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FACULTY OF ARTS, LETTER AND  
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POST GRADUATE SCHOOL FOR HUMAN,  
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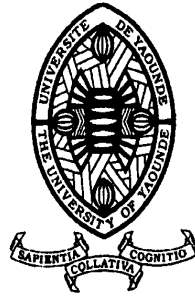
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DOCTORATE RESEARCH UNIT FOR  
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DEPARTMENT OF HISTORY

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REPUBLIQUE DU CAMEROUN  
Paix – Travail – Patrie

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UNIVERSITÉ DE YAOUNDÉ I

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FACULTÉ DES ARTS, LETTRES ET  
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CENTRE DE RECHERCHE ET DE  
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UNITÉ DE RECHERCHE ET DE  
FORMATION DOCTORALE EN SCIENCES  
HUMAINES ET SOCIALES

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DÉPARTEMENT D'HISTOIRE

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**THE SOCIO-ECONOMIC CONTRIBUTIONS OF  
COSMETIC ENTERPRISES IN THE MFOUNDI  
DIVISION, CENTRE REGION, CAMEROON 1996-2020**

A Dissertation Submitted in Partial Fulfilment of the Requirements on July 20<sup>th</sup> 2023 for the  
Award of a Master of Arts (M.A) Degree in History

**Specialisation:** Economic and Social History

By:

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**Academic year 2022-2023**

To my lovely parents,

Isaac Taweh Talla and Edith Mong Kensah

For their endless support throughout my life and academics.

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## ABSTRACT

This study examines the origin, evolution, impact and attempted solutions to the problems faced by cosmetic enterprises in the Mfoundi Division of Yaounde, political capital of Cameroon. It examines and analyzes their economic and social contributions to the development of the Division. It relies on qualitative and quantitative analyses of data gathered from both primary and secondary sources. Secondary sources provided extensive literature on general and some specific issues about the work. A critical analyses of oral information provided adequate information for the work. Findings revealed that cosmetic enterprises enhanced development in three fundamental ways: encouraged local and foreign investors to invest, due to the lucrative nature of the business. Secondly, the presence of cosmetic enterprises benefited the general public through direct and indirect employment of labour which improved standards of living and thirdly, the presence of cosmetic enterprises in the Mfoundi undeniably contributed to its financial viability through the payment of excise duties and taxes. The study recommends the application of strict measures by the Cameroon government through the reduction of huge taxes levied on growing cosmetic enterprises in order to minimize production cost, stamp out unhealthy competition among cosmetic enterprises, curb imports, promote the consumption of products 'Made in Cameroon' and the institution of a regulating law pertaining mainly to the cosmetic sector.

## RÉSUMÉ

*Cette étude examine l'origine, l'impact, problèmes perspectifs ainsi que les difficultés rencontrées par les entreprises cosmétiques du département du Mfoundi de Yaoundé, capitale politique du Cameroun. Il se penche sur l'examination et l'analyse de leurs contributions économique et sociale au développement de la ville et du Cameroun en général. Ce travail s'appuie sur une analyse qualitative et quantitative des données collectées à partir des sources primaires et secondaires. Les sources secondaires ont fourni une abondante littérature sur des questions à la fois générales et spécifiques sur le travail. L'examen critique des informations orales ont permis d'obtenir des données adéquates dans la réalisation de ce travail. Nos résultats sont arrivés à la conclusion selon laquelle les entreprises cosmétiques au Cameroun au Mfoundi ont contribué à l'économie de trois manières fondamentales : premièrement, leur présence à encourage les investissements de investisseurs locaux et étrangers en raison du caractère rentable de l'entreprise. Deuxièmement, la présence des entreprises cosmétiques est bénéfique au grand public à travers l'emploi direct et indirect. Et troisièmement, la présence des entreprises cosmétiques dans le département du Mfoundi contribuent indéniablement à sa viabilité financière par le paiement des impôts et les taxes. Cette étude recommande que des mesures strictes soient prises par le gouvernement Camerounais à travers la réduction de la taxe fiscale prélevés sur les entreprises cosmétiques en croissance afin de minimiser les coûts de production, éradiquer la concurrence malsaine au sein du secteur cosmétiques, freiner l'importation, pour favoriser la consommation des produits « Made in Cameroon » et l'établissement d'une loi réglementaire portant principalement au secteur cosmétique.*

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## LIST OF ABBREVIATIONS AND ACRONYMS

<b>ANOR</b>	Standards and Quality Agency
<b>A.P.I. / IPA</b>	Investment Promotion Agency
<b>ASROC</b>	<i>l'Association des Raffineurs des Oléagineux du Cameroun</i>
<b>CAPME</b>	<i>Centre d'Assistance aux Petites et Moyennes Entreprises</i>
<b>C.C.C.</b>	<i>Complexe Chimique Camerounais</i>
<b>CARIMO</b>	<i>Laboratoires Carine Mongoue</i>
<b>C.C.I.C.</b>	<i>Complexe Chimique et Industrielle du Cameroun</i>
<b>CCIMA</b>	Chamber of Commerce, Industry, Mines and Crafts
<b>C.C.O.</b>	<i>Complexe Cosmétique de l'Ouest</i>
<b>CDC</b>	Cameroon Development Corporation
<b>CEMAC</b>	<i>Communaute Economique et Monetaire de l'Afrique Centrale</i>
<b>CFA</b>	<i>Communauté Français Africaine</i>
<b>C.N.S.</b>	<i>Conseil National de la Statistique</i>
<b>D.G.D.</b>	<i>Direction Générale des Douanes</i>
<b>DGT</b>	Directorate General of Taxation
<b>ECOWAS</b>	Economic Community of West African States
<b>FAO</b>	Food and Agriculture Organization
<b>FIDA</b>	International Fund for Agricultural Development
<b>FMI</b>	International Monetary Fund
<b>FOGAPE</b>	<i>Fonds de Garantie des Crédits aux Petites et Moyennes Entreprises</i>
<b>GNP</b>	Gross National Product
<b>HALCOMI</b>	<i>Halte au Commerce Illicite</i>
<b>I.N.S.</b>	National Institute of Statistics
<b>I.R.H.O.</b>	Research Institute of Oils and Oilseeds
<b>I.S.F.</b>	<i>Ingénieurs Sans Frontières</i>
<b>MADIKA</b>	Made in Cameroon
<b>MAGZI</b>	<i>Mission d'Aménagement et de Gestion des Zones Industrielles</i>
<b>MINCOM</b>	Ministry of Communication

<b>MINCOMMERCE</b>	Ministry of Trade
<b>MINEFOP</b>	Ministry of Employment and Vocational Training
<b>MINFI</b>	Ministry of Finance
<b>MINMIDT</b>	Ministry of Mines, Industry and Technological Development
<b>MINPMESSA</b>	Ministry of Small and Medium Sized Enterprises
<b>PAFIC</b>	<i>Société de Production et de Distribution des Savons de Ménage et de Toilette</i>
<b>PAS / S.A.P.</b>	Structural Adjustment Program
<b>PECAE</b>	<i>Programme d’Evaluation de la Conformité Avant Embarquement</i>
<b>P.T.O.F.C.</b>	Proportional Tax on Income Floating Capital
<b>S.A</b>	Public Limited Company
<b>S.A.R.L.</b>	Limited Liability Corporation (LLC)
<b>S.C.S.</b>	Cameroonian Soap Factory
<b>SEs</b>	Small Enterprises
<b>SME</b>	Small and Medium-sized Enterprises
<b>SNI</b>	National Investment Company
<b>SOCAPALM</b>	Cameroonian Society of Palm Groves
<b>SPFS</b>	<i>Société des Palmeraies de la Ferme Suisse</i>
<b>UDEAC</b>	<i>Union Douanière et Economique de l’Afrique Centrale</i>
<b>UNC</b>	Cameroonian National Union
<b>VAT</b>	Value Added Tax

## GENERAL INTRODUCTION

Cosmetics were commonly used on daily basis and existed in varied forms and brands. From its etymological appellation the word cosmetic was derived from an ancient Greek word *kosmetikos* which was derived from *kosmos* meaning to adorn<sup>1</sup> or order. Cosmetics were visibly noticed in different human civilizations and used in diverse forms and occasions with the aim of enhancing health conditions and amplifying beauty. Archeological findings traced its existence to have dated as far back as 7 000 years.<sup>2</sup> Egyptians in antiquity used natural resources such as turquoise, red clays, copper oxides, green malachite and lead to produce cosmetics around 4000 BC for hygienic purposes and health benefits.<sup>3</sup> Written documents attested the fact that ancient Egypt was the scope of therapeutic aroma as it showed the vital role of cosmetics in this civilization.<sup>4</sup>

The art of face and body adornment came into being with the existence of human beings. In pre-historic times, humans used red ochre to paint the bones of their dead ones.<sup>5</sup> Studies carried out by archeologists and anthropologists spotted the birth of cosmetics to antiquity due to its frequent usage.<sup>6</sup> During antiquity, with the invention of handwriting and the fall of the Roman Empire in 476 (A.D), cosmetics were used by the Egyptians, Babylonians and the Hebrews for magic, medicine and rituals purposes.<sup>7</sup>

People also made use of specific cosmetics for their livelihood. The caravans that conveyed spices and silk to Europe introduced cosmetics in Greece in the Roman Empire. In the 1<sup>st</sup> Century, Neron and Poppee bleached their skin with white lead and chalk, highlighting

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<sup>1</sup> J.P. Verdet, *l'Univers : Science et Techniques*, Le Cavalier Bleu Reçues, Paris, 2004, p.5.

<sup>2</sup> S. Lamarie, "Cosmétiques de la Femme Enceinte et du Nourrisson : Pratiques des Femmes en Situation de Précarité", Master's Dissertation for State Diploma in Midwifery, Faculty of Medecine and Midwifery, Catholic University of Likke, 2019-2020, p.3.

<sup>3</sup> H.H. Mona, "*Phytocosmetics in Africa*", *International Journal of Phytocosmetics and Natural Ingredients*, 2016, p.2.

<sup>4</sup> T. Lambert, *A History of Cosmetics*, Consulted from <http://www.localhistories.org/cosmetic>, on 10/09/2020 at 11: 30pm.

<sup>5</sup> B.K. Mbodji, "Les Produits Domestiques: Historique Reglementation et Industrie", Doctorate Thesis in Pharmacy, Faculty of Medicine, Pharmacy and Odontology, University of Cheikh Anta Diop Dakar-Senegal, July 2018, p.6.

<sup>6</sup> E. Laheux, "Globalisation du Marche Cosmétique : Géoanalyse des Principales Marques Nationales dans le Monde", Doctorate Thesis in Pharmaceuticals and Biologicals, University of Nantes UFR Sciences, p. 8.

<sup>7</sup> Mbodji, "Produits Cosmétiques : Historique, Règlementation et Industrie", p.6.

their eyes with shell that enhanced their looks and their lips with red.<sup>8</sup> It was during crossroads that makeup spread throughout Northern Europe. From the 13<sup>th</sup> Century, nobles applied cream, foundation, hair dyes and perfumes on their bodies and from the 16<sup>th</sup> Century, cosmetics were used by all social classes.<sup>9</sup>

During the 19<sup>th</sup> Century, discoveries and industrialization changed the face of cosmetology as new ingredients were detected (perfumes, oil drifts, synthetic surfactants, emulsion stabilizers) as well as complex formulations.<sup>10</sup> In the early 1900s, makeup was not excessively popular since women hardly wore makeup at all. By this time makeup was mostly considered within the territory of prostitutes, those in cabarets and on the black and white screen.<sup>11</sup> Around 1910, makeup became fashionable in the United States of America and Europe owing to the influence of ballet and theatre stars such as Mathilde Kschessinka and Sarah Bernhardt.<sup>12</sup> The arrival of the Russian ballet in Paris led to the introduction of colour makeup.<sup>13</sup> George Burchett developed cosmetic tattooing and was able to tattoo men disfigured during the First World War by inserting skin tones on damaged faces and covered scars with colours more pleasing to the eye.<sup>14</sup>

After the First World War, there was a boom in cosmetic surgery. Many contemporary makeup manufacturers were established in the 1920s and 1930s. From 1939 to 1945 cosmetics were in short supply since basic ingredients like petroleum and alcohol were diverted into war supplies. Cosmetic developers realized that the war would result in a phenomenal boom afterwards, so they began preparing. Manufacturing companies like Yardley, Elizabeth Arden and Helena Rubinstein became associated with quality after the war as the oldest established cosmetic companies.<sup>15</sup>

Europeans scrambled over Africa and acquired territories in the 19<sup>th</sup> century which was officially recognized at the Berlin West African Conference held on November 15<sup>th</sup> 1884 to

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<sup>8</sup> G. B. Thioune, “Les Produits Cosmétiques de Parure”, Thesis in Pharmacy, University of Cheikh Anta Diop Dakar Sénégal, July 2015, p.32.

<sup>9</sup> Mbodji, “Produits Cosmétiques : Historique, Règlementation et Industrie”, p.9.

<sup>10</sup> *Ibid*, p.2.

<sup>11</sup> History of Cosmetics, Consulted from <https://en.m.wikipedia.org>, on 10/09/2020, at 11:30pm.

<sup>12</sup> M. Angeloglou, *The History of Makeup*, Macmillan Company, Great Britain, 1970, p.115.

<sup>13</sup> *Ibid*.

<sup>14</sup> *Ibid*, p.117.

<sup>15</sup> *Ibid*, pp. 127-131.



February 26<sup>th</sup> 1885.<sup>16</sup> In the case of Cameroon, Britain, France and Germany were at the forefront scrambled for the territory. The Cameroonian territory was ultimately annexed by the Germans who had a main economic interest towards the territory which led to the institution of the Colonial Economic Committee in 1898 (*Kolonial Wirtschaftliches Komitee*).<sup>17</sup> The Germans exploited the country's natural resources through the establishment of plantations for the cultivation of rubber, palm kernels and palm oil.<sup>18</sup> Palm oil was needed to fabricate soap and candle. The Victoria Botanical Garden carried out experiments on palm seeds and in 1908, a soap factory was established in Douala.<sup>19</sup>

In 1916, the defeat of the Germans led to the partition of Cameroon between Britain and France in 1922 as mandated territories of the League of Nations. Britain's portion of the Cameroonian territory was attached to her Nigerian colony to the South West. She inherited much of the German economic wealth in the form of plantations producing: palm oil, kernels, banana, rubber and tea. French rule in Cameroon was mainly based on economic development meant to benefit France.<sup>20</sup> Palm tree plantations were located in the southern part of French Cameroon, the *Institut de Recherche pour les Huiles et Oléagineux* (I.R.H.O) created in 1942 was responsible for the construction of palm oil factories in Dibombari and Edea.<sup>21</sup>

The evolution of cosmetics reflects the changes of mankind. Nowadays, the cosmetic enterprise has become incredibly competitive and global with emphasis laid on quality, efficiency and safety. Cosmetics are extremely refined, there by promoting scientific research and development to meet their taste.<sup>22</sup> Cosmetics were considered as essential components of life since they did not only attract people towards them but also imparted psychological effects. Cosmetics gradually gained popularity in the last 3 to 4 decades and their use increased exponentially both in males and females. Most popular cosmetics include: hair dyes, powders and creams.<sup>23</sup> Cosmetics gradually became a multi-billion Dollar industry in

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<sup>16</sup> V.J. Ngoh, "The Political Evolution of Cameroon, 1884-1961", Dissertation, History Department, Portland State University.1979, p. 10.

<sup>17</sup> Ngoh, "The Political Evolution of Cameroon", p.16.

<sup>18</sup> *Ibid*, p.16.

<sup>19</sup> *Ibid*, pp. 18-19.

<sup>20</sup> *Ibid*, p. 10.

<sup>21</sup> Ngoh, *History of Cameroon Since 1800*, Presbook, Limbe, 1996, p.138.

<sup>22</sup> N. Amberg and C. Fogarassy, Resource Communication: "Green Consumer Behavior in the Cosmetic Market", *Resources*, Hungary, 2019. p.2.

<sup>23</sup> G.K. Sharma et Al, *A Textbook of Cosmetic Formulations*, Mewar University, Polthi.com, India, 2018, p.3.

modern times.<sup>24</sup> The cosmetic business was a driving force in countries as classified in this descending order by the world ranking of cosmetics in 2014: United States of America, China, Japan, Brazil, Germany, France, the United Kingdom and followed by Russia, Italy, South Korea.<sup>25</sup>

Sub-Saharan Africa was considered as the next consumer hot-spot where cosmetic products experienced the second fastest economic growth in the world after Asia in the Pacific. Since millions of consumers bought wide range of cosmetics and beauty products, leading countries like South Africa and Nigeria were followed by five frontier markets namely; Kenya, Ethiopia, Tanzania, Ghana and Cameroon. The cosmetic market relied solely on the size of consumer market, given that the potential of the African market was immense, being a probable advantage for Sub-Saharan Africa which constituted 70 percent of the young population.<sup>26</sup> Meanwhile in Africa, BIOPHARMA covered 20 percent of the Cameroonian cosmetic market with a 30 Billion FCFA capital followed by SIPCA which focused on hair products operating as a subsidiary to PZ Cussons in the UK. There were equally a vast number of both local and international cosmetic retailers, the cosmetic market in Cameroon and in Sub-Sahara Africa flourished considerably over the past decades as the Cameroonian cosmetic market alone was estimated to worth around 150 Billion FCFA.<sup>27</sup>

### **Research Interest**

We were urged to research on cosmetic enterprises in the Mfoundi Division due to the high consumption of imported cosmetics noticed by the rapid spread of cosmetic stores. Equally, this research topic emerged due to the fact that the demand for skin whitening cosmetic substances induced a greater majority of the population in Mfoundi to divert to voluntary skin bleaching irrespective of inevitable negative aspects that followed. The researcher sought to find out the effects of these activities, and the government's measures designed to curb the excessive importation of cosmetics in the nation, to promote homemade cosmetics, boost economic development and slow down an extraverted economic system.

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<sup>24</sup> P. Tejal et Al, "Cosmetics and health: Usage, Perceptions and Awareness", *Bangladesh Journal of Medical Science*, October 2013, Consulted from <https://www.researchgate.net>, on 14/10/2020, at 4:00pm.p.392.

<sup>25</sup> Laheux, "Globalisation du Marché Cosmétique ", p.31.

<sup>26</sup> News Why Africa is the next big market for cosmetics and beauty products, Consulted from <http://www.coppieters.biz>, on 8/ 05/ 2021, at 9:00pm.

<sup>27</sup> Cameroonian Cosmetic Manufacturer, Biopharma, Consulted from <http://www.buisnessincameroon.com>, on 6/10/2020, at 10:00am.

## Definition of Key Terms or Concepts

The clarification of concepts shall help to give meaning to some terms used in the work to ease readers' understanding. In this way, a number of terms and concepts that run throughout the dissertation shall be defined or explained. To this effect, we shall define; cosmetics, enterprise, development and socio-economic development which form indispensable parts of the work.

### Cosmetic

According to Sharma<sup>28</sup>, cosmetic is a Greek word which means to 'adorn' (addition of something on a person or thing with the aim of decorating). It is also defined as a substance which comes in contact with various parts of the body like skin, hair, nail, lips, teeth and mucous membranes. Cosmetic substances either improve or change the outward appearance of the body and masks body odour. It equally protects the skin keeping it in good condition cosmetics are generally external preparations which are applied on external body parts.

In 1975<sup>29</sup>, the Senegalese legislation defined cosmetics as "all substances or preparations other than drugs intended to be used on superficial body parts or with teeth or mucous membranes in order to clean, to protect them, to keep them in good condition, modify the physical aspect, perfume or correct the smell". This definition established a clear difference between cosmetics and pharmaceutical products. It implies that, cosmetics were not taken to treat or cure diseases but were specially designed substances for the beautification of superficial body parts.

On the other hand, the regulation of the European parliament (CE) No 1223/2009<sup>30</sup> and the 30<sup>th</sup> November session relative to cosmetics commodities, defined cosmetics as "any substance or mixture meant to be put in contact with superficial body parts especially the epidermis, the hair and hair systems, the nails, lips and external genitals or with teeth and oral mucous membranes, exclusively in view or mainly to clean, to perfume, modify their appearance, protect and keep them in good condition or to correct body odour".

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<sup>28</sup> Sharma et Al, *A Textbook of Cosmetic Formulations...*, p.3.

<sup>29</sup> Directive 76/768/CEE du conseil, Concernant le Rapprochement des Législations des Etats Membres Relatives aux Produits Cosmétiques JOL262 du 27-09-1976, p.169-200.

<sup>30</sup> Regulation (EC) No 1223/2009 of the European Parliament and of the Council of 30<sup>th</sup> November 2009, Consulted from <https://ec.europa.eu>, on 22/09/2021, at 5:00pm, p.64.

In the context of this study, we shall be examining cosmetics as substances which come in contact with various parts of the body like skin, hair, nails, lips, teeth and mucous membranes which help improve or change the outward show of the body and also mask's the odour of the body. Since, it protects the skin and keeps it in good condition cosmetics are generally external preparations which are applied on the superficial body parts. As we noticed, most people perceived cosmetics as an instrument of beautification and wellbeing.

### **Enterprise**

Gilles<sup>31</sup> defines an enterprise as a center of autonomous economic decisions possessing resources which are human, material and financial in nature and managed in view of producing goods and services to be sold in a profitable manner. This implies that, in order for goods and services to be marketed, there have to be a combination of favourable factors. Under the orientation of given directives for a particular purpose, which requires a systematic alignment of resources for this achievement to be made concrete.

According to Francois P.<sup>32</sup> an enterprise is an organization of production within the same heritage wherein there are a combination of prices of the different factors of production brought by separate agents of the business owner in view of selling goods or services in the market in order to obtain monetary revenue resulting from the difference between two set of prices (unit selling price and the unit cost price). An enterprise is a production model in which each element singly plays a contributive role for the accomplishment of a project which will yield income.

Henri<sup>33</sup> presents an enterprise as any organization whose objective is to supply for the production, exchange or in the circulation of goods and services. It is an economic unit in which human and material factors of an economic activity are grouped and coordinated. This is the intentional alignment of active and inactive means of production which are applied to

<sup>31</sup> B. Gilles & C. Konkuyt, *Management et Economie des Entreprises*, 12<sup>e</sup> Edition, SIREY, Aide-Mémoire, 2018 cited by M. Magela in *Le Bon Fonctionnement des Entreprises Publiques comme Facteur du Développement, cas de l'Office National des Transport (ONATRA)*, University of Kinshasa, 2008, Consulted from <https://www.memoireonline.com>, on 07/10/2020, at 5:30pm.

<sup>32</sup> F. Perroux, *Economie et société*, Vol 1, Presse Université de France, France, Presse Université de France, 1960, cited by M. Magela in *Le Bon Fonctionnement des Entreprises Publiques comme Facteur du Développement, cas de l'Office National des Transport (ONATRA)*, University of Kinshasa, 2008, Consulted from <https://www.memoireonline.com>, on 07/10/2020, at 5:30pm.

<sup>33</sup> M. Magela, *Le Bon Fonctionnement des Entreprises Publiques comme Facteur du Développement, cas de l'Office National des Transport (ONATRA)*, University of Kinshasa, 2008, Consulted from <https://www.memoireonline.com>, on 07/10/2020, at 5:30pm

attain the different stages of production and make these goods readily available for consumption necessities.

Maurice Masoin<sup>34</sup> gives his definition of an enterprise as an organization wherein an entrepreneur invests revenue in different factors of production for the production of goods and services destined for exchange in view of realizing profits. This implies that, an entrepreneur would intentionally invest capital in view of producing goods and services which could yield larger profits in order to enjoy economics of scale as the cost of production would be minimized. We agree with Francois Perroux's definition that an enterprise is an organization which combines its diverse factors of production such as raw material and human labour force, to produce goods and services which will generate significant yields to this business.

### **Socio-Economic Development**

Gilbert Rist<sup>35</sup> studies development assimilating it to a process which induces social change and natural evolution. From natural evolution to social change, the transposition seems quite simple to achieve. Thus, natural evolution and social change are closely related to the development process. So, development here could be explained in response to social modifications related to physical processes. Man's activities could equally prompt the social changes which would result to development.

Francois Perroux<sup>36</sup> examines development to be a combination of psychological and social changes that make the nation fit to grow, cumulatively and sustainably its overall real product. Implying that, development is a blend of moral and social occurrence that instigate a nation's growth generally. Here in order for national growth to be attained, it is necessary that mental and social adjustments be made in order to demonstrate that the development process is inevitable. This implies that, development becomes visible as a result of constructive ideas which lead to the creation of tangible changes within the society.

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<sup>34</sup> M. Magela, *Le Bon Fonctionnement des Entreprises Publiques comme Facteur du Développement*, cas de l'Office National des Transport (ONATRA), University of Kinshasa, 2008, Consulted from <https://www.memoireonline.com>, on 07/10/2020, at 5:30pm.

<sup>35</sup> G. Rist, *Le Développement : Histoire d'une Croyance Occidentale*, Paris, Presse de la Fondation Nationale des Sciences Politique, 1996, p. 13-15.

<sup>36</sup> F. Perrroux, *L'économie du XX<sup>ème</sup> Siècle*, Paris, PUF, 1946, p.155.

Jean-Paul Gourevitch<sup>37</sup> presents economic development based on certain prerequisites such as available factors of production, an efficient government to ensure an ideal framework for investments, a technical system necessary for the combination of factors of production, a favourable entrepreneurial spirit towards investment and the ability to accumulate for future use. So, this implies that economic development relies on an entrepreneurial knowledge combined with factors of production through investment susceptible to generate more capital and government accompaniment to encourage more investment within the economy.

Chantal Verger<sup>38</sup> examines social development as the repartition made between goods and services. He affirms that the development criterion is linked to standards of living and emphasizes on benefits generated from the repartition of quality goods and services. This analysis shows that social development is measured in correspondence to the population's standard of living which is their ability to afford quality goods and services. Also, social development is achieved when these goods and services benefit the general population in terms of facilities.

According to Todaro and Smith<sup>39</sup>, development is the means of achieving sustainable rates of income growth per capita to enable a nation expands its output at a rate faster than the growth rate of the population. So, a country's level of development could be determined by its rapidly increasing output rather than the number of persons found within the nation.

Development is equally the physical reality of a society's mind set in correspondence to its ability of securing a better life. Thus, development is said to have begun when there is a considerate increase in the standard of living of citizens within a nation.

Within the framework of our study, we agree with Jean-Paul and Chantal that socioeconomic development is solely dependent on the ability of the entrepreneur to maximize on acquired knowledge in order to invest in the nation's economy through the utilization of factors of production and a suitable response from the population in terms of consumption which relies on the standard of living.

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<sup>37</sup> J.P. Gourevitch, *L'Economie Informelle : De la Faillite de l'Etat a l'explosion des Trafics*, Le Pré aux Clercs, Paris, 2002, p.42.

<sup>38</sup> C. Verger, *Pratiques de Développement. L'action des Chrétiens et des Eglises dans les Pays du Sud*, CCFD-Karthala, Paris, 1995, p.6.

<sup>39</sup> P.M. Todora & S.C. Smith, *Economic Development*, 11th Edition, Pearson, Addison - Wesley, New York, 2011, pp.8, 15.

## Literature Review

As a study dealing with cosmetic enterprises, we exploited what others have written on it. This was purposely to ensure the richness and usefulness of the study. To that effect, a variety of literature was consulted ranging from books, thesis and dissertations, as can be seen subsequently.

Nchoutgou<sup>40</sup> analyses the sociocultural dimensions of body aesthetics in regard to the female gender, which is of great significance. While dwelling on the aspect of voluntary depigmentation in the Bamum-land situated in the West region of Cameroon, allusion is made to the general considerations of body aesthetics, the archeology of body aesthetics, the ethno-linguistics dimension of aesthetics and symbolic interpretation of colours to the Bamum and lastly presenting descriptions of voluntary body depigmentation in the Bamumland. This piece of work was largely geared towards the voluntary depigmentation practiced by Bamum women within a retrained geographical area. Our work is intended to compliment it by extending the geographical area to the Mfoundi Division.

Mbohhou<sup>41</sup> presents the depigmentation process chosen by Cameroonian women in the city of Yaounde. He attributes great importance to the body, showing the origin and techniques used by these women for skin bleaching processes, including factors which promote the habit of skin depigmentation as he analyses the major consequences of this phenomenon on the human body. The study is limited to the negative impact of cosmetics our work therefore fills the vacuum as it brings the positive impact of cosmetics.

Thioune<sup>42</sup> examines the different cosmetic products used mainly for body beautification in terms of appearance, presenting superficial prevalence of body parts and cosmetic products classified mainly under articles of fantasy beauty used by women mostly for outer ornament. The study focuses mainly on aspects related to physical view of beauty. With an accurate idea tapped from this thesis, our knowledge on the usage of different cosmetic products has been enhanced.

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<sup>40</sup> S.H., Nchoutgou, “Représentations Socioculturelles de l’Esthétique Corporelle Féminine : Cas de la Dépigmentation Volontaire en Pays Bamum”, Master’s Dissertation in Anthropology, University of Yaounde I, 2008-2009.

<sup>41</sup> J.P. Mbohhou, “La Dépigmentation Artificielle de la Peau au Cameroun : Le Cas des Femmes de la Ville de Yaoundé”, Dissertation in Sociology (Population and Development), University of Yaounde I, 2004-2005.

<sup>42</sup> Thioune, “Les Produits Cosmétiques de Parure”.

Mbodji<sup>43</sup> studies the historicity of cosmetic products and examines the governing laws and regulations to be followed by cosmetic industries in the fabrication of their goods. He gives a broad presentation on the historicity of cosmetology, analyses on regulations governing the production of cosmetics, and examines varied cosmetic industries. Though this study enhances our understanding of the existence and evolution of cosmetic products over different time frames and draws our attention to measures taken as it demonstrates the importance of regulations to be respected by cosmetic industries in the production process, it is mainly tilted towards the political domain which concerns setting regulatory laws on the consumption of cosmetics in Senegal. Our work brings in the economic and social regulatory laws to be applied by cosmetic enterprises in the Mfoundi Division.

Tene<sup>44</sup> presents studies made on cosmetic products as she makes mention of superficial body parts in relation to cosmetic products showing the formulation of these cosmetics with analytical methods particularly in Senegal. The work broadens our knowledge on cosmetics as it provides valuable referable material for this study though not in our area of study. This work will dwell briefly on the application of some cosmetics manufactured within the Mfoundi on the body in a general manner.

Ngouo<sup>45</sup> analyses the aspect of voluntary depigmentation in Cameroon precisely in the Mfoundi. He brings out an anatomical and physiological presentation of the skin, revealing products and means used in the depigmentation process. He carries out investigative studies on the act of voluntary depigmentation by outlining useful measures for the fight against the ills of voluntary depigmentation. But there are more realistic ills like the inordinate commercialization of cosmetics goods trending on the Cameroonian market especially in the Mfoundi Department which he did not examine.

Laheux<sup>46</sup> examines markets in the world making analysis on the different cosmetic brands on the globe and taking into consideration the continents. Dwelling on the origin of cosmetic products, the work explores the global cosmetic markets at a local, national and

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<sup>43</sup> Mbodji, "Produits Cosmétiques : Historique, Règlementation et Industrie".

<sup>44</sup> H.B. Tene, "Contribution à une Meilleure Connaissance des Produits Cosmétiques", Doctorate Thesis in Pharmacy from the Faculty of Medicine, Pharmacy and Odontology, University of Cheikh Anta Diop Dakar in Senegal, January 2016.

<sup>45</sup> M.A.D. Ngono, "Etude de la Pratique de la Dépigmentation Volontaire de la Peau : Cas de la Ville de Yaoundé/Cameroun", Doctorate Thesis in Pharmacy from the Faculty of Medicine, and Pharmacy-Rabat, University of Mohammed V-Rabat, 2015.

<sup>46</sup> Laheux, "Globalisation du Marche Cosmétique".



international scale. This work mostly dwells on the socio-economic domain related to cosmetic commodities and enables us to elaborate the pedagogic tools in the cosmetic field.

Buni<sup>47</sup> studies the international aid extended to FIDA and FAO for the development of the agricultural sector in Cameroon. He presents the judicial institution and regulations governing commercial exchange between Cameroon and Equatorial Guinea and evaluates its dynamic trans-commercial. He also examines the application of texts drafted by CEMAC for the smooth commercial exchange between both countries and relative constraints. Besides, he brings out the consequences of the non-applicability of these texts on exchanges and perspectives set in place for effectiveness. His work is of great importance to ours because it pick-points the vices practiced by individuals who smuggle counterfeit products in Cameroon especially within the Mfoundi.

Eyenga<sup>48</sup> studies some cultural aspects linked to the identification of Africans which could be visible through hair-style, dressing patterns and body paintings that existed long ago. The evolution of body art in Yaounde zone more precisely the Beti-land is recorded in the development perspective of cultural and artistic heritage of Cameroon. This portrays the spiritual and environmental elements which led to their creation. This work enhances our understanding on the physical appearance and beauty practices of different ethnicities in Cameroon before the arrival of the Europeans.

Nina et Al.<sup>49</sup> study natural cosmetic ingredients suitable for the skin. The book is a traditional and contemporary knowledge being supplemented in certain sections according to the authors' critical point of view. It provides information on the possibilities offered by cosmetic ingredients of natural origins and establishes the fact that modern cosmetics are concepts derived from the values of our relationship with nature. The limitation of this work is that, it is mainly based on production activities carried out within the economic framework of cosmetic enterprises.

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<sup>47</sup> M.T. Buni, "L'aide Internationale au Développement du Secteur Agricole au Cameroun de 1978 à 2013 : le Cas du FIDA et de la FAO", Masters Dissertation in Political and International History, University of Yaounde I, 2015.

<sup>48</sup> B.P. Eyenga, "Expressions et Evolution des Arts du Corps dans la Zone de Yaoundé (Pays Beti) de la Seconde Moitié du XXI<sup>e</sup> Siècle : Approche Historique, Esthétique et Anthropologie", Masters Dissertation in Art History and African Arts, University of Yaounde I, 2010.

<sup>49</sup> N. K. Glavac et Al., *Modern Cosmetics: Ingredients of Natural Origin A Scientific View*, Volume 1, Simiro Dobro Besedo, Slovenia, 2015.

Anne<sup>50</sup> presents the measures by which conformity, regulatory, stability and sensory checks are being verified. The study focuses on the formulation of different cosmetics taking into consideration their categories and exposing the main ingredients. The formulation provides means of developing cosmetic products such as creams, makeup and hygienic solutions. The second edition of this book is enriched in its referential function of helping in the development of cosmetic products. With this information, we learn more on the manner in which cosmetics are being developed.

Lemarie<sup>51</sup> examines the choice of cosmetic products and precautions taken by pregnant women relative to the selection criteria. In order to avoid undesirable effects, pregnant women either deduct or halt the use of certain cosmetics. During pregnancy, women are advised to purchase cosmetic products which are less aggressive for themselves and for the baby. So, during the gestation period women have to check the type of cosmetics to consume according to the composition of ingredients and pay close attention to any abnormalities observed in the course of usage. Here, the use of cosmetics is specifically studied with attention drawn towards the health of pregnant women which is rather not complimentary to our study.

Macharia<sup>52</sup> presents factors which determine the consumers' choice of cosmetics through the establishment of mixed marketing factors. He examines the socio-cultural and personal factors such as consideration of trusted brands, product availability, healthy living lifestyle, social status, advertisement and pricing. It is clearly asserted that some factors are capable of influencing the choice of a consumer in view of using a certain cosmetic product. Factors most susceptible to affect the consumption pattern of a cosmetic at the market level are personal opinions and socio-cultural beliefs. In this work, the social aspect is more prevalent as much emphasis is laid on factors affecting the consumers' choice of a particular cosmetic brand. In our work, we dwell partially on some aspects mentioned here in order to establish complementarity in regards to the economic nature of our study.

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<sup>50</sup> M.A. Pense, *Conception des Produits Cosmétiques : La Formulation*, 2<sup>e</sup> Edition, Cosmetic Valley Editions, France, 2018.

<sup>51</sup> S. Lemarie, "Cosmétiques de la Femme Enceinte et du Nourrisson : Pratiques des Femmes en Situation de Précarité", Thesis for obtaining the State Diploma of Midwifery, Catholic University of Lille, Faculty of Medicine and Maieutics, Maieutics Sector 2019-2020.

<sup>52</sup> K. Macharia, "Factors Influencing Consumer Choice of Cosmetics: Case of United States of International University-Africa Graduate Students", Masters in Business Administration (MBA), United States International University Africa, Department of Business Administration, 2019.

Elkassouani<sup>53</sup> studies the sub-parts of the body, skin types and characteristics of the human body. He focuses mainly on the facial skin examining a variety of cosmetic products which are strictly prescribed for the face in order to avoid sun rays, enhance freshness and fight acne. This study classifies facial cosmetics in accordance to their role of importance and uses for each skin type. She fails to mention the fact that cosmetics exist in various categories for different body parts as the work is mainly associated with aspects which regard face care only. In the course of our study, we outline the uses of cosmetics produced by cosmetic enterprises in Mfoundi to other parts of the body.

Leskinen<sup>54</sup> provides extensive information on the sustainability of the cosmetic industry. The work reveals and evaluates the driving force of sustainability in cosmetic industries. It encourages a sustainable economic chain through the creation of reliable business models with concrete emphasis laid on the trend of cosmetic products. Here, more light is thrown on the identification of sustainable business models which enables cosmetic businessmen to occupy larger portions of the cosmetic market. Such strategic information enables the enrichment of our work as we outline perspectives for the cosmetic sector within the Mfoundi Division.

Feng<sup>55</sup> studies how cosmetic industries can better compete in the market with their sustainable innovations. Customer education, strategic alliances and company image building are strategies enabling cosmetic companies better integrate sustainability. The work outlines difficulties faced by cosmetic businessmen and equally provides solutions on how they could mitigate it through proper market segmentation strategies. This complements our study as it educates us on how cosmetic enterprises could avoid market failure.

Mishra<sup>56</sup> analyses the various processes involved in producing soap such as saponification (oil containing triglycerides with caustic soda to give soap). The work illustrates five types of oil used in various ratios for the production of fourteen samples of

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<sup>53</sup> N. Elkassouani, "Les Produits Cosmétiques pour les Soins de Visage", Doctorate Thesis in Pharmacy, University of Mohammed V-souissi, Faculty of Medicine and Pharmacy-Rabat, 2013.

<sup>54</sup> S. Leskinen, "Sustainability in the Cosmetic Industry Value Chain", Bachelor's Thesis in International Business Oulu, University of Applied Sciences, Business Department, 2020.

<sup>55</sup> C. Feng, "Sustainable Innovation in the Cosmetic Industry-Obstacles, Contributing Factors and Strategies", Masters of Science in Engineering Management, University of Minnesota, 2016.

<sup>56</sup> D. Mishra, "Preparation of Soap using Different Types of Oils and Exploring its Properties, Master's Degree, Department of Chemical Engineering", National Institute of Technology Rourkela, Odisha.

soap with the aim of discovering the best. He classifies soap production components according to the different types of soap. This work relies partly on production of soap which deals with the production pattern of cosmetic enterprises which intervenes on economic domain of our study.

Tadie<sup>57</sup> studies the symbolic importance attributed to the human body within different cultures, the impact of these cultures to the body, presenting consequences derived from the art of indulging into voluntary skin bleaching on the human health including main skin bleaching substances mostly applied by women in Sub-Sahara Africa. Our work reveals the importance of encouraging cosmetic enterprises to present more health centered cosmetic commodities to the general public within the environs of the Mfoundi Division.

Dubut<sup>58</sup> examines four types of plants: shea, cocoa, kokum and illipe considering their appellation, botanical aspects, historicity, taxonomy and ecology. This work, equally presents different preparatory processes required in order to obtain cacao, shea, kokum and illipe butter, showing their properties and the traditional virtues of these plants within the domain of cosmetology. Likewise, since some cosmetic commodities manufactured in Mfoundi Department were derived from these plants as a source of raw materials, knowledge drawn from it enriches our work.

Crestey<sup>59</sup> studies the progressive adoption and implementation of laws laid down in regards to cosmetic products. He lays emphasis on the measures to be taken for the proper production of cosmetics with special attention given to consumers of different age groups and composition properties which could be toxic. This work mainly aims at drawing the government's attention to intervention in regard to the production of cosmetics which are commercialized on the market. On like in Senegal, in the course of our study, it is preferred that the Cameroonian government should intentionally lay and set out rules applicable to the cosmetic sector in the Mfoundi.

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<sup>57</sup> A.G.M. Tadie, "Corps, Cultures et Sante : La Dépigmentation Volontaire au Village du Point G en Commune III du District de Bamako (Mali)", Doctorate Thesis in Medicine, University of Technical and Technological Sciences of Bamako, 2017.

<sup>58</sup> O. Dubut, "Les beurres: Karite (*Buytrospernum Parki*), Cacao (*Theobroma Cacao*), Kokum (*Garcinia Indica*) et Illipe (*Shorea Stenoptera*)", Doctorate Thesis in Pharmacy, Faculty of Pharmacy, University of Nantes, 2012.

<sup>59</sup> L. Crestey, "Evolution de la Réglementation des Produits Cosmétiques et Impacts sur l'Evolution de la Sécurité pour la Santé Humaine", Doctorate Thesis in Pharmacy, Faculty of Pharmacy and Medicine, University of CAEN, 2011.

## Statement of Problem

The coming of European powers like Britain, France and Germany to Africa, especially Cameroon led to the establishment of business firms. This was in order to secure their interest which was of great importance to them. The German annexation of Cameroon in 1884 led to the establishment of 58 German plantations where cash crops like rubber, palms, banana amongst others on plantations of about 100,000 hectares around Victoria and the Slopes of Mount Cameroon were cultivated.<sup>60</sup> In 1908, the Germans built a soap factory in Douala where local oil was processed into soap.

Around the 1990s in Cameroon there were many soap manufacturing companies, these enterprises were *Societe des Palmeraies de la Ferme Suisse* (SPFS-palm), Cameroonian Soap Factory (SCS), *Societe Camerounaise de Raffinage Maya et Cie* (SCR-MAYA), *Savons Oleagineux Cosmetiques* (SOC), *Complexe Chimique Camerounaise* (CCC), *Sovonerie NOSA Sarl* (NOSA), *Complexe Chimique Industrielle du Cameroun* (CCIC) and *Industrie Agro-alimentaire Specialisee dans la production et la commercialization du savon de menage* (AZUR S.A.)<sup>61</sup> There was no significant presence of existing cosmetic enterprises. As a result, a good number of cosmetic enterprises were motivated to establish in the Mfoundi Division. All this led to the gradual establishment of local cosmetic enterprises in Cameroon within the Mfoundi Division such as B&B Laboratories, Joyce4life, Mary B, Shu Anta and American Cindy Beauty that have been studied in this work. Cosmetic enterprises had a tremendous impact on the Cameroonian economy. Our study shall be mainly centered around the existence of cosmetic enterprises, their activities and importance on the Cameroonian economy especially within Mfoundi. The foregoing circumstances urged us to pose the following research question: What were the factors, activities, impact and problems encountered by cosmetic enterprises in the Mfoundi Division? This question was guided by the following follow up research interrogations:

1. Why were cosmetic enterprises introduced in the Mfoundi Division?
2. What were their activities?
3. What were the impact and challenges they encountered?

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<sup>60</sup> Ngoh, "The Political Evolution of Cameroon", pp.16-37.

