

INTERVIEW

between Euro Cosmetics Magazine
and Vaios Barlas, Head of Global Competence Center Personal Care,
CLARIANT



Vaios Barlas

EC:

Mr. Barlas, Clariant has recently announced your new Global Competence Center (gCCH) in Brazil. Could you briefly tell us why you chose to build this Center for haircare in Brazil?

Vaios Barlas:

Building a dedicated global competence center for haircare is an exciting step which will really strengthen our presence among the global haircare community. By placing it in Brazil, we move our innovation capabilities closer to this important market and to the customers already present in the region. Brazil is a vibrant place to be and we are looking forward to extending the network we have already established with local partners, universities and institutes.

Brazil is one of the biggest and most exciting markets for haircare and shows immense potential. This is because Brazil is a melting pot of indigenous, European, Asian and African hair types, so all eight different hair types are present in Brazil. The country also stands out for its widespread adoption of hair treatments: the average Brazilian woman has eight haircare products for her daily use. In fact, 20% of global growth in hair care products is currently driven by Brazil.

Choosing Sao Paulo as the location for our global haircare activities means moving innovation closer to our consumers and our customers and strengthening our presence in the world's fastest-growing haircare market. The proximity to the Brazilian market and to established key accounts in the region

will allow for better understanding of their requirements and accelerate innovation efforts aimed at delivering tailored solutions. Also, Brazil hosts some of the leading research institutes in haircare and other global players in the industry.

EC:

What exactly is the function of this global competence center?



Vaios Barlas:

As it is a global center, its scope will be clearly beyond Latin America. The gCCH will take the global lead for innovation projects that can help formulators address both their own product development needs and the changing hair care trends of consumers. To do this successfully, our team will connect with all key customers across the globe, run ideation workshops with them, carefully analyze consumers' unresolved hair issues, and develop tailored solutions.

The new Global Competence Center Haircare will house a team of Clariant haircare professionals and application and formulation labs to develop innovative products and solutions. The Center also draws from our worldwide network of marketing, application and technology experts.

EC:

Could you please describe the premises? Would you kindly share your vision of what the team working there has been empowered to accomplish?

Vaios Barlas:

The Global Competence Center Haircare houses a team of Clariant haircare professionals, application and formulation labs, and meeting spaces on a 240sqm premises. It acts as a hub for leading global innovation projects that can help formulators address both their own product development needs and the changing haircare trends of consumers. With a network of collaborations, research partners and its own state of the art laboratories, Clariant is positioned as a key supplier for haircare cosmetics manufacturers worldwide.

Thank you for speaking with us.

ABOUT

VAIOS BARLAS, HEAD OF COMPETENCE CENTER PERSONAL CARE

is working at Clariant since August 1996 when he started as Head of Division Masterbatches and Pigments & Additives in Greece. After various different positions within the company, among them CEO Clariant Hellas and later of CRM International in France, he is now the Head of Global Competence Center Personal Care for BU Industrial Consumer Specialties since May 2015. He is located in Frankfurt.

At the beginning of his career, Vaios worked as a Technical Sales representative and Product Manager for BU Food Additives at Moscholos Chemichals SA. In 1995, he joined the BU Kunststoffe and Technische Kunststoffe at Hoechst Hellas SA as a Technical Sales representative.

Vaios Barlas is a Chemical Engineer and holds a Master of Business Administration from the Henley Business School.