



Gen Alpha

SKINCARE BEHAVIOR



And, the rise of Gen Alpha has also led to a wave of beauty and skincare products, as seen in Sephora, a successful French beauty retailer with branches all over the world, defining Gen Alpha customers as Sephora Kids. These Sephora Kids post a lot of content about their daily skincare routines, in-store shopping experiences, and product reviews of various brands on the popular platform, TikTok. With the increasing number of young influencers, cosmetic brands are increasingly targeting younger customers.

Nowadays, Gen Alpha uses beauty products primarily for enjoyment, with the secondary purpose of nourishing and solving skin issues. They frequently use products that mimic Tiktok's viral content. The problem is that they are marketed products that are completely inappropriate for their skin. Therefore, brands should educate Gen Alpha about product functionality, targeted skin issues, as well as the differences between adult and child's skin. A market research company reveals that there are 6 beauty brands marketing responsibly to Gen Alpha, which are Drunk Elephant, Evereden, Bubble, Byoma, E.L.F., and Rare Beauty. And, the most popular products used by Gen Alpha are facial cleansing, face wash products, and facial care, followed by serum and mask.

In today's world that is changing rapidly, Gen Alpha (Generation Alpha) is another group of people who have a huge role in shaping the future world. This is because they are a new generation of people who have grown up completely with IT and various technologies, including AI. Gen Alpha is a person who is born from 2010 to 2024 and is a new generation of children who are considered to be the smartest in the human race.



Sources:

1. <https://mccrindle.com.au/article/topic/generation-alpha/generation-alpha-defined/>
2. <https://www.okmd.or.th>
3. <https://www.starfishlabz.com>
4. <https://aytm.com/post/sephora-kids-gen-alpha-skincare>
5. <https://everydaymarketing.co/trend-insight/10-beauty-trends-2024-2025-from-the-future-100-vml/>
6. <https://www.cosmeticsdesign-europe.com/Article2024/07/12/6-beauty-brands-marketing-responsibly-b-gen-alpha>
7. <https://www.longtungirl.com/13540>

9 Cosmetic Ingredient Bans/Restrictions

in the EU



The European Commission officially published amending Regulation (EC) No. 1223/2009 of the European Parliament and of the Council as regards the use of Vitamin A, Alpha-Arbutin and Arbutin and certain substance with potential endocrine disrupting properties in cosmetic products.

Annex II, III and V to Regulation (EC) No 1223/2009 are amended as follows.

(1) In Annex II, the following entry is added:

Reference number	Chemical name/INN	CAS number	EC number
1730	3-(4'-methylbenzylidene)-camphor(*); [INCI: 4-Methylbenzylidene Camphor]	36861-47-9/38102-62-4	253-242-6

(*) From 1 May 2025, products containing that substance shall not be placed on the Union market.
From 1 May 2026, cosmetic products containing that substance shall not be made available on the Union market.

(2) In Annex III, the following entries are added:

Reference number	Chemical name/INN	Name of Common Ingredients Glossary	CAS number	EC number	Product type, body parts	Maximum concentration in ready use preparation	Other	Wording of conditions of use and warnings
373	Genisteol; 4;5,7-Trihydroxyisoflavone; 5,7-dihydroxy- 3-(4-hydroxyphenyl)-4-benzopyrone(*)	Genistein	446-72-0	207-174-9	-	0,007 %	-	-
374	Daidzeol; 4;7-Dihydroxyisoflavone; 7-hydroxy- 3-(4-hydroxyphenyl)- 4-benzopyrone(*)	Daidzein	486-66-8	207-635-4	-	0,02 %	-	-
375	5-Hydroxy-2-(hydroxymethyl)- 4H-pyran-4-one(*)	Kojic Acid	501-30-4	207-922-4	Face and hand products	1 %	-	-
376	(2E,4E,6E,8E)-3,7-dimethyl- 9-(2,6,6-trimethylcyclohexen- 1-yl)nona-2,4,6,8-tetraen- 1-ol(**)	Retinol	11103-57-4/ 68-26-8	234-328-2/ 200-683-7	a) Body lotion	a) 0,05 % Retinol Equivalent (RE)	-	For any cosmetic products containing Retinol, Retinyl Acetate or Retinyl Palmitate the following, labelling is obligatory: 'Contains Vitamin A. Consider your daily intake before use.'
	[(2E,4E,6E,8E)-3,7-dimethyl- 9-(2,6,6-trimethylcyclohexen- 1-yl)nona-2,4,6,8-tetraenyl] acetate(**)	Retinyl Acetate	127-47-9	204-844-2	b) other leave-on and rinse-off products	b) 0,3 % RE	-	
	[(2E,4E,6E,8E)-3,7-dimethyl- 9-(2,6,6-trimethylcyclohexen- 1-yl)nona-2,4,6,8-tetraenyl] hexadecanoate(**)	Retinyl Palmitate	79-81-2	201-228-5				
377	4-Hydroxyphenyl-alpha-D-glucopyranoside(*)	Alpha-Arbutin	84380-01-8	617-561-8	a) Face cream b) Body lotion	a) 2 % b) 0,5 %	-	-
377	4-Hydroxyphenyl-beta-D-glucopyranoside(*)	Arbutin	497-76-7	207-850-3	Face cream	7 %	Hydroquinone levels shall remain as low as possible in formulations containing Arbutin and shall not be higher than the unavoidable trace level.	-

(*) From 1 February 2025, cosmetic products containing that substance and not complying with the conditions shall not be placed on the Union market. From 1 November 2025, cosmetic products containing that substance and not complying with the conditions shall not be made available on the Union market.

(**) From 1 November 2025, cosmetic products containing that substance and not complying with the conditions shall not be placed on the Union market. From 1 May 2027, cosmetic products containing that substance and not complying with the conditions shall not be made available on the Union market.

(3) In Annex V, entries 23 and 25 are replaced by the following:

Reference number	Chemical name/INN	Name of Common Ingredients Glossary	CAS number	EC number	Product type, body parts	Maximum concentration in ready use preparation	Other	Wording of conditions of use and warnings
23	1-(4-Chlorophenyl)- 3-(3,4-dichlorophenyl) urea(*)(**)	Triclocarban	101-20-2	202-924-1	All cosmetic products, with the exception of mouthwash.	0,2 %	Purity criteria: 3,3',4,4'-Tetrachloroazoben-Zene ≤ 1 ppm, Not to be used in toothpaste intended for children under 6 years of age.	For toothpaste containing Triclocarban The following labelling is Obligatory: Not to be used for children under 6 years of age.
		Daidzein	486-66-8	207-635-4	-	0,02 %		
25	5-Chloro-2-(2,4-dichlorophenoxy)phenol(*)	Triclosan	3380-34-5	222-182-2	Toothpastes; Hand soaps; Body soaps/Shower gels; Deodorants (non-spray); Face powders and blemish concealers; Nail products for cleaning the fingernails and toenails before the application of artificial nail systems;	0,3 %	Not to be used in toothpaste intended for children under 3 years of age.	For toothpaste containing Triclosan the following labelling is obligatory: 'Not to be used for children under 3 years of age.'

(*) Cosmetic products containing that substance and not complying with the conditions may provide that they comply with the conditions applicable on 23 April 2024, be placed on the Union market until 31 December 2024 and, if they have already been placed on the market before that date, continue to be made available on the Union market until 31 October 2025.

(**) For uses other than preservative, see Annex III, No 100.

