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GO FUTURE: INNOVATIONS

Potential for
scalp care

SPOTLIGHT: GREEN PACKAGING

New concepts for
sustainable packaging

Dr Johannes Stellmann,
Wala Heilmittel

“LIKE A REBELLION”

VIP of the Month

HELGA HERTSIG-LAVOCAH

Hint Futurology
Creative Consultancy
Solutions to tackle
sleep deprivation



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for droppers



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Front cover picture: Wala Heilmittel

photo: Pressmaster (microscope), Shutterstock.com

HIGH-EFFICIENCY SOLUTIONS FOR MASCARA BRUSHES



Karl Schwarz

Head of Technical Development,
RUSI Cosmetic GmbH & Co. KG.,
Bechhofen, Germany,
www.rusi.de



Z.SAILFIN: Giant in output and efficiency. The blockbuster for mascara brushes.

Almost every woman would call mascara her most important make-up item. The mascaras on the market differ in an essential component: their brushes. Whether a curved or straight brush, long or short filaments – they provide for the perfect look. To ensure the mascara doesn't cause your eyelashes to stick together and look like unsightly fly legs by moistening all of the eyelashes evenly with color and carefully separating them, the precise processing of the brush is key.

RUSI Cosmetic, an internationally active manufacturer of cosmetic packaging, has a product assortment that includes more than 300 mascara brushes. "In addition, we also offer our customers the opportunity to have individualized brush production, should they have special requests that go beyond our standard repertoire," explains Karl Schwarz, Head of Technical Development, RUSI Cosmetic. "In order to be able to offer this kind of flexibility,

we rely on high-performance machines from ZAHORANSKY. The attributes 'Made in Germany' and '100% Black Forest Quality,' in relation to ZAHORANSKY's machines, make quality, high-grade products with a high degree of investment security, profitability and energy efficiency a reality for us."

Z.SAILFIN is the specialist for mascara and interdental brushes. It captivates through its very high production performance at a consistently high degree of product quality in mini-brush manufacturing – and the smallest setup time on the market. It turns, cuts and crops the brushes to the desired length. Changing models is easy thanks to recipe-controlled conversion with minimal installation effort. It comes as no surprise that Z.SAILFIN is the market leader in its sector.

■ EXPERTS FOR COSMETIC BRUSH MACHINES

Passion & Perfection in Molds, Machinery & Automation. The ZAHORANSKY brand stands for state-of-the-art technology in Molds, Machinery & Automation. As a full-line supplier of injection molding tools, automated solutions, final packaging machines, tufting and shearing machines for brushes and brooms, ZAHORANSKY guarantees highest quality, reliability and specialist know-how. www.zahoransky.com

WeylChem Launches Three New Products at Sepawa Congress in Berlin



At Sepawa Congress in Berlin, Dr. Konstanze Mayer, Head of Business Development Consumer Care and Gerhard Köppikus, Sales Director WeylChem Consumer Care are presenting the latest launches and future plans. **Click www.cossma.com/weylchem now to watch the video**

Weyl Chem's Business Unit Consumer Care is a producer of specialty chemicals for the home and personal care market. At Sepawa Congress in Berlin from October 18-20, 2017, WeylChem launched its two new products in home care (WeylClean® FDO XP, SKS6® WB) and one product in personal care (WeylCare® PB).

WeylClean® FDO XP is an extra robust bleach catalyst for automatic dish wash applications. It combines two active ingredients in a specially designed granular form and leads to a superior cleaning performance and hygiene action at low temperatures. WeylClean® FDO-XP provides the ultimate performance and hygiene for auto dish wash – extra robust.

SKS6® WB is a modern builder with enhanced water softening performance

and improved handling properties. It shows excellent elimination of calcium and magnesium ions without forming precipitates. In addition, it creates a stable alkaline environment in the formulation. Customers value the good processability for powder and tablet production. SKS-6® WB is the perfect performance builder for phosphate-free formulations.

WeylCare® HexaPB, WeylCare® OctaPB and WeylCare® PhenylPB are non-ionic preservative boosters showing synergistic effects in combination with many conventional preservative systems. On top, they act as mild moisturizing agents providing a pleasant skin feel. The WeylCare® PB range is a key multifunctional ingredient especially for parabene-free Personal Care applications.

