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## EDITORIAL

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Dear Reader

The Division of Industrial Chemistry (DIC) is pleased to present a special issue: 'Chemistry Makes Life Easier'. Our objectives are:

- To demonstrate the enormous contribution of chemistry to the quality of life
- To provide information on a selection of important products of chemical industry
- To sustain and promote the image of the chemical industry

Despite their enormous efforts for sustainability, chemical companies are still faced with the image of polluter and originator of persistent residues. Maybe press releases of this kind are one of the reasons for – on a low level – the stagnating figures of first-year students in chemistry. To address a wide audience the authors have chosen a more accessible popular scientific language and have described how their products can increase the standard of living. The contributions give a holistic picture of benefits based on chemical products. Health care and wellness are represented by L-carnitine, a supplement for sporty people and by nutraceuticals which helps to manage some of the risk factors of modern life. To provide human kind with enough food is still a challenge. As soon as hunger is satisfied, human beings increase their expectations in terms of appearance, functional principle, and environmental impact. Crop protection products help to solve these problems. Sick people feel better and the quality of life increases with pharmaceuticals. Human malodor can negatively influence the contact between humans. Chemists offer several agents to overcome such problems. UV-absorbers and antioxidants which can be found in a huge range of commercial products protect your skin from early aging as well as UV-induced degradation processes. On the other side clarifiers bring transparency into plastic materials of daily need. Last but not least nanotechnology offers a wide range of new and attractive applications of chemical substances. A high-quality photo paper for art galleries is a good example.

Without achievements from chemical industry, the quality of life would be much inferior. Read this special issue to refresh your knowledge to be a fit and informed ambassador for chemistry.

Walter Jucker

Head of Compliance  
DSM Nutritional Products AG, Zweigniederlassung Werk Sisseln