

Toiletries & Cosmetics

Skin Care.....or Lack Thereof

by Ayesha Fariha

THE leading fashion magazines such as Vogue, Harper's Bazaar, and Cosmopolitan carry the glossy advertisements of the world famous cosmetic companies such as Lancome, Chanel, Guerlain, Shiseido, etc. These companies launch products that carry names such as "Refining Complex", "Corrective Complex", "Age Defying", and skin care treatment they believe is the key to looking good.

The average Bangladeshi woman, who can afford to, wants to look good as well, but unfortunately popular culture dictates that she be more concerned about the colour of her complexion, than the texture of her skin. Women flock to the beauty parlours to bleach their skin — mostly the face and the arms. Some use lighter shades of face powder and liquid foundation to create the illusion of being fair. They do not realise that excessive bleaching and improper use of make-up irri-

the expansion into the more sophisticated products. To create a market the first step is to spread awareness among the consumers that skin is very sensitive and that each person has a unique skin type; what follows is that each woman will therefore have to apply the treatment best suited to her own skin type, and not emulate others' standards and techniques. Perhaps the cosmetic companies ought to divert more resources towards dermatological research and training, followed by aggressive campaigns to combat the existing cultural misconceptions and skin care malpractices.

Essentials of Subtle Make-up

by Fayza Haq

GOOD make-up is something that makes you feel good at parties, at work, while going out for shopping or the theatre or even to be at home. Make-up is an art all women can learn with little time and trouble. What is more, it is a most rewarding accomplishment — to be able to make yourself younger, prettier and more glowing — all in the span of ten minutes or so.

The art of make-up consists of buying cosmetics wisely and using them well. There are seven separate cosmetics needed for a full dress make-up. Many of these will last you for months, some can be replaced

in refill forms to save expenses. If you are not absolutely sure of colours or textures buy tiny sizes to begin with and do not hesitate to ask the girl or man behind the beauty counter. The list to make is: foundation, powder, lipstick, rouge, eye shadow, mascara and eyebrow pencil.

FOUNDATIONS: The liquid foundations are good and spread easily. Creams give a little more coverage. If you have an extra dry skin use an invisible moisturiser beneath the tinted foundation.

POWDER: This also should be bought to match your skin tone. If you have already chosen to use a tinted foundation, have powder in the same shade. If there is any discrepancy between the powder and foundation shades, the powder should be in the lighter tone. Buy your powder in the same make as your base if you can.

LIPSTICK: Here again there are two choices to make — colour and texture. Many women go only for the right shade and forget to decide whether they like a more creamy lipstick or a drier, more lasting kind.

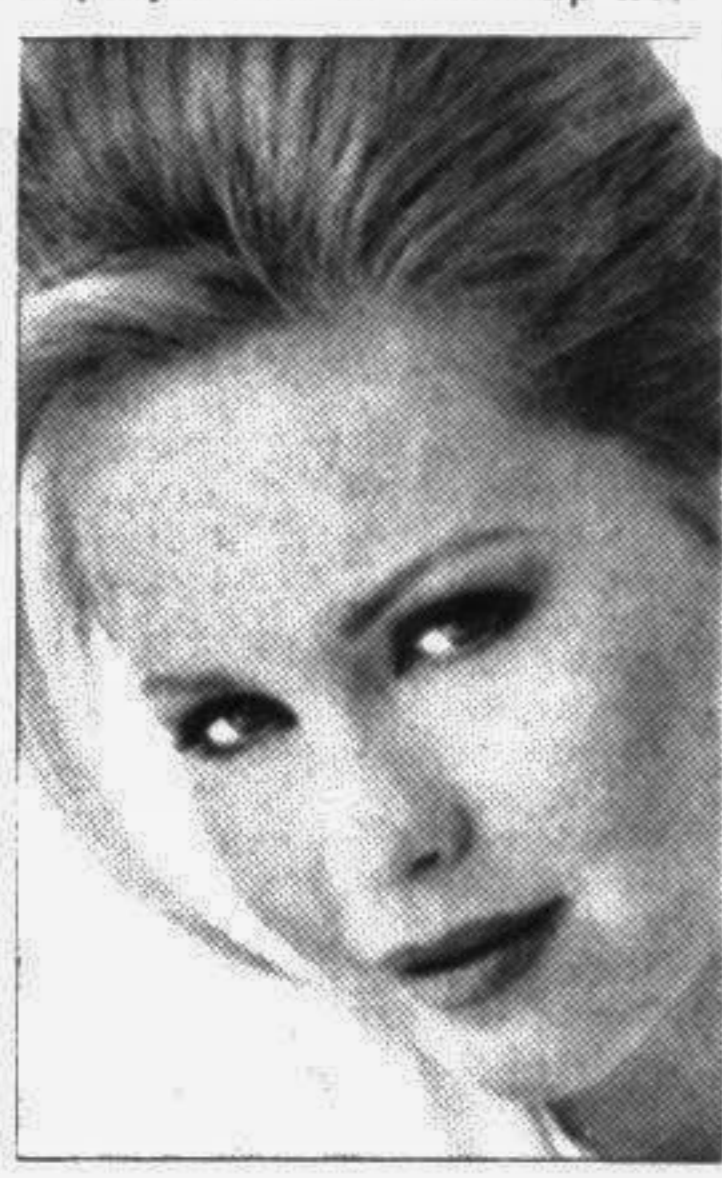
As regards colour — do have more than one at a time. You will need at least a blue-pink or blue-red to wear with blues, pinks and grays, and a more coral tone to blend with yellows, browns and greens. If you are wearing red, try to match

