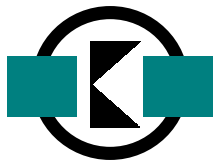
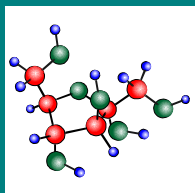


**NOW AVAILABLE**

**SPECIALTY RAW MATERIALS FOR  
COSMETICS AND TOILETRIES  
WESTERN EUROPE 1998**



**KLINE & COMPANY, INC.**  
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- Overview of production category
    - Introduction
    - Pricing
    - Estimated consumption by individual product
    - Applications and customer base
    - Suppliers
    - Regulatory issues

## TABLE OF CONTENTS (Continued)

- For each individual product covered
  - Introduction
  - Use levels
  - Pricing
  - Estimated consumption in volume and value
  - Applications and customer base
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- 14H. Dow Corning
- 14I. GE Bayer Silicones
- 14J. Goldschmidt
- 14K. Henkel (Cognis)
- 14L. ICI (including National Starch and Uniqema)
- 14M. ISP
- 14N. NIPA Laboratories
- 14O. Rhodia
- 14P. Roche

For each company listed above, the following information is provided:

- Background
- Organization
- Management and personnel
- Sales and financial performance
- Products
- Business and marketing structure
- Research and development
- Competitive position
- Product sourcing and manufacturing capabilities
- Appraisal

### OTHER SUPPLIERS

Summary profiles of the following 16 companies are provided:

- Albright & Wilson
- algroup
- BK Guilini
- Calgon
- Ciba Specialties
- Gattefosse
- Merck
- Metsä Specialties
- Reheis
- Rheox
- Seppic
- sunSmart
- 3V Sigma
- Wacker
- Witco Silicones
- Zschimmer & Schwarz

APPENDIX 1: List of organizations interviewed for the study

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**SPECIALTY  
RAW MATERIALS FOR  
COSMETICS AND  
TOILETRIES  
WESTERN EUROPE 1998**

## **INTRODUCTION**

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The Kline Group is pleased to announce the publication of its new 550-page syndicated analysis **SPECIALTY RAW MATERIALS FOR COSMETICS AND TOILETRIES WESTERN EUROPE 1998**. This report provides an authoritative and comprehensive analysis of this complex and fragmented market, valued at more than \$950 million in 1998, including:

- **Distinct and detailed analyses of eight major specialty raw material product categories**
- **Industry dynamics and key trends, including an assessment of the business implications of these issues**
- **Overview of the West European cosmetic and toiletry industry**
- **Detailed assessment of customer purchasing considerations and their impact on raw material suppliers**
- **Comprehensive assessment of specialty raw material distribution channels**
- **Complete business profiles of more than 30 specialty raw material suppliers**

## **THE BUSINESS**

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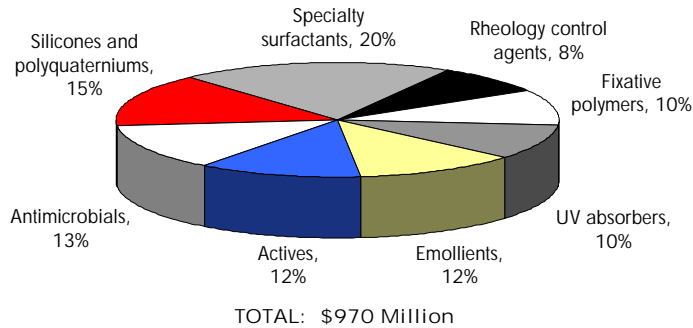
Specialty raw materials are defined by Kline as differentiated products that confer a distinct performance benefit to a formulated product. Compared with commodity products, specialty raw materials are sold in comparatively low volumes and at higher prices on a per-kilo basis. Such products are marketed for their performance characteristics and not by their chemical content or origin alone.

