Hair care, decorative care and sun care. We are all looking for ingredients. But we're also working on promising new Emollients & Emulsifiers (E&E), UV filters, polymers and active ingredients that meet the emotional and functional needs of consumers. Our customers enables us to create personal care solutions that makes us a leading supplier of ingredients for customers in portfolios available for personal care applications. This is one thing I really enjoy about my new job, but there sure are plenty more.

Mr. Mampe, just a few words about your experience in the company? Well, I enjoy designing and giving shape to things and then advancing their implementation with others, and this enthusiasm has been running like a common thread through my career. I started my career at Cognis as a lab manager in central R&D, and afterwards moved on to positions in Strategy Development and M&A. Following the integration of Cognis into BASF, I worked in Global Product Management. Later, I was appointed Head of Quality & Product Stewardship, a position in which I was responsible for quality management, compliance with legal requirements and customer audit. In May 2014, I assumed my current position as Vice President Business Management Personal Care Specialties in Europe. Here, I am constantly in touch with the markets and can be in close dialog with our customers. This is one thing I really enjoy about my new job, but there sure are plenty more.

Dirk Mampe, BASF is a leading company in the personal care market with a wide portfolio of products. Could one then say that today the Company covers the main needs of the market? With more than 1000 ingredients and a deep formulation know-how we have one of the most comprehensive portfolios available for personal care applications. This makes us a leading supplier of ingredients for customers in the personal care industry – able to provide our customers with all the resources to cover the main requirements of the market. At the same time, BASF’s Personal Care business is always striving to anticipate new trends and new demands. The combination of our key strengths Science Excellence and Market Empathy and being in close dialog with our customers enables us to create personal care solutions that meet the emotional and functional needs of consumers.

Do you foresee new launches in 2015? We are currently working on developing a range of new state-of-the-art products, most of them in the areas of Emollients & Emulsifiers (E&E), UV filters, polymers and active ingredients. But we're also working on promising new concepts and formulations for our focus segments skin care, hair care, decorative care and sun care. We are all looking forward to presenting our new solutions at the coming InCosmetics 2015 in Barcelona.

Your expectation for 2015 in terms of megatrends? There are three megatrends which we consider crucial for 2015 for the global personal care market. The first is the formation of new consumer groups, including the growing middle class, particularly in emerging countries. The second would be the emergence of increasingly diverse consumer preferences, which calls for very elaborate brand differentiation and shorter life-cycles. And the third megatrend we consider substantial is the steady and enhanced awareness for sustainability and the demand for naturally-oriented products. All of these developments and dynamics pose challenges to the personal care industry but hold at least as many opportunities.

Hair care, skin care, sun care: what were 2014’s major trends? There is a strong trend for sun protection products for wet skin. It has gained much significance over the last couple of months, reflecting people’s need for time-saving solutions that are easy to apply. In the skin care segment, we see a strong trend for products that combine caring properties with transforming textures. These include, for example, serum-to-oil, cream-to-oil or serum-to-cream textures which create exciting sensorial experiences. This trend answers consumers’ wish for pleasant and easy absorbing textures combined with intensive skin care. Consumers’ need for multifunctionality, which has already strongly resonated with the skin care segment, for instance in BB creams, is now increasingly being reflected in the hair care segment. Many of the new products offer multiple benefits, ranging from protection against split ends and hair breakage, natural volume, frizz control and intensive nourishment to effecting brilliant shine and shimmering luster. Being shine one of the most important claims in hair styling products. According to our forecasts, hair products with lasting hold with additional shine can be seen in many styling brands in the market, especially when it comes to hair spray.

What are your entrepreneurial goals for the next years? Our Strategy “we create chemistry for a sustainable future” is a commitment to sustainable development and thus sustainable development is an integral part of our core business. Sustainability is increasingly important as a key factor for growth, value and differentiation. It is embedded into all our business processes and offers to the market. Let me give you an example of this. As one of the first suppliers to the European home and personal care industry, we have launched a diverse range of ingredients based on certified sustainable palm, palm kernel oil, in accordance with the principles and criteria of the Roundtable on Sustainable Palm Oil. This has opened up whole new opportunities for our customers. The ingredients allow home and personal care manufacturers to develop value-added formulations that meet the strongly increasing market demand for certified, sustainable sourcing of raw materials. The offer includes main surface care agents, for instance in hair care, for personal care or household cleaners as well as emollients, caring ingredients and others for skin care formulations. With this approach, we foster the use of sustainable sources for palm (kernel) oil, and support the industry in reaching their own sustainability targets.

What about the “men’s care segment”? Is it only a momentary trend or does it represent a new consolidated growing segment? Market research suggests that the men’s care segment is one of the few, like anti-aging, which never decreased over the last decade and always had a positive growth. However, there is a clear cut between the mature economies, where the market is mostly growing in capitals and big cities, and the emerging countries. Especially in Korea, China, India and Brazil, where male consumers are very concerned with their appearance, we see double-digit growth rates. When it comes to young males, they are not yet familiar yet with a daily routine for skin and hair. Even though they are more and more willing to test and are less reluctant to personal grooming than the previous generation. Besides the young, personally deodorants and then skin care, mainly face care are expected to be the most dynamic categories in the next years.

