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Communication
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Aerosols keep
it personal

Sarah Teichmüller,
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“LESS IS MORE”

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Feeding a healthy
microbiome





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POTENTIAL VS. STAGNATION

At the beginning of this month, the 10th edition of **In-Cosmetics Asia** took place in Bangkok with more than 400 suppliers. The thriving Asia Pacific (APAC) beauty and personal care market is due to lead the world in market growth, which is expected to exceed 30% over the next four years – reaching US\$192bn by 2021¹ For new insights into the changing consumer habits of this market, read statements from industry experts in the article starting on page 36.

In contrast to the APAC beauty market, the European beauty and personal care market is not performing with the same vibrancy, but is stagnating, to be more precise. Europe’s biggest market, Germany, hosted this year’s **SEPAWA Congress**² with 300 suppliers for the first time in Berlin, as its previous venue in Fulda was bursting at the seams. What did the exhibitors there think of this move? A lot of them felt there were less visitors, perhaps simply because the aisles were wider, perhaps because the conference halls did not make attendees transit the exhibition halls or maybe because, unlike Paris, which is the hub of the French cosmetics industry, Berlin is just too far away from Germany’s cosmetic hubs scattered around the country. In short, people felt that the friendly character of the show, where everyone knew everyone else, had fallen by the wayside. What did you think of this year’s event in Berlin? Tell us at angelika.meiss@health-and-beauty.com.

¹ Euromonitor from trade sources/national statistics
² Look forward to our review in one of your upcoming issues

Sincerely yours,

Angelika Meiss
 Senior editor, COSSMA

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AEROSOLS

What are the latest trends in aerosols and where are the market’s potentials to be found? See page 30 ff.



MARKET SURVEY

Find information on which packaging supplier offers which services in our updated market survey at page 48 ff.

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Beauty lies in the eye of the beholder. Quality does not – it has to be convincing.



HIGH-EFFICIENCY SOLUTIONS FOR FACIAL BRUSHES

Flexible high-performance machines for high-quality products “Made in Germany” by ZAHORANSKY with excellent return on investment.

According to the statistics, women use seven different types of brushes for hair and body care every day. The brushes they use for daily cleansing and facial care have to satisfy the highest quality standards to avoid irritation of sensitive facial skin. As consumers have the same high degree of expectations for their care and make-up accessories as for the care products themselves, accurate processing has to be guaranteed during the manufacturing stage.

ZAHORANSKY is well known for its flexible, high-performance machines “Made in Germany”. The “100 % Black Forest Quality” guarantees manufacturers of face brushes high-quality products with a top return on investment, as well as profitability and energy-efficiency.

The Z.PELICAN 1 and 2 are the perfect solution for face and nail brushes. They impress with their fast, fault-free and clean insertion of bristles (up to 2.5 milli-inches) into

the chosen body of the brush – even on both sides, if necessary. They can also process nylon bristles and natural fibers in several colors and lengths.

www.zahoransky.com



Z.PELICAN 1+2:
360° hole field pattern
for face or nail brushes

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Front cover picture: Mandy Joy Godbehear



Lonza's portfolio of naturally-occurring and naturally-derived ingredients includes LaraCare® A200 multi-functional polymer, Polyaldo® emulsifiers and surfactants, and non-traditional Geogard® preservatives.

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LaraCare® A200 polymer, Polyaldo® surfactants/emulsifiers, Geogard® preservatives

Consumer desire for natural and ethically produced cosmetics, made with natural, sustainable ingredients, continues to grow. Lonza offers a number of solutions to meet the trends of today's personal care market.

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LaraCare® A200 polymer is a naturally occurring multifunctional polysaccharide. Halal and Kosher certified, this mild, easy-to-use polymer also carries ECOCERT approval and COSMOS, Soil Association and NATRUE certifications. The properties of LaraCare® A200 responds to consumer concerns about protecting skin from environmental stressors by enhancing skin's barrier properties. It imparts film-forming properties to help improve moisture levels and reduce the appearance of superficial fine lines and wrinkles, providing an improvement to the overall appearance of skin.

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Polyaldo® polyglyceryl esters are versatile, naturally-derived surfactants and emulsifiers customizable to suit formulation needs. For example, Polyaldo® 10-1-CC polyglyceryl ester is an excellent choice for PEG-free cleansing formulations. Manufactured from 100% plant-derived raw materials, it offers excellent foam generation whilst maintaining mildness in baby shampoos, hand washes and facial cleaners. Lastly, many of the products in the Polyaldo® portfolio are certified Kosher Food Grade and Halal and carry ECOCERT approval and COSMOS, Soil Association and NATRUE certifications.

Geogard® Preservatives

Our Geogard® line is a product platform, offering a variety of single-active and blended preservatives, capa-

ble of providing effective product protection whilst avoiding use of traditional or more controversial chemistries. The line is further characterised by its provision of products with acceptance by organisations such as ECOCERT, COSMOS, the Soil Association and NATRUE, and attributes such as Generally Recognised As Safe (GRAS) and non-GMO ingredients.

Lonza

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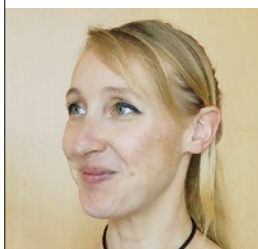


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PROF DR CORNELIA M. KECK

Professor for Pharmaceuticals, University of Marburg

talks about future visions for anti-ageing ingredients



ĀIMARA COUPET

Make-up Expert, Brown Skin Specialist

talks about 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



ELIE PAPIERNIK
Design Director, Managing Partner, Centdegrés

talks about innovative designs and packaging trends

COSSMA DOWNLOAD TIP IN NOVEMBER

Martina Helderemann, Technical Director at KahlWax, explains why both traditional waxes and more modern solutions are good choices for hair styling formulations. She points out the differences between hair creams, fibres, clays, pastes, muds, and putties.



For men, there is an abundance of hair styling products

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Top downloads for November

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-  **PACKAGING:** Fast time-to-market solutions (Quadpack)
-  **FORMULATION:** Anti-Ageing Night Cream (Clariant)

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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



Luxe Pack Monaco: Stölzle – for the touch of luxury in glass packaging

Stölzle is one of the leading suppliers of premium and luxury containers for the worldwide Perfumery & Cosmetics glass business market. The Group relies on its consistent service and support in all aspects of product development to its customers.

Uncompromising quality, flexibility and service | What regards Perfumery & Cosmetics, the Stölzle Glass Group thrives to develop a customized design in more than 80 % of all products. Every item bears a unique message which is reflected by the product's design. According to customers specifications, a concept is assessed, the design interpreted, and production made a reality, with technical solutions found for even the most idealistic and demanding of designs.

Product development has to be completed to the agreed time frame and in the shortest time possible to give the speed to market which is so important in an age when design and fashion trends change so quickly. Stölzle gives primary importance to achieving the required quality to ensure customer satisfaction and product success.

Range of luxury standard products | Alongside the custom design projects, Stölzle offers a range of standard items for the Perfumery and Cosmetics markets which can fastly be delivered on call from stock.

Decoration | In order to add further value and shelf appeal to the final products, the Group offers a variety of sophisticated techniques in its three allocated decoration facilities. Be it traditional screen print or innovative



At Luxe Pack Monaco, Etienne Gruyez, Managing Director Head of Perfumery & Cosmetics at Stölzle Masnières is presenting the latest launches. Click www.cossma.com/stoelzle now to watch the video

digital printing, hot-foil stamping or multi-colour spraying – there are almost no limits to your requirements of making facons unique.

Innovation | As an example of our innovation, Stölzle has developed and commercialized a proprietary production process known as "IPET" which creates a remarkably brilliant glass surface that has no restrictions to further decorating processes, creating a luxury finish that is easily distinguishable and captivating on-shelf.

FOR FURTHER INFORMATION, PLEASE CONTACT

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In Latin America, long polished nails have become very trendy

Success for nail products

GRAND VIEW RESEARCH | The global nail polish market is expected to reach USD 15.55 billion by 2024, growing at a CAGR* of 9.5%. The growing popularity of nail designs among the young is likely to fuel the demand over the forecast period. Nail products including enamel, varnish and lacquer are expected to be the fastest growing colour cosmetics segment due to innovative textures and effects. The number of professional salons providing nail care services is increasing rapidly.

*Compound annual growth rate
www.grandviewresearch.com/industry-analysis/nail-polish-market

AWARD

MERCK | The company has received the **Sepawa Innovation Award 2017** for its **Advanced Light Protection** concept. This concept meets needs for light protection, can be easily incorporated into formulations and offers consumers additional benefits.

www.merck4cosmetics.com



Award winners: Dr Lilia Heider and Alexander Kielbassa



Meeting the demand for jojoba

JOJOBA

VANTAGE | **Vantage** has opened a new jojoba seed crushing facility near its jojoba farm in Argentina.

www.vantagegrp.com

Eyebrow innovation

MINTEL | Over the past five years, the eyebrow make-up market has grown considerably. 56% of Chinese make-up wearers use eyebrow definer on a daily basis, while half of US women use an eyebrow pencil. The growing number of



There is scope for unusual brow looks

semi-permanent and permanent options for defining eyebrows is reducing the need for daily eyebrow make-up application, potentially damaging future sales in the category. Anti-ageing eyebrow products, which prevent the hair loss and thinning associated with ageing, can be a route of natural progression for the category. With make-up styles becoming increasingly artistic and adventurous, there is scope for promoting bold and unusual brow looks, incorporating colours, glitter and creative designs.

www.mintel.com

From the past to the future

STOELZLE | **Verrieres de Masnières**, a 200-year-old glass-maker, is **Stoelzle Masnières Parfumerie** today with 340 employees. 5 years ago, it was purchased by the **Stoelzle Glass Group**. Since then, Dr Cornelius Grupp, owner of the Group, has invested more than



A new furnace will be constructed

14 million Euros in new production and decoration tools. A new development plan includes the construction of a new furnace and the demolition of the oldest one in 2018. The factory will acquire four or five additional lines so that up to 200 new employees can be recruited.

www.stoelzle.com

2 % MORE TUBES

ETMA | In the first half of 2017, the total number of tubes delivered by the tube manufacturer members of the European tube manufacturers association (Etma) amounted to nearly 5.4 billion and was 2 % higher than in 2016 in spite of rising costs for aluminium, lacquers and printing inks.

www.etma-online.org



The number of tubes increased in the first half 2017



Inauguration of Evonik's Advanced Botanicals site in Tours

NEW SITE

EVONIK | For its advanced botanicals subsidiary in France, Evonik opened a new site in the Cosmetic Valley, considered to be the world's largest cluster of cosmetic companies. The new subsidiary was created in 2016 after the acquisition of the French start-up **Alkion Biopharma**, which is specialised in the biotechnological production of plant-based active ingredients.

www.evonik.cm

ACQUISITIONS

AZELIS | Azelis has acquired **Georges Walther**, a trading company established in 1942.

www.azelis.com

WEENER | **Orange Products Plastics** in Brazil has been acquired by **Weener Plastics**, a company with 24 facilities in 16 countries and more than 3.000 employees worldwide. Weener designs and manufactures caps and closures, roll-on balls, jars and bottles.

www.wppg.de, <http://orange-products.eu/offer/show>

Fragrance production

GIVAUDAN | Givaudan laid the foundation for a new production hub of 76,000 m² in China. This investment of app. CHF 100 million is the company's largest in China to date. The new compounding technology will have a very high degree of automation and will be deployed on a wide range of processes for fragrance manufacturing. The new production hub, which will cover fragrances, oral care flavours, and encapsulation in the same location, is expected to start operations during 2020.

www.givaudan.com/fragrances



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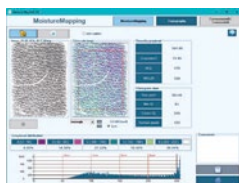


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DREAM OR REALITY?

Ingredients | Prof Dr Cornelia M. Keck from the University of Marburg explains to what extent innovative formulations, smart carriers and instrumental cosmetics can help to slow down the ageing process.



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When looking at life expectancy, the progress of recent decades, and of course centuries, is enormous. While the life expectancy in Germany was about 25-35 years in the 16th century, it has increased to about 78-83 years in the 21st century.¹ Therefore, within 500 years life expectancy has almost tripled. There are a multitude of reasons for the huge increase in life expectancy. However, the most important contributor to a prolonged life is a better standard of health. Health has improved considerably since the 16th century thanks

to better housing, better nutrition, fewer accidents, but mostly due to the tremendous increase in scientific knowledge and great innovations in medicine and pharmacy. Much of this improvement has happened recently, in the last century, which is regarded to be the century of “won years of life,” because many diseases can now be cured, thus greatly contributing to longevity.

Longevity and well-being


However, longevity is only beneficial if the quality of life is high, even in old age. Therefore, it is not lon-

gevity as such that must be at the center of our attention, but the vitality and well-being of each individual as he or she ages. Anti-ageing, in a broad sense, addresses this issue, as it aims at preventing and/or slowing down the signs of an ageing body. Anti-ageing is therefore not only “to look younger” – but also “to feel younger.”

Effective anti-ageing means addressing all of the issues that are involved in the ageing process. This means that the main focus is maintenance of health, vitality, well-being, and functionality. To address all of these



photos: Prof Dr. Cornelia M. Keck (figures), TiermeyMJ (woman), Cobat88 (clock), Shutterstock.com



ment can only be developed if the causes of ageing are understood. As the ageing process is not yet fully understood, a wonder-working anti-ageing active ingredient, as described by Lukas Cranach, has not been found yet. We do not know if ageing ever will be fully understood in future, and if a “fountain of youth” can ever be invented in the future.

In spite of all this, there is also good news. Even though the process as a whole is not yet fully understood, research has acquired a lot of insights into the ageing process during the last centuries.

Today there are more than 300 theories about how and why we age. Each theory in itself contributes a small piece of the overall puzzle, and thus provides a more complete understanding of the highly complex ageing process (fig. 1).

Formulating with the right actives

During recent years, and drawing on these theories, precise mechanisms that promote or prevent ageing have been discovered. Consequently, in a manner similar to the development of pharmaceutical drug products, active compounds that interfere with these mechanisms and slow down or prevent these specific processes have been developed. The most prominent examples are antioxidants, which are able to reduce the amount of free radicals.¹³⁻¹⁸ Free radicals are generated in large quantities with every process in the body, and create oxidative stress. The young and healthy body combats these radicals with the help of antioxidants and with complex processes of the endogenous antioxidative defense system, and keeps the antioxidative and oxidative processes in good balance. With increasing age, however, these defense mechanisms lose their potency, which results in ►

issues requires a sound understanding of the ageing process.

What causes ageing?