<sup>61</sup> E.T. Ndjogui et Al, *Historique du Secteur Palmier à Huile au Cameroun*, CIFOR, Document Occasionnel, 2014, p.59.

It is our desire in this dissertation to provide answers to the aforementioned questions, which will subsequently help us access the contribution of cosmetic enterprises to the socioeconomic development of the Mfoundi Division.

### **Objectives of Study**

The term “objective” was used to designate the goal one intended to achieve. It equally made reference to “what an individual intended to demonstrate or show”.<sup>62</sup> Objectives were goals aimed to be achieved at the end of a study. It was in this context that we were able to identify two types of objectives in the course of our study: the central and sub-objectives. Since each point of focus has a goal to attain, it will be good to mention the objectives of the study.

The central objective of this study is to examine the factors, activities, impact and problems encountered by cosmetic enterprises in the Mfoundi Division. This central objective is followed by some secondary objectives :

1. Examine the origin of cosmetic enterprises in the Mfoundi.
2. Outline the activities of these enterprises.
3. Highlight the impact and challenges they encountered.

### **Significance of Study**

Many studies have been done on cosmetics as a whole in the field of social sciences. This study lays more emphasis on the socio-economic contribution of cosmetic enterprises in the Mfoundi Division of the Centre Region of Cameroon. It is hoped that it would be significant to the Cameroon government, local cosmetic producers in the division, indigenous people of the Mfoundi and researchers on issues related to cosmetic enterprises.

This study is hoped would be of great importance to the government of Cameroon, since it would be used as a mechanism to trace the problem of the high importation of cosmetic products from other countries at the detriment of those made in Cameroon. In this regard, the government ought to reinforce the fight against the excess importation of cosmetics which are already produced locally by cosmetic manufacturers in Mfoundi Division. The remarkable rate of importation has crippled most cosmetic enterprises in the division which have incurred high cost of production. Stamping the importation of cosmetics already produced within the

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<sup>62</sup> M. Grawitz, *Méthodes de Recherché en Sciences Sociales*, Dalloz, Paris, 1993, p.481.

country would be considered as a great government support in order to encourage home consumption.

The study equally urges the government to adopt regulatory laws which would govern the smooth production of commodities within the cosmetic sector. In order to eliminate counterfeit and illegal smuggling of cosmetics, it would be necessary to promulgate laws purposely designed for cosmetic production in Cameroon. These laws if separated from pharmaceutical laws would reinstate much order within the cosmetic sector of activity in Cameroon and expose the fraudulent activity of most individuals who have exercised within the cosmetic business for years.

Since the study is dealing with cosmetic enterprises, it would contribute in providing knowledge on the existence of different cosmetic enterprises located in the Mfoundi. It will benefit other existing cosmetic enterprises on strategies to follow in terms of production and commercialization in order to gain more market shares. In terms of production cosmetic enterprises will be urged to distinguish themselves in terms of branding and methods related to customer approach.

The study draws the attention of chief executive officers of cosmetic enterprises on the health risks attached to the unsafe usage of chemicals in their cosmetic formulation. With regards to the alarming negative results of both short and long-term health challenges incurred by consumers as a result of using highly toxic cosmetics, these cosmetic enterprises are encouraged to embrace more humanist measures of production even though coupled with the high technologically advanced facilities at their disposal. Local cosmetic manufacturers in Mfoundi ought to consider consumer protection to be of great importance by promoting the usage of more naturally induced resources.

Also, the study is intended to educate the indigenous people of the Mfoundi on the undeniable importance of cosmetic enterprises in the division. It will create awareness on the socio-economic contribution of these enterprises which is its ability to create employment in both direct and indirect forms as a source of financial empowerment significant enough to boost the nation's economy and standards of living.

With commitment and dedication put forth in the assembling of this research study, we kindly recommend future researchers who are interested in this research theme to make this document a reference. It has been considered valid after undergoing critical analysis and corrections made by experts and will serve as a road map for researchers whose interest are

drawn towards cosmetic history and aspects related to the existence of cosmetic enterprises in the Mfoundi Division.

### **Sources and Methodology of the Study**

The realization of this study is the outcome of a profound research which encompasses the consultation and usage of multiple sources as quoted “A historian’s curiosity ought to follow several trajectories at once. His work is not limited to the establishing of sources: he must use a sound interdisciplinary culture to make himself master of man’s past. For history is man’s modern view of the whole of time past”.<sup>63</sup> In this light, two methods were used to collect data: the cumulative bibliographical study and the systematic research method. The first consisted of searching for most recent articles and books concerning our research question, the second consisted of visiting documentation centers making fastidious details on books and files concerning our research question. In this connection, both secondary and primary sources were exploited.

In relation to secondary sources, we consulted both published and unpublished materials which handled aspects directly linked or associated to the study. Published sources included books, dictionaries, encyclopedia, reports, journals, colloquia and articles in journals, while unpublished sources included Thesis and Dissertations. These sources were consulted in documentation centers like the Faculty Library of the University of Yaounde I, History Department and the History – Geography – Archeology Library, University of Yaounde I. The reading of abundant literature on the subject enabled us to have an appraisal of what has been done by other researchers, their arguments and approaches used in analyzing topics related to cosmetics in the sub-division of the Mfoundi Division.

Ministries equally contributed in providing necessary information. This was the case where the Ministry of Trade (MINCOMMERCE), Ministry of Communication (MINCOM), Regional Delegate of Small and Medium Sized Enterprises, Ministry of Mines Industries and Technological Development (MINMIDT), *Societe de Presse et d’Edition du Cameroun* (SOPECAM) and the French Institute of Cameroon. Question guides acted as road maps for interviews. In order to ensure authenticity of information gotten from oral information to that

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<sup>63</sup> J. Ki-Zerbo, *Histoire de l’Afrique Noire d’Hier à Demain*, Hatier, Paris, 1972, p.24.



from published and unpublished sources, efforts were made to reconcile both sources of information at all levels.

Primary sources consulted and used included interviews. These were conducted orally and took about 45 minutes to 1 hour, a minimum of at least 39 persons targeted were interviewed, they included: the controller of cosmetic products, managers of cosmetic enterprises, holders of small and medium size cosmetic shops, private sale agents in particular and a wide spectrum of both men and women using cosmetics. Interviews were taped in most instances, notes and pictures were taken to substantiate the quality of data collected. Both broad and simple questions were asked, offering the opportunity to deeply explore the in-depth sustainability and veracity of cosmetic enterprises to the economy of Cameroon particularly in the Mfoundi Division.

The internet was an indispensable asset, exploited for the study. After having a conceptual knowledge of our topic from secondary sources, this enabled us to start with the collection of primary data which consisted of oral interviews. The methodology of this study followed the historical techniques of data collection from various complimentary sources the validity of these sources was based on intensive criticism and evaluation. In order to critically assess both data collected from primary and secondary sources, we resorted to the use of both qualitative and quantitative methods which required a systematic interdisciplinary confrontation of data with other disciplines. Here the qualitative method tries to understand the people's behaviour by studying its institutions, cultural values and norms while the quantitative method deals with the operationalization of empirical variables, prediction and the testing of facts from statistics gotten during the research. Both methods provided an indepth analysis, which helped us setup light and clarity on evidence so as to reconstruct the historical truth in order to have a profound understanding of the contribution of cosmetic enterprises to the economy of the Mfoundi Division.

### **Scope of Delimitation**

Chronology remains an essential element in treating any historical subject or event in history without which any scientific work would be a mere navigation without direction and orientation. In light of, Ki-Zerbo posits: « *l'historien qui veut remonter dans le passe sans*

*repères chronologiques fiables ressemble au voyageur qui parcourt dans une voiture sans compteur, une piste, une piste sans bornes kilométriques ».*<sup>64</sup>

The study period spans from 1996 to 2020. August 5<sup>th</sup>, 1996 (See Appendix 7) was adopted as the take-off date because it marked the signing of laws on the strict respect of the packaging and normalization of cosmetic produce.<sup>65</sup> While on October 22<sup>nd</sup> 2020 (See Appendix 10), the Minister of Communication, Rene Emmanuel Sadi addressed the founder of the “CARIMO” cosmetic laboratories warning on a publicity campaign. According to the minister of communication, a public notice circulating within the City of Yaounde violated Law No. 2008018 of December 29<sup>th</sup> 2006 which stipulated in article 23 that publicity messages should be in conformity with the demands of moral decency and stating in article 24 that “publicity messages should be exempted from all racial discrimination”.<sup>66</sup>

This study is confined to the geographical location of the Mfoundi Division precisely in the political capital of Cameroon. The field work was carried out in the Sub-Divisions of Mfoundi in neighbourhoods like: Damas, Nglonkak, Eligisono, Essos and Biyamassi. As the political capital of Cameroon, Yaounde houses a majority of Cameroon’s most important institutions. Yaounde has a population of more than 2.8 million, the second-largest city in the country after the port city, Douala. It lies in the Center Region of the nation at an elevation of about 750 meters (2500ft) above sea level. Most of Yaounde’s economy is centered on the administrative structure of the civil service and the diplomatic services.<sup>67</sup>

The maps ahead are illustrations of the area of study. In map 1, the map of Cameroon is being displayed with 10 Regions but the Centre Regions is being highlighted. The Centre Region occupies 69,000km<sup>2</sup> of the central plains of the Republic of Cameroon. It is bordered to the north by the Adamawa Region, to the south by the South Region, to the east by the East Region and to the west by the Littoral and West Regions.<sup>68</sup> Map 2 shows the Centre Region of Cameroon with its 10 Divisions namely: Haute-Sanaga, Lekie, Mbam-et-Inoubou, Mbam-et-Kim, Mefou-et-Afamba, Mfou-et-Akono, Mfoundi, Nyong-et-Kelle, Nyong et Mfoumou and Nyong-et-So’o. The Mfoundi Division highlighted in orange is the area of

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<sup>64</sup> J. Ki-Zerbo, *Histoire de l’Afrique Noire d’Hier à Demain*, p.24.

<sup>65</sup> Law N° 96/117 du 5 Août 1996 Relative à la Normalisation.

<sup>66</sup> N° 1272/MINCOM/SG/DMPP.

<sup>67</sup> Yaounde, Consulted from <https://en.m.wikipedia.org>, on 8/10/2020, at 4:50pm.

<sup>68</sup> Centre Region, Consulted from <https://en.m.wikipedia.org>, on 02/05/2021, at 10:20am.

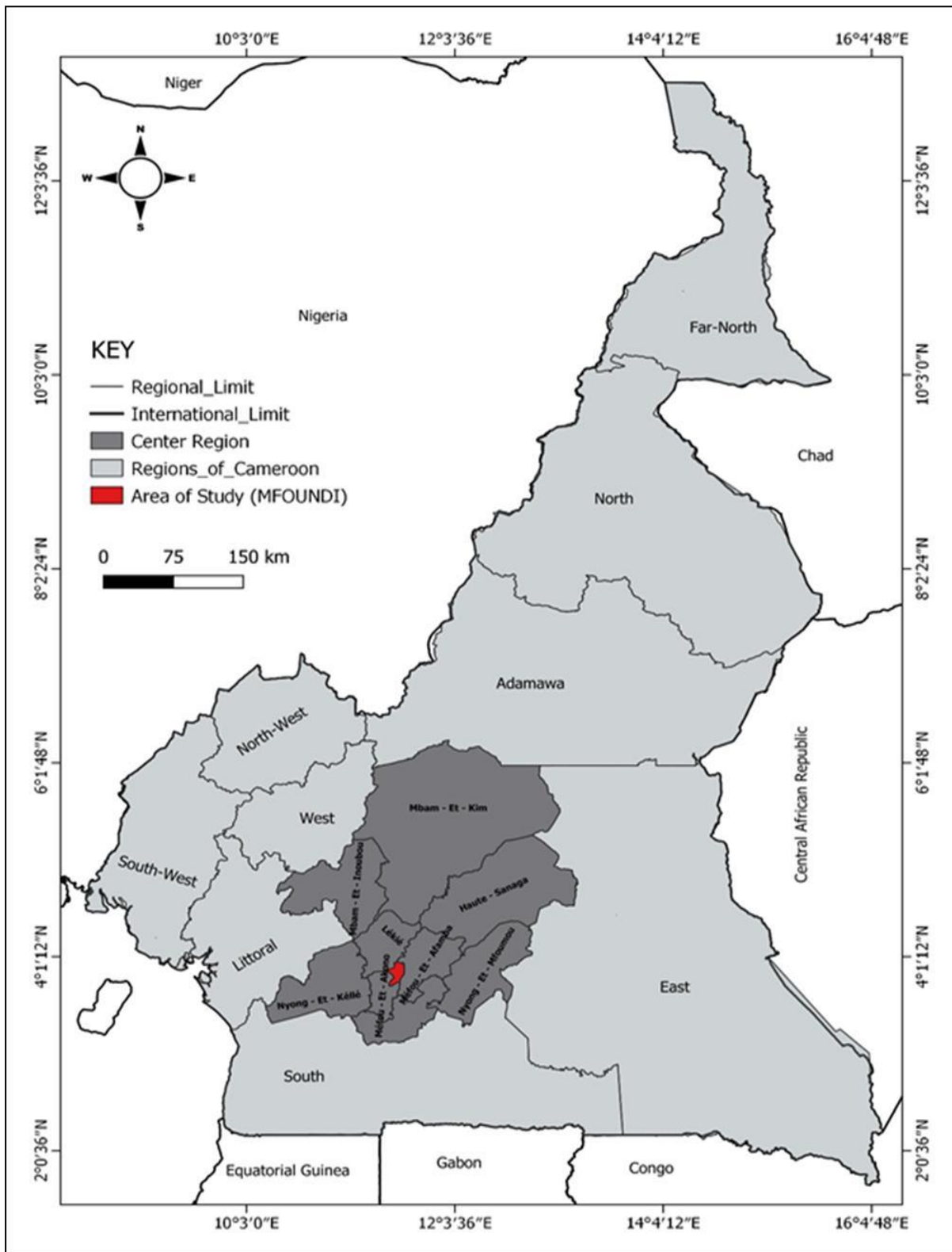
study.<sup>69</sup> Map 3 is a clear display of the main area of study which is the Mfoundi Division giving a clear delimitation of its Sub-Divisions. The capital of the Mfoundi is Yaounde and the map shows the 7 Sub-Divisions of the Department. This Department was created according to Decree N° 74/193 of March 11, 1974 which separated the Mfoundi from the Mefou Division and it covers a surface area of 297 km<sup>2</sup>.<sup>70</sup> These Sub-Divisions were made up of many quartiers within their departments amongst which included: Yaounde I (Nlongkak, Etoudi), Yaounde II (Tsinga), Yaounde III (Efoulan), Yaounde IV (Kondengui), Yaounde V (Essos), Yaounde VI (Biyem-Assi) and Yaounde VII (Nkolbisson) where most of these cosmetic enterprises were situated notwithstanding that these Sub-Divisions stated above had more than the number of quarters mentioned per Sub-Division.

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<sup>69</sup> Centre Region, Consulted from <https://en.m.wikipedia.org>, on 02/05/2021, at 10:20am.

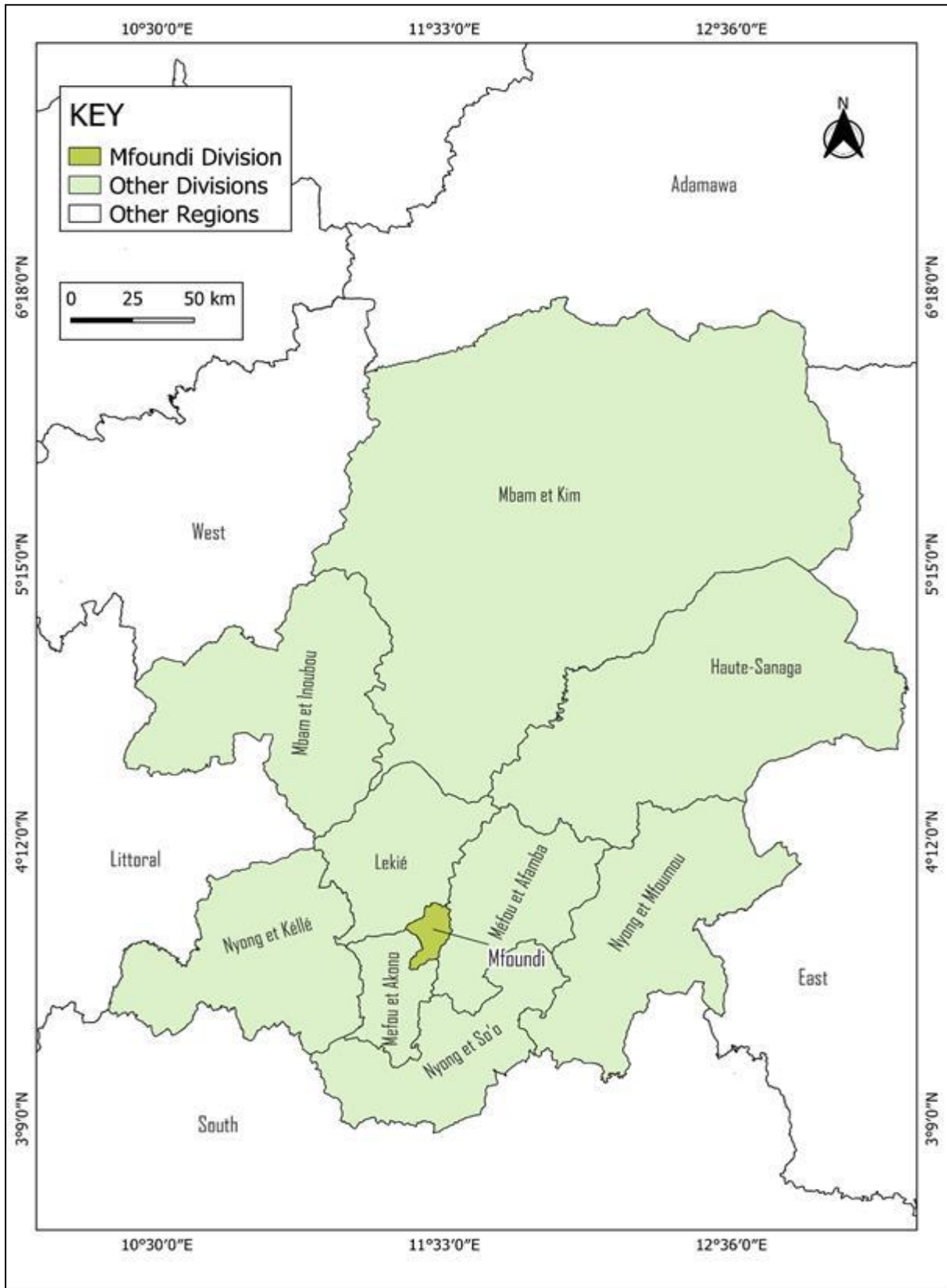
<sup>70</sup> Mfoundi, Consulted from <https://fr.m.wikipedia.org>, on 02/05/2021, at 10:20am.

Map 1 : Cameroon Map Locating the Mfoundi Division in the Centre Region



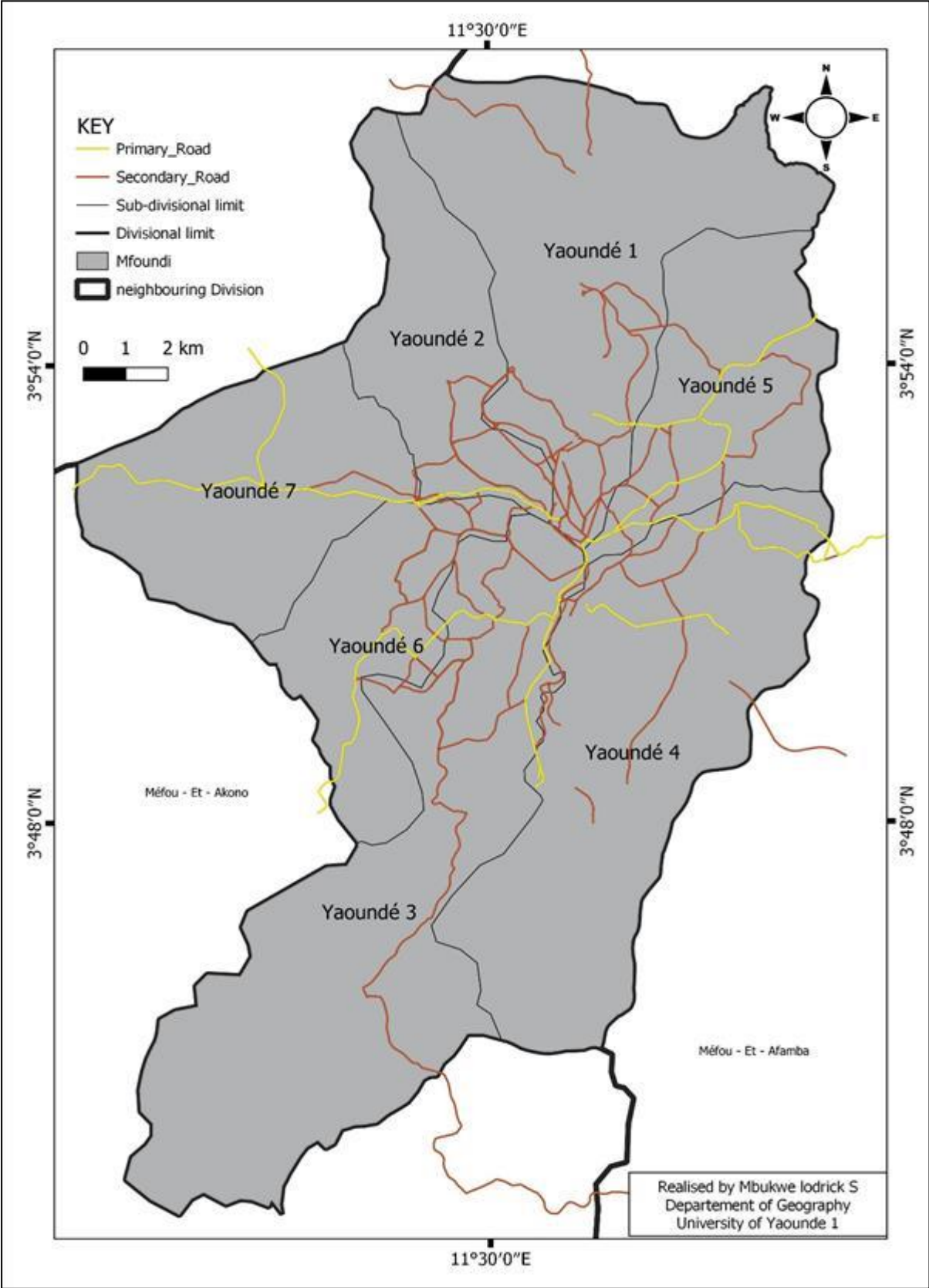
Source: Atlas Forestier 2021, modified by Mbukwe.

Map 2 : Map of the Centre Region Locating the Mfoundi Division



Source: Atlas Forestier 2021, modified by Mbukwe.

Map 3 : Sub-divisions in the Mfoundi Division



Source: Atlas Forestier 2021, modified by Mbukwe.

## **Problems Encountered**

It was important to point out some problems we encountered in the course of realizing this study. Despite these, we employed efforts to attain our goals. The first challenge was to get adequate information from informants which were personnel of cosmetic enterprises, a highly competitive business sector. This pushed them to be suspicious of the researcher. With this, the researcher was patient and presented all necessary identification documents like research permit and was proposed to sign confidentiality contracts with certain cosmetic enterprises once accepted to access company's documentation centers for assurance on the safety of the information received. These possibilities later became unfruitful.

Another key problem was the lengthy procedure used before being granted access to documentation centers. This situation was noticed once the researcher was granted permission in certain ministries to consult documentation centers. Though being granted permission within some ministries, some archivist practically made it cumbersome to lay hand on the data required. To resolve this problem, the researcher was directed to particular persons who granted her interview sessions and more documentation were provided online through reliable links given to be accessed online.

Despite these difficulties we made use of diplomacy, patience and the solicitation or assistance of certain personalities were eminent in curbing or containing these difficulties. In an attempt to respond to this sanitary situation of the Corona Virus (Covid-19) which was prevalent, we succeeded to convince our informants to accept us as we promised to respect strict sanitary measures like the wearing of face mask, disinfecting hands and respecting the two-meter distance as directed by the World Health Organization.

## **Organization of Work**

The general introduction contextualizes the study. It presents a substantial literature and exposes the research problem. This work is divided into four chapters excluding the general introduction and general conclusion. Each chapter begins with a brief introduction and ends with a brief conclusion, with deep analyses, giving room for smooth transitions to subsequent chapters.

Chapter one deals with the background study as it examines the social, economic and political factors which favoured the establishment of cosmetic enterprises in the Mfoundi Division. Equally, it presents the evolution of these cosmetic enterprises after independence

and emphasizes on laws which were applicable to the cosmetic sector. This chapter presents cosmetic enterprises according to their categories and actors involved within the cosmetic business giving the geographical localization of some cosmetic enterprises in the Mfoundi studied in the course of the research.

Chapter two is interconnected to chapter one as it reveals the main activities undertaken by cosmetic enterprises in the Division which were namely: production, commercialization, employment and market research. This chapter examines aspects like raw material, equipment, stages of production and typologies of cosmetic products manufactured by some cosmetic enterprises in the Mfoundi Department. It also presents both the direct and indirect distribution pattern used by these cosmetic enterprises to ensure the smooth circulation of these commodities to their final consumers. Allusion is made to the necessity of labour required by these cosmetic enterprises in terms employment and their ability to reach out to their consumers through market research thus checking consumption.

Chapter three studies the socio-economic impact brought about by cosmetic enterprises established within the Mfoundi Division. This chapter outlines the positive social and economic impact derived from the establishment of these cosmetic enterprises which include: direct and indirect employment, taxes, excise duties, national development and financial autonomy. These socio-economic impacts are of great importance to the government, cosmetic business and the society. This introduces us to chapter four which constitutes of challenges and perspectives to problems encountered by cosmetic enterprises in the Division.

Chapter four examines the challenges encountered by cosmetic enterprises in Mfoundi and perspectives to these problems. This chapter presents challenges greatly faced as a result of limited State intervention within the cosmetic domain. It equally presents difficulties encountered by local cosmetic manufactures in Mfoundi among producers in regards to the society. Finally, it outlines attempted solutions with examples to help actors within the cosmetic sector particularly in the Mfoundi Division and Cameroon as a whole in resolving issues which are more likely to prevail in the absence of this study.



# CHAPTER ONE

## PRESENTATION OF COSMETIC ENTERPRISES IN THE MFOUNDI DIVISION AND LAWS GOVERNING THE SECTOR

### Introduction

The Yaounde city was made the capital of Cameroon in 1922.<sup>1</sup> Following the publication of the 2005 census statistics, it was presented as the most populated town of the country.<sup>2</sup> Given that cosmetic enterprises had already been established in the Mfoundi Division especially in the Yaounde during the colonial period, they rapidly evolved and exerted their activities while respecting the laws imposed by the state on the production and control of cosmetic in the Division in particular and Cameroon in general. Though all existing cosmetic enterprises in the Division were not modern, their creation was motivated by some factors which determined their establishment and evolution over time. In this section of the work, we shall analyze the historical background of cosmetic enterprises in Cameroon, describe and examine the conditions that led to their creation in the Mfoundi Division.

### 1.1 Historical Background of Cosmetic Enterprises

The existence of cosmetic enterprises in Cameroon and how they settled within the different regions especially in the Mfoundi Division can be traced back to the colonial period. The implantation of cosmetic enterprises in Mfoundi was as a result of numerous factors.

#### 1.1.1 The Advent of Cosmetics in Cameroon

Before the arrival of European powers in Cameroon, Cameroonians made use of certain plants with medicinal virtues for the beautification of their bodies, though cosmetic enterprises were not established yet. Each ethnic group within a confined environment had a particular beauty ingredient which was quite unique.

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<sup>1</sup> Dike et Al, *Historical Dictionary of the Republic of Cameroon*, p.398.

<sup>2</sup> Cameroon – Third General Census of Population and Housing 2005 – IPUM Subset, Consulted from <http://stat.cm>, on 29/09/2022, at 8 :00am.

The brave and ingenious peasants in the North exploited the properties of certain plants such as extracts from the bark of *Balanites aegyptica* or seeds of *Jatropha gossypifolia* for washing and cleaning.<sup>3</sup> They equally used oil to anoint themselves and protect their bodies against the harsh Sahelian sun with *Khaya senegaleis*.<sup>4</sup> Due to its therapeutic and aphrodisiac virtues, this cream was very popular and served this purpose. Over the past generations, the Toupouri from the Far North celebrated and sang about the spicy nature of the Shea oil, during the *Gourna* dance. The Bororos who settled in mount Manegouba in Cameroon also made use of Shea oil for hair reparation and growth.<sup>5</sup>

Also, camwood was an important beauty ingredient used within the pre-colonial era in Cameroon. Women rubbed themselves with the red powder to clean, smoothen and equally ease delivery. In the *Laimbwe* polities of Bu, Mbengkas and Baisso in the Menchum Division of the North West Region of Cameroon, women rubbed camwood as a ritual during the coronation of a new *fuai* (Fon), *zhehfuai* (Queen mother), *zheh'abei* (Family Head) and when a *kafa'a* regulatory society performed.<sup>6</sup> Besides, in many grassland fpondoms of Cameroon, camwood served as rubbing oil because it smoothened and kept the body warm. During traditional wedding ceremonies, young women were washed and rubbed with camwood for cleansing and initiation into womanhood.<sup>7</sup>

The exploitation of palm oil was not also new to Cameroonians, since it was introduced to countries bordering the Gulf of Guinea. People in the rainforest region of Cameroon harvested fresh fruit bunches from the wild *dura* variety like palm plants from which palm oil and kernel were made. Both *dura* and *pisifera* varieties produced palm wine which was a much cherished liquor. The hybrid *tenera* oil palm variety produced the highest yield up to eight times more compared to other vegetable oil crops like Soya-bean and Sunflower.<sup>8</sup> When the Europeans came to Africa particularly in Cameroon, they introduced the cultivation of Palm. Every part of the palm oil processing was valorized within each community, where its

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<sup>3</sup> J. Gormo, "Des Végétaux et leurs Usages chez les Peuples du Nord-Cameroun : Sélection et Modes d'Emploi du XIX<sup>e</sup> Siècle", Consulted from. <https://www.scielo.br>, on 27/07/2022, at 6:26pm.

<sup>4</sup> *Ibid.*

<sup>5</sup> Interview with, Ange Leudjou, 32 years, Shu Anta Cosmetics Store Manager, Nlongkak - Yaounde, 28/09/2021.

<sup>6</sup> H.K. Kah, "Camwood (*Pterocarpus Tinctorius*) in the Political Economy of the Cross and Manyu Rivers Basin of Cameroon and Some Hinterland Communities, 1916-1961", *Afrika Zamani*, No. 20, 2012, pp. 150-151.

<sup>7</sup> *Ibid.*

<sup>8</sup> R.N. Nkongho et Al, The Non-Industrial Palm Oil Sector in Cameroon, Working Paper, 139, CIFOR, 2014, p.1.

three produce: palm wine, palm oil and palm kernel oil were generally acquired for alimentary and therapeutic importance.<sup>9</sup>

After the German annexation of Cameroon in 1884, they developed plantation industries in the Coastal Region. The Germans opened over 58 plantations in Cameroon as this was their main overriding economic interest in the territory.<sup>10</sup> Cash crops cultivated were: rubber, palms, banana amongst others on plantations of about 100 000 hectares around Victoria and the slopes of Mount Cameroon. The Germans needed palm oil for soap and candle production.<sup>11</sup> In 1908, the Germans built a soap factory in Douala where local oil was processed into soap. The Central Botanical Bureau *Die Botanische Zentralstelle* was also created purposely for scientific research which was carried out on hundreds of plants.<sup>12</sup>

The commodity with the greatest capacity of expansion was palm produce: Palm Oil and Palm Kernels.<sup>13</sup> Five agro-industries were involved in the production of crude palm oil in Cameroon namely: *Société des Palmeraies de la Ferme Suisse* (SPFS) in 1907 and PAMOL Plc established in 1928.<sup>14</sup> In 1924, German plantations were offered on sale and in 1946 the Cameroon Development Corporation (C.D.C) was created by the British government for the administration of former German plantations.<sup>15</sup> European powers in Cameroon mostly opened plantations for the cultivation of raw materials needed by their home industries. There was no visible cosmetic sector at the time except the presence of a soap factory. The existence of these plantations provided commodities like oil which was used for cosmetic purposes by some people.

In 1960, many Black African countries acquired independence. Knowing that political independence was only an illusion without the well-being of the population, each country set out to find the best way for rapid economic progress. Thus, in the 1960's, the first economic and social development plans were made. This period was characterized by the desire for

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<sup>9</sup> E. T. Ndjogui et Al, *Historique du Secteur Palmier à Huile au Cameroun*, CIFOR, Document Occasionnel, 2014, pp.8-9.

<sup>10</sup> Ngoh, "The Political Evolution of Cameroon", pp.16-37. <sup>11</sup> *Ibid.*

<sup>11</sup> *Ibid.*

<sup>12</sup> Ngoh, *History of Cameroon Since 1800*, p.82.

<sup>13</sup> A. Ralph et J. Derrick, *Middlemen of the Cameroons River: The Duala and their Hinterland 1600-1960*, Cambridge University Press, United Kingdom, Vol. XXXII, no 37, 1999, p.55.

<sup>14</sup> Nkongho et Al, *The Non-Industrial Palm Oil Sector in Cameroon*, p.1.

<sup>15</sup> Ndjogui et Al, *Historique du Secteur Palmier à Huile au Cameroun*, p.60.

development and politics.<sup>16</sup> For political independence not to be considered vain, it had to be firmly followed by economic independence. By the end of the 1960's the economic evolution of Cameroon was not fully profitable given the extraordinary surplus of wealth gotten from the petroleum exports.<sup>17</sup> After independence, and in an attempt to encourage investment and promote development, some investors were encouraged to modernize the cosmetic sector in Cameroon. As a result, a good number of cosmetic enterprises were motivated to establish in the Mfoundi Division due to favourable economic, social and political factors.

### **1.1.2 Factors that Favoured the Establishment of Cosmetic Enterprises**

The implantation of cosmetic enterprises in Mfoundi was effective due to the existence of organisms put in place by the Head of States either directly through decrees or indirectly through the various ministries.

#### **1.1.2.1 Social Factors**

The *Mission d'Aménagement et de Gestion des Zones Industrielles* (MAGZI) created in 1971 had general objectives of participating in the acceleration of rapid industrialization in Cameroon by promoting a harmonious national development and contributing to environmental protection. The result of this was the creation of numerous enterprises.<sup>18</sup> MAGZI greatly galvanized the existence of cosmetic enterprises which established themselves in Cameroon especially within the Mfoundi.

Also, advanced technology had a direct influence on social media through different mediums like female magazines, television and publicity images. This greatly influenced women as it instilled in them new notions of taking care of their bodies.<sup>19</sup> Since the society rapidly cultivated taste for appearance, dedicated to an eternal cult of youthfulness and thinness, beauty cosmetics became products of high consumption. Perfumes, creams, lotions, balms, dyes, hair gels, anti-wrinkle creams, slimming products, teeth whitening products and

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<sup>16</sup> N. Ngoudi, *La Réussite de l'Intégration Economique en Afrique*, Editions Présence Africaine, Paris, 1971, p.7.

<sup>17</sup> Ngoh, "The Political Evolution of Cameroon, 1884-1961". p.4.

<sup>18</sup> Annuaire Statistique du Sous-secteur Mines, Industrie et développement Technique MIDSTAT 2014, p.207.

<sup>19</sup> Mbohoulou, " La Dépigmentation Artificielle de la Peau au Cameroun ", pp.90-91.

hair loss preventives answered high prices to eternal beauty dreams.<sup>20</sup> Mankind's history seemed inseparable from cosmetics.<sup>21</sup>

Equally, the existence of professional beauty training centers in the Division motivated the creation of cosmetic enterprises. These training centers paved the way for the advent of cosmetic enterprises in the Mfoundi through the educational system they provided individuals who were being trained on the uses of cosmetics. Such Knowledge acquired from these training centers greatly enhanced employment especially for cosmetic enterprises with Spa facilities such as Shu Anta which required qualified persons in the esthetic field due to the spa facility services at their disposal.<sup>22</sup>

Again, cultural preservation was a prominent factor which motivated the establishment of cosmetic enterprises like Mary-B and Shu Anta cosmetics. Due to the rich natural resources within the nation, cosmetic enterprises in the Mfoundi promoted the cultural aspects of the different ethnicities within Cameroon through the use of plants as ingredients. Cosmetic enterprises like Shu Anta produced body and facial scrubs with extracts from Fouban coffee, detoxifying scrubs with Dusjista tea and volcanic rocks from Limbe. Coupled with their spa facility services, cosmetic enterprises practiced some body beauty rituals like the famous "*Rituel de la Riene Mere*".<sup>23</sup>

### 1.1.2.2 Economic Factors

The role of the National Investment Company (NIC) created in 1946, enhanced the effective promotion of the industrial policy conceived by the Cameroonian government. This encouraged important investment in every economic sector in Cameroon especially in the Mfoundi. This structure was charged for the mobilization and orientation of national savings in order to favour investment operations, of economic and social interests within the industrial, agricultural, commercial and financial sectors.<sup>24</sup> This portrayed the country's image as a convivial environment, suitable for investment and suggested susceptible measures which attracted, welcomed, assisted and orientated foreign and national investors to setup investment projects in this Department. With the creation of A.P.I. and the N.I.C., many enterprises

<sup>20</sup> Tene, "Contribution a une Meilleure Connaissance des Produits Cosmétiques", p.2.

<sup>21</sup> Thioune, "Produits Cosmétique : Historique, Règlementation et Industrie ", p. 5.

<sup>22</sup> Interview with, Leudjou.

<sup>23</sup> *Idem*.

<sup>24</sup> Annuaire Statistique du MIDSTAT, p.207.

among which were cosmetic enterprises came into existence as most investors saw this economic activity more profitable in the Mfoundi Division, thus easing their establishment.

Also, the availability of labour prompted the creation of cosmetic enterprises in the Mfoundi Department. The great presence of a youthful population of the working age group was considered to have a catalytic effect susceptible to enhance high productivity required by these cosmetic enterprises, since this business activity necessitated a steady labour force. The population of the Division was considered suitable for the provision of both skilled and unskilled labour needed by these enterprises.

Moreover, the existence of markets within the Mfoundi motivated the existence of cosmetic enterprises. The fast growing demographic population was a suitable market for the establishment of cosmetic enterprises in the Division. With a population which was mostly composed of a higher percentage of females, local cosmetic producers were encouraged to invest into this lucrative sector of activity given that the consumption pattern of cosmetics was relatively on the rise. In order to secure a steady market, cosmetic enterprises emerged within the Mfoundi Division.

Equally, the availability of raw materials within the Mfoundi encouraged the establishment of cosmetic enterprises. With the existence of land flora in the drylands of Cameroon some rich plant species such as Aloe Vera, Sesame oil, Mint, Moabi butter, Fenygreek, Shea butter, Cocoa butter and Turmeric among others were available. These raw materials were used to produce natural substances like essential oils, organic and varied aromas necessary for food, pharmaceutical and cosmetic enterprises. According to pharmacopoeia, *cosmetopoeia* was the dispositive use of plants for beauty and healthcare purposes, which was important in the history of man and the environment.<sup>25</sup> To this effect, ethno-botanical researches carried out in Cameroon discovered new active principles in cosmetics amongst ethnicities as outlined by the Gbaya in East Cameroon who possessed 36 plants and 78 cosmetic recipes.<sup>26</sup>

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<sup>25</sup> E.F. Fongnzossie, Z. Tize, et Al., "Ethnobotany and Pharmacognostic Perspective of Plant Species Used as Traditional Cosmetics and Cosmeceuticals Among the Gbaya Ethnic Group in Eastern Cameroon", *South African Journal of Botany*, Vol 112, 2017, pp.29–39.

<sup>26</sup> E.F. Fongnzossie, Z. Tize, et Al., "Ethnobotany and Pharmacognostic Perspective..."

Again, the role of Investment Promotion Agency (API) instituted by the Presidential Decree N° 2005/310 of September 1<sup>st</sup> was charged with the duty of promoting the image of products Made in Cameroon.<sup>27</sup> This idea was equally saluted as it enabled local producers within these cosmetic enterprises to boost the quality and quantity of their products. The government in view of implementing the economic policy of import substitution, promulgated laws, placing huge tax sanctions on imported cosmetics.

### **1.1.2.3 Political Factors**

The provision of certain decrees by President Paul Biya through the Ministry of Mines, Industry and Technological Development (MINMIDT), promoted industrial development on the Cameroonian territory through Law N°98/015 of July 4<sup>th</sup> 1998 relative to companies, classified as dangerous, unhealthy and inconvenient. (See Appendix 8) It enabled the legalization and recognition of enterprises giving them a judicial status before the state law which favoured the localization of cosmetic enterprises.

### **1.1.3 The Evolution of Cosmetic Enterprises from Independence to 1996**

After obtaining independence in 1960, Cameroon became economically developed to a certain extent. In 1971, MAGZI was created with general objectives of participating in the promotion of rapid industrialization in Cameroon, boost a harmonious national development and contribute to environmental protection.<sup>28</sup> The government of Cameroon with the aim of reducing poverty provided material, inputs and technical expertise during the first palm oil development plant in 1977. It equally provided financial assistance to small holder oil palm companies like PAMOL, CDC and SOCAPALM with funds from the World Bank under the FONADER.<sup>29</sup> By the end of the 1980s, the development of palm oil in Cameroon was dominated by agro-industries. Plantations produced palm oil, kernels, banana, rubber and tea. The second transformation industry comprised of refineries and soap manufacturing enterprises.<sup>30</sup>

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<sup>27</sup> Decree No.2005/310.

<sup>28</sup> Annuaire Statistique du MIDSTAT, p.207.

<sup>29</sup> Nkongho et Al, The Non-Industrial Palm Oil Sector in Cameroon, p.1.

<sup>30</sup> *Ibid*, p.1.

The interruption of the palm sector's modernization in the late 1980s resulted from the economic crisis which led to the States' disengagement. This situation caused the palm oil sector to face numerous mutations which contributed to the reconstruction and amelioration of the economy which rendered it competitive.<sup>31</sup> Cameroon was long considered a model of economic prosperity from independence in 1960 to 1985 with a Gross National Product (GNP) estimated at 4.8% between 1960 and 1978. While during the budgetary exercise in 1986 and 1987, Cameroon recorded a drop of 27.8% in export revenue which resulted from the price of agricultural and petroleum products.<sup>32</sup> The years 1985 and 1986 marked the end of the smooth period of the promotion of the Cameroonian economy and the genesis of the country's recession which has lasted till date. Between 1984 and 1986, the terms of exchange collapsed and caused the country to crash into stiff crises.

The impact of exporting monetary entries was immediately felt with a drop on public finances since exportation was at the origin of the Cameroonian economic crisis.<sup>33</sup> The economic crises of the 1980s caused mutations in the Cameroonian agricultural sector which made Cameroon to request for foreign aids form international banks like the International Monetary Fund (F.M.I.) and the World Bank (B.M.) in order to recover its economic growth. Despite the crises and the State's disengagement, the Cameroon government initiated a number of short and mid-term projects at the same time defining a national regulation for palm oil and reinvigorated the palm oil sector.

