

Vaios Barlas,

Head of Global Competence Center Personal Care, Clariant

talks about the new Global Competence Center in Brazil



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EURO COSMETICS: *Mr. Barlas, Clariant has recently announced your new Global Competence Center (gCCH) in Brazil. Could you briefly tell us why you chose to build this Center for haircare in Brazil?*

Vaios Barlas: Building a dedicated global competence center for haircare is an exciting step which will really strengthen our presence among the global haircare community. By placing it in Brazil, we move our innovation capabilities closer to this important market and to the customers already present in the region. Brazil is a vibrant place to be and we are looking forward to extending the network we have already established with local partners, universities and institutes.

Brazil is one of the biggest and most exciting markets for haircare and shows immense potential. This is because Brazil is a melting pot of indigenous, European, Asian and African hair types, so all eight different hair types are present in Brazil. The country also stands out for its widespread adoption of hair treatments: the average Brazilian woman has eight haircare products for her daily use. In fact, 20% of global growth in hair care products is currently driven by Brazil.

Choosing Sao Paulo as the location for our global haircare activities means moving innovation closer to our consumers and our customers and strengthening our presence in the world's fastest-growing haircare

market. The proximity to the Brazilian market and to established key accounts in the region

will allow for better understanding of their requirements and accelerate innovation efforts aimed at delivering tailored solutions. Also, Brazil hosts some of the leading research institutes in haircare and other global players in the industry.

EURO COSMETICS: *What exactly is the function of this global competence center?*

Vaios Barlas: As it is a global center, its scope will be clearly beyond Latin America. The gCCH will take the global lead for innovation projects that can help formulators address both their own product development needs and the changing hair care trends of consumers. To do this successfully, our team will connect with all key customers across the globe, run ideation workshops with them, carefully analyze consumers' unresolved hair issues, and develop tailored solutions.

The new Global Competence Center Haircare will house a team of Clariant haircare professionals and application and formulation labs to develop innovative products and solutions. The Center also draws from our worldwide network of marketing, application and technology experts.

EURO COSMETICS: *Could you please describe the premises? Would you kindly share your vision of what the team working there has been empowered to accomplish?*

Vaios Barlas: The Global Competence Center Haircare houses a team of Clariant haircare professionals, application and formulation labs, and meeting spaces on a 240sqm premises. It acts as a hub for leading global innovation projects that can help formulators address both their own product development needs and the changing haircare trends of consumers. With a network of collaborations, research partners and its own state of the art laboratories, Clariant is positioned as a key



Insights to gCCH

supplier for haircare cosmetics manufacturers worldwide.

EURO COSMETICS: *While we know and acknowledge Clariant's expertise in the hair area, we also know your company has expertise in other areas. Could you please describe what areas you see as cutting edge and growing rapidly. We would like to give our readers a sense of your perspective regarding technology developments to come in areas such as personalized cosmetics, applications of molecular biology and genetics to developments of new product pathways and any other major areas your company's leadership will play a major role in the coming years.*

Vaios Barlas: Clariant remains on the forefront of innovation in all Personal Care fields: by developing innovative and sustainable surfactants we define a new era in the toiletries section; our new robotic platforms help design the optimum rheology modifiers; through our established in-house Sensory Panel (Be Senspired / Sensory@Clariant) we can refine desired skin feels; our microbiological expertise can assist in replacing all conventional preservatives; our newly launched skin biology and cell culture capabilities can bring anti-aging, skin lightening, anti-pollution and other active ingredients capabilities. Clariant re-invents itself in Personal Care!

EURO COSMETICS: *Thank you for speaking with us.* ■