Scientifically, ageing itself has not yet been fully defined. Different definitions are being discussed and researched, and so far none of them

have been generally accepted as the scientific definition. The reason for this is that ageing itself and the causes of ageing are not yet fully understood, thus making such a definition difficult as well.²⁻¹² From a scientific point of view, it is also clear that an effective anti-ageing treat-

“A CARRIER HELPS TO TRANSPORT THE ACTIVE IN THE CORRECT CONCENTRATION AND AT THE RIGHT TIME TO THE DESIRED PLACE OF ACTION”

Prof Dr Cornelia M. Keck, Professor of Pharmaceuticals, Philipps-University Marburg

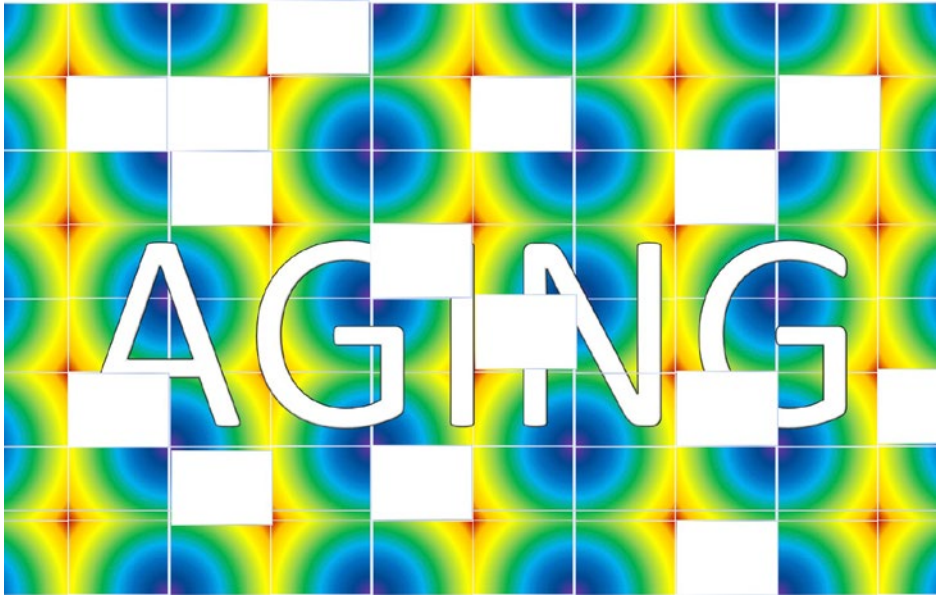


fig. 1: Today there are more than 300 theories about how and why we age

an imbalance of antioxidative and oxidative processes. This phenomenon is known as oxidative stress, and it can increase the risk of several diseases, including Alzheimer’s disease, Parkinson’s disease, and some cancers, as well as contributing to physiological damage, inflammation, skin atrophy and wrinkle formation. The use of antioxidants and the prevention of oxidative stress is therefore believed to be one of the most powerful anti-ageing strategies at present. Other anti-ageing actives are for example able to reduce or prevent the glycosylation process and DNA damage, and other actives can even mimic physiological molecules that are present in reduced amounts in the ageing body.¹⁹

Applying the right dose at the right time

A prerequisite for an effective anti-ageing treatment – no matter whether we are dealing with a pharmaceutical or a cosmeceutical active – is applying the right dose. A dose that is too low will not have any effect at all, and a dose that is too high can have toxic effects. This principle goes back 500 years in history to Paracelsus, who is quoted to have said, “all things are poison and

nothing is without poison, only the dose makes a thing not a poison”.²⁰ Even though Paracelsus was not always right in his theories (historical documents proved that Paracelsus became one of the first known anti-ageing victims, because he believed in the vitality-promoting effect of the liquid metal mercury, therefore used it as anti-ageing active and died of excessive, toxic concentrations of this metal), his maxim survived and is now the basic tenet in pharmacology and toxicology. The principle implies that for each active ingredient a specific dose needs to be defined. The right dose does not depend only on the active, but also on the individual to whom the medication will be applied. In the field of clinical pharmacology, great efforts are being made to adjust the dose of a therapy to the specific requirements of each patient. For example, taller individuals may require more of an ac-

tive ingredient than smaller individuals, individuals with impaired kidney function will require less of an active ingredient if the active is eliminated via the kidney, and so on. An impaired kidney will eliminate the active more slowly, so the drug is active for longer, in comparison to patients with healthy kidneys.

The importance of customised usage

There are many examples to prove the importance of tailor-made and individualised treatment schemes. However, these practices are not yet considered to apply to cosmetics. But isn’t now the time to start applying the lessons of tailor-made, individualized treatment to cosmetics, so that we can foster the development of really effective anti-ageing cosmetics? Ageing is highly complex and highly individual. Therefore, it should be clear that the required dose of an effective anti-ageing active must be carefully adapted to each consumer. An anti-ageing product suitable for both younger and older people is most likely not equally beneficial to these groups.

One example is the highly potent antioxidant Q10. Also known as ubiquinone, Q10 is a physiological compound that is produced in the body. It has many functions, for example it acts as an electron shuttle in the inner respiratory chain, thus contributing to energy production in the body. With increasing age, Q10 production in the body decreases (fig. 2)²¹. Thus, to maintain the functionality of the body with increasing age, it is feasible to supplement Q10. The dose of a Q10 supplement should exactly replicate the physiological amount of Q10. A dosage higher than this physiological level may cause toxic side effects, such as oxidative stress or phototoxic

“IT IS THE ENTIRE FORMULATION THAT MAKES A PRODUCT EFFECTIVE, INEFFECTIVE, OR EVEN HARMFUL”

Prof Dr Cornelia M. Keck, Professor of Pharmaceuticals, Philipps-University Marburg

reactions, if applied topically. Therefore, to enable an efficient anti-ageing treatment, methods to assess the individual state of each individual are required, and associated products that can be adapted to the dose required by an individual are needed. Scientific findings suggest that the functionality of the body is strongly influenced by the circadian rhythm.^{22, 23} This means that most of the body's functions are influenced by the day-night cycle. There is evidence that the circadian rhythm is involved in many regulatory networks, such as phosphorylation or methylation, and acetylation or deacetylation. All of these processes are important for the regeneration of the body. A correlation between a disturbance of the circadian rhythm and accelerated ageing has also been shown. Consequently, when applying an anti-ageing active, not only the dose but also the time of application must

► THE FOUNTAIN OF YOUTH

Anti-ageing – the desire not to age – is probably as old as humankind itself. Numerous references to this are found in historical literature and art. One beautiful and famous example is the **1546 painting “The Fountain of Youth”** by **Lukas Cranach the Elder**. The picture shows aged and sick women who enter a basin at the fountain of youth. After a swim in this fountain, they emerge from the basin at the other side as healthy, young women, who immediately enjoy the pleasures of life in youth. Although the painting is almost 500 years old, the **dream to find a fountain that makes age disappear** and youth return **is still alive**. The question is - how much closer we have come to this dream in 500 years?

be adapted to an individual's circadian clock. At the very least, products should clearly identify when to apply the product, such as during the day, or at night.

This can easily be done if the mechanism of action is known for the particular anti-ageing compound, and if the influence of the circadian rhythm on the mechanism of action is known. In most cases, these data can be found in scientific literature

on the anti-ageing actives which are used today.

Choosing the right excipients and vehicles

The efficacy of an active does not only depend on the active substance used. It is the entire formulation that makes a product effective, ineffective, or even harmful. In cosmetics the vehicle (cream, gel, etc.) acts as a carrier that helps to transport the ▶

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active in the correct concentration and at the right time to the desired place of action. The penetration efficacy of an active from its respective vehicle depends on many parameters, including the concentration of dissolved active in the vehicle, lipophilicity of the active and the vehicle, molecular weight of the active, and the type and concentration of penetration-promoting excipients. When developing effective anti-ageing cosmetics, all of these factors must be kept in mind to obtain the specified goal. When these factors are ignored, even a potentially highly effective anti-ageing active will not reach the desired site of action, and thus will fail to be effective at all.

Anti-ageing dermocosmetics

Anti-ageing dermocosmetics pursue these goals. The guideline of the German Society for Dermopharmacy (GD) defines dermocosmetics. In contrast to classical cosmetic products, dermocosmetics are developed by considering both dermatological and the pharmaceutical aspects discussed above to achieve the desired cosmeceutical performance.²⁴ According to the guidelines of anti-ageing dermocosmetics, and in order to counteract the degenerative changes of the skin, anti-ageing dermocosmetics should possess nourishing, protective, and restorative properties. These properties need to be proven by pharmaceutical methods; i.e. by in vivo studies, and by using suitable scientific methods. It is important to mention that for dermocosmetics it is required to conduct all studies on the final product formulation, and not only on the isolated active substances. Consequently, cosmetic products that rely on the proven effect of the isolated active ingredient and/or for which there are neither in vivo studies nor other scientific data do not qualify as dermocosmetics, cosmeceuticals, or medical cosmetics, as there is no scientific evidence, and the as-

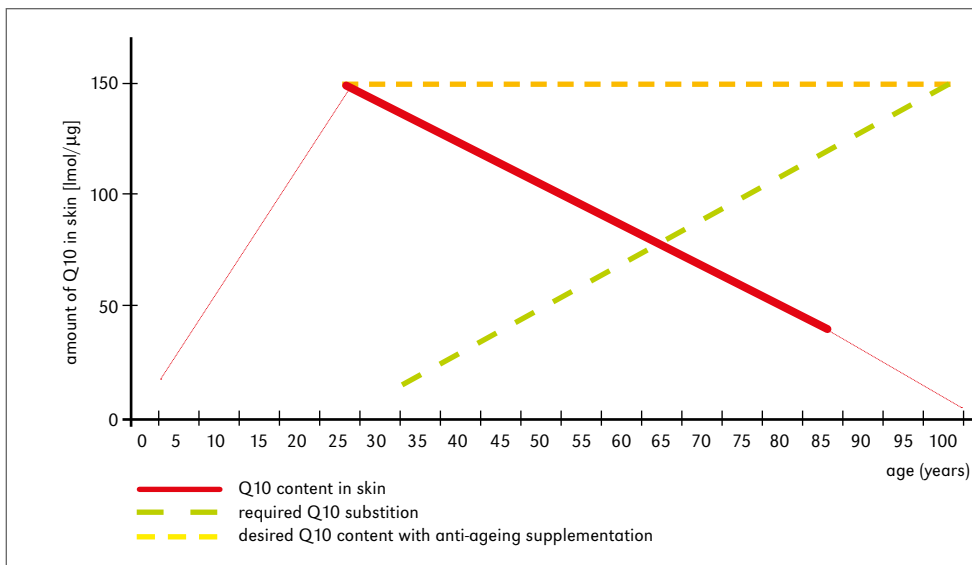


fig. 2: To maintain the functionality of the body, it is feasible to supplement Q10

Anti-ageing actives can reduce or prevent the **glycosylation process** and DNA damage

Other actives **mimic physiological molecules** that decrease in the ageing body

ADAPTING

the anti-ageing active dosage to each consumer

sumptions concerning the product efficacy are purely hypothetical. As of this publication, very few anti-ageing dermocosmetics have passed proper trials and entered the market. In order to be able to provide more effective anti-ageing products for consumers in future, modern cosmetics will have to move from classical anti-ageing formulations to anti-ageing dermocosmetics, with scientifically proven efficacy and safety in the final formulation.

Smart carrier systems

The development of anti-ageing dermocosmetics is, of course, very challenging since healthy skin represents a highly efficient barrier against the penetration of active ingredients. In general, and as a rule of thumb, it can be said that actives with a molecular mass larger than 500 daltons and a log P value (the most commonly used measure of lipophilicity) around 3 are considered to possess good penetration into the skin. Large molecules and/or molecules with high lipophilicity, or high hydrophilicity, or even sparingly soluble actives are very unlikely to penetrate the skin from classical formulations. Many an-

ti-ageing actives do not fulfil these criteria, and possess poor permeation properties into intact and healthy skin. This disadvantage, however, can be overcome by using modern carrier systems. Examples of effective carrier systems are liposomes^{25,26}, nanoemulsions²⁷, SmartLipids²⁸⁻³², SmartCrystals³³⁻³⁵, or SmartPearls³⁶. The particular properties that these carrier systems possess can help to develop effective anti-ageing products, even with highly challenging actives.

Instrumental cosmetics

In addition to the use of smart carrier systems, poor dermal bioavailability of actives can also be overcome by employing instrumental cosmetics, such as micro-dermabrasion, derma-rolling, micro-needling, ultrasound, high frequency treatment, or mesotherapy. These techniques cause the skin barrier to be disturbed and thus enable the active ingredients to penetrate the skin effectively. However, when applying instrumental cosmetics to force the penetration of the active ingredient, we must bear in mind that all ingredients of the formulation are likely to be forced to penetrate

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the skin. Formulations that are not intended and tested for application with instrumental cosmetics might contain excipients such as preservatives and perfumes that could cause severe side effects when passing the skin barrier. Therefore, instrumental cosmetics may only be used in combination with formulations that are carefully designed for this use. To date, only a very limited number of dermal formulations are available for use with instrumental cosmetics. Because of this, there is a great demand for the further development of such dermocosmetics.

Today's anti-ageing solutions

If all of these aspects are taken into consideration, and if all challenges are successfully met, it will be possible to formulate very effective anti-ageing dermocosmetic products. Numerous active ingredients with proven anti-ageing efficacy are already available. Examples of actives with proven anti-ageing efficacy are listed in the current guideline from the **Society for Dermopharmacy**.²⁴ Examples include antioxidants such as vitamin A and vitamin A derivatives, vitamin C, alpha lipoic acid, niacin amide, various peptides such as palmitoyl pentapeptide-4 or tetrapeptide-21, and low molecular weight hyaluronic acid. All of these substances can delay various ageing processes, when formulated correctly and delivered with the help of innovative carrier systems. In spite of all this scientific progress, a fountain of youth as painted by Lukas Cranach 500 years ago has not yet been found.

At present, the ageing process of the skin can only be slowed with the help of cosmetic products, but reversing ageing processes with anti-ageing products cannot yet be obtained. However, there are already some approaches aiming in this direction. For example, aesthetic surgery, fillers, and cosmetics, which optically mask the signs of ageing or temporarily improve them, are available. Even though they do not act on a molecular or cellular level, and cannot prevent the ageing process as such, these approaches – even though they are artificial – can still be seen to be the most visually effective “age-reversing” treatments at present. Tongue in cheek, these methods could be regarded as “fake fountains of youth.”

Prospects for the future

The desire to reverse ageing is as old as humankind itself, and many documents confirming this can be found in history. The 500-year old fountain of youth as envisioned by Lukas Cranach has not yet been found, but many mechanisms that are involved in the ageing process are now understood, and these insights can help – at least in part – to slow down the ageing process.

Cosmetic products can also benefit from these findings by using anti-ageing actives. However, effective anti-ageing products can only be effective if the formulation enables the transport of the active to the desired site of action – not only in the right concentration, but also at the right time. Achieving this goal is a challenge but should be a major goal for modern cosmetics of the future.

Innovative formulations, smart carriers as vehicles for improved dermal delivery, and/or the use of instrumental cosmetics are professional tools to reach this goal. Modern anti-ageing formulations should be developed as dermocosmetics, with the anti-ageing properties of the final product, and not only the actives scientifically



Most of the body's functions are influenced by the day-night cycle

Poor permeation properties can be overcome with **modern carrier systems**

Only a few dermal formulations are available for use with **instrumental cosmetics**

proven by in-vivo studies. Finally, the products should enable tailor-made dosing personalised for each consumer. Analytical methods to determine the individual needs of consumers have yet to be developed for many compounds, but are already available for the determination of many bio-physical skin parameters. Examples are the determination of TEWL, skin hydration, and skin elasticity. Therefore, even though the total reversal of ageing is not yet possible, slowing down the ageing process is possible today with modern cosmetics, when all the criteria – correct dose – correct time – correct vehicle – are met. If these requirements are overlooked, ignored, or simply not addressed, effective anti-ageing dermocosmetics will remain a dream. It is in the hands of formulation scientists to make this dream into a reality. □

The reference list and a web TV interview can be found on the Internet – see download panel



COMMUNICATION ENHANCER

Ingredients | Merck's RonaCare Cyclopeptide-5 alcohol free is a new alcohol-free bionic cyclic peptide. This biomimetic solution triggers cell communication and enhances a de novo synthesis of relevant collagen and elastin fibres to re-establish a beautiful skin appearance.

AUTHORS:

Dr Lilia Heider, Technical Service Manager
 Dr Dagmar Kleefeld, Global Marketing Manager
 Merck, Darmstadt, Germany
www.merck4cosmetics.com



Communication, a key element in everyone's life, is also an important part of relevant mechanisms in our bodies. We are not the only ones to constantly exchange messages, share data, and stay connected via social media. Our skin does the same to ensure its youthfulness – many messages are exchanged across all skin layers – information between keratinocytes, fibroblasts and relevant messenger (carrier or mediator) molecules is sent back and forth to help renew and maintain a youthful skin appearance. To keep our skin healthy and youthful, we must ensure that the skin's capabilities for getting messages through and for ensuring that they are understood at the appropriate locations are maintained, so that messages (information) can initiate biochemical repair processes. If this communication is interrupted by external impacts such as ROS-forming processes as a result of pollution, radiation or a decline in health, then support is needed to re-establish the signalling pathways for maintaining skin beauty.

Bionic solutions

Our company's solution for a smart, biomimetic biochemical language to re-establish cell signalling is based on a cyclic and homodetic peptide – entrapped in a liposome in order to reach deep skin layers – **RonaCare Cyclopeptide-5 alcohol-free (CP-5)**. It ensures that the relevant cell receptors react with the fibroblasts in the dermis. This peptide – created by molecular design – **Arg-Gly-Asp-DPhe-ACHA** – represents an appropriate selection of amino acids

ROS-forming processes are a **result of pollution**, radiation or a decline in health

The peptide **down-regulates** genes that stimulate degrading enzymes of ECM proteins

The peptide can **mimic natural processes** of skin communication and repair

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containing an arginine-glycine-aspartic acid (RGD) sequence. This code is needed for starting communication processes and is especially designed for cosmetic applications. CP-5 binds to specific integrin receptors to signal for collagen IV renewal in the dermal region of the skin.

