

COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

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GO FUTURE: STYLING

How to formulate different types of styling products

SPOTLIGHT: ETHNIC CARE

Make-up for darker skin – a challenge?

Heiko Hünemeyer,
Schaebens

“SUCCESS WITH MASKS”

VIP of the Month

DR GERD MILDAU

CVUA

Not an easy task – Creating desirable effects



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For consumers seeking natural luxury

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Today it's easy to connect, and together, reinvent the world around us. The constant stream of change drives people to keep up with the exciting new. Novel reinvented products provide an invigorating experience through surprising textures or a revitalizing boost.

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An AM light youth balm that helps improve tonicity to keep skin looking younger and fight the damaging effect of pollutants during the day.

Dongbaek oil benefits:

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- Anti-irritation
- Strengthens skin barrier function
- Skin soothing



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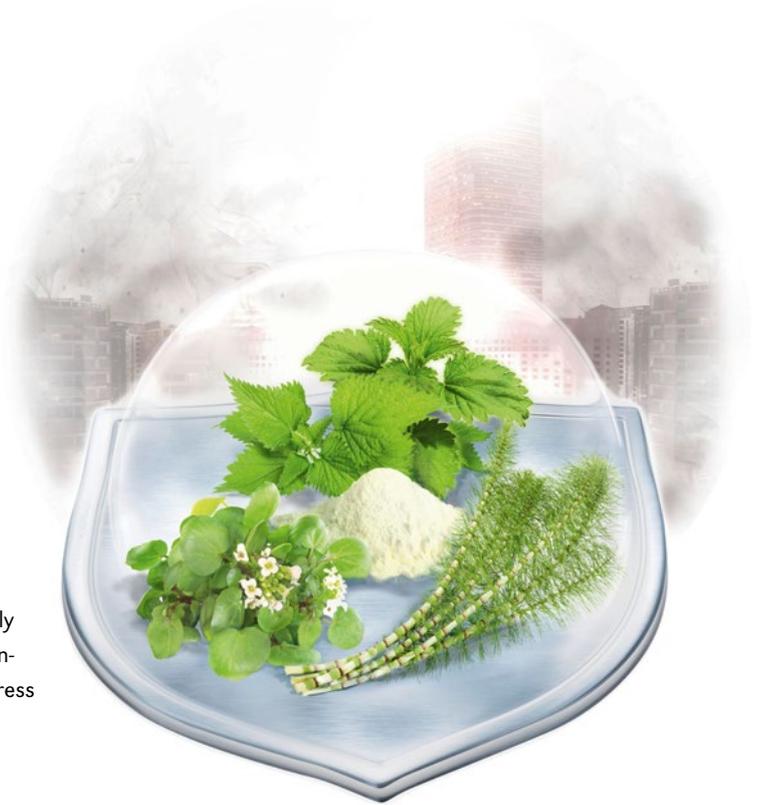
what is precious to you?

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Front cover picture: Schaebens

A man and a woman are shown in a romantic pose. The woman, with long reddish-brown hair, is looking towards the camera with a slight smile. The man, with short, spiky brown hair and a light beard, is looking directly at the camera. He has his arm around the woman's shoulder. The background is a vibrant red with a geometric, low-poly pattern. A white rounded rectangle is positioned at the top left, containing the text 'One Polymer, Infinite Styles'.

One Polymer, *Infinite Styles*

Carbopol® CLEAR polymer takes all your styling products to the next level of performance. Advanced by innovative technology from Lubrizol, this multifunctional rheology modifier enables you to create a variety of trend-setting textures – from luxurious, crystal clear gels to creamy and smooth waxes – with one single polymer. This versatility, when combined with the styling power of Fixate™ polymers delivers the ultimate styling experience and the perfect look for every occasion. Because what matters most is the experience you create.

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AÏMARA COUPET
Make-up Expert,
Brown Skin Specialist

talks about the challenges of creating make-up for brown skin



ANDREW MCDUGALL
Global Beauty Analyst, Mintel

explains the results of Mintel's study on consumer trust in the beauty industry



DR CHRISTINA ZECH
Managing Director,
Faber-Castell
Cosmetics

explains what the key drivers are in colour cosmetics



NICHOLAS MICALLEF
Beauty and Personal Care Analyst,
Euromonitor

talks about current global market developments and trends



ELIE PAPIERNIK
Design Director,
Managing Partner,
Centdegrés

talks about innovative designs and packaging trends

COSSMA DOWNLOAD TIP IN OCTOBER

Birgit Huber, Expertise Partner Beauty Care, Deputy Director General, Industrieverband Körperpflege Waschmittel e.V. (IKW), (the German Cosmetic, Toiletry, Perfumery and Detergent Association), comments on the Commission's latest updates concerning nanomaterials. She describes the basis of the catalogue of nanomaterials and which nanomaterials are listed in the catalogue.



