

COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

WWW.COSSMA.COM

GO FUTURE: HAIR CARE

Biodegradability –
a must-have

SPOTLIGHT: FORMULATIONS

The most innovative formulation
concepts at a glance



Remo Bernardi, Dr Vera
Maienschein, Dr Isabelle Stussi,
Impag

“100 YEARS OF SPECIALISED SERVICES”

VIP of the Month

DR ADOLF KLENK

Dr Kurt Wolff

Alpecin's well-known
effects of caffeine
and further
innovative
product concepts





FORWARD THINKING FOR 100 YEARS

Interview | Remo Bernardi, Dr Vera Maienschein and Dr Isabelle Stussi explain the challenges involved in the past 100 years of transforming a small trading company into a very specialised service provider.

» **Interview with:**
Remo Bernardi, CEO, Impag Group, Zürich, Switzerland, Dr Vera Maienschein, Managing Director, Impag Germany, Offenbach Germany, Dr Isabelle Stussi, Managing Director Impag France, Nancy, France
www.impag.com, www.clixperience.ch



“IMPAG HAS POSITIONED ITSELF AS A WELL-KNOWN, INTERNATIONALLY ACTIVE RAW MATERIAL AND SOLUTION PROVIDER”

Remo Bernardi, CEO, Impag Group

COSSMA: This year, Impag is celebrating its 100th anniversary. How did it all begin?

Remo Bernardi, CEO, Impag Group (RB): It was in 1919, and the circumstances were quite special. After World War I, it was not only very difficult but also expensive to procure chemical raw materials from overseas. This is why a number of textile companies decided to organise themselves by establishing the import company **Impag** in 1919. Now, one hundred years later, this small trading company has turned into a very specialised service provider. Today, we focus on our core competencies in personal care, nutrition and health, and chemicals.

What have been major milestones in the course of the past 100 years?

RB: It is fascinating to look back and see how these hundred years have been characterised by both continuity and development. Over the years, our company has opened up new markets, expanded its product portfolio, and extended its services, and thus positioned itself as a well-known, internationally active raw material and solution provider.

When did you join the company and what have been your major achievements?

RB: My journey with **Impag** began in October 1993, more than 25 years ago. I have now spent half my life with the company. This time has shaped me considerably. It has been demanding but also very rewarding. I took the former CEO's promise to heart that I had the opportunity to make a real difference to the company.

I had the chance to create and to change, to make mistakes and to learn. This has always been our philosophy, and this is what we still continue to refine today. We put everything into giving creative, dedicated and passionate employees the creative freedom and the conditions they need to be successful.

What have been major challenges working as CEO of Impag Group?

RB: The continuous growth of our company has forced us to continually rethink and adapt our structures, processes, communication channels, and IT technologies. The change is more than just technological and, most of all, it constantly keeps our employees feeling compelled to adapt their way of thinking. The team has to remain open to new processes and modern forms of communication, both internal and external. Helping the employees along this path, employing and promoting them according to their skills, is one of the greatest challenges in my ex-

perience. I consider corporate values, team spirit, and cultivating the corporate culture to be crucial for achieving this task.

What is your company's strategy for the future, in particular for personal care and home care?

RB: For us, increasing innovative power is key to ensuring our company's future viability in the digital age. The changes in the economy and the globalisation, in particular along with all the advancements in digital technologies, require continually redeveloping our business models and services so that we can continue offering our customers solutions with added value.

We started up **Innovendo Lifestyle Technology** in 2016, for example, to support the development of innovative projects such as **Clixperience** at www.clixperience.ch.

This has opened up opportunities for creating new concepts and products with synergies to our existing fields of activity. ▶



Impag has opened up new markets, expanded its product portfolio, and extended its services



Clixperience is a two-chamber capsule for new concepts and products

What, according to you, are the most significant trends in personal care at the moment and why?

Dr Vera Maienschein, Managing Director, Impag Germany: The megatrend **Conscious Lifestyle** has reached the cosmetics industry. Consumers choose their products according to the motto **Be more conscious with your beauty products**. **Conscious Beauty** means that the main focus of the purchase decision is no longer how a product works. The product must be developed and produced in harmony with the environment and in consideration to social and ethical responsibility. A conscious purchase of cosmetic products includes health and environmental awareness, as well as the complete renunciation of animal testing with well-known ethical claims such as **cruelty-free** and **vegan** products. The increasingly popular **vegan** claim is often combined with the claims **organic** and **free from**. The list of raw materials which are no longer popular gets longer and longer. Currently, the **sulphate-free** label is gaining momentum in Europe and the latest trend is free-of-water cosmetics. In cosmetics, this trend can be also summarised by the keyword

A small trading company turned into a **very specialised service provider**

Increasing **innovative power** is key to ensuring Impag's future viability in the digital age

CLIXPERIENCE opens up opportunities for **creating new concepts and products**

Clean Beauty, but here there is plenty of scope for interpretation. The trend towards **sustainability** is gaining momentum. Environmental awareness in the purchase of beauty products, often called eco-consciousness, involves the products' origins, the processing of the raw materials as well as the packaging material. The **Roundtable on Sustainable Palm Oil (RSPO)** has become established as the certification standard for palm-derived cosmetic raw materials. The use of by-products from the food industry, according to the motto **too good to waste**, is booming. When raw materials are developed based on the traditional knowledge and local availability of plants, end-consumers expect that the ethical and social commitment of the raw material manufacturers are ensured and well-documented.

What has been your latest innovation in facial care and what makes it so innovative?

RB: When we founded **Innovendo Lifestyle Technology** in 2016, we entered a new field of business and launched the new technology **Clixperience** to keep up with the fast pace of the personal care market. It is a unique carrier system for liquid personal care formulations, and it only takes one click to activate the ready-to-use sheet for all imaginable applications, such as face and eye sheet masks, make-up removers, cleansing care products, and more. There are two aspects that make this innovation unique: one is the choice of textile technology for the cloth used in **Clixperience**; the other is the development of formulations by our Application Laboratory. We make full use of our extensive range of functional raw materials and active ingredients and promote our raw material customers into **Clixperience** distribution partners. In this way, we offer fully developed ready-to-use products for which the customer

only needs to design the label and secondary packaging.

What are the main challenges in the field of distribution and how do you overcome them?

Dr Isabelle Stussi, Managing Director, Impag France: I see future challenges in the accelerating change in market conditions and unforeseeable influences. In order to maintain our strong position despite these changes, we offer our business partners added value in the form of technical expertise, concept solutions, regulatory support and innovation transfer, which brings us as close to the market as possible. Also challenging is the growing digital capabilities which increase market transparency as well as the demands on distributors. Various IT solutions are being developed on the part of raw material manufacturers, logistics and production companies. The distributor, as an interface in the supply chain, often has to adapt to these digital conditions again and again. Therefore, a constant investment in the IT area is of decisive importance.

What makes you particularly proud when looking back?

RB: 100 years is a number to be proud of! In all this time, our company has stood for its willingness to evaluate and redefine itself continually. We always look for the opportunities in technological change and in the challenging demands of future generations. Even in today's age of digitalisation, we place our focus on the people, and thus on the proximity to employees and business partners. The resulting relationship of trust makes a joint and successful development possible **together unique**. To accompany an extraordinary team, to feel passion, to experience creativity and to be successful together is a privilege. □