

news

The voice of the beauty & personal care industry in India.

October 2017
Vol. 1 Issue 1

From SG's desk



Welcome to the first edition of the Indian Beauty & Hygiene Association Newsletter – 'IBHA NEWS'. This quarterly publication will share the progress on IBHA's various initiatives and the latest news from the cosmetics industry in India and around the world.

I encourage each one of you to contribute to 'IBHA News' by way of stories, experiences, industry updates, best practices or concerns. You can mail the content at ibha.mum@gmail.com and we will try and feature them in the upcoming issue.

I sincerely hope that this newsletter connects with each one of you and brings value to your workplace.

Lastly, with the festival of lights around the corner, let me wish each and every one of you a safe and happy Deepavali! 

Warm Wishes



Malathi Naryanan

Message from President



"The industry is going through a dynamic phase and IBHA is actively engaging with regulatory authorities and international counterparts to the benefit of our members.

As an industry body, we want to safeguard our members' interest first and foremost

Mr. Dinesh Dayal

including their need for the latest news and updates through this newsletter.

In the coming months, you will find interesting reads on important issues in the industry and articles that will review recent industry research and trends. We will also publish brief case studies highlighting best practices from across the globe.

We thank you and we look forward to your continued support in the days to come."

Issue Highlights

- 83rd IBHA AGM
- Launch of IBHA knowledge report at the second IBHA signature conference
- IBHA-CE-PCPC cosmetic regulatory training workshop
- The IBHA Plastic Waste Management pilot project is now functional in additional cities across India.

The journey so far...

IBHA, formerly known as ISTMA – Indian Soaps and Toiletries Makers' Association and was established in Kolkata in 1937. It was only in 1973 that the Association shifted its operations to Mumbai. Eventually ISTMA was rechristened as IBHA in October 2012.

Today, IBHA is a non-profit organisation registered under Section 8 of Companies Act 2013, with large, medium and small-scale companies as its members. As an apex trade body, IBHA has brought into focus several issues of critical importance to the industry starting with the government, during the pre-liberalization era and has maintained momentum ever since.

IBHA has a well-defined mission that is our guiding light *“To accelerate the development of a trusted hygiene and beauty care industry that serves consumers with products that are effective, safe and environment friendly.”*

IBHA has been comprehensively engaged in several activities such as:

- GST
- Plastic Waste Management
- Anti Counterfeiting

- Harmonisation of rules
- Toxicology (Animal testing methods)
- Safety Standards
- Training programs for regulators
- Ingredient Management
- Workshops, Seminars and many more.

To be a true representative of the industry, IBHA has listed down goals which are in harmony with the best interests of the industry as well as the consumer.

They are:

Convey to stakeholders the pivotal role of beauty and hygiene in the wellbeing of society.

Partner with regulators to build progressive public policies that develop the industry as a whole.

Promote global exchanges and best practices amongst members.

Promote consumer safety and education thereby maintaining the confidence of the public in the industry.

Encourage the industry to follow environmental best practices.

Legal Eagle

Amendment in legal metrology (packaged commodities) regulations

An amendment has been introduced by way of a notification dated 23rd June, 2017 [G.S.R. 629(E)] issued by the Ministry of Consumer Affairs, Food and Public Distribution (Department of Consumer Affairs) in the Legal Metrology (Packaged Commodities) Rules.

The amended rules shall come into operation with effect from 1st January 2018. This amendment has brought about a number of changes in the current rules pertaining to mandatory declarations on goods displayed on electronic platform, dual MRP and increased font size of declarations on the packs to enable consumers to read them easily etc. The detailed notification can be accessed through the following link.

http://consumeraffairs.nic.in/WriteReadData/userfiles/file/PCR_Amendment_2017.pdf

Plastic Waste Management

Tackling multilayered flexible Plastics waste

That plastic waste is an environmental menace is not new. However, a state government proactively banning plastic bags and non-biodegradable packaging was definitely news for the country. So in 2013, when the Himachal Pradesh Government took this salutary step, it triggered a fresh round of discussions on the harmful effects of plastics and whether recycling/reusing flexible plastics is possible in a population dense country like India. This time the chorus was stronger as some NGOs also joined in voicing their views against plastics, especially Multilayered flexible plastics (MLP).

The collection of MLP faces two hurdles in India. Firstly, there is no proper segregation mechanism at the household level in many cities. Add to it the callous consumer behaviour of littering and we have a plastic waste problem of gigantic proportions. Secondly, the rag pickers are not keen to collect MLP, since it holds no monetary value and requires a humongous physical effort to collect or segregate. Instead, they prefer rigid plastics, which gives a better payout and the collection/segregation requires less physical effort.

This status quo was the driving force for IBHA to take up this issue and work towards a viable solution for both the collection and reuse of MLP. IBHA conceptualized this Plastic Waste Management (PWM) project with the help and guidance of Dr. N.C. Saha, Head and Director, Indian Institute of Packaging, Mumbai.

Scope of the project

IBHA's pilot project on PWM is a zero-waste project, incentivising rag pickers to collect multilayer flexible plastic wastes and send it to a recycling facility. The scope of the project was limited only to MLP across all industry segments like food, cosmetics etc. Rigid plastics like bottles were left out of the project as there is already an active workforce that is tending to it. Additionally, bottles are mono layered and can be easily recycled hence do not pose as big a threat to the environment as compared to MLP.

IBHA implemented the project by forming associations with prominent NGOs working towards waste management. IBHA got access to an army of rag pickers associated with these NGOs who helped in the collection of Multilayered flexible plastics. IBHA, in turn, incentivised the rag pickers based on the weight of MLP collected by them.