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FOR FURTHER INFORMATION, PLEASE CONTACT

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PROF DR CORNELIA M. KECK

Professor for Pharmaceutics, 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 DECEMBER

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.



Asia is the dominant leader in the global skin care market

DOWNLOADS

Additional information at

www.cossma.com/download

Your access codes for **December:**

User name: **cossma12**

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Top downloads for December

-  **BACKGROUND:** A healthy skin microbiome
-  **COMPANIES:** SIHU Professional Care
-  **PACKAGING:** Updated Market Survey 2017
-  **FORMULATION:** Natural Body Lotion Spray (Croda)

LOG IN AND TAKE FULL ADVANTAGE!

On the COSSMA web site we post lots of additional information related to the topics covered in the magazine. You will find **MORE THAN 1,000 USEFUL ADDITIONAL ITEMS** to extend your knowledge and understanding: more information on the ingredients and finished products that we cover, market data and statistics, supplier listings, literature references, scientific articles, product formulations and useful base informations. Take a look right now, at www.cossma.com/download



CREAMS & MORE

Formulations | Are you looking for inspiration? Then this selection of formulations for creams, gels and lotions, covering concepts for a broad variety of product categories, is just right for you. At www.cossmma.com/qr00248* you can download the details of each formulation free of charge.

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



Happy Day Skin Tone Correcting Cream
Altana Eckart

Age-Defying 3D Gel
Ashland

Perfect Your Skin SWOP BB Cream – Skin Perfector Balm
BASF

Purifying Power Serum
Biesterfeld Spezialchemie

Underneath Facial Cream
C.H. Erbslöh

Foot Cream
Clariant

Glam Glow Peel-off Mask
CLR Berlin

Feeling Fabulous Facial Moisturiser
Croda

Soft Focus BlueLight Protective Cream
Daito Kasei

Water Bouncy Tinted Cream
DKSH

Natural Rich Body Cream
Evonik Dr. Straetmans

Black-Cream Mask, O/W (rinse-off)
GfN Selco

Sunflower Smoothing Body Cream
HallStar

Cooling Cream Gel
IFF Lucas Meyer

Deep Conditioning Treatment
Jeen

Mattifying Lotion
Kahl Wax

Essence with Biodynes O₃ Bioactive
Lonza

Nourishing Hair Mask (Gel-to-Milk)
MMP

Three Step Face Scrub
Naturochim

Bouncy Beauty Booster
Nordmann, Rassmann

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Telocapil Body Lotion
Provital

Styling and Conditioning Cream
Roelmi HPC

I-Gen Purifying Face Scrub
Sederma

Purifying Scrub Gel
Seppic

Orange Smoothie Scrub
Worlee

In the January/February issue, we will be focusing on formulations for facial care and colour cosmetics. In our March issue, products for skin-cleansing will take centre stage. All of the information published here has been carefully assembled. Neither the publishers nor the developers of these formulations can accept responsibility for their safety or accuracy.

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GLOBAL MEGATRENDS

Markets | Irina Barbalova from Euromonitor explains what megatrends are impacting on future product development in beauty and personal care.



AUTHOR:
Irina Barbalova, Global Leader
Beauty and Personal Care
Euromonitor, London, UK
www.euromonitor.com

Global beauty and personal care maintained steady growth in 2016. However, at constant 2016 prices, growth stood at a low 1.7%, as inflation impacted Latin American markets. This scenario is mirrored in volume terms, where global growth slowed to 1.5% in 2016, dragged down by Latin America. As generations Y and Z gradually outnumber baby boomers, their preferences will take the lead and reverberate across the industry. Related megatrends such as digitalised lifestyles and holistic wellbeing will go mainstream.

Asia-Pacific accounts for a third of all retail sales in beauty and personal care in 2016, as developing markets continue to power the industry. Projections point to a 44% contribution to overall gain over 2016–2021, driven by the region’s younger and vast demographic when compared to Western markets. Shifting market frontiers show responsible consumption is evident in the quest for organic formulations, sustainable sourcing, water-efficient solutions and reusable packaging. Discerning consumers also seek out a fair price-value equation. Premium labels can no longer rely on their name.

