


Product Brief		
Product: PERSONAL CARE	Document Number:	
Document Revision:	Issue/Revision Date: 26 MARCH 2019	
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SECTOR	PERSONAL CARE																																
SUBSECTOR:	Color Cosmetics/ Beauty or Make-Up, Grooming Accessories, Deodorants, Haircare, Oral Care, Fragrances/Perfume/Scent																																
DESCRIPTION:	<p>With the Philippine Food and Drug Administration (FDA), “Cosmetics means any substance or preparation intended to be placed in contact with the various external parts of the human body or with the teeth and the mucous membranes of the oral cavity, with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and for correcting body odor, and for protecting the body or keeping them in good condition.” Cosmetics then mean more than the make-up we know like lipstick, eyeshadows, mascara, cheek colors. It now covers the care for the head (hair, teeth, face), skin, nails, smell of a person plus the natural and chemical compounds that comprise these products. Cosmetics go hand in hand with the personal care industry thus their statistics always include one with the other.</p> <p>A lot of Philippine consumers seek multi-benefits in one product as a means of being able to get the most value for money, or for practicality. In 2015, a lot beauty and personal care products incorporated benefits such as anti-ageing, SPF, easier application and whitening. All of these benefits made consumers more interested as these features aligned with the health-centred lifestyle of Filipinos.(Euromonitor International 2017)</p> <p>PSCC Covered based on PSA processed by EMB: Chapter 33-34, 82, 85, 96</p>																																
Total Philippine Exports ¹ (FOB Value in US Dollars)	<table><tr><th>Sector</th><th>2017</th><th>2018</th><th>% Change</th><th>CAGR 2014-2018</th></tr><tr><td>Personal Care</td><td>127,486,937</td><td>89,257,228</td><td>-29.99%</td><td>-15.36</td></tr></table>					Sector	2017	2018	% Change	CAGR 2014-2018	Personal Care	127,486,937	89,257,228	-29.99%	-15.36																		
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Major Exporters, FY 2018	Unilever Philippines (PRC), Inc. Arie Cebu Cosmetics Corporation Avon Products Manufacturing, Inc. RDL Pharmaceutical Laboratories Procter & Gable Philippines, Inc. Johnson & Johnson Pte. Ltd																																

¹ Source: Philippine Statistics Authority (PSA) and processed by DTI-EMB

Known Brands (Local)	INDUSTRY PLAYERS OF PHILIPPINE PERSONAL CARE PRODUCTS	
	COMPANY NAME	BRAND
	Avon Products Manufacturing, Inc.*	Avon
	Splash Corporation*	SkinWhite, Maxipeel, Kolours, Vitress
	SCC Innovasia, Inc. *	Johnson & Johnson, Intelligent Skin Care, Inc. (Belo Essentials), and Lamoian Corporation
	Gandang Kalikasan, Inc. *	Human Nature
	Skin Sciences Laboratory, Inc. *	VMV Hypoallergenics, Inc., Sanofi, Tupperware, Unilab, Splash
	Uniliver Philippines, Inc. *	Safeguard, Pantene, Olay, Oral-B, Head & Shoulders, Rejoice, Zest
	Johnson & Johnson*	Johnson's, Listerine, Bactidol, Modess, Carefree
	Innovitelle, Inc.	Asian Secrets, Celeteque, Myra
	Cosmetique Asia Corporation	Silka, Juicy Cologne, Biogenic, Bambini, Hairworks, Define Haircare, Raven Hairspray, H2O Molecule Hydro Gel
	Vibelle Manufacturing Corporation	Caronia, Jergens
	RDL Pharmaceutical Laboratory, Inc.	RDL
	The Rogemson Company	Biogenic, Hydrogel, Hairworks
	Metrolab Industries, Inc.	Block and White
	Lamoian Corporation	Toothpaste (Hapee, Gumtect, Kutitap), Daz Dishwashing Paste, Licealiz
Brands Produced in Philippines	Pili Ani, VMV, Oryspa, Arie (Japan), Unilever, Avon, RDL, P&G, Johnson & Johnson	