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GO FUTURE: FACIAL CARE

The main drivers
of facial care

SPOTLIGHT: THE MICROBIOME

A long way to go?

Jean-Yves Berthon,
Greentech

“EXPLORING THE FUTURE OF SKIN BEAUTY”

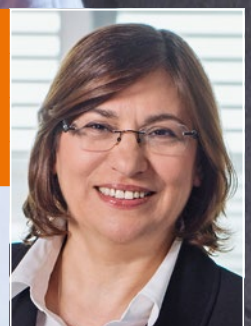


VIP of the Month

MAY SHANA'A

Beiersdorf

Opening new doors
for cosmetics





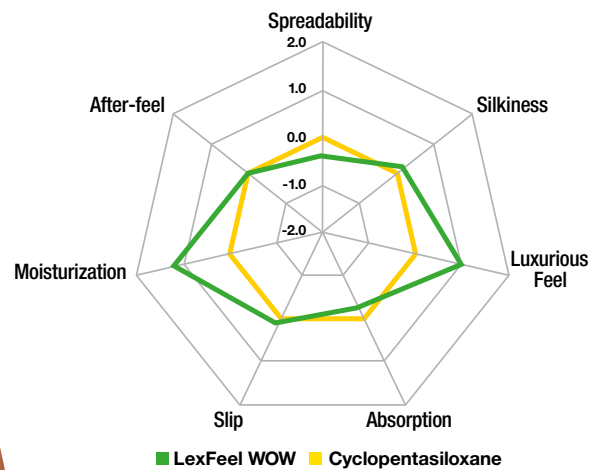
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EVER SO POPULAR

The result of **Nivea's Global Face Care & Cleansing Survey** made clear that face care is extremely popular. 97% of the respondents from 21 countries cleanse their face and/ or use face cream. Skin care and cleansing products are most popular in India with 99% of Indian respondents using them. In general, skin care and cleansing enjoys more popularity in Central Europe than in Central and South America, e.g. in Argentina only 66% use special cleansing or facial care products.

7% of the women who regularly use face cream use substitution products such as body lotions or all-purpose cream, and 14% of the women use a substitution product such as just water, soap or shower gel for cleansing the face.

If face care is a topic you are particularly interested in, this issue is just the thing. Michele Marchini and Svetlana Vinogradova from **DSM** provide a concise overview of today's main drivers from page 18. Asia-inspired ingredients by **Sederma** are presented from page 12. Protection from blue light is the topic of **Silab's** article from page 16. And **Lipotec's** solution to increase the microbial diversity is presented on page 24.

* In Nivea's Global Face Care & Cleansing Survey, 25,000 women from 21 countries were asked about their beauty rituals and cosmetics preferences.

Hoping that you will find plenty of inspiration in this new issue of COSSMA, and not only in the field of face care

Sincerely yours,

Angelika Meiss
Senior editor, COSSMA

i **FACIAL CARE**
A concise overview of the current main drivers from page 1

! **R&D**
Find out what Beiersdorf's Head of R&D says about today's main trends from page 42

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www.cossmagazine.com

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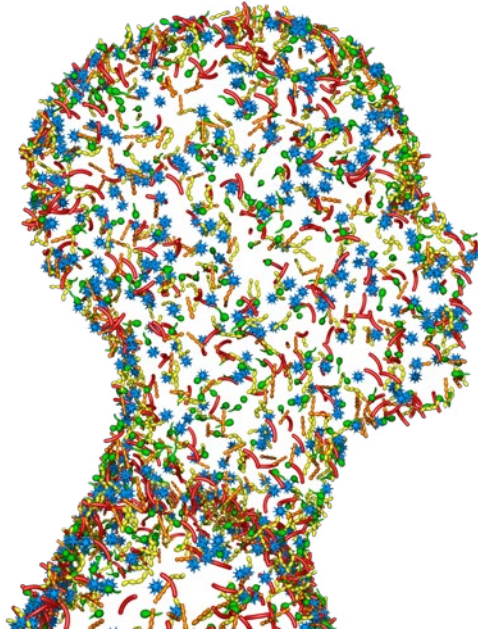
It prevents against hyperseborrhea, limits microbial proliferation and reduces inflammation. The skin recovers hydration, radiance and a free from defects complexion, looking healthy.



www.greentech.fr

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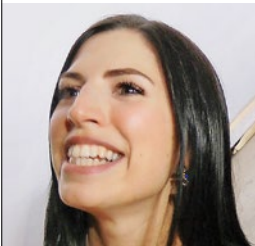




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CHARLOTTE LIBBY
 Global Beauty Analyst,
 Mintel

provides a concise overview of the latest developments in colour cosmetics



ANDREW MCDUGALL
 Global Beauty Analyst,
 Mintel

delivers insights into the key findings of the beauty and personal care trends 2018



ZEZE ORIAIKHI-SAO
 Founder and Director,
 Malée Natural Science

presents Malée, a brand inspired by the ancient wisdom of Africa



CAMILLA MARCUS-DEW
 Co-Founder,
 The Soap Co.

talks about luxury skin care produced by people with disabilities



HEELA YANG
 Co-Founder and CEO,
 Sol de Janeiro

talks about her prize-winning range of body care products



HELGA HERTSIG-LAVOCAH
 Trend Watcher,
 Hint Futurology

explores how the latest global trends are dominating the industry of beauty packaging

TIPS FOR MORE INFORMATION IN SEPTEMBER

Elfriede Dambacher and Wolf Lüdge provide the latest insights into the international natural cosmetics market and explain what to expect from this year's Natural and Organic Cosmetics Conference in Berlin.



Organic cosmetics is the market of the future worldwide

For more information,
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Top additional information in August

- BACKGROUND:** from Asian-Pacific plants (Lipotec)
- MARKET DATA:** survey ingredient providers
- REFERENCES AND LINKS:** Homeopathy for skin care?
- FORMULATION:** Booster Ampoule For Hair Growth – (CLR)

LOG IN AND TAKE FULL ADVANTAGE!

On the COSSMA website, we post lots of additional information related to the topics covered in the magazine. You will find **MORE THAN 1,000 USEFUL ADDITIONAL ITEMS** to extend your knowledge and understanding: more information on the ingredients and finished products that we cover; market data and statistics; supplier listings; literature references; scientific articles; product formulations and useful base formulations. Search for the topics you are particularly interested in at www.cossma.com

Photo: LeeyX, Shutterstock.com



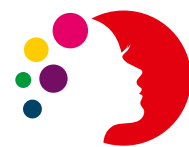
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NEWS

NEW CONSUMER TEST CENTRE

HENKEL | Henkel's new **Beauty Insights Centre** in Düsseldorf complements the two test salons in Düsseldorf and Hamburg, where new hair colourations are applied. In addition, like the company's North American test centre in Stamford, the new centre helps to gain insights into the use of further product categories.



The opening of the new Centre

www.henkel.com

L'Oréal acquires Logocos

L'ORÉAL | L'Oréal has acquired the German natural beauty company **Logocos**, with brands such as **Logona** and **Sante**. All the company's brands are vegan and bio-certified, with a range of products using their own plant extracts and natural ingredients derived from organic farming. Founded in 1978, Logocos with its 340 employees had net sales of 59 million Euros in 2017.

www.loreal.com, www.logocos.de



40th anniversary

Distribution

BIESTERFELD | Biesterfeld now distributes the biodegradable emollients from **Biosynthis** in the DACH region, in Eastern Europe and the Iberian Peninsula.
www.www.biesterfeld.com



A natural alternative to synthetical emollients

FACE OILS



There is a growing demand

WISE GUY RESEARCH | According to a new report from **Wise Guy Research** on the global face oils market, the anti-ageing beauty oils segment accounted for the largest portion of market share. The Americas accounted for the largest market share and will continue to dominate the market. The major markets in this region are the US, Mexico, and Canada in North America and Brazil in Latin America.

www.wiseguyreports.com



Oncap acquires Precision

ONCAP | **Precision Global**, a global supplier of aerosol valves, actuators, pumps, caps, aerosol accessories, custom closures and specialty dispensing solutions founded in 1949, has been acquired by **Oncap**. As one of the largest suppliers of valves, **Precision Global** sells more than four billion valves annually and also produces and sells two billion actuators annually.

www.oncap.com, www.precisionglobal.com



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Growth

HEALTH AND BEAUTY GROUP | **BolognaFiere Cosmoprof**, one of the world's largest organisers of trade fairs for the cosmetics industry, has acquired the majority of the capital of **Health and Beauty Group**. As part of the **Cosmoprof Group**, **COSSMA**, as the main organ of the global fairs, will be strongly internationalised.

www.cosmoprof.com, www.health-and-beauty.com

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COLLABORATION

BEIERSDORF | **Beiersdorf** has taken an equity investment in **S-Biomedic** in the single-digit million Euro range in order to do joint research into skin microbiota. **S-Biomedic** is a life science company exploring the unexploited cosmetic and therapeutic potential of the skin microbiome and has developed a lead program focusing on acne.

www.beiersdorf.com, www.sbiomedic.com



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KOREA-INSPIRED INGREDIENT FOR CRYSTAL-CLEAR SKIN

Ingredients | Inspired by Korea's beauty trend of layering intense hydration to achieve a flawless and radiant skin, and in order to provide protection against indoor and outdoor pollution, Sederma offers a broad range of innovative skin care active ingredients, which meet today's beauty trends and customer needs.

The glass skin concept is a popular beauty trend from Korea, where a glass skin is recognised as a sign of youthfulness. This concept encompasses the idea of a transparent and translucent skin just like a piece of glass. Consequently, a lot of women pursue the goal of a healthy and youthful skin, which is achieved by a sophisticated beauty routine.

Korean women swear by a technique called layering. This step-by-step skin care routine gives the skin a clear and even complexion without visible pores by layering different moisturising products. Layering includes the consecutive application of multiple matched hydrating cosmetic products, which optimally moisturise the skin including a facial cleanser, a face scrub followed by a serum, a mask, and a cream. It is important that each product possesses moisturising properties to ensure an optimal cutaneous metabolism and to achieve a smooth, flawless and dewy complexion.

A no-make-up alternative for a uniform complexion

At the same time, highlighters and contouring products have become a huge success in make-up. About 94% of all new products launched between 2015 and 2017 in the make-up category were highlighter products (source: Mintel). Combining these two hot trends, our company's latest highlighter-like peptide **Crystalide*** offers a no-make-up alternative to provide a healthy, clear and uniform complexion. This skin care active ingredient is able to achieve a luminous and crystal-clear skin without any make-up. It consists of a palmitoylated peptide vectorised in a lipid system to achieve uniform spreading on the skin surface and efficient deliverability with a gradual peptide release ensuring a long-term activity. By rebalancing the processes of epidermis maturation at the cellular, molecular and epigenetic level



AUTHOR:

Dr Sarah Christina Pütsch, Technical Marketing Lead, Sederma GmbH, Nettetal, Germany
www.sederma.com

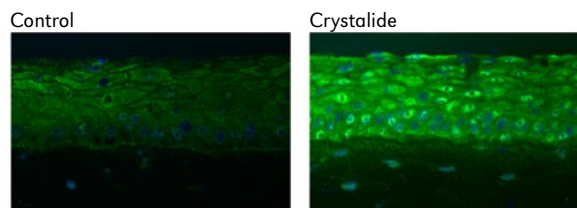


fig. 1 a) Crystalide stimulates the α -crystallin expression demonstrated by immunohistological stainings on skin equivalents (right)



fig 1 b) Crystalide enhances skin texture in 6 weeks (right)

LAYERING

means applying multiple complementary hydrating cosmetic products

Highlighters and contouring products have become a huge success in make-up

94% of all new make-up products launched between 2015 and 2017 were **highlighters**

and by harmonising cell differentiation, this bio-harmonic peptide promotes a well-moisturised skin, a smooth skin surface and a refined skin texture with a radiant and fresh complexion.

Epigenetic modifications, such as DNA methylation, histone modifications and RNA-associated silencing, are well known for their impact on gene activity and expression without altering the underlying DNA sequence. Epigenetic changes are able to switch genes on and off and determine which proteins are transcribed. It has been demonstrated that **Crystalide** exerts an epigenetic regulation leading to a harmonious skin maturation and improvement of the skin surface quality. Skin transparency is preserved by promoting the activity of the chaperone protein α -crystallin. Chaperone proteins facilitate the correct folding of newly synthesized proteins. By stimulating the α -crystallin expression, the highlighter-like peptide ensures skin clearness and translucence.

Our company has confirmed the increased α -crystallin expression based on immunohistological stainings on skin equivalents which were treated with Crystalide (fig. 1a).

More information at

www.cosma.com, web code 100064

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In addition to its effect on skin transparency, the peptide enhances skin moisturisation, which was evaluated by **Epsilon E100** based on a capacitive sensor with a resolution of 50 µm. The obtained image corresponds to 76,800 pixels. Each pixel gives a value ϵ of the skin dielectric permittivity with air and water as marks. This method demonstrated that our new peptide significantly enhances skin moisturisation by 25.8% after six weeks of application, providing the skin with a highly-reflective and dewy finish. In addition, our peptide possesses an anti-inflammatory potential and represses micro-inflammation by suppressing the release of pro-inflammatory mediators, including different inter-

Sagging pores are another area of concern for consumers

Menopausal women's **pores on the nose sides and cheekbones** tend to become more visible

leukins such as IL-1 α , IL-1 β , IL-6 and prostaglandin E2. In addition to a broad range of in vitro tests, clinical studies demonstrated that **Crystalide** brings visible results in only 6 weeks and significantly improves skin texture (fig. 1b). The skin is clear, smooth and dewy just like a piece of crystal.

Since a clear, uniform and flawless skin is recognised as a sign of youthfulness, sagging pores are another area of concern. Especially women reaching menopause report that the pores on the nose sides and cheekbones become more visible and larger. The skin might even show a golf ball-like appearance with an irregular skin texture.

Counteracts age-related enlarged pores

Our company's latest eco-designed active ingredient **PoreTect*** offers an interesting solution to cutaneous pore enlargement related to ageing for an overall rejuvenation of the skin texture. With its novel approach to fight against the signs of ageing, it promotes a healthy and empowered skin. It consists of a combination of flax and celery superseed extracts titrated in novel natural peptides with a fully characterised sequence and multibenefit senkynolides obtained by supercritical CO₂ extraction. By improving the skin architecture, PoreTect reinforces the pore collagenous sheath and brings firmness, tone and density to the skin for a refined and rejuvenated skin texture with a blurred and satin appearance (fig. 2a and b). It counteracts age-related pore enlargement and contributes to a smooth and homogenous skin isotropy. The reinforcement of the pore collagenous sheath after application of **PoreTect** was demonstrated by confocal laser microscopy. 3D-pictures were taken from the upper part of the skin to the deeper part to visualise the pores. Subsequently, the pictures were combined and reconstructed to visual-

ise the whole pore channel and its supporting tissue. The ingredient significantly increased the intensity of the collagenous sheath by 14.4% after application for two months.

Apart from layering intense hydration, preventing damage from environmental factors, such as pollution and harmful UV light is also crucial. Currently, there is an increasing consumer perception and awareness with respect to the damaging effects of high energy visible light to the skin, which is also known as blue light. Blue light has a wavelength of approximately 380–500 nm and is emitted by screens of tablets, televisions and smartphones. It has been demonstrated to contribute to premature skin ageing and hyperpigmentation. An estimation of French people's habits revealed, that each person spends an average of 12 hours per day in front of screens and smartphones and is constantly exposed to blue light. Consequently, digital light constitutes a new form of pollution in addition to air pollution. These findings emphasise the importance of a proper skin protection against the damaging effects of air pollution and blue light.

Prevents damage from indoor and outdoor pollution

Our **Citystem*** offers a solution against environmental and screen light pollution and prevents the skin from premature ageing. This plant cell culture extract of *Marubium vulgare*, also known as white horehound, is characterised by a very high, defined and reproducible concentration of powerful antioxidant phytochemicals. It fights against visible and invisible pollution damage to the skin. It protects the skin cells from the penetration of pollutants, removes and neutralises toxic oxidant species, strengthens the skin barrier and repairs the cell metabolism by replenishing the energy level and reducing inflammation. As a result, this active ingredient en-

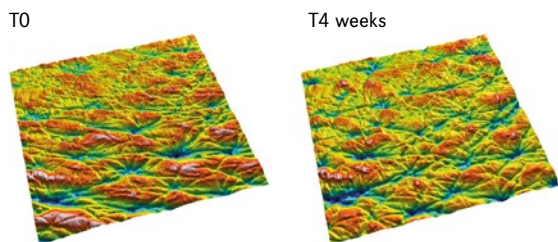


fig. 2 a) PoreTect contributes to a smooth and homogenous skin isotropy (right)

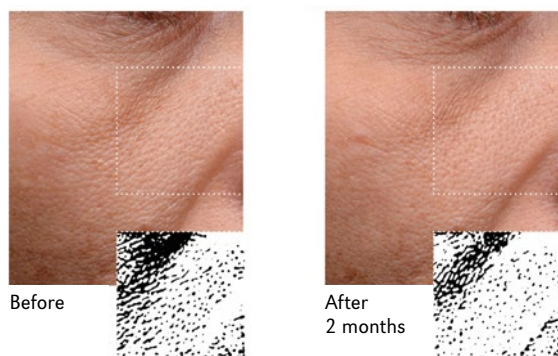


fig. 2 b) PoreTect improves firmness, tone and density for a refined skin texture (right)

photos: Torwaistudio (lead photo), Marazé (flax seeds), K321 (celery seeds), Shutterstock.com



PoreTect consists of flax and celery superseed extracts

hances skin purity and roughness by reducing the number of comedones and blackheads (fig. 3 a). Novel in vitro data on skin cells demonstrate its protective effect against screen light damage. Skin cells were exposed to blue light radiation and the counteracting effects of **Citystem** against these attacks were measured. The active ingredient led to a significant reduction of oxidation factors. In addition, the release of proinflammatory mediators, including interleukin-8 and interleukin-6, were significantly reduced. Furthermore, the active ingredient acts as an activator of the autophagy mechanism in skin cells. Autophagy is an intracellular quality control mechanism to detect and to recycle damaged cellular components. The activity of the autophagy mechanism can decline with increasing age. In vitro tests on skin cells, which were exposed to particulate matter (PM), revealed that **Citystem** stimulates the autophagic activity detoxifying the cells and ensuring cell viability (fig. 3b). Thus, it represents a perfect solution to preserve the skin's health and beauty potential from indoor and outdoor pollution-induced damage.