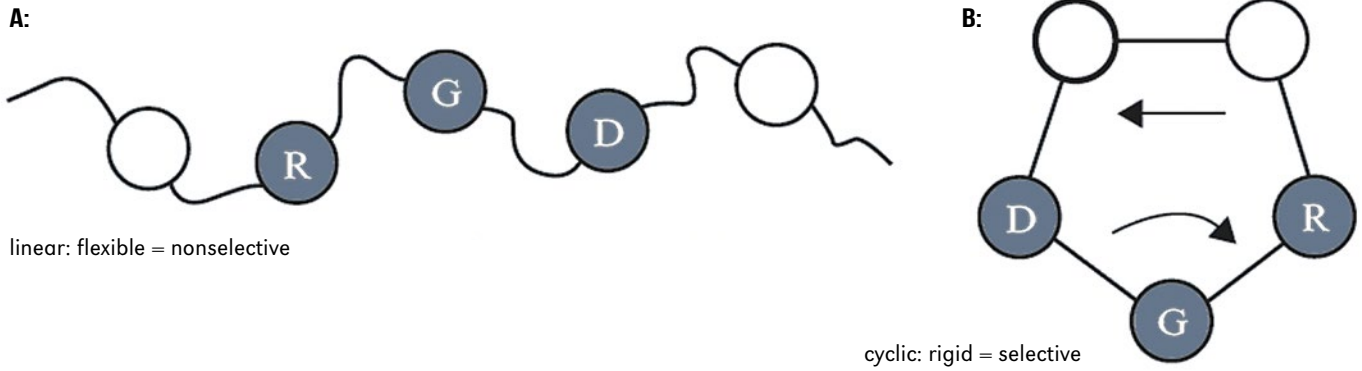
The peptide demonstrates efficacy in in vitro, ex vivo and in vivo studies. In addition, the newly modified quality now offered provides further advantages, as the new composition helps to easily design cosmetics for sensitive, dry or very dry skin, also in halal and kosher formulations.

Communication options within skin

How does our approach to repair, based on re-establishment of communication, work exactly? The resumption of messaging to initiate de novo synthesis of elastic fibres within the dermis is facilitated by peptides that bind to selected integrins. These integrin receptors, as an important family of transmembrane cell receptors, play a key role in cell-matrix interactions and are involved in cell signalling. Integrins are a family of proteins responsible for cell migration, cell-cell communication and

“THE CYCLIC AND HOMODETIC PEPTIDE ENTRAPPED
 IN A LIPOSOME REACHES DEEP SKIN LAYERS”

Dr Lilia Heider, Technical Service Manager, Merck



ECM (extracellular matrix) interactions. They are composed of α - and β -chains with large extracellular domains and short cytoplasmic tails. Fibronectin, an ECM protein, binds to integrins resulting in intra-/extracellular signalling, ultimately causing a conformational change of the integrins to generate the cell signal. Generally, ECM proteins bind to specific integrins resulting in cell signalling. Binding of specific lig-

ands within the extracellular matrix to these receptors is a crucial step for maintaining tissue vitality. Our peptide CP-5 mimics this essential process and helps to keep skin youthful in the event that natural fibronectin is no longer available within the ECM. In an in vitro evaluation, the binding capabilities of linear and cyclic versions of our peptide were investigated. The overall binding capability of the peptide was addi-

The newly modified peptide is suitable for **halal and kosher** formulations

The re-establishment of **signaling pathways** maintains skin beauty

tionally investigated. These binding competition studies, in which isolated integrins α -v β ₃, α -v β ₅ and α -v β ₆ bind to their natural ligands, such as vitronectin or fibronectin, showed strong binding competition of the peptide in the cyclic version. In the case of the linear version of the same peptide sequence, the binding capability was low. Results of the in vitro competition studies with isolated integ-

| Gene | Common name | cDNA results | Potential significance | Benefits for skin |
|-----------------|--|---------------|---|--------------------------------|
| LTBP1 | Latent transforming growth factor beta 1 | upregulated | Interacts with TGF β 1 and 3 to signal for type 1 procollagen production, involved in wound repair of the ECM | Smoothing aspects |
| ITGB1 and ITGA5 | Integrin beta 1 and alpha 5 | upregulated | Signal for fibronectin production in the ECM of skin | Elastic fiber network support |
| CYR61 | Insulin-like growth factor-binding protein | upregulated | Wound healing in ECM protein of fibroblasts, support of collagen renewal | Strengthening of ECM |
| TIMP1 | Fibroblast collagenase inhibitor | upregulated | An MMP inhibitor, promotes collagen production | Elastic fiber maintenance |
| S100A7 | Psoriasin | downregulated | High levels found in inflammation and in aged skin | Protective aspects for skin |
| MMP13 | Collagenase 3 | downregulated | Inhibits degradation of collagen 3 | Support of youthful appearance |
| TERT | Telomerase reverse transcriptase | downregulated | High levels found in cells out of homeostasis | Support of skin homeostasis |

Table 2: cDNA analysis of CP-5 to support anti-ageing and soothing properties

photos and figures: Getty Images (women), Merck (tables and figures)

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| Competitive binding assay to isolated integrins | IC50 [nM], n = 3 | | |
|---|-------------------|-------------------|-------------------|
| | $\alpha_v\beta_3$ | $\alpha_v\beta_5$ | $\alpha_v\beta_6$ |
| (A.) Linear RGD pentapeptide | 120 | 6100 | not det. |
| (B.) Cyclic RGD pentapeptide (CP-5) | 2,3 | 700 | 220 |

Table 1: Results of integrin binding competition studies

rins $\alpha_v\beta_3$, $\alpha_v\beta_5$ and $\alpha_v\beta_6$ confirmed the ability of the peptide to compete with vitronectin and fibronectin binding to $\alpha_v\beta_3$ and $\alpha_v\beta_5$ (Table 1).

Genetic origin

In addition, we learned from cNDA analysis (fibroblasts, keratinocytes) that the power of our active peptide is also effective with regard to other important genes.

The data listed below show that the cyclic peptide (active of RonaCare Cyclopeptide-5 alcohol-free) upregulates a multitude of genes stimulating important basement membrane proteins and growth factors and shows a protective impact on the ECM.

Among these proteins and growth factors are Laminin IV, collagen IV as well as TGF- β_1 and TGF- β_3 . Laminin IV binds to cell surface receptors and thereby tightly connects the basement membrane to the adjacent cell layer. This helps to stabilise cellular structures. Collagen IV belongs to the net-forming type of collagens.

Additionally, the cyclic peptide (active variant of CP-5) downregulates genes that stimulate degrading enzymes of ECM proteins, such as collagenase 3 and elastase A2. Hence, it protects the ECM.

Furthermore, additional beneficial genes that influence inflammation-reducing aspects were downregulated in the presence of our cyclic and biomimetic peptide. A selection of these is given in Table 2.

CP-5 was designed to bind to a specific integrin receptor to signal collagen IV renewal in the dermal region of skin. It represents a smart and very selective peptide that can mimic natural processes of skin communication and repair.

With the help of the available data, formulators can generate effective anti-ageing products for demanding, sensitive skin. The multitude of properties proven in various tests position this bionically inspired cyclic peptide in CP-5 (RonaCare Cyclopeptide-5 alcohol free), a smart and biomimetic solution for turning back time, as a multi-tasking cosmetic active for creating visible and attractive rejuvenation of the skin. Wrinkles, reduced skin firmness, and loss of elasticity can thus be "communicated" as topics of the past. □

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

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INTERNATIONAL LAUNCHES

Product development | This month, Michelle Strutton focuses on exciting new trends and products in the field of cosmeceuticals.

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In a recent report on Managing Skin Conditions, Mintel concludes that in the UK, the uncertain future of the NHS (National Health Service) has caused consumers to take treatment of skin conditions into their own hands. There is a trend towards younger generations self-diagnosing their ailments, as many look for solutions that fit their increasingly organic idea of wellness. All of this creates opportunities for the non-prescription market to develop more natural products and extend into segments previously off-limits due to skin sensitivity. Mintel concludes that retailers could be key to building trust with these shoppers through in-store expertise and a more tailored service. Here is a selection of new products from Mintel's GNPD¹, which (amongst others) target acne, problem skin, cellulite and hair loss.

Repair Serum

In the USA, the **Dr. Jart+Cicapair** range is described as a derma green-cure solution for irritated skin. Its **Tiger Grass Re.Pair Serum** is a highly concentrated, fast-acting and repair-

ing serum that soothes sensitive skin, calms redness and irritation in one minute and combats redness, acne and blemishes. Suitable for sensitised skin, the formula contains capsules that contain a moisturising centella asiatica complex, a mineral complex to relieve stresses and an herbal complex to strengthen skin. The product's water-spreading texture softly wraps skin to aid in reducing redness. Its Green Cell technology is designed to relieve stress and soothe sensitized skin resulting from external environmental stressors.

Warming serum

In Russia, **Farmona's Nivelazione Slim Termoaktivnyy Antitsellyulitnyy Kontsentrat** is a hot therapy thermo-active modelling serum for the abdomen and buttocks. Its warming formulation, with its hot therapy system, contains Actiporine 8G, gotu cola and guarana extract. The serum is claimed to model the silhouette, improve the appearance of the abdomen, as well as to lift and firm buttocks, whilst helping to reduce excess fat tissue and cellulite. It is said to provide a draining effect to strengthen the skin's structure.

Mermaid Mask

In the UK, the **Leahlani** skin care line has been created to transform routine care into a skin care ritual, featuring products that are formulated with the most opulent and luxurious ingredients, including a mix of organic, vibrant botanicals and skin softening clays, delicious tropical fruits, and pure organic Hawaiian nectars. The line's **Mermaid Mask** is a nutrient-dense superfood face mask designed to cleanse and soften the skin. It contains naturally anti-septic and antimicrobial organic Ha-

DR. JART

A repairing serum which provides relief from environmental stressors



waiian raw honey, brightening hydroxy acids, organic Hawaiian spirulina to help with premature ageing, acne, redness, uneven skin tone and dryness, organic premium chlorella, the micro-algae luminess algae, sea buckthorn CO₂ with anti-inflammatory omega fatty acids that are beneficial for inflammatory skin conditions, vitamin A and vitamin C, French green clay, ylang ylang, palmarosa, anti-inflammatory lavender, hydrating rose, antimicrobial white lotus, anti-inflammatory coriander, bee's wax absolute, bee balm and geranium. □

¹ Mintel's Global New Product Database (GNPD)

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



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FEEDING A HEALTHY MICROBIOME

Ingredients | Belinda Carli from the IPCS shows which ingredients are being developed to combat harmful bacteria, while supporting the development of beneficial micro-organisms on the skin.



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skin bacteria with significant results and, none of the negative side effects commonly associated with more dramatic medical or salon treatments.

What are prebiotics?

Probiotics are beneficial bacteria, and can be found in abundance in yogurt. Probiotics are typically ingested, and clinically proven to promote a healthy intestine. Prebiotics are substances that create a suitable environment for the beneficial micro-organisms to flourish. Did you know that we have approximately 1.8m² of skin, with up to 2kg of micro-organisms, such as bacteria, viruses, fungi, and mites living on us?¹

We have an incredible quantity of micro-organisms living on us, but what exactly do they do? Also, what can go wrong, and why are prebiotic cosmetics becoming so popular?

The skin's microbiome

The symbiotic micro-organisms which live on our skin are collectively referred to as the skin microbiome. These micro-organisms are largely

beneficial to us – when balanced, they help keep our immune system functioning as it should: a protective benefit. These micro-organisms are usually recognised by our immune system as normal, and when we are exposed to harmful micro-organisms or toxic substances, the micro-organisms react by providing inhospitable environments to the foreign bacteria, or create compounds which trigger an immune system response. By recognising what should be on our skin, our T-cells can also develop anti-bodies to otherwise deceptively similar pathogens. This microscopic system ensures that our skin always is ready to mount a major defense, should an invader appear on our skin. In some cases these micro-organisms provide defence mechanisms that our bodies have not evolved to create for themselves; without them, we could potentially encounter more illnesses or skin issues.

Research has shown a strong connection between a balanced microbiome and healthy skin. As an example, the bacterium *Propionibacterium*

Everyday our skin plays host to an on-going battle for balance which we aren't even aware of. It is a necessary process for our skin to maintain health. When imbalanced, skin conditions can result and treatment becomes necessary. So much is known about the beneficial bacteria living in our intestines, but it is only recently that the bacteria dwelling on our skin have come under the spotlight, with significant and advantageous opportunities for those suffering from common skin diseases. We are now seeing the launch of **prebiotic** skin care products, designed to support beneficial

“PREBIOTIC SKIN CARE SUPPORTS BENEFICIAL SKIN BACTERIA WITH NO SIDE EFFECTS”

Belinda Carli, Director, Institute of Personal Care Science (IPCS)

INGREDIENTS

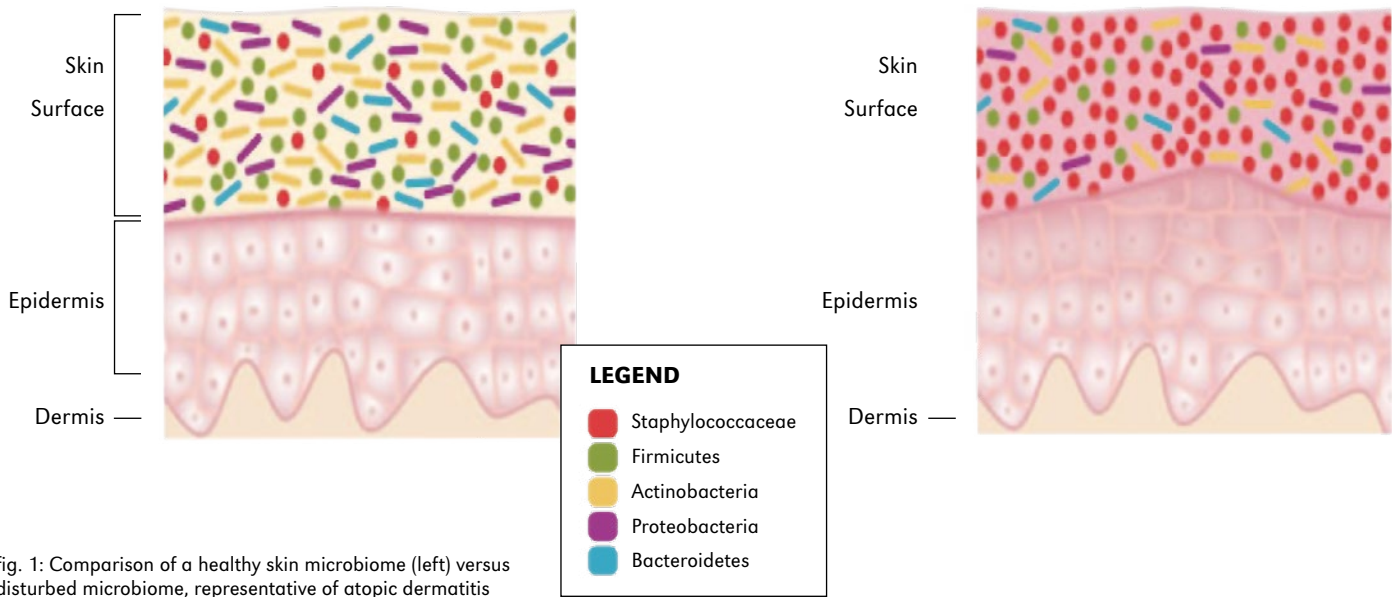


fig. 1: Comparison of a healthy skin microbiome (left) versus disturbed microbiome, representative of atopic dermatitis

acnes has long been considered to be the cause of the hair follicle disease commonly known as acne. However, recent studies have shown that *P. acnes* is the most abundant species in the hair follicle in both healthy and symptomatic individuals.² The difference between those with healthy skin and those with acne was in fact shown to be the presence of genes related to bacterial metabolism, which prevents the bacteria from colonising the skin. Those with acne were also found to have more genes which contribute to the production and transport of bacterial toxins which cause inflammation and harm to the skin.

This research indicates that if we can modulate the skin microbiome, we can selectively target harmful bacteria, while supporting beneficial bacteria to restore the balance required to maintain healthy skin.

When the skin microbiome is imbalanced or our immune systems are compromised, we can develop skin problems such as acne, dermatitis, and psoriasis. It is only recently that the importance of having a balanced skin

BACTERIA
dwelling on the skin
are now under the
spotlight

The skin micro-
biome is comprised
of **symbiotic
micro-organisms**
which live on our
skin

Research shows
a strong connec-
tion between a
**balanced micro-
biome** and **healthy
skin**

microbiome has become known, and targeted through the use of prebiotic skin care.

When comparing a healthy skin microbiome to a disturbed microbiome representative with atopic dermatitis, imbalances are apparent in the microbiome diversity (see fig. 1), and it commonly causes significant inflammation and redness.