What about the actual legislation around the world. Are there critical points to overcome? Recent developments which can improve the trading? The registration of UV filters remains difficult: As there are different evaluation and approval processes for the EU and the U.S., this leads to various challenges. For Europe, the new Cosmetics Regulation stipulates that the EU Commission must approve all ingredients containing nanoscale material. This applies even to those ingredients that have already been approved in the past. In the USA, the Food and Drug Administration (FDA) has not approved any UV filter since 2004. The U.S. Senate has recently passed a bill – the Sunscreen Innovation Act - that will hopefully streamline the process for the review and approval of new sunscreen ingredients in sunscreen products. However, there is light at the end of the tunnel: In August, Niosorb A28 was the first UV filter to be included in the positive list (Annex VII) of the new EU Cosmetics Regulation. Thereby, the highly efficient broadband filter is also the first UV filter with particle sizes smaller than 100 nanometers approved for use in cosmetics in Europe. More approvals on other UV filters and cosmetic ingredients are due to follow and will hopefully clarify the situation around nano in cosmetics.

What are your entrepreneurial goals for the next years? Broadly speaking, our aim is to expand our leading position as a provider of innovative solutions for the personal care industry. We strive to grow significantly stronger than the market in all regions and expect to increase our global market share. To realize this growth, we focus on our resources on innovation and are planning on considerably expanding our capacities in emerging markets. We also want to focus our business on the segments that are closest to customers’ needs and contribute to their success such as with exclusive partnerships developing innovative solutions as well as launching new products and formulations for specific local consumer needs, for example with our regional application labs.

Dirk Mampe has been appointed Vice President Business Management for Personal Care Specialties Europe since May 2014. HPC Today talked to him about upcoming trends, diverse consumer needs, sustainability remains the key issue for personal care business. What about the BASF vision today? Our Strategy “we create chemistry for a sustainable future” is a commitment to sustainable development and thus sustainable development is an integral part of our core business. Sustainability is increasingly important as a key factor for growth, value and differentiation. It is embedded into all our business processes and offers to the market. Let me give you an example of this. As one of the first suppliers to the European home and personal care industry, we have launched a diverse range of ingredients based on certified sustainable palm, palm kernel oil, in accordance with the principles and criteria of the Roundtable on Sustainable Palm Oil. This has opened up whole new opportunities for our customers. The ingredients allow home and personal care manufacturers to develop value-added formulations that meet the strongly increasing market demand for certified, sustainable sourcing of raw materials. The offer includes main surface care agents, for instance in hair care, for personal care or household cleaners as well as emollients, caring ingredients and others for skin care formulations. With this approach, we foster the use of sustainable sources for palm (kernel) oil, and support the industry in reaching their own sustainability targets.

What about the “men’s care segment”? Is it only a momentary trend or does it represent a new consolidated growing segment? Market research suggests that the men’s care segment is one of the few, like anti-aging, which never decreased over the last decade and always had a positive growth. However, there is a clear cut between the mature economies, where the market is mostly growing in capitals and big cities, and the emerging countries. Especially in Korea, China, India and Brazil, where male consumers are very concerned with their appearance, we see double-digit growth rates. When it comes to young males, they are not yet familiar yet with a daily routine for skin and hair. Even though they are more and more willing to test and are less reluctant to personal grooming than the previous generation. Besides the young, personally deodorants and then skin care, mainly face care are expected to be the most dynamic categories in the next years.

What about the actual legislation around the world. Are there critical points to overcome? Recent developments which can improve the trading? The registration of UV filters remains difficult: As there are different evaluation and approval processes for the EU and the U.S., this leads to various challenges. For Europe, the new Cosmetics Regulation stipulates that the EU Commission must approve all ingredients containing nanoscale material. This applies even to those ingredients that have already been approved in the past. In the USA, the Food and Drug Administration (FDA) has not approved any UV filter since 2004. The U.S. Senate has recently passed a bill – the Sunscreen Innovation Act - that will hopefully streamline the process for the review and approval of new sunscreen ingredients in sunscreen products. However, there is light at the end of the tunnel: In August, Niosorb A28 was the first UV filter to be included in the positive list (Annex VII) of the new EU Cosmetics Regulation. Thereby, the highly efficient broadband filter is also the first UV filter with particle sizes smaller than 100 nanometers approved for use in cosmetics in Europe. More approvals on other UV filters and cosmetic ingredients are due to follow and will hopefully clarify the situation around nano in cosmetics.

What are your entrepreneurial goals for the next years? Broadly speaking, our aim is to expand our leading position as a provider of innovative solutions for the personal care industry. We strive to grow significantly stronger than the market in all regions and expect to increase our global market share. To realize this growth, we focus on our resources on innovation and are planning on considerably expanding our capacities in emerging markets. We also want to focus our business on the segments that are closest to customers’ needs and contribute to their success such as with exclusive partnerships developing innovative solutions as well as launching new products and formulations for specific local consumer needs, for example with our regional application labs.

Giulio Fazzardini, HPC Today (TKS Publisher)