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GO FUTURE: HAIR CARE

How to create hair protection products that really work

SPOTLIGHT: TEXTURES

Sparkling sensations & captivating textures

Jo Chidley
Beauty Kitchen

“DIY BEAUTY NOT JUST FOR FUN”

VIP of the Month

ANNA CROVETTO

Active Concepts

A solution for protective cuticle regeneration



AAK

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30

years

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A CLEAR UPTURN

This month's COSSMA focuses on hair care, a category with a global turnover of more than 75 billion US\$ and which has seen an increase of 3.5 % in 2017*. Not a bad performance, considering that the personal care market is fairly saturated.

What categories performed particularly well? The highest growth of 4.8 % was achieved in the rather small category of salon professional hair care. But the big categories also did well. Shampoo, the biggest category, with sales of more than 27.7 billion US\$, grew by 3.7 %. Conditioners and treatments, the second biggest category with a turnover of 16.7 billion US\$, performed even better and managed to reach a sales plus of 4 %. Colourants, with 11.4 billion US\$ and the third largest category, also did very well and attained a growth of 3.7 %.

The categories that saw the most stagnation, with a growth of only 0.1 %, were 2-in-1 products as well as perms and relaxants.

Are you looking for inspiration for the development of new exciting and promising hair care products? Then you will enjoy reading this month's COSSMA!

*Source: Euromonitor

Sincerely yours,

Angelika Meiss
Senior editor, COSSMA

i **EVENTS**
Find out about In-Cosmetics Global major launches from page 30

! **HAIR PROTECTION**
Read about how to create products that genuinely provide hair protection from page 38

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Key trends from around the globe



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Front cover picture: Beauty Kitchen

In-cosmetics 2018: Brenntag's Clean, Pure & Simple Concept



To watch the video, check www.cosma.com/brenntag

Recognize market trends at an early stage

Michael Wilkop, Marketing Manager Cosmetics EMEA, presents Brenntag as a leading international distributor of a comprehensive range of cosmetics ingredients. He specifically points out what the company's strength are. Mr. Wilkop shows how Brenntag manages to recognize market trends at an early stage and how the Brenntag team responds to those trends.

The Clean, Pure & Simple concept

Dr Francois Bouton, Business Development Manager Cosmetics EMEA, talks about the highly-skilled teams in Brenntag's cosmetic laboratories all over Europe. Dr Bouton presents the In-Cosmetics novelties development by the team in Amiens and explains what the "Clean, Pure & Simple" concept is all about. He points out that a lot of cosmetic brands are looking for simpler formulations with less ingredients and illustrates how the Brenntag formulators managed to meet this challenge.

What does "Clean, Pure & Simple" mean?

As the Cosmetics market is looking for less ingredients in the formulation, we created a formulation with less than 10 ingredients = **SIMPLE**

Most of the ingredients involved in the formulation of our Makeup Remover Stick are nature-based ingredients. The formulation for our Chantilly de Douche (Shower Whipped Cream) only contains ingredients certified by ECOCERT = **PURE**

Those two formulations are very trendy as they are useful as well as functional – you do not need water to use the stick and still are able to remove all kind of makeup.

The aerosol format of the shower whipped cream allows you to measure the exact amount of product you need to wash and moisturize your skin = **CLEAN**

FOR FURTHER INFORMATION, PLEASE CONTACT

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ANDREW MCDUGALL
Global Beauty Analyst,
Mintel

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



ZEZE ORIAIKHI-SAO
Founder and Director,
Malée Natural Science

provides insights into the luxury brand Malée inspired by the ancient wisdom of Africa



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

talks about luxury skin care produced by people with disabilities



HEELA YANG
Co-Founder and CEO,
Sol de Janeiro

talks about her prize-winning body care range



HELGA HERTSIG-LAVOCAH
Trend Watcher,
Hint Futurology

explores how the latest global trends are dominating beauty packaging



THOMAS KEISER
Managing Director,
IKW

explains which personal care categories in Germany were particularly successful in 2017

COSSMA DOWNLOAD TIP IN JUNE

What were the most impressive innovations at this year's Cosmoprof? Trend Watcher Helga Hertsig-Lavocah gives us her take. New beauty products use parts of a plant which used to be discarded. **Nutricanor** makes use of residues from blueberry, apple, artichoke and carrot processing. And some beauty treatments are enhanced with acoustics.



A promising approach: Using food waste as cosmetic ingredients

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Top downloads for June

-  **MARKET SURVEY:** Processing, Laboratory, Packaging Technology
-  **COMPANIES:** Malée Natural Science
-  **REFERENCES:** Synergies of Q10 and Creatine
-  **FORMULATION:** Naturally You PEG-free Hand Cream (Biesterfeld Spezialchemie)

LOG IN AND TAKE FULL ADVANTAGE!

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



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SKIN, HAIR & SUN CARE



Saberry® is a multifaceted extract obtained from fresh, handpicked Amla, the Indian gooseberry. With its proprietary green extraction technology, Saberry® brings you the benefits of beta-glucogallin, a unique antioxidant found in amla fruits. Saberry® is also the only amla extract in the market standardized with beta-glucogallin. This multifaceted water soluble ingredient not only nourishes the skin with antioxidant activity, but with its unique compounds brings skin fairness and protection against UV.

PATENTS: AU2010326651; EP2461786; US 8,247,003; NZ598630; EA20368; US 9,498,423; NZ600307; EP2695603; JP6064274

www.sabinsacosmetics.com | www.saberry.net



**News
OF THE
Month**



Certain sunscreens have harmful impacts on coral reefs

Sunscreen ban for coral reef protection

Hawaii has passed a bill to ban the sunscreens containing oxybenzone and octinoxate which have significant harmful impacts on ecosystems such as coral reefs. This ban will come into force in 2021. A study published in 2015* by Craig Downs et al. came to the conclusion that the sunscreens pose a hazard to coral reef conservation.

*<https://link.springer.com/article/10.1007%2Fs00244-015-0227-7>

330

BASF | The company has made a commitment to switch about 330 palm-based products to 'Mass Balance' standard in 2018 globally.

*One of the RSPO supply chain models
www.care-chemicals.basf.com

COLLABORATION

BIESTERFELD | Biesterfeld has extended its sales partnership with **Sytheon** to Germany, Russia and Benelux. Sytheon's portfolio includes clinically validated ingredients for ageing skin, skin protection, problem skin, sun protection, pigmentation control, skin hydration, barrier function as well as photostabilisation.

www.biesterfeld.com, www.sytheonltd.com

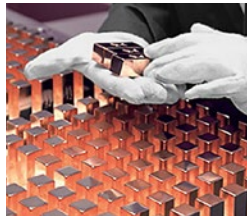


Sytheon offers a broad range of active ingredients

ACQUISITION

APTAR | **AptarGroup** has acquired **Reboul** from **Vacheron** for an enterprise value of €14 million in cash. **Reboul** designs and produces metal components, metal-plastic sub-assemblies, lipstick mechanisms, and colour cosmetic packaging solutions.

www.aptar.com



Reboul: expert in colour cosmetics packaging

Skin cancer

HOHENSTEIN | Every 3rd cancer diagnosed is skin cancer*, making this type of cancer the world's most frequent. The frequency of skin cancer has increased continually in the past few years. In fact, in Germany the rate of skin cancer has doubled in the past 10 years.

*Dermaportal dp
www.hohenstein.de



The rate of skin cancer has drastically increased

A closer look at Inflamm'Ageing

GATTEFOSSÉ | **Gattefossé** and **Ambiotis** jointly carried out investigation to unravel the underlying mechanisms leading to non-resolving inflammation – Inflamm' Ageing. The companies found that endogenous resolution programs of inflammation were defective in aged skin. Both the dysregulation of lipid pathways and the absence of pro-resolving mediators (e.g. lipoxins) likely lead to unresolved inflammation in aged skin. Boosting resolution circuits appears to be a powerful strategy to rectify chronic inflammatory status.

www.gattefosse.com



A new strategy focuses on boosting resolution rather than on decreasing inflammation

WELL-GROOMED HAIR

SCHWARZKOPF | The majority of German women see the right hair styling as more important than well-groomed hands or make-up. 75 % find people with beautiful hair more attractive. 74 % are convinced that people with well-groomed hair are more successful when looking for a partner. According to 50 %, beautiful hair makes people look younger.

Interestingly enough, in spite of all this the lion's share of the Germans spends no longer than 5 minutes on hair styling and more than one third wear their hair always the same way. There is a big discrepancy between the significance of hair and the attention devoted to it.

www.schwarzkopf.com

The representative Schwarzkopf study Germany Your Style was carried out by Forsa



50 % believe that beautiful hair makes people look younger

photos: Aptar, Biesterfeld, Africa Studio (inflammation), Evgeny Kalinovsky (melanoma), Rich Carey (coral reef), Valua Vitally (hair), Shutterstock.com

BB MED. PRODUCT GMBH

Mr. Robert Beinio
Managing Director/Product Development

Mr. Patrick de Vries
Sales Germany

Mrs. Jennifer Nellessen
Sales Germany

Mrs. Birte Roebers
Sales Export



■ What is the philosophy behind your company?

bb med. product GmbH is a medium-sized, second-generation family enterprise, which, since 1976, has offered you the flexibility and experience that your ideas are looking for. Partnership-based cooperation with mutual trust forms the basis for successful implementation of your projects.



Points to note about bb med. product GmbH as a partner:

- Everything from one source
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- Fastest reaction
- Widest assortment
- Full-Service
- Contract manufacturing
- Versatile filling lines
- Private label & own-brand concepts
- Standard formulations & new developments
- Documentation
- Made in Germany, EU-compliant
- Certified to EN ISO 9001 and 13485

■ What advantages do your products/services offer?

We accompany you all the way, from creative brainstorming to product development right through to the launch of your product on the market. We will always respect your wishes, both legal and commercial. Since we are based in Germany, we can also offer you a clear and respected sign of quality – Made in Germany!



■ In which areas is your company particularly well-experienced, where is your specific know-how?

We specialise as a single source supplier. Product development, contract manufacturing and packaging of skin care cosmetics and medical devices as a full service operation means that you are guaranteed safety, security, a rapid response time and flexible production schedules. We are also happy to take partial sections of your overall project on board, such as bulk manufacture, or filling your formulations. Of course, we also support pre- and post-processing.



■ What specific solutions does your company offer to the manufacturing cosmetics industry?

We are the manufacturing cosmetics industry! We offer you filling lines and machin-

ery for tubes, bottles, cans, jars, sachets and single-pack wet wipes with our own Flexo print line for the foils. The minimum quantity starts from 5,000 units. Manufacturing of bulk product is carried out by us in modern homogenisers with capacities from 300 kg to 2,000 kg. For launching your products in small or test batches, we operate a small 15 kg unit.



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Mr. Robert Beinio – Managing Director/Product Development

Mr. Patrick de Vries – Sales Germany

Mrs. Jennifer Nellessen – Sales Germany

Mrs. Birte Roebers – Sales Export

Location:

management, production and logistics all in one location: 47546 Kalkar in the lower Rhine province, Germany

Products / brands:

skin care cosmetics, conventional and natural cosmetics, medical devices, creams, lotions, gels, sachets, single-pack wet wipes, private label, filling services, umbrella brand beinio®



AN INDIVIDUAL & NATURAL APPROACH

Ingredients | What hair care ingredients are an ideal option when it comes to creating products with a natural touch for personalised consumer needs?



AUTHOR:
Dr Elisabeth Streefland
Marketing Manager
Croda, Nettetal, Germany
www.croda.com

Macrotrends for hair care do not differ significantly from those for skin care. A closer look at some current consumer trends show to what extent they influence the different categories of the personal care market¹. One of the major global developments is the increasing demand for more natural products. In the last six months the claim which was used most frequently in hair care products, far more than any other claim, is “botanical/herbal”².

Increasing demand for more natural products

Regardless of the definition of what is a natural product or not, we observe that the term natural becomes more comprehensive and now includes locally-sourced, locally-produced and (bio)technologically enhanced ingredients. Sustainability aspects of products are gaining in importance as well. The consumer’s awareness of the impact of products and ingredients on the environment and on

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how ingredients are sourced is increasing.

For example, one out of four German consumers who purchase natural or organic products do so because they believe they are better for the environment. This is also the reason why many consumers tend to look for hair care products without silicones, driving the need for silicone alternatives in hair care. Silicone-free has moved into the top ten of global shampoo claims recently².

To a large extent, the increased consumer awareness is influenced by (social) media. A good example of media playing a role in the consumer's product concerns is the palm oil discussion which has contributed to an accelerated use of certified sustainable palm derivatives in cosmetic products. Sustainability demands will also drive product innovation. New product formats contain less or no water at all, for example, shampoo bars, or alternatively need less water while using them. Also, first cosmetic products that have paper packaging³ or packaging of a plant-based biodegradable material have been launched. These new packages eliminate the need for a plastic bottle⁴.

Personalisation going strong

A second further evolving trend concerns individualisation and personalisation. Consumers want products that are tailor-made to their personal routines and their individual hair and skin needs. 40% of the American make-up users aged 25-34 indicate that they are frustrated by products that don't match their skin tone. For hair care, a relevant example

HAIR CARE

macrotrends are similar to those for skin care

Today, natural also means locally-sourced and produced as well as **(bio)technologically enhanced** ingredients, preferably of vegetable and **non-animal origin**

25 % of the Germans believe natural or organic products are **better for the environment**

“THERE IS AN INCREASING DEMAND FOR MORE NATURAL AND TAILORMADE PRODUCTS”

Dr Elisabeth Streefland, Marketing Manager, Croda

of a recently launched customised product is a shower water-colour spray creating a temporary tone, where the user can determine the intensity of the colour⁵. There is a shift to a generation-less, ageless and genderless society: consumers don't want to be put into a box or be grouped into categories. They prefer to define for themselves what beauty is and make their own beauty choices. Developments in digital technology support this individualisation trend and will make shopping more personal. Beauty brands will be watching consumers' every move as digital technology drives customisation of the shopping experience. Devices and apps allow the consumer to monitor their hair and skin condition on a regular basis and to receive individual advice.

Consumers can follow tutorials and opinion-formers online, encouraging their empowerment. The popularity of buying cosmetic products online fits in this trend, and saves time as well, which is beneficial in terms of consumer convenience in our continually faster-moving world.



fig. 1: Untreated hair tresses, after treatment with either Crodamine SC, BTMC or BTMS and after treatment and combing ten times

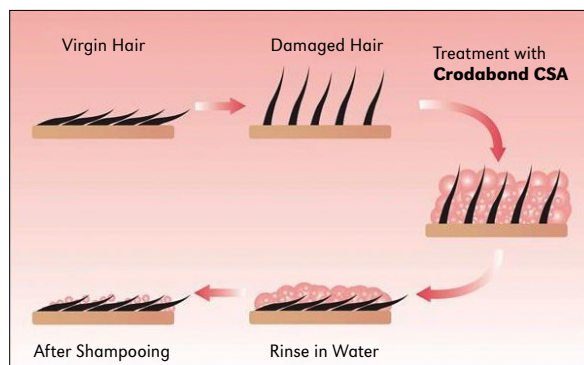


fig.2: Crodabond CSA: mode of action

Ingredient solutions as a response to current trends

Croda has several interesting hair care solutions in response to the increasing demand for natural and sustainable products and ingredients, as well as the demand for more individually designed products.

Crodamine SC is a recently launched nonionic hair conditioning agent, 77% of natural origin, which is chloride, sulfate and PEG free and qualifies as a good alter-



fig. 3: The straightening efficacy of sodium sulfite without and with Kereffect SD



fig. 4: Loosening effect on tighter curls, following treatment with Kereffect SD and sodium sulphite, lasts up to 10 wash/dry cycles. The curls are more defined than hair before treatment, and salon studies support the increased manageability

native to quaternised hair conditioning agents. This conditioning agent has excellent wet and dry combing conditioning properties and is proven mild. Due to its specific fatty acid content, the conditioning active helps to restore the hydrophobicity of the hair. It has significantly better static control properties than behentrimonium methosulfate (BTMS) and behentrimonium chloride (BTMC) (fig. 1). Its lower melting point is a benefit in terms of processing temperature compared to both commonly used conditioning agents. In addition to these benefits, a consumer-perceived retention of hair colour is observed for dyed hair through 10 washes.

How to replace silicones in hair care

Let us focus on the trend of replacement of silicone ingredients in hair care products. In addition to bioaccumulative concerns regarding silicones – they have al-

ready been detected in marine fishes and marine mammals⁶ – some silicones in hair care products can have a negative effect on the condition of the hair. They may lead to build-up, weighing down the hair, and causing it to look limp. On the other hand, it is undisputable that the shine and silky feel associated with silicones is unparalleled.

Several of our company’s emollients can deliver silicone-like attributes. One of these is **Crodamol STS**, which offers many of the desirable attributes of silicones, especially in terms of shine. Based alone on the higher refractive index in comparison to commonly used silicones in hair care, a better shine effect would be expected. This was supported by results from a colour image analysis method determining shine, in which a commercial shine product with silicones and a product containing **Crodamol STS** were compared. Hair tresses treated with our emollient ester had visibly better shine properties.

Crodamol SFX possesses many of the sensory benefits of cyclomethicone D5. It can be used as a silicone alternative or in conjunction with other silicones to provide a desired sensory profile from both rinse-off and leave-on applications, leaving hair feeling smooth, moisturised and silky, with no sticky afterfeel. This emollient ester also imparts lubricity to hair fibres. In a study, this ingredient was post-added to a leading brand shampoo. A dry combing evaluation showed that it improved detangling from a rinse-off system by reducing the combing force. Another beneficial attribute associated with silicones in hair care is repair of hair damage and smoothing of the hair’s surface.

Crodabond CSA, a 100% naturally derived hair active, combines exactly these two characteristics. Due to damaging mechanical and chemical stresses on the hair, such as combing or bleaching, the cuticula on the hair surface lift, caus-

ing an unsmooth surface, which has a negative impact on shine and causes interfibre friction. Crodabond CSA effectively seals down the lifted cuticula on the hair shaft (fig. 2), improving the shiny, smooth and healthy appearance of the hair. Scanning Electron Microscopy pictures show that the effect is long-lasting the hair surface is still smooth after multiple shampoo washing cycles and the results outperform a benchmark product designed for hair repair. Simultaneously the combability is improved. The active ingredient is also able to bond and repair split ends lastingly, which reinforces the shinier and smoother look and also makes the hair feel smoother. The effect is consumer-perceivable, even after multiple shampoo washings.