There is no unequivocal definition for "nanomaterial"

DOWNLOADS

Additional information at

www.cossma.com/download

Your access codes for **October**:

User name: **cossma10**

Password: **style**

Top downloads for October

-  **BACKGROUND:** Smart sun protection (BASF)
-  **COMPANIES:** Cargill: Creating a beauty dream
-  **EVENTS:** SEPAWA's specialist CAT group
-  **FORMULATION:** Wake-Up Roll (Biesterfeld Spezialchemie)

LOG IN AND TAKE FULL ADVANTAGE!

On the COSSMA web site 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 informations. Take a look right now, at www.cossma.com/download





InfraGuard

Powerful protection against infrared and blue light

Infrared A rays (IRA) and high energy visible (HEV) light, also known as blue light are known to penetrate even deeper into the skin than UV rays. They generate oxidative stress and contribute to the reduction of mitochondrial energy production, to skin cell damage and to skin aging. Based on organic sunflower shoots InfraGuard significantly protects skin from photo-aging.

- **Blocks IR and blue light-induced free radical formation**
- **Protects mitochondrial DNA**
- **Inhibits light-induced skin aging**

Clinical tests carried out during the summer holidays proved that InfraGuard prevents the loss of skin density even upon sun exposure. Consequently InfraGuard opens the doors to a new generation of SPF formulation.

2019's TRENDS & MORE

Product development | Our special on colour cosmetics touches upon the Zeitgeist trends of 2019, new packaging options and alluring formulations.



Vetroplas: comprehensive range in a sleek design

Schwan Cosmetics' trends 2019 **Zeitgeist & Colour** include **Sensual Touch**, **Adrenalin** and **Spiritual Instinct**. **Sensual Touch** is a feminine, warm and emotional world of colours reflected in matt and velvety textures for all skin tones. Then sensual touch is paramount. **Adrenalin** stands for shimmer, shine and multicolour with effective, intensely brilliant textures. **Spiritual Instinct's** manifold textures in purple, lilac and earth tones unfold their effect particularly when applied as floral ornaments or evenly to entire areas.

www.schwancosmetics.com
www.schwan-digitalstudio.com

Alkos' Exfoliating Charcoal Stick is a 2-in-1 face mask and exfoliator enriched with natural charcoal extracts to unclog pores from dirt and to draw out excess sebum and oil. For application the stick is run under water and then applied directly onto skin. After it has been left to dry for 5 minutes it is massaged in circular motions with damp fingertips all over the face, before it is rinsed off with warm water.

Geka's new collection **MiniEssentials** is a pouch with a mirror and three travel-size products. The new mascara **BrilliantVision** heavenly lengthens and volumises the lashes, where-

as the little brush **PetitePower** tames eye brows. Lips shine in a bright pink thanks to the applicator **ClassicLips**.

www.geka-world.com

HCT | Estée Lauder's Double Wear Nude Cushion Stick Radiant Make-up was created in collaboration with HCT. It allows the consumer to effortlessly dab, buff and blend their foundation. Another inventive key feature is that as it is used the body grows smaller to indicate how much product is left. For added convenience, the sponge tip is easily removed for cleaning which makes it much more hygienic than other cushion compacts.

www.hctgroup.com

Quadpack has developed the palette for the latest lip product from New Zealand brand **Karen Murrell**. The lip palette's front features a floral design, applied through matt black silk screen and copper metallisation decoration. The mirrored interior has a base insert for the double-sided brush, which features anodised metal parts colour-matched to the tray.

www.quadpack.com

Rusi's one-click **Nail Director** system means that the bottle can be opened without turning the top. Gently press the cap, and the product is ready for use. The oil is then accurately applied with the help of the integrated fibre tip.

www.rusi.de

In cooperation with **Dior**, **Texen** has designed **Diorshow Pump 'N' Volume**. By simply pressing the flexible area on the pack, the formula is softened and the brush charged with creamy product. The technical challenge here was mixing flexible and hard surfaces combined with matte and shiny effects. The specific two-phase bi-injection process using SEBS and PCTA creates a flexible zone on both sides of the pack that can be pressed down with two fingers. The formula, thus mixed, is transferred to the brush to offer a guaranteed XXL effect. The tube has a rubbery feel that makes the pack easier to grip.

www.texengroup.com

Toly's latest dual pack for women on the go features two different applicators to mix and match. The connecting central ferrule can be decorated using different coating technologies.

www.toly.com

Euromakeup is **Vetroplas'** first comprehensive make-up and colour cosmetics range. This collection now provides sleek, contemporary packaging for a range of products including foundation, eyeliner, mascara, lip gloss, and compacts in either glass or high grade plastic.

www.vetroplas.com

Intriguing formulation concepts

This is a selection of our favourite concepts from this year's products and concepts displayed on the **Innovation Tree at Make-up in Paris:**

Nuco's oil-free **Set Me Matte Phase-Change Make-up Fixer Liquid Powder** is a matte powder with a fluid and lightweight formula that can be used either on a base or directly on the skin.

