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## Salt Reduction

Salt is composed primarily of sodium chloride (NaCl) and used as food seasonings to improve the taste perception. Saltiness is one of the basic tastes. The other roles of salt in food such as food preservative, flavor enhancer. Also, it plays an important part in rheology (gelation of cheese & processed meat), freezing point, water activity, protein hydration (moisture retention in processed meat) and protein binding capacity with other ingredients (such as lipid).

Since salt is used in cooking, condiments (fish sauce, soy sauce) and various processed foods as well as on the table, it causes consumer take excessive salt in over the years. The Chinese population has the highest salt consumption in the world. Chinese adults take daily salt around 10-12 g. And, this is more than the World Health Organization (WHO) recommendation which should be less than 5 g per day. A study showed that high sodium intake is associated with a risk of stroke, total cardiovascular disease and kidney failure. Because cardiovascular disease is the leading cause of death, WHO recommends people to reduce their salt intake.

Nowadays consumers are becoming more health conscious and change their consumption behavior. Food manufacturers try to reduce sodium level in their formulas and use other sodium substitutes that provide saltiness or enhance sensory flavors such as potassium-based ingredients, monosodium glutamate, 5'-nucleotides (IMP, GMP), yeast extract, seaweed and amino acid (glycine, alanine). A sodium reduction by 1,000 mg per day may reduce cardiovascular disease by about 30 %. For example, in the UK, if people can reduce salt from 8.1 g to the recommended amount 6 g, it would reduce the number of strokes by 22 % and heart attacks by 16 %. Salt reduction strategies are the best in the prevention of NCDs (Noncommunicable diseases).

### References:

1. <https://www.foodnavigator.com/Article/2022/10/24/Fooditive-develops-LowSalt-a-low-sodium-alternative-made-from-potassium-and-sodium-chloride>
2. <https://www.foodnavigator.com/Article/2021/08/31/Swapping-out-table-salt-for-a-reduced-sodium-added-potassium-alternative-would-save-millions-of-lives-finds-research>
3. [https://en.wikipedia.org/wiki/Salt\\_substitute#:~:text=Examples-,Potassium,most%20commonly%20used%20salt,%20substitute](https://en.wikipedia.org/wiki/Salt_substitute#:~:text=Examples-,Potassium,most%20commonly%20used%20salt,%20substitute)
4. <https://en.wikipedia.org/wiki/Salt>
5. <https://www.who.int/data/gho/indicator-metadata-registry/imr-details/3082>
6. <https://www.worldactiononsalt.com/news/news/2022/2022-news-section/reducing-daily-salt-intake-in-china-by-1-g-could-prevent-almost-9-million-cardiovascular-events-by-2030-a-modelling-study.html>





# Trade Name & Product Name



The prohibited words are allowed to be used as name or part of trade name and product name under conditions as follows.

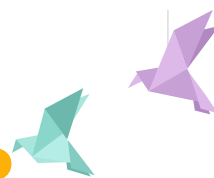


No.	Word	Condition
1	ANTI-ITCH	Prohibited, except for using in rinse-off hair/scalp products
2	BURN	Prohibited, except for using in lip products
3	ENLARGE	Prohibited, except for using in hair/scalp and decorative products
4	ENLARGEMENT	Prohibited, except for using in hair/scalp and decorative products
5	ERASER	Prohibited, except for using in wrinkle concealing, decorative, cleansing and hair bleaching products
6	ITCH	Prohibited, except for using in rinse-off hair/scalp products
7	ITCH CONTROL	Prohibited, except for using in rinse-off hair/scalp products
8	ITCHING	Prohibited, except for using in rinse-off hair/scalp products
9	ITCHLESS	Prohibited, except for using in rinse-off hair/scalp products
10	ITCHY	Prohibited, except for using in rinse-off hair/scalp products
11	KILL	Prohibited, except for using in decorative products for face/eye areas/lips
12	LINE ERASER	Prohibited, except for using in wrinkle concealing, decorative, cleansing and hair bleaching products
13	REFIT	Prohibited, except for using in mask products
14	REMEDIES	Prohibited, except for using in hair/scalp products
15	REMEDY	Prohibited, except for using in hair/scalp products
16	RESHAPE	Prohibited, except for using in hair styling and decorative products
17	RESHAPER	Prohibited, except for using in hair styling and decorative products
18	RESTRUCTURE	Prohibited, except for using in hair/scalp and hair styling products
19	RESTRUCTURING	Prohibited, except for using in hair/scalp and hair styling products
20	SHAPE	Prohibited, except for using in hair styling, decorative and hair straightening/perming products
21	SHAPER	Prohibited, except for using in hair styling and decorative products
22	SHAPING	Prohibited, except for using in hair styling, decorative and wrinkle concealing products
23	SLIM	Prohibited, except for using in decorative products and sanitary napkin
24	TATTOO	Prohibited, except for using in decorative products for face/eye areas/lips and fragrance
25	V SHAPE	Prohibited, except for using in hair styling and decorative products or other products that do not convey to change body structure
26	V SHAPING	Prohibited, except for using in hair styling and decorative products or other products that do not convey to change body structure
27	ແທດທູ	Prohibited, except for using in decorative products for face/eye areas/lips and fragrance
28	ແທທູ	Prohibited, except for using in decorative products for face/eye areas/lips and fragrance
29	MED	Prohibited, except for using in products that do not convey to have an effect on health, structure or any functions of body as well as therapy, relieving, treatment and prevention of disease or body abnormality or act as drugs
30	RELIEF RELIEVE	
31	THERAPLE THERAPY	
32	HEAL/HEALING	