Solutions to satisfy key consumer needs for facial care

It is important to emphasise that moisturisation is the key consumer

need for the skin. For a cosmetic product, it means a host of cosmetic benefits, such as a soft, smooth and attractive skin with fewer imperfections, as well as sensory benefits. In addition, protection of the skin against pollution damage is another key benefit consumers are looking for. Facing the current Korean beauty trend of layering intense hydration to achieve a healthy, flawless and

radiant skin, and to provide protection against pollution, Sederma offers a broad range of innovative skin care active ingredients, which meet beauty trends and today's customer needs for an even, luminous and dewy complexion. □

* patented product

Formulations can be found on the Internet - see the Internet panel



fig. 3 a: Citystem reduces the number of comedones and blackheads

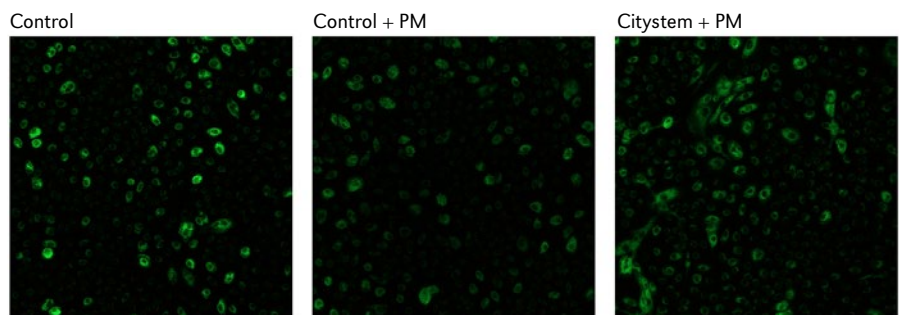


fig. 3 b) On skin cells exposed to particulate matter Citystem stimulates the autophagic activity and ensures cell viability



More information at

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OXYGEN TO COMBAT BLUE LIGHT EFFECTS

Ingredients | Launched in 2010, Silab's Oxygeskin has a proven effect of overcoming the lack of oxygen in the skin during ageing. The company's new efficacy data demonstrate the ingredient's capacity to reinvigorate skin oxygenation in conditions of digital pollution.



AUTHOR:

Mélanie Coirier, Communication Officer, Emilie Lasjaunias, Communication Manager, Brigitte Closs, R&D Deputy General Manager, Silab, Saint-Viance, France www.silab.fr

A complexion full of radiance helps to boost the attractiveness of the face and is a universal criterion of beauty in any part of the world. Radiant skin is synonym with a healthy glow and youthfulness, and has an impact on the way others see us. As a result, since

2014, 25% of new cosmetic products are complexion highlighters.

It is, however, known that a variety of harmful environmental factors can affect skin quality. Among them, blue light appears to be a major contributor. Smartphones, tablets and computers have taken over our daily lives. Since 2006, the average time spent in front of screens has increased by 53% (44% for men, 66% for women), reaching between 6 to 8 hours per day and per person. All these sources of blue light radiate onto our faces. Collateral victims of digital pollution, the dermis and epidermis are damaged by the deep-down penetration of these rays. Damaged and suffocated, the skin loses its suppleness and firmness, and becomes dehydrated. The complexion becomes dull and uneven.

Just as living beings require air to survive, a healthy skin needs a con-

stant supply of oxygen, which is the essential fuel for producing energy in the cells, as the skin is devoid of mechanisms for storing oxygen. Helping the skin to breathe contributes to smoothe the micro-relief so that it diffuses and reflects light better, resulting in a radiant complexion.

Blue light: the enemy of a fresh complexion

It was already demonstrated that, as time passes, the skin receives less and less oxygen. The systems that detect the oxygen level (HIF-1 α) and oxygen transport (cytoglobin) become defective¹. The metabolism slows down, the skin is suffocated, the complexion becomes dull and the face takes on a grey tone. However, apart from chronological ageing, new studies show that environmental influences also deteriorate the general state of the skin and

photos: Silab, Mito Supinskaya Gloschenko (woman), Shutterstock.com

result in accelerated ageing^{2,3, 4}. Chronic and intense exposure to blue light radiation is one of them, weakening the skin's capacity to respond to a lack of oxygen. Indeed, through a novel modelling study, our research has demonstrated for the first time that blue light reduces the skin's capacity to mobilise the oxygen sensor HIF-1 α , indispensable for adaptation to hypoxic stress. As a consequence, digital over-consumption causes free radical stress, the origin of premature skin ageing. Nasturtium (fig. 1**) is a plant originating in the humid regions of South America. Nowadays, this plant is cultivated for ornamental purposes. The nasturtium has managed to adapt to humid climate by developing a self-cleaning surface strategy. Thanks to the structure of its leaves, it creates a genuine hydrophobic barrier by trapping air bubbles on the surface. This super-hydrophobic property makes the plant able to regulate the exchanges of gas needed for its survival.

New efficacy data

Our research department has developed **Oxygeskin**, a natural active ingredient rich in arabinogalactans, from the garden nasturtium* coming from a French supply chain. The capacity of this active to overcome the lack of oxygen in the skin during ageing was demonstrated in 2010. Our company has now released new efficacy data highlighting its capacity to fight the damages induced by blue light at the skin level, an important finding in this era of digital overconsumption.

Research work was conducted in vitro to determine the capacity of this ingredient to restore the skin's adaptive capacity to overcome the hypoxic stress as well as to limit the appearance of damage to the matrix caused by repeated exposure to digital pollution and to reduce the appearance of free radicals caused by oxidative stress. Complexion radiance

of test panellists was measured and the results were supported by a self-evaluation questionnaire filled out by volunteers. The tests were conducted on a panel of 19 healthy, female Caucasian volunteers (mean age 46 ± 6 years old). Measurements were made before and after 56 days of application of the placebo and of the active ingredient at 3% in an emulsion twice daily to each side of the face. The objective of the efficacy studies in vivo was to determine the effect on skin barrier, skin relief and uniformity of the skin. Studies were also carried out on an Asian panel (data not shown in this publication).

An unprecedented modelling study in conditions of hypoxia carried out by our company has shown that blue light reduces the skin's capacity to mobilise the oxygen sensor HIF-1 α (-44%). Tested at 0.25% on irradiated keratinocytes mimicking digital pollution, **Oxygeskin** increases the HIF-1 α content (+26%), thus restoring the skin's adaptive capacity to overcome the hypoxic stress.

The efficacy of the active was also proven on elastin and fibrillin-1, which are the principal components of the skin's elastic fibres, providing its properties of elasticity and resilience. Tested at 1% by immunolabeling, the active ingredient restores the organisation of elastin and fibrillin-1 fibres by 92%, thereby protecting the dermis from digital pollution (fig. 2). This ingredient presents three main cosmetic benefits: restoring hydration, firmness and radiance. First, it strengthens the barrier function, as shown in a study in vivo of transepidermal water loss measured with a **Tewameter**. In this study, the active significantly reduces water losses by 11.5% ($P < 0.05$), an effect observed in 74% of the volunteers.

Secondly, it smooths the skin, as determined in vivo through a study of relief of crow's feet by fringe projection, by reducing 3D roughness parameters: Sa (-6.4%,

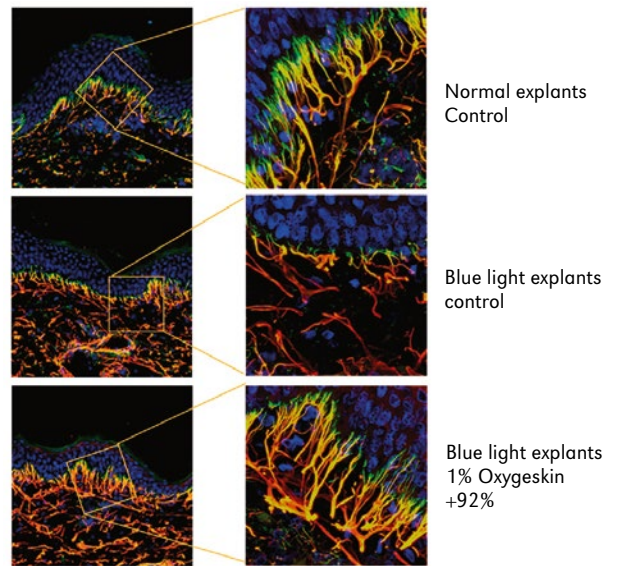


fig. 2: The effect on the organisation of elastin and fibrillin-1 fibres in skin explants subjected to repeated irradiations with blue light

Since 2014, 25% of new cosmetic launches have been **complexion highlighters**

Since 2006, the **average time** spent in front of screens **increased** for women **by 66%**

$P < 0.001$) and Sq (-6.0%, $P < 0.05$). These results were confirmed by a clinical scoring on digital photos which demonstrated that the mean stage of wrinkles of crow's feet was reduced (-16.4%, $P < 0.005$) (fig. 3**). Finally, the capacity to improve the skin's quality and radiance was determined in vivo with a self-evaluation using a mirror, which revealed that the active significantly improves the skin uniformity (+28.9%, $P < 0.05$) (fig. 4**). A subjective evaluation questionnaire confirms this result as volunteers reported that, at the end of the treatment, their skin was more radiant (79%) and their complexion more uniform (84%).

Improved skin oxygenation

Oxygeskin revives complexion radiance by reinvigorating the skin oxygenation in conditions of digital pollution. It improves the skin's quality and restores the healthy-glow effect. A true gust of oxygen, this ingredient enables the skin to recover its radiance and vitality. □

* INCI name: Tropaeolum majus flower/leaf/stem extract

**These figures, the reference list and additional information can be found on the Internet - see the Internet panel



THE MAIN DRIVERS OF FACIAL CARE

Interview | What are the main trend clusters driving facial care? What are the challenges involved in natural cosmetics? And what are we to think of current ingredient trends? Find out from Michele Marchini and Svetlana Vinogradova from DSM.

COSSMA: How would you characterise the global facial care market?

Michele Marchini (MM), Consumer Insights Manager Personal Care, DSM: The facial skin care market remains dynamic and exciting. Sales are currently growing at 5–6%, premium products even at a rate of 7–8%¹.

One size does not fit all in this market. Beauty has been redefined, and perceptions, ideals, and views on the best skin care solution are constantly changing. The ready availability of information online and the rise of social media have educated and empowered today's consumers. People now believe that they know their

own skin, hair and body best. As they increasingly embrace their individuality, the challenge is to target these personal needs directly. Let's take the example of young consumers. A key development within this knowledgeable, information-seeking demographic is their interest in preventive skin care. Baby

photos: DSM, Sofia Zhuravets (face), Angela Rohde (edelleweis), Shutterstock.com

► **Interview with:**
Michele Marchini,
Consumer Insights
Manager Personal
Care, Svetlana
Vinogradova, Head
of Global Marketing
for Skin Care and Vita-
mins, DSM, Basel,
Switzerland
www.dsm.com



ing new ingredients or investigating additional benefits, such as blue light protection, in existing ones.

When it comes to consumer insights, we pride ourselves as being an expert. We regularly review our research methods so that we stay in touch with places where the status-quo is challenged and trends are born and supported. These include our dedicated platform for beauty bloggers, in-depth social listening research, and quantitative and qualitative analysis of online conversations to name but a few. By combining desk research and primary research, the use of AI, and human analysis, we are constantly building on our understanding of personal care trends and changes in consumer expectations.

What are the most striking global trends right now?

MM: We have identified five trend clusters influencing consumer attitudes, behaviour, values and beliefs: **Beauty Diversity** celebrates different definitions of beauty across ethnicities, age segments, and gender identity. **Healthy Beauty** reflects the new habit of people taking their well-being and appearance into their own hands. The focus here is on prevention, protection, state-of-the-art sci-

boomers used to start using anti-ageing products at around 47 years old. Today the average age is 26. Finding appropriate language for senior consumers is another issue we face. A few years ago, pro-ageing emerged as a parallel, gentler approach to anti-ageing. This is becoming increasingly relevant: Today's message is about making the most of yourself, whatever your age.

How important are consumer trends and what is your company's approach to identifying them?

MM: The facial skin care market is fast-paced so innovation needs to be responsive. B2B companies must stay ahead of the game, whether develop-

ence, ancient wisdom and recent discoveries about the skin microbiome.

Fast Beauty reflects a growing need for instant results, and easy-to-use, on-the-go products. **Mindful Beauty** is about helping our skin cope with increased lifestyle stress. This trend is especially interesting for the personal care industry as people are increasingly looking for simple ways to nurture themselves. Finally, **Good Beauty** is all about the established need for natural, sustainable, transparent, trustworthy solutions.

These five categories break down further into 21 sub-trends. The most striking developments here are in **Natural Beauty**, a sub-trend of Good Beauty, and **Medical Beauty**, a sub-trend of Healthy Beauty.

The Natural Beauty trend isn't exactly new. Where do you see the opportunities and challenges here?

MM: Natural Beauty is an established but ever-evolving concept. Natural and organic product features are ►

- ADVERTISEMENT -

drstraetmans

An Evonik brand.

Two product lines,
two ways
to product safety.

The **dermo**soft® range:
multifunctional
additives with
antimicrobial properties

The **Verstati**l® range:
safe, reliable
and economic
preservation systems



“THE FAST-PACED MARKET REQUIRES B2B COMPANIES TO STAY AHEAD OF THE GAME.”

Michele Marchini, Consumer Insights Manager Personal Care, DSM



Alpafleur Edelweiss produced from herbs cultivated in the Swiss mountains

highly desirable to consumers. In today’s digital and industrialised world there is a strong urge to reconnect with nature, and demand for products free from artificial ingredients, additives or processing is growing. At the same time, our research reveals substantial confusion about what “natural” really means. There are known certification programs, and people do look for and use such logos to guide decisions. However, it is often unclear how logos relate to each other and to definitions of natural.

The challenge here is to bring some clarity. As part of our ongoing commitment to transparency we have reviewed and evaluated our skin bioactive portfolio. We offer more than 55 ingredients that are of natural origin and backed by solid safety and efficacy data. **Pepha-Protect**, for example, is a highly purified *Citrullus lanatus* extract whose origin lies in the Kalahari Desert, while our **Alpafleur Edelweiss** extract is produced from herbs cultivated at high altitudes in the Swiss mountains. To help customers navigate our naturals range and to show what “natural” means to DSM, we have also designed a simple labelling system. We have identified three categories of natural ingredients and created an icon for each one so that it’s easy to see at a glance to which group a product belongs. These categories are divided into certified organic (Ecocert/Cosmos/Natrue certified), verified natural (complies with Ecocert/Cosmos/Natrue standards) and ingredients of natural origin (with a score above 60% according to the ISO16128 standard).

How do peptides fit in with the latest trends?

Svetlana Vinogradova, Head of Global Marketing for Skin Care

The premium facial care category is growing by 7-8% annually

BABY BOOMERS used to start using anti-ageing products at the age of around 47

Today the use of anti-ageing products starts at the age of 26

and Vitamins, DSM: Today, many people want more control of their physical development and are actively seeking to improve their appearance with procedures such as plastic surgery, laser treatments, etc. This is reflected in the **Medical Beauty** trend which is all about high efficacy, premium products that leverage the latest scientific discoveries in cosmetics and medicine. It resonates with discerning consumers focused on optimum results.

In 2017, minimally invasive treatments such as dermal fillers accounted for 80% of plastic surgery procedures in the US and hyaluronic acid (HA) is now the most widely used type of filler. HA occurs naturally in humans and plays a key role in skin structuring². It does, however, decrease with age, causing facial skin to lose volume in areas such as the cheeks, jawline, under the eyes, and around the mouth. HA fillers counter this process by plumping up these areas and firming the skin.

Our long-established peptide **Syn-Hycan** was developed to remodel, lift and volumise facial skin from within by stimulating the body’s own production of HA. In view of the increased interest in non-invasive high efficacy beauty and HA, we recently conducted new in vivo studies, using cutting-edge 3D visualization technology and a novel, non-contact compression device. Our findings from this research show that our peptide significantly improves skin volume and restores firmness across multiple facial areas.

