

BTC-BOTANICALS TO COSMETICS

April Vol 4, Issue 10 ₹160

News, Views, Conversations, and Analysis



Stay more than up-to-date. Know what's coming. BTC

On the Personal Care Turf with Kailasam Nagarajan



In conversation with Kailasam Nagarajan, Chief Executive, Anshul Life Sciences, to take an account of the ingredients and factors that set the supplier apart.

Positioning and Differentiation

As a company we have been in the Specialty Ingredients market since 1978. We understand both the ingredient specialities and the needs of the user industries. Our customer base spreads across Pharma, Personal Care and Health & Nutraceuticals. While we have dedicated teams catering to each of these industry verticals, our strength lies in providing solutions to unmet customer needs, Cross Industry! For example, a pharma company may want solutions in Cosmeceuticals, or an ingredient, which is a slimming agent meant for oral intake, could also be used in a personal care topical formulation. This differentiates us from other ingredients suppliers who will have their strengths in one particular industry vertical.

Customers

We are solution providers for a wide range of ingredients which enables us to cater to end products viz. Mass, Masstige and Premium. Our ingredients range finds applications in Hair, Skin, Household Care and Colour cosmetics, both local and exports.

Cost optimization of formulation, out-of-the-box revolutionary concepts, insights on international trends, support towards customizing formulation to meet India-specific needs—these are some of the aspirations of Indian cosmetic manufacturers.

Your supplier— Anshul Life Sciences

Year of establishment: 1978

Presence: Mumbai, Bengaluru, Hyderabad, Kolkata, Ahmedabad, Chennai, Chandigarh and Delhi.

Products: Ingredients for applications in haircare, skincare, household care and colour cosmetics.

Best-sellers

Our popular offerings include rheology modifiers, skin lightening actives, Shea Butter and related technologies, sulphate-free surfactant systems and moisturizers.

Latest offering

We have recently introduced Polyurethane-based film formers for Skin, Hair and Color Cosmetics as well as High, Medium and Low Molecular Weight (Oligo) Hyaluronic acid in the Indian market.

Addressing needs of the 'Natural' Market

Increasingly, the Indian consumer is on the lookout for safe and healthy choices for food and skin care applications. Most of the time, a 'natural' product is something which is derived from traditional herbs, oils etc. and is preferred. Personal Care brands are looking to incorporating these ingredients in their formulations. Within the product portfolio, Anshul has sulphate-free surfactants, preservative-free concepts, natural emulsifiers and structuring agents, conditioning agents and emollients to take care of unmet customer needs in the area of natural offerings. The 'natural' term instantly brings a perception of being friendly to the body.

In tune with Customer Needs & Aspirations

While the needs would vary depending on the segment that we are catering to, cost optimization of formulation, out-of-the-box revolutionary concepts, insights on international trends, support towards customizing formulation to meet India-specific needs—these are some of the

aspirations of Indian cosmetic manufacturers. Their most important question is: "How am I going to differentiate my product to gain market leadership?"

Customers are delivered end-to-end solutions. The process:

- ❑ Understanding unmet customer needs
- ❑ Ingredient selection
- ❑ Formulation development
- ❑ Coordination with labs for claim substantiation
- ❑ Onsite assistance for pilot trial batch/es
- ❑ Support towards FDA approval and documentation
- ❑ Assisting product packaging and labeling requirements

Tips for smaller personal care companies

In order to rise above the competition, smaller personal care companies should:

- ❖ Use better quality or grades of ingredients in formulation
- ❖ Follow best practices in Environmental Safety
- ❖ Upgrade packaging
- ❖ Advertise to create brand awareness
- ❖ Focus on niche products

Way forward

We are participating in the Cosmo Tech Expo 2015 exhibition, which is taking place at Pragati Maidan in New Delhi from 21 till 22 July, 2015. From a product focus standpoint, we would be aiming to create more visibility for some of our new ingredients added in our portfolio viz. skin lightening, moisturizing actives as well film formers.