Current treatment options for acne prone skin

Healthy skin has not just microflora, but also sebum: a food source that is broken down to fatty acids by the bacteria, giving the skin its slightly acidic pH of 5.5. When there are deficiencies in this metabolism, either a higher secretion of sebum, or slow cell turnover (leading to an accumulation of cell debris mixed with sebum), hair follicles become clogged, leading to inflammation, redness, and the formation of pimples. Where this becomes persistent and excessive, acne is diagnosed. Sebum production is specific to individuals, and also varies depending on age, hormonal influences, temperature and humidity, pollution,

poor hygiene, and counter-intuitively, over cleansing.

These are currently some common treatment approaches to acne:

- **Ingestible antibiotics:** available via medical diagnosis and prescription only. Ingestible antibiotics can disrupt healthy micro-flora, as they are non-selective and broad-spectrum, killing both beneficial and harmful bacteria. While reducing the harmful bacteria will reduce the pimples and irritation of acne, it also reinforces the imbalance of micro-flora, so that once the medication stops, both types of bacteria will recover the imbalance continues. Topical antibiotic products can also be used for similar temporary effects.
- **Highly acidic peels:** these types of products provide temporary benefits by killing micro-organisms in the microbiome because of their extreme pH conditions. They also remove the outer layers of dead skin cells to expose younger skin beneath. While treatment can remove excess dead skin cells and refresh the outer layer of skin, the microbiome generally remains imbal-

anced and pimples reoccur once sebum and skin cells recover.

- **Benzoyl peroxide:** available in various cosmetic products at low concentration, as well as higher dosage prescription products, benzoyl peroxide works by destroying the bacteria associated with acne formation. This has transient effects, as it does not affect sebum production or skin cell turnover. Side effects can include skin peeling, itching, irritation, and redness. Once the use of products containing benzoyl peroxide is stopped, the harmful bacteria and adverse conditions will again flourish and pimples, redness, and irritation return.

Prebiotics offer a new approach

Reported in **Chemical & Engineering News**,³ skin care makers are now launching products containing live bacteria, bacteria extracts, and other ingredients to enhance microbe activity. Examples of prebiotic and probiotic products include:

- **AOBiome** – skin care products containing ammonia oxidising bacteria.
- **Gallinee** – creators of products containing probiotics and prebiotics.
- **Procter & Gamble** have applied for a patent on a prebiotic composition to support the health of the skin microbiome.
- **La Roche-Posay (L'Oréal)** have patented **Vitreoscilla Ferment**, a bacteria derived ingredient that is intended to balance the microbiome of dry skin.
- **Johnson & Johnson** have been reported to be developing products with this technology. They have been working with biotech firm **S-Biomedic** on bacterial treatment for both therapeutic and cosmetic applications.

Ingredients with anti-acne effects

The active ingredients with anti-acne effects include:

Propioni bacterium acnes **has long been considered** to cause acne

AN IMBALANCED

skin microbiome can lead to **skin problems**

A clogged follicle leads to inflammation, redness, and the formation of pimples

Highly acidic peels provide temporary benefits

More raw material to selectively targeting **harmful bacteria** while supporting beneficial micro-organisms

- **ProRenew Complex CLR** by **CLR** based on probiotic technology is a lysate of *Lactococcus ferment* which targets skin renewal. It includes elements that build skin density and the production of antimicrobial peptides, while also improving keratinocyte cohesion and growth for accelerated skin renewal, barrier maintenance, and skin protection. The regenerative power of the probiotic lysate helps fortify the skin's natural barrier and invigorates the skin's self-regeneration potential.

- **Relipidium** by **BASF** is a specially engineered hydrolysed yeast protein which works to re-establish the balance of bacteria on skin to restore the skin's microbiome. It also supports the production of skin lipids, including ceramides, to restore healthy skin barrier function. Through these functions it also supports the skin's natural defence mechanisms, increases hydration, and reduces water loss.

- **Yogurtene Balance** by **Givaudan** is a mix of the prebiotic inulin with yogurt powder, a source of non-hydrolysed proteins, vitamins, minerals, and lactose. It has been clinically proven to reduce the presence of *Staphylococcus aureus* on the skin and boost beneficial bacteria to support a healthy microbiome and generalised skin health. It also has proven moisturising benefits and is specifically suited to anti-acne, anti-dandruff, and sensitive skin products.

- **PreBio Defense** by **Vantage Specialty Ingredients** is an active material blend which contains specific polysaccharides that act together as a powerful food supplement and conditioning agent to support the habitation of beneficial micro-organisms on our skin. The specific combination of inulin, yeast beta-glucan, and extract of *Undaria pinnatifida* (a brown seaweed extract) in the product does not support the growth of harmful bacteria

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or fungi, making it a selective growth and support medium for beneficial skin organisms. By supporting the growth and development of the good bacteria, the skin's immune system is also stimulated for further skin-health benefits and continuous protection. It comes as an encapsulated material to ensure high efficacy when the product is applied to the skin.

Where next?

Research in this area, and raw materials available, are still relatively new. However, since the proven effect of normalising the skin microbiome has now been established, we should begin to see more ingredient and product launches designed to selectively target harmful bacteria, while also supporting the development of beneficial micro-organisms. Developments are also expected to support therapeutic treatments for skin conditions including eczema, dermatitis, and psoriasis. While research is still being pursued as to what other implications a healthy microbiome may have on skin sensitivities and ageing processes of the skin, these are sure to be areas that will be explored due to their significant market potential. □

¹ Grice, E & Segre, J. The Skin Microbiome. *Nat Rev Microbiol.* 2011 Apr; 9(4):244-253

² Liu J, et al. The diversity and host interactions of *Propionibacterium acnes* bacteriophages on human skin. *The ISME Journal.* 2015; 9:2078-2093

³ Reisch, M. Cosmetics: The next microbiome frontier. *C&EN,* 2017 May; 95(19):30-34

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SPRAYS & MORE



Formulations | This month you will find a broad selection of sprays, foams and gels for different personal care categories ranging from hair care to skin and body care to colour cosmetics and sun care. The details of all of the formulations listed are available free of charge on our website, at www.cosma.com/qr00241*.

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Velvet Visage Mousse to use with pump foamer

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In the December issue, we will be focusing on formulation concepts for lotions, creams and exfoliants. In our January/February issue, we will focus on formulations for facial care and colour cosmetics. All of the information published here has been carefully assembled. Neither the publishers nor the developers of these formulations can accept responsibility for their safety or accuracy.

photo: Africa Studio, Shutterstock.com

- ADVERTISEMENT -

NEWS



COLOURFUL BEAUTY ROUTINE



Superfoods as effective ingredients

LIPOTEC | Tutti Foodie, back to basics, is a selection of food-based **Actiphyte** botanical extracts. The range incorporates superfoods into our beauty routines by following the traditional five-color diet in topical skin care formulations. Each colour offers benefits: **Actiphyte beet** reinforces elasticity **Actiphyte pomegranate** provides a natural glow, **Actiphyte ginger**

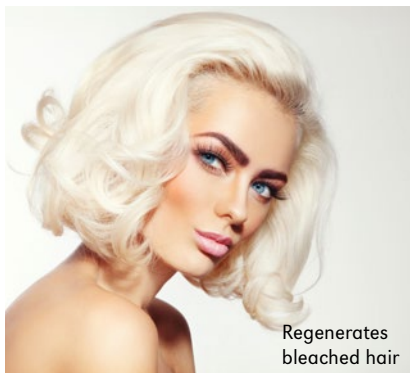
protects from free radicals, **Actiphyte grapefruit** reverses free radical damage, **Actiphyte avocado** enhances DNA damage repair, **Actiphyte broccoli** slows down ageing, **Actiphyte eggplant** helps retain moisture, **Actiphyte acai berry** can provide a bright complexion, **Actiphyte almond** regulates oil balance and **Actiphyte quinoa** reduces visible pimples caused by acne.

www.lipotec.com

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SYMRISE | The 100% natural ingredient **KeraSym Rescue** is able to protect keratin from the damaging processes of bleaching, dyeing and heat exposure. The product combines the strengths of Cupuaçu and Cocoa in a unique composition.

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PEG-free, cold-processable solubiliser



Particularly suitable for clear formulations

EVONIK | With the help of **Tego Solve 90**, a Cosmos-certified solubiliser, a wide array of perfume and essential oils can be efficiently incorporated into aqueous formulations. The cold-processable PEG-free solubiliser contains no polyethylene glycol (PEG), and is made entirely from renewable resources such as canola and RSPO-certified palm oil. The mild solubiliser is suitable in particular for clear formulations.

www.evonik.com

New scent built around Cumuru root

DROM | Drom's perfumers Benoit Lapouza, Eve Miralles and Anne Louise Gautier have created an exclusive fragrance for the men's collection **Cumaru Raiz Line** for **L'Occitane au Brésil**, which is built around the millenarian cumaru root and has an aura of spicy ginger, woody cumaru and rich leather. Inspired by the shape and texture of the cumaru's seeds, the Brazilian designer Marcelo Rosenbaum created the bottles of the product range.

www.drom.com



The bottle is inspired by the cumaru's seeds

Antioxidant peptide

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www.lipotrue.com



Offers a 360° pollution protection

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LONZA | Combining two naturally derived **Polyaldo** polyglyceryl esters creates very stable high-viscosity formulations with enhanced aesthetics. Poly-

aldo 10-2-P Pastillated and Polyaldo 6-2-S polyglyceryl esters are patent-pending emulsifier combinations that outperform traditional emulsifier systems.

www.lonza.com/personalcare

photos: Images72 (cream), Lipotec, Lipotruc, Nikkyrok (gel), L'Occitane, Olga Ekaterincheva (hair), Shutterstock.com



AEROSOLS KEEP IT PERSONAL

Packaging | Amy Falvey from BAMA highlights the innovation potential, new technologies and sustainable solutions that drive the aerosol industry.



AUTHOR:
Amy Falvey, Membership
& Communications Manager
BAMA, Stevenage, UK
www.bama.co.uk

The news from the aerosol industry is positive; filling figures are steadily on the rise in almost every sector; aerosol innovation is making waves in marketing and new technology, and the future is looking bright. The launch of BAMA's* Future of Aerosols 2 project acknowledges and embraces future issues affect-

ing all parts of the aerosol supply chain.

How does the personal care sector measure up against these developments and how will it innovate its way to a profitable future? The UK aerosol market is dominated by personal care, in particular deodorants and antiperspirants, which account for more than 72% of the volume filled in 2016. In May of this year, our trade association released aerosol filling figures for 2016 further supporting personal care's dominance in the aerosol packaging format. The figures revealed stability over the past five years for both body spray and deodorant categories and, although there has been a shift from body sprays to deodorants, the figures also showed that filling volume for

FOAMING

The **post foaming** effect is very popular

The **aerosol formulation** can foam, it can be dispensed as a gel, a post-foaming gel or a cream

The **UK aerosol market** is dominated by personal care

both increased by nearly 9% between 2012 and 2016.

Aerosol design and innovation

Growing awareness of the flexibility of the aerosol package has seen brand owners extending product ranges to include aerosols, taking advantage of the convenience, portability and hygiene benefits aerosols provide, allowing for product ranges to be expanded in some sub categories. One particular stand-out product is dry shampoo which, although having been around for quite some time, has experienced a surge, thanks to a combination of better formulations, better understanding of user needs and improved marketing.

Dry shampoos continue to grow and, as part of this trend marketers are developing full styling ranges to complement the shampoo spray. Dry

shampoo itself has developed new stock keeping units for products that help users build volume into their hair style. These have been developed for different hair colours and types, in much the same way as traditional shampoos have developed over the years. One of the most interesting new products in this category is a dry shampoo with conditioner that is available in small, travel packs as well as in larger cans for use at home.

There has also been positive growth in the use of the aerosol pack for sunscreens and self-tan products. The aerosol packs, particularly when allied with a bag-on-valve system, offer significant advantages with these products as they can be sprayed at any angle, allowing users to reach areas pump sprays struggle to reach. In spring of this year, our association hosted an **Innovation Day** at which speakers from around the world joined together to tell the industry about the latest aerosol designs. One of the new technologies discussed at the Day was the micro-fluidic technology nozzle. By allowing the propellant and formula to meet at the nozzle, the quantity of propellant required is reduced, creating significant cost savings. Interactive packaging on aerosol cans to attract the digitally aware market was also presented as an idea to boost consumer engagement.

Many of the improvements in personal care aerosols over recent years have been aesthetic and related to efficacy and sustainability. As an example, **Lynx**, as the market leader in the body spray market, reinvents its packaging on a regular basis to ensure it remains relevant to its consumer

base. This allows the brand owner to differentiate its product on shelf and also provides insulation against possible counterfeiting, given the complexity of the spray system.

Antiperspirant formulations have become more efficacious with some brands now claiming 72 or 96 hour protection. Although this development is unlikely to lead users to shower less often, the improvements in the active ingredients used gives them reassurance that they will be protected throughout the day.

We are very lucky in the UK to have an enviable combination of major brand owners and more artisanal companies working in the aerosol field. Deodorants, body sprays, antiperspirants and shaving gels and foams dominate the market. However, many designer brands have grown up with aerosol styling products at their core. The aerosol offers the opportunity to make styling sprays, fixing sprays, mousses and gels that allow consumers to get salon performance in the home.

One of the most interesting developments in personal care aerosols over recent years has been shower gel in an aerosol can. Although this has been on the market for a few years now, we are starting to see the growth of this product into new premium brands. The post foaming effect of the formula lends itself perfectly to products in this sector.

Sustainability: renewable ingredients + less material

As a part of the innovation we are seeing in the aerosol sector, there is significant work being done to investigate ingredients from re-



Lynx reinvents its packaging on a regular basis to remain relevant to its consumer base

Filling figures are steadily on the rise

AEROSOLS

Styling and fixing sprays, mousses and gels allow consumers to get salon performance in the home

The **formulation can crackle and pop** when applied to the skin

newable sources and the possibility to concentrate products. Both may well require changes to dispensing technology to give the same consumer experience.

There has also been significant light weighting of, in particular, the aluminium cans used for most personal care aerosols. Through a combination of new alloys and different manufacturing processes, can makers have been able to produce cans of the strength required to guarantee consumer safety but using up to 20% less material.

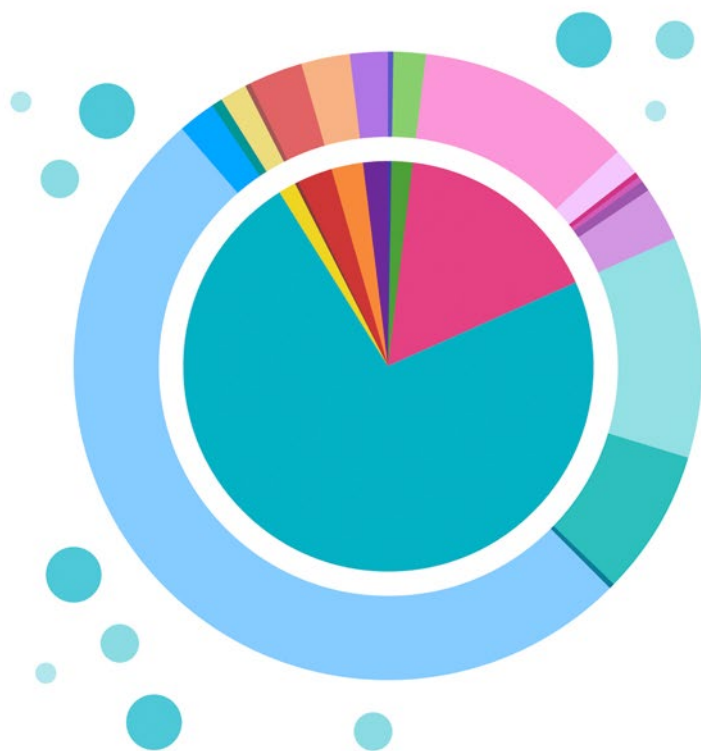
The light weighting of aluminium cans has improved the sustainability profile of aerosols. As part of the light weighting process, to produce the alloys required to give the product its strength, the amount of recycled material has increased. The combination of lower material usage and increased recycled content gives a very positive message for the aerosol package as the can makes up the most significant part of the carbon footprint of an aerosol.