Natural origin



Ingredients with an ISO 16128 natural origin score of 60% or above

Verified natural



Complies according to Natrue standards

Certified organic



Certified organic according to Ecocert/Cosmos/Natrue standards

DSM’s 3-category labelling system

How do lifestyle stress and cosmetics go together and how do you translate these trends in your ingredient portfolio?

LV: Consumers are very interested in cosmetic treatments that work to help the skin deal with stress and possible negative effects such as skin thinning, loss of elasticity and barrier weakening. The key culprit here is skin cortisol. The more stressed we feel, the more our cortisol levels rise, which can set a downward spiral in motion.

To address this, we spent four years studying the link between cortisol, the cortisol-activating enzyme 11β -HSD1 and skin homeostasis. At this year's in-cosmetics, we launched our new, patented cosmetic ingredient that has been specifically designed to balance persistently high skin cortisol levels. Our studies show that **Bel-Even** reversibly inhibits 11β -HSD1, increases skin density, boosts elasticity and barrier function and improves the appearance of skin wrinkles.

Mindful Beauty, to counter the stresses of modern living, is one of the key emerging trends we have observed. Today's pressured and hectic lifestyles can be overwhelming. The perceived loss of control makes us value products and solutions that make life easier or add to a sense of "downtime" and self-care. Most consumers aren't looking to overhaul their lives, but they do want efficient and effective solutions to ease their stress when they are on the go. **Bel-Even** was developed with this in mind.

Has your company developed any formulations to serve emerging trends?

LV: Our application scientists are always striving to develop on-trend, ready-to-use formulations. And with our broad portfolio of skin actives, UV-filters and performance ingredients, our products can combine multiple features. For example, our **Bounce Back Recovery Serum** is a ready-to-use formula featuring **Bel-Even**. With its on-trend pink colour this serum protects skin from the visible effects of daily stress, while its "memory form" texture offers a quick and fun way to release tension. Another example is our **Transforming Power Cream** featuring **Beauactive**, a potent lipid that corrects the appearance of conspicuous facial pores and age spots. These creams have innovative textures that change consistency during use, adding a pleasant multi-sensory dimension to beauty routines.

What are your company's most exciting skin care innovations?

LV: As mentioned above, our unique, 11β -HSD1-inhibiting molecule **Bel-Even** is the outcome of four years of research and innovation. To develop it our scientists used rational design and molecular modelling to identify potential lead compounds. They then synthesised and tested active compounds to identify the best performer for skin care applications. Our recently introduced colour mapping technology for measuring facial skin hydration and transepidermal water loss draws attention to skin areas with special hydration needs and provides scientific evidence that consumers can relate to. We first used this visualisation technology to compare and ▶



SENSITIVE SKIN

NEUROFENSE®

The neuro-soothing natural concentrate

in vitro efficacy

- targets the three biological components of sensitive skin: inflammation, neuronal hyper-reactivity and barrier function.

in vivo benefits

- reduces the skin neurosensitivity in response to lifestyle-related external stresses:

D₁₄



Chemicals



Pollution



Climate

- provides comfort and protection to Caucasian and Asian sensitive skin

Mastering nature



Salvia miltiorrhiza



Patented



Globally compliant



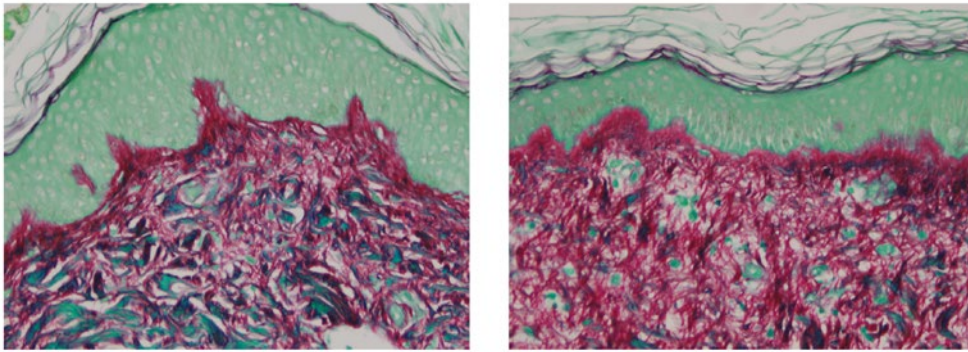
Eco-designed

engineering natural active ingredients
www.silab.fr

Silab

“OUR BROAD PORTFOLIO OF SKIN ACTIVES, UV-FILTERS AND PERFORMANCE INGREDIENTS COMBINES MULTIPLE BENEFITS”

Svetlana Vinogradova, Head of Global Marketing for Skin Care and Vitamins, DSM



Adding Bel-Even leads to more collagen (red) and improvement of skin density

contrast facial skin hydration in different ethnic groups. More recently we used it to study dry skin and hydration in Chinese women in Beijing and to demonstrate the hydration power of our active **Pentavitin** when used long term. We don't limit our innovation to new ingredients though. Ten years ago we pioneered **Niacinamide PC**, a form of vitamin B₃ for cosmetic applications. So, to mark its 10th anniversary, we launched a new version, containing less than 100 ppm residual nicotinic acid, minimising potential unwanted effects such as unpleasant sensations of heat in the skin. In addition to its known benefits, our

Certification logos help to guide decisions

DSM offers more than 55 ingredients of natural origin backed by safety and efficacy data

new proprietary research shows that it could play a role in protecting against blue light induced skin damage and urban pollution. We have found that **Niacinamide PC** increases cell viability when exposed to fine particles, even at low concentrations. This offers protection against cell damage that can lead to skin ageing, pigmentation and skin inflammation.

What are your views on the skin microbiome?

MM: As a beauty concept, this topic is certainly creating a buzz, but it is still largely uncharted territory for the personal care in-

dustry and consumers alike. At our company we are determined to bring some clarity, so we have carried out in-depth market and consumer studies and embarked on original scientific research. We have also been looking at the impact our established actives have on the skin microbiome. A number of microbiome-friendly and microbiome-enhancing products have been launched recently and the idea of treating the skin as a living ecosystem sits well with wider consumer trends for natural, holistic and healthy beauty. However, our research has highlighted a need for clear explanations about which products work, how they work and the beauty benefits they bring.

LV: We hope that our scientific research will help to answer some of these questions in the future. Until recently, studies have tended to focus on identifying microbes on the skin. But now we want to find out more about the conditions in which microbes are either beneficial or harmful to the skin, what triggers imbalances in the skin flora and how we can rebalance these.

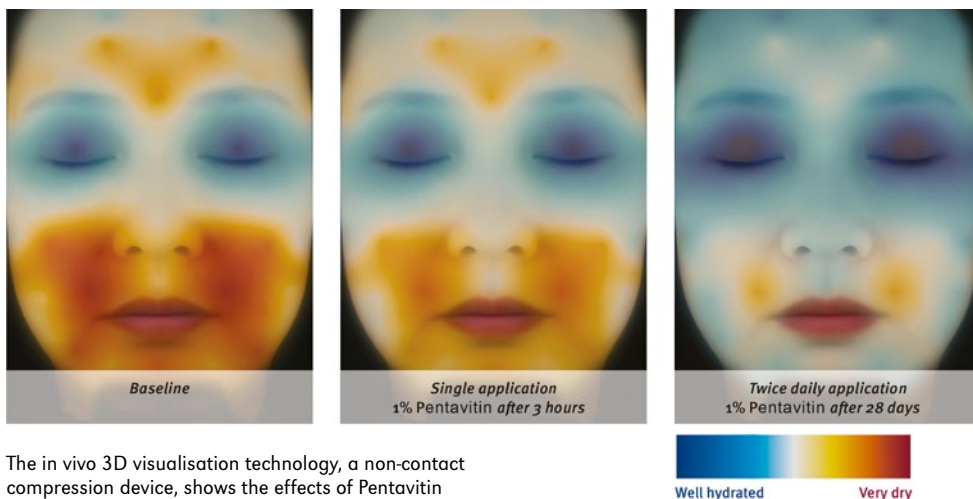
Does your company offer any solutions in this field right now?

LV: We have already made encouraging discoveries about two of our well-established actives: **Syn-Up** improves skin barrier resilience by rebalancing epidermal serine proteases and promoting a harmonious interaction between the epidermis and the skin microbiome, and **Pentavitin** balances microbial activity in the scalp barrier, reducing dryness and irritation and improving scalp comfort. Our investigations into the skin microbiome have only just begun, but we hope this promising start will pave the way for further innovation. □

¹ Euromonitor data, full year 2017 and historical data

² ASPS 2017 Plastic Surgery Statistics report

Additional information can be found on the Internet – see the Internet panel



The in vivo 3D visualisation technology, a non-contact compression device, shows the effects of Pentavitin



INTERNATIONAL LAUNCHES

Product development | This month Michelle Strutton from Mintel looks at innovative facial care products and features a selection of interesting products recently highlighted on the company's GNPD*.

Across the globe, the East Asian trifecta of China, Japan and South Korea is projected to account for 61% of global facial care retail sales in 2018. China accounts for nearly one-third of estimated 2018 sales, reporting a GDP growth of 6.8% in the third quarter of 2017. China's dominance in global facial care retail sales is expected to accelerate, with China's middle class anticipated to add 850 million people to its ranks between 2009 and 2030. This number offers significant growth potential for Chinese and international skin care brands alike. In the US, innovations in face masks are persuading consumers to make masking a fun, social experience. As many as 20% American skin care users view facial masking as an opportunity to snap a selfie, rising to nearly half (45%) of social media savvy skin care users aged 18-24. Photos and fun aside, across age groups, skin care users are most likely to agree that facial masks are a good way to pamper themselves (39%).

MAMONDE

Wash-off sheet mask to use in the shower



TEAMI

The tea-infused facial oil visibly soothes redness



Skin care paired with digital app to promote sleep

In the UK, **Dermalogica Sound Sleep Cocoon** is described as a transformative night gel-cream that delivers active ingredients to revitalise skin overnight by optimising night-time skin recovery, leaving skin glowing by the next morning. Developed by **The International Dermal Institute**, this treatment features Persian silk tree extract, wu-zhu-yu extract, tamarind seed polysaccharide, Australian kakadu plum extract, encapsulated, motion-activated French lavender essential oil, along with sandalwood and patchouli. This treatment is supported by an app that produces relaxing sounds to help the user sleep.

Waterproof, urethane-coated in-shower sheet mask

In South Korea, **Mamonde In Shower Mask** (Exfoliation) is described as a wash-off type of sheet mask designed to be used while showering. It opens pores with shower steam and has a time-saving exfoliating effect by providing body and face care at the same time. The moisturising, nourishing product is imbued with the creamy texture of active ingredients for exfoliation including: *houltuynia cordata* powder with an antibiotic effect to soothe skin, remove impurities from pores and remove dead skin cells, *mume fructus* extract, and **Amino Acid Complex** to activate turnover of dead skin cells. The dual sheet is designed to maximise absorption of active ingredients into the skin, with a sealing effect to prevent evaporation of active ingredients. Its ultra-fine waterproof coated sheet features: a urethane-coated outer layer with ultra-small openings that keep ingredients in and water out (the holes are

MORE INFORMATION AT

www.cossma.com, web code 100067

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DERMALOGICA

The overnight gel-cream comes with an app that produces relaxing sounds



smaller than vapour particles, making the mask waterproof, yet breathable); and a cream-coated, highly viscous inner layer to deliver concentrated nourishment to the skin conveniently; the nourishing creams do not run or drip. The sheet mask also features alginate fibre that becomes more adherent when it comes into contact with shower steam.

Tea-infused facial oil

In the USA, **Teami** is a brand that analyses tea plant species around the world and blends them to create effective organic products. It includes **Soothe Tea Infused Oil**, designed especially for irritated skin. It contains lavender flower, white sage leaf, blue tansy essential oil, coconut oil, jojoba oil and vitamin E. □

* Global new products database

Additional information can be found on the Internet - see Internet panel



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FOR STRENGTHENED SKIN

INGREDIENTS | City dwellers tend to have a reduced bacterial diversity and a decrease in bacterial metabolic pathways. The heptapeptide Fensebiome peptide from Lipotec has been proven to increase the microbial diversity, to favour the balance of the microbiota and to modulate bacterial functional pathways.

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Individuals living in urban environments are more prone to suffer from skin sensitivity, with signs such as skin dehydration, scaliness and discomfort. This suggests a correlation between a reduced exposure to nature and an increase in inflammatory skin conditions. Urban subjects often develop a defective defensive system, mainly due to alterations in the cutaneous microbiota that make the skin more vulnerable and prone to sensitivity and discomfort. By helping to promote a similar microbiome to that of our ancestors, who were in closer contact with nature and had a healthy skin, while also improving the skin's physical barrier function, a healthier and more reinforced skin can be obtained.

Modernisation and urban skin

Discomfort, fragility, dehydration, scaliness and redness are all characteristics of sensitive skin that is lacking an effective defensive system. The intolerance to many external stimuli and the prevalence of inflammatory skin conditions, such as allergies and eczemas, has increased over the past few years especially in the most urbanised regions, where the exposure to nature is reduced.

In order to travel back in time and understand the skin charac-

teristics of our ancestors before modernisation, who were living in closer contact with nature, a study was performed on an isolated hunter-gatherer village in the Amazon jungle, whose members did not have any previous contact with people outside of their village nor with urban and modern lifestyles. The research showed that their bacterial diversity was twice that of individuals living in lower connection with nature and that their skin was enriched in organic acids, amino acids, vitamins and methane bacterial pathways, all associated with a healthier and reinforced skin. These findings suggest that exposure to modern lifestyles may reduce the microbiota richness, making the skin more prone to sensitivity and discomfort¹.

The skin's microbial and physical barriers

A balanced microbiota can provide vital functions to the skin for improved health and protection. Through the direct competition for space and nutrients, the beneficial bacteria can cause the exclusion of potentially harmful bacteria².

Also, the reciprocal interaction of the microbiota with keratinocytes helps enhance the innate immune response, allowing the recognition of pathogens to prevent their invasion, while promoting a maintenance of the essential skin immune tolerance^{3, 4}. The disruption of this ecological balance, also termed dysbiosis, can lead to different skin disorders.

The mechanical wall that resides on the epidermis is also key to providing an efficient permeability barrier against excessive loss of water and electrolytes, and it protects the organism from harmful elements of the environment. Two of its main players are the intercellular junctions. These include the tight junctions found in the stratum granulosum as well as the lipid barrier in the stratum corneum.

URBAN PEOPLE

(or city dwellers)
 are more prone to
 suffer from skin
 sensitivity

Skin sensitivity
 can be accompa-
 nied by skin dehy-
 dration, scaliness
 and discomfort

Promoting a
**similar micro-
 biome** to that of
 our ancestors leads
 to healthier skin

The intolerance
 to many external
 stimuli has
 increased, espe-
 cially in the most
 urbanised regions

Creating a favourable skin microbiome

Fensebiome peptide is an hepta-peptide intended to strengthen urban-exposed skin by reinforcing the double cutaneous barrier function and preventing dehydration. Different in vitro and in vivo tests were performed to evaluate the efficacy of the active ingredient.

A metagenomics analysis was performed on 21 female urban volunteers aged between 18 and 59, who applied a cream containing 1% of the peptide solution on the cubital fossa of one arm and a placebo cream on the other, twice a day. Several microbiome parameters were assessed after 7 days of treatment.

Diversity and composition of bacteria

The diversity of skin bacteria, which is higher in the skin of people in close contact with nature, was determined by the **Shannon index**, used as an indicator of skin health. After the treatment with the active, the Shannon index value showed a higher increment compared to placebo, indicating an increased bacterial diversity for a rewilding effect that leads to better skin health.

The relative abundance was evaluated at the phylum and family taxonomic levels. At the end of the treatment, the active ingredient helped increase the relative abundance of the beneficial bacterial phylum of Proteobacteria by 15.2% ($p < 0.01$) and reduce the Firmicutes phylum by 21.3% ($p < 0.01$), achieving a balance of the microbiome for a healthy skin. At the family level, it helped increase the relative abundance of Moraxellaceae by 6.4% ($p < 0.01$), which belongs to the gammaproteobacterial class which has been demonstrated to possess anti-inflammatory properties related to immunological homeostasis and which has been found on the skin of populations in close contact with nature. The ingredient also

More information at

www.cossmma.com, web code 100072

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showed a reduction in Staphylococaceae by 25.1% ($p < 0.001$), which is mostly associated with skin conditions such as atopic dermatitis and psoriasis.

Obtaining a microbiome functional profile

A predictive microbial functional profile was obtained and represented by **KEGG pathway mapping**. The peptide helped enhance bacterial metabolic pathways related to energy, lipids, amino acids, carbohydrates and vitamins, which have been detected in the skin of uncontacted populations and which could promote the external supply of nutrients to the skin.

Enhanced skin cell cohesion

A panel of 18 female urban subjects aged between 26 and 50, who presented dry skin on the legs, applied a cream containing 1% **Fensebiome** peptide solution on one shin and a

placebo cream on the other, twice a day for 7 days. Samples of the stratum corneum were obtained by tape stripping and were visualized by fluorescence (fig. 1).

The active treatment decreased sloughed corneocytes by 18.6% ($p < 0.05$), showing a better skin cell cohesion that leads to an improved barrier function and a reduced skin scaliness.

Barrier protection effect

A group of 20 female urban volunteers aged between 22 and 45 applied a cream containing 1% of the peptide solution and a placebo cream on the forearm, twice a day for 7 days. The transepidermal water loss (TEWL) was evaluated after surfactant damage (fig. 2*).

