

# »» How Cationic Surfactants «« Neutralize Hair Frizz



Nowadays, many hair products are launched on the market to solve customer problems. One of the benefits is anti-frizzy hair. Although frizzy hair is not harmful and not immediately indicative of bad hair health. But, this is important because we can see frizzy hair visually.

Normally, human hairs have negative charge because they are composed of keratin protein and amino acids such as cystine and sulfur. The outer layer of hairs is called cuticle which gives hair shiny and protects hair fibers from the entering of foreign particles. This layer is also coated with hydrophobic fatty acid – 18 MEA that helps prevent moisture loss. The causes of frizzy hair may come from one or a combination of the following factors:

- Natural hair texture. Thick and curly hair may have some natural frizz because oils from scalp cannot spread align the hair shaft as easily as straight hair strands. Thus, curly hairs may have more noticeably fluffier when they frizz.
- Humidity. On hot and humid conditions, dry hair may frizz up from absorbing the excess moisture in the air that make hair strands swell up and change their shapes.
- Harsh hair products and styling techniques. For examples, chemical treatments like perm, bleach, dye, straightener, shampoo containing sulfate and alcohol and heat styling may cause damage to natural oil on the outer layer of hairs. These products can make hair dry and damage.
- Improper washing. Very hot water or long running water may remove natural oil from the outer layer of hairs.
- Friction from brushing and towel drying. This can chip or slightly open the cuticles leading to frizz hair.

Generally, shampoos contain anionic surfactants which have negative charges, so they will leave behind negative charged ions on the hair after shampooing. And, highly negative charges lead to frizzy hair. Cationic surfactants in hair conditioners have positive charges. When we use shampoo, followed by a conditioner, the positive charges on cationic surfactants will counteract with negative charges on hair. This reaction will smoothen hair cuticles. Moreover, cationic surfactants are usually derived from palm or coconut fatty acids. Therefore, it is like restoring hydrophobicity of hairs as well.



# A Cosmetic Advertising That Offers Gifts, Privileges or Benefits for Free

The details needed to be specified are as follows:



1. Criteria, method, condition or requirement for free gift, privilege or benefit offering.
2. Date, month, year of the beginning and the ending of free gift, privilege or benefit offering, except:
  - (1) In case of advertising on television, the advertising message that indicates the beginning period of free gift, privilege or benefit offering can be shown as either image or sound. However, the ending period must be included in both visual and sound components.
  - (2) In case of free gift is offered by attaching the free gift to the cosmetic product in such a way that consumers can see it obviously or by including it in the package with notified message, this is considered that the free gift is provided along with the sold cosmetics.

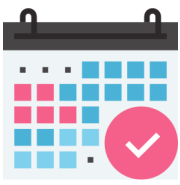
3. Category, appearance and value of each free gift, privilege or benefit, or the total value of each category, except for advertising on radio or television that will not specify the value of each free gift, privilege or benefit, or the total value of each category, so the total value of all categories must be specified instead. If the value of free gift, privilege or benefit is generally known by consumers, and the advertising message is clearly shown to consumers about category and appearance of free gift, privilege or benefit, the value of free gift, privilege or benefit does not need to be specified.

4. Region or area where free gift, privilege or benefit is offered, except in case of providing to all over the country.

5. The designated place for consumers to collect free gift, privilege or benefit, except:

- (1) Free gift, privilege or benefit can be received at all shops or distributors or;
- (2) In case of free gift is offered by attaching the free gift to the cosmetic product in such a way that consumers can see it clearly or by including it in the package with notified message, this is considered that the free gift is provided along with the sold cosmetics.





