

COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

WWW.COSSMA.COM

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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For the past 30 years, we have been driving positive change in perceptions of natural emollients. Opening up new opportunities for use across cosmetic applications. Our technologically advanced innovations deliver on sustainability and enable the development of high-performance beauty products. Join us in pushing the boundaries of possibilities and experience the difference yourself.

Find out more at aakpersonalcare.com



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SOLUTIONS EVEN FOR HAIRY SITUATIONS

Times are over that hair just has to be cleaned.
Consumers today have special requirements concerning mildness,
colour protection or even free of several ingredients.
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for the formulator to meet current trends.

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zschimmer-schwarz.com

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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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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

BB MED. PRODUCT GMBH

Mr. Robert Beinio
Managing Director/Product Development

Mr. Patrick de Vries
Sales Germany

Mrs. Jennifer Nellesen
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
- Most comprehensive advice
- 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.



Contact:

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Mr. Robert Beinio – Managing Director/Product Development

Mr. Patrick de Vries – Sales Germany

Mrs. Jennifer Nellesen – 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®

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
Application Hair Care Personal Care
DSM, Kaiseraugst, Switzerland
www.dsm.com

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.

DOWNLOADS

Additional information at

www.cossma.com/qr00297

Your access codes for **June**:

User name: **cossma6**

Password: **hair**

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

"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 it 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



Solutions for stress-free hair





» BEAUTY FORUM MUNICH AT A GLANCE

Venue: Munich Trade Fair
Opening hours:
Saturday: 9 a.m. – 6 p.m.
Sunday: 9 a.m. – 5 p.m.
Organiser: Health and Beauty Germany
www.beauty-fairs.de/munich

SAVE THE DATE

Events | For all those who like to plan in advance: Don't forget to mark down the dates of this year's 33. BEAUTY FORUM MUNICH. Europe's Cosmetics Trade Fair No. 1 in autumn will be held 27–28 October, in the Halls C1 – C3 at the Munich Trade Fair grounds.

These are the highlights scheduled: Trade show with more than 1,100 exhibiting companies and brands from the professional beauty industry, the 11th podology conference, hands-on

workshops, international championships as well as entertaining show acts. New this year is the first dermatology conference. □

Discount rate tickets are available from June 27 at www.beauty-fairs.de/ticketshop. Foreign visitors can get even more discounts on their tickets by pre-registering

photo: Pauline Fabry

– ADVERTISEMENT –

5

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