

Patent Technology Mapping for the Personal Care Market 2008

Available 4th Quarter 2008

Regional Coverage

United States

Europe

A comprehensive database of the European and U.S. patent applications for the personal care market that will include the ability to search by applications, claims, functionality/chemistry, assignee names, and authors' names. The service, which will be updated monthly, will provide:

- Tools to "technology-map" the personal care market space over time in order to enhance decision making
- A view of what products might be introduced in the next five years by personal care manufacturers and raw material suppliers
- Information on where key competitors and/or clients are spending their R&D budgets
- A quick and easy method to find patents of interest
- The ability to evaluate the trends for each product category
- A source of intelligence on which applications, claims, and functionalities are being focused on across the personal care market space
- A means for R&D managers and sales organizations to easily check the patent activity of key clients
- The ability to observe which raw materials are "hot" before the formulated products hit the market
- An enhanced view of potential acquisition targets or technology targets

Database Features

Patent Technology Mapping Database for the Personal Care Market 2008 will provide a monthly update of European and U.S. patent applications and will allow the user to search via multiple categories to obtain focused information or industry-wide results. Tools will also be provided to allow for further analysis of the data by industry, company, category, and even by raw material. For example, search results could provide a breakdown of the number of patent applications published for leave-on hair conditioning applications in percentage of quats or percentage of polymers.

The database will be updated each month as patent applications are filed and will include a detailed breakdown of applications, claims and functionalities/chemistries as indicated on the following page.

Functionality and Benefits

This database will serve as an excellent resource for manufacturers and marketers of finished cosmetics and toiletries products, raw material suppliers, and others in the personal care supply chain to build solid strategic plans and respond to competitive forces, emerging technologies, and evolving market needs. Specifically, this database will assist subscribers by providing:

- A view of what products might be introduced in the next five years by personal care manufacturers and raw material suppliers
- Enhancement of internal decision-making skills based on technology mapping tools
- A quick means to find patents of interest
- Time-savings for R&D managers and sales organizations through the ability to easily check the patent activity of key clients
- An evaluation of the trends for each product category
- Early knowledge of "hot" raw materials before the formulated products hit the market
- Identification of potential acquisition targets or technology targets
- The ability to track the patent activity of key raw materials, key suppliers, or application areas of interest

Tentative Scope of Database

APPLICATIONS

- Rinse-off hair care
 - Conditioners
 - Hair colorants
 - Shampoos
 - Other
- Leave-on hair care
 - Hair styling products and sprays
 - Hair treatments and conditioners
 - Other
- Rinse-off skin care
 - Baby care products
 - Bath products
 - Body washes
 - Depilatories
 - Facial cleansers
 - Shaving products
 - Other
- Leave-on skin care
 - Anti-aging products
 - Baby care products
 - Deodorants and antiperspirants
 - Facial treatments
 - Hand and body treatments
 - Self-tanning products
 - Skin lightening products
 - Sun protection products
 - Other
- Oral care
 - Mouthwashes
 - Teeth-whitening products
 - Toothpastes
 - Other
- Color cosmetics
 - Body makeup
 - Eye makeup
 - Face makeup
 - Lipsticks and lip glosses
 - Nail polishes
 - Other
- Fragrances

CLAIMS

- Product
 - Anti-acne
 - Anti-aging
 - Anti-cavity
 - Anti-cellulite
 - Anti-oxidant
 - Breath freshening
 - Conditioning
 - Ethnic
 - Hair growth
 - Hair removal
 - Moisturization
 - Natural
 - Renewable/sustainable
 - Skin lightening
 - Teeth whitening
 - Other
- Process
- Packaging

FUNCTIONALITY/CHEMISTRY

Kline is tentatively planning to track approximately 200 different chemicals commonly used in the personal care industry under the following categories:

- Actives
- Antimicrobials (preservative, bacteriostats, anti-dandruff)
- Colors
- Conditioning
- Delivery
- Emollients
- Emulsifiers/solubilizers
- Film formers
- Fragrance
- Hair fixatives and styling polymers
- Humectants
- Rheology control agents
- Skin-whitening actives
- Solvents/carriers
- Surfactants
- UV absorbers
- Other

Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for nearly 50 years.

Kline's research and consulting services extend across the entire personal care industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

Recently published or in-progress research for the personal care industry includes:

- Specialty Raw Materials for Cosmetics & Toiletries Global Database
- Specialty Actives and Active Delivery Systems for Personal Care 2008
- Global Cosmetics & Toiletries
- Beauty Retailing
- Male Grooming
- Natural Personal Care
- Nutricosmetics - A Kline FlashPoint Report
- Professional Skin Care
- REACH - A Kline FlashPoint Report

For more information about this study or Kline's other services, e-mail us at sales@klinegroup.com, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

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Ordering Information & Contract

The standard subscription includes:

- Unlimited enterprise-wide online access to database via MyKline.com with assigned user identification and password, good for 12 months from initial access
- Direct access to the database project team

Prices do not include sales tax (NJ add 7% sales tax). *Patent Technology Mapping for the Personal Care Market 2008* is available by subscription only. Once the database is launched, you will be invoiced for the full amount, payable within 15 days upon receipt of the invoice.

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