The peptide helped reduce the TEWL levels after surfactant-induced damage, with a decrease of 27.8%. These results suggest an improved protective effect on the physical barrier to prevent dehydration.

Promoting the adhesion of beneficial skin microbiota

Human keratinocytes were pre-incubated for 24 hours with 50 µg/ml of the peptide or with culture me-

dium as a control. Then, the epidermal cells were exposed to a mixture of *S. epidermidis*, labelled with green fluorescence, and inactivated red-fluorescently labeled *S. aureus*. The adhesion of each type of bacteria to the keratinocytes was determined by fluorescence microscopy (fig. 3).

The active treatment favoured the adhesion of *S. epidermidis* with respect to the potentially pathogenic *S. aureus* in keratinocytes.

Modulation of the immune response

The expression profile of a set of genes related to the activation of the immune response was obtained by means of a transcriptomics study.

Human keratinocytes were treated with 50 µg/ml of the peptide for 24 hours, while cells treated with culture medium were used as the control. Gene expression was assessed through an **RT-PCR** array.

Results showed an induction of different genes related to toll-like receptors (TLRs) and nucleotide oligomerization domain-like receptors (NLRs) signalling pathways, which could help prepare the skin cells to efficiently respond against a wide spectrum of harmful microbes in case of need.

Reinforcing the key epidermal barrier compartments

The aim of these tests was to study the ability of the peptide to increase gene expression linked to an improved functionality of the epidermal barrier and to evaluate the differences regarding the presence of ceramides between control and treated skin.

Human keratinocytes were treated with 50 µg/ml **Fensebiome** peptide for 24 hours or were treated with culture medium as a control. An **RT-PCR** array was performed to assess the expression levels of genes related to tight junctions (TJs).

In a second test, reconstructed human epidermis models were treated with 50 µg/ml of the peptide for 24 hours or were treated with culture medium as a control. Ceramides levels in the reconstructed human epi-

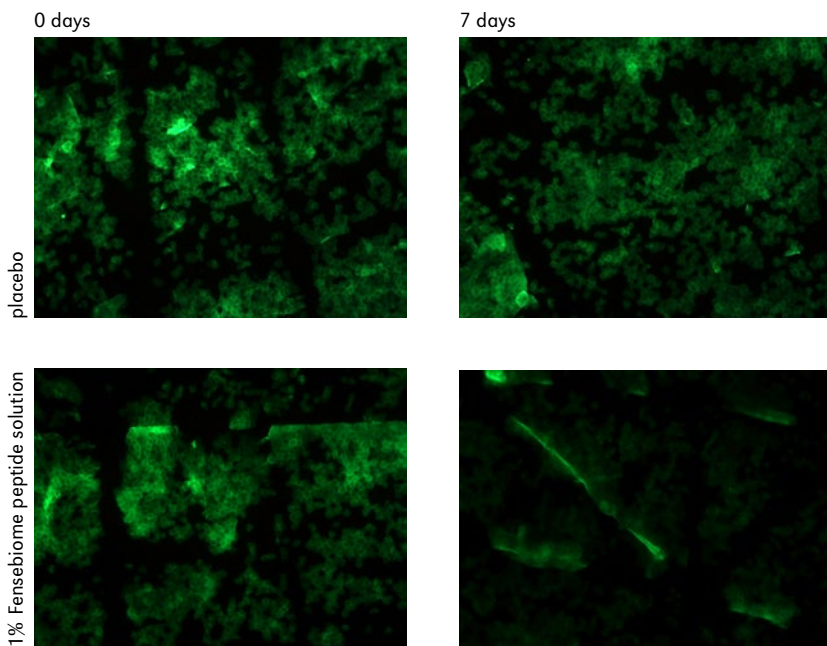


fig. 1) Fluorescence microscopy images from different strips before and after treatment

dermis were evaluated by means of lipidomics.

The active ingredient helped increase the expression of components of the cell TJs that provide impermeability to the barrier, preventing loss of water and solutes and reinforcing the protection against the invasion of pathogens. In addition, it helped boost the amount of long-chain ceramides, essential for the structure and impermeability of the barrier function.

Improved epidermal barrier functionality

Two different dye penetration assays, which can be used as an *in vitro* indicator of transepidermal water loss (TEWL), were performed.

Performance of the TJs in the granular layer of the epidermis was tested using biotin as a tracer molecule, which can pass through intercellular spaces but not through properly functioning TJs.

Reconstructed human epidermis models were incubated for 24 hours with 50 µg/ml of the peptide and 0.02 mg/ml sodium dodecyl sulfate (SDS). Skin models treated with the medium were used as a control, and reconstructed human epidermis models incubated with 0.02 mg/ml SDS and medium were used as a positive control for barrier disruption. Then, a biotin tracer was added at the bottom of the epidermis models for 30 minutes to allow its inside-out diffusion. Presence of biotin tracer in the different layers was assessed by quantifying microscopy images (fig. 4*).

Biotin penetration through the stratum granulosum and into the stratum corneum was inhibited by 64.8% ($p < 0.0001$) compared to the positive control, suggesting a reinforced barrier that can resist damage induced by SDS.

The intercellular lipids, which play a key role in the integrity of the stratum corneum, were evaluated by measuring the outside-in diffusion of the toluidine blue dye from the epidermal surface.

The models of reconstructed human epidermis were treated with

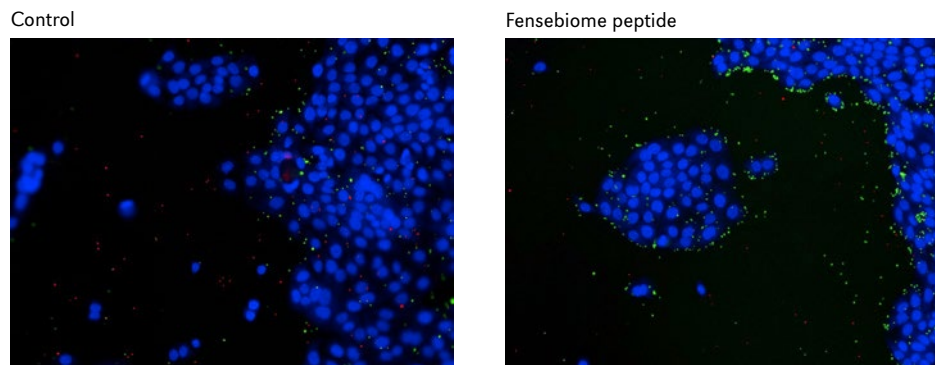


fig. 3) Keratinocytes nuclei (blue) pre-incubated with only the medium or with the active, showing adhesion of *S. epidermidis* (green) and of *S. aureus* (red)

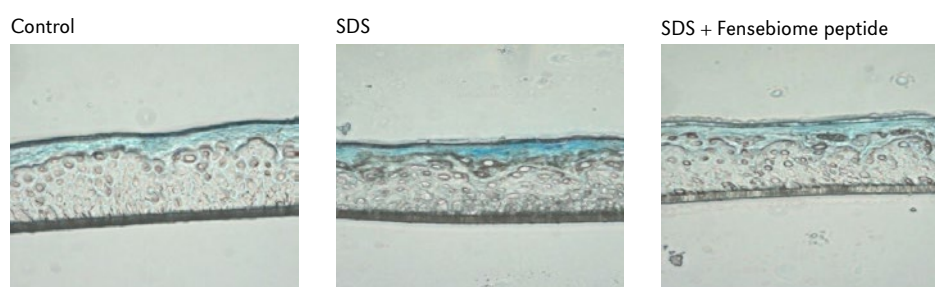


fig. 5) Outside-in diffusion of toluidine blue dye into the stratum corneum under different conditions

0.02 mg/ml SDS in order to induce a disruption of the stratum corneum, in the presence or absence of 50 µg/ml of the peptide. Models treated with medium were used as a control. After 24 hours, the dye was added on top of the epidermis models for 10 minutes and its diffusion across the epidermis was evaluated by microscopy imaging (fig. 5).

A decreased penetration of tracer dye through the stratum corneum was observed despite the presence of SDS, suggesting a strengthening of the barrier that prevents alterations by chemical aggressors.

A strengthened physical and microbial barrier

Fensebiome peptide helps strengthen vulnerable urban skin by reinforcing the skin's physical and microbial barrier function, while preventing dehydration.

A metagenomics analysis on urban exposed volunteers showed that the ingredient helped increase the microbial diversity, it favoured the bal-

ance of the microbiota and it modulated bacterial functional pathways with potential benefits for the skin, which are all markers of the healthy and protected skin of populations in closer contact with nature. Further clinical studies on urban subjects resulted in an improvement in cell cohesion and a reduction in TEWL levels after damage, suggesting a reinforcement of the barrier.

When evaluated *in vitro*, the ingredient showed to favour the adhesion of beneficial bacteria over that of pathogenic bacteria on keratinocytes and helped induce genes associated with the activation of the immune response to keep the skin ready in case of any potential invasion. An enhancement in tight junction genes and long-chain ceramides were also obtained, contributing to a well-preserved skin barrier. □

Fensebiome is owned by The Lubrizol Corporation or its affiliates

* These figures as well as the references and additional information can be found on the Internet - see Internet panel



A SCIENCE CLOSE-UP

Events | It has been 18 years since Germany hosted an edition of the IFSCC Congress. Held under the motto 'Cosmetics: Science for Beauty and Lifestyle', this year, it gathers all the latest research in product development in Munich.

The 30th IFSCC Congress takes place from 18–21 September 2018 in Munich's **Infinity Hotel** in Germany. A panel of world-renowned experts will present 85 papers in 8 sessions and discuss the latest findings in their fields of cosmetic science.

In addition, nearly 500 posters will be displayed. A panel of experts selected this varied programme of live presentations and posters from a record number of submissions.

In addition, four pre-congress workshops are being offered featuring the following topics for in-depth education: optical non-invasive in-vivo measurements, skin models, preservation and development and application of caffeine-containing formulations for hair growth and beauty. Apart from this, the exhibition hall features 35 selected companies. And, the day after the Congress has finished, the famous **Oktoberfest** begins.

<https://ifsc2018.com>, www.ifsc.org

Fascinating keynote topics

Prof Leonhard Zastrow from the **Charité** will explain whether skin care products are capable of compensating for any systemic undersupply and on the conditions that free radicals require to become effective in the process of skin ageing and carcinogenesis.

Prof Lorenzo Alibardi from the **University of Bologna** will present study results that indicate the progressive loss of immunoreactivity to most proteins from the keratogenous to the consolidation zone of the developing hair, where cornification is completed.

Prof Dr h.c. Reinhard Neubert from the **Martin Luther University of Halle/Wittenberg** will provide some examples of natural surfactants.

Prof Dr. Jean Krutmann from **IUF** will show that different environmental factors can influence each other in ways that are relevant to skin health, and further, that interactions between environmental fac-

tors and genes are critically involved in the ageing of human skin.

Dr Frédéric Leroy from **L'Oréal** will show why globalisation will not lead to a standardisation of cosmetics, but rather to cosmetic products that will become more and more "local" in response to local needs.

Delivery of actives into skin is limited to low molecular weight drugs due to the barrier properties of the stratum corneum. Prof Samir Mitragotri from **Harvard University** will provide an overview of delivery systems for skin penetration. Amy Wyatt from **Chanel** will explain the current challenges that call for new fundamentals of luxury. And Dr Hal MacFie from **Hal MacFie Sensory Training** will present recent developments in sensory methods.

Exhibitor news

Courage & Khazaka will present **Tewameter TM Nano**, the latest member of the **Tewameter** range. With its ultra-small measuring chamber

of only 2 mm in diameter, this device allows the measurement of transepidermal water loss (TEWL) in g/h/m² on small or difficult to reach areas. The new device is ideal for measuring on nails, lips, scalp with parted hair, small animals, etc. Special rubber rings make the probe sit tightly even on slightly curved surfaces such as nails. The **Tewitro TW 24** is the only device to measure the water evaporation from cultured tissue in microwell plates in up to 24 wells simultaneously, with the open chamber measurement of the **Tewameter**. This tool is indispensable for safety, sensitivity and efficacy measurements that avoid using animals or volunteers.

Greentech, one of the event's gold sponsors, will present new research results on the well-established active ingredient **Bioti-lys**, which ensures the skin's microbiota balance and diversity. This active substance, obtained from *Lactobacillus pentosus*,



The new device measures TEWL on small or difficult to reach areas

stimulates the skin's host defense peptides while maintaining skin microbiotic balance and improving moisturization. **Bio-vitis**, a branch of **Greentech**, focuses on this type of research.

Silab will show **Neurofense**, an overall natural neuro-soothing active ingredient derived from the roots of red sage, a Chinese medicinal plant that is resistant to the cold. The ingredient is designed to relieve Caucasian and Asian sensitive skin that reacts excessively to external stimuli such as climate, environmental and chemical pollution. Thanks to its transversal action, the active ingredient targets three biological components of skin sensitivity: it neutralises neuronal hyper-reactivity by inhibiting TRPV1, the key receptor for sensitive skin; it restores the quality of the cutaneous barrier and it reduces skin inflammation. With its multi-ethnic efficacy, the ingredient improves the tolerance threshold for sensitive skin exposed to the cold or pollution. □

www.courage-khazaka.de, www.greentech.fr, www.greentechgmbh.de, www.silab.fr

AM



DREAM HAIR

Active ingredients for a dazzling look

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- Against oxidative stress
- Strengthening hair fibres
- Preventing hair loss

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NEWS



SUPERFRUITS FOR THE SKIN



Camu camu is an Amazonian super fruit

to regulate cortisol levels in skin cells. The ingredient, sourced from the Amazonian super fruit camu camu, has antioxidant properties, increases collagen production, reduces pigmentation and can help reduce visible signs of skin fatigue.

www.ashland.com/suprastim

ASHLAND | The stress hormone cortisol can have a negative effect on our bodies. **Suprastim** can help skin control the 11 β -HSD1 enzyme, which is known



Now part of Annex VI

NEW ENTRY

BASF | MBBT*, an ingredient of BASF's product **Tinosorb M**, has been entered into Annex VI of the EU Cosmetic Regulation as a nano-sized UV filter. MBBT is now **BASF's** third UV filter in nano form to be approved for use in cosmetics in Europe after **Tinosorb A2B** in 2014 and **Z-Cote** in 2016.

* Methylene Bis-Benzotriazolyl Tetramethylbutylphenol
www.care-chemicals.basf.com

FOR GREEN SCENTS

SYMRISE | Symroxane is a multifaceted fragrance ingredient from the **Symrise Aroma Molecules**. It lends fragrances an elegant note and increases the caring effect for beauty care products.

www.symrise.com



Fragrance ingredient made from renewable material

Microbiome protection



Personalised fragrance protects the microbiota

GIVAUDAN ACTIVE BEAUTY | 10 personalised fragrances were combined with **Revivyl**, the microbiome protecting ingredient. Thus, **Givaudan** created the first personalised perfumes that protect the skin microbiota.

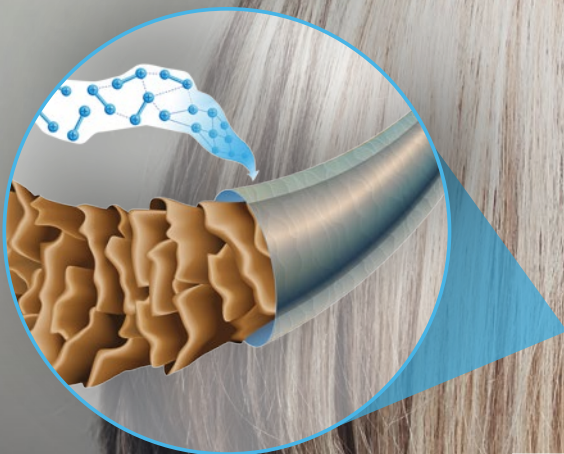
www.givaudan.com/activebeauty

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- ADVERTISEMENT -

Protective Cuticle Regeneration

Beyond-the-Bond Solutions for Damaged Hair



ProCutiGen® Vegan Thermal Shield
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For Heat Treated Hair

Damage to the cuticle compromises the structural integrity of the hair shaft, making hair prone to breakage. Utilizing the concept of synthetic biology, ProCutiGen® Vegan Thermal Shield is a bivalent cationic lipopeptide that self-assembles into a neo-cuticle on the hair. The formation of this biomimetic cuticle offers protection from high temperature styling to promote healthy hair.

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www.activeconcepts.it - info@activeconcepts.it

Advanced hair care GENADVANCE™

Hair is our natural crown of beauty – yet not an easy one to wear. While most of its splendor derives from its complex and fascinating structure, it is also that fine fibre constitution that amplifies its vulnerability. And the world that surrounds us turns things even more complicated. Heat, cold, sun, stress, wind or weather, all possible damaging factors that our hair must nevertheless face on a daily basis.



MECHANICAL MANIPULATION

rubbing, brushing



HEAT

dryers, irons



CHEMICALS

shampoos, perms, colorants, relaxers



EVERYDAY ELEMENTS

UV, wind, salt, pollution

SOLUTION - FROM SCIENCE TO BEAUTY

With Genadvantage™, Clariant now offers a solution to the problem, that due to meticulous research and a whole new scientific approach yields the potential to revolutionize the global hair care market. And since there is no hair alike, a single solution cannot exist either. This is why the Genadvantage™ range consists of three molecules each targeting different hair issues: Life for dull hair, Repair for damaged hair and Hydra for dry hair.