West European consumption of specialty raw materials for cosmetics and toiletries is estimated at around 165,000 metric tonnes, valued at \$970 million, in 1998. Specialty surfactants and silicones and polyquaterniums are the two leading product categories, which combined account for an estimated 35% of consumption value in 1998. Antimicrobials, actives, and emollients combined account for an additional 37% share of the market, as shown in Figure 1.

On a volume basis, skin care applications account for approximately 50% of

Figure 1

ESTIMATED WEST EUROPEAN CONSUMPTION OF SPECIALTY RAW MATERIALS FOR COSMETICS AND TOILETRIES BY PRODUCT CATEGORY, 1998



trends and issues on their West European and other global businesses, including such questions as:

- **How can we compete successfully and profitably in the future West European market?**
- **How will customer expectations and purchasing criteria and practices change over the next five years?**
- **How can we target our customers effectively?**
- **What information should we provide?**
- **What are the new growth opportunities for specialty raw materials?**
- **How can we ensure that this business remains a value-added one?**
- **Should we market a broader range of specialty raw materials? Why?**
- **What can we learn from our competitors?**
- **Which channels of distribution should we use to effectively market our raw materials?**

## THE REPORT

Timely and accurate information is a key input requirement for consideration of many of the above issues.

total specialty raw material consumption with hair care accounting for an additional 35%, as shown in Figure 2.

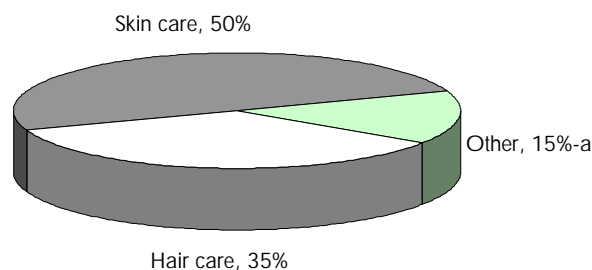
The supplier base for specialty raw materials for cosmetic and toiletry applications in Western Europe is complex and fragmented. There is a wide variety of products offered and the supplier base is fragmented with upward of 50 companies participating. This competitive

market is currently being impacted by a variety of external and internal factors, as illustrated in Figure 3, resulting in opportunities for current and new specialty raw material suppliers to this business.

Specialty raw material suppliers to the West European cosmetic and toiletry industry are considering the strategic implications of many of these

Figure 2

ESTIMATED WEST EUROPEAN CONSUMPTION OF SPECIALTY RAW MATERIALS BY APPLICATION, 1998



a- Includes oral care, antiperspirants/deodorants, and makeup bases.

TOTAL: 165,000 Tonnes

Figure 3

KEY TRENDS IMPACTING WEST EUROPEAN CONSUMPTION OF SPECIALTY RAW MATERIALS

- Baby boomer generation wishes to retard the natural aging process
- Continued consolidation of cosmetic and toiletry formulators
- Continued consumer positive perception of "naturally derived" raw materials
- Convergence of technology and marketing strategies among products sold into different distribution channels
- Increased popularity of formulated products targeted at mitigating environmental effects
- Popularity of multifunctional products

accurate and current. This report is based on a series of interviews with more than 100 persons at upward of 60 organizations throughout Western Europe, including consumers, distributors, regulatory agencies, suppliers, and trade associations. All interviews were made during the period from December 1998 to August 1999. This report also draws on: (1) suppliers' product literature; (2) a search of recent trade and technical literature; (3) an analysis of statistical data from government, trade associations, and industry; and (4) nonconfidential data from Kline's library and files.

