

ALCONOX®

IS USED IN MANY WAYS
EVEN WE DIDN'T KNOW ABOUT.



We were not surprised when you advised us of the many ways in which you are now using ALCONOX® detergents. We now know ALCONOX detergents are superior detergents for use in critical cleaning procedures in the optical, chemical, food processing, and other industries; as well as hospitals, all types of laboratories, ecological research, and for radio-active decontamination. Now we know more about how ALCONOX detergents are being used. We'd like you to try them for yourself. ALCONOX detergents are available through Laboratory Supply dealers. Send now for literature and free samples. See for yourself how satisfied you will be.



ALCONOX®

The universally used anionic powder detergent for manual and ultrasonic cleaning.

LIQUI-NOX®

Phosphate-free anionic and non-ionic liquid detergent for manual and ultrasonic cleaning. ALCONOX efficiency in liquid form.



TERG-A-ZYME®

Same cleaning power as powdered ALCONOX with the addition of protease enzyme to produce enzyme action for digesting proteinaceous soils. Cleaning in place detergent in reverse osmosis equipment.

ALCOJET®

Non-ionic powder detergent for use in mechanical washers. Effective in removing difficult soils, grime, and stains. Minimum foaming action.



ALCONOX, INC.

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Industry News

Cosmetic forecast for Western Europe

Cosmetics and toiletries should have limited growth in Western Europe over the 10-year period ending 1989, according to a study by Frost & Sullivan, Inc. Expressed in 1979 constant dollars, sales in eight EEC countries are forecast to rise from \$6.67 billion in 1979 to \$8.48 billion by 1989. The report forecasts that growth will be the strongest in France, where sales will rise from \$1.7 billion to \$2.39 billion, and in West Germany with increases from \$2.7 billion to \$3.61 billion.

An increase from \$880.7 million to \$980 million is forecast for the United Kingdom; from \$187.4 million to \$206.2 million for The Netherlands; an increase from \$840.1 million to \$910 million for Italy; an increase from \$41.9 million to \$45.2 million for Denmark; and an increase from \$317.1 million to \$325.8 million for Belgium.

In Western Europe, West Germany accounts for 35.6% of overall sales on a 23.7% share of population in 1978, the report notes.

Consumers may shift to more competitively priced products, particularly in nations experiencing severe inflation. The study also projects a faster rate of growth for men's toiletries than other market sectors over the 1979-89 period. No dramatic surge is anticipated for the already healthy toothpaste and shampoo/hair care sectors; hair sprays will probably follow the same limited growth trend.

Continuing shifts in retail distribution also are anticipated. In addition to drug stores and specialty perfumery shops, cosmetics are being sold in department stores, variety shops and supermarkets. Door-to-door and mail-order sales have added to the competitive climate. □

McCutcheon's directories published

The 1980 editions McCutcheon's *Detergents and Emulsifiers/North American Edition*, *Detergents and Emulsifiers/International Edition* and *Functional Materials*, are now available.

Detergents and Emulsifiers/North American Edition describes over 4,000 surfactant materials by trade name, identity, manufacturer, concentration, type and HLB Index and application, from more than 350 surfactant manufacturers. The international edition lists the same information for materials manufactured outside the U.S. and Canada. *Functional Materials* lists information on products which serve such functions as antimicrobials, antioxidants, chelating agents, conditioners, corrosion inhibitors, defoamers, dispersants, emollients, fungicides, lubricants, solvents and thickeners.

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