1/3

of consumers experience dull hair with lack of volume



8 out of 10 woman

report some level of hair damage



50%

of consumers experience dry hair



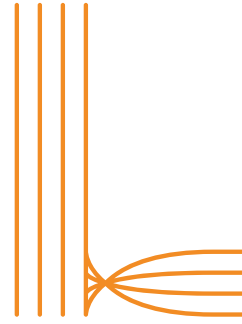
GENADVANCE™ A new range of conditioning ingredients as fresh solutions to the stresses hair faces every day.

ORDER YOUR SAMPLE TODAY AT
CLARIANT.COM/GENADVANCE

what is precious to you?

Hair vitality

GENADVANCE™ LIFE



Genadvance™ Life brings life back to hair. It is particularly efficient for thin and limp hair, delivering volume, shine and a breath of new life into hair. It will not make hair frizzy, can be used in many hair care formats, especially in silicone-free products, and it is very eco-friendly.

WHY DULL AND THIN HAIR?

Thin and dull hair, with lack of volume, gloss and vitality, could have various origins. Sometimes we are just born with such hair. Or hair changes according to our lifestyle – high stress, poor diet and lack of exercise could all be the culprits. Additionally, hair gets thinner as we age. And finally, damaging treatments such as coloration add insult to injury. As a result, hair becomes fragile, limp and lifeless.



GENADVANCE™ LIFE

INCI: Polyquaternium-116 (and) Butylene Glycol

HAIR TYPES

- Mature hair
- Naturally thin/ fine hair

CONSUMER NEEDS

- Hair full of life

SUSTAINABILITY

- Low aquatic toxicity (no labeling)
- Fully biodegradable

APPLICATIONS

- Shampoos and conditioners

KEY BENEFITS

- Hair gloss without silicone



- More volume



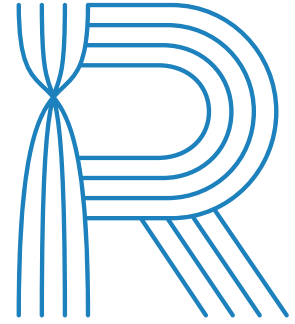
- Reduced hair frizz



- No environmental labeling



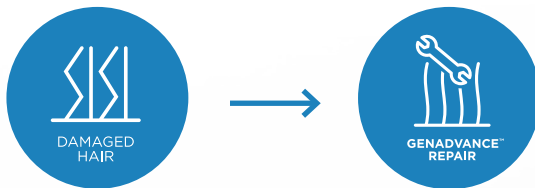
Enhancing hair strength **GENADVANCE™ REPAIR**



Genadvance™ Repair does what its name promises, making very damaged hair sleek, smooth and healthy again. It also prevents further damage much better than current damage-protecting ingredients. Genadvance™ Repair is probably the most weight efficient ingredient in its class, so very economic to use.

WHY DAMAGED HAIR?

Damaged hair – more often than not – is the result of men’s and women’s pursuit of beauty. Hair that is washed too often, overstyled, chemically treated, frequently colored, will finally give in. Hair surface damage, such as open and broken cuticles, will result in frizzy hair, loss of shine, and a compromised fibre protection, leading to easier damage of the internal part of the hair – the cortex.



GENADVANCE™ REPAIR

INCI: Quaternium-98

HAIR TYPES

- Damaged hair
- Weak hair

CONSUMER NEEDS

- Hair repair
- Strong hair

SUSTAINABILITY

- Carbon footprint reduction (concentrated liquid)

APPLICATIONS

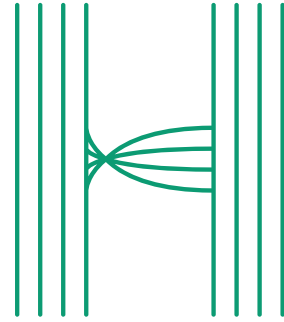
- Shampoos and conditioners
- Masks and treatments

KEY BENEFITS

- Better smoothness
- Repairs damaged hair
- Improves dry detangling
- Up to 25% cost saving



Natural hair moisturizer **GENADVANCE™ HYDRA**



Genadvance™ Hydra is one of Clariant's most nature-friendly hair care ingredients, COSMOS approved by ECOCERT®, and for consumers who need to take care of their hair's everyday wear and tear. Coming from a family of natural moisturizers, it delivers a great after-feel on dry hair. Hair feels moisturized and manageable. Because of its properties, it can be also used in products for children.

WHY DAMAGED AND DRY HAIR?

Dry and damaged hair could have various origins: Too frequent washing, chemical treatments, styling procedures, but also every day elements, such as UV light, salt, changes in humidity. Even people with healthy hair do experience the environmental influences, which could lead to their hair becoming progressively more dry and prone to damage.



GENADVANCE™ HYDRA

INCI: Lauryl/Myristyl
Polyricinoleate (and) Glycerin

HAIR TYPES

- Naturally dry hair

CONSUMER NEEDS

- Hair rehydration

SUSTAINABILITY

- 100% naturally derived
- No aquatic toxicity
- Silicone replacement

APPLICATIONS

- Shampoos and conditioners
- Natural hair care products

KEY BENEFITS

- 100% Naturally derived
- Cosmos approved
- Biodegradable in 10 days
- Hydrates hair
- Superior conditioning in silicone-free products
- Easier combing and smooth after-feel



COSMOS APPROVED



ECOTAIN®

BODY CARE

Formulations | This month's selection of formulations provides you with a broad choice of fascinating ideas for body care products. Apart from traditional body creams, butters, lotions and milks you will find concepts for shower gels, cleansing and self-tanning sticks, slimming products, body mists, hand creams and washes as well as tooth foams. Details of each formulation are available free of charge from www.cossmma.com.

*Additional information can be found on the Internet – see the Internet panel



Jabba the Hutt Body Slimming

Azelis

Body Milk Mist

BASF

Regenerate Unisex Body Lotion

Biesterfeld Spezialchemie

Featherlight Hydrating Lotion WO

CLR

Moisturise and Soften Hand Wash

Croda

Tooth Foam

Daito Kasei

High Loaded Fragrance Shower Gel

DKSH

Body Milk for Care Moments

Evonik Dr. Straetmans

Slimming Body Lotion, O/W

GfN Selco

Coffee Butter TiO₂ Sunscreen SPF 30

Hallstar

Ultra Re-Shaping Body Cream Gel

IFF Lucas Meyer

Cumulus Clouds

Jeen Corp

Charcoal Cleansing Stick

Kobo

Cold Firming Body Night Cream

Lipotec

Moisturizing Lotion

MMP Inc.

Self Tanning Stick

Naturochim

Natural Deep Hydration Milk

Nordmann, Rassmann

Natural Beauty Body Butter

Roelmi HPC

Irresistible Touch Body Balm

Sederma

Velvet Body Fluid

Sisterna

More information at

www.cossmma.com, web code 100068

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Ageless Handcream

TER Chemicals

Charcoal Purifying Micellar Lotion

The Cosmetic Box

Daily Cream Exfoliating Shower

Worlée

Natural Baby Cream

Zschimmer & Schwarz

In the October issue, we will be focusing on formulations for anti-ageing products. In our November issue, formulations for sprays and foams will take centre stage. All of the information published here has been carefully assembled. Neither the publishers nor the developers of these formulations can accept responsibility for its safety or accuracy.

photo: Sofia Zhuravets, Shutterstock.com

- ADVERTISEMENT -



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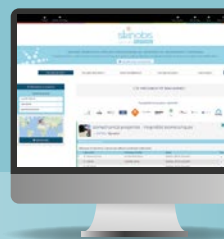
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A LONG WAY TO GO?

Ingredients | What microbes inhabit our skin and do these interact with one another? Dr Karl Lintner's explanations show that there is still a long way to go before establishing credible microbiome-related beauty claims.



AUTHOR:

Dr Karl Lintner, CEO, Kal'Idées, Paris, France
www.kalidees.com

The skin microbiome is a field still in its infancy with as yet no clear sense of direction. The panel of experts speaking in the workshop* **The microbiome of the skin: novel aspects** covered the following aspects:

- identification and fundamental understanding of what is there on our skin,
- developing 3D skin models which allow standardised methods to be employed for product efficacy studies,
- specific ingredients and their beneficial activity in the context of cutaneous microbiology,
- and a case study of combating microbially-produced body odours.

What makes this subject so difficult? The skin's microflora has been studied and targeted in dermatological and cosmetic applications for many years: fighting dandruff (*Malassezia* spp.), acne (*P. acnes*), body odour and dental caries are all attempts, strongly correlated to decreasing bacterial and fungal or yeast colonisation of the skin. An increasing number of scientific papers found in **Medline** mentioning skin and microbes are disease-related including atopic dermatitis and psoriasis. These papers are far removed from the idea of beauty improvement, which seems to be the current marketing-driven focus of research and claims.

One example of the reigning confusion in the issue of the skin microbiome is the contradictory situation of probiotics, i.e. live bacteria in a cosmetic formula-

tion. They are often claimed as the ideal answer to cutaneous microbially-caused problems.

However, according to EU regulation, cosmetic products are subject to passing a challenge test. A true probiotic containing live *Nitrosomonas eutropha*, sold in the USA, claims to "significantly inhibit the growth of the potentially pathogenic bacterium *Staphylococcus epidermidis*". However, *S. epidermidis* has been demonstrated to be a beneficial microorganism for management of atopic dermatitis and acne-associated inflammation ...

Dr Marc Feuilloley from the **University of Rouen** made it very clear in his talk that research on the skin's microbiota has barely scratched the surface: it is estimated that no more than 1% of the resident microorganisms are accessible for cultivation and study; and about 30% of those that can be cultivated in nutrient media are still unidentified. In addition to the bacteria, fungi and yeast, an even greater number of viruses, phages, archae and mites inhabit our skin. Furthermore, analysis has to take into account seasonal, gender, age-related, environmental and "geographical" (body site) variations of the phylogenetic diversity. We have as yet little to no idea of how all these living organisms interact. As a provocative teaser, Feuilloley asked if we really know if *P. acnes* is the cause or the consequence of acne. If the few germs that can be cultured in a Petri dish represent about 1% of the iceberg, there remain 99% of the skin's unknown hosts to study before we can claim to truly understand this biosphere. The presentation by Dr Giuseppe Percoco from **Bio-EC** presented

So far it is largely unknown how organisms living on the skin interact with one another

Single parameter studies are an **extreme simplification** of what really occurs microbially on living skin

Microbial diversity is positively correlated with skin health in various publications

More information at

www.cossmma.com/qr100069

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data on what can be studied, i.e. microbial contamination on stratum corneum models and on 3D skin biopsies. With the help of stratum corneum models, antimicrobial effects of products at the skin surface can be quickly and easily investigated. This method, however, lacks the presence of viable epidermal cells with which products and microorganisms may interact. By means of 3D skin biopsies researchers can simulate numerous potential crosstalk conversations between bacterial hosts, keratinocytes, fibroblasts, and immune-reactive cells under chosen conditions such as wounds, product application or stress. In a number of practical examples, Dr Giuseppe Percoco showed how versatile the explant model is when coupled with high-tech tools of analysis (histology, gene expression, electron microscopy, beta-defensin detection ...). He admitted, however, that single parameter studies which are usually employed in product development are an extreme simplification of what really occurs microbially on living skin.

The presentation by Dr Boris Vogelgesang from **BASF** further confirmed the complexity of the subject. While microbial diversity is positively correlated with skin health in a number of publications, e.g. in atopic dermatitis, this does not hold true for the scalp as e.g. dandruff is tied to increased ▶

"THE INDUSTRY HAS A LONG WAY TO GO BEFORE ESTABLISHING CREDIBLE GENERIC MICROBIOME-RELATED BEAUTY CLAIMS"

Dr Karl Lintner, CEO, Kal'Idées, Paris, France

bacterial and fungal diversity. After a short overview of the incredibly complex network of epidermal reactions in the presence of bacteria, Dr Vogelgesang focused on bio-film and lipase enzymes as key virulence factors in bacterial aggression. These topics have not yet received much attention in the field of cosmetics. In the context of daily hygiene, of cosmetic ingredients with or without antimicrobial actives, all these details need to be taken into account, which means there is still a lot to be learned.

Homo microbiens?

Dr Barbara Brockway from **Applied DNA Sciences** asked the question: Should Homo sapiens be renamed as Homo microbiens? This made it clear again how little is known about the 10 times more numerous host cells living and controlling us on our own somatic cells. She presented the **Human Microbiome Project** which constitutes a logical follow-up to the **Human Genome Project**. The methods of DNA sequencing and analysis

(NGS) can now be used, quickly and cheaply, on these foreign organisms. Dr Brockway insisted that we forget the simplistic idea of good bugs versus bad bugs in order to concentrate on the various networks – the microbial community, the food webs where one metabolite excreted from one species becomes the food for the species next-door.

Probiotics for facial products

She briefly touched on the question of potential communication and interactions between the gut microbiota and the skin colonisers, a subject which has been studied more for the gut than for skin. This leads to the idea of using probiotics, i.e. living bacteria in a cosmetic product. As she correctly pointed out, live yoghurt has been used, individually, in facial treatments for ages.

How does stress influence our skin microbiota? That was the subject of a study carried out and presented by Dr Pierre-Yves Morvan from **Codif**. The work involved measuring stress levels in a large group of panellists, thus allowing the group to be divided into “stressed” and “non-stressed” panellists. Analysis of the cutaneous flora was carried out by sampling on the cheek, bacterial DNA extraction, DNA quantification, metagenomic analysis (16S rRNA), PCR amplification and taxonomic classification.

The baseline results indicated that periods of stress reduced skin pH, increased skin redness and reduced overall homogeneity; this correlated with an increase in acidophilic and anaerobic bacteria and a decrease in protective species such as *Deinococcus*.

Although tenuous, this suggests a connection between changes in microbial flora that lead

to changes in skin parameters and perceived skin beauty (homogeneity). Dr Morvan then presented data on a nutritious algae extract which, used in a cosmetic formulation, reversed some of the noxious microbial changes induced by a “hectic, stressful week”, rebalancing pH and reducing skin redness, in line with the baseline observations.

Dr Rainer Simmering from **Henkel** spoke about **The armpit microbiota – a complex target for deodorants**. He first pointed out the significant differences in microbial populations between men and women, and the large individual differences which make it extremely difficult to generalise. He also mentioned an essential yet unpleasant fact which is often neglected: the experimental set-up for a study will have an influence on the observed microbiota results. Simmering explained the mechanisms by which germs generate underarm odour and the classic strategies of combining antiperspirants with antimicrobials and fragrance to combat the undesirable odour.

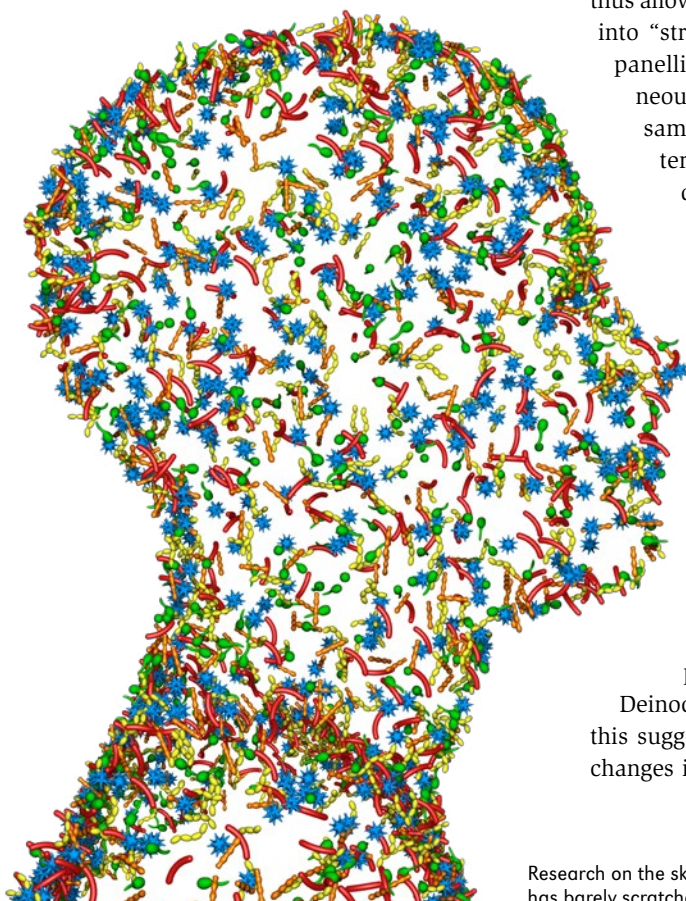
Microbiome-related claims?

He presented a novel idea that consists of inhibiting Cystathionine-β-lyase. This key enzyme present in many species acts on sulphur-containing substances and generates thioalcohol compounds. Aminoacylase acting on glutamine conjugates would be another potential target. He concluded with the observation that it is not the species’ composition, but the functional composition (species-dependent enzyme activities), which defines the body odour.

