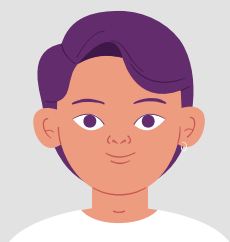




# Men's Beauty Market is Growing?

Did you know that men's beauty market has been growing for many years? According to research by Future Market Insights (FMI), the global men's skin care product market will reach U.S. \$ 15,078.23 million in 2023 and expected to be U.S. \$ 37,000 million in 2033.

Men's understanding on the importance of self-care is driving the growth of Men's beauty market. And, men are currently looking for the best men's skin care products that match their specific needs. But, men skin is not the same as women's. Here are some interesting facts regarding men skin.



1. Men epidermis is thicker, so men skin is up to 25 % thicker than that of women. Men appear to age better because their skin is rougher and more durable.



2. Collagen and elastin are the support structures of our skin, and the natural collagen and elastin presented in greater amounts in male skin give it a firmer appearance.



3. Men skin is oilier than women's, making them more prone to acne, wrinkles, dark spots, and enlarged pores.

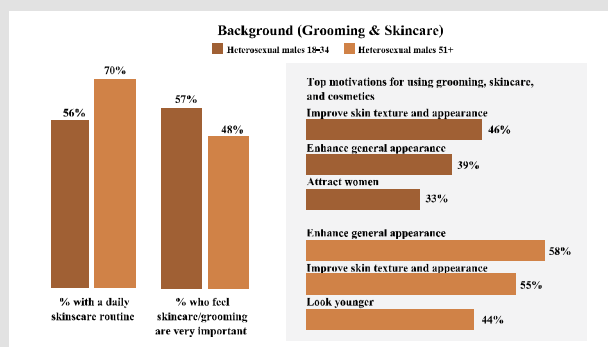


4. Shaving, a common male grooming activity, causes friction and may lead to skin irritation. As a result, the skin protective mechanism may be weakened, rendering men to experience more skin irritation than women.

Men's beauty market is being influenced by the surge in social media usage. It was discovered that males are becoming more self-conscious about their appearance and are increasingly seeking for skincare products or cosmetic procedures to enhance specific traits. On TikTok, the hashtag "Men's skincare" has approximately 1.4 billion views, and the search volume for "Men's skincare routine" has climbed 325 % in the last five years.

According to a report by Ipsos, a market research firm, two different ages of males have distinct views and motivations for using grooming, skincare and cosmetics items as shown below.

The generation gap may be the most difficult aspect of Men's beauty market for marketers to enter. Based on the survey, the major reasons for men to use beauty products are to improve their overall appearance, improve the texture and appearance of their skin and to look younger.



As reported by Ipsos, males aged 51+ are motivated by a desire to look younger and improve their overall appearance. Males aged 18 to 34 are not pressured to look younger, but they want to look their best to attract women. That is why males aged 18 to 34 are much more comfortable with cosmetics, and they will buy cosmetics on-line and in-store, from traditional men and women brands. They are more open to use products such as BB/CC cream, mascara, foundation, bronzer and concealer, whereas males aged 51+ are more likely to have a daily skincare routine.

The significant rise of men's beauty market makes it an attractive market segment for beauty manufacturers and retailers. And, if you need to sell the products to targeted male customers, we need to consider the diversity of male skin problems as well as the different needs of men in different age groups. The above information will assist producers and distributors to enter to the men's beauty industry successfully.

# Be Used for Extracting Color from Plant or Animal Parts



(part 2)

