

COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

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GO FUTURE: HAIR CARE

Biodegradability –
a must-have

SPOTLIGHT: FORMULATIONS

The most innovative formulation
concepts at a glance

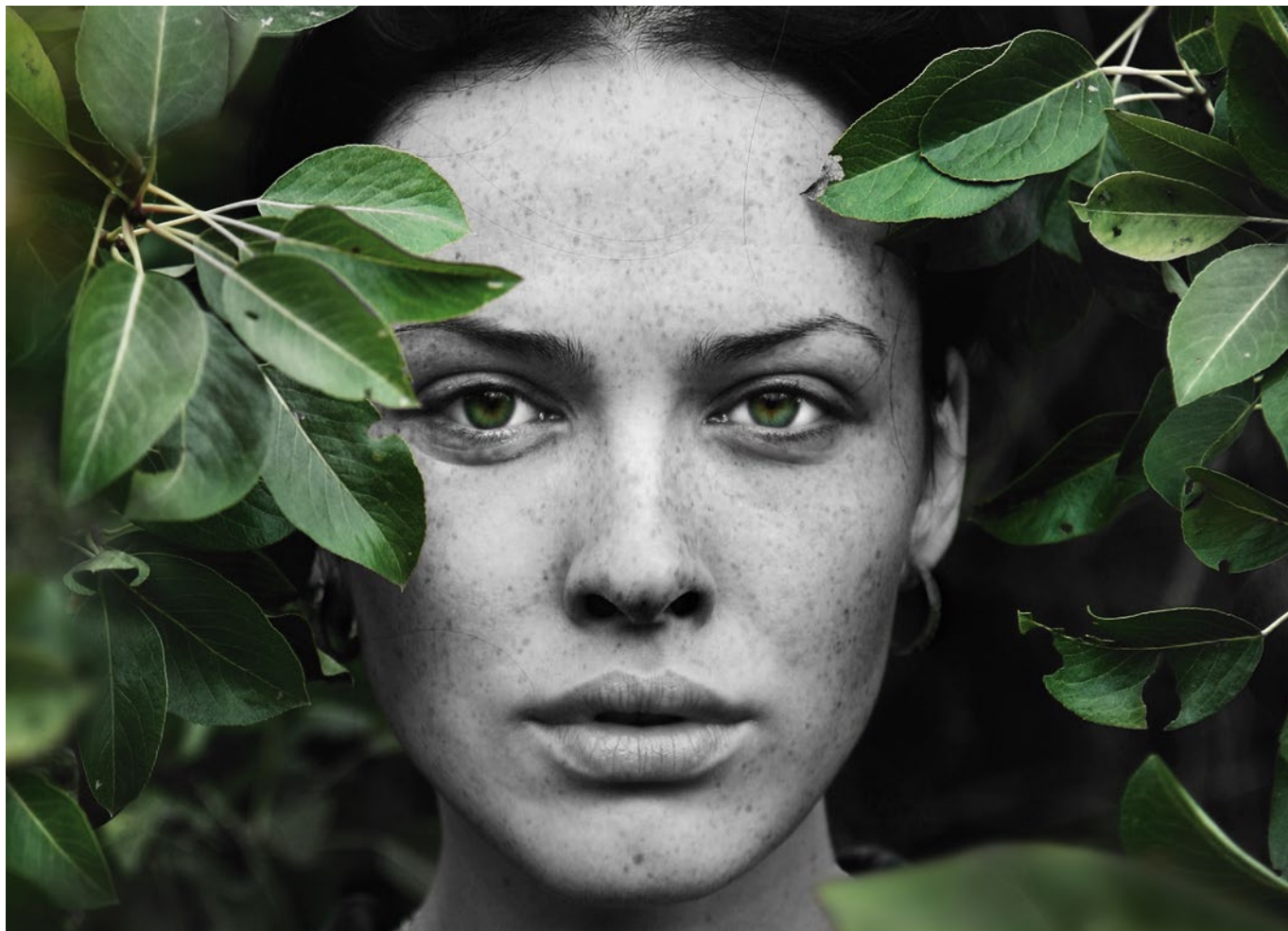
Remo Bernardi, Dr Vera
Maienschein, Dr Isabelle Stussi,
Impag

**“100 YEARS OF
SPECIALISED SERVICES”**

VIP of the Month

DR ADOLF KLENK
Dr Kurt Wolff
Alpecin's well-known
effects of caffeine
and further
innovative
product concepts





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FACTS ON HAIR CARE

59% of US hair care users are interested in trying customised hair products, a fact which shows that customisation is becoming an expectation. So, if you want to be successful in a market that is more than saturated, one option is to serve up unique products that can meet individual needs and offer more self-expression.

