

Business Unit

Performance Materials



Global Market Expansion Services for the Personal Care & Cosmetics Industry



Business Line Personal Care & Cosmetics Industry

Think Asia. Think DKSH.



Market Expansion Services: dedicated to growing business

We help companies to grow their business in new and existing markets. We expand their access to knowledge, their sourcing base, their revenue opportunities and their market shares. Providing business partners with a comprehensive package of services to reach their individual goals is what we call Market Expansion Services.

Your strategic partner

DKSH is a Swiss company and the world leader in Market Expansion Services with focus on Asia. Our four Business Units – Consumer Goods, Healthcare, Performance Materials and Technology – operate worldwide through an extensive network of experts. We offer a comprehensive range of services along the entire value chain: from sourcing, marketing and sales to distribution and after-sales services. Along with this we offer long-standing relationships, local knowledge and on-the-ground logistics. As a strategic partner we safeguard the business of our clients and customers, while always sharing our unique market insights. It is our aim to be a trusted link between suppliers and customers, taking care of the products of our business partners as if they were our own.

Business Line Personal Care & Cosmetics Industry

Personal Care & Cosmetics Industry is part of DKSH's Business Unit Performance Materials and provides Market Expansion Services for companies that wish to source, supply or develop materials and ingredients in the personal care and cosmetics industries. With its industry experience and focus on innovative ingredients and applications, Business Line Personal Care & Cosmetics Industry makes extensive use of its global networks to create cost-effective solutions for its business partners.



The best of both worlds – yours and ours

Experience and networks

DKSH has done business in and with Asia for more than 140 years. We are truly at home in Asia, where we have become an integral part of many local business environments. And we are no strangers to the rest of the world either: DKSH operates in 35 countries, with 440 business locations in Asia and 20 in Europe and the Americas, and employing 22,000 specialized staff from 50 nations.

Integrating diverse services

We bridge the markets of Europe, Asia and the Americas, and have the ability to adapt to the businesses we serve in any local

market. The diversity of industries DKSH is involved in is only matched by the range of services we perform: from sourcing raw materials to setting up and running flagship stores for luxury consumer brands, and from feasibility studies and product development to the many facets of marketing.

Our more than 100 state-of-the-art distribution centers work with the largest SAP application in Asia to help execute, track and analyze hundreds of thousands of business transactions every day. The detailed information we gain from this process contributes to the expert knowledge that we use to provide strategic advice to our business partners. Offering all these diverse services from a single source is another important

aspect of what we at DKSH call Market Expansion Services.

Experts and entrepreneurs

In order to provide deep industry expertise for these many fields of business, we are not only organized into four Business Units, but are further specialized into Business Lines and Industry Clusters, maintaining the hands-on and entrepreneurial style of business our company was founded on. DKSH provides a balance between specialist knowledge of our partners' industries and a practical business approach that efficiently gets things done.

Performance Materials

What we do

DKSH Performance Materials provides Market Expansion Services for specialty chemicals and ingredients used in the food and beverage, personal care and cosmetics, pharmaceutical and specialty chemicals industries. As a Business Unit we have grown by an average of 13.2% over the past three years. We achieved total sales of CHF 721 million in 2008.

Global reach

We are active in 25 countries, with 45 locations worldwide and 15 sourcing offices that draw from over 70 markets – giving us a network of unrivalled scope and depth.

We provide reliable sourcing around the globe and instant access to markets, managing the entire supply chain of our business partners. With our long-standing experience and relationships in the market, we support and serve our customers' businesses whether small, medium-sized or on a multinational scale. We speak the local languages and understand the local business environments.







Ideas to market

Innovation cycles are growing ever faster and our business partners are under pressure to deliver new products at shorter intervals and lower overall cost. DKSH Performance Materials operates 16 application and formulation laboratories across Asia and

the Americas, where we generate product ideas, develop and customize them, work on new ingredients and technology applications, provide hands-on training, and run acceptance tests. In short: we cut time-to-market by actively researching and formulating solutions for the evolving needs of our business partners. As a highly competent development partner we help to cut costs significantly. With the market insight gained from 4,000 suppliers and 20,000 customers worldwide, we have the expertise to know exactly what matters in a specific application or product. We proactively put insights, expert knowledge and our networks to use to obtain tangible business results for our partners.