These six presentations showed that the industry has a long way to go if it wants to establish credibility of generic microbiome-related beauty claims. Is truly personalised cosmetics (DNA analysis of the skin and 16S RNA analysis of the microbiome of each person) the necessary outcome of this research? Time will tell. Let’s get back to the micro-lab to find out more ... □

www.adnas.com, www.carecreations.basf.com, www.codif-tn.com, www.henkel.com, www.bio-ec.fr, www.univ-rouen.fr

*During In-Cosmetics in Amsterdam, Dr Karl Lintner from Kal’idées moderated this workshop



Research on the skin’s microbiota has barely scratched the surface



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A NEW OPTION FOR SPF ASSESSMENT?

Interview | Uli Osterwalder compares the in vivo SPF gold standard with current alternatives and points out the advantages of the hybrid diffuse reflectance method (HDRS).

Interview with:
 Uli Osterwalder, Consultant,
 Sun Protection Facilitator,
 Basel, Switzerland
 uli.osterwalder@
 sunprotection.co
 www.sunprotection.co



COSSMA: What are the advantages of the in vivo SPF gold standard?

The Sun Protection Factor (SPF) is a universal metric to characterise sunscreens. This is useful for all individuals, even if their skin’s sensitivity to sun exposure differs tremendously. To take an example: a sunscreen

with SPF X provides X-fold protection against the erythema causing radiation when analysed under laboratory conditions of SPF testing. The action spectrum of this process is very closely correlated to the non-melanoma skin cancer action spectrum; hence the SPF is also some measure for skin cancer prevention.

What are the disadvantages?

A simple notion that SPF X protects X times longer than the self-protection time may lead to over-interpretation and a false sense of security in real-world conditions. People in general do not use enough sunscreen and do not uniformly distribute sun-

screens. In addition, sunscreens do not cover the whole UV range equally well, especially not in the UVA1 region from 340 to 400nm. There is generally too high an expectation into the accuracy of this biologically determined metric, e.g. it is statistically perfectly ok if a nominal SPF 30 sunscreen is retested with a result of an SPF of 27 or 33. Some consumers and consumer magazines though have not yet understood that these values can all be considered equivalent. Furthermore, there is a seasonal variation in SPF testing, e.g. tests carried out in summer may lead to SPF values that are up to 30% lower. This of course makes **in vivo** testing difficult.

photos: SCFW; TierneyMJ (lead photo), Shutterstock.com

What alternatives are there?

The alternative SPF methods (see fig.) currently available have recently been discussed in an article*. We can differentiate between in-vivo, in-vitro and in-silico methods. The most promising approach currently is the hybrid diffuse reflectance method (HDRS) because it combines the best of all alternatives. In spite of the fact that skin is involved for testing, which makes it universally applicable, HDRS is a non-invasive method; it is just a physical measurement and not a biological creation of erythema.

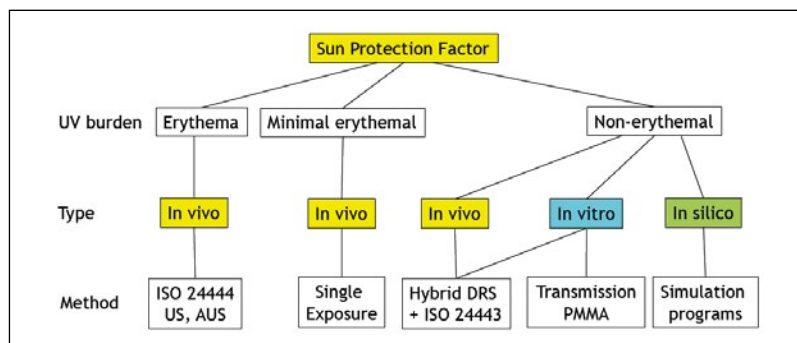
What are their advantages?

HDRS uses the skin as a substrate, i.e. any product that serves as a sunscreen can also be tested. But contrary to the gold standard in which irradiation induces an erythema response, DRS works only with a non-invasive physical response. It leads directly to the UVA-PF value. For the SPF, the missing signal in the UVB region is extrapolated from in vitro data. A potential lack of photostability is taken into account by irradiation and transmission measurement on PMMA plates.

In-vitro and in-silico methods do not involve human skin at all. This means that the performance of formulations with new ingredients that have not been safety-tested can also be determined. Generally, trust in SPF results can be increased by using several methods simultaneously.

What are their shortcomings in comparison to the in vivo SPF gold standard?

The major drawback of all in-vitro transmission methods is the fact that plastic plates cannot mimic well enough all interactions between skin



SPF gold standard and alternatives: Classification of assessment method according to type

and the whole variety of products. Hence, the behaviour of an unknown product on the PMMA plates may be different than in reality on skin, and this then also applies to the SPF values.

Furthermore, the irradiation step is also carried out on PMMA plates. A potential photodegradation of UV filters may also be different than on the skin and in addition, a potential phototoxicity effect may be missed. The phototoxicity effect can be assessed by in-vitro 3T3 NRU phototoxicity test (OECD No 432) instead.

Why have so many attempts failed to validate in vitro against in vivo?

There are several reasons. The first one is the in vitro transmission method itself. As elaborated above, this method can be summarised as follows, plastic (PMMA) ≠ skin, a plastic plate is currently not able to mimic skin for all types of sunscreen formats and fails to assess if products contain watersoluble UV filters. The second reason is the rather high variability of the in vivo gold standard itself (ISO 24444), especially between different laboratories. This means that a proper validation procedure requires a lot of in vivo testdata, a minimum of 4 different laboratories. This is expensive and so far, the industry has shied away from funding such a validation sufficiently.

What in silico and in vitro tools are there to support in vivo values?

The in vitro transmission method was first developed by Brian Diffey,

Robert M. Sayre and others over 30 years ago. It is successfully used to determine UVA protection, e.g. as ISO 24443 standard and to label critical wavelengths or the UVA/UVB ratio.

In silico methods have also been around for almost 20 years and are now available on the Internet as the **BASF sunscreen simulator** or the **DSM sunscreen optimizer**. In silico methods are based on the UV filter content and provide a convenient plausibility check, e.g. if a sunscreen contains 9% UV filter and claims SPF 50+, authorities may ask for the data or retesting.

What does the approach of the ISO Working Group 7' in finalising the validation methodology for the new methods consist of?

This is a very good question, which is currently being debated in the **ISO Sun Protection Working Group** of the **Cosmetic's Technical Committee** (ISO/TC 217, WG 7). In my view, validation should follow a standard statistical and generally accepted procedure, which has been established by ISO, FDA or the scientific community. There is no need to reinvent the wheel; the SPF is not the first methodology where new, more efficient and safer methods have to be validated against a traditional gold standard.

On the other hand, it is up to the industry experts to set the acceptance criteria for a new method. □

* Osterwalder et al, SPF assessment revisited – Status and Outlook, SOFW, Journal 04/18, 144, 2018

The article mentioned can be found on the Internet – see Internet panel

More information at

www.cossmma.com, web code 100070

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OPENING NEW DOORS FOR COSMETICS

Interview | May Shana’a talks about microbiome-based skin care, anti-pollution strategies, epigenetics, Beiersdorf’s latest R&D findings and lots more.

Interview with:
 May Shana’a, Senior
 Vice President Research
 and Development
 Beiersdorf, Hamburg
 Germany
www.beiersdorf.com



COSSMA: What are the latest findings in microbiome-based skin care?

Microbiome research is one of the most dynamic fields, and we are intent on driving the topic to benefit humanity. Our industry’s relationship with the microbiome was hostile in the past. We were always looking for ways to eliminate the microorganisms. Now we know that not all of them are bad, and some are truly beneficial to our skin and, most importantly, we need to have a good

balance of the skin microflora. We affect them and they affect us. Therefore, simply eliminating them is not a good idea. The latest findings give good evidence that we can treat acne, atopic dermatitis and even underarm odour by manipulating the skin microbiome. The race is now about how to deliver the benefits to the consumer in an acceptable way.

What according to you are the most relevant recent findings concerning anti-pollution ingredients?

photos: Beiersdorf, TjamaM (lead photo), Shutterstock.com

It is a fact that pollution affects our skin, at the very least increasing the signs of ageing. Pollution is bad not only because the dirt clogs the pores, but also because of the free radicals which have a damaging effect on the skin. Anti-pollution skin care has to have many elements: good cleansing, free radical scavenging, powerful antioxidants and sun protection. Probably the most recent finding is using ingredients such as Q10 for stimulating skin cell metabolism, which strengthens the skin's natural detoxifying capacity and helps the skin to defend itself.

What are the most striking findings targeting epigenetic mechanisms? And what powerful cosmetic ingredients are there to do so?

Epigenetic mechanisms are linkers between the environment and our genes. Epigenetics research is a growing field and will make a big difference in the future of skin care solutions. It is fascinating that we have always believed that it is all down to genetics. It is true that we cannot run away from our genetics, but we can influence them. In other words, my genes dictate that I look like my mother, but epigenetics can effect if my skin ages faster or more slowly than her skin.

It is too early to talk about striking findings and cosmetics. This is a young discipline but it is indeed an area of high interest for our company. With our close collaboration with the German Cancer Research Centre **DKFZ**, we discovered some breakthrough information linking epigenetics and ageing. This unpublished epigenetic knowledge is leading to the discovery of some new compounds that could deliver a step change in cosmetics. There will be more to come on this topic.

A new discipline in epigenetics is "age-prediction". Steve Horvath from **UCLA** discovered that

the epigenetic pattern from blood cells can be used to predict the chronological age of a person quite accurately (error < 4 years). This can also open new doors for cosmetics.

What have been Beiersdorf's most striking R&D findings lately?

Thiamidol, an unusual and safe even-skin-tone active ingredient, is the most impressive finding and a true discovery. Such discoveries happen once in a scientist's lifetime and I truly believe it will make a huge impact in the market place. You should see it in the market this year.

What do you feel are the most relevant anti-ageing actives and why?

There are not all that many actives which really do something under normal use. One of the earliest were **alpha hydroxy acids**. They enhance the cell turnover in our skin but they have side effects and must be used in conjunction with sunscreens.

Q10 naturally exists in our skin. It stimulates the energy production in the cells to fuel them to do their job. In addition, it is a powerful antioxidant. Unfortunately, it depletes with age and that causes ageing of the skin. Supplementing the skin helps reduce the ageing

Treating certain skin conditions by manipulating the skin microbiome is now an option

Strengthening the skin's natural detoxifying capacity and helping it to defend itself is a good anti-pollution strategy

EPIGENETICS

research will make a big difference in the future of skin care solutions

process by preventing fine lines and wrinkles.

The well-studied active ingredient **retinol**, more known as vitamin A, is known to reduce wrinkles and improve overall skin ageing. However, it is not tolerated by everyone and needs expertise in formulating and stabilising the active.

Hyaluronic acid is also beneficial if formulated properly using long and short chain hyaluronic acids that work on the surface as well as lower in the skin.

Glycine Saponin is the most effective stimulator of hyaluronic acid synthesis in skin cells of the dermal layer. It fills and plumps up even deeper wrinkles.

Sunscreens, protecting our skin from the sun, is the most powerful anti-ageing solution. Sunscreens are pre-emptive; everything else is to reverse the damage that has already occurred. Sunscreens prevent wrinkles, age spots, freckles, and protect collagen. In addition, they could prevent the development of skin cancer.

Apart from this, what are the most powerful cosmetic ingredients and why?

Every category has its own powerful ingredients. Today, there is nothing more powerful than **aluminium chloride** to stop perspiration. There is nothing more powerful than **sunscreens** to protect against sun rays. For miniaturi-



Licochalcone A is derived from the roots of the licorice plant

sation glycerine, emollients and oils from many sources are quite equal. However, **urea** is excellent for dry skin. It is part of the natural moisturising factor in our skin. For anti-ageing, as I mentioned, there are quite a few. For even skin tone or anti-pigmentation, in my opinion, there is nothing more powerful than **Thiamidol**.

What is your attitude to natural cosmetics?

I am more interested in sustainability than natural. The two are not contradictory, but they are not the same thing. You could be natural and ineffective. You could be natural and not good for the environment. It depends on how you source the material. An example is palm oil, which is a very good natural ingredient but, unfortunately, has been a big topic because of some bad practices in sourcing. Natural is not always the answer. However, caring about nature matters, and that is the philosophy behind sustainability. You can have synthetic materials that are degradable, and therefore they do not harm nature. There is nothing wrong with that. Sometimes, if you really have a problem, a skin or health problem, there is no obvious natural answer and you do have to use a synthetic material. Synthetic materials can be purer and therefore more potent. So, do I believe in natural cosmetics? I believe we can have value in some natural material and we should strive to use renewable sources as much as possible in our products. However, I do not believe cosmetics have to be 100 percent natural. I think we have to balance using natural sources and synthetic materials to get the most sustainable and effective products possible.

What do you see as the most powerful natural ingredients and why?

Licochalcone A is a powerful anti-inflammatory and antioxidant

PREDICTING
the age of a person through the epigenetic pattern from blood cells can open new doors for cosmetics

Today, there is nothing more powerful than **aluminium chloride** to stop perspiration

The best innovations are simple and easy to use, and deliver on their promise

I do not believe cosmetics have to be 100% natural



The pearls are activated upon dispensing which adds a bit of magic and fun



Sun clothing protection solves a problem that the industry has struggled with for decades

active that is derived from the roots of the Chinese licorice plant. It protects skin against UV-induced free radical formation and improves skin conditions in sensitive, irritated skin and atopic dermatitis.

Magnolol, a magnolia bark extract, increases the synthesis of collagen. It stimulates triglyceride accumulation, fat cell differentiation and is an effective active to adjust age-dependent alterations of facial skin structures.

Arctiin repairs weakened connective tissue and increases collagen renewal. It acts against inflammation and reduces wrinkles.

Glycyrrhetic acid has antioxidant, antimicrobial and anti-inflammatory properties. It supports the skin's own repair mechanism against UV-induced cell damage.

Glycine Saponin stimulates the formation of hyaluronic acid in dermal fibroblasts and therefore acts against wrinkles.

There are also many of nature-identical actives, products which exist in nature but it is more often the synthetic equivalents which are used in our industry e.g. urea, ascorbic acid,

lactic acid, carnitine, taurine, ubiquinone/ubiquinol, and vitamin E derivatives, e.g. alpha-tocopherol and tocotrienol and hyaluronic acid.

What according to you are currently Beiersdorf's most innovative products?

The best innovations in my opinion are those that are simple, easy to use and deliver on their promise. We are in so many categories that it is not easy to choose. Products that have been on the market for more than a year that are still highly innovative are many. I love the **Nivea Men Face Cream** – it fits that definition so well. It works, it is simple and it has a package which tells the story. No need for too many words. Another good example is **Black & White for Nivea Deodorant**. You do not need a thousand words to explain what it means. The package is simple, the claim is simple and, very importantly, the product works. From the most recent launches, **Nivea sun "clothing protection"** is great. It solves an industry problem that we have struggled with

"I BELIEVE OUR INDUSTRY IS ON THE CUSP OF A MAJOR CHANGE."

May Shana'a, Senior Vice President Research and Development, Beiersdorf

for decades. Another recent product is **Nivea Micellar hair shampoo**. It is very basic, very simple. It just gently cleans your hair. **Nivea Q10+C** product for face care. I love this product because it builds on Q10 and enhances the benefits. The product, the communication and the results are all excellent and very convincing. **Aquaphor** spray, launched in the USA is a superb innovation. Based on the insight that people with problematic skin have difficulties spreading some of the thick therapeutic skin care products, the product delivers the care of the original product in a convenient way for the people who need it most.

Have there been any product launches that you expected to have a very high potential but which then did not perform accordingly?

In the past, our company was the first to enter new categories and I think, sometimes, the consumer was not ready. However, this has not been the case in the last three years. Of course we have products which did not live up to our expectations. For example, the relaunch of **Nivea hand lotion** in very handy and elegant bottles. I personally love them and I always have one in my purse, so I do not understand why it didn't wow everyone. I am still trying to figure out why. The other one, which can probably do better are the **Pearls** in face care, launched in the **Nivea Q10** and **Cellular** range. These products are freshly

activated upon dispensing, they deliver great anti-ageing benefits and the transformation from the pearls to the cream is an added bit of magic and fun experience. I expected them to take the market by storm. Some innovations need a bit more time to be established. I am counting on that.

Which in contrast was a product that you did not expect to have much potential?

We always think our products have high potential otherwise we would not do them. Even so, some still surprise us. **Nivea Micellar Shampoo** was an excellent idea, inspired by **Nivea Micellar Water** for face cleansing. It is doing really well. I am also surprised that our body lotions with different fragrances are performing well and the fact that sales are increasing around the world is rewarding. Obviously, the consumer likes the variety and to smell one day like coconuts and the other day like rose.

In what field of our industry do you see most potential for innovation?

I believe our industry is on the cusp of a major change. There are many scientific advancements which will influence our industry. Genomics, microbiome, managing big data, the advancement in miniaturised electronics. All these will lead to truly personalised products based on continuous measurements and feedback loop with the consumers.



The Black & White Nivea Deodorant keeps black clothes black and white clothes white

What are the biggest stumbling blocks hampering innovation?

As for any change in life, we will face unanticipated obstacles that will make us stumble, but we will not fall. Sometimes science moves faster than the public is ready for. In understanding and accepting this, we have to manage that situation. Today, the consumer is demanding more potent and personalised solutions. With these criteria, we have to handle new regulations, new methods of testing, new methods of collecting and analysing data and we have to find effective ways to translate the data to solutions and then produce and deliver effective personalised products. All is possible but not everything is quite ready for the masses, yet! □

Additional information can be found on the Internet - see download panel

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OPTIONS FOR HAIR CARE

Testing methods | Anne Charpentier from Skinobs shows the broad choice available for testing hair care products and substantiating claims such as anti-pollution.



