

Formulation costs

Formulation costs for personal care products vary greatly, even among brands that compete price-wise and for performance, according to "Personal Care Products: Ingredient Review and Consumption," a report by Colin A. Houston & Associates (CAHA). CAHA found the greatest variation in formulation costs among styling aids such as hair spray, mousse, creams and gels, for which material costs can vary by a factor of almost 20.

The study covers 394 formulations and more than 700 specific materials; it also profiles 25 personal care product producers and outlines sales for 24 major suppliers of formulation materials. Because there is so much pressure to launch new products or new versions of products, differentiation is critical, Joel Houston, project leader for the report, said. "Improved performance claims are at the heart of today's marketing plans. Hence, producers are increasingly dependent on ingredient suppliers who must regularly develop chemicals that will accomplish new or better results in formulations."

Vista sales report

Surfactants and specialties contributed the majority of revenues and earnings for Vista Chemical Co. in its first three years, according to John D. Burns, company chairman, president and chief executive officer.

Burns, who spoke before the New York Society of Security Analysts in New York, noted that in fiscal 1988, surfactants and specialties contributed \$356.4 million in net sales and \$103.5 million in income from operations—nearly half of company revenues and earnings for the year. He credited steady growth in the use of laundry liquids, movement towards higher-performance detergents and lower-phosphate formulations for an increase in demand for Vista's surfactants and specialties product line.

Monomers and polymers repre-

sented \$425 million in net sales and \$111.9 million in income from operations during 1988.

Meanwhile, Vista has announced plans to expand and modernize its Lake Charles, Louisiana, ethylene production facility. The expansion will add about 300 million pounds of capacity per year, bringing total annual capacity to one billion pounds. The ethylene produced will be used in the production of alcohols used in personal care products, detergents, lubricants and plasticizers.

News briefs

The Procter & Gamble Co. has announced it will form a joint venture with STC Corp. through which it will market its products in the Republic of Korea. The venture is subject to approval by the Korean government. STC Corp. is headquartered in Seoul.

Minnetonka Corp. has signed an agreement to purchase the "Vita-bath" product line from subsidiaries of Quintessence Cosmetics USA Inc. The bath product line, marketed domestically and internationally, includes fragranced bubble bath and jellies.

Michael D. Lario has been named business manager for household, industrial and institutional products for Alcolac. Also, Andrew P. Banham has been appointed business manager for the company's personal care surfactants.

Daniel T. Berigan has been named a Midwest sales representative for Stepan Co.

John Neibaur and Scott Hudnall have been named product managers at PPG-Mazer, a division of PPG Industries' Chemical Group. Matt Napoli has been promoted to the position of product manager for silicones.

Kao Corp. of America (KCOA), a subsidiary of Japan's Kao Corp., has been reorganized in preparation for sales of cosmetic and toi-

lety products in the U.S. Although initial sales will be of products imported from Japan, KCOA eventually will manufacture products in the U.S.

Ronald H. Yocum has been elected vice president of Quantum Chemical Corp. and president of the company's USI Division. He replaces James F. Schorr, who has chosen early retirement. Dave Bigner has been appointed oleochemicals marketing manager for Quantum Chemical's Emery Division.

Harold P. Wulff, president of Henkel Corp., has been named to the additional post of chief executive officer of the U.S. subsidiary of the Henkel Group of West Germany. All units of Henkel Corp. now report to him. Meanwhile, Henkel KGaA has received a Philippine Galleon Award for that country's coconut products sector. Henkel was cited for being the country's largest single buyer of coconut oil, fatty acids and fatty alcohol.

Yoshikawa Oil and Fat Co. of Japan has developed technology for producing cholesteric liquid crystals, used in cosmetics and sensors. The new technology involves synthesizing cholesteric liquid crystal under room temperature and atmospheric pressure to yield a colorless product. The system is in place at Yoshikawa's Hyogo factory.

International Bio-Synthetics (IBIS) Inc. of Charlotte, North Carolina, has published a guide on the use of enzymes in laundry detergents. The report, "Enzyme Products for the Detergent Industry," discusses product applications of detergent enzymes for consumer, industrial and institutional markets. In addition, the guide details the structure, manufacture and history of enzymes in the detergent industry. Suggested products incorporating detergent enzymes include heavy-duty powder detergents, heavy-duty liquid detergents, all fabric bleaches, pre-spot stain removers and automatic dishwasher detergents.