Approaching the trend towards individualisation

Hair is a powerful extension of a consumer’s personality, reflecting their identity and offering opportunities to convey their thoughts and feelings. As a result, empowered consumers have long desired products which allow them the freedom to either embrace their natural style, enhancing what mother nature gave them, or adapt their hair in order to personify their self, with the freedom to change at their own convenience.

Kereffect SD is a novel keratin-derived product that allows individuals with hair of different curl types to style and manage their hair better to their own wishes. This ingredient prolongs the curl straightening efficacy of sodium sulfite in a heat-activated mechanism for wavy hair types, whereas it imparts very curly hair types more manageability. This new product offers consumers the power to change their hair style using a milder alternative to harsher straightening systems which can damage scalp and hair fibre.

To evaluate the longevity of a **Kereffect SD** treatment, hair tresses were subjected to a series of re-

Sustainable
Due to new consumer trends, product developers use more natural and sustainable ingredients in finished products

THE PALM OIL
controversy has triggered an increased use of certified sustainable palm derivatives

New product formats contain less or no water

peated washing and drying cycles after the treatment. In recognition that consumers may treat their hair differently depending on time pressures in their daily routines, a test method was developed to allow the incorporation of different drying and styling methods to mimic 'real-life' consumer habits.

The results show that the prolonged straightening effect of this ingredient on wavy hair types lasts up to 30 wash/drying cycles (fig. 3). The effect outperforms that of the commonly used straightening ingredients, which are much harsher. This was supported by additional studies. Image analysis quantified the straightening effect by determination of the curl factor through evaluation of pictures of hair fibres, analysing the angle of hair fibres at each individual pixel. Differential Scan-

ning Calorimetry measurements have shown that the **Kereffect SD**/sodium sulfite system increases the level of bondings in the hair. Wet combing and tensile measurements have been performed to prove that this straightening system does not damage the structure of the hair fibre and that hair strength is maintained.

Whilst the 'natural hair' movement has seen many consumers with much tighter curls embrace their look, in line with the trend of consumers creating their own definition of beauty (see introduction), this often results in resigning themselves to a much more demanding hair care regime. Despite what the name suggests, maintaining natural hair is not simple for consumers with this type of curl and often requires multiple products, special treatments and intense styling regimes.

CHOICE

The consumer can choose the intensity of the colour of a shower watercolour spray

40% of the American make-up users aged 25-34 are **frustrated** by products that don't match their skin tone

There is a **shift** to a generationless, ageless and genderless society

Croda's low molecular weight, hydrolysed keratin helps to loosen extremely tight curls for more manageable hair styles that appear longer in length (fig. 4).

Trends drive creative product and ingredient design

Recent consumer trends force personal care companies to increase their offer of natural and sustainable ingredients and finished products, as well as challenge them to reconsider their brand management and brand positioning in view of the consumer need to be treated as a unique individual rather than a person with a certain age, gender, or demographic background. This will no doubt drive the launch of new creative personal care ingredients and products in the coming years. □

The reference list as well as additional information can be found on the Internet - see download panel

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Covestro Deutschland AG, D-51365 Leverkusen - COV00084142





PROTECTIVE CUTICLE REGENERATION

Ingredients | Anna Crovetto from Active Concepts presents a solution for protective cuticle regeneration and beyond the bond solutions for damaged hair: In line with synthetic biology, a self-assembling biomimetic neo-cuticle forms on the hair which protects from thermal styling and everyday stressors.

Following the launch of Olaplex in 2014, the **Plex Phenomenon** has swept through the global hair care industry, resulting in a myriad of products focused on bond multiplying and bond strengthening. As the market is currently saturated with systems claiming to re-bond the hair, a proactive approach is needed to push innovation to the next level. An ageing population with a desire to look younger has long been the driving force behind the global hair care market¹. However, it was not until the release of the two-step hair repair

system, Olaplex, that innovation in this category was really pushed to answer current consumer needs. Colouring, washing, drying and styling of the hair is highly emotive, and the cosmetic results can easily be seen, helping to boost confidence or give an immediate feeling of change. With fast-paced fashions and image-driven social media influencing the hair care sector, it is vital to offer protection to hair while allowing consumers to achieve the colour, condition and style that they desire in real time.



AUTHOR:

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www.activeconcepts.it

Plex products have focused on building disulphide, hydrogen or salt bonds in the hair following chemical treatments to help maintain strength. However, it is the layered structure of the cuticle that also plays an important role as a protective barrier and promotes the visible cosmetic properties of the hair. The epicuticle is a chemically resistant proteinaceous layer forming the outermost part of the hair. It is covered by strongly bound structural lipids described as the “F-Layer” or “ β -Layer”, which represents the outermost covering of the fibre². This lipid layer has a natural lubricating mechanism and also acts a water repellent. When hair is healthy the cuticle layers remain intact and tightly compacted, helping to protect the cortex and promote minimal loss of hydration⁵.

When the hair is exposed to weathering, it is these first layers that can be harshly affected, altering the porosity of the hair. Porosity describes the ability of the hair to absorb and release water and is directly related to the condition of the cuticle and β -Layer³. If the hair is in good condition, the cuticle is intact and smooth. If in bad condition, the hair may be swollen, the cuticle layer exhibiting raised or even missing scales. The hair's porosity can be directly affected by different stressors such as friction and physical hair-shaft injury, excessive exposure to sunlight, excessive wetting and chemical and physical processing⁴. A compromised cuticle layer translates as porous, dull hair that is readily tangled and prone to breakage. Additionally, those with fine hair have less cuticle layers than those with thicker, so cuticle

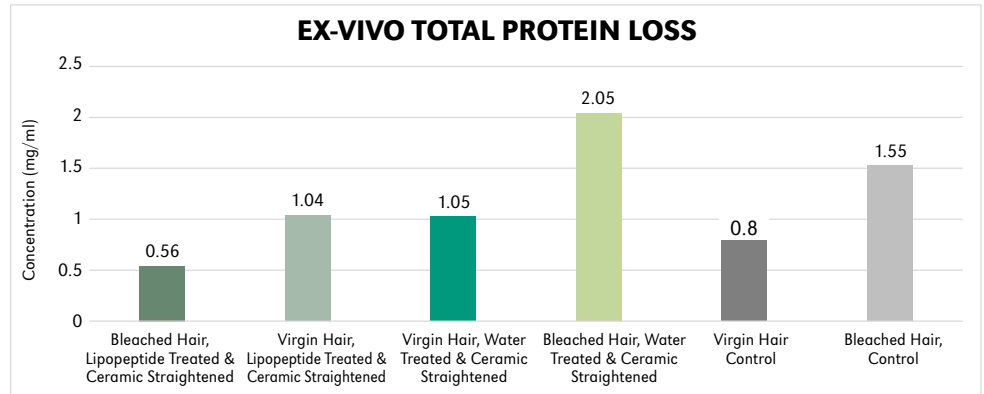


fig. 1: Concentration of extractable protein for each hair sample, comparing 2% lipopeptide vs the controls after exposure to chemical and thermal stress

Bleaching and heat styling **breaks down the protein** in the hair fibre

Intact and **tightly compacted cuticle layers** help to protect the cortex and promote loss of hydration

CUTICLE

preservation prevents tangible hair damage

The physicochemical properties of hair changes as a direct **result of damage**

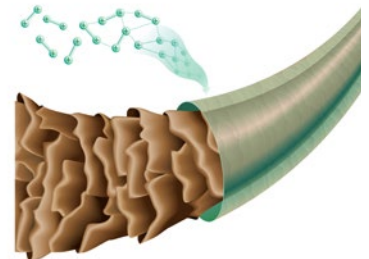
preservation is essential to prevent tangible hair damage.

During hair processes, such as chemical treatments and thermal styling, exposure to extreme pH or high temperature environments removes some of the protective ' β -Layer', causing oxidation of the hair surface and irreversible physicochemical changes in the hair structure. Repeated styling can result in the complete elimination of this protective lipid surface. The hair becomes hydrophilic instead of hydrophobic, and the natural lubricating properties are removed. Although it is widely accepted that chemical, thermal and styling processes are highly damaging, this rarely deters a consumer from either bleaching or straightening their hair. Repair is often an afterthought once the hair begins to appear thinner, matte, more brittle and dry.

Alternative to animal-derived keratin

With global vegan and cruelty-free beauty predicted to grow by more than 6% over the next years,⁵ brands are looking for alternatives to the more tradi-

tional animal-derived proteins such as keratin, which is widely accepted in hair-care applications for claims of strength and repair. *Saccharomyces cerevisiae*, commonly known as baker's or brewer's yeast, provides an efficient system for the expression of proteins. As yeast is relatively



The cuticle acts as a protective barrier and promotes the visible cosmetic properties of hair

easy to manipulate, a strain can be influenced to express specific endogenous or heterologous proteins⁶. Yeast cells are comparable to mammalian cells in composition and structure but can be cultured on a large scale using fermentation, making this method ideal when looking to imitate animal-derived proteins for use in personal care.

Following interdisciplinary principles of synthetic biology, *Saccharomyces cerevisiae* cells can be manipulated to express defined

“THE LIPOPEPTIDES FORM A BIOMIMETIC CUTICLE THAT ENVELOPES EACH HAIR STRAND”

Anna Crovetto, Marketing Manager Europe, Active Concepts

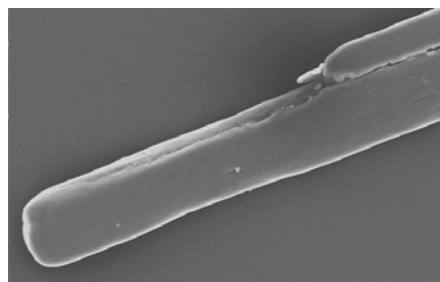


fig. 2: SEM imaging of a virgin hair tip

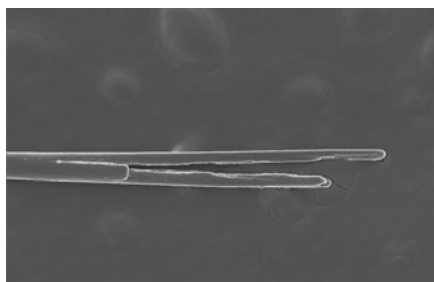


fig. 3: SEM imaging of the hair tip following water treatment, blow-drying and straightening



fig 4: SEM imaging of the hair tip following 2% lipopeptide treatment, slow-drying and straightening

lipopeptides that have the propensity to self-assemble and form a biomimetic cuticle that envelopes each hair strand. The lipopeptides arrange themselves to mimic and replace the proteinaceous epicuticle and the lipid β -Layer. Acting as a bivalent cation, the natural yeast-derived system anchors to the anionic hair, creating a permeable yet protective shield. This helps to replenish missing structural proteins and improve the strength, lubrication and hydrophobic nature of the hair shaft, specifically when exposed to chemical and thermal styling.

Protects from heat styling damage

The physicochemical properties of hair changes as a direct result of damage. Quantitative measurements of the amount of protein removed from hair during thermal styling can serve as a method to define the extent of this damage. Hair protein extraction, Bradford protein analysis and protein gel electrophoresis methods were used to assess the ability of the yeast-derived lipopeptide to protect hair from heat styling damage.

Efficacy of the lipopeptide active was evaluated by salon professionals using 100% virgin, unprocessed Brazilian hair and virgin hair bleached with 9%/30V Pravana bleach, as the positive and negative controls. Virgin and bleached hair tresses were spritzed with a solution of 2% lipopeptide in water or just water

The lipopeptides

mimic and replace the proteinaceous epicuticle and the lipid β -Layer

Plex products

build disulphide, hydrogen or salt bonds in hair after chemical treatments

Fermented yeast

cells are an ideal imitation of animal-derived proteins

The natural yeast-derived system creates a permeable yet protective shield

THE LIPOPEPTIDE

makes hair trends attainable without excess damage

before being blow-dried for two minutes, and ceramic straightened at 230°C for 5 passes. Hair protein samples were then used for downstream application in the Bradford protein assay for protein content quantification and gel electrophoresis for molecular weight visualisation and quantification.

As may be expected, the virgin hair samples had lower extractable protein concentrations than their bleached counterparts. Bleaching and heat styling breaks down the protein in the hair fibre and allows for a greater amount of protein to be extracted, as demonstrated in fig 1. The application of 2.0% lipopeptide followed by ceramic straightening helped to decrease the total amount of protein lost. It thus maintains the integral protein structure of the hair cuticle layers.

Standard Electron Microscopy (SEM) imaging shows high resolution images of the hair cuticle and how this can be affected by weathering, such as ceramic thermal styling. Fig. 2. shows that untreated virgin hair is clearly prone to damage from everyday aggressors, already exhibiting characteristic signs of breakdown. The results of the water treated sample (fig. 3) depicts an extensively damaged, split cuticle. This type of damage leads to irregular growth, breakages and an overall unhealthy, matte appearance. At a singular level, one cuticle may not seem important, but these strand-to-strand imperfections contrib-

ute to a much larger picture of unhealthy hair. When compared to the lipopeptide-treated tresses, a significant decrease in damage is shown and the creation of a de-novo cuticle on the hair's surface can be seen, see fig. 4. This cuticle formation acts as a protective proteinaceous and lipid layer across the fibre helping to reduce porosity and increase the hair's hydrophobic nature.

Combining prevention and repair

In a world where more is more, combining prevention and repair is the next logical step to allow ever-changing hair trends to become attainable without excess damage.

Utilising the concept of synthetic biology to form a self-assembling biomimetic neo-cuticle on the hair offers protection from thermal styling and everyday stressors.

This protective cuticle regeneration offers the next iteration of consumer-inspired hair care technology, allowing brands to move beyond the bond. □

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INTERNATIONAL LAUNCHES

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

The interest of today's consumers in natural and food-based ingredients is rising. Inspiration from food provides a comfort zone, as consumers believe such ingredients are safer. This is why hair care brands should look more intensively to food trends for inspiration and should make easily-understood claims.

One area on which brands should concentrate is natural food ingredients that are rich in antioxidants. These can be positioned to help protect hair and allay pollution damage concerns. The trending food ingredient turmeric has a number of scalp and hair benefits, such as cleansing the scalp or hair of toxins and pollution-induced build-up. It also has antibiotic properties, which make it a good natural exfoliator.

Elsewhere, brands could consider apple cider vinegar, a current diet trend hero. Vinegar rinses are not new in hair care, but brands can relate apple cider vinegar use to culinary or diet trends to tout the antibacterial

and antifungal properties it can have on the scalp, cleansing and removing impurities caused by pollution, while reducing frizz and adding shine.

Apple cider vinegar and pink salt scalp scrub

In the USA, **DpHUE** aims to reinvent the way we care for our hair with its super-luxe line of hair colour and hair care products. **Scalp Scrub**, part of the **Apple Cider Vinegar** range, is designed to exfoliate the scalp with pink Himalayan sea salt, removing dead skin cells and product build-up and unclogging pores while rebalancing pH, for the ultimate clean scalp. It is infused with avocado oil and aloe vera and enhanced with colour locking technology. It detoxifies the scalp while retaining the natural sebum.

Turmeric for protection and cleansing

In South Korea, the **Aveda Invati Advanced** range, designed to instantly thicken hair and reduce hair loss, taps the power of Ayurveda, the ancient Indian art of renewal. Its **Exfoliating Shampoo** gently exfoliates and cleanses the scalp with wintergreen-derived salicylic acid, removing build-up that can clog pores. With an Ayurvedic herb blend with ginseng and certified organic turmeric, the shampoo invigorates the scalp. This colour-safe formula detangles to protect hair from breakage during shampooing.

On-the-go hair wax stick flattens Asian men's sideburns

In South Korea, **Forment** is a men's cosmetic brand that develops products only on the basis of survey results on men's needs or women's

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DPHUE

Exfoliates and detoxifies the scalp



preferences on men's style. An example of this product strategy is **All Day Down Stick Wax**, a stick type wax for smoothing sideburns. According to the survey, 40% of men answered that the biggest concern regarding hair styling is sideburns that do not stick well, and 35.4% answered that they are too lazy to do down styling on their sideburns. The portable hair styling wax provides a down-perm effect with fragrance in 10 seconds. The formula features hydrolysed ingredients such as corn protein, soybean protein, hydrolysed potato protein, hydrolysed rice protein and hydrolysed extension.

* Global new products database
Additional information can be found on the Internet - see download panel

AVEDA

Taps the power of Ayurveda



FORMENT

A portable stick with hair styling flattens sideburns



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TO COMBAT OXIDATIVE STRESS AND POLLUTION

Ingredients | KeraGuard is a natural ingredient from Mibelle Biochemistry that offers proven protection from pollution for hair repair and protection from colour fading in leave-on and rinse-off products.



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becomes more porous, brittle, dull looking and is thus even more exposed to further damage.

A smart ingredient fusion counters hair damage

The antioxidant complex **KeraGuard** is a smart fusion of tara tannins and organic sunflower sprout extract that has been designed to counter all of these harmful effects. Tara tannins are extremely potent antioxidants and radical scavengers that naturally bind to the protein structure of the hair. In combination with the compounds in sunflower sprouts, they are capable of neutralising all of the negative daily effects on hair. In addition, the antioxidant complex helps to repair the hair and make it healthy and lustrous. In comprehensive ex-vivo studies, **KeraGuard** was shown to repair chemically treated hair and to protect hair against physical stresses. Furthermore, the ingredient was shown to protect dyed hair from colour fading as well as to reduce the damaging effect of heat on the hair cuticle scales.

How does pollution affect our hair?

The consequences of rising pollution levels are also significantly impacting both the short-term and long-term health of our hair. Air pollution is directly in contact with our hair and contributes to hair damage on a daily basis. The

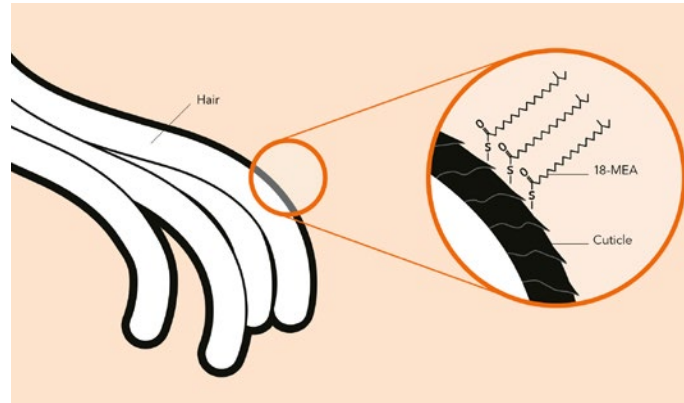


Fig. 1: Pollution damages the F-layer and the hair fibre

A woman's hair is the first and most noticeable part of her beauty, and it sets the tone for her entire look and feel. Beautiful and healthy hair enhances one's personality and radiates confidence, but the effects of daily oxidative stress factors resulting in hair damage are emerging as an increasing concern and growing trend in hair care.

