

## SCCJ ANNOUNCES 2020 CONGRESS THEME DURING 2016 GENERAL ASSEMBLY

The 56th General Assembly Meeting of the Society of Cosmetic Chemists of Japan (SCCJ) recently took place in Chiba prefecture, located in the Greater Tokyo area. Many topics were discussed, but most importantly the outline of the IFSCC Congress scheduled for 2020 was shared with all SCCJ members for the first time.



Envisaging that people from every corner of the globe will gather in the 'land of the rising sun', where ideas for new technologies and a diversity of cultures and traditions will all melt together to expand our conventional understandings towards cosmetics into uncharted possibilities, the SCCJ proudly announced their Congress theme as **Beauty & Happiness – Pushing Boundaries**. The SCCJ “looks forward to welcoming you to the beautiful port town of Yokohama in 2020, promising you an unforgettable experience of a lifetime.”



*Above left – a scene during the ‘Enkai’; above right – the ‘Shi-me’*

This year’s General Assembly was an overnight event to cultivate friendship amongst members, so after the meeting, we enjoyed the traditional Japanese dining and drinking party that we endearingly refer to as 'Enkai'.

Please note that we are all dressed in ‘yukata’, a casual traditional clothing that we wear after taking a bath. There is a small table in front of each individual on which food and drinks are served.

A traditional ceremony called ‘Shi-me’ marks the closing of the ‘Enkai’, characterised by a sequence of handclaps.

*(By Miki Minamino & Fuji Kanda)*

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