Tackling the collection of MLP problem was not enough. The second challenge in India is the conversion or meaningful reuse of the collected MLP. There are not many recyclers in the country who work with MLP as compared to rigid plastic bottles. Once IBHA identified an NGO in a city the next step was to identify the recycler who can convert these huge volumes of MLP into useful products.

Industry Support

In 2013, a task force was created for IBHA's pilot project comprising

of prominent FMCG companies associated with IBHA like Hindustan Unilever, L'Oréal India, P&G, Johnson & Johnson, ITC, Godrej, Nivea and Marico. One or more companies in the task force volunteered to adopt a city and work on the pilot project of collection and recycling of MLP.

It is noteworthy that, IBHA pioneered the vision of collecting MLP and reusing them much before the Plastic Waste Management Rules of India were published in 2016 which incidentally, also emphasized collecting back plastics post-consumer use and recycling.

The impact

The project started as a pilot in Mumbai with an association with Stree Mukti Sangatana, an NGO associated with rag pickers and Rudra Environmental Solutions, Pune. Subsequently, the project was extended to Chennai, Bangalore, Kolkata and Delhi in 2015. In Bangalore and Kolkata, the Post-Consumer Flexible Plastic waste collected is used as fuel in by the cement industry (ACC Cements and Geocycle group) and in Chennai and Mumbai the MLP waste is being converted to Fuel oil by the recyclers.

In all, the project has so far resulted in the collection of ~100kgs of MLP's and ~14 tons of Post-Consumer Flexible Plastic waste from which 500 litres of fuel oil has been produced.

This is but a small step towards IBHA's zero-waste vision.

IBHA Seminar 2017

IBHA successfully hosted its second signature conference themed “Redefining Beauty: The Changing Indian Scenario’ at Mumbai on June 2017. The highlight of the event was the launch of an IBHA knowledge report ‘Demystifying the future of Beauty and Personal Care’ by Chief Guest and IBHA founding member, Mr. Adi Godrej along with leading members from the industry.

The report, which was launched in association with AT Kearney and AC Nielson, discovered 8 key consumer trends, along 4 broad dimensions:

- Who is consuming?
- What is being consumed?
- Why is it being consumed?
- Where and how it is being consumed?

Included in the agenda were three panel discussions which collectively captivated the attendees’ attention. Speakers discussed the changing face of the BPC industry and defined trends and imperatives for tomorrow.

The first panel discussion, themed ‘Beauty knows no bounds’ had experts from Godrej Consumer Product Ltd., Hindustan Unilever, Wipro, L’Oréal, Himalaya and AT Kearney discuss about the market being predominantly urban centric today; however going forward, how rural markets will drive growth.

The proceeding discussion brought to light interesting understandings on new age marketing, emphasizing the shift in messaging from product qualities to product experiences and how peer-to- peer models are gaining traction.

The third and the last panel shared insights into the future of beauty products. It was almost a unanimous view held by all the panellists that the market for colour cosmetics, men’s grooming range, and bridal care products have tremendous growth potential.



IBHA-CE-PCPC Cosmetic Regulatory Training Workshop



IBHA organised a comprehensive cosmetics workshop in Delhi in July 2017, which was attended by representatives of EU, ISO, CE, US FDA, PCPC, IBHA and Government of India. Every aspect of the EU and US regulations were discussed threadbare in the highly interactive workshop. This session workshop was very beneficial as it enabled the Indian authorities to identify the areas that needed attention and encouraged the adoption of a balanced approach towards regulations in the days to come.



Through active interactions between Government representatives and experts, a lot of ground was covered including key topics like:

- The role and responsibilities of different actors
- Best practices for a robust regulatory system
- Ingredient management
- Safety assessment
- Good Manufacturing practices (GMP)
- In-market control
- Management of traces in finished cosmetic products
- International standards (US), ISO TC 217 Cosmetics
- Labelling and legal metrology

83rd Annual General Meeting on Sept 22, 2017



IBHA President Mr. Dinesh Dayal, while addressing the members, cited the year long progress and activities undertaken by the Association. The past year, he felt had demonstrated a very complete and comprehensive engagement of tackling not only the Ministry of Health issues like in the past but also issues on legal metrology and packaging, plastics, GST, effective stakeholder outreach via our first ever industry knowledge report during our second seminar, international networking with US, EU and UK associations, FDA to FDA training seminar and legal defence cases.

Mr. Dayal opined that the beauty and hygiene consumption growth seemed to be back on track after the double shocks of demonetisation followed by the GST transition. He believed that the industry would remain cautiously optimistic about the full year effect and expected that the overall industry growth would mirror the GDP growth of 6-7 percent in the year ahead.

The following represent the newly elected members of IBHA Executive Committee 2017-18:

President - Mr. Dinesh Dayal, LaTerre Growth Advisors
Vice President - Mr. Dev Bajpai, Hindustan Unilever Ltd.
Hon Treasurer - Mr. Shailymanyu Singh, Proctor & Gamble Hygiene & Healthcare Ltd.
Mr. Sunil Kataria, Godrej Consumer Products Ltd.
Mr. Ram Shukla, Johnson & Johnson Pvt Ltd.
Mr. J C Letellier, L'Oréal India Pvt Ltd.
Dr. Sudhakar Mhaskar, Marico Ltd.
Dr. Vijendra Prakash, Himalaya Drug Company
Mr. Anil Chugh, Wipro Enterprises Ltd.
Mr. Sameer Sampathy, ITC Ltd.
Ms. Punita Karla, Emami Ltd.
Mr. Sudhir Achar, Dabur India Ltd.
Dr. Shashank Potnis, Colgate Palmolive (I) Ltd.
Mr. Neil George, Nivea India Pvt Ltd.
Secretary General - Ms. Malathi Narayanan