AUTHOR:
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 Le Bourget-du-Lac, France
www.skinobs.com,
www.skinobs.com/news

Hair and beauty is a wide field of investigation for both manufacturers and testing laboratories. The global hair care market records an annual growth of 3% and will exceed \$91 billion in 2017 according to a news published by **Premium Beauty News**. Consumers are constantly seeking new ideas for im-

proving their hair grooming rituals with the help of products that are natural, ethical and sustainable and yet have the same cleansing and caring benefits as traditional products.

There are numerous options for creating fancy hairstyles. The ingenuity of formulators facilitates a broad range of organoleptic designs such as shampoos, soaps, serums, oils, masks and powders.

A multitude of benefits can be created depending on the type of hair and its ethnic background. These include care, volume, anti-frizz, smoothing, straight hair, repair, gloss, shine, colour, fine hair, curly hair, a straightening effect, restore, anti-sebum, anti-dandruff, UV protection, anti-breakage, moisturising, etc.

Hair strength is considered to be one of the main indicators of healthy hair. This and the wide range of other hair beauty properties can be assigned to the following four main categories: wash, treatment and protection, styling and colour.

Hair care claims and testing

Finding the right tests to evaluate claims – the efficacy and safety of hair beauty products and scalp treatments – is a real challenge. Clinical and biometrological tests, as well as use tests, play a key role in research and development for hair and scalp grooming products before going to market. However, finding the relevant testing and a reliable method as well as an experienced testing partner can sometimes be a real challenge. To help cope with the challenge of finding the relevant testing, a reliable method, and an experienced partner, the database **Skinobs** allows product developers all over the world to identify in vivo efficacy methods and the testing laboratories suitable for any product claim.

The list of the biometrological protocols dedicated to fibres and head

photos: Koy Jung, Shutterstock.com

testing focusses on these targets: the scalp, the cuticle, the cortex, the hair structure/mechanisms, and growth.

1. Physical aspects of fibre and swelling analysis: hair cross-section by dimensional analysis.

2. Mechanical analysis for suppleness, flexibility, break resistance, smoothness: with tensile, stress relaxation, fibre bending, torsional analysis, combing analysis (wet or dry), friction, curl compression, three-point bend, global hairstyling, anti-frizz, volume, curls, bending force, curl retention, flexible hold, combability, shine: image analysis, hair tune.

3. Hair structure and permeability: infrared microscopy, confocal microscopy, scanning electron microscopy, optical multiphoton tomography, atomic force microscopy, etc.

4. Colour and shine: permeation, colour fade, bleaching test using: Goniolux, Glossymeter, SkinGlossMeter, Samba Hair, Salsa.

5. Specific claims:

- Moisturising: Corneometer, Dermalab hydration, Epsilon, MoistureMeter SC, MoistureMeterEpi, MoistureMeterD, etc.
- Soothing: Tivi 600, Tivi 8000, Infrared Thermography, etc. ...
- Anti-sebum: QuantiSeb, Dermalab Sebum, Sebumeter, SebumScale including sebum analysis: Shotgun mass spectrometry, Metabolomic MS/MS-16srDNA-PCR (Phylogene), Raman microscopy, etc.
- Anti-dandruff: gravimetry and imaging.
- Hair loss and hair growth: trichogramm.

In addition to biometrological evaluation, protocols such as the scoring by dermatologists or hair dressers and the insight of consumers via questionnaires, are recommended.

Anti-pollution claims

Moreover, today's anti-pollution claims, which have become more important, are also required for hair protection. Hair requires a resistance to environmental strains for up to eight years. In contrast to this, skin tends to be renewed in the course of

28 days. Environmental strains for hair include cigarette smoke, gases, water and sun exposure.

Anti-pollution effects on humans can be measured in situ in a polluted metropolis or under standardised pollution conditions such as smoke and particles with the quantification of the protection effect by:

- Heavy metal analysis: HPLC
- Particle adhesion visualisation with the help of Dermoscopes
- Lipidic peroxidation and protein oxidation: biochemical analysis, Carbonyl test squalene, Monohydroperoxide (SQOOH), Malondialdehyde (MDA)
- Omics analysis: MS/MS-16srDNA-PCR genomics, proteomics, transcriptomics, metabolomics.

The effects of digitalisation

The new digital era influences the beauty lifestyle and the personalisation of the hair care experience. It is propelling hair salons into the digital age using hair diagnostics and augmented reality such as **L'Oreal's StyleMyHair**, **Wella's Colour DJ (Coty)** or **Schwarzkopf's SalonLab Apps**. These new uses are at the heart of the relationship between the brands, the products and the consumers. These new approaches provide the opportunity, in a 3-in-1 way, to analyse the fibre and scalp, make a diagnosis and personalise hair care treatment on-site based on a client's hair data. Tracking the usage of the app helps the brands to collect data and insights of both hairdressers and consumers. It strengthens trade marketing management with the hairdresser and enables improved safety for clients and improved product efficacy. The major issue of this beauty category is to respond to the needs of both intrinsic and external damage (mechanical, thermal or chemical treatments) and to protect from environmental conditions. To substantiate all claims there is a large variety of protocols analysing at both microscopic and global scales the hair and the scalp. So no need to split hairs anymore! □

Additional information can be found on the Internet - see Internet panel

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MAGNETIC MASK KIT

Product development | Masks are taking the world by storm. So, if you want to stand out from the large number of product launches, you have to be different from the rest. This certainly holds true for e.l.f.'s Beauty Shield Magnetic Mask Kit – our Star of the Month this time.

The facial mask of e.l.f.'s **Beauty Shield Magnetic Mask Kit** lifts away surface impurities with its iron-based formula and magnetic tool and is designed to help extract impurities, brighten skin and minimise the appearance of pores. It contains magnetic properties and key antioxidants, such as carrot seed oil, sunflower seed oil, vitamin C, vitamin E, and argan oil, to help replenish and recharge the skin. All of the skin care products of the e.l.f. brand are free from parabens, sulphates, and phthalates.

This is how the product is used: With the help of the scoop of the magnetic tool, the mask is applied to a clean and dry face, avoiding the eye area. The mask is left on the face for 5 to 10 minutes.

Magnet wand for mess-free removal

Part of the kit, apart from the mask itself, is the magnetic wand. This dual side magnet has a spoon for easy and mess-free application. The covers for the magnetic wand are designed to make clean up easier.

To remove the mask, the head of the magnetic tool is covered with one of the 20 included magnet covers for a mess-free removal. To take the mask off, the magnetic tool is hovered just above the surface of the skin, gliding slowly. Once the mask has been removed, the cover is simply discarded. For best results, it is not recommended to rinse the face with water. □

The product, which is the winner of the 2018 Glamour Beauty Awards, retails at about € 32.00 and is available at Douglas

www.elfcosmetics.com

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photos: e.l.f.



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TNT designed the ladybug

Albéa will present their **Slim Cap** and **Thin Wall Tube** with 33% weight reduction vs a standard cap + sleeve. Designed to be flat and compact with sharp lines, the **Slim Cap** (made of polypropylene PP) has shorter shoulder and ledges to prevent water from stagnating under the cap. The thickness

of the polyethylene (PE) sleeve produced with the help of patented thin-wall technology has been reduced from 500 to 350µm, a 30% reduction in thickness.

www.albea-group.com

INCC chose **CTL's** metallic **ESTube** for the shower gel to go with the perfume **Mercedes Benz Select**. Due to the new patented **IML** technology combined with digital offset printing, the entire surface was metallised. The brand's star was added in silver with hot stamping and breathes a 3D effect.

www.tuboplastctl.com

HCP features a sparkling range of top-plate decorations suitable for limited edition or gift ranges, displayed

on the stock **Radii Square Grande Compact**.

www.hcpackaging.com

The packaging for the latest **Emporio Armani** fragrances **Because It's You** for women and **Stronger With You** for men features an easy-to-use, stylish cap from **RPC Bramlage Marolles**. The new cap combines injection moulding technology and electroplating decoration. It features a sphere of ABS, galvanised in black glossy chrome for the men's fragrance and in bright nickel for the women's.

www.rpc-bramlage.com

Seidel has converted **Lancôme's** lipstick **L'Absolu Rouge** into an eye-catching holiday edition for Chi-

► LUXE PACK 2018 AT A GLANCE

The 31st edition of Luxe Pack Monaco with its 470 exhibitors from October 1-3 targets decision-makers of luxury brands: **Luxe Pack** features packaging and trends, **Luxe Pack Digital Village** - C2L digital packaging solutions and **Luxe formulation** product development and full-service matters. 47 companies will be exhibiting for the first time. Of the 9,200 visitors in 2017, 52% were international.

This year's **Trends Observer Session** on October 1st will feature **Generation Z**. The **Luxe Pack in Green Monaco Awards 2018** will be awarded on October 2nd at 5 p.m. in Hall Atrium of the Grimaldi Forum. A completely new feature this year is the **Fragrance Forum** on October 3rd.



RPC's stylish cap is easy to use

photos: Albéa, CTL, HCP, Heinz (lead photos), RPC, Seidel, Stoeitzle, TNT, Toly



Stoelzle's Fiat flacons are matt sprayed and tampo-printed

nese New Year 2018 by coating the aluminium lipstick sleeve in red. The delicate logo showing a dog's head is executed in shiny gold using a new decoration technology invented by Seidel. With the glitter lipstick sleeve for L'Absolu Rouge Christmas Edition 2017, Lancôme realised a scratch-resistant surface for the highly pigmented decoration. The golden pigments are evenly spread out on the sleeve like golden sand trickling from the top.

www.seidel.de

Stoelzle Masnières Parfumerie produced the bottles for the two fragrances **Fiat 500 for her** and **Fiat 500 for him** based on a design evolved by **Atelier Dinand Paris**.

Whereas the male scent's flacon was inspired by the limited edition military green Fiat, the female one resembles the pearl white Fiat 500. The demanding design features a neck positioned lower than the shoulder and several front and back glass engravings.

www.stoelzle.com



Seidel's special editions feature a dog's head logo and a scratch-resistant surface with glitter

TNT Global Manufacturing manufactured the ladybug placed on one of the leaves of the iconic apple-shaped bottle of **Nina Ricci's** fragrance **Bella**. The ladybug is designed in one piece of zamac whose thickness has been reduced to the minimum to reveal its extreme fineness.

The gold e-coating finish emphasises the 2-tone epoxy decoration of the glimmering body. The challenge lies in the repeatability of this manual process at an industrial scale.

www.tntgm.com



The entire surface of CTL's ESTube is metallised



HCP features a sparkling range of top-plate decorations

Toly's Dual Airless Dispenser, which can hold two different formulations that can either be dispensed individually or in combination, reflects consumers' desire of self-expression. □

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AN ABUNDANCE OF NEW IDEAS



Tubes | The winners of Etma's competition Tube of the Year 2018 reflect the creativity and the innovation potential of Europe's tube industry.

At the recent General Assembly meeting of **Etma**, the European tube manufacturers association, the Tube of the Year was chosen. This year, 20 member companies submitted a total of 40 tubes in the prize-winning categories aluminium, plastic, laminate and prototype tubes.

the human eye is perfectly integrated into the printed image; a special software even allows different digital watermarks to be embedded in the motif. With the help of the **Linkreader** app, the respective digital marking on the tube can be easily scanned. Using a smartphone or tablet, the consumer then has direct access to the most diverse range of digital data and media. The possibilities are almost endless: the client's own website, special landing pages, videos, **Facebook** profiles, contact data for further communication, blogs and forums, and other customised information. A true milestone for consumer-oriented communication of the future and, not least, important added protection against product counterfeiting.



Gregor Spengler, Head of Packaging, German Aluminium Association – Gesamtverband der Aluminiumindustrie (GDA), Etma Secretary General, Düsseldorf, Germany

Aluminium tube with digital watermark

The first prize in the category **Aluminium Tube** went to the Italian tube-maker **La Metallurgica** for a hair dye tube. The special feature here is that the tubes all appear to look the same, thus concealing the actual innovation. A watermark that is invisible to

Plastic tube with light flip-top

French producer **Albéa** carried off the first prize in the category **Plastic Tube**. A new flip-top cap was developed for the **Klorane** brand from **Pierre Fabre**. Compact and flat, the **Slim Cap** is one of the lightest closures currently available in the marketplace. With its particularly flat shoulders and a special sharp edge, the design ensures that water does not accumulate in the cap. The ex-



Neopac's laminate tube has a self-closing massage nozzle



Linhardt's prototype tube's inner layer has an antimicrobial effect

photos: Etma, Besjunior (lead photo), Shutterstock.com

ceptional shape of the new cap differentiates it clearly from other popular closures and thus gives the tube an eye-catching look. When it comes to consumer perception at the point of sale, it creates a tube with an unmistakable and powerful presence. Its attractive appearance and characteristic colouring is obtained using a combination of flexo and silk-screen printing.

Easy-to-use laminate tube

The winning **Laminate Tube** was submitted by **Hoffmann Neopac** from Switzerland. The no-mess applicator was developed to make the tube for **Voltaren** even more consumer-friendly and easier to use. The novel massage nozzle for applying the gel is self-closing. At the same time, the special design of the applicator also minimises gel residues after application and is thus cleaner and more hygienic than other solutions on the market.



Metallurgica's aluminium tube embeds digital watermarks invisible to the human eye



Albéa's plastic tube has one of the lightest closures in the market

The particularly stable shape of the tube helps users reach their backs and shoulders more easily.

Clean solution for prototype

The winner in the **Prototype Tube** category was a tube from the German manufacturer **Linhardt**. For this literally clean solution special steri-ones for the inner layer of the tube laminate were developed; these are

organo-metallic molecular complexes that do not damage the actual contents of the tube but drastically reduce the negative impact that bacteria, viruses and fungi have on them. This antimicrobial effect lasts for a period of more than five years so that biocides or nanoparticles cannot cause any damaging effects. The amounts of preservatives required for the product are thus reduced. □

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NEWS

ADDING NATURE

AMK VISION WOOD | If the idea is to emphasise the organic character of cosmetics, eco-friendly wooden details will add a little bit of nature to packaging. **AMK Vision Wood** presents new FSC-certified wooden closures in various finishes and colours for jars in different



Wooden closures for a green look

sizes and for tubes, at **Cosmetic Business** in Poland from September 26-27.

www.amk-visionwood.eu, <http://pl.cosmetic-business.com>

Elegance



Double-walled jar

TOLY | The new **Daisy Jar** is double-walled and has a chic and luxurious look. This new standard version. It comes in different sizes and can be decorated as required. Thus it offers all the enticing aesthetics and clarity of glass.

www.toly.com

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*an ethyl/vinyl alcohol copolymer
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photos: AMK Vision Wood, Quadpack, Toly

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**Smelling Beyond the Nose:
Expression and Physiological Function
of Extranasal Olfactory Receptors**

Prof. Dr. Dr. Dr. med. habil. Hanns Hatt
Ruhr-Universität Bochum

➤ 10:15–10:45

**IFRA Standards – the Fragrance
Industry’s Self-Regulatory Approach**
Dr. Matthias Vey
International Fragrance Association (IFRA)

Interview
available online

➤ 15:30–16:00

**“Natural” and “Organic” in Cosmetic
and Related Products and Ingredients**

Prof. Dr. Władysław S. Brud
Pollena-Aroma Ltd

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www.sepawa-congress.com



EXPLORING THE FUTURE OF SKIN BEAUTY

Interview | Jean-Yves Berthon talks about Greentech's most innovative active ingredients and extracts, the benefits of extremophile plants, the importance of the bacterial skin flora to the skin's appearance and prebiotic solutions for sweat and malodour.

“HOLISTIC SKIN REGENERATION CONCEPTS MAINTAIN THE SKIN MICROFLORA AND PROTECTIVE BARRIER”

PhD Jean Yves Berthon, CEO, Greentech

COSSMA: What made you get involved with cosmetics?

PhD Jean-Yves Berthon, CEO, Greentech: As I grew up in the Auvergne, I developed a deep respect for nature. And it is precisely this respect for nature which not only underpins **Greentech's** way of working but also makes us different. Back then, in the early days of our company, our approach was strictly R&D driven with a focus on pharmaceuticals.

Our venture into cosmetics started in 1992 with the pink silk tree (*Albizia julibrissin*). A cosmetic company wanted us to source this plant for cosmetic purposes, and we thus started to transfer our expertise to the field of cosmetics.

The photo shows you collecting samples during an expedition in quite an inhospitable environment. Where was this photo taken?

During an expedition covering seven continents. In this expedition with French scientists, I explored glaciers with ice-mills. The idea was a worldwide tour of the mountains which are hardest to climb. Our aim was to acquire a better understanding of glaciers, which on the one hand regulate the world's climate and on the other hand represent one of the biggest soft water reserves in the world.

How do such expeditions and projects translate into your products?

For example, we offer **Glacier Water** from the Mont Blanc, with a very high content in minerals, which reinforces the barrier function and improves elasticity.

Extracts of extremophile plants possess interesting properties that come in useful for the beauty industry. Ex-

tremophiles are plants which survive in extreme environments. Examples are our arctic (*Saccharina latissima*) and antarctic algae (*Durvillaea antarctica*) extracts.