# Event/ Website



## Date

## Event/Website

5-6 Jan	International Conference on Pharma and Food(ICPAF), Bangkok, Thailand <a href="http://academicsera.com/Conference2023/Thailand/1/ICPAF/">http://academicsera.com/Conference2023/Thailand/1/ICPAF/</a>
5-8 Jan	Food Tech CES, Las Vegas, USA <a href="https://www.ces.tech/About-CES/Registration-Information.aspx">https://www.ces.tech/About-CES/Registration-Information.aspx</a>
6-8 Jan	International Conference on Food and Environmental Sciences, Ho Chi Minh City, Vietnam <a href="http://www.icfes.org/">http://www.icfes.org/</a>
9-11 Jan	Iberica Expo, Amsterdam, Netherlands <a href="https://www.ibericaexpo.com/">https://www.ibericaexpo.com/</a>
10-11 Jan	COSMET'AGORA, Paris, France <a href="http://www.cosmetagora.fr/">http://www.cosmetagora.fr/</a>
11-13 Jan	COSME, Tokyo, Japan <a href="https://www.cosmetokyo.jp/en-gb/visit.html">https://www.cosmetokyo.jp/en-gb/visit.html</a>
11-13 Jan	Beauty and Health Food Expo, Tokyo, Japan <a href="https://www.cosme-week.jp/tokyo/en-gb/about/inb.html">https://www.cosme-week.jp/tokyo/en-gb/about/inb.html</a>
14-15 Jan	International Make-Up Artist Trade Show, Los Angeles, US <a href="https://imats.net/">https://imats.net/</a>
18 Jan	DCAC webinar, Chemico Inter Corporation, Bangkok, Thailand
18-19 Jan	Food Quality and Safety Congress India, New Delhi, India <a href="https://foodquality-safetyindia.com/">https://foodquality-safetyindia.com/</a>
25-26 Jan	Sustainable Foods Summit, San Francisco, USA <a href="https://sustainablefoodssummit.com/">https://sustainablefoodssummit.com/</a>



# OUR News :



# NOV 2022



## DCAC Webinar, the Philippines

Chemico Philippines Inc. and Daito Chemico Asia Color Cosmetics (DCAC) Center, Thailand held a webinar for customers entitled “Unmasking: The New Face of 2022 and Beyond” on November 17, 2022. Customers were introduced to new market trends for Color Cosmetics in 2022 and beyond. Three formula concepts were presented as the highlight of webinar, namely: Halo Makeup (which is all about Gloss & Glow to have a Fresh Look), Matte Made Up (Transfer Resistance, Long Wearing & Perfect Covering) and Clean Makeup (the Beauty of Clean Formula by using non-toxic ingredients, transparency and efficacy proof). Formulations developed under each concept were also presented as followed: four formulations for Halo Makeup, three formulations for Matte Made Up and two formulations for Clean Makeup.



## Daito Kasei Kogyo Seminar, Malaysia

On November 22, 2022, Daito Kasei Kogyo Co., Ltd., Japan together with Chemico Asia Pacific (M) Sdn. Bhd., held a seminar under the topic “Japanese Beauty Routine”. The seminar focussed and discussed on the latest Japanese market trends covered from skin care to color cosmetics. The seminar also included the latest new concepts, formulations and ingredients that were expected to grow in the market. Japanese skincare routine was also demonstrated. Prototype samples would be courier out to customer upon request.



## Chaucer Group Webinar, Thailand

Chaucer Group, China in collaboration with Chemico Inter Corporation Co., Ltd., Bangkok held a webinar entitled “Chaucer Healthy & Innovative Freeze-dried Technology” on November 23, 2022. The webinar provided innovation and baking products, market trend with examples of market product as well as the related applications. The information is very useful in the development of new products in the field of beverage, dietary supplement, jelly strip, protein bar, chocolate, ice cream, cream soup, etc.



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 DCAC The Smart Innovator of Color Cosmetics Formulations