

## Did you know?

### How COVID-19 change the Make-up Trend

While COVID-19 is still affecting people's lifestyles, people remain wearing mask when going out and keep social distancing. Since the lockdown period, consumers have changed their spending habits, so online shopping for essential goods such as hygienic and cleaning products, food and home-use beauty products are growing up. The pandemic also has an impact on make-up trend.

As we have to wear mask when going out, the bottom half of our faces is covered. Make-up trend has changed from the cheeks and lips, onto the eyes and brows. Now, we are seeing a lot of striking eye make-up looks on Instagram feeds, especially bold eye make-up looks. Google searches for 'make-up looks' are also increasing. Mascara, eyeliner, eyebrow make-up, false eyelash and eyeshadow are outstanding with bold eye make-up looks. Rapidly how to make-up for bold eyes look and tips for how to apply make-up with mask are popping up on every social media via beauty influencers on YouTube and TikTok with the total views more than 53 million from videos tagged with #MaskMakeup.

Above are the reasons that sales of eyeshadow are increased, while sales of lipstick are decreased. Kantar Media, the data collector company, reported that eye make-up sales in March-June are up to 204% when compared with the same time last year. For base make-up products, each brand has to ensure their products provide effective sweat-resistant and can stay on under mask. That is the point that brands should strongly highlight in their product marketing. Mintel recommended that the beauty brands should emphasize selling points and claims of the products to correlate with the current situation and customer behaviors to withstand the crisis of economy as a result from the coronavirus pandemic.

#### Sources:

- [1. https://www.voguebusiness.com/beauty/the-beauty-trends-customers-are-buying-during-covid-19#:~:text=New%20data%20from%20Spate%20indicates,and%20blue%20light%2Dblocking%20skincare.&text=Beauty%20tools%20were%20already%20rising%20in%20popularity%20prior%20to%20the%20pandemic.](https://www.voguebusiness.com/beauty/the-beauty-trends-customers-are-buying-during-covid-19#:~:text=New%20data%20from%20Spate%20indicates,and%20blue%20light%2Dblocking%20skincare.&text=Beauty%20tools%20were%20already%20rising%20in%20popularity%20prior%20to%20the%20pandemic.)
- [2. https://www.businessinsider.com/eye-makeup-sales-rise-lipstick-dips-due-to-mask-wearing-2020-8](https://www.businessinsider.com/eye-makeup-sales-rise-lipstick-dips-due-to-mask-wearing-2020-8)
- [3. https://eviobeauty.com/blogs/evio-community/mask-on-how-the-covid-19-pandemic-is-changing-beauty-and-makeup-trends-for-good](https://eviobeauty.com/blogs/evio-community/mask-on-how-the-covid-19-pandemic-is-changing-beauty-and-makeup-trends-for-good)

## Events

### October 2020

#### Date Event/Website

Date	Event/Website
1 Oct	Daito Webinar, Chemico Philippines, Inc.
1 Oct	NOF Webinar, Chemico Health and Beauty India Private Limited
6-8 Oct	in-cosmetics virtual_ <a href="https://www.in-cosmetics.com/virtual">https://www.in-cosmetics.com/virtual</a>
8 Oct	Rahn Webinar, Chemico Health and Beauty India Private Limited
12 Oct	NOF Webinar, Chemico Myanmar Co., Ltd.
14 Oct	Thor Webinar, Chemico Vietnam Co., Ltd.
14 Oct	Lubrizol Webinar, Chemico Myanmar Co., Ltd.
15 Oct	Hair Care Seminar by Chemico Inter Corporation @ CAHB II Bangkok, Thailand
22 Oct	Beauty & Wellness Manila 2020, Philippines
9-13 Nov	Cosmoprof Asia Digital Week_ <a href="http://www.cosmoprof-asia.com">www.cosmoprof-asia.com</a>
25 Nov	Make Up Seminar by Chemico Inter Corporation @ CAHB II Bangkok, Thailand



# Regulation

## Thai Regulation for Use of Amino Acids as Active Ingredients in Food Supplements (Part 4)

The annex of active ingredients as amino acids in food supplements is as follows. This regulation came into force on October 19, 2006.