The future of aerosols

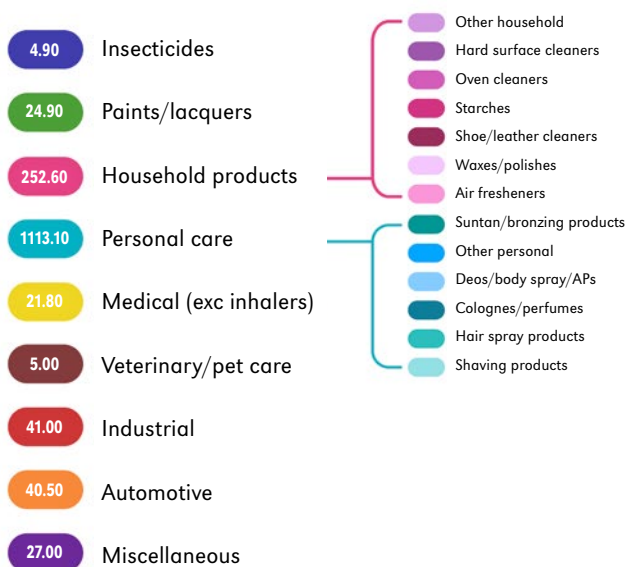
On a broader scale, the future of aerosols exposes complexities that all companies involved in the personal care sector need to start thinking about and build into

“AEROSOLS PROVIDE CONSUMERS WITH THE WOW FACTOR OFTEN MISSING FROM OTHER PACKAGING FORMATS”

Amy Falvey, Membership and Communications Manager, BAMA



2016 FILLING NUMBERS



their long-term business plans. In 2015, our trade association worked with research company **Forum for the Future**, who were appointed to research and assess the many issues relating to the aerosol industry.

The study, which drew on information from members, highlighted a number of different important areas about which aerosol-related companies need to be mindful and also turn into opportunities. For example, the circular economy is an area that organisations can focus on by considering how to reduce the amount of virgin materials they use and how they can build into

A boost for **sunscreen** and **self-tan aerosols**

Premium shower gels in aerosols are on the increase

DEODORANTS and **antiperspirants** account for more than 72% of the volume filled in 2016 in Britain

their future plans the need to reduce negative impacts on air quality. In addition, the role of the supply chain in its current linear shape is likely to change, and companies in the aerosol industry need to explore how to work around resource constraints and a changing climate.

From the findings, we created a toolkit, a downloadable resource to help companies make use of the study's conclusions and adapt their business strategies.

The future for personal care

For the personal care sector specifically, deodorants, body sprays, antiperspirants and shaving prod-

ucts will continue to dominate, but there seems to be more opportunity for the growth of premium products.

Aerosols offer a unique opportunity to give consumers the WOW factor often missing from other packaging formats.

The formulation can foam, it can be dispensed as a gel, a post foaming gel or a cream.

It can crackle and pop when applied to the skin. It can cool or heat when used, all in a package that can't be spilled and that applies the product exactly where you want it to go.

Overall steady growth in filling figures despite a small drop of less than 1% in 2016, a continued high level of aerosol innovation, which draws on the pressing issues of sustainability and waste, alongside a firm framework from our trade association in the form of the **Future of Aerosols 2 Toolkit** means the table is set for a positive future in the personal care sector. □

*the British Aerosol Manufacturers' Association (BAMA)

► **BAMA AT A GLANCE**

The British Aerosol Manufacturers' Association (BAMA) is a **trade association** that represents the **UK aerosol industry**. BAMA's membership covers every aspect of the **aerosol supply chain** ranging from labelling, component and ingredient suppliers to fillers, can makers, marketers and distribution companies. The association offers a range of **business support** and **technical advice services** as well as **lobbying industry views** to legislators and regulators.

www.bama.co.uk

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The aligned splined sections of the can are compelling



Ergonomically designed for easy handling

POWERS OF INNOVATION

Packaging | The most innovative aerosols of 2017 have received this year's World Aluminium Aerosol Can Award. What else is currently driving the aerosol market?



AUTHOR: Gregor Spengler, Secretary General, Aerobal Düsseldorf, Germany www.aerobal.org

The International Organisation of **Aluminium Aerosol Container Manufacturers (Aerobal)** stages the World Aluminium Aerosol Can Award¹ every year. This year, there were two winners in the “Aluminium Cans already on the Market” category. **TAG Body Spray** from the American firm **CCL** and an anti-transpirant from Ball Corporation (USA), part of the **Men Expert Series** from **L'Oréal**, tied for first place honours. Tactile, another aluminium can from **Ball**, emerged as the winner in the “Prototype” classification.

This year a large number of aluminium aerosol cans had been submitted to the competition to display company's powers of in-

THE LION'S SHARE

of total production, about **80%**, is used for body care and beauty products

The ReAl technology has improved potential to reduce weight

novation. The numerous prototypes in the competition demonstrate the diverse possibilities this packaging will open in the global packaging markets of the future.

Exclusivity in shape and style

One of the two winners in the previously mentioned, “Aluminium Cans Already on the Market,” is produced by the American manufacturer **CCL** and is a customized and environmentally friendly design of **Tag Body Spray** by **My Import USA, LLC**. Particularly compelling technical features are the aligned splined sections of the can, along with the recessed form area, which is contoured to allow the “Tag” insignia to be print-

photos: Aerobal



Snake motif with a tactile skin texture

ed within the recessed shape. The eye-catching presence at the point of sale is further heightened by the striking coloured elements incorporated in the design. The unique can design also makes product counterfeiting substantially more difficult.

More complex shape and potential for weight reduction

The other can to win in this category is manufactured by the American **Ball Corporation**. They used the **ReAl** technology in making the new **L'Oréal Men Expert Antiperspirant** can. This advanced technology enables cans with more complex shapes to be produced. At the same time, it paves the way for the use of higher percentages of recycled materials, and for greater potential weight reduction. This can, with its unique shape and flat shoulder, is ergonomically designed for easy handling.

A dual sensory experience

Ball also chalked up a victory in "Prototypes," with its **Tactile** aluminium can. The prototype shows the possibilities of a technology known as tactile, or raised, ink. With the particular surface texture of the can, consumers enjoy a distinct and memorable product experience when

grabbing hold of the can, and can forge an emotional tie to the brand. These tactile patterns and structures can be applied 360° around the can. There are almost no limits to design. The snake motif, with its visually appealing colouring, has a characteristic reptile skin texture. It is also possible to create honeycomb structures, or replicate the surface textures of citrus fruits.

Worldwide production of aluminium aerosols

In the first half of 2017, the members of **Aerobal** delivered 2.9 billion aluminium aerosol cans world-wide. This output is similar to 2016, which ended with record results for the industry. The current trend for deodorants is especially favourable, with growth reaching five percent in the first half of 2017.

In contrast, the market segments of both hair care products and shaving foams are down compared to last year.

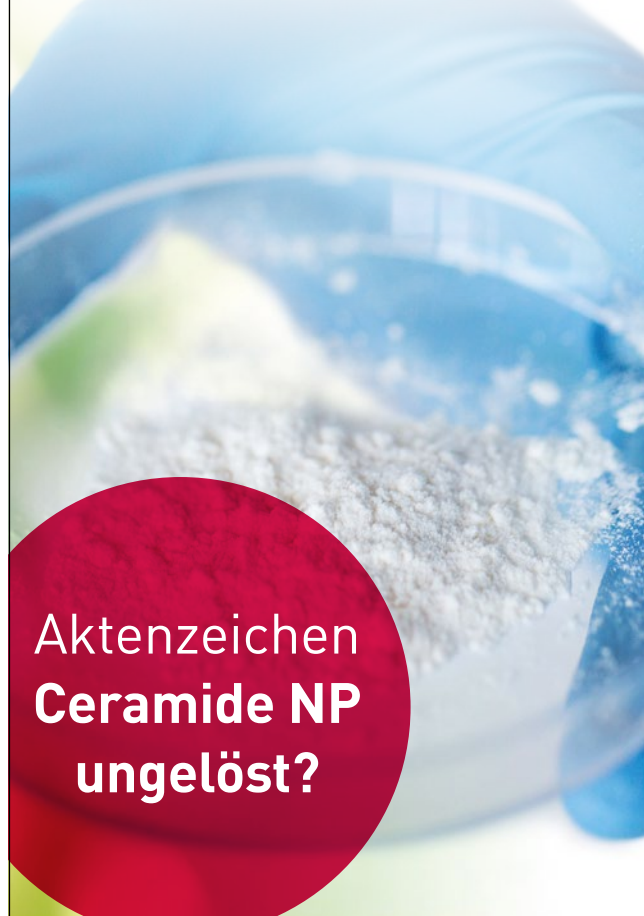
The lion's share of total production, about 80%, continues to be in body care and beauty products. The pharmaceutical sector, the food industry, and the markets for household and chemical/technical products make up the remaining 20% of production output.

The drawbacks of the favourable mid-year figures are higher commodity costs, which are mainly due to rising aluminium prices, as well as increased prices of lacquers, varnishes, and printing inks.

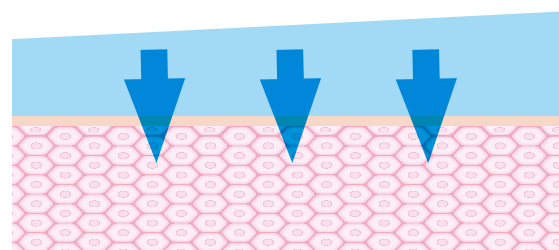
The industry has quite optimistic expectations for the second half of this year, and it is projected that the results of the previous year can be achieved in 2017 once again.

As aluminium has the advantage of being perfectly recyclable, aluminium aerosol cans will continue to improve their position in the global market of sustainable packaging. In addition, due to aluminium's premium look and feel, it not only appeals to designers, but also to consumers worldwide. □

¹This year's panel of judges was made up of experienced editors and journalists from renowned industry media all around the globe, such as Angelika Meiss from COSSMA



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THE CHANGING NEEDS OF ASIAN BEAUTIES

Product development | Analysts from Asian Consumer Intelligence, Euromonitor, Mintel, Information & Inspiration and Kline disclose the latest trends driving hair care, colour cosmetics, skin care, facial masks, customisation, and ingredients in Asia Pacific at In-Cosmetics Asia.



Nicole Fall, Founder
Asian Consumer Intelligence

COSSMA: What are the latest hair care trends in Asia?

Nicole Fall, Founder, Asian Consumer Intelligence: here is growing awareness around hair fall, environmental damage, and a shift to products promising either higher quality ingredients or more natural formulations. The emerging middle classes in countries such as Thailand and Indonesia have more money to spend on personal care, so instead of buying sachets or family-sized bottles of shampoo targeted at the whole family, we are seeing women choosing their own brands, for their own needs. In South East Asia's relentlessly hot and humid climate, greasiness, hair fall, and pollution damage are real concerns. Consequently, consumers in the Asia Pacific hair care market are seeking products that provide a great scent, promise benefits and deliver shine, while products which are not silicone-free or free-from particular ingredients are perceived to be harmful.

The demand for silicone-free and paraben-free hair care products started in Japan and has since shifted to other parts of Asia, long before it was a trend in Europe and North America. While North American and European brands are popular in South East Asia, so are Japanese brands, meaning that many of the trends we see in Asia are region specific, and not from the US or Europe. There has been knowledge for some time that Asian hair is different to European hair, and thus products from Asia are seen as more relevant than generic multinational products designed for Europeans. The focus on scalp-cleansing services and straightening, as well as conditioning treatments, as widely available in salons in Southeast

Treatments such as scalp-cleansing, straightening, and conditioning would do great in **overseas markets**

Introducing more steps in the **typical hair care routine** is becoming popular

With more than 50% of sales value, **Asia** is the **dominant leader** on the global skin care

The expanded skin care routine includes up to **10 to 15 products**

ASIA'S beauty market is recognised as a **pioneer** in facial masks

Asia, could do fantastically well in markets overseas. The Balinese treatment became a huge trend with Japanese women over 15 years ago, along with a particular brand of Indonesian hair moisturising oils which is still popular among women today.

Women are either cutting their hair shorter, dyeing it for the first time, or wearing hijabs which can create odour problems, and thus are looking for products that impart a long-lasting scent. The typical South East Asian consumer is increasingly turning her focus from skin care to hair care, and demands are growing fast.

Innovative new products in the South East Asian hair care market are emerging through the introduction of more steps in the typical hair care regime. In the last six to nine months, there has been a new wave of hair serums and oils added to the beauty inventory. These tend to be post-wash treatments, designed to add moisture to dry hair. In this instance, the market has been highly influenced by skin care. Asian consumers seek hydration claims from their skin care products, and it is no surprise to see this particular trend make its way into the hair care sector as well.



Sunny Um
Research Analyst, Euromonitor International

COSSMA: What are the latest trends in colour cosmetics in Asia Pacific?

Sunny Um, Research Analyst, Euromonitor International: As of 2016, colour cosmetics are the fastest growing category in Asia, at 8%. Large brand colour cosmetics grew strongly at 6% CAGR over the past five years, eating up the market share of premium colour cosmetics brands. South Korean brands such as **The Face Shop**, **Etude House**, and **Innisfree** fuelled

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the mass cosmetics boom by fulfilling Asian consumers' need for self-indulgence and affordability through creative brand storytelling, eye-catching packaging, diverse product ranges, and low price points.

In Europe, sustainability of ingredient sourcing, and production and supply chain play an important role in consumer purchasing decisions. In Asia, sustainability is more of a marketing concept to promote a 'natural' brand image, and whether the products are manufactured in truly a sustainable way is of less interest to consumers. Brand image and celebrity marketing play a large part in consumers' purchase decision. BB/CC Creams recorded 23% CAGR for the past five years, driven by the Korean Beauty phenomenon; Asian consumers' desire to create radiant, glowing skin like Korean celebrities boosted the product sales. BB Creams have sunscreen and hydrating serum elements incorporated, to help reduce the multiple stages that come as part of a typical skin care product routine. Their compact-type packaging offers ease of use on-the-go, therefore filling the busy urban consumer's need for time-saving in Asia.

Hypoallergenic cosmetics are also on the rise, as increasing consumer awareness of the damage caused by air pollution leads them to opt for more scientific, effective, and dermatologically proven solutions. Skin care hybrid cosmetics such as **Josie Maran Anti-Ageing Skincare Finisher & Make-Up Primer** and **Mary Kay's Mineral Eye Colour**, containing vitamins to fight against wrinkle-causing



Wearing hijabs can create odour issues

free radicals, are now on the market to address consumer concern.

COSSMA: What are the latest skin care trends in Asia Pacific?

Sunny Um, Research Analyst, Euromonitor International: Asia has been the dominant leader on the global skin care scene, contributing to over 50% of the world's skin care sales by value. Despite the cooling economy and discouraged consumer confidence in the top sales markets of China, Japan, and South Korea, the overall region witnessed a healthy growth of 6% over the past five years, thanks to soaring consumer interest, middle-class expansion in developing markets, increasing female spending power derived from women's extended career life, and international brands' aggressive expansion.

Face masks registered 10% CAGR (compound annual growth rate) for the past five years, driven by China's strong economic growth and dominant market size. Manufacturers are particularly active in

Masking routines have become increasingly segmented over the years

Hair masks have experienced significant growth

product evolution for face masks, especially in sheet masks, which have evolved from a simple sheet to a multi-step clinical package. Manufacturers have also introduced sheet masks with increasingly specific target solutions like pore reduction, collagen boosting, and anti-dust.

Asian consumers' proactive approach towards skin care, boosted by the Korean and Japanese beauty trends and vibrant online communities, have led to positive growth in skin care sales. Their desire for radiant skin combined with their fear of the widespread haze and smog led them to grow as "self-educating" consumers, who care about product efficacy, active ingredients, and the time and efforts invested in skin care. This results in the vibrant growth of premium skin care, derma cosmetics, and customised formulations, as well as expansion of the skincare routine, with the number of products regularly used reaching 10 to 15.

COSSMA: What are the latest Asian trends in facial masks?



Sharon Kwek, Senior Innovation And Insights Analyst, Beauty And Personal Care, Mintel

Sharon Kwek, Senior Innovation and Insights Analyst, Beauty and Personal Care, Mintel: In the Asian Pacific market, facial masks in more and more formats are introduced. They offer increased levels of convenience for a growing pool of consumers, and there is something for almost everyone. Concentrated beauty in a pack means offering concentrated contents such as serums, ampoules, and injection boosters. In terms of facial mask innovations, Asia continues to keep the category active with product launches coming in various materials and textures. Meanwhile, facial masking routines differ from region to region, especially as masking re-

gimes have become increasingly segmented over the years. Consumers in Asia are using different types of masks at different times of day, whereas consumers in Europe are using masks for their nightly routines.

Facial masks continue to see steady growth, with innovations coming in a myriad of formats, materials, and ingredients. Consumers have included masks as part of their regular skin care routines, and product usage has increased. Facial masks which come in bigger formats are now on the market, suggesting a daily usage pattern among consumers. Similarly, the launch of facial masks that are specially designed for day and night use also reflects this increase in market penetration.

