



SMEs EXPORT

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Exporting Potential

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LABORATORIO INCASA S.A., natural beauty



From the town of Tilisarao, province of San Luis, and with more than five decades in the market, Laboratorio Incasa SA is a referent in the production of protective and hydrating lip balms, cocoa butter, lipsticks, sunscreens, as well as hand and body creams made with water from high mountain regions.

Laboratorio INCASA is one of the main companies in the manufacture of cosmetic products and children's fragrances. Its production is marketed both under different firms and prestigious third-party brands.

The company is strategically located in the Bioceanic Corridor (Route 7, Buenos Aires-Valparaíso), promoting equitable distribution across the country's four cardinal points, as well as commercial exchange by cargo transport between the Atlantic and the Pacific Oceans, both within MERCOSUR and across the rest of the world.

INCASA SA has a physical-chemical quality control laboratory. Its products are manufactured from high-quality raw materials, with the best suppliers in the market,

and according to U.S. Food and Drug Administration (FDA) standards. The preference for natural raw materials (vegetable and natural waxes, and vegetable and animal oils) extracted from animal, vegetable, and mineral sources make the difference with respect to other products in the market with raw materials of synthetic origin.

Its product lines are:

Creams: Hand and body, exfoliating, nourishing, massage, hydrating, moisturizing, udder balms, oleo-calcareous liniment, and milk.

Nail polishes: Treatment - calcium color, creamy, pearlescent, matte, nail polish remover, and children's nail polishes.

Lipsticks: Creamy, pearlescent, matte, lip protectant, balm, children's lip balm, and lip gloss.

Make-up: Shadows, cast shadows, cream shadows, compact blushes, compact and fluid make-up, mascaras, concealers, and artistic make-up.

Hygiene: alcohol gels, gels, shampoo, rinsing cream, oils, and children's line.

Its production capacity is around 500,000 units per month, comprising creams, hydro-alcohols, shampoos, compacts (shadows, make-up, blushes, etc.), lipsticks, nail polishes, and talcum powder. The company also manufactures a complete line for babies with a high production capacity.

All products have been certified by ANMAT (National Administration of Drugs, Foods and Medical Devices) as grade-two hypoallergenic and comply with GMP standards.

To increase its exports to MERCOSUR, the company participated in *INTI's Innovate to Export Program*. As a result, it now has a competitive edge in international markets, thus facilitating a quantitative and qualitative change in the management culture to meet the challenges of this new stage.

This company has been recognized by the Association of Cosmetic Chemists (Asociación de Químicos Cosméticos) and the Argentine Chamber of Cosmetics (Cámara Argentina de Cosméticos).

At present, it intends to conquer Latin American markets, since its products have been developed for the uses, customs, and climate of that region.

"We define ourselves as a young company that invests in research and development for high-quality skincare products. Our customers choose us because of our track record and very competitive quality-price ratio," Pedro Lloret, the company's Director, reflects.

• **HS CODE (NCM):**

Hand creams:

-3304.99.10. / Beauty, make-up, and skincare preparations, except drugs, including sunscreen and sun tan preparations; manicure or pedicure preparations.

Body creams:

-3304.99.10. / Beauty, make-up, and skincare preparations, except drugs, including sunscreen and sun tan preparations; manicure or pedicure preparations.

Sunscreen line:

-3304.99.90. / Beauty, make-up, and skincare preparations, except drugs, including sunscreen and sun tan preparations; manicure or pedicure preparations.

Protective and hydrating lip balms:

-3304.10.00. / Beauty, make-up, and skincare preparations, except drugs, including sunscreen and sun tan preparations; manicure or pedicure preparations. Lip make-up preparations.

(For more information on the Innovate to Export Program, please contact: innovarex@inti.gov.ar).



BIOCOSMÉTICA EXEL ARGENTINA S.R.L., nature and technology in perfect balance



From the district of La Matanza, province of Buenos Aires, Biocosmética Exel Argentina SRL specializes in professional cosmetics, manufacturing facial, body, and hair lotions and creams, reducers, masks, waxes, sunscreens, and self-tanning products, among others.