## Coloring Extracts from Plant Parts

Thai Name	English Name	Scientific Name	Part Used
พริกหวาน รวมทั้งพริกขี้หนู	Peppers, Sweet/ Peppers, Bell/Prapika	Capsicum annuum var. grossum (Willd.) Sendt. and Capsicum annuum var. longum (DC.) Sendt.	Whole fruit
พลัม	Plum	Prunus domestica L.	Whole fruit without seed
พลับ	Persimmon	Diospyros kaki L.f. Syn. Diospyros chinensis Blume	Whole fruit without seed
พีช	Peach	Prunus persica (L.) Batsch Syn. Prunus vulgaris Mill.; Prunus persica (L.) Batsch var. persica	Whole fruit without seed
ผักขี้ขาว	Gac/ Spiny Bitter Gourd	Momordica cochinchinensis (Lour.) Spreng	Pulp without peel and seed
ผักทอง	Pumpkins	Cucurbita maxima Duchesne; Cucurbita argyrosperma C. Huber; Cucurbita moschata Duchesne; Cucurbita pepo L.	Whole fruit
มันเทศ	Sweet Potato	Ipomoea batatas (L.) Lam.	Tuber
มะม่วง	Mango	Mangifera indica L.	Pulp without peel and seed
มะเขือเทศ	Tomato	Lycopersicon esculentum Mill.; Syn. Solanum lycopersicum L.	Whole fruit
ราสป์เบอร์รี่เรด	Raspberries, Red	Rubus idaeus L.	Whole fruit
ราสป์เบอร์รี่แบล็ก	Raspberries, Black	Rubus occidentalis L.	Whole fruit
แรดิช	Radish	Raphanus raphanistrum susp. sativus	Root
เลมอน	Lemon	Citrus limonia Osbeck; Syn. Citrus medica var. limon L.; Citrus x limonum Risso; Citrus medica var. limonum (Risco) Brandis; Citrus jambhiri Lush.; Citrus limonum Rissa	Pulp with peel and seedless
เลมอน	Lemon	Citrus limonia Osbeck; Syn. Citrus medica var. limon L.; Citrus x limonum Risso; Citrus medica var. limonum (Risco) Brandis; Citrus jambhiri Lush.; Citrus limonum Rissa	Pulp with peel and seedless
ไลม์ รวมทั้งมะนาว	Lime	Citrus aurantiifolia (Christm.) Swingle; Syn. Limonia x aurantiifolia Christm.; Limonia acidissima Groff; Citrus x lima Macfad.; Citrus x acida Pers; Citrus limonellus Hassk.	Pulp with peel and seedless
สตรอว์เบอร์รี่	Strawberries	Fragaria x ananassa (Duchesne ex Weston) Duchesne ex Rozier	Whole fruit
ส้มเขียวหวาน	Mandarin	Citrus reticulata Blanco Syn. Citrus poonensis Yu.Tanaka; Citrus chrysocarpa Lush.; Citrus deliciosa Ten.; Citrus depressa Hayata; Citrus reticulata Blanca	Pulp without peel and seed
ส้มเปลือกไม่ร้อน หวาน รวมทั้งส้มเขียว	Orange, Sweet	Citrus sinensis (L.) Osbeck Syn.Citrus x aurantium var. sinensis L.;Citrus dulcis Pers.; Citrus aurantium vulgaris var. vulgaris Risso & Poit.; Citrus aurantium var. dulcis Hayne	Pulp without peel and seed
ส้มโอ	Pummelo	Citrus maxima (Burm.) Merr. Syn. Citrus grandis (L.) Osbeck; Citrus aurantium subsp. decumana (L.) Tamka; Citrus decumana L.	Whole fruit

# EVENT WEBSITE

# NOVEMBER 2023

**7-9**

in-cosmetics Asia 2023, Bangkok, Thailand.  
<https://www.in-cosmetics.com/asia>

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**15**

ISCA Seminar, Chemico Philippines Inc.,  
The Philippines

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**22**

DCAC Color Cosmetics Seminar,  
PT. Chemico Surabaya, Surabaya  
Indonesia

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**27-30**

DKE & DCAC-Chemico Russia Seminar,  
CAHB II Center, Chemico Inter Corporation  
Co., Ltd., Thailand

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**30**

Biochempro Seminar, Chemico Vietnam  
Co., Ltd., Vietnam

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**11**

Vytrus Webinar, Chemico Vietnam Co., Ltd.,  
Vietnam

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**21**

Lucas Meyer Seminar,  
Chemico Inter Corporation Co., Ltd.,  
Thailand

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**23**

Momentive & AGC & Sophim,  
Chemico Vietnam Co., Ltd., Hanoi,  
Vietnam

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**28**

Seppic & Pharmachem Food Seminar,  
Chemico Inter Corporation Co., Ltd.,  
Thailand

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**30 Nov - 01 Dec**

Contract Manufacturing & Private Label  
Expo - Delhi 2023, IICC New Delhi,  
Choma, India  
<https://www.cmplexpo.com>

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Body Care Expo 2023, INTEX Osaka,  
Osaka, Japan

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Asia Luxury Pack Expo 2023, Sands Expo  
and Convention Centre, Singapore  
<https://luxurypackasia.com>

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## Sophim Seminar, Vietnam

Sophim, France in collaboration with Chemico Vietnam Co., Ltd., held a seminar on September 7, 2023 entitled A Symphony of Nature. Inspired by the title, the seminar was the magical journey to nature for a series of effective and sophisticated beauty products. During the theory part, all attendees were updated the latest trends as well as discovered the world of Phytosqualan, Biophytosebum, Phytowax, PhytOlive Fine and Mc 300 And, the 3 innovative formulations Solid Eau de Parfum, Butter Rich UV Stick and Olive Scrub Facial Foam were guided by Chemico Vietnam Application Team in the workshop part.



## Vytrus Webinar, Vietnam

Vytrus Biotech SA, Spain and Chemico Vietnam Co., Ltd., joined together for holding a webinar on September 27, 2023 under the topic – Dermocosmetic Innovations - The biological approach of Vytrus Biotech. During the webinar, the award-winning actives from Vytrus as well as the main content of the webinar: Elaya Renova were introduced. This innovative product inspired by the power of nature could improve hair & scalp tensegrity, therefore it could provide the unique approach to haircare skinification.