Daito Kasei's silky **Eyeshadow Make-up Powder to Cream** transforms into an ultra-fresh aqueous cream once applied to the eyelid. The formula is composed of 60% water which, trapped in hydrophobic powders, is released instantaneously upon application. Their yellow-looking **Magic Aqueous Liquid Lipstick** is a hydrating formula which transforms in a copper red shade as soon as it is applied on the lips. The tone varies due to the gradual release of pigments encapsulated in a spherical core.

Cream to Powder Lips by **Pascual Cosmetiques** is a creamy texture, which on application transforms into a silky powder.

Keystone's **Duo Mirror Effect Nail Polish-Polychromatic** is a hybrid packaging with two different formulas to apply to obtain a nail polish with a mirror effect. The first is highly pigmented and liquid, while the second is solid and consists of bright particles.

www.nuco.pl, www.daitokasei.com, www.keystoneindustries.com, www.pascualcosmetiques.com

AM



Toly's dual-ended pack can be customised with different applicators



Alkos: Travel friendly mini stick cleanser

Estée Lauder's sponge tip is easily removed for cleaning



Geka's three new travel-size products



Quadpack: Karen Murrell's lip palette with a floral design

photos: Schwan Cosmetics (lead photo), Alkos, Estée Lauder, Geka, Quadpack, Toly, Vetroplas

NEWS

ANTI-MICROBIAL PROTECTION

ASHLAND | **Conarom b aromatic** is based on naturally-derived hops extract and Phenylpropanol in a form identical to nature. It adds a gentle flowery-to-spicy fragrance. At dosages of 0.3 to 2% it contributes to microbial stabilization by delivering broad anti-microbial protection as a secondary effect.

www.ashland.com



Beautiful throughout an intensive day

GIVAUDAN | The make-up set **Warrior** contains 4 products dedicated to active consumers. The **Warrior** concept has been created around 4 ritual steps: **Face powder** to protect skin from environmental threats. A natural eyeshadow or blush has a 2-in-1 Terra Cotta sweat resistance formula that protects the skin from pollution. **Lips velvet** is based on the polymer **Unimer U-1946**. The **Make-up remover** gets off the make-up with a delicate cleanser.

www.givaudan.com



Make-up set for active consumers

Conditioning surfactant



Secondary surfactant for hair masks and more

BERACA | In partnership with **Clariant**, Beraca has developed the sustainably-sourced **Capillus Pro 22**. The ingredient is clinically proven to strengthen the hair fibre, improve hair manageability and boost shine. The ingredient is the result of

a chemical transformation technology developed by **Clariant** to join a non-ionic surfactant that carries a cationic charge in acid environments and whose pH is suitable for hair care formulations to a natural oil whose main active ingredient is the natural conditioner behenic acid.

www.beraca.com

For juvenile eyes

CLR | To effectively fight dark circles, **JuvenEye CLR** promotes production of Heme Oxygenase and breakdown of Heme, it increases production of VEGF-C, improving lymphatic draining, and it reduces melanin deposition and promotes cellular autophagy. In-vivo studies showed that it decreases the visibility of dark circles.

www.clr-berlin.com



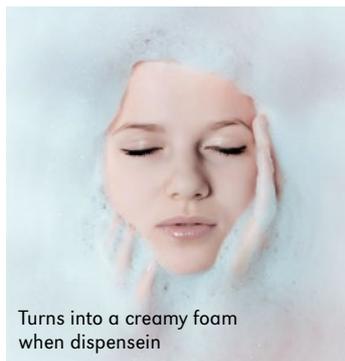
INGREDIENT FOR FULLER HAIR

LUCAS MEYER | **Capixyl** is a combination of a biomimetic peptide and red clover flower extract which is rich in Biochanin A. The ability of this ingredient to preserve or stimulate the activity of hair follicle stem cells offers an added complementary mechanism of action required for the best possible efficacy of an anti-hair loss ingredient. Clinically tested, **Capixyl** visibly improves the number of hairs on the scalp and elongates lashes.

www.lucasmeyercosmetics.com



A biomimetic peptide combined with red clover flower extract



Colourful creamy foams

STRAND COSMETICS | **Bubble Game** is part of a daily facial care ritual. Each colour is associated with 1 cocktail of additional key ingredients. Blue stands for moisturising, green for astringent ingredients, orange for tonifying and pink for soothing.

www.strandcosmeticeurope.com

photos: Givaudan, Greentech, Stable Micro Systems, Olga Ekaterincheva (hair), Igra.Design (hops), Puhhha (hair mask), Volosina (clover), Shutterstock.com

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