Among its wide range of products is the Exel Green line, which are 100% natural and have cruelty-free formulas, aimed at the new generations who not only take care of their skin but also of environmental impact.

This company pioneered the development of the Promoter spray with liposomes for eyelash growth: a product in high demand in the current fashion of facial cosmetics **that has been developed in its laboratories and demanded by third parties to be commercialized with their own brands.**

It should be noted that all the components in the production chain are tested for their proper use. To this end, efficacy and application tests are carried out so that the customer is assured that the product.

In order to comply with the safety requirements for the transportation of the product from Germany, INTI carried out closed-cup tests for flash point determination, which in turn boosted the company's sales.

Biocosmética Exel is an Argentine laboratory with worldwide projection, recognized by the ANMAT for the proper implementation of GMP and by the FDA - COSMOS Certification (COSMetic Organic Standard), ISO 9001:2015, and ISO 14001:2015. The company has an annual production capacity of 840,000 kg and will soon be HALAL-certified.

From inception, Biocosmética Exel has developed its products in harmony with environmental care by using recyclable PET containers. It is a pioneer in its Mineral Oil Free formulas (without petrolatum) and the implementation of extraction processes of the highest purity.

The company has exported to Brazil, Saudi Arabia, Australia, Chile, China, Colombia, Costa Rica, Ecuador, United Arab Emirates, Spain, United States, India, Mexico, Peru, and Venezuela, among others. It currently exports to more than 25 countries and intends to enter new markets such as Asia.

In 2015, it won the Best Latin Company award at the 2015 International Congress of Esthetics and Spa, Anniversary.

Ms. Sheila Seguel, Assistant Technical Director at the company, states, **“We are chosen by global companies as a source of active ingredients because of our outstanding biotechnological development capabilities.** We have a wide range of applications; these active ingredients are used in nail polishes as nail strengthener, and as anti-cellulite reducers. They are also used for reducing hair loss, as well as for hair conditioning and repairing.

“We are the creators of the *Nu Natural new concept*, the outcome of the perfect fusion between state-of-the-art technological research and the elements found in nature, thus redefining the cosmetic industry. Exel Nu Natural, a concept that refreshes the essence of the laboratory, ushers in a new era of supra-technology combined with natural active ingredients.”

“With us, a brand new professional cosmetics has been developed, bringing together nature and technology in perfect balance. We believe that going back to nature is going back to ourselves. We believe in renewing the value of our origins. Sustainable beauty is Exel Nu Natural,” concludes Ms. Seguel.

• **HS CODE (NCM):**

- 3304.99.00 / Beauty and nourishing creams and lotions; tonic lotions
- 3305.10.00 / Shampoos
- 3307.90.00 / Depilatories and other perfumery, cosmetic or toilet preparations, not elsewhere specified or included
- 4819.30.00 / Cartons, boxes, cases, bags, pouches, cones, and other packing containers made of paper, paperboard, cellulose wadding, or cellulose fibbers webs; office, store, or similar containers.



 **NEROVA S.A., innovation and development in cosmetics**



From the Industrial Center located in Garín, province of Buenos Aires, Nerova SA manufactures a wide range of cosmetic products, including liquid and powder make-up, lipsticks, eyelid shadows, blushes, mascaras, eye and lip liners, skincare creams, emulsions, lotions, and single-dose masks.

It specializes in third-party manufacturing, since it customizes the formulation, textures, colors, and packaging. In a nutshell, it develops and manufactures products with features designed for each customer profile.

In Latin America, the company is a referent in the development, processing, and packaging of compact, multi-compact, loose, back-injection, and spherical powders.

At present, the company exports almost 50% of its production to Europe and America, and intends to further bolster its presence in these markets.

INTI provided advice and support related to different development tests which allowed the organization to improve their design quality.