Hair exposure to physical and chemical stress factors

Hair is constantly exposed to a variety of stress factors. There is physical stress, such as blow drying, and also environmental stress factors, such as ROS, UV radiation and pollution. In addition, there is chemical stress, which includes colouring and straightening. All of these different factors induce structural damage to the F-layer, the outermost protective layer of the hair, as well as to the hair fibre (see fig. 1). As a result, the hair

A fusion of **tara tannins** and organic **sunflower sprout extract** counters harmful pollution effects

AIR POLLUTION contributes towards **hair damage** on a **daily** basis

KeraGuard leads to **less particulate matter deposition** and hair surface damage

main sources of pollution are industrial combustion (diesel exhaust, fumes and coal), traffic and construction works. Air pollution consists of gases and very fine particles, which are called particulate matter (PM). In combination with exposure to UV light, PM causes oxidation reactions (carbonylation) within the hair protein, which lead to the hair becoming damaged and more fragile. Therefore, carbonylation of the hair keratin can be used as a marker for oxidative damage caused by pollution and UV light.

Testing the efficacy of the antioxidant complex

Strands of natural Caucasian hair were incubated for a period of one hour prior to stress application in 0.5% **KeraGuard** in H₂O, followed by rinsing, or 0.5% of the active

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“THE ANTIOXIDANT COMPLEX NEUTRALISES THE NEGATIVE DAILY EFFECTS ON HAIR”

Beata Hurst, Head of Marketing, Mibelle Biochemistry

ingredient without rinsing. H₂O served as a control (with and without stress). Pollution stress consisted of 15 minutes incubation with a particulate matter solution (Particulate Matter HAP from European Reference Material CZ100). Following this, the hair strands were irradiated with UV-A (LED, 365 nm) for 6 hours.

The following different analyses were performed:

1. Carbonylated proteins from the hair strands were labeled, extracted and quantified by high-resolution electrophoresis.
2. In situ labeling replaced carbonylated proteins on hair strands with specific red fluorescent probes. The hair images were then collected by epi-fluorescence microscopy.
3. Scanning electron microscopy of the hair strands was performed.

AIR POLLUTION

is associated with **premature skin ageing** and, over the longer term, **damaging effects on hair**

In treated strands, **carbonylated proteins** were significantly **reduced**

Results (see fig. 2) showed a significant reduction of carbonylated proteins in hair strands that were treated with 0.5% **KeraGuard**, even when rinsed off. This efficacy was confirmed by the in situ labeling of the carbonyls, which allows the visualisation of hair keratin oxidation: red-labeled damaged proteins were reduced in the presence of the active ingredient. In addition, the scanning electron microscopy images showed less particulate matter deposition and hair surface damage when using 0.5% of the ingredient, even when it was rinsed off.

Market potential

A 2016 report* from the **World Health Organisation** stated that 92% of the global population is affected by excessive air pollution. Besides the obvious damage

to the respiratory tract, air pollution is also associated with skin problems, such as premature skin ageing, and over the longer term, its damaging effects on hair. Therefore, there is a huge potential for expansion for hair care products and ingredients that offer comprehensive protection from UV, free radicals and PM. **KeraGuard**, which is a natural ingredient that combines tara tannins derived from *Caesalpinia spinosa* pods and organic sunflower sprout extract, offers pollution protection and was also shown to repair damaged hair and protect hair from colour fading. Significantly, it performs effectively in leave-on and rinse-off formulations. □

*<http://www.who.int/mediacentre/news/releases/2016/air-pollution-estimates/en/>

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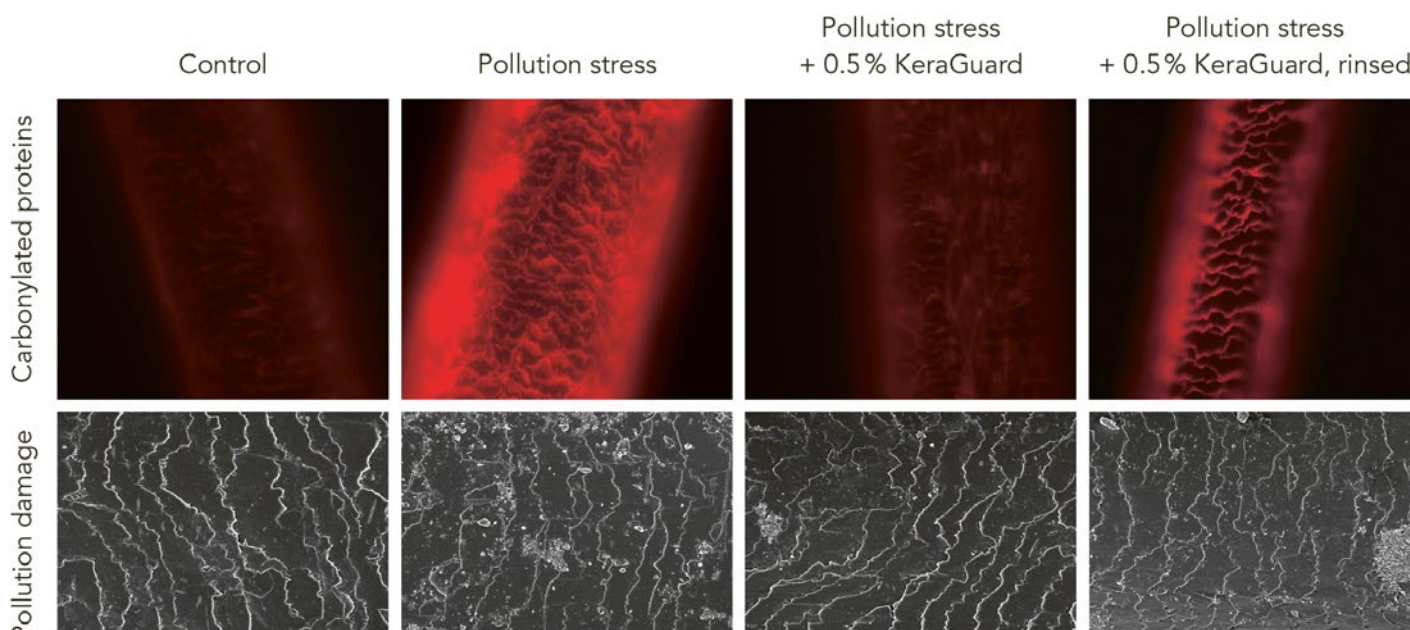


fig. 2: A reduction of carbonylated proteins in hair strands treated with KeraGuard

PRINCESS ROSE



FIRST LOVE

SET TRENDS AND NOT CHASE AFTER THEM!

Marvel at creativity, indulge in reminiscences, be inspired – the Design Center of the GRAFE Group, Blankenhain, is hosting an exhibition to mark the 10th anniversary of the GRAFE Color Preview. Take a fascinating look at all the previous unique trend color projects. Magical moments await you in a gallery full of colorful images as the preview for the coming year will inspire you with a breathtaking array of creative ideas to arouse the senses and the imagination.

The makers look back on ten years filled with endless color variety and its representation in a wide range of themes, styles and compositions. The sensual interplay of colors finds its expression in the form of a calendar with a limited edition of 500. The printed work provides a review of all past projects and allows the viewer the opportunity for delightful reminiscences and inspiring moments in the world of colors with all its shades and nuances.

The creators of the trend colors have drawn their inspirations not only from their own projects but also from one of the most important art periods in German history. Several of the pages of the 2019 calendar are dedicated to the 100th anniversary of

the founding of the Bauhaus. After all, the GRAFE Group has been working together with the Bauhaus University in Weimar for the past several years and sponsors the GRAFE Creative Prize awarded by the University to especially talented students.

The Color Preview 2019 symbolizes a love of colors and a creative playfulness in the company's approach to this topic. It is testimony to the work of the Design Center and stands for 2,779 days of work, 22,232 hours of team work and, to this date, approximately 100,000 color mixtures. A new color shade is created every 13 minutes in the labs at GRAFE. In so doing, the color specialists never just follow the existing trends, but set their own.



Trend colors calendar 2019 of the **GRAFE-DESIGN-CENTER**.
More information: www.grafe-design.com

his year, the GRAFE-Design-Center is also focusing on the 2019 trend colors. Blue and green are expected to have a major impact. Many shades are influenced by urban grey, particularly the grey rosé shade. Playing with light is particularly relevant, in colors and effects that reflect and absorb light or allow it to shine through. Sparkling metallics and glitter effects are notable examples.

Be inspired and celebrate ten years of the GRAFE-Design-Center Color Preview with us. Join us on a journey through magical memories, unique works of art and fascinating colors. ■

Learn more about the **trend colors 2019** and the project „TENYEARS INSPIRATION meets 100 years bauhaus“. **GRAFE** at the CosmeticBusiness Munich from June, 06. to 07. 2018! **Hall 4 / Booth D05**

GRAFE-DESIGN-CENTER
TEN'EARS
INSPIRATION

EASE THE STRESS

Ingredients | DSM's latest hair care solutions help busy consumers create styles and turn styling into something fun to do.



AUTHOR:
Melanie Waeckel, Head of
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DSM, Kaiseraugst, Switzerland
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Stress is ubiquitous, especially in today's urban environments. The sources of stress are diverse and some, such as environmental stressors, are beyond our individual control. But even personal stressors, which include life events and work-related stress, and lifestyle stressors, such as social media, the "cult of busyness", financial pressures and environmental concerns,

may feel overwhelming and impossible to avoid.

In our attempts to cope with stress, we sometimes even manage to add to it. We squeeze in a "relaxing" yoga class on an already busy day, or get up early to go for a run before work because exercise relieves stress. But what if we could ease the stress by taking away some of the pressure?

Taking the stress out of hair care

Bad hair days are definitely a source of stress – so much so that the phrase has come to symbolise days where nothing goes right. Since hair is key to a person's image, achieving the right style is crucial to feeling good about oneself. And tired, listless-looking hair never makes a good impression, so care and protection are vital, too.

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Luckily, this is one area of life where we can take back control. With the help of DSM hair care solutions, even busy consumers can simply and easily care for their own hair and create styles that express their personalities. Our holistic, hybrid products are masters of multi-tasking, helping people face everyday challenges without compromising on their individual style. The formulations are specifically developed to help them style and care for their hair in an

photos: DSM, Media Group BestForYou (lead photo), Shutterstock.com

“OUR HOLISTIC, HYBRID PRODUCTS ARE MASTERS OF MULTI-TASKING”

Melanie Waeckel, Head of Application Hair Care Personal Care, DSM

easy, stress-free way for the look they want. They make turn styling into something fun to do.

Stress-free hair care with a dry shampoo

When people are stressed because they are constantly running after time, there is a solution. Not that DSM can create more time – but there is help to avoid wasting time. So when between washes, the **Alp[®] Dry Shampoo** is a good option. This dry shampoo refreshes the hair on busy days or when on the go. As an added bonus it saves water – definitely a consideration for the environmentally conscious.

The aerosol-free formulation for an efficient, water-conserving freshen-up contains:

- **Valvance Touch 210** for fast, effective sweat and oil absorption; it performs better than the silica benchmark.
- **Alpaflor AlpSebum**, which reduces sebum production.
- **D-Panthenol 75L** strengthens normal and damaged hair.

The formulation is also available in a VOC-reduced form if desired.

Texturizing Beach Spray

When stressed because it is time for “me time” or a holiday, DSM cannot extend your holidays – but can help to create a look as if you are on holidays. The **Texturizing Beach Spray** creates a natural, wavy beach look. The hybrid spray formulation with **Bali Sea Salt** imitates the effect of salt water on hair. It allows users to style, care and protect simultaneously for comprehensive, stress-free hair care. It contains:

- **Tilamar Fix A1000** for long-term, extra-strong hold even in conditions of high humidity. It

outperforms market benchmarks in high-humidity curl retention and in removability. No visible residuals remain, not even after 10 application cycles.

- **Parsol MCX** – protects against UV damage.
- **Stay-C 50**, a vitamin C salt for all-round beauty care.
- **Iricalmin PF** complex for instant moisturisation and soothing of the scalp.

This formulation is also available in a cold-process version.

Messy Matte Gum

And for those who are stressed because their life is a mess, DSM cannot help with all the mess in life – but helps messy hair, simply by keeping it looking on-trend with **Messy Matte Gum**. This product says “just chilling” – while itself is working hard to protect and strengthen the hair’s resilience. A holistic formulation allows users to texturize, scrunch and define while providing care and protection, leaving hair with a soft matte finish. It contains:

- **Tilamar Fix A1000**, which provides extra-strong hold, natural feel and high-humidity curl retention.
- **Parsol SLX** for UV protection also protects against colour fading and provides hair structure and resistance protection.
- **Ethyl Panthenol**, a vitamin B₅ which cares for stronger hair fibers.
- **Stimu-Tex AS**. It moisturises and soothes the scalp.

Easing the stress on brand owners, too

It is not just consumers who are looking for ways to relieve stress. Brand owners, too, are constantly challenging themselves to come

FORMULATIONS

for easy and **stress-free** styling

Making **hair care** a positive, confidence-boosting **experience**

up with satisfying solutions, inspiring concepts and products that amaze and delight.

So, with these new holistic formulation concepts we go the extra mile to take the stress out of hair product development. Our hair care portfolio itself goes way beyond polymers. It comprises a wide range of ingredients, including UV filters, bio-actives and vitamins. Its particular strength lies in the fact that ingredients can be combined to create hybrid solutions that style, protect and provide care; that feel good, and can be tailored to consumers’ lifestyles.

Combating stress one step at a time

DSM’s scientific expertise combined with up-to-the-minute consumer insights can help brand owners and formulators to develop products in response to identified consumer needs. So, while we can’t cure the global stress epidemic, together we can at least make hair care a positive, confidence-boosting experience for our consumers and give them one less thing to stress about. □

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



YOUTHFULNESS FROM WITHIN



Ingredients | DN-Age, an anti-ageing active for hair care, protects the scalp and hair follicles from ageing. It decreases oxidative stress and markers of ageing in human hair follicle cells, slows down hair fibre greying and reduces hair thinning.



AUTHORS:

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www.carecreations.basf.com

BASF Care Creations has been inspired by plant defence strategies to protect the scalp and hair follicles in particular against UV- and stress-induced DNA damage. Extracted from Cassia alata leaves and titrated in flavonoids, the new **DN-Age** anti-ageing ingredient

has demonstrably reduced the effects of oxidative stress on hair follicles and thereby delayed visible signs of hair ageing such as greying, thinning hair and hair loss.

Most women get their first grey hair in their thirties, and the average man even earlier. Between 45 and 65 years of age, more than 70 percent of men and women find they have at least 25 percent grey hair. As we age, the pigment cells in our hair follicles gradually lose their functional capabilities. Due to our follicles producing less and less melanin, our hair goes grey first before eventually turning white. But greying hair is not the only sign of hair ageing. As we grow older, we begin to lose our hair and it becomes thinner and more fragile.

The ageing process cannot be reversed, but it can be slowed down. Though people are genetically pre-

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disposed to have greying hair or suffer from thinning hair and hair loss earlier or later in life, various factors such as scalp health can also play an important role. At the cellular level, scalp health can be affected by inflammation as a local response to cellular injury, oxidative stress, and DNA damage. As we age, both the skin cells' defence against oxidation and DNA repair mechanisms weaken, free radicals occur more frequently and DNA damage increases, leading to tissue damage and weak-

► CASSIA ALATA AT A GLANCE

Cassia alata, also known as **candle bush**, is an ornamental flowering plant that typically grows to 12–30 feet tall and occurs in warm, **tropical areas**. Known for its **anti-infectious** properties as well as its **effects on digestive disorders** and skin ailments, it has recently been registered in the French pharmacopoeia. The plant used for the production of **DN-Age** is grown in Burkina Faso, West Africa, in areas of wasteland at heights up to 500 meters above sea level. Harvesting is monitored to ensure **good collection practices** that respect the ecosystem and biodiversity in the area, and that forgo use of fertilisers and other chemicals. Cassia alata is a non-threatened species (International Union for Conservation of Nature, IUCN).

The extraction process for Cassia improves the yield of K3OS and avoid its degradation

ening of the hair's structure. With special care for the scalp and, in particular, the hair follicles which produce hair fibre, hair quality can be improved.

Strengthening hair at its roots

As both men and women want to look and feel younger, hair cosmetics and care products which satisfy this demand are becoming more important for consumers. However, existing anti-ageing products for hair focus on hair fibres, and not so much on the scalp. Manufacturers are looking for active ingredients that target both the scalp and hair follicles to improve the quality and resistance of new and growing hair fibres, which will delay the first signs of hair ageing and preserve the hair's youthfulness from the inside.

Keeping hair from greying and maintaining its strength

BASF has been inspired by plant defence strategies to protect human hair follicles against UV radiation and reduce stress-induced DNA damage. The new anti-ageing active ingredient **DN-Age** is an extract from the leaves of the Candle Tree, Cassia alata, selected for its high amount of Kaempferol-3-O-Sophoroside (K3OS). To protect the plant against oxidative damage caused by UV radiation, K3OS is over-expressed in the upper layers of the

leaves, the ones exposed to direct sunlight. The active ingredient has been shown to reduce oxidative stress and inflammation on human scalp and hair follicle cells, protecting the scalp so that it suffers less from cellular damage, to keep hair from greying and help it stay thick, full and strong. Developed at **BASF's** Innovation Platform for extraction and processes, the extract is obtained under conditions especially designed to improve the yield of K3OS and avoid its degradation. It is water-soluble and suitable for daily anti-ageing scalp and hair care products such as anti-grey shampoo and conditioner, anti-hair-loss lotion and solar protection spray.

Less oxidative stress in human hair follicles

Recent research focused on the key role of oxidative stress in hair ageing and the greying process in particular¹. Melanocyte susceptibility for oxidative stress and the resulting increase in apoptosis can be a major factor in the loss of hair pigment.

In vitro, **DN-Age** has been shown to reduce oxidative stress in human hair follicle melanocytes (HFMs). **BASF** experts observed the expression of Ataxia-Telangiectasia Mutated kinase (ATM), which is a central regulator of radiation-induced DNA damage response and a marker of oxidative stress, in HFMs. The level of

expression was quantified using **Western Blot**, a common method to detect and analyse proteins. ATM expression increased when the HFMs were exposed to hydrogen peroxide (H₂O₂) as an oxidative stressor, while it significantly decreased (-34 percent) after treatment with DN-Age at 0.02 percent (fig. 1).