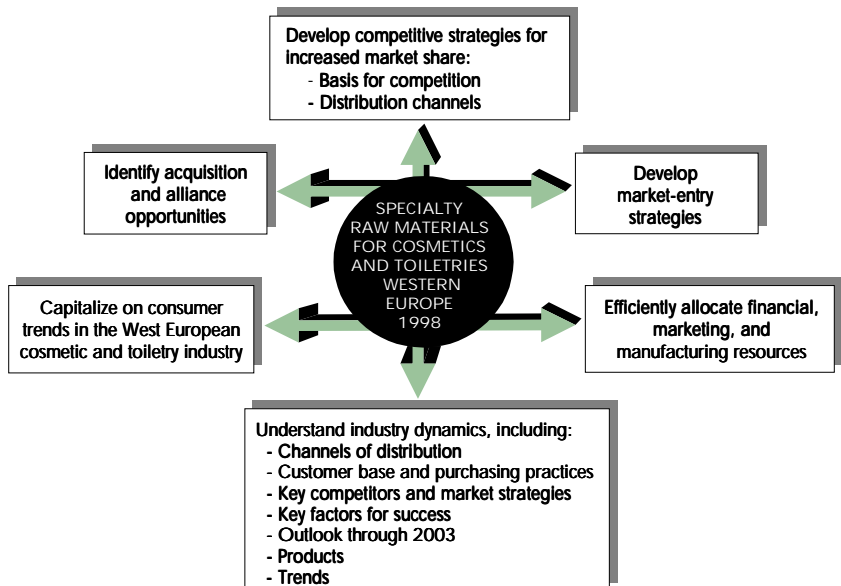
Kline's authoritative and real-world analysis, **SPECIALTY RAW MATERIALS FOR COSMETICS AND TOILETRIES WESTERN EUROPE 1998**, will provide an in-depth analysis of this very complex market and will serve as a critical reference source to answer the industry's most challenging questions. This analysis will provide the critical market and competitive intelligence necessary to formulate effective strategic and business plans, for suppliers that already participate in this market as well as those that are contemplating market entry. This foundation of information and insight will help facilitate the efficient allocation of financial, marketing, and manufacturing resources necessary for future business development, as shown in Figure 4.

RESEARCH METHODOLOGY

Kline's research approach places the greatest emphasis on primary research to ensure that the foundation of business intelligence and insight is

Figure 4

SPECIALTY RAW MATERIALS FOR COSMETICS AND TOILETRIES WESTERN EUROPE 1998 - STUDY VALUE TO SUBSCRIBERS



## SUBSCRIPTION TERMS AND PRIVILEGES

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**SPECIALTY RAW MATERIALS FOR COSMETICS AND TOILETRIES WESTERN EUROPE 1998** is available only by subscription. In order to maximize the usefulness to each subscriber, the following privileges and services will be made available:

- **One day of consultation with members of the survey team at Kline's offices in Little Falls, NJ, or Brussels, Belgium, to be used at the client's discretion within three months of receipt of the report**
- **Access to the original call reports (except where information was provided on a confidential basis)**
- **Three copies of the report**

Details regarding subscription options and rates are described in the attached subscription agreement. To subscribe now, please complete the enclosed subscription agreement and forward it to any of our offices. To obtain further information or more details regarding the study, or to arrange a meeting, please contact us at any of our global locations listed on the back cover.

## QUALIFICATIONS

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Established in 1959, Kline & Company is recognized around the world as one of the leading business consulting firms that specializes in the chemical industry. The company helps management solve practical problems in marketing strategies, acquisition and divestiture programs, and the appraisal of new technology. It provides clients with facts, forecasts, and recommended solutions to business problems, based solidly on the realities of the market as well as modern strategic principles.

The company is unique in its ability to leverage the skills and synergies of our global Specialty Chemicals and Consumer practices to conduct this assignment. The company has developed an in-depth expertise in specialty raw materials for cosmetic and toiletry applications as well as "downstream" formulated products by tracking and analyzing the business for more than 15 years.