The year 1990<sup>34</sup> was a distressing period for the Cameroonian economy which corresponded to the adoption of Structural Adjustment Programs (PAS). It aimed at promoting the privatization of Public and Para-public enterprises and the stoppage of State agricultural subventions. The year 1990 equally constituted the beginning of the reconstruction of the palm oil sector with the creation of the first professional and inter-professional organizations. Cameroon's socio-economic and political climate in 1990 was marked by economic liberalization, the instauration of Democracy and a Multi-party system.

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<sup>31</sup> Ndjogui et Al, *Historique du Secteur Palmier à Huile au Cameroun*, p.60.

<sup>32</sup> R. A. Eba'a, Impact des Politiques Macro-économiques sur le Secteur Forestier : Cas de la Dévaluation du Franc CFA et l'Exploitation Forestière au Cameroun, Séminaire FORAFRI de Libreville p.4.

<sup>33</sup> Ngoh, "The Political Evolution of Cameroon", pp.18, 24.

<sup>34</sup> Ndjogui et Al, *Historique du Secteur Palmier à Huile au Cameroun*, p.59.



The policy of Liberalized Planning was adopted by the Cameroonian National Union (U.N.C.) and recommended by the government due to the inconveniences of African Socialism. Liberalized planning was a development philosophy which gave room for the intervention of the private sector and man's responsibility to actively fight Underdevelopment. This ideology connived with private and public interest wherein President Ahidjo at the time invited national and foreign investors to invest in Cameroon.<sup>35</sup> The role of private enterprises was of great importance for capital promotion without which sustainable development could not have been attained. So, liberalized planning safeguarded the general interest which reconciled the necessity of free planning.

Again, liberalized planning required a sort of State intervention in the sense private initiatives were channeled by the State for reasonable intervention in order to reconcile private initiatives towards economic objectives.<sup>36</sup> In order to participate in economic growth, boost human capacity and promote industrial development. Certain institutions were opened as technical instruments for the encouragement of National and Private Initiatives which led to the creation of *Centre d'Assistance aux Petites et Moyennes Entreprises* (CAPME), *Fonds Garantie aux Petites et Moyennes Entreprises* (FOGAPE), and *Société Nationale d'Investissement* (S.N.I). The new investment code of July 1984 created an atmosphere suitable for the mobilization of capital required for the development of National Small and Medium Enterprises.

From 1990 there were two categories of actors, those of the Agro-industry and Villagers who exploited palm plantations for various reasons. The second transformation of palm oil produced varied from products which were used in soap factories, refineries and the fabrication of margarine. The production of soap, detergent, refined oil, cosmetics, glycerin, candle, and polish were made available at the National and Regional market.<sup>37</sup> Cameroon had more than 12 industries involved in the second transformation of palm oil and palm kernels. These enterprises were SPFS-palm, SCS, SCR-MAYA, SOC, CCC, NOSA, CCIC, AZUR S.A. and BIOPHARMA Laboratories with more than 50 percent of its enterprises located in Douala. Specific information on cosmetic enterprises within the Mfoundi Division where our

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<sup>35</sup> Ndjogui et Al, *Historique du Secteur Palmier...*, p.59.

<sup>36</sup> M.J.A. Etoundi, "La Planification Economique au Cameroun: Apercu Historique (1960-2000)", Doctorate Thesis in Economic and Social History, History Department, University of Yaounde I, 2008, p.53.

<sup>37</sup> Ndjogui et Al, *Historique du Secteur Palmier à Huile*, pp. 35, 36, 44 & 49.

area of the study is found was barely inexistent around the 1990s due to the presence of mostly soap manufacturing companies.<sup>38</sup>

Similar to any economic sector of activity, there were a given number of rules laid down by the Cameroonian government to be followed by individuals who desired to invest into the production sector. These regulations were set as laws and decrees which were equally applicable to the cosmetic sector in regard to the geographical location of enterprises, production and labeling of commodities.

## **1.2 Legislation on Cosmetic Enterprises in Cameroon**

These were general rules instituted by the government of Cameroon to be followed by private individuals in the establishment of enterprises on the Cameroonian territory, applicable to different domains.

### **1.2.1. Law on Geographical Localization of Enterprises**

Localization was the fact of being fixed in a particular place. Establishments were any technical production unit which included: factories, stores, depots and agencies of enterprises. The law on localization was mostly put in place for businesses which desired to establish themselves on the Cameroonian territory.

This law was instituted through the Ministry of Mines, Industry and Technological Development (MINMIDT), by the Head of States in order to promote industrial development on the Cameroonian territory as provided by Law N°98/015 of July 4<sup>th</sup> 1998 relative to enterprises classified as dangerous, unhealthy and inconvenient.<sup>39</sup> This law stated that, the site chosen by enterprises were to be established in consideration to man and his environment. Articles clearly stated that the nature of products manufactured were to follow health disposition requirements and apply sanitary measures. Authorizations were to be acquired for the establishment of first and second category of public and private enterprises in view of the manner in which the exploitation of raw materials was done. Regulations were equally laid on

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<sup>38</sup> Ndjogui et Al, *Historique du Secteur Palmier à Huile*, p.59.

<sup>39</sup> Annuaire Statistique du MIDSTAT, p.207.

the functioning of these enterprises in regard to inspection and control measures whereby penalty sanctions followed stubborn cases which failed to respect the laws provided.<sup>40</sup>

In article 2, Law N°98/015 of July 4<sup>th</sup> 1998 relative to enterprises classified as dangerous, unhealthy and inconvenient general measures were clearly stated to be followed by factories, which were equally applicable to cosmetic production factories for artisanal or commercial industrial facilities owned by public or private individuals. Since some raw materials used by these cosmetic enterprises were susceptible to present health threats and insecurity to public sanitation with regards to nature and environmental protection which could be inconvenient for the neighborhood. Followed by Article 3 there was a distinction between the first and second category of industrial establishments, wherein the first category of enterprises stated that the implantation of manufacturing enterprises which used toxins had to be situated at the city outlets or away from natural and artificial water sources and buildings occupied by third parties in order to avoid pollution.<sup>41</sup>

In this light the localization of some cosmetic enterprises in Mfoundi like Roger Ducos and the B&B Laboratory were located out of the main city. The second category of industrial localization took into consideration small enterprises mostly artisanal which could produce within the city as they made declarations to the ministry on the functionality of their enterprises as was the case for Mary-B and Joyce4life which used non-toxic raw materials considered environmental friendly. (See Appendix 8)

### **1.2.2. Juridical Status of Cosmetic Enterprises**

Concerning the dynamics of business creation, there was a major political orientation. In addition to the usual administrative channels which enabled the creation of enterprises, business creation formalities centers (C.F.C.E.) were instituted by the government since 2010.<sup>42</sup> The natural person, in other words sole proprietorship remains the legal form most requested by entrepreneurs.<sup>43</sup> Cosmetic enterprises in Mfoundi operated legally in two forms namely: Public Limited Company (S.A.) and Limited Liability Corporation (S.A.R.L.). Public Limited Companies were enterprises where by participation was based on capital invested

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<sup>40</sup> Interview with, D. Motanoc Josti, 33 years, Assistant of Studies MINMIDT, Yaounde, 16/09/2021.

<sup>41</sup> Interview with, Motanoc Josti.

<sup>42</sup> Annuaire Statistique, p.12.

<sup>43</sup> *Ibid*, p.10.

rather than the statutes of shareholders. These companies were big enterprises which sold their shares to ordinary members of the general public like investors. Public Limited Companies operated on a minimum fixed capital of 10 Million FCFA as enterprises which were independent from shares acquired from the general public.<sup>44</sup> Limited Liability Corporation was a business which included at least two shareholders or one sole proprietor and functioned within a minimum capital of 100, 000 FCFA.<sup>45</sup>

As seen in the table 1 below, most cosmetic enterprises in the Mfoundi were established under the juridical status of Limited Liability Companies (S.A.R.L.). This meant that individuals who invested in this cosmetic sector of activity operated based on capital invested irrespective of the statues of its shareholders. While, cosmetic enterprises which operated as Public Limited Companies (S.A.) were practically unnoticed since the capital invested was relatively huge.

**Table 1 : Legal Statues of Cosmetics Enterprises in Mfoundi Division**

<b>Names of Cosmetic Enterprises</b>	<b>Juridical Status</b>
ROGER DUCOS	SARL
B&B Laboratory	SARL
PAFIC	SARL
BUMA SHANA	SARL
Laboratoire Christ Cosmétique	SARL
CLADEL	SARL
MADLYN CAZALIS Cosmétique	SA
Glabuiran	SARL
Société Tchikando & Freres (STEF Cosmétique)	SARL
MIA Kosmetico	SARL
Laboratoire Eugenia Cosmétique	SARL

**Source: Authors' Conception based on Research**

As seen from the table above a greater majority of cosmetic enterprises in the Division functioned mostly under the legal status of Limited Liability Corporations which included

<sup>44</sup> Resources Société Anonyme – Types d'Entreprises au Cameroun – cirics, Consulted from <http://www.cirics.org>, on 28/09/2022, at 9: 25 am.

<sup>45</sup> Les Etapes pour Créer Une Société Anonyme à Responsabilité Limitée (Sarl) au Cameroun, Consulted from <https://loexp.org>, on 28/09/2022, at 8:57 am.

sharing business partnership with a single business associate. On the other hand, it was rare to trace Public Limited cosmetic companies like MADLYN CAZALIS cosmetics whose existence was solely dependent on invested capital.

### **1.2.3 Production Law**

Production designated an activity carried out by an institutional unit which combined factors of production for the creation of goods and services. The production law was purposely set to secure consumers of different goods which were made available on the market. This law was instituted in regard to raw materials and methods of production. Law N°2011/012 of May 6<sup>th</sup> 2011 signed by the Head of State aimed at ensuring consumer protection on products, goods and services in Cameroon. In chapter 2 Article 3(a), regulations on consumer's protection, included the life, health, security and the environment. Chapter 3 Article 11 mentioned that if any commodity sold to consumers was found defective, the individual had to notify immediately. While Article 16 of chapter 4 focused on safety and environmental protection which stated that, any product which did not respect national norms in regard to the environment, health and security, had to be prohibited. Lastly, Articles 22 and 23 dwelled on the creation of a consumer's association in order to ascertain the protection of consumers within the Cameroonian territory (See Appendix 9).

Enterprises which produced cosmetics were charged with the responsibility of producing commodities which could ensure consumer protection. They had to make sure that raw materials used were not toxic to man and the environment and were not susceptible to cause any hazards. This law was to ensure consumer safety and cosmetic enterprises in the Mfoundi Division like Mary-B, Shu Anta and Joyce4life were good examples of enterprises which manufactured cosmetics in respect to the consumer protection law. Thus, their commodities were unaggressive to the skin with soft aroma and perfumes from natural ingredients.

### **1.2.4 Labeling Law**

This law was a legally required tag or label on new items which described the item, fabrication and filling content. It was any writing that was attached to the commodity to be

put on sale. Labels were written and printed with graphics put upon articles, containers or wrappers to inform the consumer of hidden contents or filling materials.<sup>46</sup>

The normalization law of August 5<sup>th</sup> 1996 was instituted by Presidential decree made by Paul Biya in order to ensure the proper branding of commodities. According to sub 3 of Article 3, it was stated that characteristics which regarded a product, good or service should be defined. Sub 4 stressed on product branding and packaging, while sub 5 mentioned the use and purpose of the product. Article 5 stated that the quality of a product, good or service and its aptitude to satisfy the consumers' need had to be in conformity to the normalization specification and obligation.<sup>47</sup>

In chapter 2, Article 6 emphasized that a certain number of actors were involved in the production sector which included public administration, national organization, the normalization committee and private sector amongst others. Their role and mission was stated to be implemented according to the regulatory text. Article 8 remarkably promoted the norm of the national brand. Article 5 of chapter 4 instructed that every economic activity exercised within the Cameroonian territory was to be under the control of quality in terms of its products, goods and services (See Appendix 7).

Cosmetic enterprises had to provide certain information on the packaging seal of their commodities before commercialization. Irrespective of the nature of these cosmetic products, specific information suitable for product description had to be visible. This information served as a guide for consumers who were interested in purchasing such commodities in terms of the composition, net weight, usage pattern, fabrication and expiration dates. Labeling was in view of giving an idea of the product to its potential consumers.

Though there was no specific regulatory law set for cosmetic activities in Cameroon, this sector applied norms from the pharmaceutical sector. In the domain of production, the laws above were equally applicable to cosmetic enterprises. These cosmetic enterprises which existed in the Mfoundi Department were classified in categories and had many actors which participated in this sector of activity.

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<sup>46</sup> Interview with, E. Enbwang David, 40 years, Cosmetic Controller MINCOMMERCE, Yaounde, 14/09/2021.

<sup>47</sup> Interview with, Enbwang.

### 1.3. Categories and Actors of Cosmetic Enterprises

Cosmetic enterprises within the Mfoundi Department were classified according to different categories and sizes. Ranging from large to small and medium size enterprises, these cosmetic enterprises had different production capacities and varied in characteristics. The establishment of these enterprises was closely followed by major actors within this sector.

#### 1.3.1. Categories of Cosmetic Enterprises

The classification of cosmetic enterprises in the Department was equally based on Law N° 2015/010 of July 16<sup>th</sup> 2015 which was a modification of Law N° 2010/001 of April 13<sup>th</sup> 2010 which emphasized on the promotion of Small and Medium Size Enterprises in Cameroon. The categorization of these cosmetic enterprises according to Law N° 2015/010 of July 16<sup>th</sup> 2015 was as follows;

A very Small Enterprise was defined as an enterprise which employed 5 persons and functioned under a given capital less than 15 Million FCFA. Some cosmetic enterprises in the Mfoundi under this category were the Mary-B, Amana and Joyce4life cosmetic enterprise which were mostly artisanal enterprises. Artisanal cosmetic enterprises were mainly small in size, characterized by a small-scale production which relied mostly on raw materials and manual tools for production. Artisans were independent workers whose work figure on a range of jobs necessitated knowledge proven through a certified diploma.<sup>48</sup> A Small Enterprise was known as an enterprise which employed between 6 to 20 persons and functioned under a capital ranging from 15 to 250 Million FCFA. In the Mfoundi Division, examples of such cosmetic enterprises included Bio Cam.

Medium Enterprises were defined as enterprises with a given number of 21 to 100 employees, financed by a capital of 250 Million FCFA inferior or equal to 3 Billion FCFA.<sup>49</sup> This category of cosmetic enterprises made use of advanced technological equipment for the production of their commodities. Cosmetic enterprises opened within the Mfoundi Division under this category were namely: Shu Anta, American Cindy Beauty and Buma Shana cosmetics.

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<sup>48</sup> B. Alain et Al, *Dictionnaire de Science Economique*, 6<sup>e</sup> Edition, DUNOD, Rue Paul Berte, 2019, p.18.

<sup>49</sup> Annuaire Statistique du MIDSTAT, p.15.

Large Enterprises were known as enterprises which employed more personnel superior to 100 employees and was managed under a given capital above 3 Billion FCFA.<sup>50</sup> These cosmetic enterprises were larger in size and used highly sophisticated production machines. Some examples of these cosmetic enterprises were: Roger Ducos, CARIMO and Madlyn Cazalis cosmetics.

From the table below, cosmetic enterprises in the Mfoundi were classified in three categories: artisanal, small, medium and large enterprises. Artisanal cosmetic enterprises like Mary-B, Joyce4life and Amana were classified according to the Delegate of the Ministry of Small and Medium Sized Enterprises as enterprises which produced their cosmetics in a traditional way. An enterprise was considered small when its output was relatively low since it was still emerging like Bio Cam, while medium enterprises like Shu Anta, Buma Shana and American Cindy Beauty had emerged and were tending matured into the cosmetic business followed by two or more sales point at their disposal. On the other hand, large cosmetic enterprises like B&B Laboratory, Pafic and CARIMO among others were said to have a mature duration on the cosmetic market and made use of highly sophisticated production equipment.

**Table 2 : The Typology of Cosmetic Enterprises in the Mfoundi**

<b>Names of Cosmetic Enterprises</b>	<b>Categories of Enterprises</b>
MARY-B	Artisanal Enterprise
AMANA	Artisanal Enterprise
JOYCE4LIFE	Artisanal Enterprise
BIO CAM	Small Enterprise
SHU ANTA	Medium Enterprise
BUMA SHANA	Medium Enterprise
AMERICAN CINDY BEAUTY	Medium Enterprise
ROGER DUCOS	Large Enterprise
B&B LABORATORY	Large Enterprise
PAFIC	Large Enterprise
MADLYN CAZALI	Large Enterprise
CARIMO	Large Enterprise

**Source: Author's Conception based on Field work.**

<sup>50</sup> Annuaire Statistique du MIDSTAT, p.15.



The table on page 42 gives a tabular representation of cosmetic enterprises in Mfoundi which were Artisanal (very small), Small, Medium and Large in size based on their employment capacity and operational capital. Most cosmetic enterprises in this Department emerged and evolved rapidly over previous years. It is worth noting that Small and Medium Size Enterprises form the lifeblood of developing economies and were considered key engines of growth essential for competitive markets.<sup>51</sup>

For each sector of activity, there were certain actors who played fundamental roles in the advancement of the business. Other than private investors, the government equally participated in the cosmetic sector of the Mfoundi Division by controlling the activities carried out by these cosmetic enterprises in particular.

### **1.3.2. Actors in the Cosmetic Business**

Existing actors within the cosmetic sector in the Mfoundi Department varied in nature being characterized by both formal and informal actors. At the formal level, the government spearheaded through the following ministries: Ministry of Finance (MINFI), Ministry of Trade (MINCOMMERCE), Ministry of Mines, Industry and Technological Development (MINMIDT), Directorate General of Customs (DGD), General Taxation Direction (DGT), Quality and Normalization Agency (ANOR), Conformity Evaluation Process (PECAE).<sup>52</sup> We equally noticed a significant number of Small and Medium Sized cosmetic enterprises which operated as national and multinational enterprises. Consumers were informal actors which operated at limited levels. In an attempt to follow up the activities carried out within the cosmetic sector of Cameroon, the government created certain control agencies which were charged with the responsibility of ensuring that these enterprises respected strict disciplinary measures and guidelines for the promotion of the country's cosmetic sector.

HALCOMI was a special security mechanism, installed by the Ministry of Finance (MINFI) and the General Directorate of Customs, interconnected with the public administration and enterprises. This organism was created with the purpose of contesting counterfeit goods smuggled within the Cameroonian territory. It actively carried out 3

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<sup>51</sup> Maximizing the Value of Cloud for Small-Medium Enterprises, Consulted from <http://www.opengroup.org>, on 23/05/2022, at 12:00pm.

<sup>52</sup> Interview with, Enbwang.

operations aimed at halting illicit trade namely; HALCOM I, HALCOM II and HALCOM III in 2016, 2017 and 2018 respectively. Its most recent operation was on December 5<sup>th</sup> 2018 according to operation order N°570/MINFI/DGD. This organism was geared towards fighting against illicit trafficking, counterfeit, security threats, optimizing the mobilization of Custom Duty Services and urged for the competitive spirit of national enterprises. The Cameroon Custom Service played a key role in the promotion of products ‘Made in Cameroon’ for the economic resilience of home cosmetic enterprises in regard to counterfeit and imitation. Through this strategy, the Cameroon Custom Service contributed in reinforcing economic growth and security.<sup>53</sup>

The Ministry of Trade through the National Control and Fraud Repression Brigade headed by Barbara Aline Elemva-Amana controlled the entrance of different commodities into the Cameroonian territory day and night through the effectuation of field trips on the terrain visiting magazines, pharmacies, warehouses, bars, restaurants and libraries to track down abnormalities. Working in synergy with the general public which denounced suspicious acts, they were able to track smugglers red handed through the accessibility of the tall gate number 1502. Once alerted their operations were always successful and they seized products which were often burnt in order to halt its reintroduction into the market.<sup>54</sup>

The National Control and Fraud Repression Brigade was present especially within the cities of Yaounde and Douala and it aimed at taking necessary legislative and regulatory measures in terms of the respect of quality norms set for cosmetic products among local producers. During a field trip on the cosmetic market, Babara Elemva-Amana said; they were engaged in carrying out a census of local cosmetic producers, checking installations and verifying working conditions in order to ensure that these cosmetics were manufactured in conformity to prescriptions. These regulations included; the general norms of cosmetic production on toothpaste and bathing soap, norms on the properties of dermatological baths, shower gels, perfumes, lotions and creams. Healthy practical norms on the production of

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<sup>53</sup> A. N. Nsangou, “Contrebande : La Douane et le MINCOMMERCE Veillent”, *Cameroon Tribune*, 1/10/2020, p.22.

<sup>54</sup> *Ibid.*

cosmetic products through the detection of bacteria and microbes not forgetting that ticketing and hygiene norms were equally checked.<sup>55</sup>

The Ministry of Mines, Industry and Technological Development (MINMIDT) equally supported the fight against counterfeited products through a close collaboration with the Quality and Normalization Agency (ANOR) a structure instituted to check the quality of goods sold on the market. Since its creation in 2009, this agency elaborated 2800 standardization norms and their application remained obligatory. The Quality and Normalization Agency intervened through the delivery of certificates of conformity to cosmetic enterprises within Cameroon, while externally a Conformity Evaluation Process (PECAE) was carried out before the entry of imported products into the Republic of Cameroon. PECAE assumed the role of preventing the importation of dangerous products which were in non-respect to the quality standardization norms and secured against the entry of counterfeit into the Cameroonian territory. Every imported commodity needed to concord to the regulation in compliance to national norms approved by technical regulations and followed by the acquisition of a certificate of conformity first.<sup>56</sup>

Chief Executive Officers of cosmetic enterprises were the leading actors of the cosmetic business. The challenge was great on their path since the establishment of cosmetic enterprises necessitated capital, land, labour and raw material. They spearheaded every angle of the production and commercialization domain within the cosmetic sector. Through the initiation of the type of product they desired to produce, they selected the necessary raw materials, reliable production equipment and determined the mode of production to be carried out in order to obtain a required byproduct. Investors within the cosmetic sector were equally accountable to home government and contributed to the circulation of income within the society. Faced with a couple of risk to take within a very highly competitive business, they had to satisfy the high consumer demand. Other actors within the cosmetic sector followed by producers were wholesalers and retailers, so this business had a long chain of actors which intervened at different levels.

Consumers were primary actors within the cosmetic sector since the production of cosmetics was mainly to satisfy their demands. They were a fraction of the population which

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<sup>55</sup> Josy, "Respect des Normes Cosmétiques : Les Produits dans le Viséur", Consulted from <https://www.cameroon-tribune.cm>, on 18/9/2022, at 9 :00am.

<sup>56</sup> Nsangou, "Contrebande : La Douane et le MINCOMMERCE Veillent", p.21.

influenced the production pattern of cosmetic enterprises as a result of their consumption pattern. Cosmetic enterprises had consumers from all works of life, cultural beliefs, tradition and age groups. Some potential consumers of these cosmetics included artists, musicians, hairdressers, beauticians, media houses and prostitutes.

### 1.3.3. Geographical Location of Cosmetic Enterprises

The geographical localization of cosmetic enterprises was established to show the repartition of these enterprises within the Mfoundi Department. Mfoundi is a Division of the Centre Region of Cameroon which covers a surface area of 297km<sup>2</sup> with its main town being Yaounde. The Mfoundi Division was created on March 11<sup>th</sup> 1974 according to Presidential Decree No 74/193 which separated it from the Mefou Division.<sup>57</sup> The Mfoundi Division was sub-divided into seven districts known as Sub-Divisions namely: Yaounde I, II, III, IV, V, VI and VII.

Our study was confined within the geographical area of the Centre Region of Cameroon in the Mfoundi Division to be more precise. Yaounde, the “city of the seven hills”, is the political capital of Cameroon and capital of the Central Region and Mfoundi, Yaounde houses the majority of Cameroon’s most important institutions. Having a population of more than 2.8 Million people, Yaounde is the second-largest city in the country after the port city Douala. Yaounde is situated at the Centre Region of the nation at an elevation of about 750 Meters (2500ft) above sea level. Most of Yaounde’s economy is sustained by the administrative structure of civil and diplomatic services.<sup>58</sup>

Yaounde became the capital of Cameroon in 1922 and at independence continued as the capital of the country as well as head quarter of the Centre Region.<sup>59</sup> It was founded in 1888 by the German explorer Georg August Zenker who led a scientific exploration into the Kamerun interior. Yaounde was in the Ewondo area with sub-groupings which occupied the many hills of the town in which their villages were established: Mvog-Ada, Mvolye – Mvog, Beti and Effoulan. In original parlance, Yaounde was known as “Ngolla” which made allusion to the hilly nature of the country. The city was an important transportation hub and serviced a

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<sup>57</sup> Mfoundi-Wikipedia, Consulted from <https://fr.m.wikipedia.org>, on 5/08/2022, at 3:56pm.

<sup>58</sup> Yaounde, Consulted from <https://en.m.wikipedia.org>, on 8/11/2020, at 4:50pm.

<sup>59</sup> Dike et Al., *Historical Dictionary of the Republic of Cameroon*, p. 398.

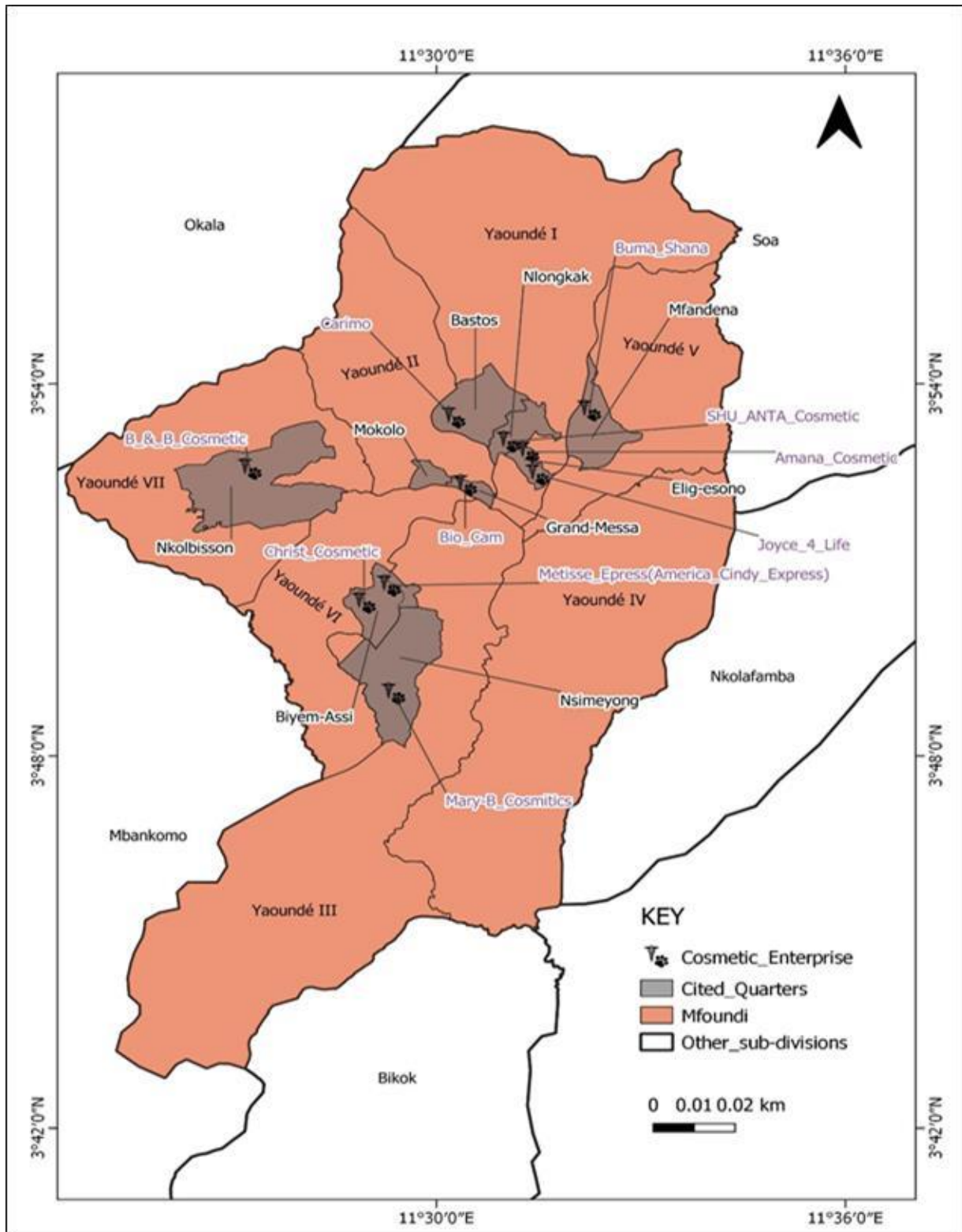
rich agricultural area coupled with the location of some small enterprises.<sup>60</sup> The Mfoundi Division was sub-divided into seven Districts known as Sub-Divisions being comprised of numerous quarters though most quarters mentioned constituted the area of study namely: Yaounde I (Nlongkak), Yaounde II (Tsinga), Yaounde III (Effoulan), Yaounde IV (Kondengui), Yaounde V (Essos), Yaounde VI (Biyem-Assi) and Yaounde VII (Nkolbisson) within which cosmetic enterprises were situated in some neighbourhoods.

The map on page 48 was provided to show the geographical localization of cosmetic enterprises in the Mfoundi which made the object of study among which were cosmetic enterprises which were not researched on but which exist within the Division. These cosmetic enterprises located within the Sub-Divisions of the Division included: Mary-B Cosmetics, American Cindy Beauty, Christ\_Cosmetics, B&B Laboratory, CARIMO Cosmetics, Bio\_Cam, Shu Anta Cosmetics, Joyce4life, Amana Cosmetics and Buma Shana Cosmetics.

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<sup>60</sup> Dike et Al., *Historical Dictionary of the Republic of Cameroon*, p. 398.

Map 4 : Localization of Cosmetic Enterprises in the Mfoundi Division



Source: Atlas Forestier 2021, modified by Mbukwe and Blessing.

The table 3 below is a demonstration of cosmetic enterprises which were specifically studied on the field. With time, the establishment of cosmetic enterprises in the Mfoundi was extended in different neighbourhoods in the Sub-Divisions of Yaounde according to the motivation of each cosmetic producer which was quite unique. Some of these enterprises include: Shu Anta Cosmetics, B&B Laboratory, American Cindy Beauty, Mary-B and Joyce4life.

**Table 3 : A Representation of Cosmetic Enterprises studied within the Mfoundi**

<b>Year of Creation</b>	<b>Name of Cosmetic Enterprises</b>	<b>Localization Neighbourhood</b>	<b>Sub-Division</b>
<b>1990</b>	SHU ANTA	Rond-point Nlongkak	Yaounde I
<b>2008</b>	B&B LABORATORY	Nkolbisson	Yaounde VII
<b>2011</b>	AMERICAN CINDY BEAUTY	Rond-point Biyam-assi	Yaounde VI
<b>2012</b>	MARY-B	Nismeyong (Damas Maison blanche)	Yaounde VI
<b>2016</b>	JOYCE4LIFE	Carrefour Intendance International Artisanal Center Yaounde	Yaounde II

**Source: Author's Conception based on field work**

Table 3 above presents a brief description of Cameroonian cosmetic enterprises in the Mfoundi Department. With differing sizes, these cosmetic enterprises were located within the different neighbourhoods in the Sub-Divisions of the Mfoundi. These were mostly Small, Medium Sized and Artisanal cosmetic enterprises. The oldest cosmetic enterprise was the Shu Anta cosmetic created in 1990 followed by many others around the 2000's.<sup>61</sup> The information below provided relevant information on cosmetic enterprises found within different Sub-Divisions of Mfoundi.

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<sup>61</sup> Interview with, Leudjou.

### 1.3.3.1. Shu Anta

Shu Anta was one of the oldest and first Cameroonian owned cosmetic enterprise created in 1990.<sup>62</sup> This enterprise was founded by Doctor Wounfack Jean, a Pharmacist by profession and functioned as the Med-hygiene Laboratory before it acquired the statue of existing as a cosmetic enterprise. The name SHU ANTA was named after a family member. The geographical location of this enterprise was in the Yaounde II Sub-Division precisely in the Nkongkak neighbourhood opposite Pharmacie des Lumieres. Over numerous years of existence, the Shu Anta cosmetic store developed a Spa facility at its disposal. It was mainly inspired by motivations which included: the passion for culture and tradition, the deep desire to promote 100 percent of products Made in Cameroon, render wellbeing and relaxation services.<sup>63</sup> It extended within the Cameroonian territory and opened at least three sales point in Yaounde in Mfoundi at Rond-point Nlongkak, Douala at Montee BM Makepe and Garoua at Pharmacie du Grand Marche.<sup>64</sup>

The plate on page 51 is a partial view of products manufactured by Shu Anta cosmetics. These commodities placed on the shelf were finished products displayed within the Shu Anta cosmetic Spa at the disposal of potential customers. Some products on the shelf included: vanilla body milk, cotton flower body milk, black volcano soap, apricot scrub, almond hair oil, castor oil, shea shampoo, neem antiseptic milk, RM balancing cream and anti-aging creams.

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<sup>62</sup> Interview with, Leudjou.

<sup>63</sup> *Idem.*

<sup>64</sup> *Idem.*



**Plate 1 : Shu Anta Cosmetics, 1990**



**Source:** By Author, Shu Anta Cosmetics, 28/09/2021

Plate 1 above shows cosmetic commodities manufactured by the Shu Anta cosmetics which were mainly made out of natural ingredients gotten from within and without Cameroon. Natural beauty ingredients used here include: neem, shea oil, almond, apricot, castor oil, vanilla and cotton flower. Shu Anta products were equally commercialized at affordable prices and made suitable for all age groups and skin types.

### **1.3.3.2. B&B Laboratory**

The B&B Laboratory is a Cameroonian owned cosmetic enterprise which once operated as a cosmetic beauty shop in the Mokolo neighbourhood of Yaounde. Founded in 2008 by Jean de Dieu Simo, the B&B Laboratory is situated in Yaounde VII precisely in the Nkolbisson neighbourhood. Its eminent goal was to be amongst the five most competitive cosmetic brands in the CEMAC and ECOWAS zone. This cosmetic enterprise made use of the ISO 9001 quality production standard version 2015 given its objective of offering consumers products adaptable to their needs following rigorous practice methods of cosmetic

production.<sup>65</sup> Some cosmetic brands realized by this laboratory were namely: Bel Eclat, Le Rezo, Sante<sup>+</sup>, Touche Claire, Grace, Lalala, Piment Doux and Eaux Rares.

These plates below present two ranges of cosmetic commodities produced by the B&B Laboratory. These products consist of Piment Doux and Lalala whitening lotions. These products were made out of different components though they are both intended to remove dark spots, eliminate dead body cells, reinforce body tissues, remove pimples clarify and purify the body. They are both made in ranges which include: body lotions, facial scrubs, face creams and bathing soaps.

**Plate 2 & Plate 3 : B&B Cosmetic Products, 2008**



Source: <https://m.facebook.com> > Les Laboratoires B&B, Retrieved 11/03/ 2022, 1:15pm.

Plate 2 and 3 above show a clear presentation of two ranges of commodities produced by B&B Laboratory in Yaounde amongst other products. The Piment Doux 24hrs whitening lotion on plate 2 is made out of ingredients such as: fruits acids, Q 10, collagen elastin, scrub essence, Vitamin A, C, E and D. Also plate 3 displays the LALALA whitening lotion made up of enriched Vitamin E which enhances the regularization and secretion of sebum and facilitate the tightening of pore tissues.

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<sup>65</sup> Anonymous, 28 years, Human Resource Manager, B&B Laboratory, Essos - Yaounde, 3/06/2021.

### 1.3.3.3. American Cindy Beauty

Popularly known as Metisse Express, the American Cindy Beauty is situated in Yaounde VI at Biyam-assi roundabout. This Cameroonian owned cosmetic enterprise was founded by a journalist called Elie M. Meyindjou in 2011 purposely for the wellbeing of different skin types. Its beauty products were classified into: “Metisse Express”, “Cindy Beauty Eclat” and “Ebene Choco”. Its business units existed within the cities of Yaounde and Douala.<sup>66</sup>

The plate below is a sample of the “Cindy Beauty Eclat” made for lighter skin types. It is a whole range made up of shower gel, exfoliating soap, body milk, face cream and a lightening lotion which was made out of natural beauty ingredients and fruit extracts such as: cocoa butter, carrot extracts, alcohol, cetearyl and Vitamin B. This range of cosmetic nourished, hydrated and softened the skin. It was equally used to eliminate black spots and make the skin tone even.

**Plate 4 : American Cindy White Cosmetics, 2011**



**Source:** By Author, American Cindy Beauty Cosmetics, 07/10/2021.

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<sup>66</sup> Interview with, Manji Addija, 52 years, Secretary and Cashier, Rond-point Biyam-assi, 07/10/2021.

Plate 4 on page 53 is a sample product amongst the range of cosmetic commodities manufactured by the America Cindy Beauty. The shower gel is dropped into water during baths which enables the removal of dead skin cells from the body, while the antiseptic soap is complimentary. Also, the whitening lotion is mixed and applied to the body milk after baths. The facial cream is also applied separately.

#### **1.3.3.4. Mary – B Cosmetics**

Inspired by a divine vision from God was the outcome of Mary-B, an artisanal cosmetic enterprise created in 2012. This Cameroonian owned cosmetic business was founded by Mme Mambou nee Nouné Nounba M, a distributor of TIANSHI plants in Cameroon and a collaborator with the KLAPPERS Shopping in order to heal the sick.<sup>67</sup> Mary – B was a name derived from Mary after her name and B which meant natural products (BIO) and it is located in the Damas neighbourhood opposite the white house (*Maison blanche*) and situated within the Sub-Division of Yaounde VI. It was unique in the sense that, it equally manufactured vegetal and essential oils from plant extracts like the Fenugrec, Moringa and Ginseng oil.

Plate 5 below shows a variety of cosmetic products made by the Mary-B cosmetic enterprise. These cosmetic commodities include: soap made out of snail slime and other plant extracts, essential oils made out of coconut, nail remover lotion, anti-aging cream and body milk, hair cream and medicinal lotion for pimples treatment. Mary-B made use of different natural ingredients for the fabrication of its beauty products.

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<sup>67</sup> Interview with, Mambou Nee Nouné N. Maire, 40 years, CEO of MARY B, Dammas - Yaounde, 14/10/2021.

**Plate 5 : Mary-B Cosmetics, 2012**



**Source:** By Author, MARY-B cosmetic site, 14/10/2021.

From plate 5 above, there are different kinds of cosmetic products manufactured by the Mary-B cosmetics for alternative purposes. Some soaps produced by Mary-B cosmetics are made out of: aloe vera, clay, spirulina, cocoa and snail slime for skin exfoliation. These products equally have excellent medical virtues which fight against eczema, ring-worm, body irritation, scars, acnes, redness and wrinkles. Body and hair creams are made out of essential oil, rich vitamins and beeswax which helps restore and regenerate the skin.

Plate 6 on page 56 shows commodities made by the Mary-B cosmetic enterprise which are mainly geared towards the health aspect and are made for both internal and external usage. Amongst these products were massaging balms, menthol, anti-stretch mark balms, Mary-B syrup, lamb wine, spirulina seaweed, Mary-B herbal teas and white honey from Oku.

**Plate 6 : Mary-B Cosmetics, 2012**



**Source :** By Author, Mary-B cosmetic site 14/10/2021.

Plate 6 above shows health products manufactured by the Mary-B cosmetic for different uses according to their characteristics. The Mary-B massage balm serves in relieving nerves, fight rheumatism and aching joints. Special delicacies like the Mary-B syrup is made out of a garlic drink to boost body immunity, fight cardiovascular, respiratory diseases and ovarian kyste. The lamb wine has therapeutic values which facilitate digestion and the spirulina seawood possess very rich components which fight against anemia and fatigue. Herbal teas known as the *kinkeliba* constitute rich properties which cure diabetics and digestive disorders.

#### **1.3.3.5. Joyce4Life Cosmetics**

Originating from a passion which developed as a result of a training session carried out by Belale Marie Germaine epouse Ndongo Ndongo during a training session in Djoum on women empowerment was the creation of Joyce4life. After her first Coco butter soap production experience, she saw the need of becoming a local cosmetic producer. This later led to the creation of an artisanal cosmetic enterprise Joyce4life in 2016 named after her daughter. The production site of this enterprise is at the vicinity of Hopital Zamot in the SubDivision of Yaounde II.<sup>68</sup> The two main sales point of the Joyce4life cosmetics are the Artisanal International Center and the travelling agency Pride of Africa.

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<sup>68</sup> Interview with, Belale M. Germaine Epse Ndongo Ndongo, 43 years, Head of Joyce4life Cosmetics, Carrefour Intendance - Yaounde, 18/10/2021.



The plate 7 below shows a range of skin whitening cosmetic commodities made by the Joyce4life cosmetic enterprise. These commodities are made out of purely natural ingredients such as papaya, carrot, and turmeric acids. Some cosmetics within this range include: shower gel, soap, body milk lotion, radiance scrub, radiance booster and carrot oil.

**Plate 7 : Joyce 4 Life Cosmetics, 2016**



**Source:** By Author, Joyce4life Cosmetics, 18/10/2021.

In plate 7 above, the skin whitening cosmetic product exhibited by Joyce4life has specific uses for the different superficial body parts. The carrot body milk and carrot shower gel are intended to fight stretch marks and repair skin damages. The radiance scrub and carrot oil serve to enhance facial brightness and skin glow while, the carrot papaya soap is a cleansing and nourishing agent.

## Conclusion

Generally speaking, since independence the quest for economic development in different African countries was intensified through some rigorous measures such as privatization.<sup>69</sup> This opening chapter provided a broad view of Cameroonian cosmetic enterprises in the Mfoundi Division through the presentation of cosmetic enterprises studied. It equally traced the historical background of these cosmetic enterprises, factors which motivated its creation, governing laws, categories and actors involved within the cosmetic sector.

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<sup>69</sup> Binla, "The Role of Entrepreneurs in Developing Economies: Case of Cameroon", Master Thesis, Department of Economics and Management, Aalborg University Denmark, 2020, p. 12.

## CHAPTER TWO

### ACTIVITIES OF COSMETIC ENTERPRISES

#### Introduction

In Africa the evolution of cosmetology was strongly based on both tradition and colonization. Africans made use of their natural resources in order to manufacture their cosmetic products.<sup>1</sup> The citation made by Sauvy : « *le facteur essentiel du développement n'est pas le capital comme on l'a si souvent bien pense mais les hommes, leurs aptitudes à se créer des richesses* ». <sup>2</sup> Here, emphases are laid on man's ability to create wealth in different ways either through input, processing and output in the economic system for greater yields. Enterprises were resultant decisions taken by shareholders to purchase machines, construct buildings and employ required personnel.<sup>3</sup> This chapter intends to examine the activities carried out within cosmetic enterprises within the Mfoundi Division. In this light, we shall discuss on production, distribution, employment and market research (consumption), which were fundamental activities of cosmetic enterprises.