In addition, the new active ingredient has shown anti-ageing effects in another type of hair follicle cell which is important to the hair growth process: the dermal papilla cells. In vitro, it raised the number of dermal papillae fibroblasts and decreased their aspect of senescence in a 3D dermal papillae-like model (data not shown).

Greying process slowed down

To confirm the link between HFM resistance to oxidative stress and hair greying, the experts conducted a double-blind placebo-controlled clinical study on 55 female panellists aged 30 to 70 years. 25 to 50 percent of their scalp hair was grey. The volunteers applied either a hydro-alcoholic lotion containing 0.25 percent **DN-Age** or a placebo formula and massaged it into their scalp once daily for six months.

To evaluate the greying level of the hair fibre that emerged from the scalp, its whiteness at the root was evaluated by colourimetry (Chroma-Meter) at baseline, after three and after six months of application. Additionally, hair-growth parameters in the anagen or active growth phase (A) and telogen or resting phase (T) as well as the A/T ratio were monitored at baseline and after six months of treatment.

After three months, the active ingredient had significantly reduced whiteness at the root of the hair fibre, a minus eight percent in L colour value against placebo (fig. 2 and 3). After six months, in the placebo group, the whiteness of the hair at the root

PLANT DEFENCE

strategies **inspire** scalp and follicle protection

Most women get their first **grey hair** in their **thirties**

A new ingredient for **hair youthfulness** from the inside

Grey hair
70 % of the people aged **45–65** have at least 25 % grey hair

The **ageing process** cannot be reversed, but **slowed down**

Though people are **genetically predisposed** to have greying or thinning hair, **scalp health** also plays an important role

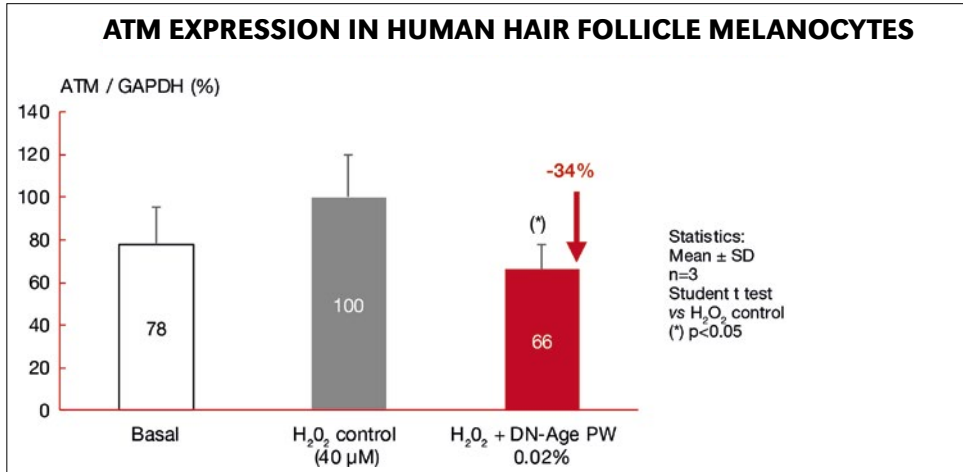


fig. 1: Effect of DN-Age on ATM expression in HFMs in response to oxidative stress (H₂O₂)

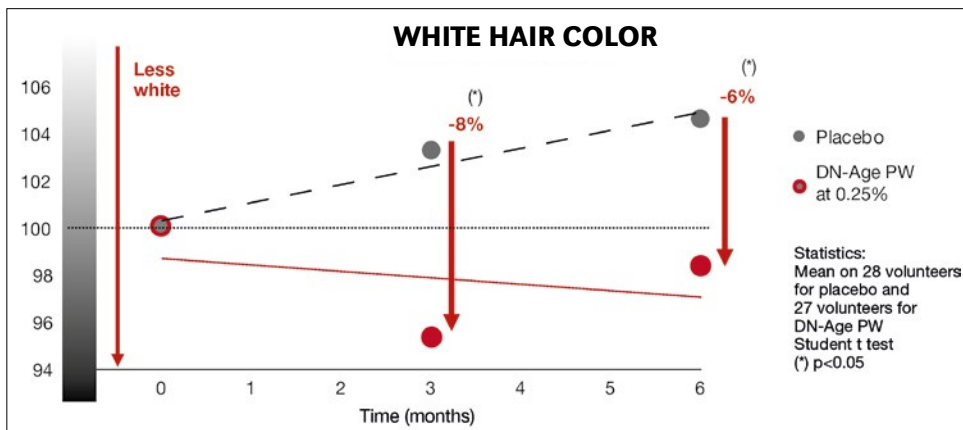


fig. 2: Anti-greying effect of DN-Age against placebo



fig. 3: Difference in whiteness against placebo in two volunteers after three months

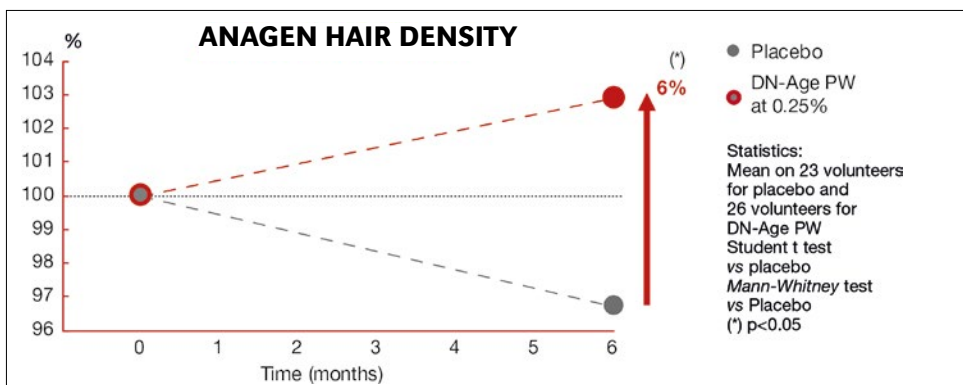


fig. 4: Anagen hair density over a six-month period plus 6% against placebo

had significantly increased against the baseline. The group treated with **DN-Age** did not display such colour change. On the contrary, the active had once again significantly reduced the whiteness of the hair by another minus six percent in L* colour value against the placebo, see fig. 2 and 3.

Hair density increased

In the same clinical study, the effects of the ingredient on hair growth parameters were evaluated using the phototrichogram method (Trichoscan). This non-invasive method allows both qualitative and quantitative in vivo assessment of the hair growth cycle.

After six months of daily application, the extract significantly increased the anagen hair density – by six percent over the placebo. During the six-month period, hair loss increased in the placebo group, whereas hair-growth parameters improved with DN-Age treatment (fig. 4).

Volunteer-perceived benefits

Another double-blind placebo-controlled study was performed on 38 volunteers aged 34 to 65 years, who perceived their hair as being fragile or brittle. More than 80 percent of these volunteers had dyed their hair, mainly with permanent hair colouring products. They were split into two groups and they either applied a leave-on hydro-alcoholic lotion containing DN-Age at 0.25 percent and massaged it into their scalp once daily for six months (20 people), or the placebo formula (18 people). During the entire duration of the study, the volunteers did not change their hair-grooming habits.

To report how they perceived their hair after six months of treatment with **DN-Age**, the volunteers filled in a questionnaire. Those who had applied ingredient perceived clear improvements: 80 percent of them reported that their hair looked and felt thicker and stronger and they

had the impression of having more hair. Those who had applied the placebo formula had no such perception (fig. 5).

Action on inflammation, oxidation and DNA damage

BASF's new anti-ageing active **DN-Age** acts on a range of processes in the cells of the scalp, such as inflammation, oxidation, and DNA damage. It has been proven to decrease both oxidative stress and markers of ageing in human hair follicle cells, slow down hair fibre greying and reduce hair thinning. The ingredient is suitable for the use in shampoo, conditioner, sun protection and after-sun care formulations. □

The new active DN-Age is a preservative-free concentrated powder PW LS 9827 with the INCI name Cassia Alata Leaf Extract (and) Maltodextrin). The recommended dose of use of 0.25 % is Cosmos-approved (PW PSE LS 9827) and IECIC-listed. Another version of the ingredient as hydro-glycerin solution with phenoxyethanol as a preservative is available under the reference LS 9547.

¹Arck et al. 2006; Wood et al., 2009, Kausser et al. 2011
Additional information can be found on the Internet – see download panel

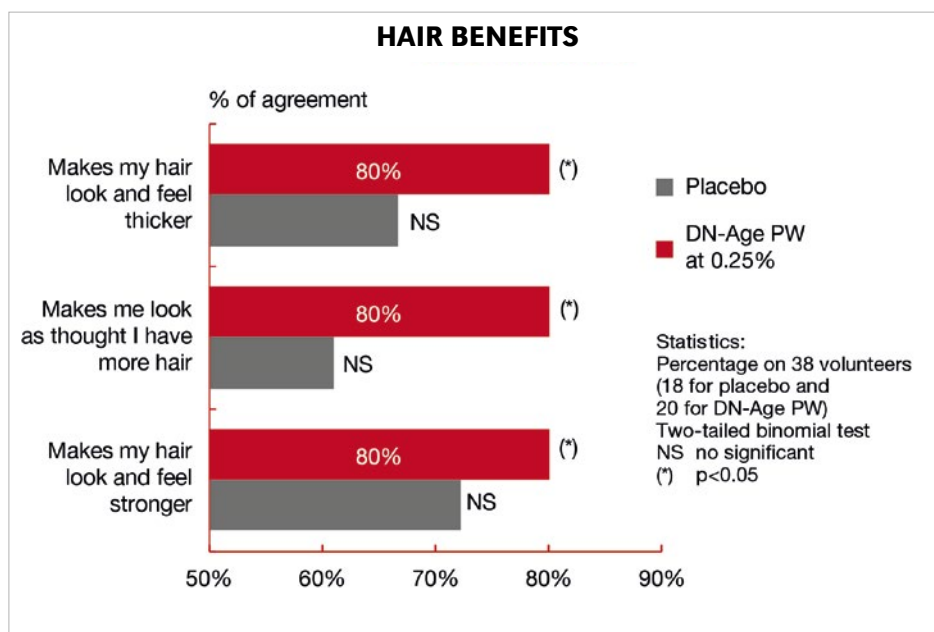


fig. 5: Volunteer perception of their hair after six months of daily application

- ADVERTISEMENT -



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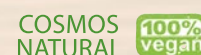
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REBALANCING THE MICROBIOTA

Events | Optimising the microbiota, anti-pollution, stress reduction, protection from blue light, scalp care, sustainably sourced options and upcycling – these were the major buzz words associated with this year’s launches at In-Cosmetics Global in Amsterdam.

Angus showed its most recently launched **DMAMP Ultra PC**, a multi-functional alkalising agent for oxidative hair colourants. www.angus.com

Ashland introduced **SeaStem** bio-functional technology to help skin self-renew and protect against the negative effects of environmental pollutants. Using proprietary **Zeta Fraction** technology, the benefits of the entire giant kelp are captured.

The kelp is sustainably sourced off the coast of California. The new **Optimage SF** microgel provides rapid and significant improvement in the appearance of fine lines and wrinkles. The product’s soft, flexible, silicone-free microgel does not interfere with other common skin care chassis ingredients, enhances formulation stability, and is easy to use due to its pre-dispersed liquid product form. The polymer **ChromoHance 113** shields colour-treated hair from sur-

factant stripping by forming a hydrophobic surface on each strand, reducing water absorption during washing and slowing the fading process. **Suprastim** from an Amazonian super fruit energises and revives skin. www.ashland.com

Biolie completed its **Rainb’Oil** range of natural lipophilic dyes with the Cosmos-certified new colour **Rubelite Pink** which gives pink to violet

photos: Evonik, Inolex, Lonzo, Angelika Meiss, Silab (lead photo), Durch Natalliejean (kelp), Shutterstock.com

IN-COSMETICS GLOBAL IN A NUTSHELL

9,392 visitors explored this year's 28th In-Cosmetics Global in Amsterdam in April, 7% up on the 2017 London show – which made this **the busiest show outside Paris** to date. **88% of the visitors** were **international**, the remaining 12% were Dutch. The best represented nations amongst exhibitors were France (166) and Germany (90), followed by China (78), the United States (59) and the United Kingdom (58). **773 personal care suppliers** of ingredients, fragrances, lab equipment, testing and regulatory solutions showcased their latest developments, with **85 new exhibitors** present in 2018.

Save the date: The 29th edition of In-Cosmetics Global will take place from 2nd April 2019 in Paris

shade to emulsions or oils. The natural lipophilic pigment **Indirubin** which is known in literature to treat psoriasis is extracted from indigo leaves via enzymatic extraction, into high oleic sunflower oil.

www.biolie.fr

Clariant presented trendy formulations, ingredients and new textures that capture four consumer trends having a big influence on the beauty business in **BeautyForward – Edition III**.

B-Circadin fights the effects of skin damage caused by disruption to the skin's circadian rhythm, frequently altered by stressors in daily life. It maintains the vital synchronisation of the skin's circadian cycle, rapidly improving the complexion while decreasing puffiness and dark circles.

According to **Clariant**, the new **Genadvance** range of conditioning actives surpasses the current quats in such applications as rinse-off conditioners and conditioning shampoos, helping to develop products for very damaged, dry and lifeless hair.

Genadvance Repair makes damaged hair sleek, smooth and healthy again. It also prevents further damage much better than current damage-protecting ingredients.

Genadvance Life brings hair back to life. The conditioning ingredient is particularly effective on thin and limp hair, revitalising it with both volume and shine. **Genadvance Life** can be used in many

hair care formats, especially in silicone-free products, and is very eco-friendly. **Genadvance Hydra** is a 100% naturally-derived ingredient, EcoCert-approved, and useful for hair's everyday wear and tear. Coming from a family of natural moisturisers, it delivers a great after-feel on dry hair, making it feel moisturized and manageable.

www.clariant.com

Covestro's new **Baycusan Eco** line of polyurethane film formers is based on renewable raw materials. This line sets the minimum of the carbon content coming from plant biomass at 50 percent, thus fulfilling the definition of a derived natural ingredient according to ISO 16128-1 standard. **Baycusan** standard products reach biodegradability rates of up to 60 percent within 28 days under OECD 301-B test conditions.

www.covestro.com

In-vitro **DSM's Bel-Even** reversibly and selectively inhibits the key enzyme 11 β -HSD1, which generates cortisol in the skin. Persistently high levels of cortisol induced by stress are strongly associated with visible signs of premature skin ageing. A unique in-silico-generated rational design approach was developed to identify the lead compound for this ingredient, which visibly reduces signs of stress on the skin, and improves skin elasticity and density as well as skin hydration.

To mark its 10th anniversary **DSM** launched a new, upgraded version

Seboclear-MP
optimises the skin microbiota by inhibiting an acne germ

MICROBIOTA

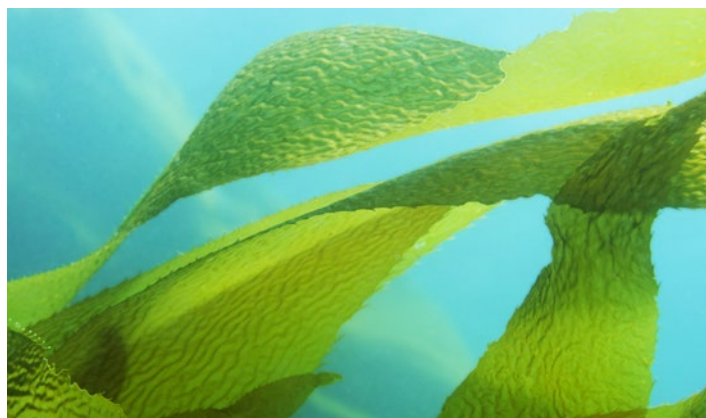
Ecobiotys has **rebalancing and protective actions** on the skin microbiota

B-Circadin maintains the **synchronisation** of the skin's **circadian cycle**

of their **Niacinamide PC**. As this variant contains less than 100 ppm residual nicotinic acid, it has very good skin tolerance.

www.dsm.com

Evonik presented the glycolipid family **Rheance** suitable for challenging skin types which can be used for cleaning skin and hair gently yet effectively. **Rheance One** is produced via fermentation with sugar as the sole source of carbohydrates. In production no tropical oils need to be added so that the product has the advantage of being natural, sustainable and biodegradable. It provides a dense, creamy foam and a pleasant, natural feel on the skin. The cell-free lactobacillus extract **Skinolance** promotes the natural balance of the skin's flora to strengthen the barrier function of the skin. **Hairflux** is a new ol-



For SeaStem the benefits of sustainably sourced giant kelp are captured

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Additional information at

www.cossmma.com/qr00300

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The COSMA team with Jeff Rogers from Lonza



Dorothea Michaelis (2nd from the left) and Angelika Meiss (2nd from the right) with the Inolex team

ive-based ceramide that enables the effective care of damaged hair and irritated scalp with a single active ingredient. This product is also based on natural ingredients and involves a gentle manufacturing process. **Tego Pep UP** is a new tetrapeptide that increases the collagen production of the skin and the fibre production of

the extracellular matrix to achieve a lifting effect. **Tego Enlight**, developed as a means of natural skin brightening, contains two plant-based ingredients complementing each other's effects.

www.evonik.com

EnergiNius from **Gattefossé** protects skin cells from screen-emitted artificial visible light. Its efficacy has been demonstrated at both genomic and cellular levels: the mitochondrial network is preserved from fragmentation, allowing full normalisation of ATP production; the mobility and communication properties of fibroblasts are no longer affected by screen light exposure; the cellular activity is maintained as well as the production of matrix key components. The strongly reinforced skin is visibly revived and the signs of fatigue disappear in favour of a healthy glow.

www.gattefosse.com

Givaudan Active Beauty combined the world of fragrances and cosmetics to create **Vetivyne**, an active ingredient with both anti-ageing benefits and long lasting properties to enhance fragrance wear. Scientists and sustainability experts at **Givaudan** discovered **Vetivyne** by using wa-

ter-soluble extract from exhausted Haitian vetiver roots, a by-product of the extraction procedure used to produce vetiver oil for fragrances. The cosmetic active created via this cutting-edge process is fully natural, concentrated, odour-free and offers clinically proven skin benefits. By acting on the skin lipids, it helps enhance skin hydration and suppleness as well as removing wrinkles. It also bridges the cosmetics and fragrances worlds nicely as it boosts the long lastingness of fragrances that are applied by the user. The ground-breaking 'upcycling' approach reduces waste and minimises the environmental impact. **PrimalHyal Ultrafiller** is a new cosmetic alternative to injectable dermal fillers. It penetrates twice deeper into the skin than standard hyaluronic acid and removes wrinkles in just one hour.

www.givaudan.com/activebeauty

Greentech presented **Hebelys**, a natural active ingredient produced by the fermentation of *Sphingomonas*. Various tests have demonstrated its ability to preserve youthful skin through its action on various ageing factors and, in particular, on a protein involved in the process of cellular senescence. The active ingredient has, in particular, a significant and



Dr Fred Züllli and Beata Hurst from Mibelle at the launch event of MossCellTec, which won the Gold Award at the show

proven action on the expression of the p16^{Ink4a} protein, a key factor of premature cellular ageing. Under the effect of this ingredient, the skin is protected, regaining density, suppleness, and elasticity. It is the first active ingredient resulting from the collaboration between **Deinove** and **Greentech**.

www.greentechgmbh.de, www.greentech.fr,
www.deinove.com

Lessonia's Fucoreverse is an anti-wrinkles cosmetic active of marine origin born from a technology of algae bio-refinery, in a logic of circular economy. The transformation method only involves soft manufacturing processes without adding solvent or chemical products.

www.lessonia.com

Lonza's LactoPro CLP bioactive is an advanced nutrient moisturis-

ing complex containing Lactobacillus and soybean oil which helps strengthen the skin barrier, enhances skin elasticity, helps retain moisture and leads to healthier, vitalised and more balanced skin.