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"Protective Recovery". Further, the products are defined as being the "ultimate", "dramatically different", "advanced" and "enriched".

Gone are the days when a cosmetic company would manufacture a product that would merely add colour to the face. Dermatologists and cosmetic scientists now work together to create make-up that has the multiple functions of highlighting the features, hiding the flaws and the marks, moisturising, and improving the texture of the skin. Advertising accounts for upto 80 per cent of the retail price of such cosmetics, as the market is highly competitive, and women all over the world continue to patronise this industry. Proper



tate the lining of the skin and cause it to break out. Most parlours do not offer proper skin care advice, much less treatment, because they are simply money making enterprises, owned and run by women who know nothing of dermatology. They want to capitalise on the clients' desire to be "forsha". Everyone receives the standard facial and the standard make-up session regardless of her skin type. The girls who work in these parlours are not properly trained, and they have little sense of hygiene, professionalism, and oftentimes their attitude borders on the callous — all factors that can cause serious damage to the skin. Those who do believe in proper skin care often indulge in the natural and herbal products — up-

Toiletries and Cosmetics Companies Talk to The Daily Star

The Daily Star Asked six questions to some of the esteemed toiletries and cosmetics manufacturers.

Questionnaire

1. How do you view the market for toiletries and cosmetics in Bangladesh?
2. What are the major products of your company which are manufactured and marketed?
3. If yours is a foreign company, what are the major range of products you have chosen to produce locally against your whole range of items. What are the reasons for not manufacturing or marketing some of the other items?
4. How do you foresee the growth potential of the toiletries and cosmetics industry in the Bangladesh market?
5. What problems are being encountered by your company in the manufacturing and marketing of your products?
6. Please describe your company and its activities within 100 words.

The valued replies of two of them, among others, follow:

Mousumi Industries Ltd



Kazi Mahtab Uddin Ahmed
Chairman & Managing Director

1. Man is born beautiful. It is intuitive of every human being, specially the women folk, to preserve, maintain and ensure the beauty one inherits from nature. And her pursuit for wearing the look of a paragon of beauty is endless. Cosmetics and Toiletries are the real answer and people of Bangladesh though living in penury do not lag behind in this respect. Establishment and operation of several national cosmetics industries are vibrant proof of a faster growing market in Bangladesh.

try into Bangladesh. Therefore protection of this industry is a necessity of the moment.

Born in 1972 as a wee household factory in the owner's paternal house at Dhaka with its first cosmetics under brand name "LABONI", the industry journeyed advancingly till 1984, when it was registered as a private limited company with Late Kazi Ashraf Ud-



din Ahmed as the founder Managing Director, Kazi Mahtab Uddin Ahmed as Chairman, Kazi Moin Uddin Ahmed and Kazi Rajib Uddin as Directors. The four brothers — also directors — relentlessly worked behind the project. The

Square Toiletries Ltd



Anjan Chowdhury Pintu
Managing Director

1. Toiletries and Cosmetics market in Bangladesh is very promising. People are getting very quality conscious day by day and their taste is also improving.

odorant Powder, Meril Sandal Talc, Meril Impel Shampoo, Meril Protein Shampoo, Meril Select Shampoo, Meril Spring Rain Shampoo, Kool Shaving Cream, White Plus Toothpaste, Meril Freshgel Toothpaste, Jui Coconut Oil, Jui Perfumed Coconut Oil, Jui Hair Care Oil, Senora Sanitary Napkin (Belt & Panty), SHE Sanitary Napkin (Belt & Panty). Under the baby category items we have Meril Baby Lotion, Meril Baby Oil, Meril Baby Powder, Meril Baby Shampoo, Baby Care Kit.