54% of Brazilian consumers who are potential buyers of green/ethical products agree that they want to reduce waste. There's a catch: even though hair care consumers want to be as sustainable as possible, they still expect high-quality products and services. These were the findings by Andrew McDougall from **Mintel**, presented at **In-Cosmetics** in Paris. If you want to find out more, please turn to page 12.

With more and more hair care launches with nature-inspired ingredients, Fabio Caravieri from **Clariant** wonders if the hair care needs of today's demanding consumers can still be met. From page 14.

The hair care market in sub-Saharan Africa is growing but how do you serve consumer trends bearing in mind that African hair is different from Caucasian? Osarenren Igbinoba from page **BASF** will provide you with the relevant insights from page 18.

Furthermore, Dr Adolf Klenk from **Dr Kurt Wolff** explains in what way caffeine can be helpful in reducing hair loss, starting on page 22.

And last but not least, sign-up now for your personalised **COSSMA** log-in at www.cossma.com/registration. It provides you with full access to your **COSSMA** e-paper but also to all the content on cossma.com at any time. So no more waiting for your monthly log-in data.

Sincerely yours,

Angelika Meiss
Senior editor, COSSMA

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CAFFEINE

Read Dr Adolf Klenk's interview about the effects of caffeine on the hair root from page 22 and watch the video at web code 100227



SWEET

Trend watcher Helga Hertsig-Lavocah maintains from page 42: "The days of sticky sweet gourmand concepts are over"

More information at

www.cossma.com

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TOYO & DEUTSCHE AEROSOL GMBH

Toyo & Deutsche Aerosol GmbH in Germany is a packaging innovator as well as a contract manufacturer for bag-on-valve aerosols and represents THE DUAL® aerosol packaging system in Europe and North America.



CONVENIENCE FOR HAIR & BEARD COLOR

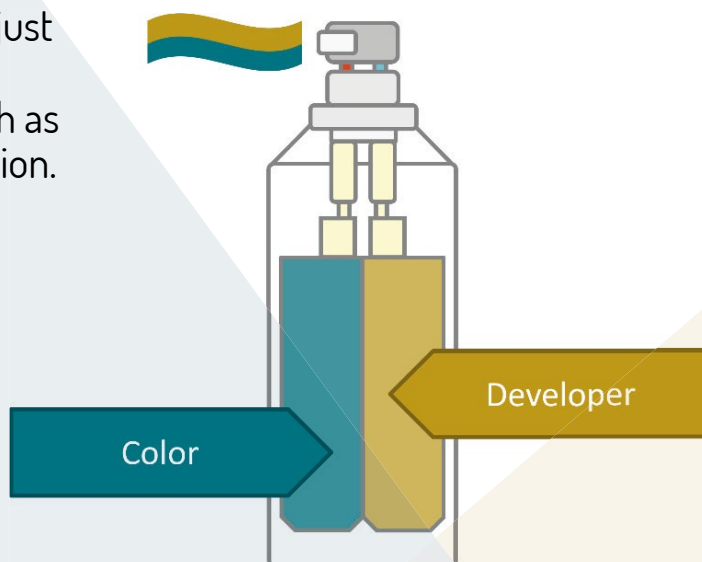
THE DUAL® enables the separate storage of two components and the discharge with just one push. This packaging is suitable for almost any two-component product, such as hair color, that demands a chemical reaction.

>> **LESS WASTE**

>> **TIME SAVING**

>> **CONVENIENT**

>> **REUSABLE**



For more information about the product and our company, please also take a look at our YouTube channel:

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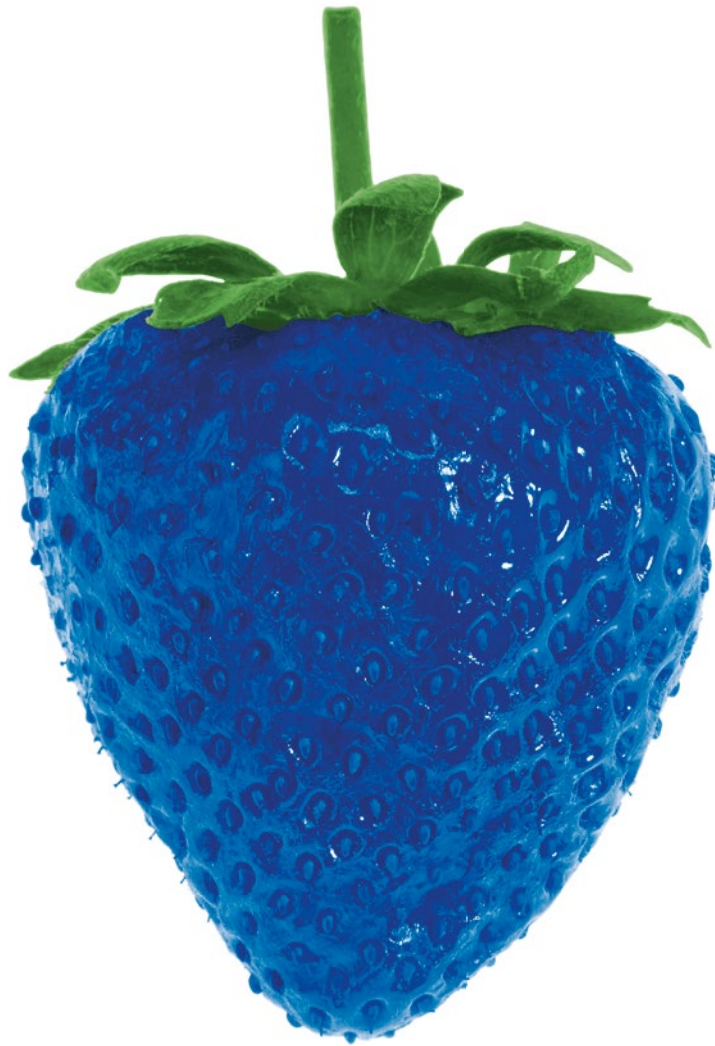
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Front cover picture: Impag

**EVER THOUGHT OF SEEING
THINGS DIFFERENTLY?**



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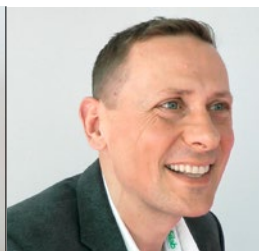
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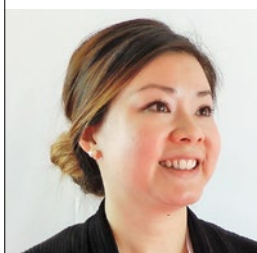
DOMINIKA MINAROVIC

Elsie Rutterford,
Co-Founders, BYBI Beauty
about their sustainable
vegan skin care brand
BYBI Beauty



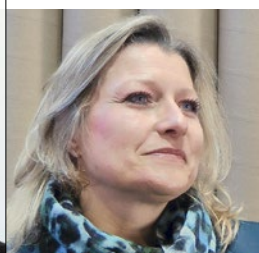
SAM FARMER

Founder
about his brand
Sam Farmer geared
to the needs of
teenagers



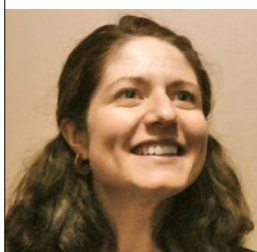
ADA OOI

Founder & CEO,
001 Skincare
about her luxury nat-
ural skin care brand
combining western with
eastern principles



JULIETTE SICOT-CREVET

VP Business Develop-
ment Naturals & Sus-
tainability, Firmenich
explains about the com-
pany's achievements in
sustainable sourcing



ALEX FISHER

Associate Director
of Beauty & Personal
Care, Mintel
talks about 2019's
trends in personal care



LAURA ZIV

Executive Editor,
Beautystreams
summarises the major
results of the Cosmo-
Trends report 2019

TIPS FOR MORE INFORMATION IN JUNE

What major milestones has the industry seen in the past 50 years? Birgit Huber from IKW, Germany's cosmetic, toiletry, perfumery and detergent association shows that the past few decades of beauty industry have been dominated by innovation.



Anti-ageing products have become increasingly important in facial care

For more information,
search for these topics at

www.cossma.com

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Top additional information in June

-  **INGREDIENTS:** Stretch marks tell your story, Provital
-  **MARKET SURVEY:** Processing, Packaging & Laboratory Services
-  **COMPANIES:** Targeted protection, Lonza
-  **FORMULATION:** Ban The Beads! Fish-Friendly Rinse-Off Cleansing Polish, Alfa Chemicals

LOG IN AND TAKE FULL ADVANTAGE!