Metabiotics Resveratrol ECT GEO bioactive helps improve the radiance and youthfulness of skin by effectively reducing the appearance of fine lines and wrinkles. **PreservationPlus** is a new approach to preservation that goes beyond merely the chemistry of the preservative.

The company also introduced a scalp care portfolio and has generated new data that substantiate new claims. **NAB Rhodiola**, an extract from the Rhodiola rosea plant which thrives naturally in harsh conditions. This thermal protectant has been shown to help provide antioxidant protection to skin from external stresses, in-

ANTI-AGEING

Bel-Even inhibits a cortisol-generating enzyme to **combat premature ageing**

Vetivynne has **anti-ageing** benefits and long-lasting properties for **enhanced fragrance wear**

SymGuard CD is an environmentally friendly **alternative** to traditional **preservatives**

cluding UV radiation. In scalp-care formulations it delivers triple protection: detoxification via antioxidants that limit the ability of free radicals to damage skin cells; protection against hot and cold thermal stress; and calming scalp irritation. **Carnipure Carnitine** keeps the scalp fresh by exfoliating and moisturising the skin barrier. **LactoPro CLP**, a scalp macro-nutrient complex including Lactobacillus, milk solids and soybean, helps improve scalp health by retaining existing moisture and building the scalp barrier. **NAB Butterbur** extract is designed for formulations for sensitive skin and can also help soothe an irritated scalp.

www.lonza.com

Rahn's Seboclear-MP is a multifunctional natural active from the leaves of *Maclura cochinchinensis* ▶

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Nicolas Lasbistes from Clariant presents Beauty Forward III



The Evonik team won the Gold Award for the functional Rheance

operating at the root cause of oily skin and setting all levers in motion to prevent the formation of comedones and acne vulgaris. It shows retinol-like activity for even, juvenile skin. It optimises the skin microbiota by selectively inhibiting the acne germ *P. acnes* and shuts down inflammation by suppressing the skin's key inflammation enzymes COX-1, COX-2 and 5-LOX. It inhibits 5 α -reductase to form DHT and resets the morphology of sebocytes to their original fibroblast-like shape in order to normalise sebum production.

www.rahn-group.com

EnergiNius protects skin cells from screen-emitted **artificial visible light**

HAIR & SCALP
Hairflux enables care for both **damaged** hair and an **irritated scalp**

Silab's Ecobiotys is a natural active ingredient bio-inspired by the regulating capacity of floral nectar microbiota, the **Nectarobiota**, able to rebalance the microbiota of mature skin which thus recovers a radiant complexion. The company studied the very particular microbiota of floral nectar, the Nectarobiota, and more specifically that of the porcelain flower. Within this Nectarobiota, they isolated the yeast *Metschnikowia reukaufii* to use it as a raw material for the development of its novel active ingredient rich in biopeptides. Thanks to its rebalancing and protective actions on the skin

microbiota, the new active ingredient improves skin quality.

www.silab.fr

Symrise presented several environmentally-conscious products. **SymControl Care** for both oily and sensitive skin, extracted from Mediterranean green algae by means of blue biotechnology, regulates the skin's sebum production and strengthens the skin barrier. **SymGuard CD** is an environmentally friendly alternative to traditional preservatives, such as **Triclosan** and **Triclocarban**. **Sym-Mollient PDCC** is a silky emollient for modern formulation concepts, **SymOleo Vita7** is an elixir that protects against hair damage.

www.symrise.com



The biodegradable Rheance One is produced with sugar as the sole source of carbohydrates

Vantage's Liponic Bio EG-1 is a sustainably produced multi-functional ingredient derived from natural, ethical and sustainable feedstocks. Its key benefits include long-lasting skin moisturisation, a non-tacky and smooth skin feel, bright white elegant formulations, improved foam volume and density, a conditioned feel on hair and improved solubilisation properties for colourants, powders and active ingredients. □

www.vantagegrp.com

COSSMA's preview information can be found on the Internet – see download panel

SUN CARE

Formulations | What criteria does a new sun care product need to fulfil? First of all, it has to be convenient and easy to apply. Another important aspect is its format. While some people love using sun sprays, others prefer using lotions, creams and oils, especially when applying the product to the face. Another buzzword in this context is multifunctionality. Be inspired by our selection of sun care products from various suppliers and find the details of each formulation listed, for download free of charge at www.cosma.com/qr00301*

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



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PROFILE: With sales of EUR 11.9 billion, Covestro is among the world's largest polymer companies. Business activities are focused on the manufacture of high-tech polymer materials and the development of innovative solutions for products used in many areas of daily life. The main segments served are the automotive, construction, wood processing and furniture, and electrical and electronics industries. Other sectors include sports and leisure, cosmetics, health and the chemical industry itself. Specially made for

the cosmetics industry, Baycusan® polymers are the ideal film formers and sensory additive for innovative color cosmetics, sun-, skin- and hair care formulations. Polyurethanes meet many challenges of formulating high-performing cosmetics products due to their multifunctionality and sensory properties. Covestro, formerly Bayer MaterialScience, has 30 production sites worldwide and employs approximately 15,600 people (calculated as full-time equivalents).

FORMULAS:

- Anti-Sand Kids Lotion SPF 50
- Easy & Cold Process Cream SPF 50

DOWNLOADS

Additional information at
www.cosma.com/qr00301
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User name: **cosma6**
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- Easy Protect Spray SPF 30
- Face Sun Lotion SPF 20
- Hydracharge Leave-in Hair Cream

In the July/August issue, we will be focusing on formulations for hair care, styling and hair colour. In our September issue, body care formulations will take centre stage. All of the information published here has been carefully assembled. Neither the publishers nor the developers of these formulations can accept responsibility for its safety or accuracy.

Silky Sun Shield Lotion (SPF 50+)
AkzoNobel

High Performance Sun Matrix Fluid SPF 50+
BASF

Summer At The Beach (expected SPF 30)
Biesterfeld Spezialchemie

Sun Care "Light & Silky" SPF 30
CFF GmbH

Cooling Detox Gel Mask
CLR

Easy to Apply Natural Sunscreen
Croda

Sunscreen Mousse PEG Free SPF 30
DaitoKasei

Touch Ready Sun Lotion SPF 30
DSM

Moisturizing After Sun Lotion (20% Urea)
Evonik

Buttery Sun Care For Your Hair
Evonik Dr. Straetmans

Sun Care Solarine III
Greentech

Matcha Green Tea and Lemon Butters Mineral SPF 30 Sunscreen
HallStar

Protective Sun Oil
IFF Lucas Meyer

Soft Touch Sunscreen
Kobo

Sunshine Spray
MMP Inc.

Refreshing and Soothing After Sun Cream
Nordmann, Rassmann

Sun Care Cream SPF 12
Roelmi HPC

UV Protection Cream
Sederma

Sun Protection Oil SPF50+
Seppic

Don't Worry, Be Sunny
Stearinerie Dubois

Sunscreen Fluid for Acne-prone Skin, expected SPF 30
Symrise

Natural Sun Cream SPF 30
TER Chemicals

Baby Sunscreen Lotion
Zschimmer & Schwarz

NEWS

For skin as glowing as crystal

SEDERMA | The highlighter-like peptide **Crystalide** promotes clear, moisturised, translucent and luminous skin. It preserves skin transparency by inducing the chaperone protein-crystallin. Furthermore, it bio-harmonises the epi-



The peptide brings visible results in only 6 weeks

dermis renewal leading to a soft-polish effect and a dewy finish. The skin looks clear, smooth and glowing, just like a piece of crystal.

www.sederma.fr

Sulfate-free surfactant

KAO | **Akypo Foam LM 25** is an anionic sulfate-free surfactant which can be thickened very easily. It provides very creamy foam, stable for a long period of time, and leaves a smooth feeling. It is very mild for skin and eyes, permitting to improve the mildness cleansers.

www.kaochemicals-eu.com



Improves the mildness of cleansers

App for formulators

DUPONT TATE & LYLE | The new smartphone application for cosmetic formulators features tech-



Technical information from the smartphone

nical information, sample formulations, recorded webinars and news about **Zemea propanediol**.

www.duponttateandlyle.com

A VERSATILE CLASSIC

SYMRISE | **Hydrolite 5** launched in 1992, a versatile substance for a broad use in cosmetics, is celebrating its 25th anniversary. It hydrates the skin and boosts the performance of active ingredients. Its multifunctional properties also benefit the solubilising and emulsifying characteristics of ingredients with minimal effort. Combined with antimicrobial agents, it supports modern product protection.

www.symrise.com



The hydrating ingredient boosts the performance of active ingredients



Promotes microbiota balance

LIPOTEC | The peptide **Fensebiome** helps the skin regain its original strength by promoting microbiota balance and reinforcing the physical barrier function. In a clinical test, the heptapeptide increased the bacterial diversity and promoted a better balance of the volunteers' microbiota. When applied before inducing irritation and evaluated 48 hours after damage, Fensebiome helped to reduce the TEWL levels by 27.8%.

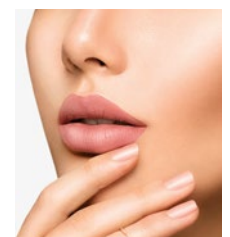
www.lipotec.com



The heptapeptide increased the bacterial diversity

Imerys | **ImerCare Matte**, BSB Award winner in the category functionals, imparts a mattifying effect in gels and creams, liquid foundations and pressed powders. Due to the special morphology of this kaolin with its microporous structure and high surface area, it provides good sebum absorption capabilities.

www.imerys.com



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photos: Lipotec, Sederma, Africa Studio (blue hair), Aijiro (foam), Ra2.studio (phone), Anna Subbotina (face), Shutterstock.com



Foto: Nikolay Bashev / Shutterstock.com

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 **MEDICAL**



CREATING EFFICIENT HAIR PROTECTION

Product development | A case study shows the step-by-step development of a protective spray for hair and what main parameters influence the product’s performance to protect hair from oxidative damage due to excessive UV exposure.



AUTHORS:

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www.giulianipharma.com
 *corresponding author

How can an efficient hair care product with protective properties be created when the parameters regulating protection are not as clear as they are with respect to the photoprotective properties of skin? And what are the main characteristics that a hair care product should possess in order to really protect the hair against the most common environmental stressors?

The difference between hair and skin protection

Protecting hair from oxidative damage seems to be a natural conse-

quence of a decade of progress in UV protection and anti-pollution. The concept of skin protection, meaning the avoidance of harmful environmental factors, has been common knowledge for decades. In contrast to skin damage, the effect of hair stress is relatively easy to determine and quantify. Protein damage, loss in hydrophobicity, structural damage, colour fading, split ends, and hair breakage are only some of the visible effects that occur with hair after exposure to oxidative stress. In addition, exposure to sunlight leads to hair discolouration due to mela-

photos and figures: Masson (lead photo), Gematria

“HAIR-PROTECTIVE FORMULAS SHOULD NOT CONTAIN INGREDIENTS THAT FACILITATE OR ACCELERATE PHOTOCATALYTIC REACTIONS”

Dr Katinka Jung, Managing Director, Gematria

DOWNLOADS

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Password: **hair**

nin oxidation via free radicals^{1,2}. Melanin is a ubiquitous biological polymer containing intrinsic, semiquinone-like radicals. There are two types of melanin, the brown-black pigments (eumelanins) and the less prevalent red pigments (pheomelanins). Melanin granules selectively absorb UV radiation and offer photoprotection but become degraded or bleached in the process.

Even if the consequences of hair damage are of a cosmetic nature only, as hair is not biologically active, they severely impact a person's well-being from a psychological point of view. The strategies available for skin protection, such as cosmetic and topical treatments, are based on scientific evidence and can be roughly divided into preventive and healing mechanisms. In the case of sun protection for the skin, for instance, there are UV filters that will block harmful electromagnetic radiation and antioxidants or actives that are able to repair and heal the damage as a second line of defence. In the case of hair protection, the same strategies – prevention and healing – can be adopted, even though modifications are necessary, as different biochemical environments and different needs in terms of acceptance of formulations have to be taken into account.

Nonetheless, the state of the art of modern hair protection products does not seem to reflect the knowledge and technology available. To this end, knowing what tools are available to create efficient and high-performing hair protection products is paramount.

The theory of how to develop a hair care product

Looking at the development of a leave-on hair protection spray shows how to apply state of the art knowledge of skin protection to create highly efficient hair protection. The environmental stressor to be combated is UV radiation. These are the relevant steps for development:

1. The environmental stress factor(s) from which the product should provide efficient protection are defined. Sun exposure, and mainly UV radiation, was considered to be the environmental stress factor which leads to severe hair damage, ranging from discolouration to hair strand breakage. Especially the interaction between hair melanin and UV radiation is considered as the most immediate reaction to occur during sun exposure.

2. Defining the ideal measurable parameter to quantify hair damage and the efficiency of hair protection.

The first and immediate consequence of the interaction between UV radiation and hair is that free radicals are generated. Highly energetic UVB radiation penetrates into the hair core, and the potentially damaged sites involve proteic structures as well as lipidic components and the melanin biopolymer. Melanin is defined as one of the most important antiox-

UV radiation as an environmental stress factor leads to **discolouration** and **strand breakage**

ANTIOXIDANTS are a second line of **defence**

idants, as it quenches free radicals. As a consequence, melanin is converted into a radical species itself, but without the aggressive properties of ROS. Due to the stability of the melanin radical, it is suitable as a marker for the detection of hair damage. **Electron Spin Resonance (ESR) Spectroscopy** is an ideal tool for detecting melanin radicals in hair and has been used to quantify the damage to hair and the protective effect of the hair care product under development.

3. Defining the appropriate strategies to avoid the damage.

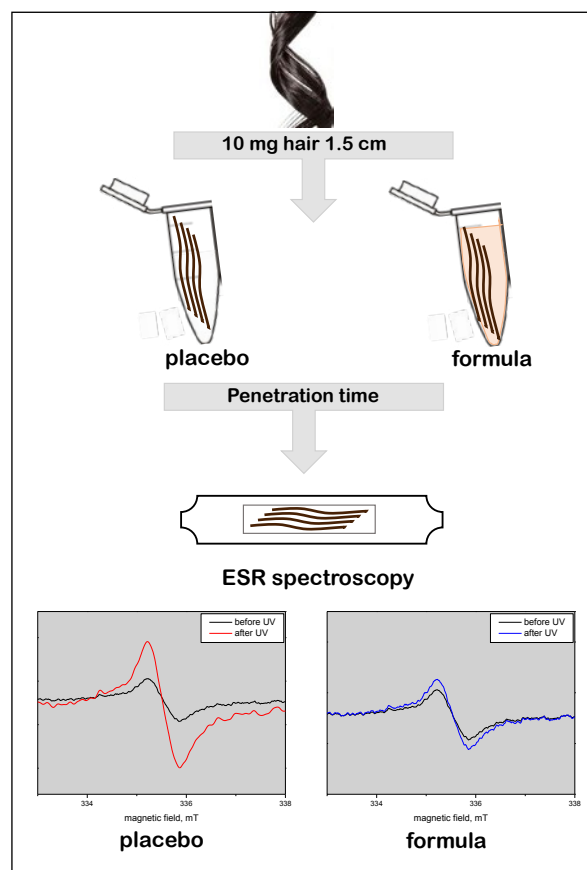


fig. 1 Experimental setup for melanin/free radical measurement in whole human hair

The “prevention and healing” strategy used for skin-care products can and should be adopted for hair care as well. As Paracelsus famously suggested, prevention is better than healing. Therefore, the first line of defence is to be built by actives able to prevent UV radiation from penetrating into the hair. This goal can be achieved with the help of UV filters. In contrast to skin care, penetration depth is not crucial for hair care; the hair should be very significantly protected from high-energy UV B wavelengths. Complete protection with organic UV filters is nearly impossible because of the very big surface area to be covered. Film formers and galenic formulas that can spread on the entire hair surface are of crucial importance for the success of the strategy. Also, the photostability of the UV filters used and their combinations will have an enormous impact on the product’s efficacy. The formulas should not contain any active or ingredient that facilitates or accelerates photocatalytic reactions. Examples of photocatalysers, that generate free radicals on exposure to UV radiation include unsaturated oils and, in some cases, fragrances.

Visible signs of oxidative stress include protein damage, loss in hydrophobicity, structural damage, colour fading, split ends, and hair breakage

Hair stress can easily be determined and quantified

A LACK of photostable UV absorbers and anti-oxidative actives leads to **insufficient protection**

Natural oils and extracts limit the formulation’s photostability and reduce photoprotective effects

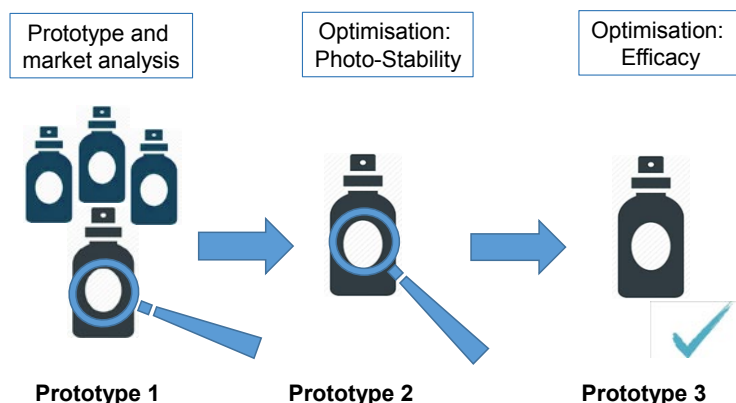


fig. 2: Aim: Highly effective photoprotection for hair
Analytical parameter: ESR based melanin analysis RHF

The formulation should include antioxidants as a second line of defence as well. After these theoretical considerations, a case report shows how an efficient and high-performing hair spray is created. The starting point is a prototype of a leave-on hair spray. A market analysis identified benchmark hair sprays which claim to protect hair against UV, environmental and oxidative stress. All analysed products are based on actives in water/alcohol as organic UV filters, antioxidants, and film formers.