#### 2.1. Production of Cosmetics

For the consumption of every good and service to be attained, it required processing. So, "Production" according to the Dictionary of Economic Science was "an activity carried out by an institutional unit which combined factors of production for the creation of goods and services".<sup>4</sup> An enterprise was known as one of the fields of human activity where by, raw materials were processed to manufacture more valuable goods with the purpose of satisfying the society's material needs and ensuring the creation of wealth. The production unit was the simple combination of factors of production.

##### 2.1.1. Raw Materials and Equipment

Africa inherited a raw material operating system from the Europeans which was designed as a productive complementarity by the metropolis in the colonial pact.<sup>5</sup> In

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<sup>1</sup> Mboji, "Produits Cosmétique : Historique, Règlementation et Industrie", p.12.

<sup>2</sup> J. Ngandjeu, *Le Cameroun et la Crise, Renaissance ou Blocage ?* Harmattan, Paris, 1985, p.77.

<sup>3</sup> J. Fau, *Acteurs et Fonctions Economiques dans la Mondialisation, Economie et Innovation Série cours Principaux Innoval*, Harmattan Innoval, France, 2002, p. 17.

<sup>4</sup> Alain et Al., *Dictionnaire de Science Economique*, p.489.

<sup>5</sup> C. Albagli & G. Henault, *La Création d'Entreprise en Afrique*, EDICEF, 58 Rue Jean Bleuzen, France, 1996, p.29.



economic science, we learnt how to optimize factors of production and at the same time seek to attain equilibrium in the distribution of wealth.<sup>6</sup> Production was said to have effectively begun when the materials to be transformed were present with the necessary processing tools. Cosmetic enterprises in Mfoundi made use of both natural and artificial raw materials for the production of their cosmetic goods.

In a more practical manner, examples of different raw materials used by these cosmetic enterprises shall be mentioned. For the composition of body lotions, bathing soaps and face scrubs, Mary-B and Joyce4life opted for raw materials such as Shea butter, Spirulina, turmeric, Snail slime and fenugreek oil. The Shu Anta Cosmetic Spa most especially used Djusita tea, honey, Manayanga, green clay, Aloe Vera and Baobab gotten from within and out of Cameroon.<sup>7</sup> Equally, some cosmetic enterprises like the B&B Laboratory and Roger Ducos utilized more chemically induced and highly processed raw materials for the production of their cosmetics namely: fragrances, acid extracts from fruits, moisturizers, emulsifiers, thickeners, rose water, petroleum, triclosan, resorcinol, toluene and hydroquinone amongst others.<sup>8</sup>

In addition to cosmetic ingredients mentioned above, within a wide range of raw materials solicited by cosmetic enterprises in the Division were four main cosmetic ingredients namely: palm kernel plants, citrus fruit plant, shea fruits and cocoa though acquired both within and out of Cameroon.

The oil palm perennial plant crop of the *Arecaceae* family was a plant found in countries bordering the Gulf of Guinea around the Southern Latitudes in countries like: Cameroon, Ivory Coast, Ghana, Liberia, Nigeria, Sierra Leone, Congo and the Equatorial Region of Angola. This plant occurred in two forms termed *dura* (with a large kernel) and *pisifera* (having no shell and yet sterile), *Tenera* was a hybrid from *dura* and *pisifera* being the most cultivated due to its higher oil content. It was the most desirable commercial variety cultivated by agro-industries in Cameroon. This crop was versatile and its end products were palm oil, sauces, soap, wine and fertilizers.<sup>9</sup>

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<sup>6</sup> J. G. Yumbi, *The Culture of Entrepreneurship*, First Edition, Treasure book Co Ltd, Douala, 2004, p. 25.

<sup>7</sup> Interview with, Leudjou.

<sup>8</sup> Anonymous, 28 years, Employee at B&B Laboratory, Essos - Yaounde, 3/06/2021.

<sup>9</sup> Y. K. Nchanji et Al, *Artisanal Milling of Palm oil in Cameroon*, CIFOR, Working Paper, 2013, p.1.

The figure below gives a clear view of the *dura pisifera* and *tenera* palm kernel plants which were cultivated in large plantations and highly demanded by cosmetic enterprises as an essential raw material used for the production of varied cosmetic commodities namely; body milk and soap. This raw material was mostly used by artisanal raw materials and some soap industries in Cameroon.

**Figure 1 : The Dura and Tenera Palm Kernel plants**



Source: <https://www.nsk.com> > Palm Oil | Industries | NSK Global, Retrieved 6/08/2022, 8:09pm.

As seen from in figure 1 above, the palm oil plant is versatile oil which is ubiquitous in cosmetic and personal care products. It occupies 70 percent of cosmetics due to its high Vitamin E, texture-boosting fatty acids and its emollient properties. The palm oil plant is an affordable and highly efficient oil palm crop which produces generous yields, annually on relatively little land.<sup>10</sup>

Again, Cameroon was blessed with essential oils of three varieties of *citrus aurantifolia* namely: Bearss, Mexican and “*sans epines*” grown in the nation. These essential oils were mainly extracted via hydro distillation. Citrus fruits characterized a group of plants of great

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<sup>10</sup> O. Young, “Palm Oil in Cosmetics: Environmental Impact and Sustainability Concerns”, Consulted from <https://www.treehugger.com>, on 6/08/ 2022, at 8:06pm.

importance known to be rich in mineral salts and Vitamin C. Essential oils obtained from citrus were of great commercial benefit due to their chemical components responsible for their odorous, pharmaceutical and organoleptic properties. These properties enabled their usage as raw materials for perfumery, cosmetics and food in chemical and pharmaceutical industries.<sup>11</sup>

Figure 2 represents a citrus plant in its natural environment this citrus plant has attained maturity as we see the white flowering plants with citrus fruits hanging on its branches. These citrus fruits are used by cosmetic enterprises as the acid juice extracted is beneficial for different cosmetic commodities made by these enterprises which are useful for body treatment.

**Figure 2 : Citrus Fruit Plant**



**Source:** <https://midlandhort.co.nz> >Citrus Lime | Midland Bearss, Retrieved 6/08/2022, 8:05pm.

From the figure 2 above, the citrus plant which is an essential ingredient is continuously used in skin and hair care products. It is a rich source of Vitamin C which boost cell renewal,

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<sup>11</sup> P. M. J. Dongmo et al, “Essential Oils of Citrus Aurantifolia from Cameroon and their Antifungal Activity against *Phaeramularia Angolensis*”, *African Journal of Agricultural research*, Vol 4, pp.354, 355.



controls sebum secretion and gives more glow to the skin tone. This plant is extensively used within cosmetic enterprises for the production of oils, creams and lotions.<sup>12</sup>

More so, Shea butter Bambara was a fat extracted from the nut of the African Shea tree *Vitellaria paradoxa*. It had an ivory colour while in its raw state and commonly dyed yellow with *borututu* root, has always been used in cosmetics as a moisturizer, salve or lotion. Shea butter equally contained edible properties used for food preparation in some African countries.<sup>13</sup> It contained properties which hydrated and moisturized the “skin”. This plant was endowed with fatty acids such as: oleic acid, stearic acid, palmitic or linoleic acid. The application of these lipids enabled restoration and barrier function for the lips protecting it from dryness.<sup>14</sup>

This figure 3 below presents part of a Shea butter tree found in a plantation which is amongst the most used raw materials in cosmetic enterprises. These shea fruits on the tree exist in varied shapes which could be: ovoid, spherical, oblong and elliptical in shape. Its nuts and fruits constitute useful elements essential for the production of cosmetics.

**Figure 3 : Shea Fruits**



**Source:** <https://eol.org> > Shea butter-Tree-Encyclopedia of life, Retrieved 6/08/2022, 8: 01pm.

<sup>12</sup> Plants with Cosmetic Uses| List of Herbal Plants Used in Cosmetics], Consulted from <https://balconygardenweb.com>, on 6/08/ 2022, at 8:05pm.

<sup>13</sup> Shea butter, Consulted from [www.wikipedia.org](http://www.wikipedia.org), on 15/03/2022, at 9:40 pm.

<sup>14</sup> Elkassouani, “Les Produits Cosmétiques pour les Soins du Visage”, p.177.

Figure 3 is a clear picture of the shea fruit, which constitutes an important source of fat in cosmetics. Due to its fatty matter, it is used for different purposes within cosmetic enterprises namely: soap processing, health and medicinal care for the body. It is known to be nutritive and used in most oil based products or in the oil phase of cosmetics and toiletry formulations. Some physicochemical parameters of the shea nut fat are suitable for its utilization in soap production. As a cosmetic ingredient it is used as a moisturizer, for hair dressing and eczema treatment.<sup>15</sup>

The *Theobroma cacao* also called the cocoa tree was a small evergreen tree in the family of *Sterculiaceae*. Cocoa was one of the seventeen species of *Theobroma*. Its generic name cocoa was derived from the Greek word “*the food of gods*”.<sup>16</sup> This tree was commonly known as cocoa which originated from the cultural civilizations of Aztec and Mayan.<sup>17</sup> It was exploited by humans as far back as 600 AD. The wild population of cocoa was abundantly found in the tropical regions of America and other West African countries. Cocoa was a plant which took about five years to yield its crop.<sup>18</sup>

Figure 4 is a display of cocoa fruits cultivated in a coaco plantation by a farmer who supplies to the Joyce4life cosmetic enterprise. Cocoa is one of the essential raw materials highly solicited by cosmetic enterprises in the Mfoundi. This raw meterial is transported from the farm to the production site where its being dried and processed.

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<sup>15</sup> A.A. Warra, “Cosmetic Potentials of African Shea Nut (*Vitellaria Paradoxa*) Butter”, Consulted from. <https://www.researchgate.net>, on 6/08/ 2022, at 8:00pm, pp. 80-81.

<sup>16</sup> S. Manisha et Al, “Benefits of *Theobroma cacao* and Its Phyto-compounds as Cosmeceuticals”, Consulted from <https://www.researchgate.net>, on 6/08/2022, at 8:20pm, pp.509-510.

<sup>17</sup> *Ibid.*

<sup>18</sup> *Ibid.*

**Figure 4 : Cocoa Fruits**



**Source:** By Author, Joyce4life Cosmetics, 02/08/2022.

In figure 4 above cocoa fruits are believed to contain antioxidants which effectively enhance skin health by their active free radical scavenging activities. Cocoa derived phytochemicals are proven potential for skin protection and treatment of diseases. The butter derived from cocoa seed have the advantage of moisturizing with large quantities of essential fatty acids and phytosterols which enable the restoration the skin's elasticity.<sup>19</sup> Cosmetic enterprises in the Mfoundi Division made use of specific equipment in order to obtain desired end products, according to their sizes in terms of enterprises whether Large, Medium and Small size enterprises. These equipments used by cosmetic enterprises in the Mfoundi included; hand-held agitators, soap molds, soap cutting molds, soap cooling rack, gel-lotion manufacturing plants, manual bottle filling machine and the labelling machine.

Firstly, the hand-held agitator used by artisanal cosmetic enterprises like Joyce4life was a highly technical equipment visored with an ergonomic handle for both hands. This two-hand operational function was to avoid accidents, given that while one hand released the handle, the agitator was automatically switched off. Its capacity enabled it to easily stir up highly

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<sup>19</sup> Manisha et Al., "Benefits of Theobroma cocoa", pp.509-510.

viscous substances of all kinds in a completely safe manner. The hand-held agitator was known as one of the most flexible instruments to handle.<sup>20</sup>

The plate below gives a clear picture of hand-held agitators an equipment used by nearly all small artisanal cosmetic enterprises in the Division like Mary-B and Joyce4life. It is used to blend raw materials into homogenous mixtures. These hand-held agitators are quite different from industrial agitators.

**Plate 8 : Joyce4life Hand-Held Agitators**



**Source:** By Author, Joyce4life production site, 18/10/2021.

Plate 8 above contains two hand-held agitators used by Joyce4life during a cosmetic production process. Here the main natural ingredients are combined and poured into tanks then mixed as soluble substances which later gives a homogenous mixture. Once the mixing process is complete mixtures derived give end products such as the Spirulina and Moabi body milk, the Carrot – Pawpaw Radiance Booster, the Turmeric fruit acid and honey soap.

Again, soap molds and soap cutting molds were less industrial machines manually made to meet the need of the Joyce4life cosmetic enterprise. For soap molds, the paste mixture was poured into a plastic pipe, conserved in a dry place for it to solidify and removed after some

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<sup>20</sup> Hand-held agitator eco-Up- PTM mechatronics, Consulted from <https://ptm-mechatronics.com>, on 20/06/2022, at 1:15pm.



days when its circular shape is formed. A soap cutting mold was used to cut the soap into smaller circular shapes once removed from the black circle-like pipe. This soap cutting mold used by the Joyce4life cosmetic enterprise was made out of a wooden material.<sup>21</sup>

Plate 9 & 10 below contains three soap molds black in colour which are used by the Joyce4life cosmetic enterprise during the soap production process wherein the soap paste is poured and allowed to solidify on cooling to form round soap shapes. Plate 10 next to plate 9 shows a wooden soap cutting mold which eases the cutting of soap chunks into required sizes once the soap is cooled.

**Plate 9 & Plate 10 : Joyce4life Soap Molds and Cutting Mold**



**Source:** By Author, Joyce4life production site, 18/10/21.

Plate 9 and 10 represent the main equipment used for soap production at Joyc4life cosmetic enterprise which is quite unique. During the soap production process, the soap paste solution is being poured into circle-like black pipes which are in the shelf as seen above in plate 9. After this, the soap is allowed to rest in a cold place in order to obtain a circle-like

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<sup>21</sup> Interview with, Belale.



shape. By the end of this process, the soap once formed is taken and put in the wooden soap cutting mold and cut into smaller sizes as shown in plate 10.<sup>22</sup>

Another instrument used by the artisanal cosmetic enterprise Joyce4life was the soap cooling rack. It was a simple grid-like shelf which was placed in an open area to allow ventilation and enable the soap cooling and drying process. The soap cooling rack was used at the last phase of soap production, where by the circle-like soap was cut in the wooden mold and allowed to rest in the shelf, once dried it became harden and suitable for packaging, then it was labelled and commercialized.<sup>23</sup> This soap production process was quite different from other medium or large enterprises which made use of automatic soap producing machinery.

In plate 11 below at the Joyce4life production site is an enlarged publicity sticker pasted on the wall containing pictures of different cosmetics produced by this enterprise with the Joyce4life logo and addresses which are relevant for potential consumers. Immediately in front of the sticker is a soap cooling rack where soaps after being cut are allowed to rest in order to enhance proper cooling as the soap obtains a more solid form.

**Plate 11 : Joyce4life Soap Cooling Rack**



**Source:** By Blessing, Joyce4life production site, 18/10/2021.

<sup>22</sup> Interview with, Belale.

<sup>23</sup> Interview with, Ndongo Serge, 30 years, Co-producer of Joyce4life, Yaounde, 28/12/2021.

Plate 11 provides a clearer illustration of the soap cooling rack with the different soap types being dried on it. This soap cooling stand is placed in a dry place in order to allow proper ventilation to ensure the circulation of air in and out of the shelf. The soap is being dried on the cooling rack for a period of 8 weeks at most before it is marketed.

Moreover, the cream, lotion and gel manufacturing plant was an ideal tool for pharmaceutical and cosmetic industries used to facilitate the production of ointment, cream, lotions and emulsions. It was designed for two critical factors which directly affected the quality of the creams and lotions. It had the following accessories: a manufacturing vessel, wax phase vessel, water phase vessel, storage vessel, vacuum pump and a control panel.<sup>24</sup>

Gel and lotion manufacturing plants displayed on plate 12 are equipment used by large cosmetic enterprises like Roger Ducos and B&B Laboratories in the Mfoundi. This equipment are used specifically for the production of body lotions and bathing gels which are made in larger quantities. They are equally known as highly sophisticated equipment.

**Plate 12 : Gel and lotion manufacturing plant**



**Source:** <https://www.chitramechtech.com> > Automatic Ointment Manufacturing Plant Cream, Tooth Paste, Gel Manufacturing plant, Retrieved 5/08/2021, 1:16pm.

Plate 12 above shows a gel and lotion manufacturing plant used within medium cosmetic enterprises like B&B laboratory and Pafic. The framework contains an enclosed

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<sup>24</sup> Anonymous, 3/06/2021.

circuit whose manufacturing office retains the water phase to the stacking container of the filling machine. This semi-solid emulsion manufacturing plant works by mixing the ointment and water into a homogenous mixture before it passes through the production process.<sup>25</sup>

Moreover, some cosmetic enterprises in the Mfoundi equally used a manual bottle filling machine which had a piston type structure. It was used to fill shampoo and cream liquid substances into bottles and it functioned without any energy supply. This instrument was applicable to the pharmaceutical, cosmetic, pesticides and special industries. Being manual, it was simple and rendered utilization more convenient as it was considered an ideal paste liquid filling equipment.<sup>26</sup>

Plate 13 below is a typical example of a liquid filling machine which is operated manually during the filling process of putting lotions, serums and shower gels into bottles. It is used when filling less dense and low capacity liquids into smaller containers and is easy to handle.

**Plate 13: Manual Liquid Filling Machine**



**Source:** <https://www.walmart.com> > Manual Liquid Filling Machine, Retrieved 6/08/2022, 8:39pm.

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<sup>25</sup> Anonymous, 3/06/2021.

<sup>26</sup> Interview with, Mambou.

Plate 13 above, one can observe that once a cosmetic mixture is poured into the manual liquid filling machine, the filling volume regulator knob regulates the quantity. The filling rate and speed of these creams and shampoos is controlled manually.<sup>27</sup> This manual liquid filling machine is used by cosmetic enterprises such as Mary-B and the Roger Ducos cosmetic laboratory to fill in creams into containers and glass bottles.

Finally, the automatic double-sided labeling machine for bottles was an equipment used in preparing packaging materials like cartoons, tubes and bottles. This machine was used to paste two sticker labels on bottles due to its multifunctional labeling capacities suitable for flat, oval, square and round bottles. This equipment was controlled by the servo motor drive in order to ensure an exact perfect label.<sup>28</sup>

On plate 14, the labeling machine presented below is used at the final stage of the production of cosmetic commodities to put labeling stickers on containers and small bottles. Here the products are passed in an orderly manner systematically to make sure each bottle has labeling stickers on both sides. This equipment is mostly present in medium and large size cosmetic enterprises.

**Plate 14 : Labeling Machine**



**Source:** <https://www.npackfillers.com> > Automatic double-sided labeling machine, Retrieved 12/02/22, 1:15pm.

<sup>27</sup> Anonymous, 37 years, Employee at Roger Ducos, Yaounde, 3/02/2022.

<sup>28</sup> Automatic double-sided labeling machine – NPACK Fillers, Consulted from <https://www.npackfillers.com>, on 12/02/2022, at 2:00pm.

Plate 14 above is a labeling machine an equipment used to print and attach labels to cosmetic goods. This automatic labeling machinery assembly performs all labeling steps with minimal intervention of an operator. This assembly usually assumes an inline configuration wherein a conveyor transports the products. Here labels are attached to each product while it is transported to a receiving end.<sup>29</sup>

Though the equipment used by these cosmetic enterprises in the Mfoundi varied from manual to automatic, there were different methods of production which were applied for the production of different cosmetics according to their specificities.

### **2.1.2. Method of Production**

Since the production of cosmetics had to be outstanding in terms of quality, manufacturers made use of suitable production rules. This necessitated the acquisition of raw materials, then the production, conditioning, product control, storage and product distribution. These raw materials were certified and inspected. In order to avoid every bacterial contamination including the water supply system. Skilled workers with material equipment and managerial know how had to ensure the quality of the products before launching the proper production process.<sup>30</sup>

In plate 15 below we observe recipients containing cosmetics composed by the Joyce4life and allowed to rest before being filled into plastic bottles. These cosmetic commodities include the Carrot-Pawpaw body lotions, bathing gel and body scrub.

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<sup>29</sup> Anonymous, 3/02/2022.

<sup>30</sup> Interview with, Ndongu.

### Plate 15 : Composed Cosmetic Products



**Source:** By Author, Joyce4life production site, 18/10/2021.

Plate 15 presents cosmetic lotions and shower gels made by the Joyc4life cosmetics which have been mixed and allowed to rest before being bottled and sent to the beauty shop for commercialization. Both the body lotion and shower gel are made out of natural ingredients namely carrot and papaya though varying in dates of composition: February 2<sup>nd</sup> 2022 and June 27<sup>th</sup> 2022 respectively, meanwhile the scrub cream was composed on January 1<sup>st</sup> 2022.

Cosmetic manufacturing enterprises prepared great quantity of products within a limited time frame following strict hygienic conditions. The operating personnel within this sector were mostly specialized engineers, pharmacists and technicians who worked in cosmetic laboratories. These engineers were fully trained and certified on ensuring the quality production of cosmetic commodities. Manufacturing plants within cosmetic enterprises were specially designed in regard to temperature, lighting systems, hygrometric degree and sterilized spaces.<sup>31</sup>

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<sup>31</sup> L. Lardeau, “La Cosmétique Maison, Nouvelle Tendance entre Ecologie et Loisir : le regard du Pharmacien”, Doctorate Thesis in Pharmacy, Department of Pharmacology, University of Limoges, 2011, pp.37-38.



Initially, the delivery and packaging of all raw materials were checked and verified in agreement to conformity specifications and product attributes. Samples of raw materials were equally checked for conformity to specifications prior to release for usage and had to be clearly labeled. Raw materials that never corresponded to the norms were segregated and disposed according to standard operating procedures. Weighing was carried out in defined areas with calibrated equipment and after being weighed and measured it was recorded and applicably counterchecked.

Raw materials used for cosmetic production had to undergo five critical stages right from the acceptance of raw materials to the delivery of finished goods which were namely: the acceptance of raw materials, inspection, mixing and filling, appearance testing and finally delivery. Firstly, these raw materials were checked, disinfected and weighed then inspected through micro-organism screening in terms of colour, scent and texture. This screening was done in view of detecting any contamination at different levels which included the conduction of a water content, viscosity and vibration test. Thirdly, the mixing and filling stage which was done when raw materials were measured and confirmed before mixture and distribution in their respective manufacturing machines. This was the proper manufacturing process, a stage comprised of dissolution, charging, cooling and filtering, with formulations being filled in appropriate packaging. At the fourth stage, semi-finished and finished products were presented for inspection and appearance test and finally at the fifth stage products were delivered to the warehouse.<sup>32</sup>

Requirements of process control were done and recorded: bulky products were properly labeled and approved by quality control. This was done with particular attention paid to avoid cross-contamination in processing stages. In order to avoid microbial and other contaminations, given that production within cosmetic enterprises made use of mostly wet products: liquids, creams and lotions, enterprises produced cosmetics in a confined environment. The packaging line was inspected for clearance prior to operation with samples taken and checked at random during labelling and packaging operations. With each labelling and packaging line being clearly identified to avoid mix-up and the finished products had to be approved by quality control prior to release.<sup>33</sup>

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<sup>32</sup> Anonymous, 3/02/2022.

<sup>33</sup> Interview with, Manji.

At the product filling and dosing level, to ensure the proper filling of products within recipients accurately, Coriolis flow meters were used since they enabled high and dependable accuracy. For identification issues related to quality compliance, reference was made to the ISO standardization system as provided by ANOR.<sup>34</sup> More so, during the production phase when the final output was made, checks were carried out before putting the goods on the market. These included requirements deemed obligatory for all manufacturing cosmetic enterprises in Cameroon and the Mfoundi Division in particular. It equally required that the packaging container should be labeled with specific directives on the usage and handling which included relevant items such as; name of distributor, brand name, manufacturing code number, ingredients and expiring date.<sup>35</sup>

However, each cosmetic product was specially manufactured following different production processes with some being examined below. Hair oil was amongst the easiest commodity manufactured by simply stirring mixed substances in a stirring vessel at a low speed. According to different oil types, bases were mixed as per formulae with additional active ingredients and perfuming before direct filling.<sup>36</sup> Similarly, shampoos were manufactured by using a slow blending machine in a stirring vessel. The shampoo manufacturing plant vessels were normally closed type and subjected to vacuum in order to avoid excessive foaming when foaming agents were added. In order to acquire good results, the contra type rotating stirrer was suitable for shampoo manufacturing and Ingredients were weighed or metered incrementally into mixing vessels which were thoroughly mixed at each additional stage. A moderate amount of heat was used to reduce the viscosity and facilitate mixing.<sup>37</sup>

The toilet soap manufacturing stages consisted of the preparation of a soap base solution and the extraction of a soap based finished product. For the realization of a soap base solution, specific stages included remitting, perfuming and the milling process. A high quality of fat was used, lye (sodium – hydroxide) had to be accurately weighed because if it weighed more the soap obviously became hardened and harmful for the skin. While if the lye was low, the fat would not be saponify properly. Oil fat was melted into a kettle and filtered to remove any

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<sup>34</sup> Interview with, Leudjou.

<sup>35</sup> Interview with, Enbwang.

<sup>36</sup> Interview with, Belale.

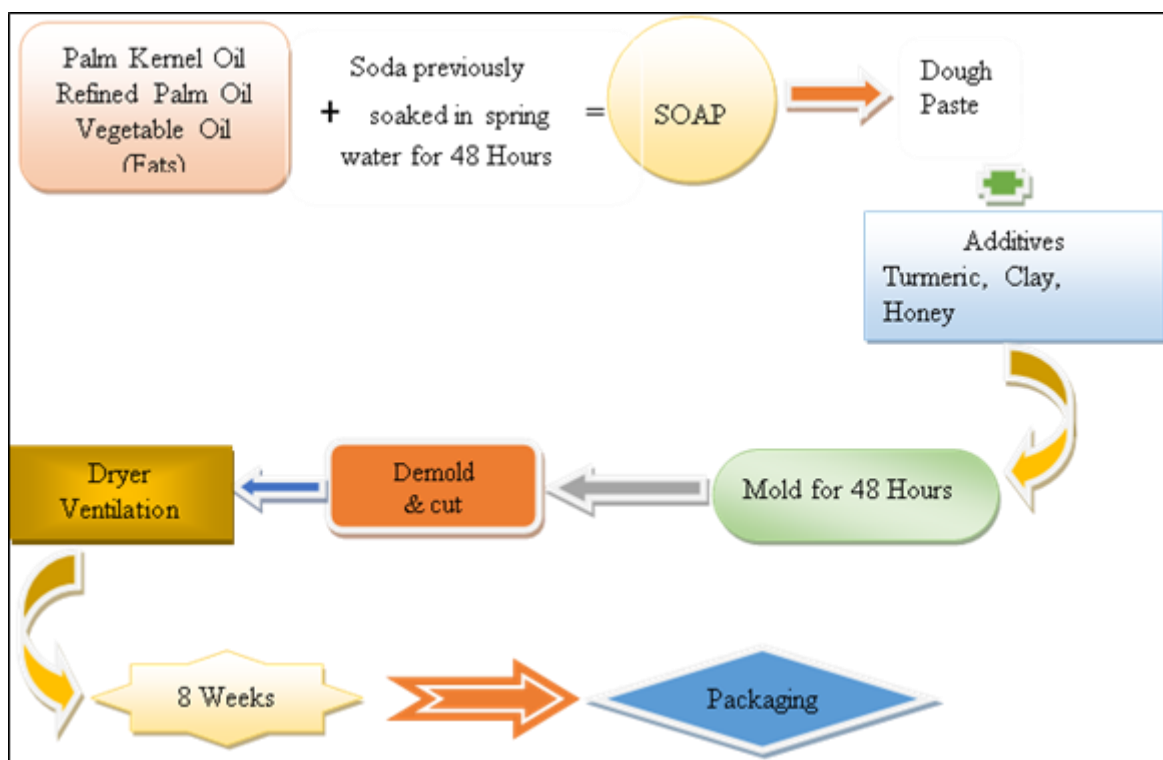
<sup>37</sup> Shampoo manufacturing plant, hair oil manufacturing plant, Consulted from <https://www.storagetankindia.com>, on 12/02/2022, at 2:40 pm.



impurity before the gentle addition of caustic soda lye being stirred continuously for oil saponification with perfume and colourants being added and finally poured into molds.<sup>38</sup>

Figure 5 is a sketch diagram of the cold soap saponification process used by the Joyce4life cosmetic enterprise. This soap process is used for the production of artisanal soap. The soap mixture is composed of palm kernel, refined palm and vegetable oil which forms a soap paste with the addition of turmeric, clay or honey and later molded for 2 days at most. Once the molding process is finished the soap is removed and cut after which it is dried on a cooling rack and packaged within 8 days.

**Figure 5 : Flow Diagram of Cold Saponification for Soap Production**



**Source: Author's conception based on field work.**

The figure 5 flow diagram above is an example of the cold process of soap production used by Joyc4life cosmetics. The cold process of soap production consists of saponification at room temperature without the washing or extraction of glycerin, a process which is relatively longer when compared to the hot process. The mixture is then kept in vigorous agitation for 2 hours with dyes, perfumes and additives added to it at this stage. After the mixture solidifies,

<sup>38</sup> Project Report Soap.pdf, pp3-4, Consulted from <http://msmeindore.nic.in>, on 11/02/2022, at 12:00pm.

crude soap is removed and poured into cooling frames. The saponification process equally continues for a day or more before the soap is being removed and cut into chunks.<sup>39</sup>

The industrial production of soap had to undergo four basic steps. Step one was the saponification stage, here a mixture of tallow (animal fat) and coconut oil was mixed with sodium hydroxide and heated in the reaction chamber. Salt was produced from the soap based solution due to a long chain carboxylic acid. Stage two was the glycerin removal phase, here glycerin was extracted with some left to soften and flatten the soap solution. Due to the fact that soap was not very soluble in salty water whereas glycerin was, salt was added to the wet soap in order to separate the soap and glycerin in salty water. Also, stage three which was the soap purification phase consisted of neutralizing sodium hydroxide with a weak citric acid and two third of the remaining water was drained. The final stage was the finishing additive phase which comprised of adding and mixing preservatives, colourants and perfume before shaping the soap into bars.<sup>40</sup>

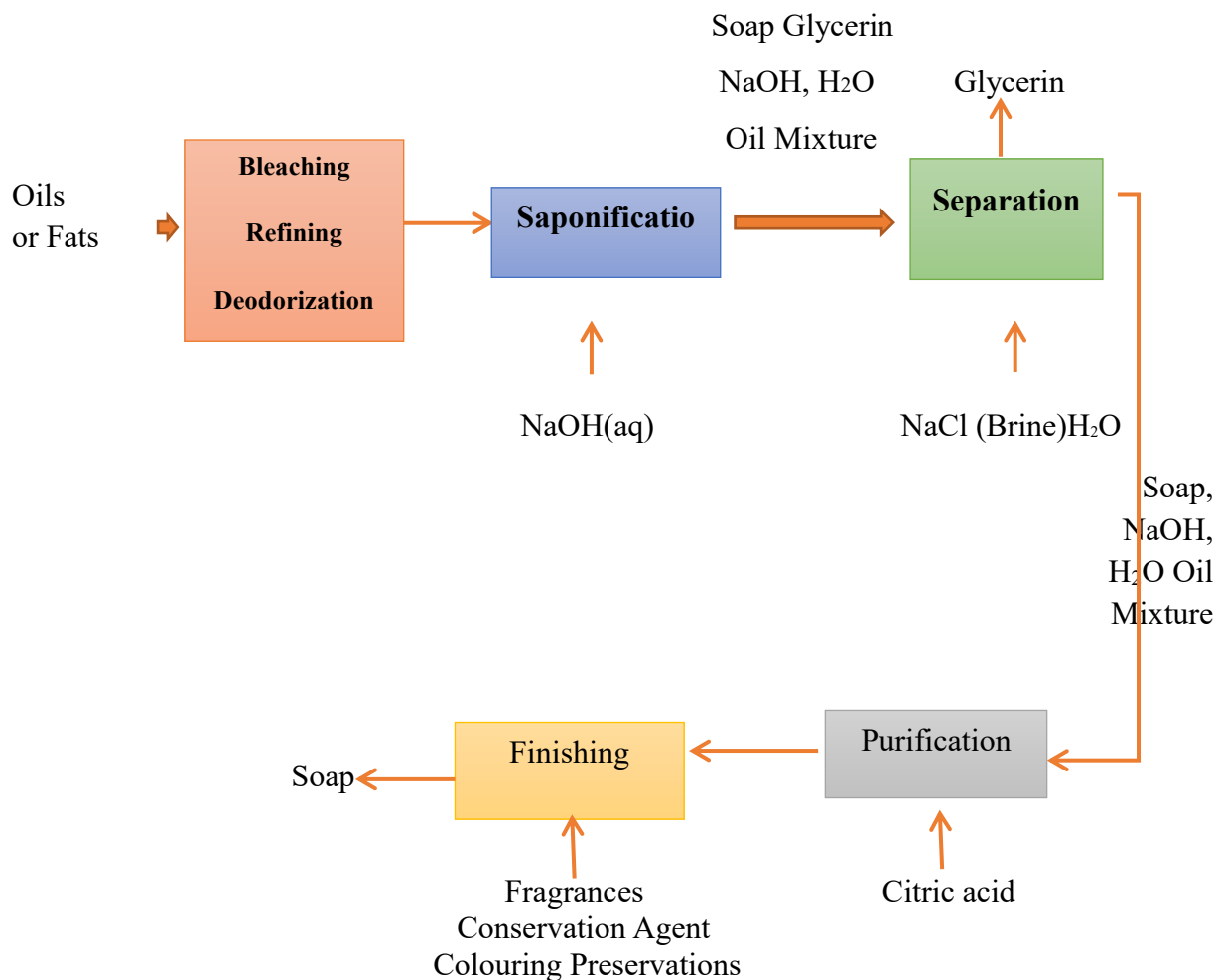
Figure 6 on page 77 shows us the industrial soap production flow which consists of the hot soap saponification process whereby the final product of a finished soap is obtained immediately. Fatty raw materials which make up soap oils are being refined, saponified, separated for the removal of glycerin. It is later purified with citric acid and additives such as fragrance or colouring are being added with a soap cube obtained as end product readily made available.

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<sup>39</sup> Interview with, Belale.

<sup>40</sup> Anonymous, 3/02/2022.

**Figure 6 : Flow Diagram for Soap Production**



**Source:** <https://www.chemistryscl.com/> Industrial Soap-Production and Manufacturing Process| Saponification, Retrieved 11/02/2022, 10:40am.

Figure 6 above illustrates the soap production process used by medium sized cosmetic enterprises like Roger Ducos, Pafic and the B&B Laboratory. Given that there existed three basic methods which are used at the industrial level: cold process, hot process and semi boiled process, these cosmetic enterprises made use of the hot process for soap production, where the saponification reaction took place at high temperatures as 100<sup>0</sup>C. This was followed by the separation of glycerin from the soap by rinsing with alkali and introducing the soap into a mixed-blender “*amalgamator*” – and mixed with additives dyes, perfumes, and antioxidants before obtaining a homogenized soap at the end.<sup>41</sup>

<sup>41</sup> Anonymous, 03/02/2022.

Formulation was known as the development of a new product or the modification of an existing product generally used by most cosmetic enterprises in the Mfoundi Division namely: B&B Laboratory, Joyce4life, Mary-B and Metisse Express among others. Once the formulation process was considered satisfactory, the cosmetic product solution was immediately produced in larger quantities either in hundreds or thousands duplicates of the same product at the industrial level.<sup>42</sup> In the process of manufacturing cosmetics, mixing was most demanding and a key determinant for product quality at its final stage. Nevertheless, these production processes used by different cosmetic enterprises within the Division brought to the lamp light the existence of different cosmetics which were classified into groups given their utility for different body parts.

### **2.1.3. Typology of Cosmetic Products**

From the 20<sup>th</sup> century especially due to industrialization, cosmetics became more and more diverse in variety and increased demand. Nowadays it's used for self-satisfaction and beautification. Cosmetics are broadly categorized into; Skin cosmetics, Hair cosmetics, Nail cosmetics and cosmetics for hygienic purposes. Within the Mfoundi Department existing cosmetic enterprises mostly produced facial creams, body lotions and hair treatment products.

#### **2.1.3.1. Face and Body Treatment Products**

These cosmetics were mainly concerned with the whole body in view of modifying one's appearance or repairing any skin damages and rendering the body fresh, tender and moist. They were designed for different body types with distinction made on skin and face products, such commodities included: skin creams, emulsions, lotions, gels and oils for the body and facial creams. Face creams had special uses like face cleansing, face mask, serum, exfoliating and hydrating products.<sup>43</sup> Some skin and face hygiene products included: soaps, bathing gels, deodorants, antiperspirants and intimate hygiene products for shaving and epilation.<sup>44</sup>

Below in plate 16 are samples of face and body treatments products made by cosmetic enterprises in the Mfoundi. This is a typical example of cosmetic commodities manufactured by Joyce4life cosmetics. These commodities are all produced manually out of carefully

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<sup>42</sup> Lardeau, "La Cosmétique Maison, Nouvelle Tendance entre Ecologie et Loisir" pp.37-38.

<sup>43</sup> Laheux, "Globalisation du Marché Cosmétique", p.16.

<sup>44</sup> *Ibid.*

selected raw materials following a strict production method which is suitable for the face and other body parts.

**Plate 16 : Joyce4life Face and Body Treatment Products**



**Source:** By Author, Joyce4life cosmetics, 18/10/2021.

Plate 16 above shows a range of cosmetic products specifically made for the body such as glycerin, body milk, face scrub, soap and shower gel. The main ingredient here is Spirulina which has been combined with other ingredients such as moabi, rice, snail slime and fenugreek.

**2.1.3.2. Hair Products**

For hair care and hair growth, maintenance products were carefully formulated for each hair type in view of nourishing and improving hair quality. Hair products were classified in different categories such as hair maintenance products which enabled hair styling giving it brilliance and softness. Some hair straightening products smoothed and reduced hair

volume.<sup>45</sup> These products were: shampoo, hair dyes, relaxers, hair sprays and hair creams. Hair sprays were amongst the largest single product group with the most rapid growth rate.<sup>46</sup>

The hair product displayed on plate 17 is among the variety of hair cosmetic products made by Joyce4life. This hair oil is used to repair and nourish the hair in a special way. It is composed out of garlic juice extracts.

**Plate 17: Joyce4life Hair Products**



**Source:** By Author, Joyce4life cosmetics, 18/10/2021.

Plate 17 above paints a clear picture of hair care oil with restorative functions including reparative properties capable of treating damaged hair and fighting dandruff. In the course of restoring the hair, this hair care oil equally softens, brightens and gives the hair more elasticity.

## 2.2. Distribution Channels of Cosmetics Products

This necessitated the frequency at which, a finished product had to reach its final consumer. For the consumption of cosmetics to be rendered easy, there were certain mechanisms put in place to ensure commercialization. The distribution system made use of varied means in order

<sup>45</sup> Laheux, “Globalisation du Marché Cosmétique”, pp. 85,87.

<sup>46</sup> W. Poucher, *Perfumes, Cosmetics and Soaps: Modern Cosmetics revised*, Vol 3, Springer, New York, 1974, p. 2.

to achieve this goal which included several channels, prices of cosmetic products and the competition at the market level. Same as clients, distributors were indispensable to ensure the functionality of an enterprise or business unit.<sup>47</sup>

### **2.2.1. Commercialization**

A commercialization channel was made up of a set of people and firms involved in the transfer of goods from the producer to the ultimate consumer.<sup>48</sup> The commercial function was one of the most important functions within an enterprise since it enabled the sales of finished goods. Also said to be the very last stage between production and commercialization.<sup>49</sup> An effective marketing system was required to render beauty products accessible to consumers at convenience in an ideal place. The modes of distribution for cosmetic products were either direct or indirect namely: wholesale, retail and e-commercialization channel.

#### **2.2.1.1. Direct Commercialization Channel**

The direct channel was termed the Zero-level channel due to the exemption of intermediaries from this channel. Here producers delivered their goods directly to their customers without passing through a middleman. Orders were equally done on mail or phone with the execution of orders delivered directly to the client by mail or orders.<sup>50</sup> This channel of distribution was one of the oldest used by businessmen to sell their products and its advantage to cosmetic enterprises was that, it curbed the profit margin of intermediaries. It equally shortened the timeframe of the product delivery process from manufacturers to customers.<sup>51</sup>

#### **2.2.1.2. Indirect Commercialization Channel**

This was a channel by which manufacturers did not sell directly to their potential consumers. Here, middlemen and intermediaries were involved in the distribution channel. These intermediaries were legal persons who took over ownership rights from the producer to the

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<sup>47</sup> J. Fau, *Acteurs et Fonctions Economiques dans la Mondialisation*, Harmattan, France, 2006, p. 21.

<sup>48</sup> W. Stanton, *Fundamentals of Marketing*, McGraw-Hill, New York, 1984, p.363.

<sup>49</sup> D. V. Fonkika, *Le Vampirisme des Entreprises Camerounaises*, Harmattan, Cameroun, 2015, p.51.

<sup>50</sup> P. Szopa, W. Pekala, "Distribution Channels and their Roles in the Enterprise", *Polish Journal of Management Studies*, Vol 6, 2012, p.146.

<sup>51</sup> Types of Distribution Channels, Consulted from <https://commercemates.com>, on 17/02/2022, at 4:15pm.

final customer.<sup>52</sup> Intermediaries purchased in bulk from manufacturers and supplied these products to final consumers on demand.<sup>53</sup> The presence of an intermediary in this distribution channel was both productive and unproductive to the manufacturer. Since manufacturers relied on factors such as market invasion, acquisition of new markets and reduced cost of distribution.<sup>54</sup> Intermediaries within this distribution channel were responsible for transactional functions (negotiating contracts, dealing in sale and purchase, transfer of ownership, takeover risk), logistics functions (procurement, supply, storage, selection and transportation) and support functions (gathering information about a particular market segment, demand analysis, financing transactions).<sup>55</sup> Some cosmetic suppliers which operated within the indirect commercialization channel in the Mfoundi Division were wholesalers, retailers and electronic channels.

### **The Wholesaler**

The word ‘Wholesaler’ was derived from the word ‘Wholesale’ which meant the selling of goods in relatively larger quantities or in bulk. According to S.E. Thomas, a wholesaler was “a trader who purchased goods in larger quantities from manufacturers and sold to retailers in smaller quantities. This term is only applied to merchant middlemen who are engaged in selling goods in bulky quantities. Wholesale included all marketing transactions in which purchases were intended for resale or to be used in marketing other products. Sowell E.

Thomas said: “wholesale was a vital link in the distribution channel.”<sup>56</sup> Within this distribution channel, cosmetic manufacturers sold their cosmetics in large quantities to wholesalers and it was more convenient in case of durable products.<sup>57</sup> Wholesalers equally supplied these cosmetic goods to smaller stores which in return sold directly to end consumers.

### **The Retailer**

According to Philip Kotler, retailing included “all activities involved in selling goods or services to the final consumers for personal non-business use”. Retailing was the final stage in

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<sup>52</sup> Interview with, Enbwang.

<sup>53</sup> Interview with, Woupa Amido, 38 years, Cosmetic Retailer, Essos, 3/06/2022.

<sup>54</sup> P. Szopa, W. Pekala, “Distribution Channels and their Roles in the Enterprise”, p.147.

<sup>55</sup> Szopa, Pekala, “Distribution Channels and their Roles in the Enterprise”, p.146.

<sup>56</sup> studym Wholesalers: Meaning, Characteristics and other details, Consulted from <https://old.amu.ac.in>, on 17/02/2022, at 3:50 pm.