References:

- <https://www.cosmeticsandtoiletries.com/regulations/regional/news/22913539/ctpa-9-cosmetic-ingredient-bansrestrictions-in-the-eu-kojic-acid-4mbc-retinol-arbutin-and-more>
- <http://data.europa.eu/eli/reg/2024/996/oj>

Sleep:

A Third of Life Dedicated to Health & Wellness

Spending about one-third of our lives asleep may seem like a lot, but sleep is essential for the body's recovery, growth, and mental well-being. Here's why sleep is so important:

Restoration and Repair: During sleep, the body repairs tissues, boosts the immune system, and clears out toxins from the brain. Without enough sleep, our cells and systems don't get the rest they need to function well.

Memory and Learning: Sleep helps us remember things and process information. While rapid eye movement sleep or REM sleep, our brains organize thoughts, improve learning, and enhance problem-solving skills. That's why we often feel sharper and perform better after a good night's sleep.

Hormone Regulation: Many essential hormones, like growth hormone and those involved in hunger regulation, are controlled during sleep. Lack of sleep disrupts this balance, which can impact our growth, appetite, and metabolism.

Mood and Mental Health: Quality sleep is important for mental well-being, helping to regulate mood and reduce stress. Chronic sleep deprivation can lead to irritability, anxiety, and even depression over time.

Sleep isn't just a time to rest—it's vital for your health and well-being. Spending one-third of our lives getting quality sleep prepares us both mentally and physically for the day. Let's make better sleep a priority for a healthier life!



References

- Killgore, W. D. S. (2010). Effects of sleep deprivation on cognition. In G. A. Kerkhof & H. P. A. Van Dongen (Eds.), *Progress in Brain Research* (Vol. 185, pp. 105–130). Elsevier B.V.
- Vorona, R. D., Winn, M. P., Babineau, T. W., Eng, B. P., Feldman, H. R., & Ware, J. C. (2005). Overweight and obese patients in a primary care population report less sleep than patients with a normal body mass index. *Archives of Internal Medicine*, 165(1), 25–30.
- Ferrara, M., & De Gennaro, L. (2001). How much sleep do we need? *Sleep Medicine Reviews*, 5(2), 155–79.

Nov

- 5-7 in-cosmetics Asia 2024, Bangkok, Thailand
<https://www.in-cosmetics.com/asia/en-gb.html>
Cosmex 2024, Bangkok, Thailand
<https://www.cosmexshow.com/>
- 7-8 INNOCOS, Singapore
<https://www.innocosevents.com/>
- 12 Inabata Seminar, Grande Centre Point Terminal 21, Bangkok, Thailand
- 12-13 SCS Formulate Creating Cosmetics, UK
<https://www.scsformulate.co.uk/>
- 12-14 Cosmopack Asia, Hong Kong, China
https://www.cosmoprof-asia.com/google-sem-registration/?gad_source=1
- 13 Abyss & Hansford Seminar, CAHB Center, Bangkok, Thailand
- 13-15 Cosmoprof Asia, Hong Kong, China
https://www.cosmoprof-asia.com/google-sem-registration/?gad_source=1
- 14 Carbonwave Seminar, PT. Kemiko Indonesia, Jakarta, Indonesia
- 19 Daito Seminar, Kota Bharu, Malaysia
- 20-21 Making Cosmetics, Milano, Italy
<https://www.making-cosmetics.it/en/>
- 21 Daito Seminar, Johor Bahru, Malaysia
Mini-CAHB Food Seminar, Chemico Myanmar Co., Ltd., Yangon, Myanmar (tentative)
- 26 CAHB & Mini-CAHB Makeup Seminar, PT. Chemico Surabaya, Surabaya, Indonesia
CAHB & Mini-CAHB Skincare Seminar, PT. Kemiko Indonesia, Jakarta, Indonesia
- 27 CAHB & Mini-CAHB Makeup Seminar, Chemico Vietnam Co., Ltd., Ho Chi Minh, Vietnam
CAHB Haircare Seminar, CAHB Center, Bangkok, Thailand
- 27-28 India Food Forum 2024, Mumbai, India
<https://indiafoodforum.com/>
- 28 CAHB & Mini-CAHB Makeup Seminar, PT. Chemico Surabaya, Yogyakarta, Indonesia
CAHB & Mini-CAHB Skincare Seminar, PT. Kemiko Indonesia, Bandung, Indonesia