# Event/ Website



## July 2023



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Lycored Webinar, Chemico Inter Corporation Co., Ltd., Thailand

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MPM Seminar: Silicone Touch with Derived Naturals Beauty, Chemico Asia Pacific (M) Sdn. Bhd., Malaysia

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CAHB and Mini CAHB Webinar: Hair Structure, Chemico Myanmar Co., Ltd., Myanmar

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Mini CAHB Seminar: Color cosmetics, Chemico Vietnam Co., Ltd., Vietnam

24-26

Daito Seminar, Chemico Vietnam Co., Ltd., Vietnam



## August 2023



2-4

International fermentation and brewing food industry Expo, Koto, Japan  
<https://hakkoexpo.jp/en/>

7-8

BEASA International Beauty Salon Trade Show, Ahmedabad, India  
<https://beasa.in>

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Katakura Seminar: Jello Skin, Chemico Vietnam Co., Ltd., Vietnam

8-10

CAHB and Mini CAHB Seminar: Color cosmetics, Chemico Myanmar Co., Ltd., Myanmar

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Mini CAHB Seminar: Skin care, Chemico Vietnam Co., Ltd., Vietnam

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Mini CAHB Seminar: Skin care, Chemico Vietnam Co., Ltd., Vietnam

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Nexus Seminar, Chemico Inter Corporation Co., Ltd., Thailand

17-21

HKTDC Beauty & Wellness Expo, Hong Kong  
<https://www.hktdc.com/event/hkbeautyexpo/en>  
Cambodia Food Plus Expo, Phnom Penh, Cambodia

18-20

<http://www.cambodiafoodplus.com/>

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CAHB and Mini CAHB Webinar: Food, Chemico Myanmar Co., Ltd., Myanmar

23-26

Food & Hospitality Thailand (FHT), Bangkok, Thailand  
<https://fhtevent.com/food/2023/en/>

24-26

Food and Confectionery Show, Mumbai, India  
<https://www.cantonfair.net/event/6957-food-confectionery>

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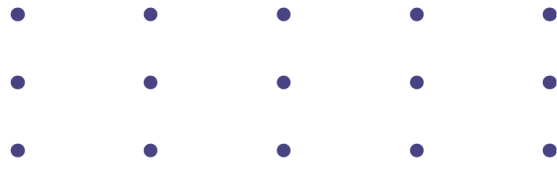
Bouncell Webinar, Chemico Asia Pacific (M) Sdn. Bhd., Malaysia

30 Aug-01 Sep

InterCHARM Korea, Seoul, South Korea  
<https://www.intercharmkorea.com/en-us.html>

30 Aug-02 Sep

OEM Manufacturer Expo, Bangkok, Thailand  
<https://www.oemexpo.biz/>



### LABIO Talk Show 2023, Vietnam

Chemico Vietnam Co., Ltd., teamed up with our Korean supplier – LABIO to hold an interesting Talk Show entitled “Wake up Your Beauty with Extremophiles” on June 01, 2023. Inspired by the K-Beauty trends 2023, LABIO took this chance to introduce all innovative fermented ingredients. The applied biotechnology that hopefully would create new era in beauty cares. “Extremophiles” bring the ability to wake up your inner beauty by the ability to resist negative effects such as UV resistant, anti-oxidant, anti-inflammatory and whitening.



### CARGILL Seminar 2023, Vietnam

CARGILL Inc. in collaboration with Chemico Vietnam Co., Ltd., organized a seminar entitled “SAIGON -40C, SECRET TEXTURE FROM LAND TO SEA” to erase the current hot weather as well as present the innovative ingredients from nature. We also took this chance to introduce our supplier, Cargill and update new beauty trends 2023. The main content of the seminar was all about Actigum series, Carrageenan and the related successful story. Besides the theory part, the attendees could explore the secret texture inspired from land to sea.



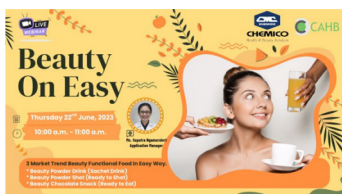
### Nisshin Oillio Seminar, Malaysia

The Nisshin Oillio Group, Ltd., Japan in collaboration with Chori Co., Ltd., and Chemico Asia Pacific (Malaysia) Sdn. Bhd., organised a seminar on June 13, 2023 at Chemico Malaysia Application Center. The supplier presented information about the unique gelling agents to upgrade cosmetic formulations and also emulsifiers for cleanser that improved the feel after rinsing off. The current market trends and success products containing Nisshin Oillio products were presented to the customers as well. The sample kit of new formulations was shown and given to the customers to bring back.