<sup>57</sup> Interview with, Woupa.



a distribution channel,<sup>58</sup> where the importer or manufacturer of cosmetic commodities passed through a distributor in order to attain the end consumer who was either an individual, beauty parlour or drug store. This channel was a chain store contract with cosmetic specialty stores through sale subsidiaries. Price-maintained merchandise included cosmetics sold by cosmetic specialty stores.<sup>59</sup> In the Mfoundi Division, Roger Ducos<sup>60</sup> supplied cosmetics to beauty stores like Upper Heaven and Jardin des Beutes. While Metisse Express collaborated with the Santa Lucia Super market as its product commercialization channel in order to reach the final consumer.<sup>61</sup>

### The Electronic Channel

With the expansion of business to consumer model, a new type of intermediary became known as an electronic distribution channel which made use of the internet. The acquisition of goods through the internet did not require physical access to them, but only their purchase. Within the electronic distribution channel, the flow of streams was realized in two dimensions: the electronic and physical. A split of streams between these two dimensions was dependent on types of products sold, channel participants, technological capabilities and resources.<sup>62</sup>

Cosmetic and personal care products were also distributed through online retailing websites which sold different branded beauty products along with incentives like home delivery and payment on delivery. Beauty brands exploited different social media platforms in order to reach out to millions of consumers worldwide through the product communication scheme.<sup>63</sup> Roger Ducos used the Super Bazar shopping platform for the commercialization of its cosmetic goods, while most cosmetic enterprises like: Shu Anta, Mary-B, B&B Laboratory, Carimo and Buma Shana make use of their Facebook pages.<sup>64</sup>

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<sup>58</sup> Introduction to Retailing, Consulted from <https://gfgc.kar.nic.in>, on 17/02/2022, at 7:50pm.

<sup>59</sup> Guidebook for Export to Japan, March 2011, JETRO, pp.12-13, 17.

<sup>60</sup> Interview with, Khan Yoland, 34 years, Cashier at Upper Heavens, Mimboman – Yaounde, 4/11/2021.

<sup>61</sup> Interview with, Manji.

<sup>62</sup> Szopa, Pekala, “Distribution Channels and their Roles in the Enterprise”, p.148.

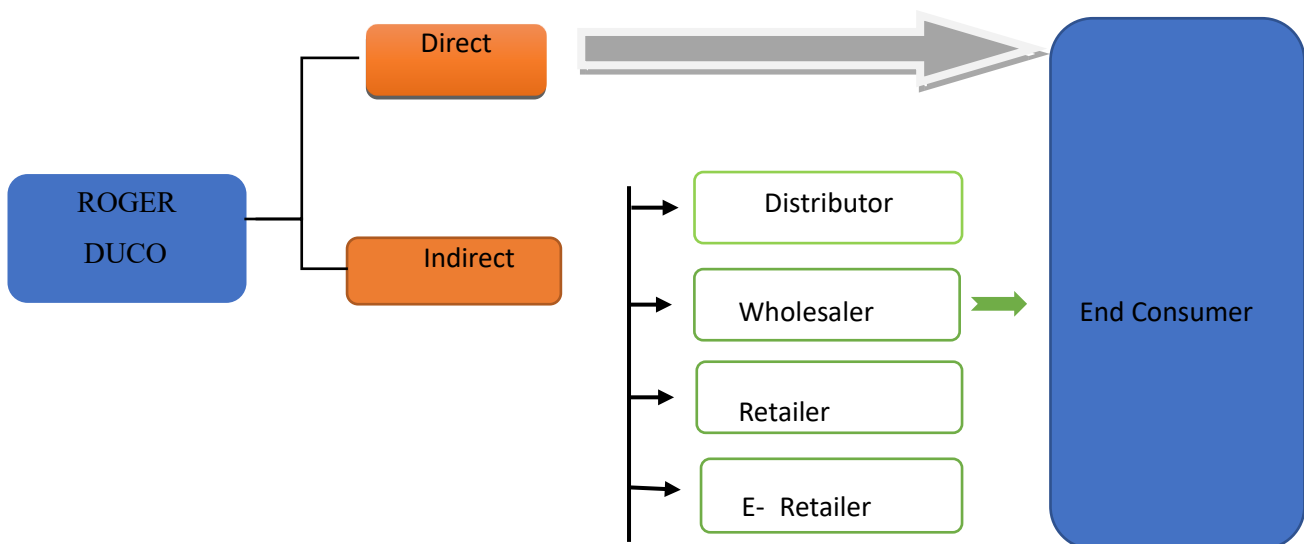
<sup>63</sup> S.S. Anjana, “A Study on Factors Influencing Cosmetic Buying Behavior of Consumers”, *International Journal of Pure and Applied Mathematics*, Volume 118, No. 9, 2018, pp. 453-459.

<sup>64</sup> Interview with, Eyono Nathalie, 33 years, Cosmetic Consumer, Essos – Yaounde, 4/11/2021.

The growth of the electronic distribution channel was strengthened by its global outreach advantage which reduced cost of distribution, managed time and ensured flexibility in data processing. Companies increasingly used such mediums for sales since it saved both time and costs, which improved the company's image.<sup>65</sup> Some disadvantages of this type of distribution were increased costs of transportation for ordered goods and delayed payments.

Diagram 1 paints a clear picture of the distribution flow chart used by the Roger Ducos cosmetic enterprise. This distribution flow chart is applicable to this cosmetic enterprise which commercializes its commodities both directly and indirectly. The direct commercialization method is for consumers who purchase cosmetic goods from enterprises whereas the indirect method is charged with the active presence of intermediaries.

**Diagram 1 : Distribution Flow Chart of Roger Ducos**



**Source:** Author's Conception based on field work.

From the distribution chart flow on diagram 1 above, the direct commercialization channel never required sale intermediaries in order to attain the final customer. Since some consumers acquired their cosmetic products directly from main cosmetic producers. For the case of the indirect distribution channel, sales agent sold goods to wholesalers on behalf of the company. These agents were equally brokers who did not buy products nor possess ownership rights. This involved shifting ownership from producers to final purchasers by conducting sale

<sup>65</sup> Szopa, Pekala, "Distribution Channels and their Roles in the Enterprise", p.148.

and purchase transactions.<sup>66</sup> In return, wholesalers sold these goods to retailers who equally sold these cosmetics to their final consumers. The E-commerce was another medium of attaining final customers through advertisement on social media.

In the domain of distribution, the circulation of cosmetic goods within the Mfoundi was equally covered by big cosmetic laboratories, supermarkets, pharmacies and stores. Amongst these giant cosmetic laboratories were BIOPHARMA, GANDOUR, TACICAM, ARMELLE and BIOMEX for products manufactured in Cameroon. While other distributors supplied foreign cosmetic brands like NIVEA and L'OREAL just to name a few.<sup>67</sup> With intensive publicity, new distribution and commercialization structures were created for cosmetic goods, thus constituting a beauty and esthetic market.<sup>68</sup> Same as clients, distributors were indispensable for the functionality of an enterprise or business unit.<sup>69</sup> Though the distribution channel of cosmetics was done directly from the enterprise to its final consumer or indirectly through the wholesaler, retailer and on internet. Consumers were equally motivated by the prices of these cosmetics which were commercialized.

### **2.2.2. Prices of Cosmetic Products**

Pricing was of capital importance as it influenced the purchasing capacity of cosmetic commodities provided by enterprises. It determined the consumption of a type of product and the quantity required for purchase.<sup>70</sup> Price segmentation was based in relation to product and brand types. It was divided into two main branch segments: the prestigious-luxury market where brands were sold at relatively higher prices and the mass market characterized by lower prices.<sup>71</sup> Price competition was another issue as producers tend to manufacture different range of products in order to enable market segmentation.<sup>72</sup> This was clearly seen as most consumers preferred to purchase less costly soaps produced by cosmetic enterprises like the

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<sup>66</sup> Szopa, Pekala, "Distribution Channels and their Roles in the Enterprise", p.146.

<sup>67</sup> A. Amougou et Al, Rapport de l'Etude de Marché : Le Marche de la Cosmétique à Yaoundé, Light Consulting, 2009, p. 3.

<sup>68</sup> Thioune, "Produits Cosmétique de Parure", p.33.

<sup>69</sup> Fau, *Acteurs et Fonctions Economiques dans la Mondialisation*, p. 21.

<sup>70</sup> Amougou et Al, Rapport de l'Etude de Marche, p.41.

<sup>71</sup> I. Mdimagh, "How is the Beauty of Market Changing and How Important is Competitive Intelligence to the Adaptation Strategy", Masters in General Management, Aix-Marseille Graduate School of Management, 2017/2018, p.8.

<sup>72</sup> Fonkika, *Le Vampirisme des Entreprises Camerounaises*, p.46.

B&B Laboratory ranging from 500 to 1000 francs, instead of purchasing soaps at 3000 francs produced by artisanal cosmetic enterprises like Mary-B and Joyce4life.<sup>73</sup>

Also, pricing determined the exact amount a customer was willing to pay in return for a product. As an important factor in exchange relationships, pricing had a financial value in exchange for a product. So, price satisfaction was directly related to the consumers' behaviour and brand loyalty which prevented the consumer from switching to other cosmetic brands. As a determining factor, it was the most flexible element within a mixed market which varied due to changes in the characteristics of goods and services.<sup>74</sup> Pricing played an important role in the purchase of a product and had a strong impact on the consumer satisfaction gradient.<sup>75</sup> An average customer was mainly concerned with the price issue, though loyal customers will fully paid higher prices for their favourite brand products.<sup>76</sup> Consumers equally made comparisons and evaluated prices with alternative brands before purchasing according to the value perceived of the product in spite of the cost. However, the life-time duration of some brands as estimated by some customers made them more price tolerant and they tend to avoid making price comparisons.<sup>77</sup>

### 2.2.3. Competition of Cosmetic Products

Global beauty was a dynamic market environment due to the complication of the competitive landscape.<sup>78</sup> The cosmetic industry became an extensive business with the presence of a large number of national and international brands operating within both organized and unorganized market segments. Competitive rivalry was defined as an organization with similar products and services aimed at the same group of consumers referred to as the competitive struggle for market share. Intensive rivalry among existing competitors was linked to tactical factors such as: price competition, product introduction and advertisement.<sup>79</sup>

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<sup>73</sup> Interview with, Belale.

<sup>74</sup> S. Alhedhaif, "Brand Loyalty and Factors Affecting Cosmetics Buying Behavior of Saudi Female Consumers", *published article* -March 2016, pp.26-27.

<sup>75</sup> Anjana, "A Study on Factors Influencing Cosmetic Buying Behavior", p. 456.

<sup>76</sup> *Ibid.*

<sup>77</sup> Anjana, "A Study on Factors Influencing Cosmetic Buying Behavior", p. 456.

<sup>78</sup> Mdimagh, "How is the Beauty of Market Changing and How Important is Competitive Intelligence to the Adaptation Strategy", p.11.

<sup>79</sup> G. R. Wanjiru, "Competitive Strategies Adopted by Cosmetic Businesses with Nairobi Central Business District", Master's Degree in Business Administration, School of Business, University of Nairobi, 2013, p.13.

Cosmetic enterprises in order to satisfy increasing consumer demand indulged in product innovation. Enterprises relentlessly got involved into innovation processes since change was said to be the only constant factor.<sup>80</sup> And as consumers developed great delight for the usage of sure and safer beauty products, this drove cosmetic enterprises to innovate. Some cosmetic enterprises became more interested and attentive to consumer's need and developed innovative skills which enabled them remain competitive. This accelerated the growth of the market through new trends which developed yearly.<sup>81</sup> Price competition was another issue as producers manufactured different ranges of products in order to enable market segmentation.<sup>82</sup> Medium sized cosmetic enterprises became entangled in stiff competition with smaller cosmetic enterprises. Due to advertisement foreign cosmetic products were mostly requested by consumers as it had psychological effects on the population and increased their desire for these commodities which enabled skin hydration.<sup>83</sup>

### 2.3. Employment

For the steady production of cosmetics, cosmetic enterprises within the Mfoundi made use of both human and machinery labour which led to the employment of persons of working ages.

Recruited workers were known as employees whose job type was defined as “paid employment”, where the incumbents held explicit (written or oral) or implicit employment contracts that gave them basic remuneration.<sup>84</sup> Principal factors which intervened within these enterprises were namely: capital, labour and raw materials of which labour corresponded to the human resource sector within the production process.<sup>85</sup> Cosmetic enterprises within the Mfoundi Division employed both skilled and unskilled forms of labour and the employment pattern was divided into direct and indirect unemployment.

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<sup>80</sup> D. Djoma et V. Tsapi, “L’adoption des Produits Cosmétiques par les Consommateurs Camerounais : la forte incidence de la nouveauté perçue, de l’innovation, de l’implication et des valeurs”, *African Sociological Review*, Vol 5, 2013, p. 101.

<sup>81</sup> Leskinen, “Sustainability in the Cosmetic Industry Value Chain”, p.6.

<sup>82</sup> Fonkika, *Le Vampirisme des Entreprises Camerounaises*, p.46.

<sup>83</sup> Amougou et Al, Rapport du Marche, p. 47.

<sup>84</sup> Resources > Description: Employment by Status in Employment, Consulted from <https://ilostat.ilo.org>, on 13/02/ 2022, at 6: 15pm.

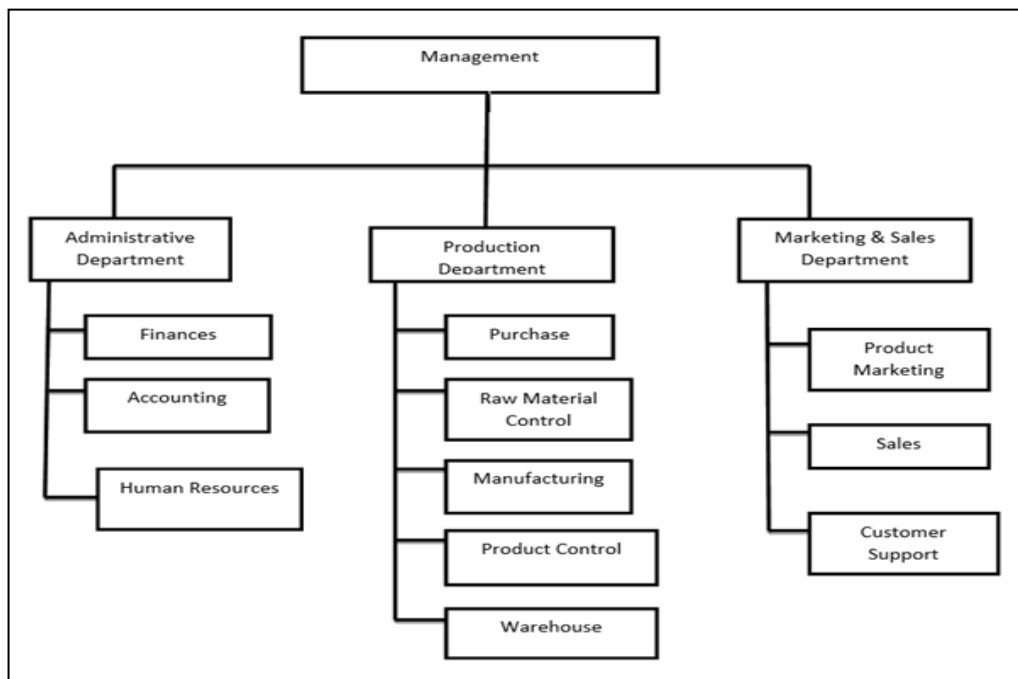
<sup>85</sup> Albagli and Henault, *La Création d’Entreprise en Afrique*, 1996, pp.103-104.

### 2.3.1. Direct Employment

This form of employment required the recruitment of qualified persons of working ages taking into consideration their competence. Cosmetic enterprises in the Mfoundi Department employed workers who had been trained in different domains to occupy post of responsibilities assigned to them. Competent workers of different categories were directly employed by cosmetic enterprises in this Division for the smooth functioning of the enterprise which aimed at production. Persons directly employed within these cosmetic enterprises signed employment contracts which gave them basic remuneration that were not directly dependent on the revenue of the unit for which they worked.<sup>86</sup>

The diagram below illustrates the employment pattern within medium sized cosmetic enterprises in the Mfoundi like Roger Ducos and B&B Laboratory among others. Here the different operational sectors of these cosmetic enterprises were headed by the main management unit, the administrative department, production department, marketing and sales department. Each worker within the different stages contributed in the achievement of the enterprise' production goal.

**Diagram 2 : The Organizational Chart of Cosmetic Enterprises**



**Source:** Author's conception based on field work.

<sup>86</sup> Interview with, Ndongu.

From Diagram 2 the organizational chart above, cosmetic enterprises had three main departments which were under the control of the manager or chief executive officer. These departments partitioned workers within different units exercised under the administrative, production, marketing and sales department. Under the Administrative department, sub-units include: finances, accountability and human resources, persons employed are namely: treasurers, accountants and human resource managers. While the Production department has a wider range of sub-units which consist of: purchase, raw material control, manufacturing, product control and warehouse. Workers within these units are mainly pharmacist, engineers and researchers. Lastly, the Marketing and Sales department stage is charged with sub-units such as product marketing, sales and customer support. Workers within this department are: marketing and commercial agents who carry out advertisement, product communication and research analyst to know consumer feedback about the various products marketed. Though workers were directly employed to work within cosmetic enterprises in the Mfoundi Division, there were a specific set of people who served cosmetic enterprises in an indirect manner as seen below.

### **2.3.2. Indirect Employment**

This type of employment was as a result of the different actors which intervened within the cosmetic sector. The cosmetic business within the Mfoundi was not the sole responsibility of cosmetic enterprises due to the fact that, many individuals were involved in channeling these cosmetic products to their final consumers. Some pharmacies, super markets and beauty shops greatly enhanced the circulation of these commodities through an indirect distribution channel. Giant cosmetic beauty shops like Upper Heavens and Jardin des Beautés which bought directly from cosmetic enterprises like Roger Ducos and the B&B Laboratory were said to be indirectly employed by these cosmetic enterprises. Super markets like SANTA LUCIA, DOVV and FONTANNA which equally participated in the commercialization of these goods were equally known to be indirectly employed since the sale agents within these shops and super markets were not physically employed on contractual terms by these

cosmetic enterprises and earned no remuneration for services rendered as commercial agents.<sup>87</sup>

Workers directly or indirectly employed by cosmetic enterprises in the Mfoundi played key roles in the propagation of the cosmetic business. But this was only vain, if all efforts made for the production these commodities were left without any potential consumer for these finished goods. Market research was an essential factor which either motivated or subdued production as a result of the consumption pattern. Since consumers were held at higher esteem within these cosmetic enterprises.

#### **2.4. Consumers**

The consumption pattern of a good or service was only properly accessed through the market research mechanism on the consumer's response. Market research enabled a link between the consumer, the customer and the marketer, information gotten from the market enhanced the identification of loopholes. Cosmetic enterprises within the Mfoundi Division made use of market research schemes for the evaluation of marketing actions as a monitor in order to improve the marketing process. Market research executives in enterprises were responsible for planning, coordinating and administering market research projects. They had to collect and analyze information which later served as indicators to what the population perceived about these cosmetic products.<sup>88</sup>

Marketing research took the form of a sequential process which had several distinctive stages in order to obtain quality information which determined the required data, designed methods of collecting data, implemented data collection processes, analyzed results and communicated findings. According to Naresh Malhotra, marketing research was made based on a more specific framework as presented in the chart below with six broad stages.

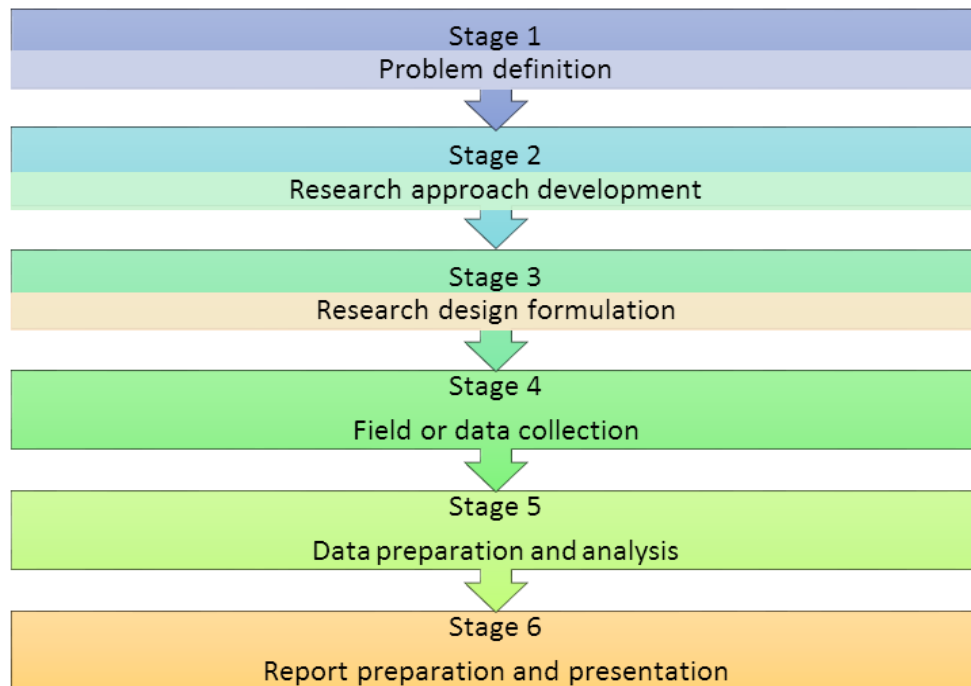
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<sup>87</sup> Interview with, Eyenga Daniel, 32 years, Marketing Manager LANA Bio Cosmetics, Rue CEPER – Yaounde, 16/06/2021.

<sup>88</sup> Market-research Executives, Consulted from <https://tragetjobs.co.uk>, on 8/02/2022, at 10:50am.



**Figure 7: Stages in Marketing Research Process**



**Source:** Malhorta N.K., Briks D.F., Marketing Research: An Applied Approach, Third European Edition, Pearson Education Limited 2007, p.7.

From figure 7, the different marketing research stages at stage 1 necessitate problem identification followed by stage 2 where a research approach is developed to tackle the problem. At stage 3, a research formulation is designed with research tools such as questionnaires and interviews elaborated following certain techniques and methods. Stage 4 is closely linked with stage 3 since here interviews are conducted and data is collected from primary and secondary sources. The second to the last phase is stage 5 where the information is analyzed and processed for the presentation of reports on findings and results acquired at the final stage 6. This marketing research process had to be properly followed for suitable results and each stage covering the exact sequences as explained above.<sup>89</sup>

## Conclusion

Altogether, this chapter examined the main activities of cosmetic enterprises in the Mfoundi Department which included: production, distribution, employment and market

<sup>89</sup> P. Zaborek, Elements of Marketing Research, Warsaw School of Economics, Poland, 2015, pp.10 – 11.

research. Production was a fundamental aspect of cosmetic enterprises which took into consideration raw materials and equipment which required given production techniques. Chapter two equally presented distribution channels used by these cosmetic enterprises which were both direct and indirect in nature. Also, in order to boost production and ease transaction, cosmetic enterprises employed labour. These persons employed played intermediary roles between the enterprise and its consumers and marketing research was a mechanism set in place to check the consumption of these goods.

## CHAPTER THREE

### SOCIAL AND ECONOMIC IMPACT OF COSMETIC ENTERPRISES

#### Introduction

In order to foster economic growth and promote industrial development, certain institutions like CAPME, FOGAPE and SNI were instituted as technical instruments which created national and private initiatives. The new investment code of July 1984 created a suitable atmosphere for the mobilization of capital to ensure the development of national small and medium size enterprises.<sup>1</sup> The establishment of these institutions favoured the creation of enterprises among which were cosmetic enterprises in Cameroon particularly in the Mfoundi Division. This chapter examines how the existence of cosmetic enterprises influenced the socio-economic development of the Division.

#### 3.1. Social Impact of Cosmetic Enterprises

Cosmetic enterprises in the Mfoundi greatly contributed to the social and economic development of the economy. In the technical sense, the socio-economic impact was either planned or unplanned, temporary or sustained over time, direct (creation of jobs within the firm) or indirect (creation of jobs within the supply chain).<sup>2</sup> These direct impact were at a larger extent within the control of the company, meanwhile the indirect impact excluded the company's influence.

##### 3.1.1. Creation of Employment

The establishment of cosmetic enterprises in the Mfoundi Department enhanced the creation of employment opportunities. Given that, in order to facilitate the production of commodities, these enterprises in Mfoundi required labour. The act of production relied on both human and machinery induced forms of labour. It was in this light that a great psychologist, Morgaut said:

*« Une industrie a besoin d'un certain nombre d'éléments humains fixes à l'avance pour chaque usine avec une approximation suffisante qui auront à remplir dans son sein un certain nombre de fonctions. C'est là un impératif extrêmement simple et positif auquel*

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<sup>1</sup> Ndjogui et Al, *Historique du Secteur Palmier à Huile au Cameroun*, p.60.

<sup>2</sup> M. Popa et I. Salanta, "Business Organizations' Positive Socio-Economic Impacts on Society-A Step Beyond CSR", January 2015, Consulted from <https://www.researchgate.net>, on 21/08/2022, at 9:39pm.

*aucune forme de développement économique, aucune forme d'industrie publique ou privée ne peut échapper ».*<sup>3</sup>

This simply meant that, the need for labour was undeniable for the achievement of economic development within a business irrespective of its nature. Thus, human labour was required in order to assume different roles of responsibilities within the company through employment. So, the employment of labour was indispensable for the economic development of a company or enterprise. There was solid empirical evidence which clearly stated that Small and Medium size enterprises (SMEs) were major job creating engines.<sup>4</sup>

The existence of cosmetic enterprises within the Department enhanced development within the different communities of Yaounde I, II, III and other Sub-Districts. This was because these enterprises provided employment to the population. The presence of a highly youthful population of working age within the Division eased employment and boosted the standard of living of workers, granting them access to more facilities. These cosmetic enterprises provided both direct and indirect forms of employment.

### **3.1.1.1. Direct Employment**

This form of employment required the recruitment of qualified workers who were trained in different domains to occupy posts of responsibilities assigned to them. Competent workers of different categories were directly employed by cosmetic enterprises in the Mfoundi Department to enhance the smooth functioning of these enterprises in order to facilitate production. Persons employed within these enterprises signed employment contracts which gave them basic remuneration not directly dependent upon the revenue of the unit for which they worked.<sup>5</sup> Workers employed directly under these cosmetic enterprises were namely: engineers, technicians, human resource managers, accountants, treasurers, commercial agents and market analyst.<sup>5</sup>

The table on page 95 is a statistical representation of the employment pattern of cosmetic enterprises over a period of four years. It shows the progression registered in terms of number of persons directly employed by some cosmetic enterprises within the Mfoundi Division.

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<sup>3</sup> M.E. Morgaut, : “Psychosociologie de la Grande Industrie dans les Pays Neufs”. Colloques du CEDDIMOM, No 1.

<sup>4</sup> Report iv, Small and Medium-sized Enterprises, International Labour Office, 2015, pp. 4-5.

<sup>5</sup> Interview with, Mambou.

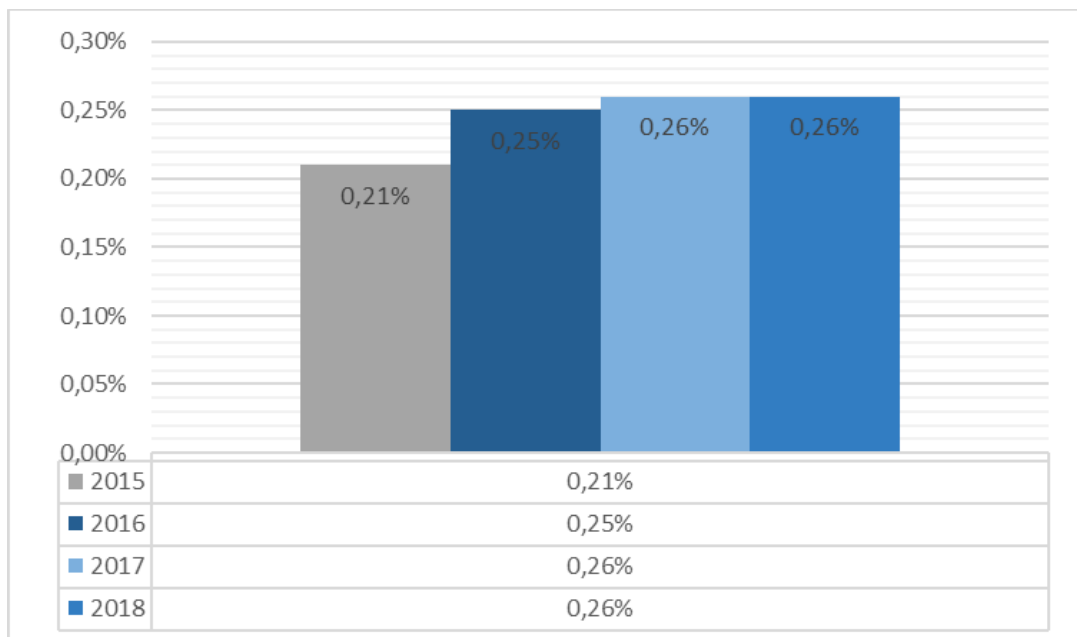
**Table 4 : The Evolution of Employment in Cosmetic Enterprises in Mfoundi Division (2015-2018)**

Years	Persons Employed	Employment %
2015	2,217	0,21%
2016	2,599	0,25%
2017	2,686	0,26%
2018	2,673	0,26%
<b>Total:</b>	<b>10,175</b>	<b>100</b>

**Source:** National Institute of Statistics.

The statistics in table 4 above provides a clear representation of the employment ratio registered by some cosmetic enterprises in Division from 2015-2018. In 2015, 2,217 persons were employed which gave a percentage of 0,21% on the employment margin. When compared to 2016, there was an increase of 382 more persons which shows that 2,599 persons were employed. Meanwhile in 2017 and 2018, the employment pattern remained visibly static at 0,26% though 13 more persons were employed.

**Diagram 3 : Employment Pattern of Cosmetic Enterprises in Mfoundi Division from 2015-2018.**



**Source:** Author's Conception based on table 4.

In diagram 3, the employment graph has been drafted from the statistical information provided by cosmetic enterprises in the Mfoundi Department from 2015-2018. In 2015 most cosmetic enterprises were still at the introductory stage since most were declared within this period which stood at 0,21%. While progressively in 2016, the percentage of persons employed stood at 0,25% resolving from an increase in the demand of cosmetics which prompted a need for more human labour input. This led to the employment of more persons by these cosmetic enterprises. But between 2017 and 2018 the demand for labour dropped relatively low though it increased timidly by 1%.

### **3.1.1.2. Indirect Employment**

Indirect employment was considered as an induced form of employment, because the establishment of cosmetic enterprises in the Mfoundi created several job opportunities for the population at various levels. Though cosmetic businesses in the Division were not the sole responsibility of these cosmetic enterprises, many individuals were involved in channeling these commodities to their final consumers. Thus, these individuals were classified as being indirectly employed by cosmetic enterprises. Cosmetics were commercialized on different platforms and benefited different actors such as: wholesalers, retailers, hairdressers, hawkers and farmers.

#### **Wholesalers**

Wholesaling included all marketing transactions in which purchase was intended for resale. A wholesaler was a trader who purchased goods in larger quantities from manufacturers and sold to retailers in smaller quantities. This term was only applied to merchant middlemen who were engaged in selling goods in bulky quantities.<sup>6</sup> Wholesalers were said to be indirectly employed by cosmetic enterprises, since they participated in the circulation of goods within the market. There were a significant number of businessmen and women in the Mfoundi Division involved in the wholesale commercialization chain such as Jardin des Beantes and Upper Heavens which received supplies directly from cosmetic enterprises before selling in bits. It is therefore important to say that the presence of cosmetic enterprises in this Department was quite profitable for wholesaler traders, motivating the sprawl of more

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<sup>6</sup> Studym Wholesalers: Meaning, Characteristics and Other Details, Consulted from <https://old.amu.ac.in>, on 17/02/2022, at 3:50 pm.

wholesale shops which led to the urbanization of Sub-Divisions within the Mfoundi and created more employment opportunities for youths.

The plate below is an example of a wholesale shop with a variety of cosmetic goods purchased from both national and multinational cosmetic enterprises. These cosmetic commodities are commercialized in wider ranges and in larger quantities.

**Plate 18 : Wholesale Cosmetic Shop**



**Source:** By Author, Jardin des Beautés Essos, 05/11/2021.

Plate 18 above shows the manner in which cosmetics are organized in a shelf with price tags on each commodity. Some cosmetic products displayed on the shelf were namely: Juan, Jaune d'œuf, Exclat d'Or, Rapid Claire, Moby Bebe, perfumes, glycerin, facial creams, hair dyes, bath soap and weight loose teas among others.

**The Retailer**

Retailing included all activities involved in selling goods or services to final consumers for personal non-business use.<sup>7</sup> This was the final stage in the commercialization of cosmetic goods.<sup>8</sup> This channel was a chain store contract with cosmetic specialty stores through sale

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<sup>7</sup> Introduction to Retailing, Consulted from <https://fgc.kar.nic.in>, on 17/03/2022, at 7:50pm.

<sup>8</sup> *Ibid.*

subsidiaries.<sup>9</sup> The lucrative nature of the cosmetic business prompted the growth of many cosmetic retailer shops within the Mfoundi. Thus, it is relevant to say that, businessmen and women who were into the cosmetic retail business benefited from this business and were able to shelter themselves by constructing houses and fend for their families.<sup>10</sup>

The plate below shows a retailer's cosmetic shop with commodities from different origins. This shop has a limited quantity of cosmetic goods which are purposely destined for the final consumer.

**Plate 19 : Cosmetic Retailer Shop**



**Source:** By Author, Retail shop in Marche Essos, 03/06/2022.

As seen on the plate 19 above, the quantity of goods sold in a retail shop is relatively low as compared to a wholesaler shop. Some commodities within the retail shop are hair gels, shower gels, body lotions, bath soaps and relaxers of both local and foreign origin.

### **Hairdressers**

About half a million hairdressing and beauty salons relied on the use of cosmetics. Hair dressers were people specialized in the cutting or styling of hair in order to change or maintain a person's image.<sup>11</sup> They made use of different cosmetic products and other hair equipment to achieve such goals. There were a countless number of hairdressing salons

<sup>9</sup> Guidebook for Export to Japan, pp.12-13, 17.

<sup>10</sup> Interview with, Woupa Amido.

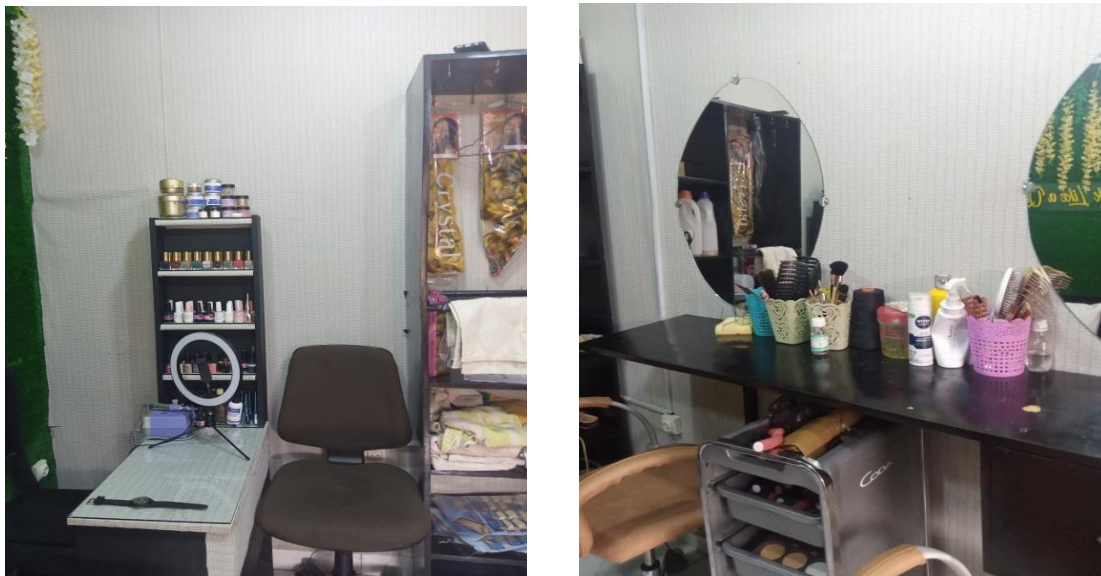
<sup>11</sup> Hairdresser-Wikipedia, Consulted from <https://en.m.wikipedia.org>, on 12/08/2022, at 8:57am.



noticed at almost every corner of the Division which provided services like hair relaxation, braiding, dying and curling just to name a few. We can ascertain the fact that the existence of cosmetic enterprises in the Mfoundi was a lucrative business which led to the establishment of more hairdressing salons which required human labour and contributed to the government's financial budget.<sup>12</sup>

These plates below paint a clear picture of the nature of most hairdresser salons in the Mfoundi Division. The image on plate 20 shows a shelf containing nail polish on a table which is used for manicure. While plate 21 has two seats in front of the mirror where clients sit comfortably to have their hair styled or braided.

### Plate 20 & Plate 21 : Hairdresser Salon



**Source:** By Author, hairdresser salon in Marche Essos 01/09/2022.

From plates 20 and 21 above, the plate 20 on the left shows the manicure corner. At this angle the black shelf on the table contains a collection of nail polish used for clients who come for manicure to put artificial nails with either simple or gel nail polish. While plate 21 on the right side showing two mirrors on the wall, a table with hair products, a drawer and two seats which are purposely made available by hairdressers to facilitate the rendering of grooming services to clients who come to get their hair braided.

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<sup>12</sup> Interview with, T. Kouami Fabrice, 33 years, Hair Salonist, Marche Essos – Yaounde, 1/09/2022.

## Hawkers

These were vendors of merchandise which were easily transported and considered as inexpensive goods. Whether stationary or mobile, hawkers often advertised their products by loud street cries or chants in order to attract customers and enhance sales.<sup>13</sup> It is necessary to say that these cosmetic enterprises benefited some cosmetic vendors in that it enabled the establishment of Mini-perfumeries as a result of the profits made in the course of exercising the cosmetic business for a period of twelve years.<sup>14</sup> It was inevitable to notice the presence of cosmetic vendors within the Mfoundi who sold along the streets and markets.

Plate 22 below presents a truck which contains a collection of cosmetic commodities sold by a hawker within the Essos neighbourhood of the Mfoundi Division. This truck is easily mobile within and out of the market, meanwhile articles displayed here are quite affordable by the general population of the Division and profits are equally generated from this small-scale business suitable enough to ensure livelihood.

### Plate 22 : Cosmetic Hawker



**Source:** By Author, Cosmetic Vendor Marche Essos, 01/09/2022.

<sup>13</sup> Hawker (trade) – Wikipedia, Consulted from <https://en.m.wikipedia.org>, on 12/08/2022, at 9:08am.

<sup>14</sup> Interview with, Anuma Marius, 41 years, Cosmetic Vendor, Marche Essos – Yaounde, 1/09/2022.

From plate 22 above, hawkers are said to indulge in the sales of a good variety of cosmetics retailing in bits at very affordable prices. These products include: lip gloss, liquid foundation, powder, eyeliners, eye pencils, nail polish and mascaras among others. These commodities are commercialized in smaller quantities at less costly amounts ranging from 200 to 2000 FCFA.<sup>15</sup> These originate from foreign countries which mostly comprise of makeup products purposely designed for face beautification.

### **Farmers**

Farmers were classified amongst the indirectly employed proportion of the society since they were the main suppliers of raw materials needed by these cosmetic enterprises within the Mfoundi. Some farm produce included: carrots, shea fruits, citrus fruits, cocoa, turmeric and palm kernels among others which were then processed within these enterprises before usage. Revenue gotten from the commercialization of these produce contributed in enhancing the agricultural sector and improved the standard of living of these farmers within their rural areas. Some cosmetic enterprises which made use of purely natural raw materials within the Mfoundi Division were: Shu Anta, Mary-B and Joyce4life cosmetic enterprise.<sup>16</sup> One will therefore not be wrong to establish the fact that cosmetic enterprises promoted the development of agriculture on a larger scale within the Division which prompted farmers to cultivate raw materials highly solicited by these cosmetic enterprises.

### **Beauty Spas**

These were beauty and massage centers which enhanced the wellbeing of their customers. Such structures were a source of employment for young unemployed girls providing them with salaries which varied between 25000 to 35000 Francs CFA. Salaries earned in this domain of activity enabled these young girls to care for their families in several domains of life like: education, health, lodging and feeding. Some cosmetic enterprises in Mfoundi like Shu Anta which had beauty and spa facilities reduced youth unemployment by 10%. Since youth unemployment prompted youths to indulge into prostitution, sexual exploitation and odd jobs, persons working within these structures were preserved from societal ills.<sup>17</sup> Child

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<sup>15</sup> Interview with, Anuma.

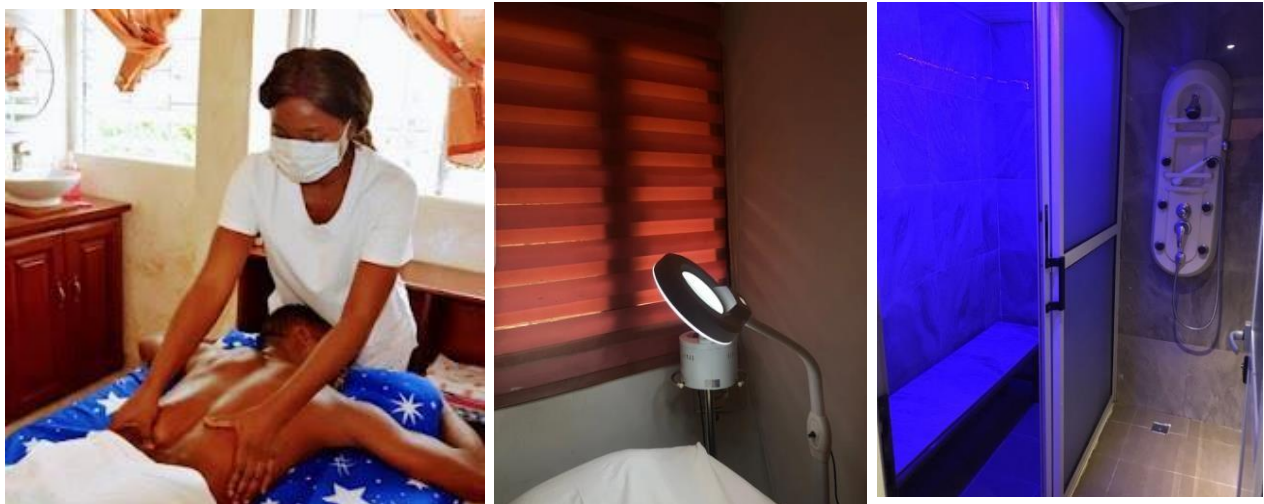
<sup>16</sup> Interview with, Belale.

<sup>17</sup> Interview with, Leudjou.

labour and child trafficking was also reduced as a result the rate of prostitution declined. This therefore reveals the relevance of cosmetic enterprises in the Mfoundi Department.

The following plates below represent some aspects related to the Shu Anta beauty spa. Plate 23 shows a woman carrying out a massage session on a young man laying down on a massage bed for muscle relaxation. This massage is carried out in a room respecting customer's privacy. On plate 24, there is a bed and a bright light in a dark room which provides a facility conducive for female customers who come for facial scrub treatment and the epililation of eye brows, facial and body hairs. Lastly, plate 25 shows a less lighted room with deemed dark blue or purple light which is used during warm vapour baths and wraps.