EVENT 2024

Dec

- 3-4 Beatech Expo 2024, Chennai, India
<https://www.beatechexpo.com>
- 4 CAHB and Mini CAHB Skin Care Seminar, Myanmar Co., Ltd., Yangon, Myanmar
- 4-5 Global Food & Beverage Innovation Congress Indonesia, Jakarta, Indonesia
<https://www.global-food-beverage-innovation-congress-indonesia-2024.com>
- 5-6 India Food Summit & Awards 2024, New Delhi, India
<https://www.indiafoodsafetysummit.com>
- 5-7 Cosmoprof India, Mumbai, India
www.cosmoprofindia.com
Inter Dairy 2024, Mumbai, India
<https://interdairy.in>
- 6-8 Halal Indonesia International Trade Show (HIITS), Tangerang, Indonesia
<https://halalindonesiatradeshow.com>
- 6-9 Asia Pacific Food Expo 2024, Singapore
<https://www.asiapacificfoodexpo.org.sg>
- 9-13 CAHB Makeup Seminar for CRU customers, CAHB Center, Bangkok, Thailand
- 10-12 Jinan International Beauty Expo 2024, Jinan, China
<https://www.sdmbgj.com/jinan>
- 11-14 Vietnam International Baking and Equipment Exhibition 2024, Ho Chi Minh, Vietnam
<https://www.chanchao.com.tw/VIBS/>
- 12-15 Thailand Coffee Fest 'Year End' 2024, Bangkok, Thailand
<https://www.asiapacificfoodexpo.org.sg>
- 13-15 India Bake Show 2024, Bengaluru, India
<https://homebakers.co.in/india-bake-show-2024/>
- 17 CAHB and Mini CAHB Hair & Body Care Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Kuala Lumpur, Malaysia
- 17-19 Dubai Personal Care Expo 2024, Dubai, UAE
<http://www.spcepo.com>
- 18-20 Food & Beverage Expo 2024, Chennai, India
<https://www.fnbexpo.biz/>
- 19 CAHB and Mini CAHB Hair & Body Care Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Johor Bahru, Malaysia
- 19-20 Global Chem Show 2024, Mumbai, India
<https://www.globalchemshow.com>
- 25-29 Hong Kong Food Festival 2024, Hong Kong
<https://food-expo.com.hk/hong-kong-food-festival.html>



Lycored Seminar, Thailand

Lycored Ltd., Israel in collaboration with Chemico Inter Corporation Co., Ltd., Thailand organized a webinar entitled “Lyc-O-Mato® Anti-Inflammaging Superhero” on October 9th, 2024. The contents of webinar included - meet Lycomato, what is inflammaging, clinical studies for skin health, heart health, women’s health, men’s health, eye health and new trends and opportunities in the market as well as product registration, product properties and applications. The information is very useful in the development of new products in the field of dietary supplement (softgel, gummy jelly, jelly strip).



CAHB Seminar, Myanmar

Chemico Myanmar Co., Ltd. in collaboration with CAHB center, Thailand organized a color cosmetics seminar at the new Chemico Myanmar seminar room on October 10th, 2024. The topic was “The Lips Story.” The seminar was about how to make lip products, common problems and solutions for lip product manufacturing. The key ingredients for lip product formulations were presented as well. Various type of emollients and interesting formulations were passed around to the customers to try during this section. Demonstration of formulation were also included in this seminar.



Seqens Seminar, Vietnam

The French supplier – Seqens in collaboration with Chemico Vietnam Co., Ltd. held a half day seminar entitled “THE FRENCH TOUCH IN COSMETICS” on October 29th, 2024. The seminar introduced the exclusive formulations containing the main ingredients - *Sens’ flower* and an innovative active for acne - *Quaternium-73*. The inspirational storied about these naturally derived actives were included as well.

