

# What is Skinification of Hair?

Nowadays, many people may have heard about “Skinification of Hair”, because this is one of the important trend for Hair Care at the moment. Haircare is not only wash and rinse anymore, many people are looking for haircare products which give softness, smoothness and shine to their hair. They also find products for scalp, for example anti-dandruff, anti-hair loss, microbiome balancing. It is from the belief that beautiful hair starts from healthy scalp.

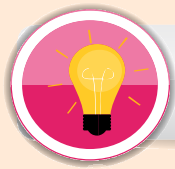
The Skinification of Hair is the hybrid of haircare inspired from skincare technology by focusing on caring both hair and scalp. Many skincare ingredients are used in haircare products, for example hyaluronic acid, salicylic acid and vitamin, etc. Hyaluronic acid has moisturizing and softening properties, it helps protect scalp hydration because scalp has the same structure as skin. Salicylic acid helps remove flakes through gentle exfoliation. It is used as anti-dandruff care. Vitamins help nourish hair and scalp. Now some haircare products have multi-functional benefits, for example silkiness, shine, moisture, and treatment to repair damaged hair. Besides, haircare routine has now changed. It is not just shampoo and conditioning. There are many haircare products such as pre-shampoo, exfoliating cleansing scalp and overnight serum, etc.

The Skinification of Hair trend is a trend to watch for many years to come, because people need to have beautiful and healthy hair and scalp. So, knowledge about hair and scalp and selecting the right skincare ingredients are the most important things for haircare.



## References

1. <http://www.cosmeticsandtoiletries.com/formulas-products/formulating-basics/article/22288816/cosmetics-toiletries-magazine-formulating-on-trend-skinification-of-hair>
2. <https://cnalifestyle.channelnewsasia.com/women/beauty-trend-skinification-hair-skincare-haircare-products-280901>
3. [https://www.happi.com/issues/2021-02-02/view\\_features/shape-it-up/](https://www.happi.com/issues/2021-02-02/view_features/shape-it-up/)



## Principle and Requirement about Notification of Body Cleansing Sheet Products (Wet Wipe) (Finale)

Table of summary: The product name consideration and the label of products in the scope of cosmetics must be indicated for cleansing only in order to prevent misleading that the product can kill and reduce accumulation of germs.

Product Name Consideration	Product Labeling
1. The use of word "alcohol" as part of tradename and cosmetic product name is prohibited because it may mislead that the products can kill germs.	1. A message or description describing that "the formula contains alcohol" or "contains 70%v/v" for cosmetic products shall not be identified because of misguidance that the products can kill germs.
2. The terms "Anti-bacterial", "Anti-bacteria" and other words that imply disinfection are prohibited because of misleading and incompliance with section 17.	2. The term "Anti-bacterial" and "Anti-bacteria" are prohibited for product claims on the label because of misguidance in the purpose of use which is not in the scope of cosmetic products.
3. A mark, brand, symbol or picture that conveys therapy, relief, treatment or prevention of disease is prohibited to be a part of product name such as sign (+).	3. The claim or purpose for disinfection or sanitization shall not be presented.
4. The words "Sanitizing", "Sanitizer" or the other words with similar meaning is prohibited because it may mislead consumers that such products are disinfectant.	4. A product claim "Multipurpose" or terms that convey similar meaning is prohibited because of misleading that the product can be used for different proposes other than cosmetic product such as understanding that it can be used to clean surface of container or equipment, <i>etc.</i>
5. The word "Multipurpose" or words that convey similar meaning is prohibited as a part of product name because of misleading on purposes of use that the product can be used for different purposes other than cosmetic product such as understanding that it can be used to clean surface of container or equipment, <i>etc.</i>	5. A message identifying the test result of disinfection efficacy /reducing bacteria and germs accumulation or referring any institutions for the testing on disinfection efficacy or referring the test result of product identifying efficiency in number on the label such as kill 99.9 % of germs, 99.9 % bacterial reduction is prohibited because of misleading that the product can kill germs.
6. A name that conveys prevention, relief, treatment, therapy, disinfection, reduction of germ accumulation or terms with similar meaning other than the scope of cosmetic products is prohibited.	6. A mark, symbol or picture that conveys therapy, relief, treatment and prevention of pathogens such as sign (+), symbol of shield/sword, <i>etc.</i> is prohibited.