**SPECIALTY RAW MATERIALS FOR COSMETICS AND TOILETRIES WESTERN EUROPE 1998** follows the success of **SPECIALTY RAW MATERIALS USA 1996** and

forms part of Kline's continuing global service analyzing the markets for specialty raw materials for cosmetic and toiletry applications. Subscribers will benefit from our past studies in this subject area, including such syndicated reports as:

- INDUSTRIAL THICKENERS
- INVESTMENT OPPORTUNITIES IN U.S. SPECIALTY CHEMICALS
  - BIOCIDES
  - COSMETIC ADDITIVES
  - SPECIALTY SURFACTANTS
  - THICKENERS
- SPECIALTY RAW MATERIALS FOR COSMETICS AND TOILETRIES USA 1996
- SPECIALTY SURFACTANTS
- COSMETICS & TOILETRIES USA CONTINUING SERVICE
- SALON HAIR CARE 1993
- DIRECTORY OF COSMETIC AND TOILETRY INGREDIENTS
- RETAIL ANALYSIS: WHERE AND HOW ARE BEAUTY PRODUCTS SOLD NOW AND THE FUTURE?
- PURCHASING CHANNELS FOR COSMETICS AND TOILETRIES

In addition to this substantial library, Kline & Company has been commissioned to perform many proprietary studies involving specialty cosmetic and toiletry raw materials, including:

- OPPORTUNITIES IN SPECIALTY SURFACTANTS
- COMMERCIAL DEVELOPMENT DETERMINATION OF A UV ABSORBER FOR COSMETIC AND TOILETRY APPLICATIONS
- OPPORTUNITY IDENTIFICATION FOR SYNTHETIC THICKENERS IN COSMETICS AND TOILETRIES
- ANALYSIS OF THE U.S. MARKET FOR COSMETIC CHEMICALS
- IMAGE ANALYSIS OF COMPANY A

# SUBSCRIPTION OPTIONS AND RATES

## PART 1

### SPECIALTY RAW MATERIALS FOR COSMETICS AND TOILETRIES WESTERN EUROPE 1998 SUBSCRIPTION OPTIONS AND RATES

Chapter	Title	\$ (U.S. funds)	Check here to indicate subscription preference
	<b>WHOLE STUDY</b>	24,500	<input type="checkbox"/>
3	Overview of the West European cosmetic and toiletry industry	<b>3,000</b>	<input type="checkbox"/>
	<b>PRODUCT CHAPTERS</b>		
4	Specialty surfactants	4,500	<input type="checkbox"/>
5	Silicones and polyquaterniums	6,000	<input type="checkbox"/>
6	Antimicrobials and antiperspirant actives	4,500	<input type="checkbox"/>
7	Cosmetic actives	4,000	<input type="checkbox"/>
8	Emollients	3,000	<input type="checkbox"/>
9	UV absorbers	5,000	<input type="checkbox"/>
10	Hair fixative polymers	4,000	<input type="checkbox"/>
11	Rheology control agents	5,000	<input type="checkbox"/>
12	Purchasing considerations	5,000	<input type="checkbox"/>
13	Channels of distribution	3,500	<input type="checkbox"/>
	<b>SUPPLIER PROFILES</b>		
14	Class A-a	2,000-b,c	<input type="checkbox"/>
15	Class B-a	750-b,c	<input type="checkbox"/>
<b>Total</b>			

(Please fill in total amount)

## PART 2

### COMPANIES PROFILED IN SPECIALTY RAW MATERIALS FOR COSMETICS AND TOILETRIES WESTERN EUROPE 1998

#### CLASS A

- Amerchol
- Aqualon
- BASF
- Bayer
- BFGoodrich
- Clariant
- Croda
- Dow Corning
- GE Bayer Silicones
- Goldschmidt
- Henkel (Cognis)
- ICI (including National Starch and Uniqema)
- ISP
- NIPA Laboratories
- Rhodia
- Roche

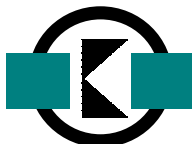
#### CLASS B

- Albright & Wilson
- algroup
- BK Guilini
- Calgon
- Ciba Specialties
- Gattefosse
- Merck
- Metsä Specialties
- Reheis
- Rheox
- Seppic
- sunSmart
- 3V Sigma
- Wacker
- Witco Silicones
- Zschimmer & Schwarz

a- See PART 2 for listing of individual companies.

b- See attached listing.

c- Please check selection in PART 2.







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