Locations in the Americas		Locations in Asia Pacific	
Brazil	1	Australia	5
Chile	1	Brunei	1
USA	1	Cambodia	2
		China	61
		Hong Kong	15
Locations in Europe		India	2
Denmark	1	Indonesia	2
France	1	Japan	14
Germany	2	Korea	4
Great Britain	1	Laos	2
Italy	1	Malaysia	66
Netherlands	1	Myanmar	11
Norway	1	New Zealand	2
Poland	1	Philippines	3
Spain	1	Singapore	5
Switzerland	3	Taiwan	7
Turkey	1	Thailand	218
		Vietnam	17

DKSH

- Total sales: CHF 8,400 million 
- 22,000 specialized staff of 50 nationalities 
- Operations in 35 countries 
- 440 business locations in Asia Pacific 
- 20 business locations in Europe and the Americas 
- Network of more than 5,500 suppliers and over 500,000 customers 
- Over 100 state-of-the-art distribution centers 
- Largest SAP application in Asia 
- Continuous double-digit growth since 2002 

Business Unit Performance Materials

- Total sales: CHF 721 million 
- 1,300 specialized staff 
- Operations in 25 countries 
- 31 business locations in Asia Pacific 
- 14 business locations in Europe and the Americas 
- Network of more than 4,000 suppliers and 20,000 customers 
- 15 sourcing offices worldwide 
- 16 application and formulation laboratories worldwide 
- 13.2% average growth rate over the last three years 

Business Line Personal Care & Cosmetics Industry

Who we are

The Business Line Personal Care & Cosmetics Industry sources, supplies and develops a broad portfolio of innovative high-performance chemicals and formulations for the personal care and cosmetics industry. Our over 50 specialists – pharmacologists, chemists and chemical engineers with extensive industry experience – are active in 17 countries around the globe. We also operate four sourcing offices located in China, India, Japan and Korea that ensure global, cost-effective and reliable sourcing. The development and application re-

search at our application and formulation laboratories in the Philippines, Thailand and the USA deliver a strong scientific foundation for all our products and services, as well as technical support for suppliers and customers.

We offer an established range of raw ingredients in line with all quality and safety regulations, including REACH and ASEAN Harmonization. As part of the global DKSH network, we rely on the synergies and economies of scale that come with long-established relationships to achieve the best results for our business partners.

What we do and how we do it

The Business Line Personal Care & Cosmetics Industry focuses on specific industry needs: Market Expansion Services for specialty ingredients for skin care, hair, body, and oral care and cosmetics. Through our long-standing industry relationships we can offer access to markets for business partners, be it mass marketers, contract manufacturers, prestige product manufacturers, multilevel marketing companies, or other industry players. We also serve institutional customers such as spas, derma clinics and beauty salons, and act as formu-

lation consultants. We provide customized service offerings, such as the development of prototype finished product formulations to support sales and marketing initiatives. Other consultation services include trouble shooting problematic formulations for customers; customized product development in collaboration with customers; efficacy, clinical and home usage tests, sensory evaluation and stability testing.

As a constant source of innovation, we introduce ingredients with new applications, functionalities and benefits to our customers, cutting time-to-market by offering

development support and technical assistance. By focusing on long-term success rather than short-term advantages, we accompany new products and product concepts from idea to market for as long as necessary, all the way to after-sales services and plant trials. Our total supply chain management services across the entire personal care and cosmetics industries include logistics, distribution, and cost-effective sourcing of raw materials, while guaranteeing quality and safety, reliability and speed.

After over 140 years in Asia, we are par-

ticularly well connected in the innovative markets of the region. We are also an integral part of the long-established DKSH global network. Combining a comprehensive and cutting-edge solutions toolbox with market insight and our knowledge of global trends, we create win-win solutions for the benefit of our suppliers and customers worldwide, while establishing valuable partnerships that last.





Business Line Personal Care & Cosmetics Industry supplies a wide variety of performance raw materials and specialties for the personal care and cosmetics industry. We also offer a range of commodity products, colors and dyes. Beyond reliable global sourcing capabilities, we provide development and applications support and services. Knowing the global trends allows us to share insights with our business partners, while our customized product development services shorten product cycles. Our industry vertical expertise, combined with DKSH synergies, gives us the ability to manage the supply chain according to our business partners' needs, leveraging networks and long-standing relationships for their benefit.

Product groups and products

- Actives
- Additives
- Anti-irritants
- Anti-microbials
- Bases/carriers
- Colorants, pigments, dyes
- Conditioners/moisturizers
- Efficacy boosters
- Feel enhancers
- Formulating aids
- Fragrances/flavors
- Preservatives
- Repairs
- Rheology/viscosity modifiers
- Surfactants
- UV filters

To stay at the forefront of developing new and innovative products with our customers, physical proximity is essential. For this reason, Business Line Personal Care & Cosmetics Industry runs three state-of-the-art application and formulation laboratories.

The main functions of the laboratories are to develop new formulations, look for new applications, and provide technical support to our customers. Thanks to our

deep understanding of their product applications, we are also able to analyze our customers' recipes and assess them for cost efficiency.

We develop formulations that cover all major categories:

- Skin care
- Hair care
- Color cosmetics including subsets like sun care
- Bath and body care



Sharing success

DKSH industry knowledge and expertise opens perspectives for our clients and customers all over the world.