# Event/ Website

## August

### 2022



Date	Event/Website
03-06	World Food Expo 2022, Taguig, Philippines <a href="https://wofex.com/">https://wofex.com/</a>
04-06	Organic & Natural Trade Fair, Seoul, South Korea <a href="https://www.naturalweek.co.kr/eng/organic/info.php">https://www.naturalweek.co.kr/eng/organic/info.php</a>
05-07	Food Pro, Chennai, India <a href="http://ciifoodpro.in/fp/index.php">http://ciifoodpro.in/fp/index.php</a>
06-09	Hair Care, Salon & Spa, Bengaluru, India <a href="https://hss2022.com/">https://hss2022.com/</a>
11-13	Vietfood & Beverage, Ho Chi minh, Vietnam <a href="https://hcm.foodexvietnam.com/en/">https://hcm.foodexvietnam.com/en/</a>
11-14	International Beauty Expo Malaysia 2022, Kuala Lumpur, Malaysia <a href="https://expotobi.com/international-beauty-expo-malaysia">https://expotobi.com/international-beauty-expo-malaysia</a>
11-15	HKTDC Beauty & Wellness Expo, Hong Kong <a href="https://event.hktdc.com/fair/hkbeautyexpo-en/HKTDC-Beauty-Wellness-Expo/">https://event.hktdc.com/fair/hkbeautyexpo-en/HKTDC-Beauty-Wellness-Expo/</a>
19-21	Halal Indonesia expo, Jakarta, Indonesia <a href="https://halalexpoindonesia.com/">https://halalexpoindonesia.com/</a>
19-22	Taipei International Beauty & Body Care Products & Korea Beauty Show 2022, Taipei, Taiwan <a href="https://expotobi.com/taipei-international-beauty-show">https://expotobi.com/taipei-international-beauty-show</a>
20	Detroit Natural Hair Expo 2022, Detroit, USA <a href="https://www.detroitnaturalhairexpo.com/">https://www.detroitnaturalhairexpo.com/</a>
20-21	Beauty Expo Australia 2022, Sydney, Australia <a href="https://w.beautyexpoaustralia.com.au/">https://w.beautyexpoaustralia.com.au/</a>
22-23	MakeUp in Shanghai, Shanghai, China <a href="https://makeup-in-shanghai.com/">https://makeup-in-shanghai.com/</a>
24-26	VietBeauty 2022, Ho Chi Minh, Vietnam <a href="https://www.vietbeautyshow.com/">https://www.vietbeautyshow.com/</a>
25	DCAC Webinar – All about Pressed Powder, PT. Kemiko Indonesia, Jakarta, Indonesia
25-27	Indo Beauty Expo 2022, Jakarta, Indonesia <a href="https://indobeautyexpo.com/">https://indobeautyexpo.com/</a>
25-28	Thailand Bakery & Ice-Cream (Thailand Coffee Show) 2022, Bangkok, Thailand <a href="https://www.thailandcoffee.net/en/">https://www.thailandcoffee.net/en/</a>





# OUR News



## Vytrus Webinar, Vietnam

Recently, plant-based ingredients and plant stem cells become very popular in skin care products. Many famous brands also catch up with these trends. So, Vytrus Biotech in collaboration with Chemico Vietnam Co., Ltd. held a webinar on June 01, 2022 under the topic "New Natural Actives - The Next Generation Of Plant Stem Cells". It was an amazing webinar about the plant stem cells products in Vietnam market.



## CAHB-Food Webinar, Myanmar

Chemico Myanmar Co., Ltd. held a webinar entitled "Improve Your Product with Fibers of Nature" on June 07, 2022. This webinar focused on the information of fiber products and formulations containing fibers. Information of raw materials used in formulations of Bakery and Process Meat products was shared during the webinar as well.



## Wecare Webinar, Thailand

Wecare Probiotics Co., Ltd., China in collaboration with Chemico Inter Corporation Co., Ltd. held a webinar entitled "Probiotic for Health Wellness" on June 22, 2022. The webinar provided probiotic trends, information of some probiotic strains with their scientific and clinical data and market product examples. The information is very useful in the development of new products in the field of dietary supplement, beverage, bakery, confectionery, energy bar, tablet, etc.



## MPM Webinar, Vietnam

Momentive Performance Materials Inc., one of the leading silicone manufacturers, in collaboration with Chemico Vietnam Co., Ltd. held a webinar titled "Symphony of Hair" on June 23, 2022. Throughout the webinar time, the silicone series that could be used in hair care products for a perfect routine were introduced to all participants. Moreover, shampoo, conditioner, hair serum and hair mask formulations were also presented, and that could help all of us to evoke our brilliant beauty.



## CAHB-Food Webinar, Myanmar

Chemico Myanmar Co., Ltd. together with Chemico Asia Health and Beauty (CAHB) Center held a webinar entitled "What's New Bakery and Snack Trend 2022" on June 28, 2022. This webinar focused on the new trends of Snacks and Bakery products and formulations related to the trends. We also shared about information of raw materials used in our Bakery and Snack formulations. Most of participants were from bakery sector, and they were very interested in the webinar. We will distribute ingredient and prototype samples upon the customer requests after the webinar.



## Adeka Webinar, Thailand

Adeka Corporation, Japan in collaboration with Chemico Inter Corporation Co., Ltd., Thailand held a webinar for Thai customers entitled "Bounce Your Skin with a Variety of Texture by ADEKA" on June 28, 2022. The webinar presented Market Trend and also focused on Rheology Modifiers, Texture Modifiers, Multi-Functional Glycols and Emollient Agents. Furthermore, several formulas contained these ingredients were introduced during the webinar.



## Floratech Webinar, Vietnam

Summer is the time to shine up your stunning beauty with colorful hair. However, UV rays, hair styling (like heat, etc.) and coloring can make your hair becomes weak, easy to get split ends and not shiny anymore. Understanding this, International Flora Technologies, Ltd., USA in collaboration with Chemico Vietnam Co., Ltd. held a webinar on June 29, 2022 under the topic "Natural Heat & Color Protection for Haircare". All natural oils introduced by Floratech will be impressive solutions for all hair care products that can ensure the sexy hair.