E-commerce was the fastest-growing retail channel over 2011–2016. This is emboldening beauty brands, big and small, to operate online in novel ways, notably social selling and subscription boxes, which are expected to proliferate as consumers can be

“SMART TECHNOLOGY IS STANDARDISING
PERSONALISED BEAUTY SOLUTIONS”

Irina Barbalova, Global Leader, Beauty and Personal Care, Euromonitor

photos: Beautyimage (pigments), BigLike Images (phone), Shutterstock.com

reached more widely via social media. Experience is in demand as more consumers have access to on-the-go information. When they need something, they want it now. No surprise: E-commerce is the fastest-growing distribution channel in the beauty industry. With beauty devices, consumers receive real-time feedback that allows them to purchase the right product over what “feels” like the right product. As smart devices and app-based diagnostics become ubiquitous, consumer expectations will shift as personalisation becomes achievable, based on real-time updates that encourage users to track results and choose products that exactly fit their needs.

Smart technology is standardising personalised beauty solutions. Going forward, personalisation facilitates expansion, as brands seeking to widen their offer can more accurately meet consumer needs by informing line extensions with insights obtained from the delivery of personalised offerings. Ethical living gives life to personalised solutions; augmented reality and smart diagnostics are all shifting beauty purchases from mere possessions to experiences, as aspirations fuel consumers’ search for the right products that instantly

GLOBAL BEAUTY

and personal care maintained **steady growth** in 2016

Asia-Pacific

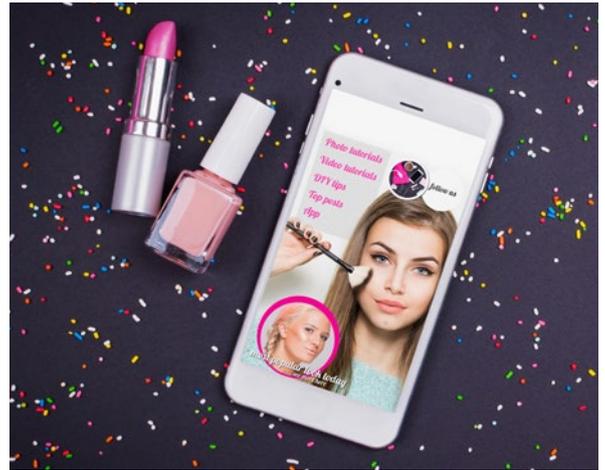
accounts for a third of all retail sales in beauty and personal care in 2016

Smart diagnostics

are shifting beauty purchases from mere possessions to **experiences**

Micro-biome skin care

and muscle recovery are emerging



Smart devices and app-based diagnostics are becoming ubiquitous

deliver real change. Starting with demand for natural products, it is now extending to include clean labels, ethical credentials and sustainable sourcing. Consumers scrutinise not only safety and efficacy, but also ethical considerations in a product’s development.

Premiumisation driven among mass brands

The dynamic premium segment is driving inevitable premiumisation among mass brands to be able to compete. “Masstige” is a thriving segment, and with quality and efficacy being key differentiators, premium brands are upping their game and compete on

grounds of authenticity and personalisation. Healthy living is a growing trend among consumers. Holistic well-being is not limited to food nutrition and active lifestyles. Other industries, notably apparel and beauty, are creating new lines to support active consumers. New benefits such as micro-biome skin care and muscle recovery are emerging. Competition in the beauty industry is extending beyond its conventional borders to include pharmaceutical and food and beverage players, which now boast numerous products claimed to support skin and hair health among other body functions. □

- ADVERTISEMENT -

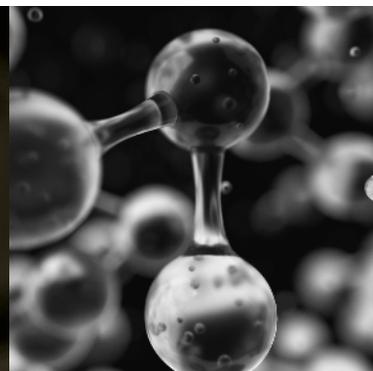
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12 various products