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. Search for the topics you are interested in at www.cossma.com

Lonza launches premium skin care ingredients



Alessandra Batelli (left) and Maggie Ellis (right) from Lonza present the company's new launches

Alessandra Batelli, Global Project Lead, BioActives, and Maggie Ellis, Business Development at Lonza present the company's new launches: Lonza launched the newest in its portfolio of bioactives, H2OBioEV™ Bioactive, a multifunctional cosmetic ingredient that revitalizes, rejuvenates and moisturizes skin. H2OBioEV™ BioActive is unique because it offers three different biophysical and biochemical approaches to address dry skin from a single ingredient. H2OBioEV™ bioactive rejuvenates skin by:

- Depositing an invisible film that locks moisture in the skin

- Replenishing essential humectants and providing a stabilizing environment for functional skin proteins
- Stimulating the expression of proteins essential to forming and maintaining an optimal skin barrier function

H2OBioEV™ Bioactive is ideal for use in facial and body moisturizers, lip balm, hand care and face masks.

Lonza also launched its new SYNETH™ range of polyglycerol esters, extremely versatile non-ionic emulsifiers and surfactants that help formulators strike the perfect balance between functionality, aesthetics and mildness. Based on a unique and customizable polyglycerol ester chemistry, the SYNETH range provides key formulation properties and enables formulation without compromise.

The SYNETH™ polyglycerol esters offer formulators a complete tool kit of emulsifiers and surfactants for virtually any application or product form in beauty and personal care, ranging from cleansers to emulsification of water/oil (w/o) emulsions.

The SYNETH™ emulsifiers/surfactants can be used in a range of leave-on and rinse-off applications for skin, hair and scalp care.

At in-cosmetics Global 2019, Lonza also is highlighting its most recent flagship bioactives, XPressEV™ Bioactive and Screenlight™ Block.

FOR FURTHER INFORMATION, PLEASE CONTACT

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NEWS



Beauty procedures before weddings increasingly popular

Wedding-related procedures

REALSELF | 30% more people are getting cosmetic procedures as part of their wedding preparation in comparison to the previous year. Reviews for nonsurgical treatments in particular are on the rise, accounting for 46 percent of all wedding-related reviews posted on **RealSelf*** over the past 12 months. The top 3 most reviewed nonsurgical treatments include nonsurgical fat reduction, toxins and injectable fillers while rhinoplasty and breast augmentation top the list of most-reviewed surgical treatments ahead of weddings.

*RealSelf is an online marketplace where experiences about cosmetic procedures are shared and where one can connect with the right doctors.
www.realself.com

COPPERTONE ACQUISITION

BEIERSDORF | **Beiersdorf** has entered into a definitive agreement to buy the **Coppertone** business from **Bayer** for 550 million U.S. dollars. Founded in 1944, **Coppertone** was the first sun care brand launched in the US market. The brand generated sales of 213 million U.S. dollars in 2018. With this move **Beiersdorf** enters the world's largest sun care market. **Coppertone** is **Beiersdorf's** fifth skin

care brand in North America, beside **Nivea**, **Eucerin**, **Aquaphor**, and **La Prairie**. **Beiersdorf** will acquire the global product rights to **Coppertone** and take over about 450 brand personnel in the United States, Canada, and China including Sales and Marketing, Research & Development and others, as well as a production facility in Cleveland, USA.

www.bayer.com, www.beiersdorf.com



Coppertone was the first US sun care brand

Biobased

INOLEX | Their 55 ingredients with a **USDA Biobased Certification** constitute the largest portfolio of personal care ingredients with this label, according to **Inolex**. They define their products as natural when they contain 100% plant-based carbon and are made using green chemistry principles.
www.inolex.com

60%

The Indian beauty market saw an overall growth of 60% in the last 5 years.
Source: Cosmoprof

FOCUS ON TRENDS IN INDIA

COSMOPROF INDIA | The specific needs of the cosmetic market in India will comprise the key themes of the 2019 edition of **Cosmoprof India***, scheduled from 12 to 14 June in Mumbai, at the **Bombay Exhibition Centre** (BEC). The exhibition, an optimal platform for the development of Made in India beauty, will host over 200 companies from 19 countries, representing all the sectors of the beauty industry. More than 5,000 attendees and



Check out the latest Indian trends

300 companies are expected. Last year 3,898 professionals representing 37 countries and 107 companies from 15 countries attended the show. **CosmoTalks** will feature workshops and training sessions and **Cosmoprof Onstage** will provide opportunities to exhibiting companies. The **Cosmoprof India Awards** will make a debut at this year's show. The winners will be announced on June 12.