**Plate 23, Plate 24 & Plate 25 : Shu Anta Beauty Spa**



**Source:** By Author, Shu Anta Beauty Spa, 28/09/2021.

Plate 23 above is a massage session carried out within the Shu Anta Cosmetic and Beauty Spa. Here, there are at least four types of massages namely: volcanic stone, relaxation, deep tissue and heating massage. Other services rendered in this spa are facial care treatment as seen on plate 24 which shows the facility required for this session. This facial beauty treatment consists of Fouban coffee scrub, citrus and cinnamon radiance scrub, Dalan black soap scrub and Shea and volcanic rock exfoliation scrub. In this as seen on plate 25, the spa equally offers services like the Turkish bath "*Hammam*" which includes varieties like: Queen mother ritual wrap, honey wrap, turmeric wrap, seme seaweed wrap and clay wrap.

Consequently, the impact said to be brought by the cosmetic sector was highly felt on the social domain of the Mfoundi Division. The existence of cosmetic enterprises in this Department equally had an economic impact which remained practically undeniable.

### 3.2. Economic Impact of Cosmetic Enterprises

The presence of cosmetic enterprises within the Department greatly impacted the economic plan of the Sub-Divisions of Yaounde I-VII given the fact that every economic activity generates income. In this light, Enbwang David at the Ministry of Trade affirmed that, the presence of cosmetic enterprises in the Division contributed undeniably to the growth of the country's economy through: taxation, employment, capital investment and national development.<sup>18</sup> These economic benefits could be explicitly examined as follows;

#### 3.2.1. Taxation

Taxation was known to be the compulsory contribution to the State's fund, levied directly on the taxpayer through income tax, capital gains tax, inheritance tax, corporation tax or indirectly via the purchase of goods and services (as VAT) and other duties like stamp duty and road tax.<sup>19</sup> The existence of cosmetic enterprises over the previous years in the Mfoundi Division had a multiplier effect on the nation's national income, through the payment of excise duties and taxes levied by the government.

In Cameroon, taxation was a powerful fiscal weapon used by the government to plan and direct the economy. When Cameroon moved from the Federal System in 1961 to the United Republic of Cameroon in 1972, a Unitary System of governance was instituted. According to the Unitary Constitution of 1972, ordinance 72/4 of August 26/1972, citizens were called to contribute to the resources of the State.<sup>20</sup> Similarly, the Cameroonian preamble of 1996 amended in 2018 stated that, "Every person should enjoy the tax burden of public expenditures with respect to their financial resources". There were two main income taxation systems, one for individuals and the other for entities. In Cameroon, taxes were collected by the central services of the Ministry of Finance via the Directorate General of Taxation and decentralized local council authorities like Municipalities and City Councils within the Regions of Cameroon.

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<sup>18</sup> Interview with, Enbwang.

<sup>19</sup> A. Elizabeth & Jonathan Law, *Oxford Law Dictionary*, 6<sup>th</sup> Edition, Oxford University press, New York, 2006, p.527.

<sup>20</sup> K. Ambe, "*The Tax Regime in Cameroon and the Statutory Responsibilities of Cameroonians towards Fiscal Tax Allocations*", University of Bamenda, November 30<sup>th</sup> 2019, pp. 2, 4.

Cameroonian cosmetic enterprises had the responsibility of paying taxes and excise duties with regards to their categories.<sup>21</sup> Cosmetic enterprises in the Mfoundi Department such as Joyce4life and American Cindy Beauty paid liberal taxes to the government. They equally paid taxes to the municipal and city council of the Mfoundi Division. A glaring example was the American Cindy Beauty cosmetic amongst others which paid hygiene tax, rental tax, over-contracting tax and publicity tax.<sup>22</sup> Wholesalers and retailers equally paid liberal taxes according to their categories ranging from A - D. This implies that profits made in Cameroon by way of industrial or commercial activities were subjected to taxation. Taxation was established on the basis of profits made by enterprises during the former fiscal year which ended every 30<sup>th</sup> June.<sup>23</sup> These taxes and excise duties collected by the government through the municipal and city council from cosmetic enterprises in the Mfoundi contributed in enhancing development. These enterprises equally paid discharge and declaratory taxes. The revenue collected was used for the provision of social amenities within the society such as the installation of streets lights, construction of schools and roads.

The table below presents elements corresponding to the total amounts of tax and excise duties injected by the cosmetic sector into the economy over a period of four years from 2015-2018.

**Table 5 : Taxes & Excise Duties Paid by Cosmetic Enterprises in the Mfoundi Division from 2015-2018**

<b>Years</b>	<b>Taxes &amp; Excise Duties</b>	<b>Percentage %</b>
2015	1,073,385,037	0,19%
2016	1,065,210,964	0,19%
2017	1,324,115,993	0,23%
2018	2,107,359,966	0,37%
<b>Total:</b>	<b>5,570,071,960</b>	<b>100</b>

**Source:** National Institute of Statistics.

<sup>21</sup> Chapter 2 Fundamental Principles of Taxation, addressing the tax challenges of the digital economy ©OECD 2014, Consulted from <https://www.oecd-ilibrary.org>, on 20/11/2021, at 3: 45pm, p.41.

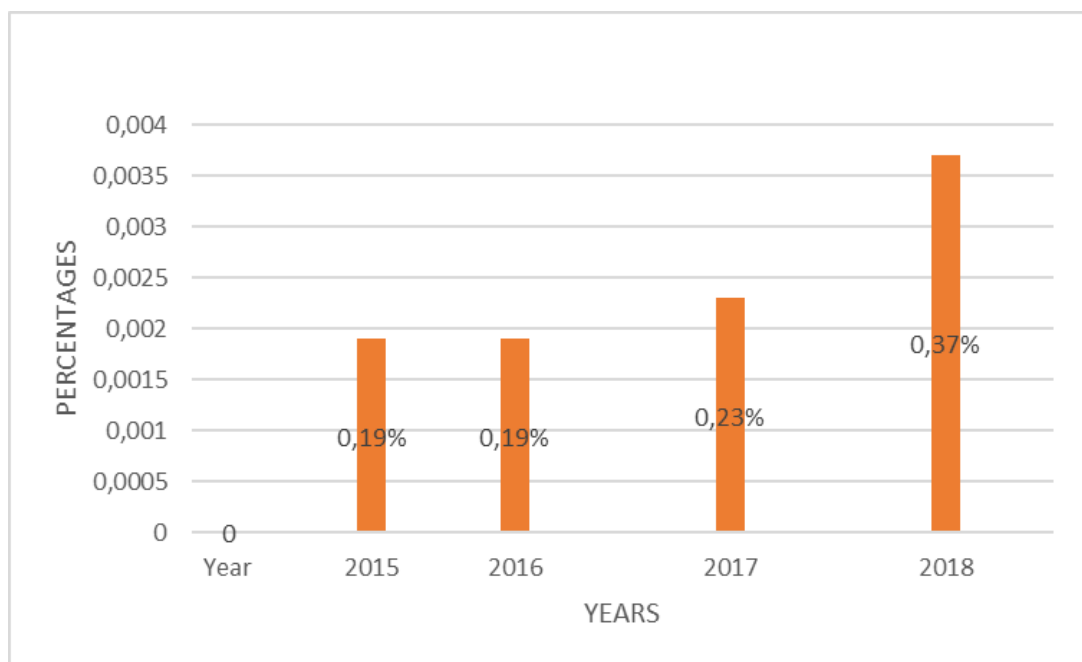
<sup>22</sup> Interview with, Manji.

<sup>23</sup> Interview with, Belale.



From table 5 above, the given figures represented the sum of taxes and excise duties paid by cosmetic enterprises in the Mfoundi Division within a time frame of four years. Between 2015 and 2016 though the percentage of taxes remained static, there was a drop of 8,174,073 FCFA in taxes paid by these enterprises. While in 2017 the income generated from the cosmetic sector in terms of taxes when compared to 2015 and 2016 registered a 4% increase by 250,730,956 FCFA and 258,905,029 FCFA respectively. The highest amount of tax recorded was in 2018. Generally, taxes and excise duties injected into the economy by cosmetic enterprises in Mfoundi from 2015 to 2018 amounting up to 5,570,071,960 FCFA. Nevertheless, the statistics above were only acquired from declarations made by some cosmetic enterprises in Mfoundi.

**Diagram 4 : Evolution of Taxation Rates in Cosmetic Enterprises in the Mfoundi Division (2015-2018)**



**Source:** Author's Conception based on Table 5.

According to diagram 4 the graph above, in 2015 and 2016 the tax percentages paid by cosmetic enterprises were relatively static being rated at 0,19% respectively. This resulted from the fact that most cosmetic enterprises in the Mfoundi were newly established. And in 2017, there was a slight evolution in the tax paid by these enterprises which stood at 0,23%. This increment in the tax ratio resulted from increased sales experienced by these cosmetic

enterprises which enjoyed economics of scale. While 2018, there was a remarkable increase in the tax percentage rate which rose up to 0,37% since this business attracted more investors.

### 3.2.1.1. Indirect Taxes

Actors within the commercialization channel which rendered the circulation of cosmetic commodities possible within the Mfoundi market equally shared the tax burden of cosmetic manufacturers. These taxes were considered to be indirect because these business units were independent from manufacturing cosmetic enterprises. There existed 4 categories of tax payment levied on cosmetic commercialization units namely Category A, B, C and D. In respect to the study carried out on the field it was noted that, small beauty salons paid the category A tax type which was a sum of 6,825 FCFA. Category B taxes were levied on small cosmetic retail shops amounting to 12,250 FCFA. Also, Category C tax type was levied on medium cosmetic shops being a sum of 17,250 FCFA.<sup>24</sup>

### 3.2.2. Capital Investment

“Investment” was defined as a flow which made it possible to increase or renew the stock of capital. For an enterprise, investment meant increasing the stock of different means of production, developing infrastructures, the acquisition of knowledge and human capital. Relatively, the term investment was often attached to fixed capital.<sup>25</sup> It was also known as the commitment of current financial resources in order to achieve higher gains in the future.

Due to the lucrative nature of the cosmetic business many individuals within the Mfoundi Division tend to invest huge sums of capital within the establishment of cosmetic enterprises. Following the National Investment Society (SNI) created in 1946 by the government in order to contribute to the industrial policy of carrying out important investments in every economic sector, this entertained a good number of investors. Investment operations of economic and social interests became favourable within the industrial, agricultural, commercial and financial sectors.<sup>26</sup>

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<sup>24</sup> Interview with, Woupa.

<sup>25</sup> A. Beitone et Al, *Dictionnaire de Science Economique*. pp.250,354.

<sup>26</sup> Annuaire Statistique du MIDSTAT, p. 207.



The table below was a statistical run-down of investment made within the cosmetic sector. From 2015 to 2018 there was a remarkable progression in terms of investment effectuated by some cosmetic enterprises in the Mfoundi.

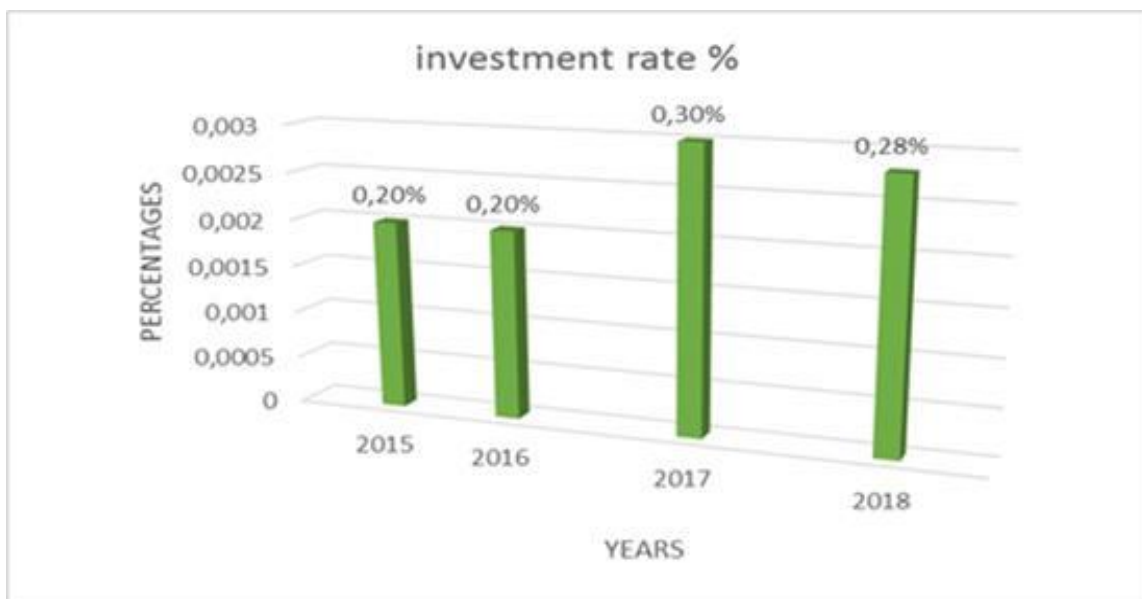
**Table 6 : Evolution of Investment Statistics by Cosmetic Enterprises in the Mfoundi Division from 2015-2018**

Years	Capital Invested	Investment %
2015	9,571,039,555	0,20%
2016	9,571,039,555	0,20%
2017	14,142,485,838	0,30%
2018	12,945,718,473	0,28%
<b>Total:</b>	46,230,283,421	100

Source: National Institute of Statistics.

As seen in table 6 above, investment within the cosmetic sector remained static between 2015 and 2016 at 0,20% without any shift. But great progress was noticed in 2017 by a 10% increase which was 4,571,446,283 FCFA when compared to previous years. The year 2018 recounted a drop of 2% as compared to 2017 by 1,196,767,365 FCFA. From 2015 to 2018 huge sums of capital were invested which amount up to 46,230,283,421 FCFA.

**Diagram 5 : Progression of Investment Rates in Cosmetic Enterprises in Mfoundi Division (2015-2018)**



Source: Author’s conception based on Table 6.

In diagram 5, from 2015 to 2016, investment proportions remained relatively the same at 0,20% which was quite encouraging due to the fact that most entrepreneur newly got into the cosmetic business. Being considered as a profitable activity over the years, in 2017 the capital injected into this sector of the economy boosted the proportional ratio of investment to 0,30%. Owing to the fact that more individuals became encouraged to invest in this sector due to the high demand by the general public in terms of fashion and beauty more capital was allotted in this economic activity. But there was a slight drop in 2018 by 2% when compared to 2017.

### **3.2.3. National Development**

The establishment of these cosmetic enterprises in the Mfoundi Division greatly enhanced development within the Sub-Divisions of Yaounde. The localization of cosmetic enterprises in this Division contributed to the infrastructural development and benefited the population of the Mfoundi in terms of the employment opportunities it provided. A good proportion of the youths were financially empowered through job opportunities mostly within the informal sector.<sup>27</sup> Being a lucrative sector of activity by nature, small businesses like hairdressing, hawking and retailing were established which was a source of livelihood for the population of the Mfoundi Department as it enabled them cater for their households in respect to the high cost of living. The existence of beauty salons and massages centers for relaxation and professional esthetic schools experienced rapid growth amongst which were Saunya Cosmetics Institute, Tempest Beauty school, Esthera Formation and Institut de Beauté Clairchamp.<sup>28</sup>

Furthermore, some cosmetic enterprises situated in Yaounde equally had branches in Douala, Bafoussam, Garoua and Ngoundere and this played a leading role in adding substantial value to their respective Regions. These enterprises participated in the payment of monthly taxes to the Communal Councils which later became sources of revenue for the resolution of problems of general interest such as the salary payment of council workers.

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<sup>27</sup> Interview with, Woupa.

<sup>28</sup> L. C. Akoume, *Biologie et Médecine L'impact du message de peur sur les comportements des femmes de 15 à 55 ans de la ville de Yaoundé face à la Dépigmentation Volontaire de la Peau*, Masters Degree in TradeDistribution, Faculty of Biology and Medecine, Catholic University of Central Africa, 2006, Consulted from <https://www.memoireonline.com>, on 5/12/2021, at 8 :40am.

Thus, it is clear that cosmetic enterprises promoted the growth of industrialization and vocational and professional training within the Mfoundi Division.

### **3.2.3.1. Financial Autonomy**

The cosmetic business led to the creation of Mini-cosmetic shops which enabled the autonomy of individuals involved in this business. Especially for women, this business spared them from getting involved into moral vices as it granted them the opportunity of being financially independent. Such an autonomous life style ensured the effective realization of projects without restraints. The establishment of these mini-cosmetic shops within the neighbourhood and market places contributed to economic development of the society. Individuals who were both directly and indirectly involved in the cosmetic business realized a good number of sustainable projects which benefited them. Due to the advantages of these businesses, some cosmetic vendors who carried out this business for more than five years were able to purchase land, build houses and establish hairdressing salons.<sup>29</sup>

## **Conclusion**

As shown above, chapter three presented a detail analysis of the socio-economic impact which resulted from the presence of cosmetic enterprises in the Mfoundi Division. In terms of the socio-economical aspect, these cosmetic enterprises contributed greatly in increasing revenue through the payment of taxes and excise duties levied, created employment, boosted investment, promoted national development and financial autonomy.

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<sup>29</sup> Interview with, Kouami.

## CHAPTER FOUR

### CHALLENGES ENCOUNTERED AND PERSPECTIVES

#### **Introduction**

After the 1980s economic crises, Cameroon opted for Structural Adjustment Programs.<sup>1</sup> The period from 1985 to early 1990 in Cameroon was relatively sterile as far as political development was concern.<sup>2</sup> Following the states disengagement in the production sector and stoppage in the subvention of the agricultural sector, the privatization of Public and Para-public enterprises was greatly encouraged.<sup>3</sup> Some individuals became more interested in sponsoring private projects which led to the creation of small businesses like cosmetic enterprises which gradually came into existence. Likened to other economic activities, the cosmetic sector was not a bed of roses for local producers in the Mfoundi Division as there were a given number of difficulties, which affected both the social and economic plan. This chapter examines problems faced by cosmetic enterprises in the Mfoundi Division and provides possible solutions to them.

#### **4.1. Problems Faced by Cosmetic Enterprises**

Cosmetic enterprises established in Mfoundi encountered difficulties which hindered the proper advancement of the cosmetic sector. These challenges encountered within the cosmetic sector were classified under three main aspects namely: political, economic and social.

##### **A. Political: Poor Government Policies**

Though the government was charged to ensure the protection and sanitary security of its population within the Department and the nation in general, the government never really directed the cosmetic sector. The cosmetic business in Cameroon was carried out without any specific regulation instituted by the government. The cosmetic sector functioned through the practical standardization norms applicable to the pharmaceutical sector. This lack of regulation within the cosmetic sector later resulted to the production of poor quality cosmetics which were dangerous to the health. There was an incompatibility between pharmaceutic and

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<sup>1</sup> Ngoh, *History of Cameroon Since 1800*, pp. 299-300.

<sup>2</sup> *Ibid*, p.306.

<sup>3</sup> *Ibid*, pp.300-301.

cosmetic products since strict measures were imposed in the pharmaceutical sector but was quite loose in the cosmetic sector. This gave room to the entry of laymen into the cosmetic field and the smuggling of dangerous cosmetics into the Division.<sup>4</sup>

Moreover, the unharmonious nature of multiple taxes imposed by the Cameroonian government adversely affected the smooth functioning of cosmetic enterprises in Mfoundi. The existence of these enterprises was threatened by numerous taxes levied by the government through the Ministry of Finance, Ministry of Trade, Ministry of Communication, the Urban and Sub-District Councils. Cosmetic enterprises were required to pay monthly taxes and excise duties to the government treasuries while at the communal level they equally paid taxes such as liberal, hygiene and publicity taxes.<sup>5</sup> The presence of multiple taxes caused cosmetic enterprises to incur high cost of production which limited their economies of scale.

In addition, some unharmonious government policies created a lot of confusion within the cosmetic sector in the Mfoundi. This was the case between ANOR and the Ministry of Health whereby the grants of standard and quality attestations to cosmetic enterprises by ANOR sparked a disagreement with the Minister of Health. In a letter addressed to ANOR by the Minister of Health on August 12<sup>th</sup> 2022, Manaouda Malachie argued that ANOR had limited power to validate the delivery of attestations considering the quality of products destined for human consumption. The Minister of Health mentioned that, it was rather within the Ministry's capacity to go on the field and give approval on the commodities suitable for human consumption.<sup>6</sup>

More so, importation policies put in place by the Cameroonian government were considered inappropriate since Cameroon was still at the stage of development. These importation policies inflicted huge expenses on the government. Cameroon being classified 1<sup>st</sup> by the import market was thus the largest importer of cosmetics and accounted for twenty – two shipments and most of them were cosmetics which originated from India, Uganda and the United States.<sup>7</sup> According to the United Nation's COMTRADE database on international

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<sup>4</sup> Mbohoul, "La Dépigmentation Artificielle de la Peau au Cameroun : Le Cas des Femmes de la Ville de Yaoundé", p. 107.

<sup>5</sup> Interview with, Manji.

<sup>6</sup> La Voix du Consommateur, *Hebdomadaire d'Info et des Débats*, N° 056 du 8 Septembre 2022, p.5.

<sup>7</sup> Cameroon Cosmetic Import data with Price, Buyer, Supplier, HSN CODE, Consulted from <https://www.volza.com>, on 30/08/2022, at 2 : 32pm.

trade, Cameroon imported essential oils, perfumes, cosmetic toiletries worth 59.87 Million US Dollars in 2018.<sup>8</sup> Cameroon's perfume, cosmetics, chemicals and pharmaceutical worth in 2019 amounted to 390 Billion. According to the National Institute of Statistics, it was reported in detail that 30.65 Billion Francs CFA was used on perfumes, and beauty products worth 9,154 tons.<sup>9</sup>

### **B. Economic: Capital Flight**

The importation of cosmetic products by Cameroonian cosmetic entrepreneurs was quite expensive and brought about instability within this economic sector. This was a major problem faced by cosmetic enterprises as well as the economy of Cameroon. Such a situation occurred when a country imported more than it exported and resulted to balance of payment deficit since the country lose its currency to foreign countries. Cosmetics imported by Cameroonian businessmen into the country from 2015 to 2017 summed to an expenditure of 114 Billion Francs CFA according to the Minister of Trade. This clearly explained the lucrative nature of the cosmetic business within the Cameroonian territory. These imported cosmetics occupied a market share of 75%, while the 360 locally produced cosmetic brands had only 25% of the market share. In 2015, 41 Billion Francs CFA was spent on the importation of cosmetics.<sup>10</sup> Between 2015 and 2017, cosmetic products such as perfumes and beauty products were estimated at 114 billion Francs CFA. Similarly, in 2016 and 2018 statistics revealed that the monetary value of these imported products stood at 38.4 and 33.8 Billion Francs CFA respectively.<sup>11</sup>

Most cosmetic enterprises in the Mfoundi Department did not declare their total turnover to the State for fear of financial repression. Despite all, the State did not have absolute control of the cosmetic market because if these enterprises declared their full capital invested to the government, the tax margin would have increased. The Cameroonian

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<sup>8</sup> Cameroon Imports of Essential Oils, Perfumes, Cosmetic Toiletries, Consulted from <https://tradingeconomics.com>, on 30/08/2022, at 2:36pm.

<sup>9</sup> S. Andzongo, "Cameroon Imported XAF390bln Worth of Perfumes, Cosmetics, Chemicals and Pharmaceuticals in 2019 (INS)", *Business in Cameroon*, Retrieved from <https://www.businessincameroon.com>, on 30/08/2022, at 2:14pm.

<sup>10</sup> BRM, "Cameroon: Cosmetic Imports cost XAF114bln in 2015-17 with XAF41.8bln Peak in 2015", *Business in Cameroon*, Consulted from <https://www.businessincameroon.com>, on 30/08/2022, at 2:14pm.

<sup>11</sup> S.A., "Pour Réduire les Importations, le Cameroun Supprime les Droits d'Accises sur les Produits Cosmétiques Locaux", *Investir au Cameroun*, Consulted from <https://www.investiraucameroon.com>, on 18/072021, at 07: 45 pm.

government experienced a downward slope which was detrimental to the economy though there was a significant presence of cosmetic enterprises operating on the Cameroonian territory especially in the Mfoundi.

The table below is a statistical table which represents the turnover of cosmetic enterprises in the Mfoundi Division in terms of capital invested exempted from taxes from 2015-2018. The table constitutes of amounts in FCFA and annual percentages of surplus capital invested by these cosmetic enterprises in the Division.

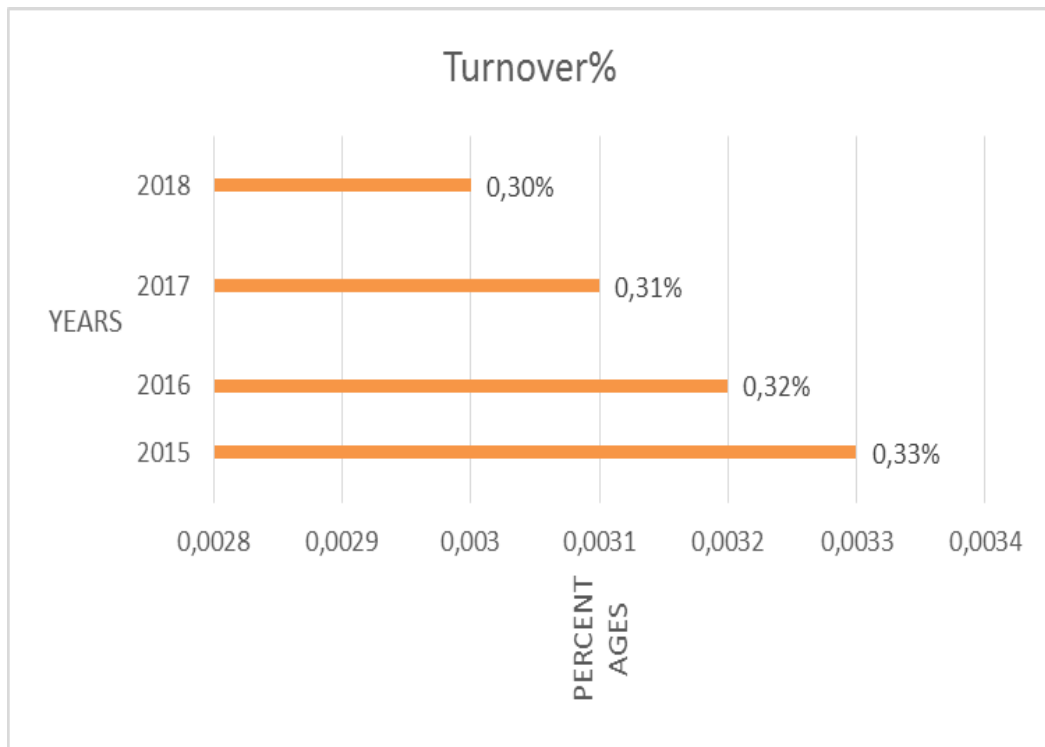
**Table 7 : Evolutionary Turnover Statistics of Cosmetic Enterprises in the Mfoundi Division from 2015-2018**

<b>Year</b>	<b>Turnover Exempted from Taxes</b>	<b>Percentage</b>
2015	101,491,716,185	0,33%
2016	99,240,032,015	0,32%
2017	96,744,351,116	0,31%
2018	94,373,060,499	0,30%
<b>Total</b>	<b>304,779,243,815</b>	<b>100%</b>

**Source:** National Institute of Statistics.

According to table 7 above, cosmetic enterprises in the Mfoundi Department register the highest turnover of 0,33% being a total amount of 101,491,716,185 FCFA in 2015. When compared with 2016 and 2017, the difference is by 0,1% for each year decreasing by 2,251,684,170 FCFA and 4,747,365,069 FCFA respectfully. While in 2018, the turnover of these cosmetic enterprises drops drastically to 0,30% being a sum of 94, 373, 060, 499 FCFA. It this therefore observed that from 2015 to 2018 the turnover capital of these enterprises is reduced by 0,1%.

**Diagram 6 : Progression of Turnover Rates of Cosmetic Enterprises in Mfoundi Division (2015-2018)**



**Source :** Author’s conception based on Table 7.

In diagram 6 above, 2015 is the year with the highest turnover corresponding to 101,491,716,185 FCFA which explains the entry of more individuals into the cosmetic sector. Though this buisness is seemingly beneficial, due to cost of production and taxes these cosmetic enterprises in the Mfoundi have been unable to keep up with such huge amounts from 2016 to 2018 due to the fierce nature of the cosmetic market in the Division.

**Counterfeiting**

The advent of counterfeit products into the Cameroonian cosmetic market was as a result of goods smuggled illegally from most African countries passing through the borders. These same products entered the Mfoundi Division and were rampant on the market given the nonapplication of quality regulations norms set by ANOR. Actors within the production sector lamented that counterfeit was a dreadful threat which hindered the sales of homemade



cosmetics by local producers since most counterfeit products were relatively sold at lower prices compared to homemade products despite its low production quality.<sup>12</sup>

Equally, cosmetic enterprises experienced commercialization challenges since some cosmetic enterprises manufactured defective products dangerous for consumers. Due to the fact that laws set for consumer protection against harmful products, were not regarded some producers the production of these poor quality products became the order of the day. This posed a serious problem for cosmetic enterprises especially as these poor quality products were sold at relatively lower costs. Consumers on their path bought without taking into consideration health hazards they could incur as a result of using such commodities.<sup>13</sup>

More so, the growing interest of consumers for beauty and personal care products such as fragrance, hair care and skin care products were remarkable in urban areas like Yaounde amongst young female adults of both middle and high-income classes. Many worried about the quality of these cosmetics which were sold in markets, since sources indicated that most of these beauty products were counterfeited and caused serious problems on users' body.<sup>14</sup> These fake products were hardly detected but were sold at giveaway prices and caused serious health issues which included: skin rashes, hair losses and changed skin colour.<sup>15</sup> These fake products were well packaged in containers gotten from dustbins and neighbourhoods which were thoroughly washed and refilled with dubious cosmetic products. In 2014, a lady died in Yaounde at the District Hospital few minutes due to pains she incurred after retouching her hair with fake hair products. As if this was not enough, still in the nation capital, a boy died after administering a fake pigment on his hair to change hair colour.<sup>16</sup>

### **Competition and Rivalry**

National competitiveness and rivalry among current competitors was the fierce struggle by home and foreign cosmetic enterprises to acquire market shares. Competing enterprises made

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<sup>12</sup> L. Nguedia, "L'impact du Message de peur sur les Comportements des Femmes de 15 à 55 ans de la ville de Yaoundé face à la Dépigmentation Volontaire de la Peau", p. 3.

<sup>13</sup> N.L. Kouengam, "Les Echanges Commerciaux Transfrontaliers entre le Cameroun et la Guinée Equatoriale à l'Épreuve des Textes de la CEMAC 1994-2012", Masters Dissertation in *History of International Relations*, History Department, University of Yaounde I, 2016, p.113.

<sup>14</sup> Cameroon: Fake Beauty Products Flood Yaounde Markets, Consulted from <https://allafrica.com>, on 30/08/2022, at 2:30pm.

<sup>15</sup> Cosmetics: Individual Efforts to Fight Counterfeit Goods, Consulted from <https://www.businessincameroot-tribe.cm>, on 30/08/2022, at 2:29pm.

<sup>16</sup> *Ibid.*

similar products and services with the aim of exploiting consumers. Cosmetic enterprises in the Mfoundi Division were threatened by the highly competitive nature coupled with existing contention within the market. The strong presence of numerous cosmetic enterprises in the Department made competition inevitable. The fierce nature of competition set up by these medium enterprises in order to acquire larger market shares through the sales of cosmetic products at lower prices tend to weaken smaller enterprises. Thus, making these enterprises lose their market share due to their inability to cover the cost of production given a shift in consumer preference.<sup>17</sup>

### **Low Technological Advancement**

Production machines used by most cosmetic enterprises in the Department were said to be obsolete. Due to rapid technological advancement accompanied by high price tags on more sophisticated cosmetic machines at international markets, the purchase of such equipment were susceptible to shutdown these medium cosmetic enterprises in the Mfoundi Division.<sup>18</sup> Thus, most consumers switched to the consumption of more refined cosmetics imported from foreign countries which led to drastic drops within the sales margin of most cosmetic enterprises in Mfoundi given that these cosmetic enterprises had no appropriate means to ensure the acquisition of such cosmetic machines from international markets.

### **Poor Market Segmentation**

Most cosmetic enterprises were faced with the inability of properly segmenting their market due to their inadequate knowledge of the concept. The market segmentation concept mostly centered around four core segments namely: geographical, demographic, psychographic and behavioural segments but our focus mostly dwelled on the demographical and behavioural segments. The demographic segmentation of the market mostly focused on aspects such as: age, life-cycle, gender, occupation, religion, ethnicity and education.<sup>19</sup>

If an enterprise failed to consider this for whatever reason, there was a high possibility for it to develop variables which were unable to determine the type of products needed and demanded, paying attention to details related to aspects like beliefs (culture). This explains

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<sup>17</sup>Advantages & Disadvantages of Competition in Business, Consulted from <https://franchise.screenmobile.com>, on 15/03/2022, at 10:00am, p. 308.

<sup>18</sup> Interview with, Manji.

<sup>19</sup> *Idem*, p.308.

why some cosmetic enterprises failed to be concerned and proactive to consumer needs. In addition, cosmetic enterprises which failed to take into consideration the cultural beliefs that prevailed where it was implanted definitely never did well. In this regard, cosmetic enterprises located where cultural and traditional beliefs were not in favour of consumption neither sold nor experienced expansion. The occupation and education of people in a particular environment significantly determined the improvement of these enterprises in terms of revenue and per capita income respectively.

More so, the behavioural segmentation was based on consumer knowledge, attitude, motivations, opinions and values on a product.<sup>20</sup> This best explains the negative effects of both stereotype and side effects potential consumers incurred after using products from enterprises and this in turn hindered the objectives of these cosmetic enterprises of maximizing profits, growth and expansion. Advertisement by most cosmetic enterprises failed to educate potential consumers coupled with the side effects of most cosmetics which created negative stereotypes scaring potential customers on the continuous consumption of such products.<sup>21</sup> From this point of view, cosmetic enterprises with such drawbacks inclined at the edge of bankruptcy.

### **Transportation**

The localization of most cosmetic enterprises in the Mfoundi Division around the peripheries adversely influenced the rapid circulation of cosmetic commodities to the population. Situated far away from the city centers, cosmetic suppliers transported cosmetics over very long distances and faced numerous challenges in terms of transportation facilities. The fragile nature of most cosmetics deployed to various markets incurred damages due to the rough nature of roads characterized by potholes which resulted to great loses for these local cosmetic producers.<sup>22</sup>

### **C. Social: Employment Decline**

On the social plan, local cosmetic enterprises encountered problems due to the importation of foreign products which increased employment risk. In an attempt to survive, due to capital

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<sup>20</sup>Advantages & Disadvantages of Competition in Business, Consulted from <https://franchise.screenmobile.com>, on 15/03/2022, at 10:00am, p.306.

<sup>21</sup> Anonymous, 45 years, Cosmetic Consumer, Yaounde, 2/12/2021. <sup>22</sup> Anonymous, 35 years, Cosmetic Supplier, Yaounde, 2/12/2021.

flight most cosmetic enterprises were forced to limit losses through the reduction of their workers definitely or temporally. These challenges led to frictional unemployment and consequently low living standards for the workers. Unemployment automatically resulted to an increase in social-ills such as: theft, vandalism, prostitution and drug trafficking. This equally affected the government treasury due to diminishing returns experienced within the tax margin and deduced government revenue required for the provision of social amenities to the population.

More so, the phenomenon of unemployment noticed in Mfoundi resulted to significant drops in consumers' standard of living. This limited the purchasing power of many individuals with a greater impact felt on the percentage of sales statistics of different cosmetic brands on the market. Since income was concentrated in the hands of few individuals, many customers switched to the consumption of cheaper cosmetic products given that cosmetic enterprises which sold at higher prices in order to balance their cost of production deprived consumers with low income power.<sup>22</sup>

### **Health Degradation**

Cosmetic users incurred numerous health challenges due to the high composition of chemical components in some cosmetic commodities which were of toxic or carcinogenic nature labelled harmful for consumption. Fragrances were the main cosmetic ingredients which commonly caused skin problems since it contained preservative substances which caused bacteria and fungus infection. Acetone used in cologne and the nail enamel remover acted primarily as a central nervous system (CNS) depressant which caused dryness of the mouth and throat, leading to dizziness and nausea. Many other ingredients like Benzyl alcohol, camphor, ethanol used in different cosmetics like perfume, hairspray, shampoo resulted to varied side effects ranging from fatigue, irritation of the central nervous system, kidney and liver disorders causing cancer.<sup>23</sup>

Most beauticians in salons put consumer's health at risk due to the low quality products they used coupled with their desire to minimize the cost of purchasing quality cosmetics.

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<sup>22</sup> D. Cvrlje & T. Coric, Macro & Micro Aspects of Standard of Living and Quality of life in a Small Transition Economy: The case of Croatia, Working Paper Series, Consulted from <http://www.efzg.hr/wps>, on 11/02/2022, at 9:00am, p.9.

<sup>23</sup> T.D. Kanan et Al, "Cosmetics and health: Usage, Perception and Awareness", on 4/11/2021, pp.392-393.

Sharing cosmetics between two or more individuals equally contributed to the spread of some skin infectious diseases like irritation and rashes. For example, users who shared eye pencils, eyeliners and exchanged cosmetic brushes and sponges were susceptible to infections.<sup>24</sup> The constant putting of cortex without cleaning other layers or allowing nails to rest led to paronychia and granulation. Onychomycosis was an allergic reaction of the dermatitis derived from putting fake nails and gel which had diverse compositions of methacrylate potential sensitizers. The harsh formulation of some cosmetic products resulted to hair dryness, breakage and hair removal during direct contact with water or the sun. Hair shampoo and hair straightening products caused aggressive complications on natural hair types due to alkaline base soda solutions which prompted hair fragility, irritation and sensational burns experienced during application.<sup>25</sup>

Moreover, in an attempt to follow taste and fashion, women were mostly diverted towards cosmetics which enhanced skin stripping. As a social practice, the artificial depigmentation of the skin generated a set of social consequences which were expressed through factors that affected the health of practitioners.<sup>26</sup> The visible effects of this practice aroused various reactions which enhanced health problems namely: skin cancer, diabetes and hypertension. Skin complications were induced infections worsened by voluntary depigmentation as a result of the types of products consumed relative to its frequency and gravity. The usage of cosmetic depigmentation products which contain corticosteroid resulted to skin atrophy and skin pounding like cigarette paper.<sup>27</sup>

Similarly, it was equally noticed that a greater proportion of the youthful population made use of depigmentation products. The high demand for depigmentation products was quite alarming in State universities of the Mfoundi Department. According to a research study carried out in the Department, university students constituted 27% of potential consumers of these skin bleaching products which became a major call for concern.<sup>28</sup>

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<sup>24</sup>T.D. Kanan et Al, "Cosmetics and health: Usage, Perception and Awareness", on 4/11/2021, p. 396.

<sup>25</sup> Tene, "Contribution a une Meilleure Connaissance des Produits Cosmétiques", pp.14-15.

<sup>26</sup> Mbohhou, "La dépigmentation artificielle de la peau au Cameroun", p.96.

<sup>27</sup> J. Teclessou et Al, "Epidémiologie de la Dépigmentation Cosmétique Volontaire en Afrique Sub-Saharienne, La Peaulogie" – *Revue de Sciences Sociales et Humaines Sur la Peau*, 2018. p. 8.

<sup>28</sup> E. Kouotou, "Produits Eclaircissants : 27% d'Etudiants se Décapent", *Bihebdomadaire*, N° 098 Mercredi 17 Aout 2022, pp.3-5.

Plates 26 and 27 below are images which represent the negative effects derived as a result of using skin bleaching products. Mostly consumed by women in the Mfoundi in order to change their skin tone, men have gradually started gaining taste of enhancing a much fairer appearance.

**Plate 26 & Plate 27 : Victims of Depigmentation**



**Source:** By Author, Buma Shana, 14/08/2022.

Plates 26 and 27 above present damages incurred by consumers from cosmetics which are quite detrimental to the health. These persons have equally been victims of depigmentation products which could not go unnoticed. Some of these individuals obviously make use of cosmetics which are poorly formulated with toxic components such as corticosteroid and applied in wrong proportions not suitable for the health. This resulted to adverse effects on the facial body tissues.

**4.2. Perspectives to Problems Faced by Cosmetic Enterprises**

These are practical steps carefully thought which if applied would positively influence the cosmetic sector, given that cosmetic enterprises in Mfoundi faced numerous hurdles. These attempted solutions are classified under political, economic and social perspectives.

**A. Political: Improved Government Policies**

Due to the failure noticed in the application of pharmaceutical regulations in the cosmetic field, the Ministry of Public Health and ANOR ought to establish a specific law governing the cosmetic production in order to avoid the confusion made by local cosmetic producers in Cameroon especially in the Mfoundi Division. In this regard, more initiatives should be encouraged like the meeting held in Yaounde by LANACOME in partnership with the

Ministry of Health which regrouped Pharmacists, Doctors and actors of the cosmetic sector like cosmetic promoters, importers and distributors in view of deciding on the implementation of a regulation for the direction of the cosmetic circuit.<sup>29</sup>

Also, the government ought to install a scientific commission to oversee the activities of the cosmetic sector. This can be managed by health personnel such as Pharmacist, Dermatologist and Psychologist. Through this commission, cosmetic promoters, distributors and the general public would be educated on the norms and modalities which pertain to this sector of activity. The institutionalization of this commission would play a leading role in the government decentralization policy.

More so, the government should ensure the proper mentorship of local cosmetic producers as a form of assistance which would encourage the production of cosmetics in the Mfoundi. As concerns the issue of encouraging homemade consumption, the Minister of Trade Luc Magloire A. said the world had moved to an era of liberalism and globalization in the past with countries going back to protectionism in order to promote economic patriotism, he simply meant it was high time Cameroonians boosted their national economy first of all through the consumption of locally made products.<sup>30</sup>

The government should initiate the establishment of more MADIKA SHOPS in all the Regions in Cameroon in order to encourage the promotion of the “Made in Cameroon” label as two MADIKA Shops were opened in Yaounde and in Douala for the sales of alimentary, sanitary and cosmetic products.<sup>31</sup> Also, the government in view of extending her efforts in the promotion of the “Made in Cameroon” label, should organize more meetings with local cosmetic producers in the Mfoundi Department for the promotion of local cosmetic enterprises.<sup>32</sup>

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<sup>29</sup> Cameroun - Produits Cosmétiques : Les Acteurs Se concertent Pour Une Loi Consensuelle, Consulted from <http://www.cameroon-info.net>, on 2/09/2022, at 2 :05pm.

<sup>30</sup> C. Jator, “Cosmetic Products: Customs to Evaluate Goods”, *Cameroon Tribune*, 26/02/2019, p.7.

<sup>31</sup> S. Ngaba, Le groupement MADIKA, Partenaire Officiel du Cabinet Ekeme Lysaght, Consulted from <https://www.ekemelysaght.com>, on 3/09/2022, at 3 : 09pm.