Across the different mask categories, we are seeing significant growth in the hair mask subcategory. **Mintel's Global New Products Database (GNPD)** shows that there has been a 43% increase in global hair mask launches from September 2015 to August 2017. Hair treatment has always been the answer to damage caused by hair appliances; however other hair related concerns have emerged in recent years. Consumers are now increasingly concerned about damage caused by external factors, like UV rays and pollution. Recently, intensive hair treatment products have evolved into hair sheet masks formats which offer consumers convenience without compromising on the concentrated contents – benefits that can be found in leave-on hair treatment products.

While still niche, foot care masks also hold potential for growth, as we see more and more innovations within this subcategory, from masks that help to moisturise or exfoliate feet, to ampoule foot masks. There has been growing interest in foot care via a mask format.

The most striking product trends currently include multi-functional formulations – but not all-

MARKETING TRENDS PRESENTATIONS

Nicole Fall from **Asian Consumer Intelligence**, Sunny Um from **Euromonitor**, Sharon Kwek from **Mintel**, Florence Bernardin from **Information & Inspiration** and Kunal Mahajan from **Kline**; they presented more details on the topics above in the **Marketing Trends Theatre at In-Cosmetics Asia**, which took place from 31 October – 2 November in Bangkok.

<http://asia.in-cosmetics.com/visit/>

in-ones – which are designed for different parts of a consumer's face. These trends occur particularly among consumers with combination skin types. These are consumers who recognise that there is no one mask that fits their body – the same reason why different masks with different ingredients and functions are purchased for different usage occasions. With multi-masking products available in the market, consumers are now empowered to complete their usual multiple masking sessions in a single application.

Mediheal Black Label Goldenchip Mask uses acupressure through the 14 gold chip points, to give skin a lifting and anti-ageing effect. Singaporean brand **Skin Inc** has launched a multi-masking hydrogel mask series – **Multi-Masking Facial In-A-Flash** – which comes packaged in a multi-formulation set, allowing consumers to customise their masking regimes to suit different skin needs on different parts of the face. Each set includes a range of masks, which claim to have various facial benefits, such as reducing lines around the eye area, or boosting antioxidants in blackhead-prone area, offering consumers up to nine different combinations.

MG Cosmedical Fresh Mix Hyaluronic Acid Hydration Mask consists of a hyaluronic acid packed liquid and dry mask cloth. The ingredients are isolated in-pack to maintain freshness. The mask must be triple-folded and squeezed to distribute the liquid, ensuring full saturation with skin-boosting ingredients.

COSSMA: What are the latest developments concerning the DIY, customisation, and shopping experience trend?



Florence Bernardin, Founder
Information & Inspiration

Florence Bernardin, Founder, Information & Inspiration: The up and coming indie brands have played a big part in this because they tend to react to trends more quickly. The immense power of the internet has also had a massive impact, while legal changes in Korea and the quest for new product concepts have also contributed to the continued growth of DIY and customised products.

We now have the flexibility to come up with customised products, and there is a desire to be fun and exciting, particularly in the make-up segment. ▶



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“THE EXPANDED SKIN CARE ROUTINE INCLUDES UP TO 10 TO 15 PRODUCTS”

Sunny Um, Research Analyst at Euromonitor International

Apart from package customisation, which can be sold with refills in store, other skin care brands in Asia have specific lines and services to go alongside customisation.

The biggest factor that may dissuade consumers from engaging in customisation is the time the product has been on a shelf, as product safety can be an issue, depending on the actives and preservatives within the formulation. It is also essential that consumers have a skin analysis done, to ascertain which products might work best for their skin type and tone, but this could be considered a hassle, and result in turning off some consumers.

What might prevent consumers from embracing DIY beauty is the time it can take a consumer to master the look they want. From finding the right products, to mixing the appropriate shade, and mastering the use of the required ingredients, there are many adjustments needed, and consumers need to have patience to achieve their desired look.

Customisation has largely been played out through technology in-store and online. It will continue across new platforms such as VR, AI, and innovative design displays. We will see even more sophisticated interactive approaches coming into play in the future.

Shopping is a pastime and adventure in many Asian countries, where opening hours are long and malls are, without exception, busy. Consumers in this region like to socialise in shopping malls more so than in Europe. In many Asian countries, socialising is of

FACE MASKS
registered 10% CAGR for the past five years

Creative storytelling, eye-catching packaging, and low-cost diverse product ranges meet consumers' needs

BB and CC Creams registered **23% CAGR** for the past five years

While still niche, **foot care masks** hold potential for growth

paramount importance, and often takes place outside the home. In today's digital and connected world the overall shopping experience provides a means of competing with virtual worlds.

The concept of customisation has been rising in recent years across several industries, but it has not hit personal care in a big way, until now. Exciting innovations such as augmented reality mirrors, products available to try in store, and readily available skin tone analysis which advises on perfectly matched cosmetics colours, are all examples of incredible advances that enhance customer experience.

One aim of innovation is to produce unusual textures and properties to stand out from existing products on the market. When successful, emotion is evoked in the end user, and manufacturers are working to develop formulations with emotions of playfulness and fun, and of self-satisfaction and accomplishment. Health benefits are a major trend across industries, and this also plays into the latest NPD (new product development) in the cosmetics and personal care market.

Combining marketing messages with research and formulations to achieve efficacy relies on the power of the prescribers and influencers who will deliver the efficacy messages through the marketing mediums of videos and online messages. These are connected directly to customer's expectations. The relationship between emotions, experience, and efficacy will divide in future. One branch will follow a minimalistic or efficient track, and the other will be characterised by an ever-evolving path, led by novel textures and emotions to appeal to new customers.



Kunal Mahajan, Project Manager, Chemicals and Energy, Kline

COSSMA: What ingredient trends do you see in Asia?

The Asia Pacific market as a whole is a combination of multiple smaller markets, with similarities and differences. In terms of similarities, they are mostly fast-growing markets, which include the regions of China, India, and Southeast Asia. These markets are expected to record the highest growth rates for the personal care ingredients industry in the world. There is, however, a growing trend towards using safer and milder ingredients, as evidenced in the growth of silicone-free products in China. In China, consumers are of the view that silicone-free products are safe, leading to the growth of such products in the country.

However, there are differences as well. In China, some consumers are shifting from mid- to high-end personal care products, where the formulators pay more attention to the performance of ingredients, and typically utilise premium ingredients. Comparatively, the Indian and Southeast Asian markets are more price sensitive, in relative terms.

As a group, UV absorbers are expected to grow the fastest, as awareness of the harmful effects of exposure to UV rays grows among consumers. As a result, consumers are looking for UV protection from their daily personal care products, driving the usage of these ingredients around the world.

The growth of safe and milder ingredients, also leads to an increasing use of natural ingredients in personal care products globally. There is a trend towards developing finished products which offer protection from pollution, as well as blue light, emitted from the electronic devices we use. As a result, some of the ingredient suppliers have started supplying and designing ingredients for these functionalities as well. □

Additional information on natural cosmetics in Asia Pacific and a comparison to Western Europe can be found on the Internet – see download panel



ILLUMINATED LIP GLOSS

Packaging | The combination of technology and colour cosmetics is still hard to find in packaging, but Raepak's LED Lip Gloss Applicator is definitely an interesting idea that shows the potential of modern technology for this segment.

Particularly in cosmetic packaging, there is a continuous challenge to grab the attention of consumers who are permanently bombarded with an abundance of purchasing options. With ever-continuing progress in technology, it is surprising that there are currently only very few options available in which packaging and technology are combined.

Very few options available in which LEDs are used

It is true that at the moment there are a few approaches in which LEDs are used for perfume packaging. What makes the use of LEDs in packaging appealing is that a vari-

ety of intriguing visual effects can be created.

One interesting visual effect is activated when the cap is pulled off or put back on.

The LEDs can also have different colours, which can create very decorative optical results. In addition, different printing on the packaging, particularly when it comes to glass packaging, can reflect the light of the LEDs in fascinating ways.

After having identified a gap in the market, Raepak has now launched a new **LED Lip Gloss Applicator**.

This new applicator combines two things – make-up and technology to make life easier for lip gloss application.

The new product is stylish and comes with a mirror on the side of the lip gloss container. The applicator lights up with a simple twist and has two tiny LED lights. This new approach to packaging has been designed to make lip gloss application more convenient in a wide range of situations. Of course, the product proves particularly useful for night-time activities.

The applicator lights up with a simple twist

Each lip gloss container can be colour-matched to suit brand or target market guidelines. The bottle has a capacity of 5ml. The minimum order quantity is 24,000. □

www.raepak.com

AM



LUXURIOUS GEMS

Events | New options for perfume bottles, fragrance and skin care application, hip concepts for colour cosmetics and luxurious carton options were the major highlights presented on the occasion of the 30th anniversary of this year's Luxe Pack in Monaco.

Verescence's **High Jewelry Glass** creates a luxurious one-of-a-kind bottle with radiant stones. The light of the gemstones echoes the brightness of the glass. This patented technology can be combined with **Mineral Glass**.

www.verescence.com

The Perfumery & Cosmetics Unit of **Stoelzle Masnières Parfumerie SAS** has developed the luxurious perfumery flacon for **Pure XS by Paco Rabanne**, obtaining a lovely balance in the weight of the glass, along with the delicate hot stamping on the

edges. Stoelzle Glass Group also created the timeless flacon for **Mademoiselle Rochas**, working closely with **Interparfums**. The fine ribs, positioned at regular intervals all around the flacon, were of great importance for the brand, reflecting the haute couture of the French house.

Moreover, the flacon was to have absolutely flat surfaces on both sides, in order to position the labels with utmost precision.

The flacons are available in 30, 50 and 100ml sizes, as well as in miniatures.

www.stoelzle.com

Heinz's new **Times Square Flacon** includes an app with which the consumer can customise his flacon with a personal message and optimise it in an intuitive way. In addition, he can upload his own pictures, videos and even music. After stylising the media with different filters and positioning and adapting the text, the movie is rendered and can then be transferred via USB connection to the flacon.

www.heinz-glas.com

The newest **Chanel** fragrance, **Gabrielle**, is the result of 7 years of col-

laboration with **Groupe Pochet** glass experts. It is a real challenge to combine extremely thin glass walls with perfect brilliance, a perfect quality of execution and functional strength that remains identical to a classic bottle. With a cap imagined as a jewel, the neck of the **Girl of Now** bottle is decorated with a flower-shaped collar that is the emblem of **Elie Saab** clutches. The gold-galvanized petals are covered with a selective pastel-blue tampo-printing realized in a single operation. A transparent protection lacquering is then applied. **Armani's** duo of fragrances for him and her requested **Pochet** to guarantee a balanced glass distribution despite the significant glass weight. With respect to the decor, the very precise positioning of the two shades of interlaced rings (black and gold or silver) has represented a real challenge.

www.groupe-pochet.fr

Texen rose to the challenge – both technical and esthetic – to create a perfectly executed charm to adorn **Jean-Paul Gaultier's Scandal** fragrance bottle. The charm is made of zamak and galvanised in pale gold. Given the tiny size, realising the curve of the legs and the fine lines was the first challenge. The charm is then attached with a braided nylon link in exactly the same shade. The strictly controlled dimensions of the system developed for fixing the charm on the bottle allow the accessory to be held in place.

www.texen.com

Dispensing at its best

Aptar Beauty + Home has observed different ways of applying perfume around the world (Brazil, China, France, Saudi Arabia, etc.) and compiled these everyday yet not insignificant rituals such as frag-clouding, frescanising or swaporising into the **Rituals Codex**, a repertory that is now being enriched with new words. It is aimed at anyone who is looking to learn about the perfuming ritual experience via photos, videos and lexical contents.

<https://theritualcodex.tumblr.com/>



Stoelze Glass achieved an appealing balance in the weight of the glass



Stoelzle created a timeless flacon for Mademoiselle Rochas

Texen's scent pen for the new **Aura Mugler** fragrance breathes new life into the category with an innovative fragrance gesture: an infinitely rechargeable accessory that is discreet and very practical for use on the go. With this scent pen, Texen responds to consumers' demand for an elegant product that is both easy to use and to refill. The Aura scent pen is offered in a box decorated with the new fragrance's colors and accompanied by a bottle from which the pen is refilled. To recharge the scent pen all that is needed is to dip the nylon stem in the fragrance bottle and let it soak up the juice by capillarity – it absorbs 0.2g in just one minute. The pen is then all set to be used twice a day over the space of a week before it needs to be refilled again.

www.texen.com

Aptar's perfume pen **Fragrance Master** renews the perfuming experience ▶



Texen's intricate zamak charm adorns Jean-Paul Gaultier's Scandal fragrance

Silgan's first threaded ferrule pump for luxury fragrance



Pochet: The gold-galvanized petals are covered with pastel-blue tampo-printing



Verescence: The light of the gemstones echoes the brightness of the glass



Heinz: The Times Square Flacon's app lets the consumer customise his flacon



Aptar's perfume pen delivers a dose for instant distribution with a simple push

through an application that will appeal to both connoisseurs and millennials in search of fun innovations. With a simple push, it delivers a dose for instant distribution and traces its fragrance trail on the skin. The application is quick, controlled and highly sensory, and the pen is travel-friendly, innovative and precise.

Star Drop guarantees controlled, hygienic and waste-free application and is an alternative application method to the dropper for a made-to-measure, controlled, drop-by-drop dose.

www.beauty-home.aptar.com

with a low electric current, it delivers a formula enhancing effect. This standard product is made up of an airless container available in various formats, on which is clipped a delivery system containing two balls made of galvanized steel, one silver, the other galvanised in gold. On application, the two balls are activated simultaneously, delivering an immediate effect to the skin. A low electrical current is generated by the combined effect of the two balls coated in different metals. On a fully standard model, this packaging provides a technical solution that is simple and inexpensive to develop.

www.texen.com

Cosmogen's Fresh Pearl is a patented applicator to gently massage the skin. Its ergonomic handle allows picking up the formula without any contamination and to reach every part of the face with softness and delicacy.

www.cosmogen.fr

Lumson has received the **Prix Formes de Luxe** in the Standard Packaging category thanks to the collaboration with **Tata Harper Skincare**, an American company that proposes products with 100% natural formulations. Tata Harper has identified in Lumson's **Airless TAG** bottle the perfect packaging for its **Moisture Molecule Complex** patent, a special formula that nourishes the skin with biocompatible hyaluronic acid. The **Pop-Up** technique (UV-based and solvent) and the four-colour process, which allows for an extremely wide range of decoration solutions, allows an un-



Aptar's alternative application method to the dropper



Texen's new dual ball applicator for airless containers combines massage with a low electric current

Silgan Dispensing Systems revealed its **Melodie Pirouette** sprayer, its first threaded ferrule pump for luxury fragrances, inspired by consumer research aimed at gauging awareness, interest and use of refillable, recyclable and sustainable fragrance packaging. It allows brand owners to offer consumers the opportunity to be more sustainable in two ways. On the one hand, the pump can be separated from the glass bottle allowing for recycling of the glass. On the other hand, the new design also makes it re-usable to allow for refilling. The plastic component and highly automated assembly procedure make this a more affordable option to traditional metal versions. In addition, the external metal component ensures that the luxury element is maintained, in keeping with consumer preferences.

www.silgandispensing.com

Texen has collaborated with a South Korean partner to develop a new dual ball applicator. Combining massage

» LUXE PACK IN GREEN AWARDS 2017

The Finnish company **Sulapac** won the **Luxe Pack in Green Award** in the **Packaging Solution** category for its entirely biodegradable packaging material composed of wood and natural binders. **Groupe Pochet** was the jury's choice in the **Responsible Initiative** category. For the 30th anniversary of the trade show the **Prince Albert II of Monaco Foundation** offered the winners support from its scientific and technical committee.