Case report: Development of a hair care product

The prototype as well as selected market products were analysed regarding their efficacy in protecting the hair’s melanin. To this purpose, human Caucasian brown hair was exposed to UV radiation, and the content in melanin free radicals before and after UV exposure was determined by Electron Spin Resonance Spectroscopy (ESR)^{3,4}. A schematic representation depicts the experimental set-up for the measurements, see fig.1.

The unprotected (placebo-treated) hair showed a huge increase in melanin-free radicals after short UV-exposures. After 15 minutes of UV radiation additional free radicals increased by approximately

60%. This is how the protective effect (hair protection: HP) of the products was calculated:

$HP = 1 - [\text{melanin (treated hair)} / \text{melanin (untreated)}] * 100$ and expressed in percentage. The results are shown in table 1.

All the products showed moderate protective effects on the generation of melanin free radicals. The analysis of the protection after different UV radiation times clearly showed that protection decreased with increasing UV doses. Therefore, one reason for the insufficient protection was a lack in photostability of the UV absorbers and the antioxidative actives used. Moreover, natural oils and extracts limited the photostability of the entire formulation and reduced the photoprotective effects. With these modifications to the prototype formula, the required high protection was met:

1. Avoiding adverse photocatalytic reactions due to natural oils, fragrances or extracts in the product under development by analysing all components individually and in combination with respect to their capacity to induce free radical peroxide reactions under UV radiation.
2. Metal ion chelators were added to help prevent hydroxyl radical formation on the hair’s surface and stabilise the formulation. The resulting Prototype 2 showed

	Hair protection, %
H ₂ O	0
Market product 1	32
Market product 2	26
Market product 3	27
Development product (Prototype 1)	18
Reference 0.1% Vitamin C	38

tab. 1: Results of the HP (Hair Protection) factor of market products and prototype 1 before optimisation

Product	RHF	HP (%)
Spray Protettivo Capelli Rev. 6	4.3 ± 0.6	76

tab. 2: Average values of 4 independent measurements with standard deviations

a higher photostability even after long UV irradiation doses. Stabilisers and photostable lipids guaranteed the absence of pro-oxidative reactions.

The sensitive components were carefully analysed individually and in combination to ensure the absence of any adverse radical chain reaction under UV radiation. However, the hair protection factor (HP) obtained was considered to be not high enough. Therefore, Prototype 3* was modified and optimised along the following parameters:

1. Photoprotection was increased by using photostable and highly efficient organic UV-filters.
2. The antioxidant system was carefully chosen to provide an efficient second line of defence.

Measurable parameters are needed to quantify hair damage and the efficiency of hair protection

PROTECTION

As the hair's melanin is sensitive to UV radiation it should be protected

The photostability of the UV filters and their combinations determine a **product's efficacy**

3. Fragrances were analysed and chosen according to their compatibility with the formula and the absence of peroxide chain reactions with adverse pro-oxidative effects.

The optimised product was analysed again by using the same ESR-based analysis on melanin. The protective effect was significantly higher and was stable at high UV-irradiation doses. The optimisation steps led to an increase in the HP value from 18% to 76%, see tab. 2.

How to obtain a hair protection factor of 76%

Highly efficient hair care products should protect the hair from oxidative damage due to excessive UV exposure. Especially the hair's

melanin is sensitive to UV radiation and should be protected. Analysing the melanin free radicals before and after UV radiation is therefore a useful parameter to quantify the protective effect of a cosmetic hair care product. The characterisation by the Radical Hair Protection (RHF) factor facilitates evaluation and optimisation in the course of product development with respect to stability and efficacy and helps to substantiate marketing-relevant and innovative claims, see fig. 2.

Appropriate optimisation strategies led to an increase of hair protection from 18% of the first prototype to 76% of the final hair care product. □

*The INCI of Prototype 3 and the references can be found on the Internet - see download panel

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KEY GLOBAL TRENDS

Events | Find details on fresh insights and data for the global beauty industry from the Marketing Trends Presentations of this year’s In-Cosmetics Global in Amsterdam compiled by Imogen Matthews.

The **Marketing Trends Presentations** at this year’s **In-Cosmetics Global** show in Amsterdam provided fresh insights and data for the global beauty industry. New for this year was a complete day dedicated to key beauty trends from around the globe, focusing on Europe,



AUTHOR:
Imogen Matthews
Consultant to In-Cosmetics
Oxford, Great Britain

Asia, North America, Latin America, Africa and the Middle East. As scientists’ understanding of the microbiome and the use of actives in

cosmetics has grown, this provided the backdrop to presentations covering trends in healthy ageing, anti-pollution and probiotic skin care claims, athleisure, hair care and colour cosmetics. The sessions also include an examination of digital trends, opportunities for brands to expand in China and the reasons why customisation is very much in vogue.

Regional beauty trends

The **Cosmetics Design** team provided a region by region overview of

beauty trends in the \$465bn market, which is expected to reach \$532bn by 2022, according to **Euromonitor** data. Simon Pitman alluded to the challenges in the mature European and North American markets, highlighted how fragmented the Latin American beauty market is and that Indonesia, India and China are leading the way in Asia Pacific.

European BPC trends

2018 Mintel took its BPC 2018 trends and put them into a Europe-

an context, beginning with **Playing Mother Nature** and the concept of natural beauty ingredients that encompass local approaches as well as technology developments. In the UK, half of consumers bought products made from natural ingredients over the past year, while 64% of Germans buy natural/organic in order to avoid unnecessary chemicals. “Consumers are willing to have natural identical formulations,” explained Vivienne Rudd, director of global innovation & insight.

The buzzword is skin microbiome and consumers are starting to understand there is a link between gut health and skin health. Moving forward, Rudd suggested exploring fermentation as a way to deal with the rising demand for natural ingredients. The **My Beauty, My Rules** trend is about a break with conventional demographic targeting as consumers no longer want to be defined by gender, race, colour or age. Two thirds of Spanish consumers are interested in tailored/personalised products. A third of Italian consumers want products that accept people’s flaws rather than promote a beauty ideal. “Listen to the consumer, produce products that empower, recognise and respect diversity,” advised Andrew McDougall*, global beauty analyst.

Trending US ingredients

By category, Nikola Matic, director (chemicals & materials), **Kline & Company**, highlighted some of the key product trends. They included city stress and bluelight, UV and IR radiation in skin care, how masking is now established within men’s grooming, treatment delivery systems and the use of charcoal in hair care and the growth in scalp care products. Artisanal fragrance brands are exploring ancillary categories, such as **Le Labo** bath products. These trends explain the success of speciality ingredients which have the largest growth potential in personal care and are currently valued at

\$22.7bn by Kline. **Dow Corning** is the biggest personal care ingredient supplier in the US.

Beauty routines in Asia

Florence Bernardin, founder **Information and Inspiration**, compared beauty routines and new product development in Japan, Korea and China. Japan is a more mature and sophisticated market where consumers use fewer products and are concerned with inner beauty. Ageing is a big issue with products targeting the different ages over 50. Korea is all about the experience and format – consumers look for nature with a twist along with a quest for glowing beautiful skin achieved through many steps. China is a young market where beauty brands target consumers in their first job and who have no time for sleeping or a social life. Pollution is a big problem so there is a strong focus on a dedicated cleansing routine. Double cleansing is well established among 81% of Japanese women and 73% of Korean women, with foam cleansers and enzyme cleansing powders a strong trend. Hydration is highly valued and achieved by applying watery/oil layers for perfect comfort and skin translucence. “Mists and balms are now the hydration best friends, perfect for layering and nomadism. New steps with new textures are also being created,” explained Bernardin. Asian women are mask addicts with many using one a day for immediate results from concentrated ingredients.

Potential of Middle East & Africa

Megan Powell, consultant, and Vatsala Rathore, associate direc-

The \$465bn market is expected to reach \$532bn by 2022

SPECIALITY ingredients have the largest growth potential in personal care

Korean women seek glowing beautiful skin achieved through many steps

tor, **Butterfly**, discussed how the \$25.4bn MEA market (Middle East Africa market) will grow by 6.4% per annum over the next five years and is evolving into an interesting space with huge potential for marketers. There are big challenges, such as the lack of infrastructure, difficulty for brands to get stocked and heavy taxes. Yet, there are many unmet consumer needs affecting dark skin, curly hair and the Muslim lifestyle. Brands need to understand the tension between Muslim women doing their own thing in a strict religious society. “It should not be a superficial inclusion and brands need to show how women interact with others. It’s not about what she wears on her head,” said Powell. The way forward is in creating brands crafted with MEA consumers in mind that can be adapted by its consumers, that reconnect with local heritage and align with global values. The future will be about how beauty brands can forge deeper and more relevant connections beyond the stereotypes.

Global growth drivers

The latest **Euromonitor** research shows a return to strong growth for global skin care, up 8% in 2017 and overtaking colour cosmetics as the fastest-growing beauty market. According to Kseniia Galenytska, senior analyst beauty and fashion, **Euromonitor International**, the largest sector in skin care is anti-agers, which are expected to be the main contributor to future growth up to 2022 due to an increased focus on product claims, such as anti-pollution. Galenytska’s presentation identified healthy ageing as one of the megatrends, led by the trend for ▶

“2018 IS THE START POINT TO MARKET IN A NEW WAY AS THE CONSUMER IS NO LONGER THE SAME AS FIVE YEARS AGO”

Houda Lazaar, Innovation Business Developer, Bloomoon

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The challenge for marketers is to rethink the “For Men” concept

healthy eating and lifestyle choices. Euromonitor research confirms the importance consumers place on using skin care to improve the look or feel of their skin and to achieve clear and healthy looking skin. “Consumers are looking to replace artificial ingredients, want fewer ingredients in products and put their trust in traditional and transparent products,” said Galenytska, adding that this is highest in North America and Europe. The trend is spilling over into beauty with brands such as **S.W. Basics** formulated with just three ingredients. **Beauty athleisure** is linked to the concept of healthy ageing as more people partake of exercise, which is creating a niche for products that support this trend. These include sweat-proof cosmetics, such as **Clinique Fit** and **Sweat Cosmetics**. Healthy ageing is also about internal balance, and beauty brands are tapping into wellbeing, such as **Moon Juice**, a holistic one-stop shop in California selling items such as **Brain Dust**, **Sex Dust** and **Dream Dust**. Maria Coronado Robles, senior ingredients analyst, **Euromonitor**, examined how skin care brands are embracing the concept of protection with anti-pollution and probiotic claims. “Air pollution is not just Asia’s problem,” she affirmed, “but a global

SHAMPOO,
conditioner and
hair colourants –
the three fastest
growing segments –
all grow more than
4% per year

Foam cleansers
and **enzyme**
cleansing
powders are a
strong trend in Asia

Global skin care,
up 8% in 2017,
overtook colour
cosmetics as the
fastest-growing
beauty market

phenomenon. By 2030, 60.5% of the world’s population will live in cities, rising to 82.9% in Latin America.” Products to slow urban skin ageing are therefore on the rise and sought by 25% of Generation Z consumers, the generation below millennials. In addition to skin care, Euromonitor has identified growth opportunities in sun care, hair care, skin barrier and full protection products, with a possible interest in products that tackle the effects of vehicle particulate emissions.

As highlighted throughout the **In-Cosmetics Global** show, the skin microbiome is a business opportunity. Many types of probiotics are now used in personal care, anti-ageing and dermocosmetic products from a wide range of brands, such as **Clinique**, **L’Oréal** and **Elizabeth Arden**, to **Mother Dirt**, **Glowbiotics**, **Drunk Elephant**, **Gallinée**, **JooMo** and **Chuckling Goat**. Coronado Robles discussed the challenges in developing probiotic beauty products, including the medium to long-term effects in using them.

Spotlight on different product categories

Consumers’ high engagement on social media is helping to fuel fast growth within the global \$48.3bn make-up market, according to Charlotte Libby, senior beauty analyst, **Mintel**, whose presentation covered the latest fashions, colours, ingredients and packaging. Make-up fashions are heavily inspired by beauty influencers, especially in China where 41% of make-up users take heed of bloggers. New fashions include the use of liner on the inner corner of the eye to make it brighter; a return to body make-up, influenced by **Fenty Beauty** and temporary tattoos. The internet is a showcase for visual facial art, such as crystals, gems, flowers and studs, as well as techniques using artificial reality (AR). “New York Fashion Week has promoted a return to colour,”

stated Libby, and is where new trends such as blush replacing contouring are taking place. Glitter is back in force as evidenced by **MAC** showcasing 13 new glitter shades. “We’re now seeing glitter for sensitive skin and there is an environmental consideration too – glitter must be biodegradable,” said Libby. The probiotic trend has also reached make-up with fermented ingredients used to promote healthy skin. Packaging innovations include formats that have more than one function and are attractive enough to look good in photos.

The global hair care market is poised for growth, according to **Global Data**, which identified shampoo, conditioner and hair colourants as the three fastest growing segments, all increasing in excess of 4% per annum. Image consciousness is one of three drivers of consumer attitudes and behaviour. “Social media is putting pressure on hair appearance as 33% of global consumers claim it has made them more self-conscious about their appearance,” said Iliyana Mesheva, associate analyst, **Global Data**. Many consumers are taking a more holistic approach to hair care as they do in other parts of their life. The third driver is a shift towards more sophisticated hair care regimes with up to eight different steps, such as pre shampoo, serum, mask, pre style and after style. K-hair care has undoubtedly impacted this trend and is gaining more prominence globally. Customisation in hair care is also creating new hair care opportunities, such as niche Canadian brand **Oleum Vera** Do-It-Yourself kit of oil treatments, mask and rinses. Mesheva also highlighted new innovation opportunities through tech advances such as **Schwarzkopf Professional SalonLab Analyzer**, a handheld device that measures hair moisture, quality and colour and provides hyper-personalised hair care products. Waterless solutions are also expected to grow the hair



“BRANDS NEED TO SHOW THEY ARE NOT JUST INTERESTED IN MILLENNIALS”

Lia Neophytou, associate analyst, GlobalData

care market, with products such as **Ouai Anti-Frizz Hair Sheets** made from hemp paper enriched with coconut oil and shea butter, and **L'Oréal Paris Magic Touch Instant Root Concealer**, a temporary quick fix solution to cover up grey hairs. Future opportunities include tailored product based on DNA samples and day and night treatments akin to those seen in skin care.

Men's grooming is due for a revamp, according to Louise Barfield, head of marketing, **Two by Two**, who believes that the in-

dustry is too quick to divide products up by gender. Despite the size of the global men's market at \$40bn, the challenge for marketers is to rethink the “For Men” concept. Barfield discussed some of the behavioural changes that are leading to the redefinition of masculinity, including the repositioning of leading brands **Lynx/Axe** and **L'Oréal Men Expert** to be more in line with modern men's expectations. She suggested new ways to connect with men, including through online subscription services, health-tech and

CLEANSING

Due to the problem of **pollution in Asia** a dedicated cleansing routine is key

Products to slow urban skin ageing are on the rise

wearables and cross-category innovation, such as cycling brand **Rapha's Chamois Cream** designed for cyclists who shave their legs. According to Madelyn Postman, director and co-owner, **Leidar London**, the baby toiletries market can be segmented according to a brand's authority and story. For example, **Burt's Bees**, **Weleda** and **Earth Friendly Baby** all have a strong brand story and are therefore able to command a significant premium compared to brands such as **Sanex Kids**, **Johnson's Baby**, **Baby Dove** and many own label baby brands, which are up to 30 times cheaper per 100ml. It is a crowded and mature market which attracts new brands, dubbed “accidental entrepreneurs” by Postman. These are parents who become more aware of health, lifestyle and sustainable issues once they have children and often start brands as a result ▶

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“THE NEW CONSUMER DEMANDS HIGH QUALITY, ORGANICS, SUSTAINABILITY AND A WOW FACTOR”

Houda Lazaar, Innovation Business Developer, Bloomoon

of allergies to existing products. The rise of the “mumpreneurs” is impacting on existing well-established brands, such as **Johnson’s Baby**, although many bigger brands are still attracted to the category with baby and children’s versions, such as **L’Oréal Kids**, **Simple Baby**, **Nivea Baby**, **Baby Dove** and **Sanex Kids**. “There’s a gap in the market, but is there a market in the gap?” asked Postman, who believes it can be done by telling an authentic story and getting your messaging right.

Evolution of natural & organic cosmetics

Ecovia Intelligence valued the natural and organic cosmetics category at \$9.6bn in 2016, with growth of 5–6%. Sales in Europe reached \$4.1bn, growing fourfold in ten years, compared to a market value of \$4.9bn in North America. “In Europe, 60% of natural and organic cosmetics are now certi-

THE GLOBAL
men’s market is valued at \$40bn

In **Europe**, 60% of natural and organic cosmetics are **certified**, in North America just 11%

Body care offers the greatest opportunities for growth

fied compared with just 11% in North America,” explained Amarjit Sahota, founder and president, **Ecovia Intelligence**. Greenwashing is still a big problem in the category with too many conventional brands selling products as natural or organic. Sahota cited examples such as **Natural Republic Aloe Vera** and **AS Watson’s Naturals** range which carry labels to give the impression they are certified. With more than 30 standards now in operation globally, Sahota does not believe that they are the solution to greenwashing – they just make it worse. Looking to the future, he foresees more labels for single ingredients, such as rice, soy, sugar cane and palm oil, though this could lead to even more logos. Another trend will be a move away from fear-based marketing as consumers become more informed about natural and organics through apps. Packaging will also come under scrutiny, with a move towards plantable formats and single use minis. The biggest impact will come from consumers reducing the time spent in the shower at lower temperatures. “Consumer use is the biggest part of carbon footprint at 58%”, pointed out Sahota.