As protecting the skin from external aggressors is a hot topic in personal care products, the use of raw materials with these strong antioxidant or moisturising properties is of increasing interest for our scientific team.

The well-known Aloe vera plant also possesses properties that are highly relevant for cosmetic products. We have just embarked on a partnership in Mexico for providing aloin-free fair for life certified **Aloe Extracts**.

At our company, we have established many of these partnerships and projects over the years in the whole world and thus support many communities and local initiatives. From Peru (**Inca Inchi oil**) to Burkina Faso (**Baobab**) and from local partners here in the Auvergne (**Organic Raspberry, Honey**) to Madagascar (**Vanilla planifolia**).

What have been the major milestones in the development of cosmetic ingredients?

In 2002, we were the first company to be compliant with the **Ecocert Greenlife** certification programme of eco- ▶



► **Interview with:**

PhD Jean Yves Berthon, CEO Greentech
St Beauzire, France
www.greentech.fr
www.greentechgmbh.de



More information at

www.cossma.com, webcode 100071

Your access codes for **September:**

User name: **cossma9**

Password: **face**



Samples collected during a glacier expedition

“THE PROPERTIES OF EXTREMOPHILE PLANT EXTRACTS ARE VERY BENEFICIAL FOR PERSONAL CARE PRODUCTS”

PhD Jean Yves Berthon, CEO, Greentech

logic and organic cosmetics. Today we have over 300 **Cosmos**-certified extracts, actives and oils.

Thanks to its different dedicated companies Greentech, Greensea, Biovitis and Mapric, Greentech is an expert in plant, marine and microbial biotechnologies. What is each company’s contribution to personal care ingredients?

With all 3 companies, we work on interdisciplinary research projects. With **Greensea** for example, we developed our most successful marine actives **Silidine, Couperose Expert** and **QT40**, based on green algae, for reshaping the face. With **Biovitis** – our subsidiary that is currently being massively expanded – **Biotilys** was developed. This active balances the skin’s microbiome.

And with our Brazilian subsidiary **Mapric**, we are currently working on integrating their portfolio such as special oils and a range of extracts and actives from all natural origin. In addition, we are developing PEG*-free water-soluble **Aquasiloids** from these Brazilian oils.

Which of your company’s cosmetic innovations are unique and why?

Our recently-developed **Aquasiloids** are a range of oils contain-

GREENTECH’S

approach is characterised by a deep respect for nature

Extremophile plants survive in extreme environments

Greentech’s offer comprises **300 Cosmos certified extracts**, actives and oils

ing no PEG, and they are hence biodegradable and non-irritating. They have all the softening and soothing properties of the respective oil they are derived from. Along with a high omega and lysine content, in a water-soluble substrate, the ingredients improve formulations and reduce irritation, as they are PEG-free and have a low SLS content. In addition, these oils provide caring product benefits.

What have been the most recent, significant innovations in each personal care category of your portfolio with its 100 actives and what makes them so innovative?

In fact, our twice-awarded anti-pollution active **Urbalys** is our most innovative skin care active. It boosts the skin’s cellular defence to prevent biological damage induced by free radicals. In body care our most innovative active is our aluminium-free **Anti-Perspirant Complex** and, in hair care, our award-winning **Dandriflys**, a natural and powerful dandruff reducing agent, has a quick and long-lasting effect – for 72 h – with a soothing action. **Soliberine**, the global photoprotector, has a very innovative approach. It not only protects from UVA and UVB but also from infrared rays and even blue light.

What makes your company’s 3.000 products special and which ones are the most innovative ones for cosmetics?

Inca Inchi, a nut that was not known in our industry but is well-known in traditional cultures, is a good example for our ethnobotanic approach. **Purple Tea**, a new plant we have identified, boasts exceptional anti-oxidant properties. This rare type of tea, grown in the Mount Kenya region, is derived from a new crossbred variety of *Camellia sinensis*, the common tea leaf. This new variety of the classic tea plant was cultivated only recently.

In which area do you see most potential for the future in the field of cosmetic actives and why?

The importance of the bacterial skin flora to the skin’s appearance is undisputed and will be of increasing importance in the future. With our subsidiary **Biovitis** we are well equipped for further developments in this growing area. Holistic skin regeneration concepts such as **Biotilys**, which maintain the skin microflora and protective barrier will be leading the pace. For next year’s **In-Cosmetics** we will be launching a new product derived from a rare bacterial strain, specifically targeted to people with very mature skin, so far a neglected but growing target group in our industry. In addition, prebiotic solutions for problems such as sweat and malodour are under development for the future.

Now on to a more personal topic. When you do not travel the world or climb glaciers, what are your personal interests?

My “other heart” beats for car racing. I closely follow **GP2** and the **24 Hours of Le Mans**, as my son participates in these races. □

*polyethylene glycol
Additional information can be found on the Internet – see Internet panel

► **GREENTECH AT A GLANCE**

Expert in plant biotechnology, Greentech develops and produces high-tech active ingredients from plant, marine and microbial origins for the cosmetics, pharmaceutical and nutraceutical industry. At the heart of plant research since its creation, and highly committed to the preservation of the world’s plant heritage, **Greentech** now boasts a base of more than 30,000 plants and 300,000 biologically active molecules, sourced from four of the seven continents of the planet. The company based in the Auvergne, the heart of France, cooperates with over 30 countries from the equator to the poles to preserve biodiversity while supplying active ingredients for the cosmetics industry.

PEOPLE



Fred Farrugia

APTAR

The company now collaborates with the make-up artist Fred Farrugia with the aim of reinventing the segment so that formulas, packaging and make-up gestures finally come together in harmony. Previ-

ously, he worked e.g. with **Jean Paul Gaultier** on his first-ever haute couture show. From 1997, he was in charge of creating **Lancôme's** make-up products as its artistic director for eight years. He was the brains behind the **Juicy Tube**, the first lip gloss ever to be packaged in a tube, and still on the market to this day. In 2004, he created his eponymous brand and created a portable, personalisable palette designed by Ora-ïto, and made up of modules to be combined and clipped together.

www.aptar.com



Anna Chokina

AVON

Anna Chokina has been appointed Vice President, Global Brand Marketing, Skin care and Personal Care, a \$1.6 billion category. She joined the company from **L'Oréal Paris**, where she worked as General Manager, Russia. She also worked for **Procter & Gamble** and **PepsiCo** in the feminine care and snacks categories, respectively. Marco Brandolini has been appointed VP and General Manager, Italy and the Mediterranean. He most

recently served as EMEA VP of Sales & Marketing, Member Services and Technology at **Herbalife Nutrition**. Prior to joining Herbalife, he held sales operations and management positions at the **British American Tobacco Group**, **Ente Tabacchi Italiani** and **Fiat Iveco**.

www.avoncompany.com



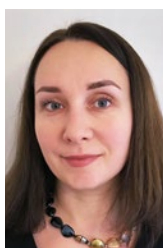
Khurram Khan

CPL

CPL Aromas has appointed Khurram Khan, who joined the company one year ago, as its Dubai Sales Director. Prior to this, Khan, who has 20 years' experience in sales, marketing and client

services, delivered sales growth in Pakistan for **Iberchem** and also worked for **Givaudan**. He will continue to have overall responsibility for the division's operations in Africa and Pakistan.

www.cplaromas.com



Svetlana Vinogradova

DSM

Svetlana Vinogradova has been appointed Head of Global Marketing for Skin Care and Vitamins. She has over 14 years' experience in marketing, trade marketing and communications acquired at skin care

and fragrances brands. Before this, she worked in different positions for **Procter & Gamble**. Her most recent position here was Global Marketing Leader.

www.dsm.com



Stefan Foitlinski

LINDAL

Stefan Foitlinski has joined Lindal Group as Sales Director for the German and East European markets. He reports to Phil Lever, the company's Executive Director for Global Sales. Lindal is a global supplier

of aerosol packaging technology. Most recently, Foitlinski was Senior Market Manager for **Paul Hartmann (Bode Chemie)**. Previously, he was Regional Sales Manager for **Wolf Plastics Group** and Business Development Director for **Global Closure Systems (GCS)**.

www.lindalgroup.com



Jeremy Garrard

QUADPACK

The company's new department of Design & Advanced Technologies is dedicated to proactive research into new trends, product ideas, techniques and materials. Jeremy Garrard, the Director of the new

department, and his team look into smart modular designs that can accelerate lead times, and investigate new materials and methodologies for sustainable solutions to brand requirements. The department tracks macro trends, drawing inspiration from various sectors, and develops these into product ideas for beauty brands.

www.quadpack.com



Natalie Martinez

SABINSA

Natalie Martinez has joined the company as Head of Cosmetics Sales for the Americas. She is a Senior Sales Executive with over 18 years of experience. Most recently as Senior Account Manager

for **CosmeticsDesign** at **William Reed Business Media** and as a Business Development Manager at **Ganeden Biotech**.

www.sabinsa.com



Uli Osterwalder

SUN PROTECTION FACILITATOR

Uli Osterwalder has been working in sun protection for over 20 years for the suppliers of UV filters **Ciba**, **BASF** and **DSM**. As principal and founder of the company **Sun Protection Facilitator**, he continues

his research for the sun care industry by e.g. supporting sunscreen companies or searching for alternative SPF methods.

www.sunprotection.co



EXPLORE THE UNIVERSE OF PROFESSIONAL COSMETICS

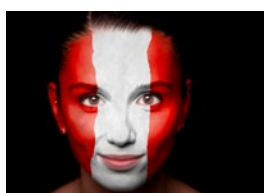


Events | This year's 33rd BEAUTY FORUM MUNICH from October 27–28 is bound to be more exciting, entertaining and informative than ever – an event that isn't to be missed.

► AUSTRIA MEETS MUNICH

Austrian exhibitors have taken on a firmly established role in the trade show **BEAUTY FORUM MUNICH**. Thus, a large number of well-known companies and brands from Austria will be represented at the 33rd edition of the show.

Don't miss to check out the offer of these exhibitors. You will find a list of Austrian exhibitors at www.beauty-fairs.de/muenchen.



► BEAUTY FORUM MUNICH

Dates: October 27–28 2018

Place: Messe München, Munich/
Germany

Opening hours:

Saturday: 9.00 a.m. – 6.00 p.m.

Sunday: 9.00 a.m. – 5.00 p.m.

More information: www.beauty-fairs.de/muenchen

More than 1,100 international exhibitors and brands will be presenting their latest beauty trends, products and treatments on October 27–28 in Munich at Munich's new Exhibition Centre. At this 33rd edition, the entire range of professional cosmetic services will be covered.

Discover the world of cosmetics with the entire spectrum of caring cosmetics, colour cosmetics and apparative cosmetics in Halls C2 and C3. This area is divided into two parts: Exclusive Cosmetics, which is the area for ordering products, and Cosmetics Direct, the area for direct sales. Apart from this, in Hall C2 you will have the chance to find out about trends and the latest developments in the field of podology and cosmetic foot care, and you will be able to visit the technical exhibition of Med-

ical Beauty. The technical exhibition Nail, with exciting innovations, will be presented in Hall C1.

The technical exhibition is complemented by a comprehensive supporting programme. Entertaining stage shows and international championships as well as numerous educational events on site with scientific congresses and hands-on workshops offer a broad choice for the varying needs of trade show visitors.

Book your presale tickets by October 14th

The presale for the tradeshow, workshop and congress tickets is in full swing.

Don't miss the opportunity to prebook your tickets at www.beauty-fairs.de/ticketshop. For foreign visitors, tickets are available at shop.beauty-fairs.de. □

photos: Pauline Fabry (lead photo), Alexander Mok, Shutterstock.com



FAIRS, CONFERENCES AND SEMINARS

2018

WHEN?	WHAT?	WHERE?	WHO?
22.-23.08.2018	IndieBeautyExpo	New York USA	Indie Beauty Media www.indiebeautyexpo.com
23.-24.08.2018	Pan-American Conference for Alternative Methods	Rio de Janeiro Brazil	CAAT caat.jhsph.edu
05.-06.09.2018	ADF&PCD New York	New York USA	Easyfairs Oriex www.easyfairs.com
10.-11.09.2018	Cosmoprof India	Mumbai India	Bologna Fiere www.cosmoprofindia.com
12.-13.09.2018	MakeUp in New York	New York USA	Beauteam www.makeup-in-newyork.com
12.-13.09.2018	Packaging Innovations	London Great Britain	easyFairs www.easyfairs.com
12.-13.09.2018	Skin Microbiome Congress	San Francisco USA	Kisaco Research www.skinmicrobiomecongressca.com
12.-14.09.2018	Sunscreen Symposium	Orlando, FL USA	SCC www.flsc.org/sunscreen-symposium.html
18.-21.09.2018	IFSCC Congress	Munich Germany	IFSCC www.ifsc.org
19.-20.09.2018	ICIS European Surfactants Conference	Amsterdam The Netherlands	Reed Business Information www.icisevents.com
19.-20.09.2018	In-Cosmetics Latin America	São Paulo Brazil	Reed Exhibitions www.in-cosmeticslatinamerica.com
20.-22.09.2018	Beyond Beauty Asean	Bangkok Thailand	Informa www.beyondbeautyasean.com
22.-23.09.2018	BEAUTY FORUM & SPA POLAND	Warsaw Poland	Health and Beauty Media Sp.z.o. info@health-and-beauty.com.pl
24.-26.09.2018	Cosmetic Compliance	New York USA	IQPC www.cosmeticscompliance.iqpc.com
25.-26.09.2018	Natural Cosmetics Congress	Berlin Germany	Naturkosmetik Verlag www.naturkosmetik-branchenkongress.de
25.-27.09.2018	FachPack	Nuremberg Germany	NürnbergMesse www.fachpack.de
26.-27.09.2018	Africa Home and Personal Care Markets	Johannesburg South Africa	CMT www.cmtevents.com
26.-27.09.2018	Cosmetorium	Barcelona Spain	Step Exhibitions www.cosmetorium.es/en/
27.09.2018	Beauty & Money Summit	New York USA	Kisaco Research www.beautyandmoneysummit.com
27.09.2018	RIFM's 52nd Annual Meeting	Weehawken, NJ USA	RIFM www.rifm.org
01.-03.10.2018	Luxe Pack	Monte Carlo Monaco	Idice SAS www.luxepack.com
02.-04.10.2018	Beauty Istanbul	Istanbul Turkey	Ipekyolu International www.beauty-turkey.com
02.-04.10.2018	Belleza y Salud	Bogota Colombia	Corferias www.feriabellezaysalud.com
05.-08.10.2018	Beauty Expo Kuala Lumpur	Kuala Lumpur Malaysia	UBM www.beautyexpo.com.my
06.-08.10.2018	Esthetiworld Italy	Milan Italy	BolognaFiere Cosmoprof www.esthetiworld.com
07.-08.10.2018	BEAUTY FORUM PARIS	Paris France	Health and Beauty www.beauty-forum.fr

SUPPLIERS' GUIDE

On the following pages you will find a selection of suppliers to the cosmetic industry. The listing is in alphabetical order based on the section headings.

You can also find a full overview, with a search function, at www.cossmaguide.com

Should your company be listed here?

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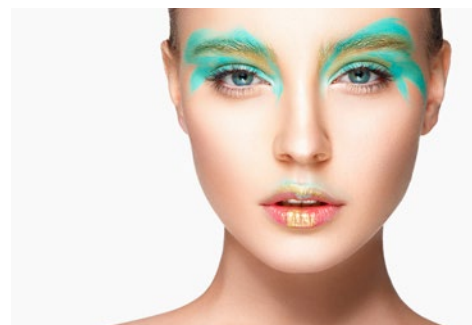
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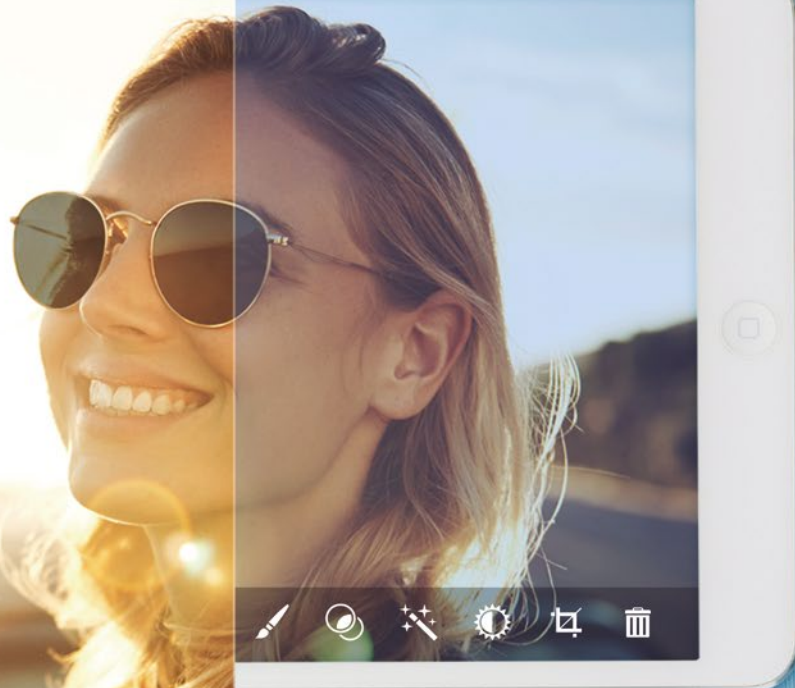
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