Groupe Pochet's commitments, defined for its 400th anniversary in 2023 under the banner **Ambition 2023**, was the jury's choice in the category **CSR approach**.

www.luxepack.com



Cosmogen's Fresh Pearl applicator picks up the formula without any contamination



Essentra's Golden Ratio Pack depicts various packaging capabilities in seven different cartons



Knoll's coffret for Lali-que's perfume combines multiple materials

limited scale of colours also on very dark surfaces. The **Embossed** Effect allows a final embossed effect on the decoration.

www.lumson.com

New options for colour cosmetics

HCP launched their new trend ranges for the Autumn Winter 18/19 sea-

son with four trends: **Butterfly Kisses**, **BeautyDNA**, **Bionic** and **Romantique**. Highlights include a delicate bronze-effect filigree butterfly, intricately engraved effects on aluminium, a textured finish called **Crystal Glaze** and dazzling holographic decoration. HCP also presented new stock investments: the highly luxurious **Fusion Magnetic Paintbox**; the **Fu-**

sion Round Deco range evolved with a recess to house a versatile decorative top-plate feature and a slim full-size lipstick addition to the cool aluminium **Magnum** range.

www.hcpackaging.com

Geka presented its new **MidnightSeduction** collection consisting of a mascara, an eyeliner, a 2-in-1 top coat

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Cécile Tuil and Clementine Barbet, Albéa, with Dorothea Michaelis and Angelika Meiss, COSSMA



Dorothea Michaelis, Claudia Tillmanns, DuPont, Angelika Meiss, Hélène Lebrun, DuPont (left to right)



Stefanie Gunz, Geka, Dorothea Michaelis and Angelika Meiss, COSSMA (left to right)



Dorothea Michaelis, Dominic Bakic and Angelika Meiss



Etienne Gruyez, Stoelzle and Angelika Meiss, COSSMA

and eyebrow unit and a liquid lip-stick. The brand-new 1K brush **BurlesqueBeauty**, with its slightly womanly shape, creates night-life lashes. Its special tip design guarantees a smudge-free application with major volume and easily reworking of upper and lower lashes. The wiper, with its flexible material, doses the deep black mascara perfectly. The eyeliner applicator, made of 19 delicately tapered micro bristles, executes exactly defined lines. Paired with a dark black waterproof formula, there is no annoying smudging or time-consuming touch-ups. The brand-new standard eyeliner packaging is slim and classic in design, but is on-trend with a flocked pattern over metallic cap. An integrated weight in the cap conjures up a high-quality appeal. The 2-in-1

product comes with a formula in a luxurious, glittering gold shade. The new **SweetSin** brush, made of **Eosfoam** fibre, is usable for both, mascara and eyebrow treatment. The curved part of the brush provides eyelashes with great volume, curl and length, while the shorter bristles are ideal for combing and accentuating the brows. The heavy-walled 4-edged bottle comes with a brand-new metal cap in gold and an elegant lace pattern. In combination with the soft, ergonomically shaped **SensualLips** applicator with two volume reservoirs, it achieves professional coverage. Whereas the silicon beauty sponge

is perfect for blending foundation, giving even coverage and streak-free results, the soft nylon brush completes the look by applying high-lighter and blush.

www.geka-world.com

Cartons for luxury packaging

Essentra's Golden Ratio Pack is inspired by Autumn/Winter 2018 trends and interprets the themes of classicism, harmony and proportion, depicting various packaging capabilities through seven different cartons. The seven cartons range from square, triangular to hexagonal in shape, and include various features such as foiling, embossing, debossing, soft touch varnishes, pearlescent inks, window patching and matt and gloss finishes. All of these printing capabilities were artfully incorporated into packaging via **Essentra's Design Hub**.

www.essentraplc.com

Lalique Parfums and Knoll Prestige Packaging

received the Grand Prix du Jury 2017 Formes de Luxe for the realisation of the **Lalique Noir Premier Deux Cigales 1911 Black Coffret**. The coffret was created to magnify the spectacular perfume bottle. The luxurious jewel case is composed of a black glossy lacquered wood base and two majestic gold metal galvanised wings, with the cicadas decoration created in filigree. Housed in these wings, a golden mirror in the background reflects the sumptuous bottle. The coffret combines multiple materials, steel, wood, mirror, fabric, which required colour matching and intense testing. □

www.lalique-group.com
www.knollpack.com

AM



Festivity on the occasion of Luxe Pack's 30th anniversary

NEWS



A soft-rounded square compact case with magnetic closure

was used for the lid, along with a smoothly functioning magnetic closure. The soft pink label combined with the pale gold UV-metallised compact was inspired by Claudia Schiffer herself. The compact series is available as blusher, setting powder, contouring powder and quad eye shadow.

www.corpack.de

Compact design for beauty icon

CORPACK | **Artdeco** has teamed up with **Corpack**, to develop a compact case as part of **Artdeco's Claudia Schiffer's Beauty Secrets**. The soft-rounded square compact case with magnetic closure emphasizes the timeless and feminine character of the unit. A special resin-coated label

GLASS DECORATION

STOELZLE | Partial spraying, selective removal of spray and fluorescent and textured sprays make bottles look exciting. The company now uses ink jet printers to decorate bottles with photorealistic images and stunning artwork on a variety of shapes and bottle sizes.

www.stoelzle.com



Inkjet printing for photorealistic images

FINISHING TECHNOLOGIES



High-impact motion effects

Award 2017 with the limited edition packaging for the **Ampoule Concentrates** series from **Babor**.

www.edelmann.de

EDELMANN | Edelmann has won the **German Packaging Prize with Move** (Micro Oriented Variable Effect) – creating high-impact motion effects depending on the angle of the observer – and the **European Carton Excellence**



One-handed operation has become a desired consumer feature

www.lindal.com

Insertless actuator

LINDAL GROUP | **FlipClassic** is an insertless actuator with an integrated cap as an alternative to more costly twist-lock actuators. Its cost-efficient and ergonomically as well as visually appealing design is ideal for regional brands and contract fillers in competitive market sectors. It solves the problem of lost caps especially for on-the-go products, where undesired activation is a concern. Unlike more costly twist-lock and traditional cap-plus-actuators, the new actuator is crafted with its cap and actuator securely hinged.

Smooth touch for bottles and tubes



Brings an extra degree of comfort to the packaging's sensory impact

RPC M&H PLASTICS | **Ultra Soft Touch** provides a smooth finish to bottles and tubes. This type of finish is particularly suitable for products for sensitive skin, child, or baby care. The texture is created by using a two-layer co-extrusion technology.

www.mhplastics.com

EYE-CATCHING MATERIAL DESIGN

ZANDERS | The **Zanpack touch** sample perfume packaging is characterised by the strong contrast between the gleaming colour effects of the hot foil processing, and the naturally coarse, uncoated surface of the cardboard. The cardboard material used has finishing options ranging from punching and embossing, to elaborate foil finishing.

www.zanders.de



Contrasting interplay of glossy and matt effects

PACKAGING



SUPPLIERS

Market survey | Which packaging suppliers offer which packaging items? And which services go with their products? Our updated market survey of packaging suppliers with its clearly structured tabular layout lets you see at a glance which suppliers offer which types of products. You can also see what each supplier specialises in.

DOWNLOADS

Additional information at

www.cossmma.com/qr00242

Your access codes for **November**:

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| DERMATEST GmbH, info@dermatest.de, www.dermatest.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | dermatological and clinical tests |
| DERSCHLAG GmbH & Co.KG, info@derschlag.com, www.derschlag.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | aluminium seal closures |
| Dibrofarm GmbH Distribution & Co. KG, info@dibrofarm.com, www.dibrofarm.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | contract services |
| Dieter Bakic Enterprises GmbH, info@bakic.com, www.bakic.com | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | packaging lines, full service, graphic & product design |
| DMZ GmbH & Co. KG, info@dmz-germany.de, www.dmz-germany.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | samples, ampoules, sachets, inkjet, shrink-wrapping |
| DONAU Kanol GmbH & Co. KG, office@donau-kanol.com, www.donau-kanol.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |

photo: Vector Things, Shutterstock.com

MARKET SURVEY

| <input type="radio"/> no <input checked="" type="radio"/> yes company, e-mail, website | aerosol packaging packaging for colour cosmetics bottles, jars, trolleys, tubes boxes (cardboard, other materials, all shapes) closures (cardboard, other materials, all shapes) machines (packaging, filling, labelling, software) raw materials f. packaging services (design, contract services, consulting) labels, sleeves, coding other most important product/service | | | | | | | | | | |
|--|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|--|
| | DS Smith Packaging Deutschland, contact.sales@dsmith.eu, www.dsmithpackaging.fr | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ELS European Labelling System GmbH, s.balzer@els-gmbh.de, www.els-gmbh.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | progressive branding, labelling and coding |
| Embatherm, contacts@embatherm.com, www.embatherm.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | pre-cut foils, heat sealing, subcontracting |
| EnviroChemie GmbH, kirsten.recklies@envirochemie.com, www.envirochemie.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| ESPERA-Werke GmbH, info@espera.de, www.espera.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | labelling machines |
| Etiket Schiller GmbH, info@etiket-schiller.de, www.etiket-schiller.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | labels |
| etol Gesundheitspflege- und Pharmaprodukte GmbH, info@etol-oberkirch.de, www.etol.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | contract services, private label |
| Faber-Castell Cosmetics, cosmetics@fc-cosmetics.com, www.fc-cosmetics.com | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | cosmetic pencils, contract manufacturing |
| Fachpack Trade Show organized by NürnbergMesse GmbH, www.fachpack.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | packaging trade show |
| Feldmuehle Uetersen GmbH, info@feldmuehle-uetersen.com, www.feldmuehle-uetersen.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | board and paper |
| Follmann GmbH & Co.KG, info@follmann.de, www.follmann.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | low-migration adhesives, water-based printing inks |
| GEKA GmbH, info@geka-world.com, www.geka-world.com | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | mascara |
| Gernep GmbH, info@gernep.de, www.gernep.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | labelling systems, wrap around labelling solutions |
| GRAFE Advanced Polymers GmbH, marketing@grafe.com, www.grafe.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | colour preview/forecast, masterbatches. |
| Gramß GmbH Kunststoffverarbeit., info@gramss-gmbh.de, www.gramss-gmbh.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | plastic closures, flip-top caps, disc-top caps, overcaps |
| Greiner Packaging GmbH, office.kremsmuenster@greiner-gpi.com, www.greiner-gpi.com | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | plastic bottles |
| groninger & co. gmbh, office@groninger.de, www.groninger.de | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | filling, closing and handling machines |
| H. BOHLMEIER & CO, info@bohlmeier-kartonagen.de, www.bohlmeier-kartonagen.de | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | shoulderboxes |
| Hastamat Verpackungstechnik GmbH, j.jung@hastamat.com, www.hastamat.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | packaging machinery, check weighers |
| Hebold Systems GmbH, info@hebold.com, www.hebold.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | mixing and homogenising |
| Hopf Packaging GmbH, info@hopf.de, www.hopf.de | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | jars, bottles, closures |
| Iggesund Paperboard AB, info@iggesund.com, www.iggesundpaperboard.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | fine paper, cardboard |
| Inotech Cosmetic Packaging GmbH, packaging@inotech.de, www.inotech.de | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | PRESTIGE airless dispensing system |
| intracosmed AG, info@intracosmed.ch, www.intracosmed.ch | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | private label |
| ISRA Vision AG, info@isravisio.com, www.isravisio.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | inspection machines for packaging |
| KARL KNAUER KG, info@karlknauer.de, www.karlknauer.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | folding boxes, blistercards, displays, machines |
| KHK GmbH, sales@lipcare.de, www.lipcare.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | private label lip balm |
| Klar + Partner AG, info@klar-partner.de, www.klar-partner.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | software solutions for cosmetic formulations |
| Kosmetik Konzept GmbH, info@kosmetik-konzept.de, www.kosmetik-konzept.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | contract manufacturing |
| L.A. Schmitt GmbH, info@schmitt-cosmetics.com, www.schmitt-cosmetics.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | private label |

| <input type="radio"/> no <input checked="" type="radio"/> yes company, e-mail, website | | | | | | | | | | | |
|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|--|---|----------------------------------|--|----------------------------------|----------------------------------|---|
| | aerosol packaging | packaging for colour cosmetics | bottles, jars, tipples, tubes | boxes (cardboard, other) | closures, dispenser pumps, other materials, all shapes | machines (packaging, filling, pumps, airless syst.) | raw materials f. packaging | services (design, labelling, software) | labels, sleeves, coding | other | most important product/service |
| LAV Management & Service GmbH, emlyn@emlyn.de, www.emlyn.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | production of natural cosmetics |
| Lifocolor Farben GmbH & Co. KG, zentrale@lifocolor.de, www.lifocolor.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | trend colours, forecasts |
| Lindal Group Holding GmbH, info@lindalgroup.com, www.lindalgroup.com | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | aerosol valves, overcaps, spray caps, actuators |
| Linhardt GmbH & Co.KG, johann.beil@linhardt.com, www.linhardt.com | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | tubes |
| Linx Printing Technologies Ltd, sales@linxglobal.com, www.linxglobal.com/en-gb | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | coding solutions |
| Lohn-Pack K.A. Wolf GmbH & Co.KG, info@lohnpack.info, www.lohnpack.info | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | filling, packaging and assembling |
| LOUVRETTE GmbH, louvrette.info@louvrette.de, www.louvrette.de | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | design, airless systems, bottles, jars |
| Lutz GmbH & Co. KG, sales@lutz-packaging.de, www.lutz-packaging.de | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | ampoules |
| Mario Bock e.K., office@olabox.com, www.olabox.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | storage boxes |
| Markus Bruckner Designer, mb@markusbruckner.com, www.markusbruckner.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | industrial design |
| Matthews Marking Systems GmbH, info@matthews.de, www.matthews.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | marking systems |
| Meding GmbH, info@meding.com, www.meding.com | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | cosmetic spatulas, cream pots, nail colour sample testers |
| METALICOPLASTICO, S.A, metplas@metalicoplastico.com, www.metplas.cambrabcn.es | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | jars |
| Metsä Board Corporation, metsaboard.communications@metsagroup.com, www.metsaboard.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | material for packaging: fresh fibre premium paperboard and linerboard |
| Mimaki Europe BV, info@mimakieurope.com, www.mimakieurope.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | high performance printing solutions |
| Mitsubishi Polyester Film GmbH, marketing@m-petfilm.de, www.m-petfilm.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | OPET films |
| MT Derm Amiea, info@amiea.de, www.amiea.de | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | systems f. professional micropigmentation |
| Müller & Bauer GmbH & Co., michael.kretschmer@mueller-bauer.de, www.mueller-bauer.de | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | tins |
| Neopac- the Tube, info@neopac.com, www.neopac.com | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Polyfoil® PE coex tubes |
| Omron Adept Technology GmbH, info.de@adept.com, www.adept.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | packaging robots |
| Optima packaging group GmbH, info@optima-packaging.com, www.optima-packaging.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | filling and packaging machines |
| Packservice PS Karlsruhe GmbH, info@packservice.com, www.packservice.com | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | co-packing |
| Pamasol Willi Mäder AG, info@pamasol.com, www.pamasol.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | aerosol filling lines |
| Paul Leibinger GmbH & Co. KG, info@leibinger-group.com, www.leibinger-group.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | coding solutions |
| pester pac automation, info@pester.com, www.pester.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | end-of-line packaging machinery |
| PKB Packaging Machinery, th.werner@pkbmachines.com, www.pkbmachines.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | cosmetics, toiletries and fragrance filling lines |
| Polpak Packaging, biuro@polpak.pl, www.packaging.polpak.pl | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | plastic packaging, cosmetic containers, closures |
| PROCME GmbH, marketing@procme-gmbh.de, www.procme-gmbh.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | packaging technology |
| PROinvention, PROinvention@gmail.com, www.proinvention.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | inventor of 100+ cosmetic packaging concepts |
| Pröll KG, info@proell.de, www.proell.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | screen and pad printing inks |
| Quadpack, hello@quadpack.com, www.quadpack.com | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | airless packaging, packaging f. skincare, makeup, fragrances |
| R. Gerschon GmbH, info@gerschon.de, www.gerschon.de | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | cosmetic pack. plastic and glass |