<sup>32</sup> Jator, “Cosmetic Products: Customs to Evaluate Goods”, p.7.

### **Economic: Import Substitution**

The Minister of Trade and the Directorate General of Customs should encourage the consumption of locally produced goods by limiting the importation of foreign goods which are equally manufactured by cosmetic enterprises in the Division. Cosmetic promoters in Mfoundi should establish inventories of locally produced cosmetic brands and quantity produced by each enterprise in order to enable the government determine the exact products to be barred from entering the Cameroonian territory.<sup>33</sup> It was noticed after careful observations carried out in markets that 75% of, perfumeries and supermarkets cosmetic products on the Cameroonian market were mostly imported characterized by counterfeit and poor quality, while local producers were left with the remaining 25% of the cosmetic market.<sup>34</sup>

### **Proper Business Plan**

A proper mastery of the market segmentation by cosmetic enterprises in the Mfoundi Division will promote the business if it takes into consideration the demographic and behavioural segmentation of the market. For a proper mastery of the demographic segment of the market, cosmetic enterprises ought to pay more attention to details such as age, sex, occupation and socio-economic aspects of the population.<sup>35</sup> The cosmetic enterprise ability to segment its market demographically would enable a proper comprehension of its consumer's needs and satisfy their wants.

Also, the ability of a cosmetic enterprise to outline the behavioural segment of the market would enable it reach its targeted consumers. In an attempt to boost the consumption pattern of cosmetics, local promoters should switch to the production of less aggressive cosmetics in order to attract new consumers and wipe away past stereotype which resulted from bad propaganda. Cosmetic enterprises in the Division should therefore opt for more environmental and health friendly raw materials for the production of their cosmetics.<sup>36</sup>

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<sup>33</sup> Jator, "Cosmetic Products: Customs to Evaluate Goods", p.7.

<sup>34</sup> Josy, "Norme des Produits Cosmétiques : La Cote d'Alerte".

<sup>35</sup> A.C. Tynan & J. Drayton, "Market Segmentation", *Journal of Marketing Management*, 1987, p.309.

<sup>36</sup> Made in Africa Christian Ngan, Pour Une Cosmétique Naturelle Camerounaise, Consulted from RTL 1 Info Officiel, 21 Juillet 2022, on 22/08/2022, at 4:50pm.



## Fight Counterfeit

The government should be retro-active to constantly follow up counterfeit products through the institutionalization of structures like brigades and committees. This mechanism would serve as decentralization units which would be charged with seizing and burning counterfeit products smuggled within the Cameroonian territory. In this light, specific agencies should be assigned by the government such as: ANOR, HALCOMI, the National Control and Fraud Repression Brigade, Customs Brigade and PECAE to handle aspects related to counterfeit. According to reports, it was said that West African countries like Cameroon smuggled mostly cosmetic goods into the country which caused yearly losses of 200 Billion FCFA. In order to efficiently eliminate this, Cameroonian custom authorities should intensify the Operation HALCOMI and seize tons of smuggled and illegal goods on daily bases.<sup>37</sup>

The government's intervention in stamping counterfeit should be strictly followed up by the employment of transparent youths to do the work. In a large population constituted mostly of youths, the provision of employment opportunities yearly for the employment of 300 000 youths was quite insignificant within the nation. To this effect, most youths got involved in the production of counterfeit products with the existence of an illegal factory manufacturing cosmetics and spirits allegedly discovered by elements of the Gendarme Brigade within the Nlongkak neighbourhood. The arrested suspect acknowledged the fact that the factory smuggled and counterfeited several products and affirmed to have sold counterfeit glycerin in Yaounde for several months and on arrest, the suspect was in possession of: a 200-litre glycerin drum, 2 cartoons of adulterated whisky, a stock of packaging material, diluents, colouring and fake perfumes.<sup>38</sup>

Similarly, the government ought to draft more laws susceptible to discourage the entry of more individuals into the cosmetic business. This will limit the number of persons operating illegally and promoting detrimental cosmetic products to the population. The government should keep up with the imposition of higher tax sanctions in the case of cosmetic products which are used for depigmentation within the Mfoundi Division. This was the case

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<sup>37</sup> BRM, "Cameroon: Customs Seizes about 1 ton of Smuggled Medicines and 156 Boxes of Cosmetics", *Business in Cameroon*, Consulted from <https://www.businessincameroon.com>, on 30/08/2022, at 2:48pm.

<sup>38</sup> A. Foguem, "Cameroon: Illicit Cosmetic Factory Uncovered in Yaounde", *Journal du Cameroun*, Consulted from <https://www.journalducameroun.com>, on 30/08/2022, at 2:30pm.

where the government in view of halting the availability of skin depigmentation products on the Cameroonian market levied high tax sanctions (see appendix 11).<sup>39</sup>

Moreover, in order to watch out for fake products by dubious businessmen who aim at money making to the expense of the consumer's health, it is advisable to destroy containers of body lotions, hair products and perfume bottles after usage. This has been done by some consumers as confirmed by Mary Forsi who used very expensive cosmetics and also destroyed the containers in order to fight against counterfeit products at individual levels. With the aim of eliminating the production of poor goods, some individuals were cutting the lotion containers in order to scrub and use the last drop of the remaining lotion inside.<sup>40</sup> Local cosmetic enterprises in the Department should educate the population on the necessity of preserving containers to hand them over to cosmetic enterprises in view of promoting recycling which would preserve the environment and ensure that these containers are inaccessible to laymen who indulge in counterfeit.

### **B. Social: Invest in New Technology**

In order to boost productivity and remain competitive at the national and international level, cosmetic enterprises in the Mfoundi Division should invest in the acquisition of knowledge with regards to new technology in terms of production ideas and cosmetic production equipment. Obtaining knowledge on the latest production technics will enhance the cosmetic enterprise' ability to secure a larger market which would greatly meet consumers' aspirations and needs in regards to constant changes in taste and fashion. Investing in high technology within the cosmetic sector would boost economic development given that it is a crucial factor.<sup>41</sup> Owners of cosmetic enterprises should be encouraged not to neglect this fundamental aspect of expanding their production mechanism. More so, investors in the sector should request for the acquisition of new cosmetic production machines, improve production technics and employ trained qualified personnel.

Also, the improvement of technology within cosmetic enterprises should be accompanied by humanistic measures. Local cosmetic producers in the Division should not

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<sup>39</sup> General Tax Code – 20202 Official Edition, p.70.

<sup>40</sup> Cosmetics: Individual Efforts to Fight Counterfeit Goods, Consulted from <http://ct2015.cameroon-tribune.cm>, on 30/08/2022, at 2:29pm.

<sup>41</sup> S. Hristova et Al, Investment in High Technologies and its Role for Enhancing the Competitiveness of the National Economy, Conference Paper-May 2019,873.

promote the introduction of cosmetic substances whose mode of consumption is similar to pharmaceutical products. These cosmetics products are transformed into liquor drinkable enough to enhance skin lightening since they are manufactured with toxic chemical such as: Glutathione, Collagen, Beta Carotene, Slimming and Whitening capsules. In this regard some cosmetic promoters located both in Douala and Yaounde like SISI SECRET, NOURISHA, MIRA and CARIMO cosmetics should be sanctioned and strictly followed accordingly by the Ministry of Health.<sup>42</sup>

#### 4.2.1. Avoid Health Risk

Local cosmetic producers in the Mfoundi Department should not merely take oaths of nonabuse concerning the utilization of toxic chemicals in the production of cosmetics but rather follow directives given by pharmacist, dermatologist and the medical personnel. Due to the fast growing rate of voluntary depigmentation in Cameroon specifically in the Mfoundi Division, meetings should be held in view of raising awareness amongst cosmetic enterprises and communities on the dangers of voluntary depigmentation.<sup>43</sup> The Minister of Health should relentlessly express disapprobation towards the importation of dangerous substances which are used for the composition of cosmetic products by some cosmetic enterprises in Mfoundi.<sup>44</sup>

Similarly, in an attempt to produce non-chemically induced cosmetics and ensure consumer protection local cosmetic promoters in the Division should follow the example a newly created Cameroonian cosmetic brand *Waaw*. *Waaw* originated from the Wolof dialect meaning “Yes” which introduced its cosmetic brand specified in the production of bathing soap for different uses which include revitalization, acne control, green and illuminator soaps manufactured with raw materials from the various regions of Cameroon.<sup>45</sup> This cosmetic enterprise should be stated as a blue print for other cosmetic enterprises in Mfoundi since its products are considerably exempted from health risks. Thus, it will be good if such cosmetic enterprises flourished numerously within the Division.

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<sup>42</sup> A. Nsangou, “Produits Eclaircissants : Faut – il Une Loi ?”, *Cameroon Tribune*, Consulted from <https://www.cameroon-tribune.cm>, on 3/09/2022, at 8:30pm.

<sup>43</sup> V. Onana, “Sante Publique : Les Complication de la Dépigmentation Volontaire”, *Cameroon Tribune*, Consulted from <https://www.cameroon-tribune.cm>, on 3/09/2022, at 8:49pm.

<sup>44</sup> Réalités à la Pointe de l’Actualité Plus, *Quotidien* No 756 du 23 Aout 2022.

<sup>45</sup> G. De, “Waaw: Du Business Dans les Bulles”, *Cameroon Tribune*, Consulted from <https://www.cameroon-tribune.cm> on 3/09/2022, at 9:00pm.

### 4.2.2. Encourage Competition

The ability for local cosmetic promoters to ensure the production of high quality cosmetics will make it outstanding amongst other cosmetic brands. Cosmetic enterprises in the Mfoundi Division should multiply efforts to enhance quality product and widen their horizons both at the national and international level. In this view, some cosmetic enterprises in Douala were shortlisted and complimented upon their hard work within the cosmetic sector. The National Press House SOPECAM awarded alimentary, textile and cosmetic enterprises in Douala in view of promoting the “Made in Cameroon” and *Bissa’a* Cosmetics was an outstanding cosmetic enterprise shortlisted within the cosmetic sector. If this gesture could become a tradition, it will go a long way to upgrade the quality of cosmetics produced by local cosmetic enterprises in the Mfoundi Department. It would be preferable for cosmetic enterprises in Mfoundi to emulate such examples of hard-work from cosmetic enterprises in Douala in order to obtain credibility both from the government and the population.

### 4.2.3. Create Employment

The existence of cosmetic enterprises in the Mfoundi Department was encouraged by the government to multiply employment opportunities for the youthful population. In order to attain a yearly employment of 500 000 jobs, the Minister of Employment and Vocational Training urged the Executive Director of LANA Bio Cosmetics to expand his sphere of influence by setting up training sessions. This could only be made possible if these refresher training sessions were open to the public and not restrained to their staff in view of enabling more employment opportunities for Cameroonian youths.<sup>46</sup> Thus, it will be good if the government subsidizes the cost of training sessions offered by cosmetic enterprises like LANA Bio so that it should be opened to the public in order to and give endow youths with more skills for the job market both at the national and international level.

Some local cosmetic producers like Celestine Habiba, promoter of *Bissa’a* Cosmetics in Douala took the responsibility upon herself to train women in the production of cosmetics. In order to instill an entrepreneurial and autonomous spirit within Cameroonian ladies as a whole, she trained 1,000 women including ladies within the Douala V Council area and 500 internally displaced women from the North West and South West Regions of Cameroon. Her

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<sup>46</sup> F. Vubemtoh, “Enterprises Decry Unfair Competition”, *Cameroon Tribune*, 18/07/2019, p.19.

scope of influence was equally enlarged to the East and Far North Regions where 300 more women were trained within these communities respectfully. These women later emerged into successful cosmetic promoters as was the case in the Eastern Region where *Yoks Cosmetiques* was introduced into the market as a cosmetic brand and a handful of these trained women were said to prosper within the cosmetic sector of activity.<sup>47</sup> The government should equally go a long way to encourage local cosmetic promoters who stand the gap of creating jobs for the youths because it is a form of patriotism by aligning with the government's vision of the ensuring Vocational and Professional Training of youths.

## Conclusion

Overall, this chapter studies challenges encountered by cosmetic enterprises and perspectives to problems faced by cosmetic enterprises in the Mfoundi Division. Like every sector of activity, cosmetic enterprises in the Division encountered difficulties related to: poor government policies, capital flight, counterfeit, rivalry and competition, low technological advancement, poor market segmentation, transportation and drastic employment decline. In order to remedy the problems faced by these cosmetic enterprises, a number of solutions were hoped viable if applied by the government, local cosmetic manufacturers and inhabitants of the Mfoundi. These attempted solutions were namely: improved government policies, import substitution, proper business plan, halt counterfeit, invest in new technology, avoid health risk and boost employment.

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<sup>47</sup> M.Y. Ndula, The Boss: Celestine Habiba D.M. "The Cosmetic Encyclopedia", *Cameroon Business Today*, N°236. Du Mercredi 1<sup>er</sup> au Mardi 7 Decembre 2021, p.15.

## GENERAL CONCLUSION

In the final analysis, the history of cosmetics above all is the story of sight, the way we see ourselves and others. From prehistoric times, this mindset has changed due to taste and fashion but man is still conscious of the physical appearance. Our study dwelled on the socioeconomic contribution of cosmetic enterprises in the Mfoundi Division, Centre Region, Cameroon 1996-2020. Chapter one describes and examines the conditions that led to the creation of cosmetic enterprises in the Mfoundi. There was no trace of an existing cosmetic enterprise before the arrival of the Europeans. But, different ethnic groups in Cameroon made use of some beauty ingredients which were common to them, in order to enhance their beauty. These beauty ingredients included plants such as: *balanites aegyptica*, camwood, *khaya senegaleis*, shea oil and palm oil which possessed therapeutic and aphrodisiac virtues.

On the arrival of European powers to Cameroon many plantations which cultivated palm produce were opened giving rise to the creation of agro-industries like: *Societe des Palmarais de la Ferme Suisse*, PAMOL Plc and CDC. After the acquisition of independence in 1960, Cameroon engaged in development plans in order to encourage investment and promote development. Due to the need of achieving economic independence, investors were encouraged to modernize the cosmetic sector of in the Mfoundi Division of Cameroon which was motivated by a significant number of economic, social and political factors. Social factors which contributed to the establishment of cosmetic enterprises were: the creation of MAGZI in 1971 which aimed at promoting rapid industrialization, the influence of social media and the existence of professional beauty training centers.

Economic factors which boosted the existence of cosmetic enterprises were : the National Investment Company of 1946 which aimed at encouraging economic investment of industrial, agricultural, commercial and financial interest. Equally, a readily available source of labour, potential consumer market, availability of raw materials and the institution of the Investment Promotion Agency according to Presidential Decree N° 2005/310 of September 1<sup>st</sup> 2005 which aimed at promoting the image of products Made in Cameroon. On the political plan, the July 1998 Law N° 98/015 instituted by the Head of States set a pace for investors to establish cosmetic enterprises in regard to legalization and recognition which ensured their juridical status according to the state law.

After independence in 1960 Cameroon experienced a recessive period in her economy owing to the economic crises of the 1980's which led to the states disengagement. These economic crises resulted to Cameroon's acquisition of credit funds from the IMF and the World Bank to establish economic growth. In 1990 Cameroon opted for the adoption of SAP in order to promote the privatization of enterprises, encourage economic liberalization, institute democracy and multi-partism. The Cameroonian National Union preferred the policy of liberalized planning in order to encourage the private sector in the fight against Underdevelopment an ideology which was considered satisfactory by President Ahidjo.

The institutionalization of CAPME, FOGAPE and SNI were mediums through which the state could intervene via private initiatives in order to reconcile private initiatives towards economic objectives. In the 1990's more than 12 industries in Cameroon were involved in the second transformation of palm oil which included the existence of soap factories and refineries such as SPFS-palm, SCS, SCR-MAYA, SOC and AZUR S.A amongst others. The presence of cosmetic enterprises in the Mfoundi Division was practically inexistent around the 1900's, but there was a prevailing presence of soap factories. So, since the cosmetic sector was equally considered as an economic sector of activity, there were a set of carefully selected laws and decrees which were applicable to this sector. These laws dwelled on the localization of enterprises, production and the labeling of commodities. The geographical localization of cosmetic enterprises in the Mfoundi took into consideration aspects related to the classification of enterprises according to the commodities they made in respect to environmental security. Equally, cosmetic enterprises in the Division were classified in 2 categories according to the juridical status: Public Limited Companies (S.A.) and Limited Liability Corporation (S.A.R.L.). The production law regarded the composition of a product in order to ensure consumer protection in terms of health, security and environmental protection. The finality of a product included product marketing thus the labeling of cosmetic commodities was an important aspect that gave consumers a description of the product on the content, brand and date details. Cosmetic enterprises in the Mfoundi were classified under artisanal, small, medium and large size cosmetic enterprises. The exertion of the cosmetic business in the Department was not functional without the intervention of some actors which were namely formal and informal actors.

Enterprises were considered to be resultant decisions taken by shareholders to purchase machines, construct buildings and employ workers. Chapter two dwelled on the activities that ensured the functionality of cosmetic enterprises namely: production, distribution,

employment and market research. The production of cosmetics by these enterprises within the Mfoundi entailed the usage of raw materials and equipment. These cosmetic enterprises opted for the use of both natural and artificial raw materials which included: fragrances, rose water, green clay, Aleo Vera, Djusita tea, acid fruit extracts and honey.

Cosmetic enterprises in the Mfoundi Division made use of equipment such as handheld agitators, gel-lotion manufacturing plants, soap cooling racks, soap cutting molds, labeling machines and manual bottle filling machines amongst others for the production of their numerous cosmetic products. Each cosmetic enterprise had their own method of production in regards to their cosmetic commodities. But in a general manner, after the acquisition of raw materials before commencing the production process it had to be inspected to avoid bacterial contamination through the implementation of sanitary measures. In the course of production these raw materials were processed, conditioned, controlled and stored after which distribution was done at the last stage. Well trained and fully certified pharmacist and engineers were seriously involved at each stage of production to ensure the qualitative outcome of these cosmetics. Most cosmetic enterprises in Mfoundi manufactured a variety of commodities according to their types which included: face, body and hair treatment products. The final stage of production which necessitated the distribution of a good required both direct and indirect commercialization channels. The direct or the zero-level commercialization channel exempted the intervention of intermediaries in the attainment of a good to its final consumer. Thus, it was beneficial because business profits were earned by the main producer and delayed deliveries were not experienced. In the indirect commercialization channel, it was a 50/50 win for the manufacturer and the intermediary. Intermediaries within this commercialization chain were: wholesalers, retailers and the electric medium of commercialization.

Cosmetic commodities made by these cosmetic enterprises in the Mfoundi were quite affordable as was the case with Shu Anta cosmetics where by its palm soap cost 2000 Francs CFA and its body milk Yoyoyette was sold at 3500 Francs CFA. In order to be more competitive on the market, cosmetic enterprises tend to practice product innovation in most cases to attract more consumers. These cosmetic enterprises employed human labour in view of facilitating the production of their goods which induced the establishment of direct and indirect forms of employment for the population in the Mfoundi Division. Market research was initiated by most cosmetic enterprises in the Department in order to check consumer response to the goods provided on the market. This market research was conducted through



the elaboration of a market research survey which consisted of 5 stages namely: problem definition, research approach development, research design formulation, field or data collection, data preparation analysis and the report preparation and presentation phase.

The investment code instituted in 1984 together with institutions like N.I.C., CAMPE and FOGAPE set a pace which was suitable for the mobilization of capital that led to the development of small and medium sized enterprises. Chapter three examined how the founding of cosmetic enterprises in the Mfoundi Division was favoured by institutions such as N.I.C and FOGAPE which aimed at fostering economic growth and how these enterprises influenced the socio-economic development of the Mfoundi Division. The presence of cosmetic enterprises in the Mfoundi favoured the creation of employment since production required both human and machinery induced forms of labour. These cosmetic enterprises in the Mfoundi provided both direct and indirect employment to the population which meant the creation of jobs within cosmetic enterprises and the creation of jobs within the supply chain.

Workers directly employed by cosmetic enterprises were recruited based on required qualification and competence amongst which were human resource managers, commercial agents, engineers and technicians. Indirect employment came into existence as a result of these cosmetic enterprises located in the Mfoundi which promoted the establishment of businesses such as: wholesaling, retailing, hairdressing, beauty spas, hawking and farming. Wholesalers were the main middlemen between these cosmetic enterprises and retailers since they had larger quantity of goods. Retailers were involved in selling goods directly to the final consumers. Salon hairdressers constituted a group of individuals who made good use and equally sold some cosmetic products manufactured by cosmetic enterprises within the Division. Beauty spas were equally opened by some cosmetic enterprises and individuals which greatly contributed to decline the alarming rate of prostitution and child trafficking brought about as a result of unemployment. Hawkers were vendors who sold a collection of cosmetic commodities and jewelries at relatively lower prices. Farmers were the main suppliers of raw materials from which originated these cosmetic products processed by cosmetic enterprises in the Mfoundi.

Cosmetic enterprises impacted the economic atmosphere of the Mfoundi Division through the payment of taxes, investment, national development and financial autonomy. Taxation was an important fiscal tool levied by the government as a financial obligation to its citizens of which cosmetic enterprises in the Mfoundi participated at the level of the

municipal and city council. There were 2 forms of taxes derived from the cosmetic sector: the direct and indirect tax. Direct taxes were paid by cosmetic enterprises while indirect taxes were tax burdens shifted from the producer to customers along the distribution channels. More so, on the economic domain capital investment was a great medium of gaining larger profit shares by investors. These cosmetic enterprises brought about national development in the sense that it led to infrastructural development which created job opportunities and the establishment of small businesses like hairdressing, hawking, beauty spas and retail shops. Cosmetic enterprises in the Department enhanced the financial autonomy of individuals who set up small business units thus preserving the population from moral decadence.

The 1980's economic crises gave room for privatization of Public and Para-public enterprises, owing to the fact that there was state disengagement to offer subvention which could boost the production sector. Chapter four dwells on the challenges encountered and perspectives in view for cosmetic enterprises in the Division. In regard to every economic activity, the cosmetic sector in the Mfoundi experienced a number of difficulties on the socioeconomic domain. Though a purely economic sector, the government equally influenced this sector through the poor implementation of government policies which dwelled on aspects such as the non-regularization of specific laws pertaining to the production of merely cosmetic products.

The absence of a regulating law was a breeding ground for the production of poor quality and harmful cosmetics by uncertified individuals into the Mfoundi Division. Also the existence of numerous taxes imposed by the Cameroonian government hampered the existence of these enterprises in the Division. Taxes were collected by the Ministry of Finance through excise duties, the Ministry of Trade through custom duties for imported raw materials, Ministry of Communication through charges levied for advertisement purposes and the Urban and Sub-district councils through sanitary, rental and sound tax. Equally, the confusion brought by the government through the Ministry of Health and ANOR in regards to certification of cosmetics by these cosmetic enterprises in Mfoundi Division created lots of uncertainty for local cosmetic producers. Furthermore, the government's approval of inappropriate importation policies slowed down the advancement of cosmetic enterprises in the Department given that these cosmetic goods imported were equally produced by home cosmetic enterprises.

On the economic plan, Cameroonian cosmetic enterprises in Mfoundi tend to experience trade deficit since the country lost its currency to foreign countries as noticed between 2015 and 2017 amounting to 114 Billion Francs CFA. Unfortunately, it was recounted that Cameroonian cosmetic products occupied only 25% of the cosmetic market when compared to foreign cosmetics which had 75%. Counterfeiting was an inevitable situation which induced the non-applicability of production quality control as set by actors within the production sector of the normalization agency and the Ministry of Public Health. This led to numerous dreadful effects as harmful products were sold on the market which was deemed hazardous to the human health thus leading to a decrease on the sales margin of cosmetic enterprises within the Mfoundi. Also, competition and rivalry were inevitable due to the great presence of foreign cosmetic enterprises which contended fiercely to gain larger market shares. Cosmetic enterprises in the Division were equally unable to align with the fast advancing technology which prompted a switch in consumer taste from homemade cosmetics to the consumption of foreign imported cosmetics.

More so, newly emerging cosmetic enterprises and businesses within the Mfoundi Division suffered from the poor mastery of market segmentation due to their inability to be proactive to consumer needs, in regards to age, gender, occupation, education, ethnicity and religious beliefs. This limited the expansion and the profit maximization capacity of these cosmetic enterprises because advertisement whose fundamental role was to educate the population failed woefully as a result of negative stereotypes. Also, the transportation of these cosmetic commodities given the rough nature of roads resolved to great losses due to the fragile nature of these goods which were damaged in the course of motion.

In regards to the social challenges, cosmetic enterprises in the Mfoundi were consequently forced to reduce employment opportunities they offered due to their inability to ensure an increase in sales given the low standard of living of the population. Equally, some cosmetic users were confronted with health challenges which originated from the unhealthy combination of chemicals like ethanol, camphor and acetone susceptible to cause cancer, kidney and liver disorders. Somehow, the high demand of depigmentation products by users later resulted to skin atrophy and skin pounding.

After laying much emphasis on the challenges encountered by cosmetic enterprises in the Mfoundi Division, it was necessary to suggest a way out through the proposal of positive points of view. Improved government policies should be ensured by the government through

the implementation of a cosmetic regulatory law and the establishment of a scientific commission to educate cosmetic promoters, importers and distributors on cosmetics as a means of pursuing decentralization. Also, the government ought to promote a high sense of economic patriotism by urging Cameroonians to be the first consumers of their locally manufactured goods and supporters of the Made in Cameroon label.

On the economic path, import substitution should be greatly solicited to avoid the importation of goods locally manufactured by cosmetic enterprises in Mfoundi. Local cosmetic producers in the Division should do a proper survey of the market and pay more attention to details related to age, sex, occupation and socio-economic aspects of the population in order to best satisfy their consumers. In the course of production local cosmetic producers should use purely natural raw materials which are deemed non-carcinogens to the body. The government should intervene in the fight against counterfeit by implementing decentralized control units like agencies which would control cosmetic products within the Mfoundi. The creation of more job opportunities for youths should be encouraged to equally accompany the government and cosmetic enterprises ought to encourage the recycling of cosmetic recipients.

In regard to the social perspective, cosmetic enterprises within the Mfoundi Division should invest in the promotion of new knowledge on the latest technics in order to occupy larger market shares. Local cosmetic producers should manufacture products which are free from toxic chemicals like glutathione, collagen and beta carotene while intensifying the use of non-chemically induced raw materials. Competition should be encouraged in order to boost the production of high quality cosmetics which are beneficial to the body. Finally, cosmetic enterprises should receive subsidies form the government due to their numerous efforts to curb high unemployment as they organize training sessions which would play a leading role in promoting financial empowerment.

The major findings that emerged from this research are as follows:

The operation of cosmetic enterprises within the Mfoundi Division was without any precise law pertaining to the production of cosmetic commodities. This was due to the fact that, the government deemed that pharmaceutical laws of production could be applicable to this sector and this later created lots of disorder within the cosmetic sector.

Despite the existence of cosmetic enterprises in Mfoundi, cosmetics were still being imported from foreign countries at alarming rates and in larger quantities to the detriment of local

producing cosmetic enterprises. Cameroon was classified at the top of the import market for the importation of cosmetics such as: perfumes, essential oils and cosmetic toiletries from countries like India, Uganda and United States of America.

Due to the imposition of numerous taxes by the government cosmetic enterprises in the Division had little or no gain from the cosmetic business. Given that the cosmetic business was a very competitive sector, local cosmetic producers invested much capital which they were unable to recover due to excess taxes imposed on them at all angles by the Cameroonian government.

Moreover, many people were not versed with the existence of cosmetic enterprises in Mfoundi and how it could be beneficial to them. Their limited knowledge on the presence of cosmetic enterprises in the Division was as a result of a mindset geared towards the negative stereotypes they attributed to the cosmetic sector.

Given the remunerative nature of the cosmetic business in the Mfoundi Department, most enterprises stilled engaged in the importation of raw materials which were readily available on the Cameroonian territory. These cosmetic enterprises imported raw materials from foreign countries of which they ought to employ farmers to cultivate and supply these raw materials to them.

It was discovered that the application of these cosmetic commodities could never bridge the gap of consumer satisfaction since its usage was momentary.

Cosmetic enterprises should recycle recipients in order to avoid counterfeit, encourage consumer loyalty and contribute in nature and environmental preservation. Considering the non-biodegradable properties of these recipients and the chemical composition used in producing most cosmetics the government should step in to ensure its supervision.

The study recommends that strict measures should be taken by the Cameroonian government through the reduction of huge taxes levied on growing cosmetic enterprises in order to minimize production cost, curb importation to promote home consumption of products “Made in Cameroon” and institute a regulating law pertaining mainly to the cosmetic sector.

## APPENDIX

### Appendix 1: Question Guide

#### A. Personnel at the Ministry of Trade

1. What are the conditions to open a cosmetic enterprise in the Mfoundi?
2. What are the different laws that govern the cosmetic activities in Mfoundi?
3. What are the main cosmetic enterprises in the Mfoundi Division?
4. Which are the main agencies to control the cosmetic enterprises in the Mfoundi?
5. Which factors favour or influence the development of cosmetic enterprises in Mfoundi?
6. What are the different types or categories of cosmetic enterprises in the Mfoundi Division?
7. What are the different raw materials used to produce cosmetics?
8. Can you state some commodities produced by cosmetic enterprises in the Mfoundi Division?
9. What are the difficulties encountered by cosmetic enterprises in the Mfoundi?
10. Can we say that the importation of cosmetics is a problem to these national enterprises?
11. What are the economic impacts of cosmetic enterprises in the economy of the Mfoundi?
12. What are the social impacts of cosmetic enterprises in the Mfoundi Division?
13. Do you think that cosmetic enterprises contribute to the economy of the Mfoundi Division?

#### B. Personnel in Cosmetic Enterprises

1. When was creation of this cosmetic enterprise?
2. Is this cosmetic enterprise of Cameroonian origin or an affiliation?
3. What motivated the existence of this cosmetic enterprise?
4. At what evolutionary stage is this cosmetic enterprise?
5. How many other cosmetic spots does this enterprise have?
6. What are the sale statistics of your cosmetic products?
7. Which are the different ranges of cosmetic products within your cosmetic enterprise?

8. What are the composition of these cosmetic products?
9. Who are the targeted consumers for these cosmetic products?
10. Which are the different distribution channels that you use?
11. What the different commercialization strategies that you use?
12. How do you verify the quality of your cosmetic products?
13. What are the consumer feedback?
14. What are your workforce all combined annually?
15. What difficulties are you faced with on a daily basis?

### **C. Distributors of Cosmetic Products**

1. Do you sell cosmetic products? If yes for long?
2. What are the different varieties of these cosmetic products?
3. Do you have a subscription to any brand? If yes which?
4. Which Cameroonian cosmetic brand seem to be more profitable?
5. Are your profits from the sales of Cameroonian cosmetic products more beneficial than from foreign cosmetic products?

### **D. Consumers of Cosmetic Products**

1. Do you use cosmetic products? If yes which?
2. In range or in bits? If in bits the product is used for which part of the body?
3. How do you use your cosmetic products? Purge / Inject / Rub / Orally
4. Through which means do you obtain your cosmetic product?
5. Delivery / Store / Direct from the Enterprise
6. Of what effect is this cosmetic product?
7. What innovations are needed to make these cosmetic products?

## Appendix 2: Research Authorization

REPUBLIQUE DU CAMEROUN

PAIX-TRAVAIL-PATRIE

UNIVERSITÉ DE YAOUNDÉ I

FACULTE DES ARTS, LETTRES ET  
SCIENCES HUMAINES

DEPARTEMENT D'HISTOIRE



REPUBLIC OF CAMEROON

PEACE-WORK-FATHERLAND

THE UNIVERSITY OF YAOUNDE I

FACULTY OF ARTS, LETTERS AND  
SOCIAL SCIENCES

DEPARTMENT OF HISTORY

Siège : Bâtiment Annexe FALSH-UYI, à côté AUF

### ATTESTATION DE RECHERCHE

Je soussigné, professeur **BOKAGNE BETOBO Edouard**, Chef de Département d'Histoire de la Faculté des Arts, Lettres et Sciences Humaines de l'Université de Yaoundé I, atteste que l'étudiante **RINGNYU TALLA Blessing**, Matricule **14T978**, est inscrite en Master dans le dit Département, option Histoire Economique et Sociale. Elle est sous la direction du **Dr. KUM George FUH** (Chargé de Cours) une recherche universitaire sur le thème : « *COSMETIC INDUSTRIES IN CAMEROON : Case study Yaounde and Douala (1999-2019)* ».

Nous la recommandons aux responsables des administrations, des Centres de documentations, d'Archives et toutes autres Institutions nationales ou internationales, en vue de lui faciliter la recherche.

**En foi de quoi, la présente attestation lui est délivrée pour servir et valoir ce que de droit.**

Fait à Yaoundé le.....



**Le Chef de Département**

*Bokagne Betobo Edouard*  
Maitre de Conférences



### Appendix 3: Authorisation of access to Archive delivered by the Minister of Finance

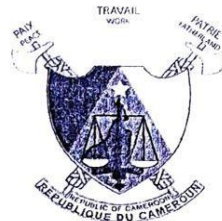
<p>REPUBLIQUE DU CAMEROUN  <i>Paix - Travail - Patrie</i>          MINISTÈRE DES FINANCES          SECRETARIAT GENERAL          DIRECTION DES RESSOURCES HUMAINES          SOUS-DIRECTION DU DEVELOPPEMENT          DES RESSOURCES HUMAINES</p>		<p>REPUBLIC OF CAMEROON  <i>Peace - Work - Fatherland</i>          MINISTRY OF FINANCE          GENERAL SECRETARIAT          DIRECTORATE OF HUMAN RESOURCES          SUB DIRECTORATE FOR HUMAN RESOURCES          IMPROVEMENT</p>
<p>HC 00007          N° _____ MINFI/SG/DRH/SDDRH/SN</p>		<p>Yaoundé, le 29 JUIL 2021</p>
<p><b><u>AUTORISATION D'ACCES AUX ARCHIVES</u></b></p>		
<p>Le Ministre des Finances, soussigné, autorise <b>Madame RINGNYU TALLA Blessing</b>, étudiante en Master II du département d'Histoire de l'Université de Yaoundé I, à effectuer des travaux de collecte de données dans le cadre de la préparation de sa thèse dont le thème est : « COSMETIC INDUSTRIES IN CAMEROON : case study of the cities Yaoundé and Douala (1996-2019) ».</p>		
<p>L'intéressée devra effectuer ces travaux, dans le strict respect de l'obligation de réserve et des mesures barrières édictées par le Gouvernement, sous la conduite du Centre de la Documentation et des Archives.</p>		
<p>La concernée est par ailleurs tenue de déposer une copie du rapport de fin d'exploitation de ces archives à la Sous-Direction du Développement des Ressources Humaines (SDDRH), bâtiment A, porte 134. /-</p>		
<p>POUR LE MINISTRE DES FINANCES          PAR DÉLÉGATION          LE SECRÉTAIRE GÉNÉRAL</p>		
		
<p><i>EDOA Gilbert Didier</i></p>		

Source: Ministry of Finance

## Appendix 4: Request for the Exploitation of Archives to Minister of Finance (MINFI)

REPUBLIQUE DU CAMEROUN  
*Paix – Travail – Patrie*  
 MINISTERE DES FINANCES  
 SECRETARIAT GENERAL  
 DIRECTION DES RESSOURCES HUMAINES  
 SOUS-DIRECTION DU DEVELOPPEMENT  
 DES RESSOURCES HUMAINES

N° 001 51 2  
 N°/MINFI/SG/DRH/SDDRH/SN



REPUBLIC OF CAMEROON  
*Peace – Work – Fatherland*  
 MINISTRY OF FINANCE  
 GENERAL SECRETARIAT  
 DIRECTORATE OF HUMAN RESOURCES  
 SUB DIRECTORATE FOR HUMAN RESOURCES  
 IMPROVEMENT

Yaoundé, le 29 JUIL 2021

**LE MINISTRE DES FINANCES**

*A*

L'ATTENTION DE MONSIEUR  
 LE CHEF DU CENTRE DE LA  
 DOCUMENTATION ET DES ARCHIVES

**- YAOUNDE -**

OBJET : Demande d'autorisation d'accès aux fonds d'archives.

J'ai l'honneur de mettre à votre disposition **Madame RINGNYU TALLA Blessing**, étudiante en Master II du département d'Histoire de l'Université de Yaoundé I, pour une période allant du 19 juillet au 19 septembre 2021. L'intéressée souhaite avoir accès aux archives en rapport avec l'évolution statistique des industries et entreprises cosmétique camerounaise.

Vous voudrez bien encadrer l'intéressée et me faire part des difficultés éventuelles qui pourraient surgir au cours de ladite période.

En outre, la requérante est tenue de déposer une copie du rapport de fin d'exploitation de ces archives à la Sous-Direction du développement des Ressources Humaines, bâtiment « A », porte 134.

**POUR LE MINISTRE DES FINANCES  
 PAR DÉLÉGATION  
 LE SECRÉTAIRE GÉNÉRAL**



*EDOA Gilbert Didier*

**Appendix 5: Request for the Exploitation of Archives to the Regional Delegate of the Ministry of Small and Medium-size Enterprises, Social Economy and Handicraft**

REPUBLIQUE DU CAMEROUN  
Paix-Travail-Patrie  
\*\*\*\*\*  
MINISTERE DES PETITES ET MOYENNES ENTREPRISES, DE  
L'ECONOMIE SOCIALE ET DE L'ARTISANAT  
\*\*\*\*\*  
SECRETARIAT GENERAL  
\*\*\*\*\*  
DELEGATION REGIONALE DU CENTRE  
\*\*\*\*\*  
SERVICE DE L'ARTISANAT ET DES MIGRATIONS  
DU SECTEUR INFORMEL  
\*\*\*\*\*  
CONTACT : 222 204 588 NLONGKAK-YAOUNDE  
(A côté de la CRTV\_Radio)



REPUBLIC OF CAMEROON  
Peace-Work-Fatherland  
\*\*\*\*\*  
MINISTRY OF SMALL AND MEDIUM SIZED ENTERPRISES,  
SOCIAL ECONOMY AND HANDICRAFT  
\*\*\*\*\*  
SECRETARIAT GENERAL  
\*\*\*\*\*  
CENTRE REGIONAL DELEGATION  
\*\*\*\*\*  
SERVICE OF HANDICRAFT AND INFORMAL  
SECTOR MIGRATIONS  
\*\*\*\*\*  
CONTACT : 222 204 588 NLONGKAK-YAOUNDE  
YAOUNDE LE, **30 SEPT 2021**

N° 159 L/MINPMEESA/SG/DRC/SAMSI/21

**THE REGIONAL DELEGATE**  
LE DELEGUE REGIONAL

TO / A

**Ms. RINGNYU TALLA BLESSING, STUDENT IN MASTER II OF HISTORY TO UNIVERSITY OF YAOUNDE I.**

Contact : 678739650/693952096  
**Email : ringnyublessing@yahoo.com**

**Ref :** V/L reçu le 28 sept 2021  
enregistrée sous le N°616.

**Objet :** Request for the exploitation  
of archives.

Faisant suite à votre lettre du 28 septembre 2021 ci-dessus  
référéncée et dont l'objet est repris en marge ;

J'ai l'honneur de mettre à votre disposition un répertoire  
d'artisans et d'entreprises artisanales de la filière cosmétique,  
uniquement de la période allant de 2016 à 2020.

Vous voudriez bien vous rapprocher de nos services pour  
exploitation desdits documents.

**Copie :**

- Chrono.
- Intéressée.



**Source:** Regional Delegate of the Ministry of Small and Medium Sized Enterprise



## Appendix 6: List of Enterprises in the Cosmetic Field (MINPMESA)

REPUBLIQUE DU CAMEROUN  
Paix-Travail-Patrie  
\*\*\*\*\*  
MINISTERE DES PETITES ET MOYENNES  
ENTREPRISES, DE L'ECONOMIE SOCIALE ET DE  
L'ARTISANAT  
\*\*\*\*\*  
SECRETARIAT GENERAL  
\*\*\*\*\*  
DELEGATION REGIONALE DU CENTRE  
\*\*\*\*\*  
SERVICE DE L'ARTISANAT ET DES  
MIGRATIONS DU SECTEUR INFORMEL  
\*\*\*\*\*  
TEL: 222 20 45 88 / 242 01 40 74



REPUBLIC OF CAMEROON  
Peace-Work-Fatherland  
\*\*\*\*\*  
MINISTRY OF SMALL AND MEDIUM SIZED ENTERPRISES,  
SOCIAL ECONOMY AND HANDICRAFT  
\*\*\*\*\*  
SECRETARIAT GENERAL  
\*\*\*\*\*  
CENTRE REGIONAL DELEGATION  
\*\*\*\*\*  
SERVICE OF HANDICRAFT AND INFORMAL SECTOR  
MIGRATIONS  
\*\*\*\*\*  
TEL: 222 20 45 88 / 242 01 40 74

### ENTREPRISES DE LA FILIERE COSMETIQUE

#### TABLEAU RECAPITULATIF

NUMEROS	ENTREPRISES ET ETABLISSEMENTS	CONTACTS
1	M&M PRODUCTION SARL	699 869 031/670538994
2	KAMER PAD LIMITED SARL	
3	ETS SHALOM CORPORATION	
4	MARYLS	676947292/699909534
5	VALKASS	674 663 483
6	MEO MI CONSORTIUM	698 945 198
7	MARKO INDUSTRIE SARL	680 625 137
8	PNEUPUR	682 407 155
9	MR AFROPOLITAN GROUP SARL	697903392/691509591
10	JOYCE FOR LIFE	69443776/677898284
11	ETS NOM INNOU	699 753 017
12	ATELIER SCEF	696 577 779
13	ETS OUACHE ET FILS	677 644 148
14	ETS OBELA	674 995 251
15	AFRIQUE DREAM SARL	677 934 233
16	AMANA EKANI COSMETIQUE	672 544 193
17	MBAKO SOPI COSMETIQUE	693 796 029

Source : Regional Delegate of the Ministry of Small and Medium Sized Enterprise

**Appendix 7: Textes Législatifs et Règlementaires Loi n° 96/117 du 5 Août 1996 Relative à la Normalisation**

**Textes législatifs et réglementaires**

**Loi n° 96/117 du 5 Août 1996 relative à la Normalisation**

**Catégorie : Lois**

**L'Assemblée Nationale a délibéré et adopté**

**Le Président de la République promulgue la loi dont la teneur suit :**

**CHAPITRE I**

**DES DISPOSITIONS GENERALES**

**ARTICLE 1er :** La Présente loi et les textes réglementaires pris pour son application régissent la normalisation en République du Cameroun.

**ARTICLE 2 :**

1. La normalisation est l'établissement des exigences, des spécifications ou des règles techniques applicables aux produits, biens ou services.
2. Elle a pour objet de fournir des documents de référence de portée nationale, sous-régionale, régionale ou internationale, comportant des solutions à des problèmes techniques et commerciaux concernant les produits, biens et services qui se posent de façon répétée dans des relations entre partenaires notamment économiques scientifiques, techniques et sociaux.
3. Elle consiste à définir, en fonction des mœurs, des coutumes et des moyens techniques et financiers disponibles, les caractéristiques ou normes d'un produit, d'un bien ou d'un service, dans un but de précision, de simplification, de qualité, de moindre coût et de compétitivité.

