



## DID YOU KNOW?

Why Shouldn't We Use Human Personal Care Products on Pets?



## FOOD & FLAVOR

Pet Food Flavor Trends: From Functional Nutrition to Experience-Led Treats



## EVENT

Upcoming Activities & Seminar Highlights in July 2026

# Why Shouldn't

## We Use Human Personal Care Products on Pets?

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Nowadays, there is a growing trend of pet humanization, where people treat their pets as family members, much like their own children, and see themselves as pet parents. They choose specific premium products for their pets, including pet food, shampoos, and household care products. These are trend-driven pet care products launched on the market. Today, the market offers a wide range of pet skincare products, including shampoos, serums, and many of which resemble human personal care products. Despite having similar appearance, human skincare products should not be used on pets for several important reasons.

Pets have the same three skin layers as humans—the epidermis (outer), dermis (middle), and hypodermis (inner). However, pet skin differs in thickness, pH, sweat glands, hair follicles, cell and turnover, etc.

### **Thickness:**

Pet skin has a thinner epidermis than human skin. Dogs and cats have only 3-5 epidermal cell layers, compared with 10-15 layers in humans, making their skin more sensitive than humans.

### **pH Balance:**

The pH of human skin typically ranges from 4.5 to 5.5, while the skin pH of pets is generally higher, ranging from 5.5 to 9.2.

# Why Shouldn't

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### Sweat Glands:

Dogs and cats have a limited number of sweat glands primarily located in specialized hairless areas such as their paw pads. However, humans have millions of sweat glands distributed across nearly the entire skin surface, allowing efficient thermoregulation through sweating.



### Hair Follicles:

Pet hair grows in complex bundles, with smaller secondary hairs surrounding a primary hair. In contrast, human hair grows as a single strand from an individual hair follicle.



### Cell Turnover:

Pet skin cells turn over faster than human skin cells, with the epidermis renewing approximately every 20 days compared to 28 days in humans.

In addition, pet care products are generally formulated with mild ingredients, use gentle preservatives, and avoid harsh substances. For example, they often contain allergen-free fragrances that are suitable for pets' sensitive skin. However, human personal care products are designed to address human-specific concerns, such as hair breakage, hair loss, and damaged hair. For these reasons, human personal care products should not be used on pets.

References:

- [1.https://www.seppic.com/article/https-www-seppic-com-article-difference-human-animal-skin](https://www.seppic.com/article/https-www-seppic-com-article-difference-human-animal-skin)
- [2.https://www.vetwest.com.au/pet-library/skin-the-difference-between-canine-and-human-skin/](https://www.vetwest.com.au/pet-library/skin-the-difference-between-canine-and-human-skin/)



# Pet Food Flavor Trends

From Functional Nutrition to

*Experience-Led Treats*

The pet food market continues to evolve beyond basic nutrition, driven by growing interest in digestive wellness, natural ingredients, and more experience-led pet treats. In Asia, 63% of Thai pet owners are concerned about their pets' gut health, while 46% of South Korean pet food shoppers actively seek products that support digestive health. At the same time, claims such as "Free from Artificial Additives" and environmentally friendly positioning continue to gain momentum.

Recently launched data highlights strong growth in flavors associated with protein-rich nutrition and functional ingredients:



both up

**+600%**

Shrimp and Broth/Bone-Inspired profiles,



each up

**+300%**

Lamb, Fruit, Vegetable, and Mussel,



## These trends are creating new opportunities for flavor innovation across four key directions:



### Marine Flavors Rising

Seafood-based nutrition continues to gain traction in pet foods and treats, supported by growing interest in marine-derived ingredients. Shrimp, salmon, squid, crab, lobster, and seafood flavors offer appealing taste experiences while helping brands tap into rising demand for seafood-based nutrition.

**Relevant Flavors:** Shrimp, Salmon, Squid, Mud Crab, Lobster, Seafood



### Protein-Rich Flavor Experiences

As pet owners seek more diverse protein sources and complete nutrition, rich meat and umami profiles can help products stand out beyond traditional chicken-based offerings. Savory, slow-cooked, and protein-forward flavor profiles continue to drive product differentiation across pet food and treats.

**Relevant Flavors:** Chicken, Ham, Stew Beef, Smoke Meat, Umami Booster



### Functional Wellness Flavors

Digestive health remains one of the fastest-growing priorities in pet nutrition. Flavors inspired by yoghurt, fruits, and vegetables align with growing interest in digestive wellness while delivering familiar and approachable taste profiles.

**Relevant Flavors:** Yoghurt, Sweet Potato, Carrot, Cranberry



### Human-Inspired Indulgence

As pets become 'first children', special occasions are creating new opportunities for elevated treat experiences. Inspired by the humanization trend, familiar flavors from human foods and beverages can help transform everyday rewards into more memorable pet experiences.

**Relevant Flavors:** Cheese Slice, Truffle, Apple Pie, Marshmallow, Stir-Fried/Wok

# UPCOMING EVENTS

< Aug 2026



## DATE

3-4 Beautech Expo, Kolkata, India

4-6 Wellness Food Japan 2026, Tokyo, Japan

5-7 Indo Beauty Expo 2026, Jakarta, Indonesia  
Indo Healthcare Expo 2026, Jakarta, Indonesia

7-8 Cosmetics Ingredients Expo 2026, Chennai, India



7-9 Tastefully Food Expo (Merdeka Edition),  
Kuala Lumpur, Malaysia

Medical Expo India 2026, Ahmedabad, India

11 Jean Niel and Daepyung Webinar, Chemico  
Myanmar Co. Ltd., Yangon, Myanmar



13-17 HKTDC Beauty & Wellness Expo, Hong Kong

15-16 Beauty Expo Australia 2026, Sydney, Australia

20-22 H.E.A.T. International Wellness Congress 2026,  
Bangkok, Thailand

20-21 Cosmetic Industry Technology Convention (CITC)  
Exhibition, Kuala Lumpur, Malaysia  
Chemico Asia Pacific (M) Sdn. Bhd.



26 CAHB Color Cosmetic Seminar, Chemico Vietnam  
Co., Ltd., Ho Chi Minh City, Vietnam

26-28 Malaysia Pharma and Healthcare Expo (MPHC  
2026), Kuala Lumpur, Malaysia

27-29 The Foodism Show x Thailand Health & Wellness  
Expo 2026, Nonthaburi, Thailand