Challenge

Some while ago DKSH was approached by a large South African manufacturer of beauty waxes and beads looking to market an excellent product outside their home market. It turned out, however, that the manufacturer had no experience in foreign markets, especially the strictly regulated

European markets. There was no documentation of any kind, and a complete lack of information and specification on the various products.

Approach

Together with the manufacturer, DKSH's Business Line Personal Care & Cosmetics Industry developed comprehensive product documentation and marketing materials, and then approached several leading cosmetics companies. One of the major

players in the cosmetics market was at that time developing innovative new cosmetic formulas, and the waxes and beads of the South Africans were a perfect fit for their new products.

Result

After the successful launch of the new formulas, DKSH got several other companies interested in our client's waxes and beads. The South African manufacturer has thus gained industry-wide acknowledgement and their substances have become part of many products of several top companies in the cosmetics sector.

After the initial successful entry into the French market, DKSH effected the same for Japan and then the rest of Europe and China, as the client's sole partner for importation and distribution in these markets. DKSH has also taken over the distribution of our partner's substances for one of the largest multinational cosmetics groups. Across the board success like this is due to our REACH competency, in-depth industry knowledge, and proven experience in the markets involved.

Market Expansion Services at work: a strategic partner

By building a successful business from the very start together with our business partners, DKSH has once again shown it has the expertise, market insight and marketing experience to help companies enter new markets: a classic example of Market Expansion Services.



Contacts and offices

Global Vice President Business Line Personal Care & Cosmetics Industry

Lourdes Cuartero
DKSH North America, Inc.
100 Stierli Court, Suite 102
Mount Arlington
NJ 07856
USA
Phone +1 973 810 5511
Fax +1 973 810 5521
personal.care@dksh.com

Country contacts

France

DKSH France S.A.
1475, Quai du Rhône
P.O. Box 266
01702 Miribel Cedex
France
personal.care@dksh.com

Germany

DKSH GmbH
Baumwall 3
20459 Hamburg
Germany
personal.care@dksh.com

Great Britain

DKSH Great Britain Ltd.
Wellington House, 3rd Floor
68 Wimbledon Hill Road
Wimbledon
London SW19 7PA
United Kingdom
personal.care@dksh.com

Italy

DKSH Italia S.r.l
Via Polidoro da Caravaggio 33
20156 Milan
Italy
personal.care@dksh.com

Poland

DKSH Switzerland Ltd.
Liaison Office Poland
Rejtana 17/37
02-517 Warsaw
Poland
personal.care@dksh.com

Spain

SiberHegner Ibérica, S.L.
Aragón 308 1º 2º
08009 Barcelona
Spain
personal.care@dksh.com

USA

DKSH North America, Inc.
100 Stierli Court, Suite 102
Mount Arlington
NJ 07856
USA
personal.care@dksh.com

Greater China

DKSH (China) Co., Ltd.
3rd Floor, Tomson International
Commercial Building
710 Dong Fang Road, Pudong
200122 Shanghai
China
personal.care@dksh.com

India

DKSH India Pvt. Ltd.
304 Alpha, Hiranandani Business Park
Powai
Mumbai 400 076
India
personal.care@dksh.com

Indonesia

PT DKSH Indonesia
Menara Jamsostek, 22nd Floor
Jl. Jend. Gatot Subroto No. 38
Jakarta 12710
Indonesia
personal.care@dksh.com

Japan

DKSH Japan K.K.
3-4-19, Mita, Minato-ku
Tokyo 108-8360
Japan
personal.care@dksh.com

Korea

DKSH Korea Ltd.
5th Floor, Daesun Building
546-11, Dogok-dong
Gangnam-gu
Bangkok 10260
Thailand
personal.care@dksh.com

Malaysia

DKSH Malaysia Sdn Bhd
Wisma Texchem
Lot 808/809, Jalan Subang 5
Taman Perindustrian Subang
47610 Subang Jaya, Selangor
Malaysia
personal.care@dksh.com

Philippines

Edward Keller (Philippines), Inc.
Carmelray Industrial Park 1
Canlubang, Calamba
4037 Laguna
Philippines
personal.care@dksh.com

Thailand

Diethelm Limited
2533 Sukhumvit Road
Bangchack, Prakhonong
Bangkok 10260
Thailand
personal.care@dksh.com

Vietnam

Diethelm Vietnam Co., Ltd.
1st Floor, Etown 2 Building
364 Cong Hoa Street
Tan Binh District
Ho Chi Minh City
Vietnam
personal.care@dksh.com



DKSH Holding Ltd.

Wiesenstrasse 8, P.O. Box 888, 8034 Zurich, Switzerland
Phone +41 44 386 72 09, Fax +41 44 386 72 14
www.dksh.com