**ARTICLE 3 :**

1. La norme est une donnée de référence, résultant d'un collectif raisonné et apte à servir de base à la solution d'un problème donné.
2. Elle est considérée comme une spécification technique ou tout autre document en tenant lieu, accessible au public et fondé sur les résultats acquis de la science, de la technique ou de l'expérience.
3. Elle définit les exigences ou les caractéristiques relatives à un produit, un essai, un bien ou un service.
4. Elle couvre le domaine de la terminologie, de la métrologie, des symboles de l'essai, du marquage, de l'étiquetage, de l'emballage, ou des services.
5. Elle est établie avec la collaboration et le consensus de toutes les parties intéressées.

**Article 4 :** La qualité d'un produit, d'un bien ou d'un service est son aptitude à satisfaire les besoins des utilisateurs, des consommateurs ou des usagers, ainsi que sa conformité aux spécifications et exigences de la norme.

**CHAPITRE II****DU SYSTEME NATIONAL DE NORMALISATION****ARTICLE 5 :**

(1) Le système national de normalisation comprend notamment les normes ci-après :

- les normes de produits ;
- les normes de service ;
- les normes d'essais ;
- les normes de terminologie ;
- les normes de sécurité ;
- les normes fondamentales ;
- les normes de protection de l'environnement.

(2) Un décret d'application de la présente loi fixe la liste des produits, biens ou services soumis aux normes prévues à l'alinéa (1) ci-dessus.

**ARTICLE 6 :** Sont rattachés à la normalisation les opérations suivantes :

- la certification de conformité aux normes ;
- la promotion de la marque nationale de qualité ;
- l'agrément des laboratoires d'essais, des organismes de contrôle de qualité, ainsi que des organismes ou bureaux de normalisation ;
- le contrôle de qualité et la standardisation.

**ARTICLE 7 :**

1. Les normes élaborées, expérimentées, adoptées, homologuées révisées et publiées sont d'application facultative.
2. Toute foi, si des raisons d'ordre, de défense nationale, de protection de la santé, de l'environnement, de la vie des personnes et des animaux ou de préservation des végétaux, de protection des trésors nationaux ayant une valeur artistique, historique ou archéologique, ou des exigences impératives tenant à l'efficacité des contrôles fiscaux ou douaniers, à la loyauté des transactions commerciales et à la défense du consommateur rendent une telle mesure nécessaire, l'application d'une norme homologuée et publiée peut être rendue obligatoire par arrêté du Ministre chargé de l'industrie et, le cas échéant, des autres Ministres intéressés, sous réserve des dérogations particulières accordées dans les conditions précisées à l'article 9 ci-dessous.

**ARTICLE 8 :** Sous réserve des dérogations prévues à l'article 9, l'introduction ou la mention explicite des normes homologuées ou d'autres normes applicables au Cameroun en vertu d'accords internationaux est obligatoire dans les clauses, spécifications et cahiers de charges des marchés publics tels que définis par deux textes particuliers.

**ARTICLE 9** : En cas de difficulté dans l'application d'une norme, des dérogations peuvent être aux obligations édictées par les articles 7 et 8 ci-dessus, suivant des modalités fixées par un décret d'application de la présente loi.

### **CHAPITRE III**

#### **DE LA MARQUE NATIONALE ET DU CONTROLE DE MARQUE**

##### **ARTICLE 10 :**

- La conformité à une norme est attestée à la demande du producteur ou du prestataire, par un certificat de conformité délivré par l'Etat ou, sous le contrôle de l'Etat, par un ou plusieurs organismes agréés suivant des modalités fixées par un décret d'application de la loi.
- Le certificat de conformité confère le droit d'apposer la marque nationale accordée suivant les modalités fixées par un décret d'application de la présente loi.

##### **ARTICLE 11 :**

- Le bénéfice de la marque nationale est exclusivement réservé aux produits, biens ou services pour lesquels les dispositions édictées en matière de normalisation ont été respectées.
- Toute infraction à ces dispositions peut entraîner le retrait du bénéfice de la marque nationale.

**ARTICLE 12** : L'usage de la marque nationale de qualité est facultatif. Toutefois, cet usage peut être rendu obligatoire par arrêté du Ministre chargé de l'industrie lorsque les circonstances l'exigent, notamment pour des raisons d'ordre public, d'intérêt économique, de sécurité publique, de protection de la santé et de l'environnement.

##### **ARTICLE 13 :**

- Toute activité économique au Cameroun peut être soumise au contrôle de qualité des produits, biens ou services.



- Le contrôle de la qualité d'un produit, d'un bien ou d'un service est l'ensemble des opérations qui consistent à déterminer si ce produit, bien ou service répond aux exigences et spécifications des normes en vigueur.

## **CHAPITRE IV**

### **DES INFRACTIONS ET DES SANCTIONS**

**ARTICLE 14 :** Constituent des infractions à la présente loi à ses textes réglementaires d'application :

- le non-respect des normes dont l'application est rendue obligatoire ;
- l'usage illégal de la marque nationale ;
- le refus de soumettre ses produits, biens ou services au contrôle de qualité.

**ARTICLE 15 :**

- La constatation des infractions à la présente loi et à ses textes d'application est faite conformément à la législation sur l'activité commerciale par des agents assermentés commis à cet effet, sans préjudice des préjudices des prérogatives reconnues au Ministère public et aux officiers de police judiciaire à compétence générale.
- Les agents visés à l'alinéa (1) ci-dessus prêtent serment devant le tribunal compétent à la requête de chaque Administration compétente.

**ARTICLE 16 :**

(1) Les personnes désignées à l'article 15 ci-dessus peuvent, sur présentation de leur commission et tant que l'entreprise est ouverte :

- avoir libre accès, de manière inopinée, aux installations de production, d'entreposage, de transit, de transport, de réparation ou de maintenance ;
- demander communication des documents relatifs à leur activité ;

- prélever des échantillons nécessaires aux essais ou analyses ;
- exiger copie des documents qu'ils estiment nécessaires à l'accomplissement de leur mission.

(2) Les résultats des contrôles sont consignés sur procès –verbal faisant foi jusqu'à preuve de contraire. Cette preuve peut être apportée par une contre – expertise, en présence de toutes les parties concernées, et aux frais du demandeur.

**ARTICLE 17** : Les infractions citées à l'article 14 de la présente loi passible des sanctions prévues aux articles 18 et 19 ci-dessous, sans préjudice du droit de poursuite du ministère public dans les conditions prévues à l'article 20 alinéa (3) ci-après.

**ARTICLE 18** : La mise en circulation des biens non conformes aux normes dont l'application est rendue obligatoire entraîne leur retrait des circuits de distribution et une amende égale à la plus élevée de deux valeurs suivantes :

- 5 % du chiffre d'affaires projeté ; ou
- 100 % du bénéfice net.

**ARTICLE 19** : Outre l'amende citée à l'article 18 ci-dessus, le bien en cause est, aux frais du producteur ou le cas échéant de l'importateur :

- soit détruit s'il est réputé dangereux ;
- soit recyclé conformément aux normes ;
- ou déclassé.

**ARTICLE 20** :

L'amende prévue à l'article 18 ci-dessus est calculée après établissement des procès-verbaux.

Elle est notifiée au contrevenant pour paiement dans un délai d'un (1) mois à compter de la date de notification. La notification doit être faite par tout moyen laissant trace.

- En cas de non paiement de l'amende dans les délais prévus à l'alinéa (1) ci-dessus et après mise en demeure préalablement notifiée au contrevenant et restée sans effet, le procès-verbal de constatation de l'infraction est transmis au ministère public compétent pour mise en œuvre de l'action publique.

**ARTICLE 21** : Toute récidive à l'une des infractions citées à l'article 14 de la présente loi entraîne la suspension temporaire de l'exercice de l'activité incriminée, pour une période n'excédant pas trois (3) mois.

## **CHAPITRE V**

### **DES DISPOSITIONS DIVERSES ET FINALES**

**ARTICLE 22** : La coordination des activités de normalisation relevant des Administrations concernées de l'Etat est assurée suivant des modalités fixées par décret.

**ARTICLE 23** : Le produit de l'amende prévue à l'article 18 ci-dessus est reparti entre le trésor public et les Administrations concourant à la normalisation, y compris leur personnel, suivant des modalités fixées par décret.

**ARTICLE 24** : Des décrets d'application de la présente loi en précisent les modalités.

**ARTICLE 25** : La présente loi sera enregistrée, publiée suivant la procédure

d'urgence, puis insérée au Journal Officiel en français et en anglais./-  
Yaoundé, le 5 août 1996.

**Le Président de la République,**  
**Paul Biya**

**Source** : Ministry of Trade.

**Appendix 8: LOI N°98/015 DU 14 JUILLET 1998, RELATIF AUX ETABLISSEMENTS  
CLASSES DANGEREUX, INSALUBRES OU INCOMMUNES**

**LOI N°98/015 DU 14 JUILLET 1998 RELATIF AUX ETABLISSEMENTS CLASSES  
DANGEREUX, INSALUBRES OU INCOMMUNES.**

**TITRE I**

**DISPOSITIONS GENERALES**

**ARTICLE 1er** :- La présente loi régit, dans le respect des principes de gestion de l'environnement et de protection de la République, les établissements classés dangereux, insalubres ou incommodes.

**ARTICLE 2.-** (1) Sont soumis aux dispositions de la présente loi, les usines, les ateliers, les dépôts, les chantiers, les carrières et, de manière générales, les installations industrielles artisanales ou commerciales exploitées ou détenue par toute personne physique ou morale, publique ou privée, et qui présentent ou peuvent présenter soit des dangers pour la santé, la sécurité, la salubrité publique, l'agriculture, la nature et l'environnement en général, soit des inconvénients pour la commodité du voisinage.

(2) Les types d'établissements soumis aux dispositions de la présente loi et le classement de chacun d'eux sont fixés par voie réglementaire.

**ARTICLE 3.-** Les établissements classés dangereux, insalubres ou incommodes sont divisés en deux classes suivant les dangers ou la gravité des inconvénients inhérents à leur exploitation :

a) la première classe comprend les établissements dont l'exploitation ne peut être autorisée qu'à la condition que des mesures soient prises pour prévenir les dangers ou les inconvénients visés à l'article 2 ci-dessus. Cette autorisation peut être subordonnée à l'implantation desdits établissements en dehors des zones d'habitation ou à leur éloignement des captages des cours d'eau, de la mer et des immeubles occupés par les tiers ;

b) la deuxième classe comprend les établissements qui, ne présentant pas des dangers et inconvénients importants pour les intérêts cités à l'article 2 ci-dessus, sont néanmoins soumis à des prescriptions générales visant à assurer la protection de leurs intérêts.

**TITRE II**

**DISPOSITIONS SPECIFIQUES AUX ETABLISSEMENTS DE PREMIERE CLASSE**

**ARTICLE 4.-** Les établissements de première classe doivent faire l'objet, avant leur implantation et leur exploitation, d'une autorisation délivrée par le ministre chargé des établissements classés, après avis des autres Administrations concernées.

**ARTICLE 5.-** Le responsable d'un établissement de première classe est tenu de procéder, avant l'ouverture dudit établissement, à une étude des dangers suivant des modalités fixées par voie réglementaire.

**ARTICLE 6** - (1) Les demandes d'autorisation d'exploitation des établissements de première classe font l'objet d'une enquête publique, ouverte par le Ministre chargé des établissements classés, dans des conditions déterminées par voie réglementaires..

(2) L'autorisation précise les conditions d'implantation et d'exploitation, ainsi que les prescriptions techniques visant à sauvegarder les intérêts mentionnés à l'article 2 ci-dessus.

(3) L'autorisation est accordée sous réserve des droits des tiers.

**ARTICLE 7** Pour la protection des intérêts visés à l'article 2 de la présente loi, le Ministre chargé des établissements classés, dans des conditions fixées par voie réglementaire, délimite autour des établissements de première classe un périmètre de sécurité à l'intérieur duquel sont interdites les habitations et toute activité incompatible avec le fonctionnement desdits établissements.

**ARTICLE 8.** - (1) Les établissements de première classe générateurs de pollutions solides, liquides ou gazeuses doivent procéder à l'auto surveillance de leurs rejets.

(2) Des normes fixées par voie réglementaire déterminent les niveaux d'émission acceptables des rejets dans l'environnement.

### **TITRE III**

#### **DISPOSITIONS SPECIFIQUES AUX ETABLISSEMENTS DE DEUXIEME CLASSE**

**ARTICLE 9** .Les établissements de deuxième classe doivent faire l'objet, avant leur ouverture, d'une déclaration écrite adressée au Ministre chargé des établissements classés qui statue, après avis des autres Administrations concernées, suivant des modalités fixées par voie réglementaire.

**ARTICLE 10.-** Les établissements de deuxième classe sont soumis aux prescriptions générales fixées par voie réglementaires, en vue de la protection des intérêts visés à l'article 2 de la présente loi.

**ARTICLE 11.-** (1) Des prescriptions additionnelles peuvent, en tant que de besoin, être édictées contre les inconvénients inhérents à l'exploitation d'un établissement de deuxième classe, selon des modalités fixées par voie réglementaire,

(2) L'exploitant d'un établissement de deuxième classe peut, sur la base d'une demande motivée adressée au Ministre chargé des établissements classés, obtenir la suppression ou l'atténuation de certaines prescriptions auxquelles il est soumis.



## TITRE IV

### DISPOSITIONS COMMUNES AUX ETABLISSEMENTS CLASSES

#### CHAPITRE I

##### DU FONCTIONNEMENT DES ETABLISSEMENTS CLASSES

**ARTICLE 12 .-** (1) L'exploitant de tout établissement classé est tenu d'établir un plan d'urgence propre à assurer l'alerte des autorités compétentes et des populations avoisinantes en cas de sinistre ou de menace de sinistre, l'évacuation du personnel, ainsi que les moyens pour circonscrire les causes du sinistre.

(2) Le plan d'urgence doit être agréé par les Administrations compétentes qui s'assurent périodiquement du bon état et de la fiabilité des matériels prévus pour la mise en œuvre du dit plan.

**ARTICLE 13. -** Tout changement d'exploitant ou de dénomination d'un établissement classé doit faire l'objet d'une déclaration.

**ARTICLE 14. -** Tout transfert sur un autre emplacement ou toute modification d'un établissement classé fait l'objet, suivant la classe, d'une demande d'autorisation complémentaire ou d'une nouvelle déclaration.

**ARTICLE 15 .-** Lorsqu'un établissement classé autorisé ou déclaré n'est pas fonctionnel dans un délai de deux (2) ans à compter de la notification de l'autorisation ou de la délivrance du récépissé de déclaration, ou n'est pas exploité pendant deux (2) années consécutives, l'industriel doit, pour reprendre les activités, solliciter une nouvelle autorisation ou procéder à une nouvelle déclaration.

**ARTICLE 16 .-** Le Ministre chargé des établissements classés peut fermer un établissement classé dont le fonctionnement présente, pour les intérêts mentionnés à l'article 2 ci-dessus, des dangers et inconvénients mentionnés à l'article 2 de la présente loi.

#### CHAPITRE II

##### DE L'INSPECTION ET DU CONTROLE

##### DES ETABLISSEMENTS CLASSES

**ARTICLE 17.-** Au sens de la présente loi et de ses textes d'application, on entend par inspection et contrôle d'un établissement classé dangereux, insalubre ou incommode, l'ensemble des opérations menées dans ledit établissement dans le cadre de la surveillance administrative et technique, visant à prévenir les dangers et les inconvénients mentionnés à l'article 2 ci-dessus.

**ARTICLE 18 .-** L'inspection et le contrôle des établissements classés sont exercés par les agents assermentés du ministère chargé des établissements ou de toute Administration compétente.

**Appendix 9: LOI-CADRE N° 2011/012 DU 6 MAI 2011 PORTANT PROTECTION DU  
CONSOMMATEUR AU CAMEROUN**

REPUBLIQUE DU CAMEROUN

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Paix – Travail – Patrie

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REPUBLIC OF CAMEROON

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Peace – Work – Fatherland

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**LOI-CADRE N° 2011/012 DU 6 MAI 2011  
PORTANT PROTECTION DU CONSOMMATEUR AU CAMEROUN**

L'Assemblée Nationale a délibéré et adopté,  
Le Président de la République promulgue la loi dont la teneur suit :

**Chapitre I :**

**Des dispositions générales**

**Article 1<sup>er</sup> :**

- La présente loi fixe le cadre général de la protection du consommateur.
- Elle s'applique à toutes les transactions relatives à la fourniture, la distribution, la vente, l'échange de technologies, de biens et de services portant sur la protection du consommateur.
- Les transactions visées à l'alinéa 2 ci-dessus, concernent notamment les secteurs de la santé, la pharmacie, l'alimentation, l'eau, l'habitat, l'éducation, les services financiers, bancaires, le transport, l'énergie et les communications.

**Article 2 :** Au sens de la présente loi et des textes d'application, les définitions suivantes sont admises :

1. **Consommateur** : toute personne qui utilise des produits pour satisfaire ses propres besoins et ceux des personnes à sa charge et non pour les revendre, transformer ou les

utiliser dans le cadre de sa profession, ou toute personne qui bénéficie des prestations de service ;

2. **Pratique commerciale restrictive** : Toute pratique commerciale qui exige du consommateur d'acheter, de louer ou de se procurer toute technologie, bien ou service comme une condition ou un préalable pour acheter, louer ou se procurer toute technologie, bien ou service comme une condition ou un préalable pour acheter, louer ou se procurer toute autre technologie, bien ou service ;
3. **Pratique commerciale inéquitable** : toute pratique commerciale qui, dans le cadre de la promotion de la vente, de l'utilisation ou de la fourniture d'un bien, d'un service ou d'une technologie, adopte une méthodologie, y compris la déclaration orale, écrite ou la représentation visuelle, qui porte atteinte à l'équité dans une transaction ;
4. **Clause abusive** : toute clause qui est ou qui semble être imposée au consommateur par un fournisseur ou prestataire de service qui a une supériorité économique sur le consommateur, donnant au premier un avantage injuste, déraisonnable ou excessif sur le second ;
5. **Contrat de consommation** : un contrat autre que le contrat de location ou de l'emploi, établi entre un consommateur et un fournisseur de bien ou un prestataire de service, pour la vente, la fourniture d'un bien d'une technologie ou d'une prestation de service.

## **Chapitre II :**

### **Des principes de la protection du consommateur**

**Article 3** : La politique nationale de protection des consommateurs s'inspire, dans le cadre des traités, lois et règlements en vigueur notamment des principes suivants :

- a) Le principe de protection selon lequel les consommateurs ont droit à la protection de la vie, de la santé, de la sécurité et de l'environnement dans la consommation des technologies, biens ou services ;
- b) Le principe de satisfaction selon lequel les consommateurs ont droit à la satisfaction des besoins élémentaires ou essentiels dans les domaines de la santé, de l'alimentation, de l'eau, de l'habitat, de l'éducation, de l'énergie, du transport, des communications et tout autre domaine technologies, des biens et services ;



- c) Le principe d'équité selon lequel les consommateurs ont droit à la réparation complète des torts pour les dommages subis et qui, au terme des dispositions de la présente loi ou d'autres règlements en vigueur, sont imputables aux fournisseurs ou prestataires ;
- d) Le principe de participation selon lequel les consommateurs ont le droit et la liberté de former des associations ou organisations de consommateurs bénévoles, autonomes et indépendantes afin de réaliser ou participer à la promotion et à la défense des droits visés par la présente loi.

### **Chapitre III :**

#### **De la protection économique et technologique du consommateur**

**Article 4 :** Les pratiques commerciales inéquitables, restrictives ou anticoncurrentielles, ainsi que les clauses abusives des contrats et de consommation, doivent être réglementés et contrôlés et, autant que faire se peut, interdits dans tous les contrats et transactions auxquels la présente loi s'applique.

**Article 5 :**

(1) Sont nulles, les clauses contractuelles qui :

- Exonèrent, excluent, réduisent ou limitent la responsabilité des fournisseurs ou des prestataires de services pour les défauts, déficiences ou inéquations de toutes sortes dans la technologie, le bien fourni ou le service rendu ;
- Impliquent la perte des droits et libertés garantis au consommateur ou en limitent l'exercice ;
- Créent des termes ou conditions contractuels injustes, déraisonnables, inéquitables, répressifs ou qui retournent à la responsabilité du consommateur des défauts, les déficiences ou inadéquations non immédiatement apparents ;
- Imposent une clause d'arbitrage unilatérale.

(2) Les clauses contractuelles mentionnées à l'alinéa 1 ci-dessus peuvent être d'office déclarées nulles par la juridiction compétente.

**Article 6 :**

- Les accords-standards ou contrats d'adhésion doivent être rédigés en français et en anglais en caractères visibles et lisibles à première vue par toute personne ayant une vue normale. Ils doivent être réglementés et contrôlés pour assurer une protection légitime au consommateur.
- Les accords ou contrats visés à l'alinéa 1 ci-dessus doivent en outre contenir des termes clairs et compréhensibles pour le grand public, sans faire référence à d'autres contrats, règles, pratiques, textes et documents non connus du public ou non mis à sa disposition avant ou pendant l'exécution desdits contrats.
- Les parties à un accord ou contrat reçoivent et conservent chacune un exemplaire des textes ou documents contenant ou prouvant la transaction.

**Article 7 :** Le consommateur a le droit de se rétracter dans un délai ne pouvant excéder quatorze (14) jours à compter de la date de signature ou d'exécution d'un contrat, de réception d'une technologie, d'un bien ou d'un service lorsque le contrat a été conclu, indépendamment du lieu, à l'initiative du fournisseur, du vendeur ou de ses employés, agents ou serviteurs.

**Article 8 :**

- Les pratiques commerciales restrictives et inéquitables qui peuvent avoir des effets négatifs sur les droits du consommateur, notamment les ententes, les fusions, les abus de position dominante, le partage du marché, la publicité erronée, mensongère ou abusive, sont strictement interdites.
- Les pratiques d'une entreprise ou d'une société qui limitent ou sont susceptibles de limiter l'accès d'un concurrent au marché sont interdites.

**Article 9 :** S'agissant de l'octroi des crédits au consommateur pour la fourniture de technologies, de biens et services, le fournisseur ou prestataire est tenu d'informer le consommateur par écrit sur le prix comptant, le montant de l'intérêt, le taux annuel à partir duquel cet intérêt est calculé, le taux d'intérêt sur les arriérés, le nombre de traites payables, la fréquence et la périodicité de ces traites et le montant total à payer.

**Article 10 :**

- Le vendeur, le fournisseur ou prestataire d'une technologie doit fournir ou livrer au consommateur un produit, une technologie, un bien ou un service qui satisfait les

exigences minimales de durabilité, d'utilisation et de fiabilité et qui assure sa satisfaction légitime.

- La technologie, le bien ou le service fourni livré doit être accompagné d'un manuel, d'un reçu ou de tout autre document contenant, entre autres, des informations relatives aux caractéristiques techniques, au mode de fonctionnement, à l'utilisation et à la garantie.
- Pour les transactions concernant les biens durables, un service après-vente doit obligatoirement être assuré au consommateur.

**Article 11** : Lorsque les biens vendus au consommateur sont défectueux, d'occasion, reconditionnés ou réparés, il doit en être expressément fait mention, clairement et distinctement sur les factures, reçus, quittances ou pièces comptables.

**Article 12** :

- La vente ou l'acquisition d'une technologie, d'un bien ou d'un service conditionné à l'achat d'une autre technologie, bien ou service par le même consommateur sont interdites et doivent être réprimées.
- Le consommateur ne doit pas être privé de la possibilité d'acquérir une technologie, un bien ou service à moins qu'il n'en soit exclu par un texte particulier.

**Article 13** : Chaque fournisseur ou prestataire d'une technologie, d'un bien ou d'un service doit fournir au consommateur, en français et en anglais, une information juste, suffisante, claire et lisible concernant les biens et services offerts afin de lui permettre de faire des choix adéquats et raisonnables avant la conclusion d'un contrat.

**Article 14** : Toute publicité destinée au consommateur doit se conformer à la législation et à la réglementation en vigueur en matière de publicité des prix et des conditions de vente.

## **Chapitre IV : De la sécurité physique et de la protection de L'environnement**

**Article 15** : Les autorités compétentes et groupes de consommateurs doivent créer et renforcer des cadres institutionnels appropriés afin de s'assurer que les activités se rapportant à la gestion, la collecte et l'évacuation des déchets dangereux ou toxiques, la gestion de l'eau

et le traitement des eaux usées sont conformes à la législation et à la réglementation en vigueur en matière de protection de l'environnement.

**Article 16 :**

- Toute technologie ou tout bien produit localement ou importé, doit être inspecté, testé et mesuré par les administrations compétentes, afin de s'assurer qu'il est propre à la consommation et qu'il respecte les normes nationales et internationales sur l'environnement, la santé et la sécurité.
- La vente d'une technologie ou d'un bien n'ayant pas préalablement satisfait aux normes nationales sur l'environnement, la santé et la sécurité est interdite.
- Toute technologie ou tout produit constituant un danger potentiel doit, dès constatation de cet état, être immédiatement retiré de la vente et renvoyé au test, aux frais du fournisseur ou vendeur, sans préjudice des autres sanctions prévues par la législation et la réglementation en vigueur.

**Article 17 :** Les normes relatives aux produits alimentaires, pharmaceutiques et aux médicaments doivent être obligatoires et conformes à celles fixées par les organisations internationales compétentes et couvrir la sécurité chimique et biologique.

**Article 18 :** Tout bien de consommation ou tout service dangereux pour la santé humaine, animale ou pour l'environnement doit être accompagné d'un manuel d'instructions, en français et en anglais, comprenant des avertissements facilement visibles afin de permettre une utilisation normale dans les conditions de sécurité maximale.

**Article 19 :**

- La vente des produits alimentaires non emballés, à l'exception des produits du cru, est interdite.
- L'emballage de tout produit vendu doit être conforme à la norme sur l'étiquetage des denrées alimentaires préemballées au Cameroun.

**Article 20 :** L'octroi des brevets, marques déposées, droits d'auteur, marques de service, autorisations, permis ou tout autre document délivré par les administrations compétentes aux producteurs ou fournisseurs de biens, de technologies ou de services n'exempte en aucun cas, les bénéficiaires de la responsabilité pour le dommage effectivement causé aux

consommateurs et qui leur est imputable ou à d'autres intervenants, dans la chaîne de distribution de biens dangereux.

## **Chapitre V :**

### **De l'éducation et de la participation du consommateur à la prise de décision**

**Article 21** : Les consommateurs ont le droit et la liberté de former des associations ou organisations de consommateurs bénévoles, autonomes et indépendantes ayant un champ et des zones d'intervention bien définis. Ils peuvent participer aux structures de prise de décision au niveau de l'Etat.

**Article 22** : Les associations des consommateurs sont des regroupements apolitiques et à but non lucratif. Dans le cadre de leurs activités, elles doivent s'abstenir :

- De promouvoir des activités commerciales et/ou politiques ;
- D'insérer des publicités commerciales dans leurs publications ;
- De faire une exploitation commerciale sélective des informations et conseils destinés aux consommateurs.

**Article 23** : Les objectifs des associations de consommateurs sont, entre autres :

- La promotion et la protection des intérêts du consommateur ;
- La représentation des intérêts individuels ou collectifs des consommateurs auprès de l'Etat ou des fournisseurs et prestataires des secteurs publics et privé ;
- La collecte, le traitement des informations objectives sur les biens et services qui existent sur le marché ;
- La mise en œuvre des programmes de formation et d'éducation du consommateur.

**Article 24** : Les programmes d'éducation et d'information du consommateur portent notamment sur :

- La santé ;
- La nutrition et la prévention des maladies liées à l'eau et aux aliments, ainsi qu'à l'altération des aliments ;
- L'hygiène alimentaire ;
- L'hygiène du milieu ;

- La sécurité et les dangers liés aux produits ;
- Les normes, notamment celles relatives à l'étiquetage des produits ;
- L'information sur les poids et mesures, les prix et la qualité, la disponibilité des biens et services et la préservation de l'environnement ;
- Les textes législatifs et réglementaires relatifs à la consommation notamment en ce qui concerne la réparation des dommages causés par les technologies, biens et services fournis.

**Article 25 :**

- Il est institué un Conseil national de la consommation, placé auprès du ministre en charge de la consommation.
- Le Conseil national de la consommation est un organe consultatif qui a pour mission :
  - De promouvoir l'échange de vues entre les pouvoirs publics, les organisations de protection des intérêts collectifs des consommateurs et les organisations patronales ;
  - De favoriser la concertation entre les représentants des intérêts des consommateurs et les délégués des organisations patronales sur les questions relatives à la protection du consommateur
- D'émettre des avis sur tous les projets de textes à caractère législatif et réglementaire susceptibles d'avoir une incidence sur la consommation de biens et services ou sur la protection du consommateur ;
- D'étudier toutes les questions relatives à la consommation de biens et services ou à la protection du consommateur qui lui sont soumises par le gouvernement.

(3) L'organisation et le fonctionnement du Conseil National de la Consommation prévu à l'alinéa 1 ci-dessus sont fixés par voie réglementaire.

## **Chapitre VI :**

### **De la réparation des dommages causés aux consommateurs**

**Article 26 :**

- La défense en justice ou devant toute instance d'arbitrage des intérêts d'un consommateur ou d'un groupe de consommateurs peut être individuelle ou collective.

- La défense individuelle est celle qui est faite par le consommateur lésé ou par ses ayants droits.
- La défense collective est assurée par une association de consommateurs ou une organisation non gouvernementale œuvrant pour la protection des consommateurs.

**Article 27 :**

L'action tendant à la défense des intérêts des consommateurs est intentée devant les juridictions compétentes ou introduite devant les instances arbitrales soit par le consommateur lésé ou par ses ayants droits, soit par l'une des structures visées à l'alinéa 3 de l'article 26 ci-dessus.

- L'action visée à l'alinéa 1 ci-dessus peut être préventive ou réparatrice.
- L'action préventive est celle qui tend à faire cesser la menace d'une atteinte aux droits du consommateur. Elle ne peut être intentée que par une association de consommateurs ou par une organisation non gouvernementale.
- L'action réparatrice est celle qui résulte d'une atteinte aux droits d'un consommateur ou d'un groupe de consommateurs.

**Article 28 :** Dans le cadre de l'instruction de toute procédure relative à la protection du consommateur, la charge de la preuve contraire des faits allégués incombe au vendeur, fournisseur ou prestataire de service.

**Article 29 :** Les décisions rendues dans le cadre des instances introduites par une association non gouvernementale produisent à l'égard de tous les consommateurs, tous leurs effets bénéfiques et peuvent être invoquées par un consommateur ou groupe de consommateurs pour obtenir réparation du préjudice subi.

**Article 30 :**

- Dans le cadre de la protection des consommateurs, il est créé au niveau de chaque arrondissement, un comité de recours ayant pour mission d'assurer le service public d'arbitrage des différends relatifs à la protection des consommateurs.
- L'organisation et le fonctionnement des comités prévus à l'alinéa ci-dessus sont fixés par voie réglementaire.

**Article 31 :**

- Le consommateur peut demander l'annulation ou la révision du contrat sans préjudice de la réparation du dommage subi.
- La demande d'annulation est fondée sur les défauts ou vices cachés qui altèrent la qualité de la technologie, du bien ou du service objet du contrat.
- Le consommateur peut exiger le remplacement ou la réparation aux frais du vendeur, du fournisseur ou du prestataire de service de la technologie, du bien ou du service sans préjudice de son droit à la réparation du dommage subi.
- Pendant la durée de la réparation, qui ne saurait excéder quinze jours à compter de la remise du bien ou de la constatation de la défectuosité de la technologie ou du service, le vendeur, fournisseur ou prestataire de service doit fournir au consommateur, un bien, une technologie ou un service de remplacement de manière à éviter tout désagrément au consommateur. La non fourniture ou l'impossibilité de le faire se résout en dommages et intérêts négociés avec le consommateur.
- Aux termes de la négociation prévue à l'alinéa 4 ci-dessus, le consommateur insatisfait conserve son droit de se pourvoir en justice.

**Chapitre VII :**  
**Des dispositions pénales**

**Article 32 :**

- Est puni d'un emprisonnement de six mois à deux ans et d'une amende de deux cent mille à un million de francs ou de l'une de ces deux peines seulement, celui qui fournit des informations erronées sur la qualité des technologies, biens ou services fournis à un consommateur.
- Est puni des peines prévues à l'alinéa 1 ci-dessus, celui qui donne de fausses informations aux autorités compétentes ou toute à structure, organisme ou association des consommateurs au cours d'une enquête menée dans le cadre de la présente loi.

**Article 33 :** Sans préjudice de la responsabilité pénale des dirigeants ou employés des sociétés commerciales de vente, de fourniture ou de prestation de service, de technologie ou de biens, les personnes morales peuvent être condamnées au double des peines d'amende prévues à l'article 32 ci-dessus, si les infractions commises par leurs dirigeants ou employés l'ont été à l'occasion ou dans l'exercice de leurs fonctions au sein desdites structures.



**Article 34 :**

- Lorsque l'une des infractions visées au présent chapitre a causé un préjudice à un consommateur, le montant des indemnités réparatrices des droits compromis est doublé, majoré des intérêts de droit à compter de la date de réception ou de compromission.
- Dans ce cas, l'exécution provisoire portant sur le remboursement du principal est prononcée nonobstant toute voie de recours.

**Article 35 :** Est nulle, toute clause d'exonération ou de limitation de responsabilité ou réduisant la portée des garanties contenues dans le contrat de vente, de fourniture des biens ou technologies, de prestation de service à un consommateur.

**Article 36 :** Les personnes morales dont les dirigeants se sont rendus coupables des infractions à la présente loi peuvent faire l'objet des peines complémentaires prévues par le code pénal.

**Chapitre VIII :****Dispositions diverses et finales**

**Article 37 :** Les contrats de consommation doivent être interprétés de manière à préserver les droits des consommateurs.

**Article 38 :** Les modalités d'application de la présente loi sont, en tant que de besoin, définies par voie réglementaire.

**Article 39 :** La présente loi, qui abroge toutes les dispositions antérieures contraires, sera enregistrée et publiée suivant la procédure d'urgence, puis insérée au journal officiel en français et en anglais.

**Yaoundé, le 6 mai 2011**

**Le Président de la République**

**Paul BIYA**

## Appendix 10 : Notice from the Ministry of Communication

REPUBLIQUE DU CAMEROUN  
*Paix-Travail-Patrie*

MINISTRE DE LA COMMUNICATION

N° 1272 / MINCOM/SG/DMPP

REPUBLIC OF CAMEROON  
*Peace-Work-Fatherland*

MINISTRY OF COMMUNICATION

Yaoundé, le 22 01 2020

LE MINISTRE DE LA COMMUNICATION  
*THE MINISTER OF COMMUNICATION*

*A/ To*

Madame Carine MONGOUÉ  
Promotrice des produits CARIMO  
BP.  
Tel. 650500400/671828080  
**DOUALA**

***Objet:*** Campagne publicitaire pour un produit cosmétique éclaircissant.

Madame la promotrice,

Il m'a été donné de constater qu'une campagne publicitaire lancée par votre structure, par voie d'affichage et sur les réseaux sociaux, met en scène une dame à la peau claire assise sur un trône et devant laquelle se prosternent des personnes à la peau sombre avec pour slogan «mettez-les à vos pieds».

Ce message publicitaire comporte à mes yeux, des éléments de nature à porter atteinte à la dignité de la race noire qui est ici présentée comme assujettie à une autre que suggère le teint clair de la dame et dont la supériorité transparaît sur les images et le slogan susmentionné.

Cette campagne est en totale violation de la loi 2006/018 du 29 décembre 2006 régissant la publicité au Cameroun qui dispose en son article 24 que les messages publicitaires doivent être exempts de toute discrimination raciale. La même loi engage en son article 57, la responsabilité pénale de celui qui fait diffuser un message publicitaire contenant des éléments de nature à porter outrage à une race ou à une religion.

Au regard de ce qui précède,

Je vous demande de bien vouloir retirer cette campagne des panneaux d'affichage et des comptes de votre entreprise sur les réseaux sociaux, dans un délai de 48 heures à compter de la date de signature de cette correspondance, faute de quoi vous vous exposerez aux rigueurs de la loi.

Veuillez croire, Madame, à l'assurance de ma parfaite considération

**Ampliations :**

- MINETAT SG/PR
- DCC/PR
- SG/PM



**Appendix 11: The General Tax Code**

**THE GENERAL TAX CODE**

Edited on the **1<sup>st</sup> of January 2020**

Official Edition  
Directorate General of Taxation  
WebSite : [www.impots.cm](http://www.impots.cm)  
Toll free number : 82 00

- games of chance and games of entertainment not subject to the special tax on games of chance and games of entertainment referred to in section 206 *et seq.* of this Code, on the turnover realized;
  - cocoa-free sweets of heading 1704;
  - chocolate and other food preparations with a high cocoa content of tariff heading 1806.20 to 180690;
  - motorcycles with a cylinder capacity less than or equal to 250 cm<sup>3</sup>;
  - preparations for consumption of tariff headings 2103 to 2104;
  - ice cream of tariff heading 2105.
- c) The extra abated rate shall apply to the tax free turnover of mobile telephone communication and internet services companies.
- d) The super-high rate shall apply to hydroquinone of tariff heading 29072200000 and cosmetic products of Chapter 33 containing hydroquinone.
- e) The high rate shall apply to cigars, cigarettes and other tobacco of Chapter 24; pipes and their parts, tobacco and pipe preparations of tariff headings 2403.11.00.000, 2403.19.90.000, 324.90.00.0000 and 9614.00.000 respectively.
- (7)** In the specific case of tobacco, the amount of excise duty arising from the application of the 25% rate referred to in paragraph (1) b may not be less than CFAF 5 000 per 1000 rods of cigarettes, concerning imported finished tobacco products.
- (8) (new).** In the specific case of alcoholic beverages, the excise duty amount resulting from the application of the 25% rate referred to in subsection 1 (b) above, shall contain another specific tax rate.
- The amount of additional excise duty arising from the application of the specific taxation system shall be:
- CFAF 75 for all 65 centiliters of beer and 37.5 CFAF for all 33 liters of beer
  - For locally produced wines, spirits, whiskies and champagnes;
    - 2 CFAF per centiliter for spirits known as mixed liquor;
    - 2 CFAF per centiliter for wines;
    - 8 CFAF per centiliter for whiskies;
    - 25 CFAF per centiliter for champagnes;
  - For imported wines, spirits, whiskies and lower quality champagnes:
    - 3 CFAF per centiliter for spirits known as mixed liquor;
    - 3 CFAF per centiliter for whines;
    - 10 CFAF per centiliter for whiskies;
    - 30 CFAF per centiliter for champagnes;

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### List of Interviewees

N°	Name	Age	Status	Place	Date
1.	Anonymous	28	Human Resource Manager B&B Laboratory	Yaounde	3 <sup>rd</sup> June 2021
2.	Anonymous	37	Worker at Roger Ducos	Yaounde	3 <sup>rd</sup> February 2022
3.	Anonymous	45	Cosmetic Consumer	Yaounde	2 <sup>nd</sup> December 2021
4.	Anonymous	35	Consmetic Supplier	Yaounde	2 <sup>nd</sup> December 2021
5.	Anuma Marius	41	Cosmetic vendor	Yaounde	1 <sup>st</sup> September 2022
6.	Avom Guy	33	Construction Engineer	Yaounde	28 <sup>th</sup> December 2021
7.	Belale Marie Germaine epse Ndongo Ndongo	43	Founder of Joyce4life	Yaounde	18 <sup>th</sup> October 2021
8.	Boudjeke Danielle	31	Secondary school Teacher	Yaounde	28 <sup>th</sup> December 2021
9.	Buh Collins	34	Medical Doctor	Yaounde	28 <sup>th</sup> December 2021
10.	Djeumaha Georges	32	Customer care agent at Advans Bank	Yaounde	13 <sup>th</sup> December 2021
11.	Djuidje Helene	38	Sales Agent Jardin des Beautes	Yaounde	5 <sup>th</sup> November 2021
12.	Doum Motanoc Josti Christian	33	Assistant in charge of studies at MINMIDT	Yaounde	16 <sup>th</sup> September 2021
13.	Engbwang Enbwang David	40	Controller of cosmetic products MINCOMMERCE	Yaounde	14 <sup>th</sup> September 2021
14.	Eyenga Daniel	35	Marketing Manager of LANA Bio	Yaounde	16 <sup>th</sup> June 2021
15.	Eyono Nathalie F.	33	Secretary of ETS Lens	Yaounde	4 <sup>th</sup> November 2021
16.	Kamwa Liberte	35	Personnel at the Regional Delegation of MINCOMMERCE	Yaounde	28 <sup>th</sup> December 2021
17.	Kanmegne Jeannette	37	Commercial Agent	Yaounde	6 <sup>th</sup> June 2022
18.	Khan Yoland	34	Cashier at Upper Heavens	Yaounde	4 <sup>th</sup> November 2021
19.	Kien Yvonne	33	Student in Diplomacy Student at Sao	Yaounde	28 <sup>th</sup> December 2021
20.	Leudjou Ange Phabiola	32	Store Manager of SHU ANTA	Yaounde	28 <sup>th</sup> September 2021

21.	Mambou née Noune Noumba Maire	40	Founder of Mary B	Yaounde	14 <sup>th</sup> October 2021
22.	Manji Addija	52	Secretary Cashier at Metisse Express	Yaounde	7 <sup>th</sup> October 2021
23.	Mba Kamto Herman	34	Graphic Designer	Yaounde	28 <sup>th</sup> December 2021
24.	Mbah Peter	70	Distributor of Cosmetics	Yaounde	2 <sup>nd</sup> December 2021
25.	Mohamadou Aissatou	31	Housewife	Yaounde	2 <sup>nd</sup> December 2021
26.	Muku Nelris Kongor epse Mbuli	36	Medical Laboratory Scientist CAMNAFAW	Yaounde	4 <sup>th</sup> November 2021
27.	Munki Remy	35	Project Manager	Yaounde	28 <sup>th</sup> December 2021
28.	Ndongo Etoundi S.	30	Co-Producer of Joyce4life	Yaounde	28 <sup>th</sup> December 2021
29.	Nginti Collins Nfor	32	Student at University of Bamenda	Yaounde	28 <sup>th</sup> December 2021
30.	Ngong Julius Fenji	37	Siantou Student	Yaounde	28 <sup>th</sup> December 2021
31.	Ngwedu Karine	30	Law Graduate at UY II	Yaounde	28 <sup>th</sup> December 2021
32.	Olaga Lorellie G.	30	Assistant at Construction Enterprise	Yaounde	28 <sup>th</sup> December 2021
33.	Simo Lesly	37	Graphic Designer	Yaounde	28 <sup>th</sup> December 2021
34.	T. Kouami Fabrice	33	Hair Salonist	Yaounde	1 <sup>st</sup> September 2022
35.	Tchinda T. Landry	31	Store Manager at B&B Laboratory	Yaounde	7 <sup>th</sup> June 2022
36.	Tchouffo Kevin	55	Distributor of Cosmetics ETS Kevin	Yaounde	2 <sup>nd</sup> December 2021
37.	Titi Anne Epse Garba	35	Cashier at Advans Bank	Yaounde	6 <sup>th</sup> December 2021
38.	Woupa Amido	38	Cosmetic Retailer	Yaounde	3 <sup>rd</sup> June 2022
39.	Yemeli Achille	33	Clothes Vendor	Yaounde	4 <sup>th</sup> November 2022