Certified under ISO 22716, Good Manufacturing Practices for Cosmetics, the firm has a production capacity of approximately 120 million units per year.

“We offer innovation and totally customized products. We seek to further alliances with our customers through long-term relationships and trust. Our concept of advantage and distinction is qualitative. This is how we understand the relationship with our customers,” comments Mr. Raúl Ruggiero, Operations Manager.

And he adds, **“We believe we play a central role in the region. We are a key ally of our customers and intend to do business with them through our products.** Our brand, Nerova, is renowned in the market for its quality and reliability, as well as for the wide range of items we offer.

“We have always been customer-oriented and we work adapting ourselves to their needs. We are specialists in developing customized lines and all kinds of aesthetic

items with the color, brand, and corporate image of the company that requests it. We currently work for the main European firms of professional make-up and perfumery.”

To conclude, Mr. Ruggiero reflects, “We are backed by our forty years of experience. Our customers choose us because of our track record and innovation capacity based on the development of new formulas and textures coupled with original packaging and competitive prices.”

• **HS CODE (NCM):**

- 3304.10 / Lip make-up
- 3304.20 / Eye and eyebrow make-up
- 3304.91 / Compact powders
- 3304.99 / Foundations, concealers, and illuminators



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• **International Technical Cooperation**



As part of the celebrations framing our 65th anniversary, INTI’s President, together with his peers from Brazil’s National Institute of Metrology, Standardization, and Industrial Quality (INMETRO), Paraguay’s National Institute of Technology and Standardization (INTN), and the Technological Laboratory of Uruguay (LATU), signed the agreement for re-launching the Strategic Association of Technological Institutes within MERCOSUR.

• **INTI’s capabilities for international markets**



The actions for the future Regional Interinstitutional Center for Biorefineries of Northern Argentina (BioNA) are currently underway. This project intends to integrate the existing capacities in the territory, promote academic, technological, and industrial activities, and foster the development of the bioeconomy in the North of Argentina.

Among its ambitious goals, it will seek to explore the possibilities of replacing refined

This initiative is based on the need and opportunity to work as a whole on some of the issues that make up today's productive agenda in the region, focusing on the digitalization of calibration certificates, digital transformation and Industry 4.0, green technologies, electric mobility, renewable energies, advanced materials, and others.

The agreement seeks to establish a high-level regional mechanism for cooperation and the execution of joint projects in technology development and transfer, as well as to coordinate synergies and technical complementary actions related to new emerging technologies, technological innovation, metrology and industrial quality, and the execution of technical cooperation projects with third countries or international organizations.

In the short term, progress will be made in the designation of technical managers for each topic of interest to give rise to specific working meetings, as well as a new meeting between the authorities to address the definition of the association's Pro Tempore Presidency and a consensus on governance mechanisms and institutional work dynamics.

petroleum-based products with those derived from biomass, such as biofuels and biomaterials obtained from agro- and forestry-industrial wastes and by-products with high added value. Given its renewable and low-polluting nature, lignocellulosic biomass is an important source of raw materials. For example, among the expected products are biofuels such as hydrogen obtained from syngas or biomethane obtained from biogas from agro-industries for vehicle use or injection into the grid. Also, lactic acid could be obtained from the hemicelluloses of pine bark and sawdust; this is a broader alternative to the use of glycerin as a softener in the cosmetic industry, and is mainly used as an anti-aging chemical to improve contours, reduce sunlight damage, and improve skin texture and tone. Other by-products could be levulinic acid, xylitol, or vanillin used in food, nylon production, synthetic rubber, plastics, pharmaceuticals, and even leather tanning.

BioNA is made possible thanks to the National Ministry of Science, Technology and Innovation (MINCyT)'s program for the creation of Interinstitutional Centers on Strategic Issues (CITEs), which through an effective synergy involving CONICET, INTI, and national universities, will establish a NETWORK of biorefinery capacities at the forefront of research and development for the bioindustry. It will have two headquarters: the National University of Tucumán and the National University of Misiones.

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