Fragrance in cosmetics

Latin America is an important growth market for beauty and personal care fragrances and is expected to grow as the Brazilian economy recovers from recession, commented Kim-Davy Hoen, founder and director, **KDH Concepts**. By contrast, the market for fragrance ingredients in North America and Western Eu-

rope is sluggish, though they remain significant targets for new fragrance ingredients and notes. The MEA and Asia Pacific regions also demonstrate strong growth patterns. The largest markets for fragrances are bath & shower products, which account for 46% of the total, followed by deodorants at 23% and hair care at 20%, though it is body care which offers the greatest opportunities for growth. Apart from price, fragrance is the number one reason to purchase for global consumers, especially among young people aged 18–24. Fruity notes, including exotic and red fruits with a warm gourmand or oriental face are the most popular ones used in beauty and personal care products, followed by floral notes to promote relaxation and for use in beauty rituals.

New beauty behaviours

Lia Neophytou, associate analyst, **GlobalData**, talked about the athleisure trend which brings the worlds of style and sports together in a new lifestyle trend. It has strong links to sports clothing, which grew by 20.4% in the UK to reach £5bn in 2017, healthy eating and exercise. Consumers, many of them millennials, want to look their best in the gym, giving rise to the hashtags #GymSelfie and #CleanLiving, led by influencers such as Kayla Itsines. “There is room to target other groups, such as Gen X and Boomers. Brands need to be inclusive and show they are not just interested in millennials,” stated Neophytou. She identified opportunities for beauty brands in this space, including developing beauty fitness brands that have staying power as well as for “post-gym” skin; functional outdoor products that protect against the elements and pollution, as well as cool down, post-workout recovery products; and optimising multifunctional products for use out of home. According to Paula Cardoso and Houda Lazaar from **Bloomoon**,



More sophisticated hair care regimes comprise up to eight different steps

the consumer must be involved in every step of the innovation process. Inviting the audience to put on 3D glasses, they showed a futuristic view of a connected consumer who will have her sleep cycle, natural cycle and physiological needs monitored in real time to create a hyper-personalised range of skin, hair and body care products. “2018 is the start point to market in a new way as the consumer is no longer the same as five years ago,” commented La-zaar. “She demands sleek, high quality products, organics, a commitment to sustainability and a wow factor. In short, a unique consumer experience.” It will require radical, disruptive innovation and a new way of designing an existing experience.



Asian women are mask addicts

Accessing the Chinese market

Helen Miller, founder, **Helen Miller Consulting**, discussed the opportunities and challenges for beauty brands looking to expand their business into China. Getting established is complex and costly, involving large fees and an understanding of the changing nature of Chinese import regulation. “Brands seeking volume often struggle to get it,” she pointed out. “SME’s with no expertise or the resources to export may feel overwhelmed by what they don’t know.” Miller recommended employing a brand-focused Mandarin-speaking agent who can provide the gateway for businesses to trade in the world’s largest and fastest growing consumer market, valued at \$1,973bn by **eMarketer**. This would enable brands to focus on their domestic, European and North American export strategies, leaving their agent to launch their products and drive sales to China. Miller described the Chinese retail landscape dominated by **Alibaba** and **JD**, while **Koala** is the leading platform with a 24% market share. Western brands are in high demand and perceived to be of higher quality, with many

Athleisure
combines the worlds
of style and sports

CHINA IS
the world’s largest
and fastest growing
consumer market,
valued at \$1,973bn

New hair care ingredients include
oils from
Kalahari melon seed
and baobab, biotin
vitamin and fenu-
greek seed extract

premium brands from corporates already using the online opportunity with platforms such as **Koala**, **Mei.Tmall.com**, **JD.com**, **vip.com** and **Taobao.com**. Chinese social media should also not be ignored as they have been found by **AT Kearney** to have ten times more influence on purchase decisions than in the US.

Round table: are indie brands worth the hype?

COSSMA’s senior editor Anglika Meiss moderated the round table discussion about indie brands which included Camilla Marcus-Dew, co-founder, **The Soap Co.**, Zeze Oriakhi-Sao, founder, **Malée** and Nick Vaus, partner and creative director, **Dew Gibbons + Partners**, who have rebranded and are now called **Free The Birds**. The **Soap Co.** has a unique positioning in the beauty market in that 80% of its staff have a disability or mental health condition. Marcus-Dew wanted to find a connection between good causes and good business in order to have a purpose in society. The range has been gaining ground with department store retailers, luxury restaurants and hotels. Oriakhi-Sao described **Malée** as the new face

of beauty that opens the door for African beauty. Malée was her great-grandmother’s name, while the ingredients and scents were inspired by Oriakhi-Sao’s travels to Africa. Aware that the market was saturated with the same brands offering the same propositions, she set out to create authenticity and a soul to the brand. As a designer, Nick Vaus works with many indie brands that have this kind of energy and brings them to life with a visual identity. If the brief is about digital, Vaus will make the brand look consistent on all platforms. Passion, however, is not enough to succeed. When Marcus-Dew first set up she asked for favours, begged and borrowed from people to support the concept, design and PR. Oriakhi-Sao described how she did not have the luxury of failing. “The concept of failure is the biggest thing that holds you back,” she said. Vaus’ biggest advice to indie brands is to calm things down and bring clarity to the table. “Many just have one consumer in mind, but they’re not all 16-32. It’s easy to go off on a tangent.”

*A Web TV interview with Andrew McDougall and access to the Marketing Trends Presentations can be found on the Internet – see download panel



COUNTLESS COLOUR OPTIONS

Product development | Got2b Strand up, a hair chalk with a precise sponge applicator in striking colours, helps alternate between intensive hair colour effects with zero commitment and this time qualifies as our Star of the Month.

Today green, tomorrow pink, and the next day blue or purple: with the new **Strand up** range from **Got2b**, trendsetters can

now switch from one intensive colour effect to the next and give their creativity free rein.

The hair chalk with a precise sponge applicator lasts until the next hair wash and is easily washed out. Available in grasshopper green, sky blue, violet purple and cotton candy pink, all impressive shades. The applicator sponge not only makes it easy to apply the product but also makes application very precise.

After opening the product, a dry piece of hair is simply clamped between the hair chalk and the applicator sponge. Then, the product is slowly and carefully pulled along the entire length of the hair. That's all. The application can be repeated until the desired look is achieved. Anything is possible, from cool accents

to dip-dye and ombré in single colours or a rainbow of shades. The colour can easily be fixed with hair spray to make the colourful highlights last longer.

A broad choice of products

Thanks to countless colour combinations and intensive shades with different levels of permanence, anyone can emphasise their personal style with **Got2b** lighteners, semi-permanent hair colours, pastel sprays, colour sprays and the all-new hair chalk – whether for just a few hours or for several weeks. everyone can give their creativity free rein.

The products are available in stores at a recommended price of € 7.99

www.schwarzkopf.international/en/brands/haircolor/got2b-color.html

AM



Hair chalks with a special applicator for precise application make following the hip pastel trend ever so easy

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SPARKLING SENSATIONS & MORE

Formulations | Kim-Davy Høeu from KDH Concepts explains what makes texture so important in skin care, to what extent texture can drive functionality and what to expect from cosmetic textures in future.



AUTHOR:
Kim-Davy Høeu, Director of
Product Innovation & Development
KDH Concepts, London, UK
www.kdhconcepts.com

As a product developer working in the beauty industry for over ten years, I'm often asked what my favourite beauty products are – and why they are so popular with me.

The second question – the why – is easy to answer, as it is a personal preference to a certain extent. But the first question, even without consciously realising it, has a lot to do with the texture of the product, its design and of course its feel.

Consumers assess sensorial attributes subconsciously

A product's major point of differentiation is its texture and its sensorial effects, but this is most of the time a subconscious assessment. For example, if you think of the last time you sampled a new product, you will remember smelling it first and then applying a small bit. Without even noticing, you will be making sensory assessments about how much you like or dislike the product's fragrance, pick-up, immediate texture, play time, rub out and after-feel.

Linking texture to functionality

Carole Berning, consumer psychology, professor and consultant, said: "Sensory attributes have a major impact on consumer product perception and appeal across all five senses and every product category I've ever worked on. There are likely to be thousands of examples of how modifying a specific sensory attribute results in significantly altered product performance ratings as well in overall ratings and sales."

According to Berning, texture is one of the crucial factors consumers rely on to determine the quality of a product, particularly in personal care. For

example, the more dense or thick a formulation is, the more it is perceived as being moisturising, while lower viscosity is perceived as being "watered down" and less effective. Characteristics of lather also alter the perceived product performance, along dimensions such as creamy versus airy versus low sudsing for rinse-off products.

Mintel's research, conducted in the UK, demonstrated the above effects, and even dug deeper, differentiating female vs male perceptions. Consumers indeed clearly link sensory product qualities to a product's functionality:

- 3 in 5 UK female body care users think that a body care product is moisturising when it leaves the skin soft to the touch hours later. They are more likely than men to associate tactile benefits, such as softer skin, with moisturising (53% vs. 41%).
- Men engage more with visible effects. For example, 46% of UK male body care users think a product is most moisturising when it absorbs quickly. Men are more likely than women to associate visual benefits, such as the skin looking shinier instantly (17% vs. 13%) or leaving a residue on the skin (10% vs. 6%) with performance.

However, from a technical and formulation point of view, the thickness or foaminess of a product doesn't necessarily mean that it is more moisturising or cleansing. Those

DOWNLOADS

Additional information at

www.cosma.com/qr00304

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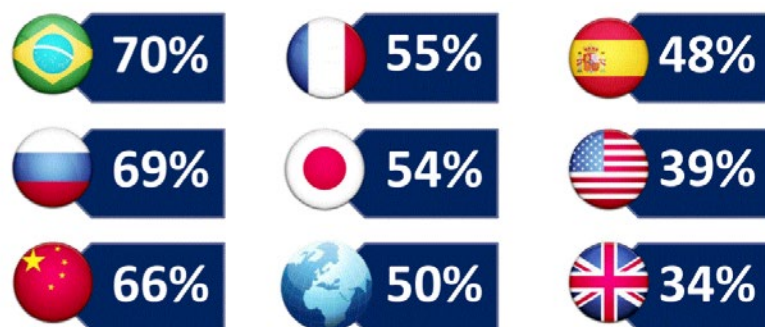
Password: **hair**

attributes are more related to the level of actives.

Formulators realise how consumer perception works and bear this in mind when developing a formula. Gajan Haas, Director of R&D at **Twin-craft Skincare**, mentions "From the perspective of a brand-based R&D scientist, the aim is to achieve a product with an appealing feel, appearance and application. Texture plays a major role, and Korean Beauty brands are maximising on these features. Korean Beauty brands are marketing products with different sensorial and texture experiences, for example: a gel that breaks down and releases hydration onto skin plus a cooling/tingling sensation. These textures are developed by using different emollients and polymers in combination. Polymer technology has been continuously improving every year. So if a formulator chooses the right polymer in combination with the right emollients and solvents, s/he will be able to provide certain textures and sensorial effects."

Texture's importance in driving functionality

In addition to the sensorial attributes textures provide on a psychological ▶



Consumers who consider sensory benefits to be important or very important in their choice of skin care products

Source: Datamonitor Consumer Surveys, April/May 2009



“THE TOUCH, SMELL, AND LOOK OF A PRODUCT ARE ALMOST AS IMPORTANT NOW AS HOW WELL THE PRODUCT ACTUALLY WORKS”

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

and physical level, they are also the main driver of a product functionality.

A study on the influence of SPF and the quantity of sunscreen applied published in the **International Journal of Pharmaceutics** (August 2012) showed that an SPF15 can be more efficacious than an SPF30 when the former is applied properly onto the skin and the latter is not. This was demonstrated by comparing twenty commercially-available products with SPFs varying between 10 and 50 + .

But what does it mean when the sunscreen is not applied properly (is that lower quantity, some other factors)? It simply means that the product does not feel nice enough on the skin to apply it properly. Formulators are very well aware of this phenomenon.

Monica Advani, Senior Formulation Chemist at **Cosmetic Solutions LLC** commented: “This is where the feel of the product and the overall sensation experienced

CONSUMERS

subconsciously assess **sensorial attributes**

Increasingly popular – the **immediate impact** of warming, sparkling or tingling textures

The **thicker** a formulation, the more it is perceived as **moisturising**

is key. And ultimately, the product must be efficacious. Texture is a key driver in all of these aspects. Overall, the benefits of texture are not only from a perspective of appeal, but function as well.” When we like the sensory appeal, texture, and fragrance of a product, we will apply it better and more abundantly, thus improving the product’s benefits.

The texture business

From silky soft to watery and granular, a product’s true identity starts with its texture.

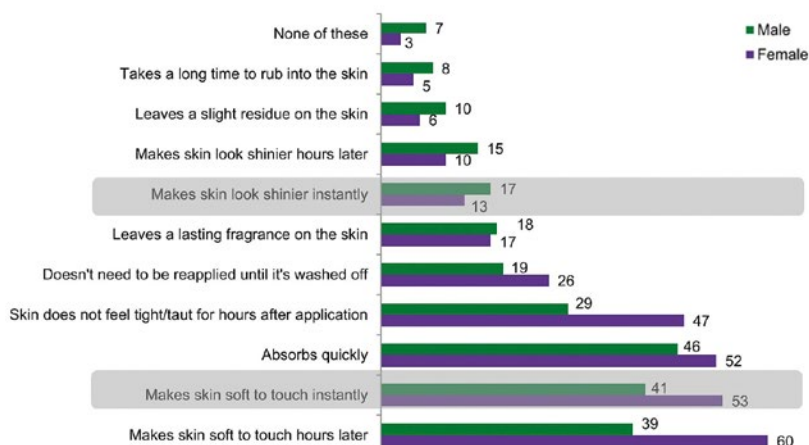
Looking at a product’s timeline from a marketing point of view, how does a product get noticed once it has been launched?

According to **Datamonitor’s Consumer Surveys**, most innovations go unnoticed, and they never have the opportunity to be discovered in the way that they should be. With that in mind, it is all the more important for brands to differentiate themselves and engage with consumers.

According to industry expert Belinda Carli, Director of the **Institute of Personal Care Science (IPCS)**, sensory experimentation is the primary purchasing driver in beauty. She explains that “with increasing competition in this sector, sensory now matters more than ever to help a consumer really fall in love with every aspect of your product. What consumers can touch, smell, and see about a product matters before and, in the long run, often as much as how well a product works. With so many products, and so much choice focussed on sensory, it is important to captivate your target market from that very first touch through to everyday use. This is of equal importance now as how well the product works!”

Datamonitor also looked at the importance of sensory product benefits in the choice of skin care products across various countries. Understanding how to reinforce the connection between product and consumer is key to driving more experimentation and therefore product purchase. It is important to enhance the connection between the product and users, and drive experimentation through multi-sensory experience, including textures and scents, packaging and digital tools.

According to **Mintel**, the emergence of multi-sensory experiences in the beauty market increasingly engages the consumer with the product. A connection between product and consumer builds an emotional bond to create a deeper, more memorable experience for consumers. Unusual textures, mood changing



Source: Mintel Hand and Body care, UK, June 2015

Moisturising products: Gender specific associations

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fragrances and interactive packaging help to draw users closer to their products.

In addition, transforming textures can help brands create that “wow” factor for consumers as Dr Andrea Mitarotonda, Chief Research & Innovation Officer at **Neal’s Yard Remedies**, explains: “Textures that change upon application provide benefits from a marketing point of view with the sought-after wow effect but also from a skin point of view. As an example, a transforming facial cleanser that feels like a pampering and rich oil when applied onto the skin and then transforms into a light and easy-to-rinse milk once water is added while rinsing off. Relatively new are creams that behave like rich, protecting and pampering water-in-oil emulsions when applied and then transform into a light and easy-to-absorb oil-in-water emulsion when rubbed in.”

Understanding that texture plays a key role in a product will ultimately provide a brand with alternative ways of marketing a product and help drive the conversation towards the benefits as a supporting property.

Visions for future texture trends

As the industry is constantly evolving, product developers always have to be ahead of current trends when it comes to product innovation. And in terms of formulation trends, technologies and textures, there is never a lack of possibilities.

Take the K-beauty phenomenon as an example. In 2015, Korean beauty brands started to pop up more and more and what differentiated them from traditional U.S. beauty brands such as **Olay** and **Neutrogena** was their focus on multi-sensory experiences.

This was also highlighted at the **In-Cosmetics Asia** show in 2015, where Emmanuelle Moeglin, Analyst at **Mintel Beauty & Personal Care**, looked at “Experience is all – connecting products with consumers through multi-sensory experiences.”

At the forefront of this skin care movement, **Mintel** saw three textural trends that began to emerge: **Multi-sensory experience with transforming textures** with oil to foam, gel to oil, mud to oil. **Feel** with warming textures to enhance application rituals and **Play** with fun and instructive transforming cues such as the bubbling and colour changing mask¹.

Fast forward two years to 2017, when **Information & Inspiration**, a consultancy that provides Asian-based trend analysis for cosmetics brands, found that Asia was still driving the trends for sensory textures and polysensoriality. With K-beauty in the spotlight, more traditional brands are beginning to adapt to these textural trends simply because today’s transformative textures help to support efficacy*.

What is next?

Beauty brands will continue to play with textures to link energy benefits with sensorial cues. This will include the very latest developments in immediate and warming textures for slow burn and long burn formulations, as well as sparkling and tingling textures for immediate impact. □

¹ Source: Mintel Beauty & Personal Care, November 2015

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



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CONTAINERS & MORE

Events | From 6 to 7 June 2018 more than 400 exhibitors and represented companies – including more than 60 new exhibitors – will present their new solutions for future cosmetic products at Cosmetic Business in Munich. Our selection reveals the latest developments.