4. As an emerging market, personal incomes and expenditures in Bangladesh is going



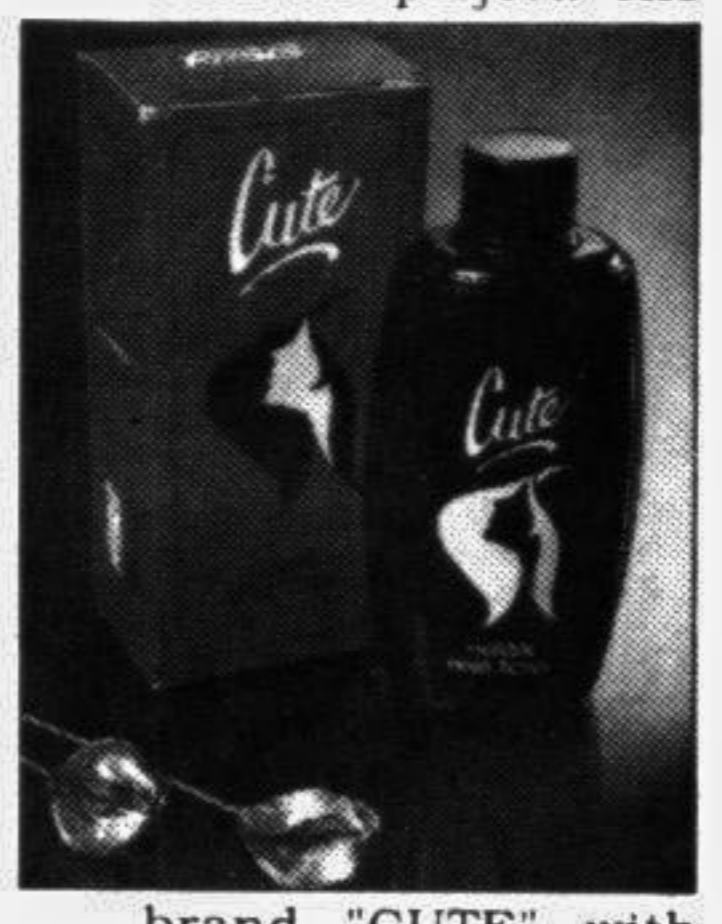
ক্লোজ-আপ

হাসি সবাই
নানা রং-এর
নানা
হাসি
ক্লোজ-আপ আছে
তোমার আমার....
তাই ধাপখুলে
হাসতে এতো ভালোবাসি

হাসির কি?
হাসি কেন আমি তা জানি
ক্লোজ-আপ, ক্লোজ-আপ
হাসছে সবাই

না না রং এর না না হাসি

2. Our major products under the brand names "LABONI and CUTE" are: a) Talcum Powder, b) Baby Talc, c) Facial Creams, d) Shampoos for general Hair Care e) Shampoo for Dandruff treatment, f) Nail Polish, g) After Shave Lotion, h) Coconut Hair Oil, i) Gel, Fluoride and Smoker Toothpaste, j) Perfumes, k) Attar. The above products which are of several categories are also now going abroad.
3. Not applicable, because we are a national industry.
4. Though the industries are engaged in manufacturing standard quality cosmetics to fulfil the local demand, they are still to activate themselves into making cosmetics of such qualities as can respond to the taste of the highly developed countries. Apart from this, Bangladeshi cosmetics are well in a position to capture markets in Africa and Europe. Therefore potentiality is great.
5. While the whole economy of the country is problem-ridden, cosmetics industries are not any exception. As a growing industrial sector, cosmetics industries have not yet been given any preferential treatment by the government. Therefore they have to face uneven competition with foreign cosmetics companies, whose manufactures are having an unbreedled en-



brand "CUTE" with standard cosmetics came out in 1982. The company now under its own factory building at Cute Palli, Sonargaon, Narayanganj, houses not only the Cosmetics industry, but also its Plastic industry. The Com-



pany widened its market not only upto the nooks and corners of the country, but also to the countries like Bhutan, Sri Lanka, Oman, Saudi Arabia and Kenya with further prospects in CIS and other African countries.



to the outside world through satellite television is another reason behind the consumption pattern. As the majority of our consumers can not afford foreign products they show their interest in the local products. So, day by day demand for these products is increasing. But still now there are very few companies who are playing in the market and trying to supply quality product. There is a large number of toiletries and cosmetics companies whose products are not up to the mark and there is no standard policy to prevent them from supplying low quality product. Sometimes these products ever appear to be very harmful for our skin, hair and other parts of our body. Except for a few companies, professionalism is yet to come and there is no effort to develop the market by introducing new concept and new ideas. As long as there is no standard policy to check the quality of the toiletries like pharmaceuticals has, the total improvement in this sector is not possible. If all the local companies are legally bound to manufacture quality product then the future is very bright for Toiletries and Cosmetics in our country and people from every income class will be more than happy to consume local toiletry product.

2. So far we have marketed 27 products. These are Meril Petroleum Jelly, Winter Guard Lippel, Meril Fairtone Cream, Grace Moisturizing Cream, Meril Cold Cream, Meril Vanishing Cream, Meril Body Lotion, Meril Talcum Powder, Meril Prickly Heat Powder, Meril De-

up. There is a remarkable change in the social infrastructure and percentage of female professionals in every stage of public and private sector is increasing. So, consumption of Toiletries and Cosmetics keeps on going



up. The Toiletries and Cosmetics industries will see a faster growth in coming years. Last year our company achieve 59 per cent growth. Which indicates impressive national growth of toiletries and cosmetics industry.

5. There is no local company to produce basic



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