



Skin Flooding Trend



Many people may have heard about “Skin Flooding”, the latest skincare trend on TikTok. The concept of skin flooding is about the process of flooding your skin with moisturizing products in a specific order to provide deeper and longer-lasting hydration. It's quite similar to the concept of skin layering or the k-beauty skincare routine, where you apply as much moisture as you can to the skin. The trend aims to solve the problem of dehydrated skin as well as dullness.

How to practice skin flooding

To get the best results, it's important to "flood" your skin in a precise order. When layering moisturizers, always start with your thinnest product and end with your heaviest.

Basically, skin flooding involves four simple steps:

- Step 1 :** Gently cleanse your skin with a hydrating face wash which removes impurities and excess oil while retaining skin moisture.
- Step 2 :** Apply a hydrating toner or essence to your skin before infusing it with an extra-hydrating serum. And, Use the products that do not contain alcohol or any potentially irritating ingredients such as salicylic acid, to ensure that they do not leave your skin dry.
- Step 3 :** Use a serum containing humectants and moisturizing agents such as Hyaluronic Acid which is a versatile ingredient. It can hold water up to 1000 times its weight, making it an effective ingredient for maintaining skin hydration and elasticity.
- Step 4 :** Finally, lock in the serum with a heavier moisturizer to keep the skin hydrated. It's beneficial to use a cream with active ingredients that help to strengthen the skin barrier. As a result, it seals in the moisturizers and prevents water loss from the skin. This will leave your skin looking glowing and dewy.

With that above practice, skin flooding will allow you to get the maximum benefit from your skincare routine.



List of Substances That Must Add Condition for Notification or Renewal Cosmetic Notification (Finale)

Condition	ingredient
<p>Substances which must indicate the purpose of use for the notification.</p> 	 <ol style="list-style-type: none"> 1. Aluminum zirconium tetrachlorohydrate gly 2. Behentrimonium chloride 3. Benzalkonium chloride 4. Butea superba extract 5. Butea superba root extract 6. Butea superba root powder 7. Calcium nitrate 8. Cetrimonium chloride 9. CI 60730 (EXT VIOLET 2) 10. Disodium phosphate 11. Ethoxydiglycol 12. Glutaral 13. Ichthammol 14. Laureth-9 15. Menaquinone7 16. Methyl salicylate 17. Monosodium phosphate 18. N-propyl alcohol 19. P-aminophenol 20. Potassium hydroxide 21. Pueraria mirifica callus culture extract 22. Pueraria mirifica extract 23. Pueraria mirifica powder 24. Pueraria mirifica root extract 25. Pueraria mirifica root powder 26. Sodium hydroxide 27. Sodium lauryl sulfate 28. Sodium metabisulfite 29. Sodium PCA 30. Sodium sulfite 31. Steartrimonium chloride 32. Sulfur 33. Talc 34. Triclocarban 35. Triclosan 36. Urea 37. Zanthoxylum limonella pericarb extract 38. Zine pyrithione 39. Zingiber cassumuna root oil 40. Zingiber Montanum extract 41. Zingiber Montanum powder 42. Zingiber Montanum root extract 43. Zingiber Montanum root powder 44. Or other substances specified in the announcement.



Event/ Website

Date	Event/Website
15 Mar	Chakra We Care Webinar, Chemico Inter Corporation Co., Ltd., Bangkok, Thailand
4 Apr	Mini CAHB Webinar: Basic Skin Structure, Chemico Myanmar Co., Ltd., Myanmar
4-5 Apr	SobmaExpo, Krasnogorsk, Russia https://en.sobmaexpo.ru/
4-6 Apr	Ingredients and Additives, Krasnogorsk, Russia https://new.ingred.ru/en-GB/
5-6 Apr	IFood Microbiology 2023, Barcelona, Spain https://foodmicrobiology.foodtechconferences.com/
12 Apr	Mini CAHB Webinar: Whitening, Chemico Health and Beauty India Private Limited., India
12-13 Apr	MakeUp in Shanghai, Shanghai, China https://makeup-in-shanghai.com/
12-14 Apr	ISM Japan, Koto, Japan https://www.ismjapan.com/
17-19 Apr	BeautyAsia-Singapore, Singapore https://beautyasia.com.sg/
18-21 Apr	CI KOREA, Goyang-si, South Korea https://www.cikorea.org/eng/main.asp
20-22 Apr	WOFEX Visayas, Cebu, the Philippines https://wofex.com/
22-23 Apr	World Natural Hair & Healthy, Atlanta, USA https://naturalhairshow.org/
24-25 Apr	Aakar Beauty & Salon Expo, Chennai, India https://beautysalonexpo.com/





OUR News : Feb 2023

Innospec Workshop 2023, Vietnam

Innospec Inc. in collaboration with Chemico Vietnam Co., Ltd. held a 2-day workshop on February 22nd and 23rd, 2023 with the title “Exploring Blue Ocean Beauty” to introduce a collection of advanced cleansing formulas, easy to use, high efficiency and eco-friendly. During the theory session, the supplier shared their experiences as well as advised the solutions to the problems commonly faced in manufacturing of sulfate-free products and optimizing the foam and qualities.



You are invited to
A Workshop by

innospec

EXPLORING
BLUE OCEAN
BEAUTY

CHEMICO VIETNAM OFFICE
Fl. 08th, Office Building #458,
Cach Mang Thang Tam Str., Tan Binh Dist., HCMC

22ND & 23RD FEBRUARY, 2023

START AT: 09:00 AM

You are cordially invited to attend SEMINAR
“Smart Silicones, Less is More”

Chemico Asia Health and Beauty Center
(CAHB Building 2, Fl.6), Chemico Company

Tuesday 28th February 2023

9:00 a.m. - 15:00 p.m.

Echo Tan
Sales and Marketing Manager - Personal Care (SEA & ANZ)
Navarat Rojtangkum
Application Development Engineer - Personal Care (SEA & ANZ)



Momentive Seminar, Thailand

Momentive Performance Materials Inc. in collaboration with Chemico Inter Corporation Co., Ltd. held a hair care seminar and workshop entitled “Smart Silicones, Less is More” on February 28th, 2023. The seminar presented the latest hair care trends and market overview as well as smart silicones that can be used for leave-on and rinse-off formulations to protect hair without negative sensorial and repair damaged hair without buildup. Attendees were interested in the ingredients, prototypes, test results on hair tress and workshop.