Bakic Packaging, Hall 4, Stand D04, present their **Kronos** range with the **Lupo flip-top**. Its classic-cylindrical shapes and versatile finishing options are particularly suitable for the professional hair care premium segment. The **Lupo jar** combines function and style and is equipped with a convenient flip-top.

www.bakic.com

Baralan, Hall 2, Stand D07, presents **Meghan**, a new line of bottles and accessories for skin care, make-up and nail polish. Meghan is a complete product line with a modern and attractive design. Every component can be personalised to create unique combinations to suit specific market requirements.

www.baralan.com



Colgate's gold toothbrush was launched in Norway in packaging in the form of a gold bar

BB med, Hall 4, Stand D18, present their new **Cosmos**-compliant scent. The subtle, nurturing scent with a touch of freshness is suitable for a large target group. In addition to processing PE tubes and laminate tubes, the contract manufacturer now also provides aluminium tubes. Whether filled with a newly developed formulation or one chosen from numerous standard formulations, individual designs are offered at 5,000 pieces.

www.bb-kalkar.de

Grafe, Hall 4, Stand D05, presents the trend colours for 2019 which are strongly influenced by the two colours blue and green. In autumn and winter 2018/2019, green presents itself more naturally by losing some of its radiance and taking on a subject to a stronger yellow influence. Blue gets a grey haze in almost all nuances. In spring and summer 2019, green will become much more yellow tinted and evokes different shades of vegetation. On the effect side, everything is possible from a delicate shimmer to a strong metallic look and glitter.

www.grafe.com/en

HCP Rusi, Hall 2, Stand B04/C03, present their **Beautopia Mascara FL**

100/VK 171. This cylindrical mascara features an intensely bright sprayed **Neon Mint** cap. The matt black bottle has an intricate screen-printed pattern and holographic foiled logo. The **MA7127** brush is a classic double taper brush, great for loading the lashes.

www.hcp.com

Iggesund Paperboard, Hall 4, Stand A07, asked **Print House** in Oslo to do the certification testing of its new silvery metallised PET film-laminated paperboard, **Metalprint Digital**, which is custom designed for the **HP 12000** series of digital printing presses.

The printers had simultaneously been asked to develop an exclusive packaging for the launch of **Colgate's** gold toothbrush, the **Gold 360**. **Colgate** wanted a gold finish and so they tried printing yellow onto **Metalprint Digital's** silvery surface to achieve the gold effect. The ability to produce small series of packaging involving complex printing opens up new possibilities for small companies in contrast to the relatively high start-up costs involved with traditional technology,

www.iggesund.com, www.printhouse.no

photos: Bakic (lead photo), HCP Rusi, Iggesund, Lutz, Quadpack, RPC

Lutz Packaging, Hall 4, Stand A26, present their packaging made of tubular glass. Frosted surfaces and rich colours offer new possibilities for designing ampoules and bottles made of tubular glass. A subtle play of colours visualises the contents or the field of application. Contents sensitive to light are protected by bottles with black or white finish with a luxury touch. A set of dropping pipettes with coloured sucker complete the product presentation. Product displays for perfect storage and regular use of ampoules made of acrylic are available in different designs.

www.lutz-packaging.de

Quadpack, Hall 1, Stand B05, shows **Yonwoo's Powder Spray** for dry skin care, make-up and perfumery formulas in line with increasingly popular water-free cosmetics. The new product was subjected to strict tests. The pump dispenser, with high-pressure **Venturi** nozzle and flexible, wide

delivery tube dispenses the powder evenly in a targeted spray. The travel-friendly on/off locking system ensures safe transport.

www.quadpack.com

RPC Bramlage, Hall 3, Stand D08, present a three-piece lip care stick with greater recyclability and a lower carbon footprint than other models currently available.

www.rpc-bramlage.de

Toyo & Deutsche Aerosol, Hall 3, Stand E21, present **The Dual**, an award-winning aerosol packaging system based on bag-on-valve technology. By combining two pouches on one valve, it enables the separate storage of two components in one system and the discharge of two components with one push. The Dual is suitable for almost any two-component product, especially hair colour products and cosmetics.

www.td-aerosol.com

AM



RPC's lipstick maximises convenience



Lutz: New possibilities for ampoules and tubular glass



HCP Rusi's cylindrical mascara



Quadpack's Powder Spray dispenses the powder evenly

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KITS FOR DIY'ERS & MORE

Interview | Jo Chidley, Founder of Beauty Kitchen, shows that making people create their own customised beauty products is not only about fun but also about sustainability.

► **Interview with:**
Jo Chidley, Founder of Beauty Kitchen
London, Great Britain
www.beautykitchen.co.uk



COSSMA: What was the origin of your brand?

Jo Chidley, Founder of Beauty Kitchen: Beauty Kitchen was inspired by my own search for natural products. I was surprised to find that some products were not as 'natural' as their labelling would have had you believe. I created the brand simply because I couldn't find the products I wanted to use. My aim was to inspire

people to buy natural products – not because they think they should, but because they really work. Today, our brand has stockists all over the UK and the world and we now offer innovative skin care and body care products for the whole family. We also still run the DIY* beauty workshops from our original store in Glasgow, which is where our story began.

What is its main concept?

We all know that 'you are what you eat,' and I really believe that your skin deserves to be treated in the same way. So, just as you can pop only the cleanest ingredients into your soup or salad, now you can take control over what goes into your face

cream or body wash. If you are a keen DIY'er, we have kits, recipes and ideas that we share, and if you are more of a buy it and use it consumer, we have an extensive range of effective skin care for all skin types and ages.

Focusing on the DIY beauty side of things, we have seen huge success with our brand-new **Raw Inventions** kits which is an 'invent your own' kit, that takes the concept of clean beauty one exciting step further and allows you to whip up your own products at home using only a handful of amazingly simple and effective ingredients, along with a recipe book packed with ideas of what you can make and create. The kits sold out so quickly that we had to make more

photos: Beauty Kitchen

DOWNLOADS

Additional information at

www.cossmma.com/qr00305

Your access codes for June:

User name: **cossmma6**Password: **hair**

almost immediately. We are working on some very exciting new stages for the Raw Inventions programme, as well as a **Raw Inventors Academy**.

The other huge focus for us as a brand is on our skin care products for the customers who want a totally natural product, but who maybe don't have the time or inclination (yet!) to make their own products.

Always searching for new, effective, 100% sustainable ingredients, our **Seahorse Plankton** is a great example of finding exciting ingredients for innovative products. The plankton microalgae are the lungs of the earth (producing 50% of the oxygen that we breathe). It also boasts the unique ability to protect itself from environmental stresses, making it the perfect skin care ingredient. The plankton we use has very strong in-vitro and in-vivo trials and is produced in an ethical photobioreactor, in other words a fancy greenhouse, which makes it very sustainable.

What were the challenges in establishing the brand?

They say that everyone has a brand in them but it takes time, commitment and true flexibility to be able to make things work. **Beauty Kitchen** started as an idea and has gone on to become something bigger and better than I could have ever imagined, but there have been some bumps along the road, and I can honestly say that we have learnt tough lessons from each and every one of the issues and challenges we have faced. I am responsible for product development, formulations

NATURAL

Many consumers are worried about whether natural cosmetics **really works**

While some **people think** natural cosmetics are **not affordable** some think it is just boring

With DIY beauty consumers are in control of what they put on their skin

UNDERSTANDING

what is and isn't natural is a daunting **labyrinth**

DIY beauty is about putting the fun back into beauty

"AS BEAUTY DISRUPTORS, WE HAVE BEEN PUSHING THE BOUNDARIES FOR YEARS"

Jo Chidley, Founder of Beauty Kitchen

and sourcing ingredients and I go to the ends of the earth to find natural, sustainable ingredients. One of the big hurdles we continue to face is the sourcing side of things. Working with communities all over the world and building relationships with them takes time. Would it be easier to bulk buy an ingredient from a faceless supplier? Absolutely. However, for us, having relationships and building businesses with small communities is what makes what we do so rewarding. Our work with a small community in Uganda where we source the red colouring for our products and green tea is a huge challenge for us but one we love working on.

Why is DIY Beauty making a comeback at the moment?

Google hailed **DIY Beauty** as one of their top trends in 2017 and listed it as one of their most googled terms, and now in 2018, we see that trend continuing as more and more of us look for a more natural and sustainable way of life.

As the focus on ingredients grows, and the need to understand what exactly goes into our beauty products becomes the normal approach, so too does the consumer's knowledge of what ingredients they should be looking out for, and what ones they might want to think about avoiding. Many consumers are still confused about what natural beauty actually is. They love the idea of it, but they are worried about whether it really works. Many think it is not affordable, whilst many beauty enthusiasts just think natural products are boring.

Whilst consumers are becoming more aware of natural ingredients and desire more natural beauty they are forever being bombarded with green-washing marketing, which exacerbates the confusion. DIY beauty allows them to take control of their beauty needs and experiment with different ingredients in an at-home setting as they get to grips with making and creating their own beauty products. For me, beauty shouldn't be too serious but should be fun. This is what we talk about taking back control of our beauty routines and regimes and putting the fun back into beauty.

What are current trends in the global DIY beauty market?

Mindful of how their lifestyle impacts on body, mind and the environment, more and more people are embracing **clean living**. But the trend is not just about what is on your plate, it's also about what is tucked inside your cream jar, too.

Customisation and DIY Beauty is a very good way to get consumers more engaged in natural beauty. Understanding what is and isn't natural is a daunting labyrinth for consumers, faced with Latin names and green-washing. DIY Beauty can be the first step to demystify beauty products for a consumer, giving them the confidence that beauty products are not that complicated and they can get involved, understand the ingredients and force the market to become more transparent and sustainable. The trend for customisation also allows today's consumer to feel like she has something far more personal and



The Seahorse Plankton used has very strong in-vitro and in-vivo trials

tailored to her, not just something off a shelf that thousands of other women have bought. One of the other big trends in beauty right now are **superfoods** – a buzzword for both brands and consumers alike. From food to our faces, everyone is looking at ways of incorporating more into both their diets and their beauty regimes. We like to do things our way, so riding a trend for superfoods like Argan oil and Avocado isn't really our thing. We love finding new exciting ingredients which work just as well as their more popular counterparts, if not better. Abyssinian oil, e.g. feeds and nourishes the skin, but is far more sustainable and has been proven to be just as effective in trials. It is used in our age defying range and is also part of some of our DIY recipes as well. One of the other huge developments, and the one we're most excited about as it's what driven us from the very start of our

Beauty Kitchen adventure, is the commitment to **sustainability beauty**. Being accountable for the ingredients is not just making sure they are of a high quality. It also involves the long-term impact of the ingredients and their impact on the environment, where they come from and how they're sourced. Sustainability is one of the hottest topics around right now and it genuinely matters to us. As beauty disruptors, we have been pushing the boundaries for years and for us, it has always been about sustainability – from the way we do business, to the ingredients we use in our products, to the way we pack and ship our products and the way those products feel and perform for our customers. We are always looking at ways to do things better and this is why we are still here today. Our promise to do better and be better keeps our customers with us and keeps us ahead of the curve.

WITH DIY BEAUTY

consumers get involved, **understand** the ingredients and **force the market** to become more **sustainable**

Adding "natural" and "organic" to **every product** leads to mistrust

Abyssinian oil, as effective as Argan oil but far more **sustainable**

Is this trend set to change the beauty industry?

Expectations are on the move, with consumers becoming increasingly aware of the environmental benefits of natural and DIY beauty, however this thirst for information is being exploited by marketers adding "natural" and "organic" to every product and piece of marketing collateral they possibly can which has, in turn led to mistrust.

Our hope is that the changing nature of DIY beauty and the perceptions of natural will force the market to move to truly natural products with a big focus on total product sustainability.

As we continue to grow and put the customer at the heart of everything we do, we're focusing on two things: Sustainability, which we believe will be the next big trend in beauty, and we're committed to our **Raw Inventions** programmes which is focused on DIY beauty and teaching people about the ingredients we use in our products, as well as the ingredients they can use to make their own products.

One of the big trends in today's beauty space is **ethics** and the demand from consumers for brands to be better and behave better, which we are delighted to see. We are confident that natural, ethical, sustainable and eventually organic will come to be the norm.

When it comes to the sustainability trends, we can start making sustainable choices just by looking at the label before we add it to our baskets. Looking out for the **Leaping Bunny** logo, the **Fair Trade** logo and **Rainforest Alliance** logos are also a sign that the ingredients have been sustainably sourced. And of course, there's the **B Corp** logo too. All of our packaging comes from unwanted stock piles – recycled packaging. □

*DIY: Do-it-yourself

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

"WE LIKE TO GO BEYOND THE PREDICTABLE"

Jo Chidley, Founder of Beauty Kitchen

PEOPLE



Dr Kurt Bock (l.) and Dr Martin Bruder Müller (r.)

BASF

Dr Martin Bruder Müller will become the new Chairman of the Board of Executive Directors of **BASF** and replace Dr Kurt Bock. Since 2006, Bruder Müller has been a member of the Board of Executive Directors of BASF SE, since 2011, Vice Chairman of the Board of Executive Directors, and, since 2015, Chief Technology Officer.

www.basf.com



Vincent Isselin

COSMOGEN

Vincent ISSELIN is the name of the company's new Global Sales & Marketing Director. He will manage the sales teams dedicated to France, Europe, US, LATAM and Asia and

will be in charge of marketing and innovation strategies. Previously he worked as Sales Development Manager at **Aircos**, Key Account Manager and European Sales Manager at **Rexam**, before joining **Marvinpac**, Head of Strategic Development, and Director for France.

www.cosmogen.fr



Björn Strumann

COTY

Björn Strumann has been appointed Managing Director of **Coty Luxury Germany** and replaces Oliver Zehme. Thus, he returns to Germany after having served as

General Manager Coty Luxury Benelux. Since having joined **Procter & Gamble** in 2003 he has held various leading positions in sales and marketing strategy.

www.cotyinc.com



Malvin Richard

FARFALLA

Gian Furrer, Paul Gisler, Jean-Claude and Marianne Richard who founded the company 30 years ago have passed on the management to their son and godson Malvin Richard.

He will be working as Managing Director and from 2019 onwards will be the only owner working in the business. After having studied economics Richard first founded a company with Lukas Lüscher and Serena Britos focusing on high quality natural perfumes.

www.farfalla.ch



Jennifer Clancy

LONZA

Jennifer Clancy has joined the company as Senior Director of Global Marketing. With more than 20 years of experience in the consumer products industry, Clancy has held key marketing and brand management roles at companies including **Estée Lauder**, **Elizabeth Arden** and **International Flavors & Fragrances**. Most recently, she worked as Global Director, Creative Marketing Studio at **Firmenich**.

Dr Stefan Verseck has joined Lonza's Consumer Product Ingredients (CPI) organization as Technology



Dr Stefan Verseck



Dr Alexandra D'Arcangelis

Scout and Biotechnology Expert for the Personal Care, Hygiene and Preservation businesses. Based in Germany he will identify innovative technologies and novel applications for the company's existing product portfolio. Before joining the company, he served six years as the head of Lipid Biotechnology for **BASF** and held various R&D and Biotechnology roles at **Cognis** and **Degussa/Evonik**. Dr Alexandra D'Arcangelis has been

named as Skin Biology Lead for Lonza's Consumer Product Ingredients division to bolster in-house capabilities for evaluating bioactives and other personal care ingredients. Prior to joining the company, she served two years as R&D director for **Beauty Manufacturing Solutions**. She has held various R&D roles at **Chanel** and **Unilever** with a focus on skin care applications.

www.lonza.com



Paulo Rodrigues

PRESPERSE

Paulo Rodrigues has taken over as the new President and CEO. He joined the company in 2015 as Director of Sales. Prior to this, he held various senior leadership positions in personal care with **Cognis**, **Givaudan**, **BASF**, and **DSM**. He succeeds Koh Akiyama who has taken over a new position.

www.sumitomocorp.com, www.presperse.com



Etienne Gruyez

STOELZLE

Etienne Gruyez has been promoted to the position of Chief Executive Officer in charge of the company's Perfumery and Cosmetics Business Unit. Gruyez will oversee the upcoming innovation **Stoelzle Masnières Parfumerie** and **Stoelzle Masnières Décoration**.

www.stoelzle.com



Serge Rogasik

VANTAGE

Serge Rogasik has joined the company as the new Senior Executive Vice President Sales & Marketing for Personal Care. He has over 20 years of successful experience in a broad range of industries including over 15 years in personal care, with significant international commercial experience in Asia, Europe and the Americas.

www.vantagegrp.com



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FAIRS, CONFERENCES AND SEMINARS

2018

WHEN?	WHAT?	WHERE?	WHO?
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05.-07.06.2018	3D Print Congress & Exhibition	Lyon France	Idice www.3dprint-exhibition.com
05.-07.06.2018	World Perfumery Congress	Nice France	Allured Business Media www.wpc.perfumerflavorist.com
06.06.2018	Seminar: Stability Testing And Prediction Of Cosmetic Formulation: How To Avoid Stability Failures?	Online Training	OnlyTrainings www.onlytrainings.com
06.-07.06.2018	CosmeticBusiness	Munich Germany	Leipziger Messe GmbH www.cosmetic-business.com/tradefair
06.-07.06.2018	Vortragstagung der SEPAWA-Fachgruppe Mittelstand: Chancen und Risiken für den Mittelstand im Zuge der Digitalisierung	Erfurt Germany	SEPAWA www.sepawa.com
12.-14.06.2018	Seminar: Kosmetik-GMP Betriebshygiene	Frankfurt a.M. Germany	Cosmetic Campus www.cosmetic-campus.de
13.-14.06.2018	Conference of SEPAWA Specialist Group Cosmetic Applications and Technologies	Hamburg Germany	SEPAWA www.sepawa.com
13.-14.06.2018	Pack & Gift	Paris France	Idice www.packandgift.com
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13.-15.06.2018	In-Cosmetics Korea	Seoul South Korea	Reed Exhibition www.in-cosmeticskorea.com
14.-15.06.2018	InnoCos World	Florence Italy	KGS global www.innocossummit.com
18.-19.06.2018	Cleaning Products Latin America	Buenos Aires Argentina	Smithers Apex www.cleaningproductsconference.com
20.-21.06.2018	Chemspec Europe	Cologne Germany	Mack Brooks Exhibitions www.chemspeceurope.com
21.-22.06.2018	MakeUp in Paris	Paris France	Beauteam www.makeup-in-paris.com
21.-24.06.2018	Conference of the International Coenzyme Q10 Association	New York USA	ICQA www.icqaproject.org
25.-26.06.2018	Sustainable Cosmetics Summit Latin America	São Paulo Brazil	Organic Monitor www.sustainablecosmeticssummit.com
27.06.2018	Der Konservierungsbelastungstest (KBT) für kosmetische Produkte – Vorgaben, Pflichten & Trends	Offenburg Germany	BAV Institut GmbH www.bav-institut.de
11.07.2018	Natural Cosmetics Masterclass: Future Direction of Ethical Labels	London Great Britain	ICADA www.icada.eu
11.-12.07.2018	International Skin Care Conference	Bangkok Thailand	Summit Events www.summit-events.com
19.-21.07.2018	VietBeauty	Ho Chi Minh City Vietnam	UBM www.vietbeautyshow.com
29.-31.07.2018	Cosmoprof North America	Las Vegas USA	North American Beauty Events www.cosmoprofnorthamerica.com
23.-24.08.2018	Pan-American Conference for Alternative Methods	Rio de Janeiro Brazil	CAAT caat.jhsph.edu

SUPPLIERS' GUIDE

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

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