NEWS

Current trends

BASF | The formulations of the company's **Beautv Box 2017** address



Precious oils meet body wash

key market trends – from facial masks to shower oils. The **Zen Night Mask** works during sleep, revitalising tired skin. The combination of **PatchH2O** and the emulsifying polymer **Cosmedia SP** ensures a moisture boost. Shower oil launches have more

than doubled in a five-year period due to their perceivable moisturising benefits. The sulfate-free **Precious Oil Shower Gel** with 3% of **Lamesoft OD** provides detectable oil deposition.

www.carecreations.basf.com

Advanced protection

MERCK | The company has received the **Sepawa Innovation Award 2017** for its **Advanced Light Protection** concept, which provides light protection solutions that can be easily incorporated into formulations, offering customers additional benefits. It combines the light-protective, antioxidative properties of the inorganic titanium dioxide UV filter **Eusolex T-PRO** with the skin tone-balancing properties of the micabased interference filler **RonaFlair Balance Blue**, capitalizing on the discovery of new light protection properties of the two products.

www.merck4cosmetics.com



Skin protection from high-energy visible light and light in the infrared spectrum

TEXTURISERS

CARGILL BEAUTY | **Actigum VSX 20** is a nature-derived sustainable, versatile and affordable texturizer for BB creams and sun creams. **Satiagel VPC 512** is a texturizer and film former for clear styling gels with light to medium hold and curl retention.



Texturiser for clear gels

Reshapes face contours

LIPOTRUE | **Sirtalice**, the active marine biotechnological ingredient from the deep ocean, offers instant lifting and a V-reshape of face contours in only 30 minutes. Its long-lasting efficacy provides a more luminous and firmer skin.

www.lipotrue.com



Active from the depth of La Réunion's ocean

Preservation

SCHÜLKE | **Euxyl K 720** is a new preservative blend for wet wipe, rinse-off and leave-on applications with low pH levels. This blend with a moisturising benefit, consists of widely accepted molecules. It is active against bacteria, yeast and mould up to a pH of 5.5.

www.cosmetics-preservation.com



Fragrant solutions that enhance the sleeping experience

OPTIMISED SLEEP

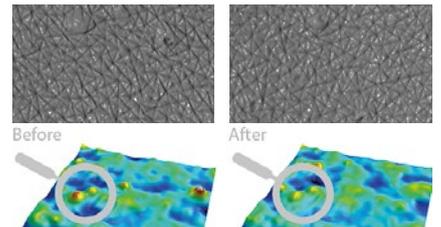
GIVAUDAN FRAGRANCES | **DreamScentz** is a new technology using the power of scent to optimise the quality of sleep, see article on page 12 ff. Based on the link between fragrance, positive mood states, and a proper night's sleep, the

company strives to provide solutions for people to sleep better. In the company's state-of-the-art **Sensory Centre of Excellence** in Ashford, specialists have piloted scientific tests on sleep, including the benefits fragrance brings to the sleeping experience.

www.givaudan.com/fragrances

BODY CARE

SEDERMA | The company now offers the beautifying benefits of the Costa Blanca pink salt lake through a new biotechnological body



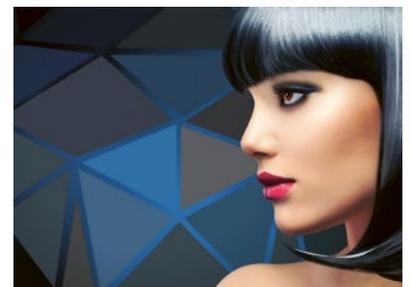
Keratosis pilaris reduction after 4-week application

care active that addresses the most common skin imperfections. **Hydroneis** has been demonstrated to reduce the prevalent yet not widely known keratosis pilaris but also post-waxing redness while significantly moisturising the skin, leaving it soft. This holistic body care approach provides softness in just 4 weeks.

www.sederma.com

Two-fold protection from pollution

MIBELLE | **Depol-luphane** not only protects against environmental aggressors but also strengthens the skin to easily face the daily stress of the urban life style. It is based on organic cress sprout extract and a smart polysaccharide complex.



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