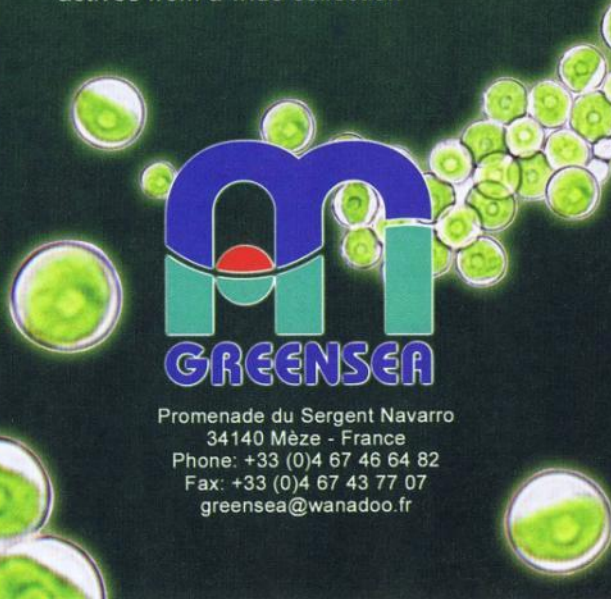
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technical requirements. Organic is still considered a very high-end niche and as yet there are no mainstream mass market organic brands in China. This will eventually change though but first we need to establish the relevant regulations."

The company introduced two new products at the show. Appjfnol is an antioxidant derived from apple skin (*Malus pumila*) and is claimed to help resist radiation, inhibit the production of tyrosinase and provide anti-ageing benefits, while ResAqua is a natural form of resveratrol derived from grapes via a low-temperature extraction technology. Alongside its anti-ageing, moisturising and skin relieving qualities, this form of manufacture is better for the environment, according to the company.

Low energy processing was also a main theme at the Croda stand, whose 'blue technology' campaign focused on the simplicity benefits of cold processing as well as the environmental ones.

"A lot of manufacturers want something easy to use with minimum complication. Sustainability is important to them but a processing advantage makes the technology even more appealing," explained Jonathan Sy, Asia Pacific marketing manager, personal care. "We are seeing a lot of local companies trying to improve what they already have. The benchmark is still the big brands and they still need to show better products to be at the same level as the multinationals but they are aware of what they are lacking and it won't be long before the standard is the same."

British company Northstar Lipids also highlighted the benefits of sustainability and cold processing at its stand. "Traceability, sustainability and organic are all becoming popular in China. Our sales growth is 80% higher this year than last year here. The market in China wants green and eco products but the dilemma is they won't pay for it and I am not sure what the cosmetics industry will do about certification and traceability," said Chris Houghton, md, Northstar Lipids.

James Ramirez, technical services manager at BioChemica, distributed in China through DKSH agreed: "Ecocert and USDA certification has not been requested very much. Once they hear the difference in price there is even less interest," he told SPC.

Korean company ACT also touched on the natural theme highlighting the Hambang traditional beauty philosophy cosmetics trend for personal care products. The products are developed using herbal and natural ingredients from Korea and ACT's Actostem WKGbase uses stem cells derived from wild ginseng. The ingredient promises to increase skin vitality and improve the appearance of fine lines and wrinkles, as well as protecting against photo-ageing.

"Hambang is not just a concept, we now have scientific evidence to back up the claims," explained Henry Choi, general manager, sales & marketing.

Next year PCHi returns to Shanghai but this time at the World Expo Theme Pavilion from 27-29 February. With such success in Shenzhen, expectations will be high for 2012. Chan concluded: "Next year already looks set to be another record year." **cb**

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