No	Name of variety of amino acids and their forms	Maximum level for recommended daily intake (mg)
4	L-leucine or DL-leucine	NMT 700 <sup>1</sup> (calculated as L-leucine)
5	L-lysine or L-lysine monohydrochloride or L-lysine Hydrochloride or L-lysine acetate or L-lysine L-aspartate or L-lysine L-glutamate	NMT 500 <sup>1</sup>

Source: <sup>1</sup> World Health Organization, Technical Report Series 724 Energy and Protein Requirement. Report of a joint FAO/WHO/UNU Expert Consultation. Geneva 1985: 64-6.

Reference: [www.fda.moph.go.th](http://www.fda.moph.go.th)

To be continued next month.

# News

## Chakra We Care Webinar, Thailand

Chakra We Care Resources Sdn Bhd, Malaysia in collaboration with Chemico Inter Corporation Co., Ltd. jointly organized a webinar entitled “Immune Formulation 200® (The Guardian of the Cell)” on September 2<sup>nd</sup>, 2020. The webinar provided Glutathione & its importance, Immune Formulation 200®, comparison between Immune Formulation 200® and other Glutathione products, research studies and market products which can help in the development of new products in food and dietary supplement.



## Bouncell Webinar, Malaysia

On September 15<sup>th</sup>, 2020, Bouncell in collaboration with Chemico Asia Pacific (M) Sdn. Bhd. held a webinar with the topics about latest Korean beauty trends. The Webinar started with Bouncell company introduction, followed by beauty trends 2020 and then continued with Bouncell product information including fermented products, peptides, actives (for anti-inflammatory, anti-wrinkles, whitening and moisturizers), preservatives and scrubbing agents.



## RAHN Webinar, Jakarta, Indonesia

RAHN AG together with PT. Kemiko Indonesia, Jakarta Indonesia hosted a webinar entitled “Post COVID – the Next Phase, New Consumer Needs in Face Care” on September 15<sup>th</sup>, 2020. The webinar was about transformation of consumer behavior after COVID-19 situation until 2021. The customers became safe and conscious on choosing product. For public hygiene, the presentation focused on using RAHN products for lifting eye area, reducing skin barrier disruption and maskne as well as for health and wellbeing.



## Nisshin Oillio Webinar, Jakarta, Indonesia

The Nisshin Oillio Group, Ltd. collaborated with PT. Kemiko Indonesia, Jakarta Indonesia had done a webinar on September 17<sup>th</sup>, 2020. The topic was about “Unique Emollient Oil from Japan”. The webinar presented Nisshin Oillio products used in skin care products including the ester range from light to heavy esters.



## Respharma Webinar, Vietnam

Understanding that eco-friendly lifestyle & green cosmetics will be the new era of beauty care in the future, Respharma Industriale in collaboration with Chemico Vietnam Co., Ltd. held a very exciting webinar with the topic “The Simplier, The Better” on September 17<sup>th</sup>, 2020. During the theory part, the new testing of Respharma products were presented. Then, followed by the formulation part which two simple and easy-to-make formulas were introduced. How to care your skin in the easiest and most efficiency ways was included in this part as well.



## Kewpie Webinar, Jakarta, Indonesia

Kewpie Corporation collaborated with PT. Kemiko Indonesia, Jakarta Indonesia held a webinar on September 23<sup>rd</sup>, 2020. The topic was “Japan Super Power Hyaluronic Acid for Excellent Moisturizing Skin”. The webinar presented Hyaluronic acid series from large to small molecules. They could give long term moisturizing, anti-aging, anti-wrinkle and anti-sagging to the skin.



## Momentive Webinar, Malaysia

On September 24<sup>th</sup>, 2020, Momentive Performance Materials Inc. in collaboration with Chemico Asia Pacific (M) Sdn. Bhd., Malaysia held a webinar with the topics “Color Cosmetics Trends”. The webinar started with sharing 2020 beauty trends covered celebrate diversity, healthy aging, athleisure, minimalism, men’s color cosmetics and mask beauty care. In each trend, there were suggested ingredients from Momentive that could catch the needs of trendy products. During the webinar, the customers could try Momentive prototype gift set.



Barabudur  
-INDONESIA-

Taj Mahal  
-INDIA-

Complex of  
Hue Monuments

Temple of  
The Emerald Buddha

Catedral de San Basilio  
-RUSSIA-

San Agustin Church  
-PHILIPPINES-

Petronas Twin Tower  
-MALAYSIA-

Shwedagon Pagoda  
-MYANMAR-