MARKET SURVEY

| <input type="radio"/> no <input checked="" type="radio"/> yes company, e-mail, website | aerosol packaging packaging for colour cosmetics bottles, jars, tins, tubes, tubes boxes (cardboard, other materials, all shapes) closures machines (packaging, filling, labeling, software) raw materials f. packaging services (design, contract services, consulting) labels, sleeves, coding other most important product/service | | | | | | | | | | |
|---|---|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|-----------------------|----------------------------------|---|
| | | | | | | | | | | | |
| Rationator-Maschinenbau GmbH, sales@rationator.de, www.rationator.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | flexible bottle handling, filling and capping machines |
| Roeser Decoration, roeser@roeser-decoration.com, www.roeser-decoration.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | decoration services |
| Rosa Heinz GmbH, info@rosa-heinz.de, www.rosa-heinz.de | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | glass & plastic packaging |
| roTeg AG Roboter Technologie, kontakt@roteg.de, www.roteg.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | robot technology |
| RPC Bramlage division, info@rpc-bramlage.com, www.rpc-bramlage.com | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | jars, lip care, dispensers, deodorants |
| Rychiger AG, sales@rychiger.com, www.rychiger.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | filling & sealing solutions |
| Saueressig GmbH & Co. KG Matthews Marking Systems, www.sgkinc.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | gravure technology innovation |
| Schubert Packaging Systems, info@schubert-packaging-systems.com, www.schubert-packaging-systems.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | high tech for small batch sizes |
| Seal Master Corp., info@sealmaster.com, www.sealmaster.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | reinforced inflatable seals |
| Seidel GmbH & Co. KG, info@seidel.de, www.seidel.de | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | automated production |
| Serac Group, serac@serac.fr, www.serac-group.com | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | personal care packaging solutions, bottle manufacturing |
| SETE Sociedad de Envases Tubos y Estuches, jl.pablo@sete.es, www.sete.es | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | aerosols, aluminium tubes, rigid tubes aluminium |
| Seufert Gesellschaft für transparente Verpackungen mbH, info@seufert.com, www.seufert.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | transparent packaging solutions |
| Signum Computer GmbH, sales@signum-vision.de, www.signum-vision.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | quality control, optical surface inspection |
| Silgan Dispensing System, corporate@silgandispensing.com, www.silgandispensing.com | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | triggers, pumps, sprayers, dispensing closure solutions |
| Stoelzle Glass Group, office@stoelzle.com, www.stoelzle.com | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | glass packaging solutions, design support |
| Symex Schröder & Boos Misch. U. Anlagentechnik GmbH & Co. KG, info@symex.de, www.symex.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | vacuum-, mixing and homogenising systems |
| SystemKosmetik Produktionsges., info@systemkosmetik.de, www.systemkosmetik.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | private label |
| Take Five Design GmbH, steffi.graenitz@takefive-design.de, www.takefive-design.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | design |
| Terco Inc., sales@terco.com, www.terco.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | aerosol filling, liquid filling, puck handling |
| Valmatic s.r.l., commerciale@valmaticsr.com, www.valmaticsr.com | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | unidose systems, filling machines |
| Virospack S.L.U., sales@virospack.com, www.virospack.com | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | droppers |
| ViscoTec Pumpen- und Dosiertechnik GmbH, melanie.hintereder@viscotec.de, www.viscotec.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | filling machines, pumps |
| Walther-Präzision, info@walther-precision.de, www.walther-precision.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | high quality quick coupling systems |
| Württembergische Allplastik GmbH, info@allplastik.de, www.kabelbinder.de | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | quick fasteners "Blitzbinder" |
| Zahoransky AG, info@zahoransky.com, www.zahoransky.com | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | brush production, mould making, packaging machines |
| Zanders GmbH, info@zanders.com, www.zanders.com | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | premium paper & board |
| Zedpac Australia Pty Ltd, mamun.haque@zedpac.com.au, www.zedpac.com.au | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | contract manufacturing |
| Zelinka GmbH consumer packag., info@zelinkagmbh.com, www.zelinkagmbh.com | <input type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | tubes, bottles, mini-roll-ons, dispenser systems, applicators |
| Zellaerosol GmbH, info@zellaerosol.de, www.zellaerosol.de | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | production & filling of aerosols and liquids |



AVALON LIGHT is a new compact standard series with magnetic refill system designed by Corpack. These compacts can also be made without a magnet for a non-refillable solution.

AVALON LIGHT – SNAP & GO

Corpack's AVALON standard compact line is now available with a magnetic refill system.

The magnetic refillable Avalon light compact series combines elegance, functionality and comfort of use. Refill compacts are an environmentally friendly solution, extending the life of the packaging by re-using the primary package and reducing waste.

Avalon's timeless design, displaying its content in an attractive way, offering an affordable solution for the mass market brands, as well as a more up-scaled version with high-end finishes.

Avalon has an elegant and user-friendly clasp, which allows for an easy and "fingernail-free" opening of the compact.

For an individual look, the large surface gives a lot of freedom to decorate, metallize, silk screen or hot foil print, or apply a multitude of surface treatments.

The line consists of four compacts for a 30-, a 42- and a 59mm pan-size, including a refillable, cream-to-powder compact (deep base, 59mm pan).

Corpack is specialized in the design, development and production of cosmetic packaging. We provide a very comprehensive service, offering "one-stop shopping" for any brand seeking to design and develop a new line or the relaunch of an existing one. Corpack offers custom packaging options as well as a wide variety of standard solutions to the beauty industry.



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Neopac has launched three new packaging solutions for sophisticated cosmetics this year

TUBES FOR SOPHISTICATED COSMETICS

Neopac, which has sites in Switzerland and Hungary, has launched three new packaging solutions for sophisticated cosmetics this year:

Stylo™ – new handwriting for care products

The three tube applicators Stylo Pi-pette, Stylo Liner and Stylo Bristle provide point-to-point, line-perfect, and precise application of cosmetic creams and serums. The applicators are hygienic and easy to clean. Thanks to the on/off rotating bezel with arrow diagrams, the product stays where it belongs – on the skin or in the tube. All parts of the tube can be separately colored, apart from the applicators themselves. The tubes are available in Polyfoil® (for high product protection), PE and COEX materials and can be finished with offset printing, silk-screen printing or hot-foil embossing.

ETMA Tube Award: laminate category

Amplify pump tubes – the value for money one

Care of facial and baby skin is challenging and can happen anytime, anywhere. In order to improve the consumer's experience for teenagers and young adults regarding standard tubes, Neopac's new Amplify pump tube is ideally suited as a starter edition for cosmetic brands or for privately traded labels, who want to upgrade functionality of cosmetic applications in 15-50ml PE or COEX tubes. Thanks to the easy-to-use pump, dosing is precise and pleasant for the user. The Amplify pump tube impresses with few pieces, integrated leakage protection, easy handling, precise dosage and, last but not least, with its attractive price and availability in large quantities.

PICEA™ wood tube – the sustainable one

Good news to all organic and natural cosmetic brands: Our wooden tube is getting better and better! Now we have even more renewable material in the tube body and shoulder. The spruce wood comes from Germany and the tube surface is easy to print. The material is recyclable and food grade according to regulation (EU) No. 10/2011.

NEOPAC

THE TUBE

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Schubert-Cosmetics
Fully automated adjusted to a wide range of format sizes: RSC carton magazine and erecting tool.

PEAK PERFORMANCE

Schubert's latest development:
high-performance erector for RSC cartons

Schubert has developed a new high-performance erector for the fully automated erecting, filling and closing of RSC cartons. This new technology is ideally suited for products such as shampoos and body lotions which need to be filled and packaged with high output. The compact TLM machine can handle individual bottles as well as a shrink-wrapped groups of bottles.

Highlights include a fully automated, multilane and self-adjusting cardboard magazine via NC drives and an erecting tool with 12 spreading elements which adapt themselves to different formats. There is no need for exchange or manual adjustment of parts to run a wide range of various carton sizes resulting in a very short change overtime and a high degree

of format flexibility. Format conversion can be selected easily and quickly via the Schubert packaging control system VMS.

The carton magazine is able to handle an extensive selection of carton sizes – ranging from 120 x 100 x 100 mm to 900 x 430 x 400 mm – and automatically converts between one-, two- or three-lane versions.

The Schubert-Cosmetics team of experts develops, designs and supplies innovative filling and packaging systems for the cosmetics industry. The focus is on Schubert technology with proven standard components and extremely compact machine solutions that ensure high machine availability. Fast, efficient product and format changes enable cost-conscious filling

and packaging for different product sizes and types – even for the smallest batch sizes.



Schubert-Cosmetics

a Unit of Schubert Packaging Systems GmbH

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Development of sun protection concepts



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LESS IS MORE

Interview | Active ingredients and high-grade oils synergistically target sensitive skin's ageing processes such as the loss of elasticity, firmness, moisture, and thinning of the epidermis.



Interview with:
 Sarah Teichmüller, Shareholder, SIHU Professional Care, Schlüchtern, Germany
www.cavance.com

COSSMA: What made you join the cosmetics industry?

Sarah Teichmüller, Shareholder, SIHU Professional Care: I'm someone who has always tried to follow their heart, rather than having a career plan. So when I took on an export assistance job at Rovi International I did it because it was a small family-owned business, and I very much cherished their business culture and the atmosphere. I've also always been someone to think outside the box;

this means that I would start going through different departments, such as sales, R&D, labs, and logistics, all to gain a better understanding of what it was they were doing. I also gradually developed a better understanding of the industry, and which role our business played in it. I would start coming up with new ideas on how to expand our product range whilst making our delivery system competency stand out. This is why I was eventually offered the position of Export Manager, and subsequently Business Development & Marketing Manager.

What were your major achievements and challenges there?

As a lateral entrant to the cosmetics industry in my mid-20s, I cer-

tainly faced the challenge to simply be taken seriously. Of course, slowly trying to break up some of the old patterns within the company to focus on what the market wanted didn't make things easier. During the global recession of 2008 we came up with the concept of a new product line we called Cellular Actives (today available at Evonik), which is state-of-the-art active ingredient complexes, all based on different delivery system technologies, targeted at different areas of the skin and various mechanisms on and inside skin. All of the products were supported by the latest test methods, such as 5-dimensional intravital tomography, in order to provide sharp marketing claims. The launch of this line led to a desired image shift, as it allowed

photos: Cavance, Mandy Joy Godtheier

DOWNLOADS

Additional information at

www.cossma.com/qr00243Your access codes for **November**:User name: **cossma11**Password: **derma**

us to be perceived as more innovative, and eventually resulted in the company being successfully sold. From what I've been hearing, the product line I helped to create has been performing really well.

Cavance Rose d'Argan is not a new brand. Could you please provide us with some background on this brand?

The creation of the Cavance Rose d'Argan line in 2009 was a gift from the former brand owner to his wife – a romantic gesture which is reflected in the formulations. The emulsifier-free haptics of the products are uniquely soft and luxurious, featuring a delicate rose bouquet. It is a small and exclusive line that meets the requirements for sensitive ageing skin. It unites only the most sophisticated, scientifically grounded, active ingredients, but is still formulated as natural as possible.

What made you get involved with the brand?

Over the years in the industry of cosmetics ingredients I accompanied the process of creating different formulations in the lab and presented formulations with our latest active ingredients at international trade shows. I learned about the different haptics (tactile features) and the feel of a formulation on the skin. As often as not, I would find myself talking to other women about skin problems. A woman's skin is especially sensitive. As we go through life it is affected by so many internal and external factors, and con-

stant physical changes. I believe that, aside from a moderate lifestyle, the key to healthy looking skin at any age is an intact skin barrier and a balanced moisture level. This is why the philosophy and the beautiful formulations of the Cavance line appealed to me right away. I will lead the development of novel formulations to further expand the philosophy of the brand to other areas of application. At the same time, I will accompany the brand with a blog on different beauty related topics, as it is my passion, and I can share some knowledge and insights with other women.

What about the product offer of Cavance is different from that of its competitors?

Cavance is a niche brand addressed at an exclusive clientele who do not make any compromises when it comes to their well-being. The Cavance brand has character, as it calls upon the classic values of sophistication and quality. All of the products have one goal, and that is to protect the integrity of the skin barrier while slowing down skin ageing processes.

What is the basic philosophy of the products?

We have a less is more philosophy. All products focus on a carefully selected amount of active ingredients and high-grade oils that synergistically target skin ageing processes such as the loss of elasticity, firmness, moisture, and thinning of the epidermis. I made sure that the formulations were not overloaded with an excessive

TARGETING

skin ageing processes such as the loss of elasticity, firmness, moisture, and thinning of the epidermis

The products aim to protect the integrity of the **skin barrier** while slowing down the skin ageing processes

Non-overloaded formulations are key

An intact skin barrier and **balanced moisture level** is key to healthy looking skin at any age

number of different ingredients, which can easily have an adverse effect on sensitive skin.

What are the main challenges that you see in distribution?

By focusing mainly on an online approach to distribution rather than retail, distributors, using celebrities as enhancers, the primary challenge lies within bringing the brand image into the target market and creating consumer awareness. In a second step, I intend to find the right distribution partners to enter the retail segment on a larger scale.

Was the line developed, and is it produced, in-house?

We are closely working with a contract manufacturer in Germany, and are always present during all major production steps.

What are the main differences and challenges between working for an ingredient supplier and working for a finished product brand?

When you work within the cosmetics industry, the group of people who actually understand and are interested in what you are doing is fairly small, compared to working with a consumer audience. The B to B business is far more scientific, which personally I think is exciting, as you're always in touch with the latest trends. But of course while facing more competition you can be more creative in presenting a finished product to a consumer clientele, as you're able to appeal to all their senses. □

“AN EXCESSIVE NUMBER OF DIFFERENT INGREDIENTS CAN EASILY HAVE AN ADVERSE EFFECT ON SENSITIVE SKIN”

Sarah Teichmüller, Shareholder, SIHU Professional Care

FAIRS, CONFERENCES AND SEMINARS 2017/18

| WHEN? | WHAT? | WHERE? | WHO? |
|-------------------|--|------------------------------------|---|
| 07.-08.11.2017 | DGK/IKW Fortbildungskurs: Lokalverträglichkeit, Immunologie und Sensibilisierung | Witten Germany | DGK e.V. www.sicherheitsbewerter.info |
| 08.-09.11.2017 | Seminar: Emulsionen, Gele & Co. | Mannheim Germany | Concept Heidelberg www.concept-heidelberg.de |
| 08.-09.11.2017 | Sustainable Cleaning Products Summit | Paris France | Ecovia Intelligence www.sustainablecleaningsummit.com |
| 09.-10.11.2017 | ICIS Asian Surfactants Conference | Singapore Republic of Singapore | ICIS www.icisconference.com |
| 09.-10.11.2017 | Seminar: Emulsionstechnologie, Grundlagen | Rheinbach Germany | GDCh www.gdch.de |
| 09.-11.11.2017 | Cosmetics & Home Care Ingredients Exhibition | Istanbul Turkey | Artkim Fuarcilic www.chcistanbul.com |
| 14.-15.11.2017 | SCS Formulate | Coventry Great Britain | SCS www.scsformulate.co.uk |
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| 14.-17.11.2017 | Cosmoprof Asia | Hong Kong China | Cosmoprof Asia www.cosmoprof-asia.com |
| 23.11.2017 | Beauty Innovation Day | Barcelona Spain | Beauty Cluster Barcelona www.beautyclusterbarcelona.com |
| 23.11.2017 | ICADA-Fachtagung | Frankfurt a.M. Germany | ICADA www.icada.eu |
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| 26.-27.02.2018 | International Conference on Skin Challenges | Porto Portugal | Skin Challenges www.skin-challenges.com |

PEOPLE



Jessica Hanson

AMORE-PACIFIC

Jessica Hanson has been appointed as President and General Manager of **Amorepacific US** to focus on overseeing all strategic marketing, sales, and operations functions. In her 15 years of experience she worked for Perricone MD, for L'Oréal's brands L'Oréal Paris and Clarisonic in the US and for Sephora.

www.apgroup.com



David Boynton

THE BODY SHOP

Three months after **Natura** agreed to purchase **The Body Shop** from **L'Oréal** for €1B, David Boynton has been appointed Chief Executive Officer of **The Body Shop**. He previously served several leadership roles with French cosmetics company **L'Occitane**. He will replace current CEO Jeremy Schwartz in December.

www.thebodyshop.co.uk

COSPHATEC

After an apprenticeship at **Cosphatec** and her University studies, Lisa-Marie Koch has changed responsibilities from International Sales to Marketing with focus on Digital Marketing. As Sales Manager, newcomer Dr. Luise Herrmann will be responsible for customers in Germany, Austria, and Switzerland. The new



Matthias Hentz, Lisa-Marie Koch and Dr Luise Herrmann (from left to right)

Sales Manager, Matthias Hentz, with his sales experience acquired at **Ter Hell** and **Schülke & Mayr**, will handle clients and distributors in Asia Pacific.

www.cosphatec.com



Robert Bird

LIPOTRUE

Robert Bird is now Managing Director of the company's USA office in New Jersey. He acquired his experience in the cosmet-

ics industry in the US, at companies such as **DSM**, **BASF**, and **Croda**.

www.lipotruetrue.com



Marc Schütz

MÄURER & WIRTZ

Marc Schütz has been appointed Head of the Sales Division to drive the company's internationalisation programme forwards. Prior to this he worked for **Glaxo Smith Kline**, **Schwarzkopf & Henkel**, and most recently for **Coty**.

www.m-w.de



Ludovic Anceau

TEXEN

François-Xavier Entremont, **PSB Industries'** new CEO, has named Ludovic Anceau as the new Managing Director of **Texen's** Luxury & Beauty division. Anceau worked at companies such as **Ileos**, **Albea**, and **Arcade Beauty**.

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