### MPM Seminar 2023, Vietnam

Momentive Performance Materials, Inc. in collaboration with Chemico Vietnam Co., Ltd., organized a big seminar at Liberty Central Saigon Riverside Hotel, Ho Chi Minh City on June 13, 2023. This seminar opened up to the new era of Harmonie silicone in a variety of innovative applications. Harmonie is a special kind of silicone which comes from natural source. This is one of the extraordinary sustainable solutions for personal care products. The seminar also introduced many formulations for skin care, make up, sunscreen and hair care inspired by natural beauty – more nature, more sustainability and more efficacy.



### CAHB Food Webinar and Kemiko Indonesia (Jakarta & Surabaya)

Kemiko Indonesia and PT. Chemico Surabaya in collaboration with Chemico Asia Health and Beauty (CAHB) Center, Thailand held the second webinar from Food division entitled "Beauty on Easy" on June 22, 2023. This webinar talked about beauty food as functional food and drink that promoted an ‘inside out’ approach to beauty and healthy skin. Chemico team shared not only beauty supplement trends 2023, but also ingredients related to the trends. We shared 3 prototype formulations which were Collagen with Zeal C powder shot, Fusion collagen tea powder drink and Collagen with Zeal C chocolate for snack ready to eat. There were about 50 customers from Jakarta and Surabaya areas attended this webinar.





### ««« Innospec Seminar, Thailand

Innospec Inc. in collaboration with Chemico Inter Corporation Co., Ltd., held a seminar and workshop on June 27, 2023 under the title “Innospec Explore Unique, Inspect Your Sulfate-Free Formula”. This seminar is to introduce global macro and micro trends, surfactants for sulfate-free products including new product launched as well as formulations for each trends. During the seminar, customers could try market samples, sustainable formulations and making formulations related to the trends. Instruments for hair care efficacy testing were demonstrated as well.



### ««« Zhejiang Coloray Seminar, Malaysia

Zhejiang Coloray Technology Development Co., Ltd., together with Chemico Asia Pacific (M) Sdn. Bhd., Malaysia held a webinar on June 27, 2023. The webinar focused on the introduction of Coloray series and the latest special grades of pearl pigments. Thus, the customers got to know a full range of pearl products from conventional to specialty grades as well as untreated and treated pearls. Total of 23 participants from 20 companies joined the webinar. The sample kit of new grade pearls together with the requested samples will be shown to customers upon customer visits.



### ««« Lubrizol Webinar, Myanmar

Lubrizon Corporation in collaboration with Chemico Myanmar Co., Ltd., organized an interesting webinar on June 28, 2023 under the topic “Selecting The Right Merquat™ Polymers for Skin Cleansing”. The webinar presented about Merquat Polymers for skin cleansing applications. And, then we introduced skin cleansing products promoted in Myanmar market. Attendees were interested and participated in Q&A session too. We will distribute requested samples and documents to all customers after the webinar.



### ««« MPM Seminar 2023, Thailand

Momentive Performance Materials Inc., in collaboration with Chemico Inter Corporation Co., Ltd., held a seminar entitled "Solutions for Sustainable Beauty" on June 29, 2023 at The Athenee Hotel Bangkok, Thailand. The seminar introduced Global beauty trends and provided technical knowledge on Sustainable ingredients related to the trends. Momentive Star products were also introduced during the seminar. Furthermore, the customers had the opportunity to try the sensory properties of ingredients and formulations as well as evaluated performances of products.



### ««« Mighty Webinar, Myanmar

The Mighty Co., Ltd., Thailand in collaboration with Chemico Myanmar Co., Ltd., organized a webinar entitled “Introduction of Mighty Products” on June 30, 2023. The information about Thermal taste flavors, Preservatives and Sweeteners was presented during the webinar.