* an event organised by the international Cosmoprof network, www.cosmoprofindia.com

Acquisition

GIVAUDAN | **Givaudan** has acquired the cosmetics business of **AMSilk**. This global



supplier of vegan silk biopolymers and offers a range of biosourced polypeptides.
www.givaudan.com

Provital turns 40

PROVITAL | Created in 1979 for the creation of more natural cosmetic products, **Provital** today operates in more than 90 countries, with 6 subsidiaries and serves more than 3,000 clients. The international manufacturer and supplier of active ingredients, is celebrating its 40th anniversary this year. The company's portfolio of more than 48 active ingredients, 500 extracts and 30 Cosmo Organic Standard products, help to foster innovation based on an ethos of environmental responsibility. It has recently become the first cosmetic ingredient supplier to fulfil the requirements of the Nagoya Protocol.

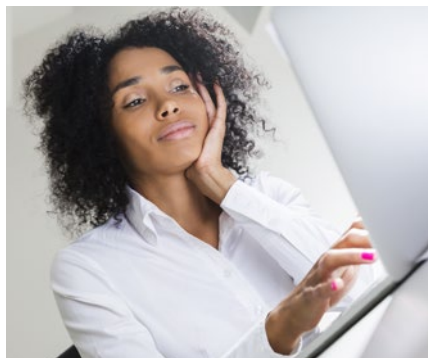


www.provitalgroup.com/en



Bias against hairstyles

DOVE | A new Dove study confirms that workplace bias against hairstyles impacts black women's ability to celebrate their natural beauty. Black women report being 30% more



likely to receive a formal grooming policy in the workplace. Hairstyles inherent to Black identity such as locs, braids, and natural curls are perceived as less professional.

Dove co-founded the **CROWN Coalition** (Creating a Respectful and Open World

for Natural Hair) to ensure all women can celebrate the individuality of their natural beauty.

www.unilever.com, www.dove.com/us/en/stories/campaigns/-beautybias/women-talk-about-beautybias.html

SYMRISE ACQUIRES CUTECH

SYMRISE | Symrise has acquired the Italian biotech company **Cutech** in Padua. **Cutech** offers pre-clinical screening services for cosmetic ingredients and finished formulations. The purchase will expand the expertise of **Symrise** in the efficacy testing of cosmetic ingredients and open new opportunities for collaboration with partners from scientific institutions. It will also increase the go-to-market speed for novel active ingredients. The biotech company **Cutech**, founded in 2002, specializes in pre-clinical screening services based on proprietary ex vivo skin, sebaceous gland and hair models. The company also contributes IP on natural ingredients, such as micro algae to supplement the **Symrise** portfolio.

www.symrise.com, www.cutech.it



Specialist in pre-clinical screening

photos: Angellodeco (microscope), imgFlow (hair), Shutterstock.com

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CLEAN BEAUTY

More than efficient products

- Master the formulation challenge
“Clean Beauty”: Smart, simple and efficient formulation solutions that meet the conscious beauty trend.
- Natural, sustainable sulfate-free rinse-off concepts based on amino acid surfactants
 - biodegradable
 - safe and mild to skin and hair
 - rich and dense foam performance
 - excellent sensory properties
 - palm-free range available

* Natural Origin Index 1

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BIODEGRADABILITY — A MUST-HAVE

Interview | Andrew McDougall from Mintel identifies* emerging hair care trends, consumer concerns and desired outcomes.

» **Interview with:**
Andrew McDougall
Associate Director of
Beauty & Personal Care
Mintel, London, UK
www.mintel.com



COSSMA: What are emerging trends in hair care?

Andrew McDougall Associate Director of Beauty & Personal Care Mintel: Biodegradability is becoming a 'must-have' in hair care, as products go directly into waste waters. This has seen the 'silicone-free' claim become popular, as silicone oils, very commonly used in hair care, are not biodegradable. The main challenge is to switch to more sustainable formulas while keeping a good sensory experience – a high priority in hair care. As a result, the majority of hair

care products still contain silicones, probably due to the sensorial properties. Ingredient suppliers develop silicone-free textures that produce the sensorial benefits of silicones but are also biodegradable.

What are the most important consumer concerns?

Water shortages and sustainability are sources of concern for many consumers. Reducing consumption, waste, and packaging all need to be a focus in order to meet the industry's sustainability goals. Consumers want

"AS SILICONE OILS, VERY COMMONLY USED IN HAIR CARE, ARE NOT BIODEGRADABLE THE 'SILICONE-FREE' CLAIM HAS BECOME POPULAR"

Andrew McDougall, Associate Director of Beauty & Personal Care, Mintel

brands to be mindful about the environment and are sensitive to company ethics. In the US, 59% of iGens and Millennials stop buying products from a brand or retailer if they believe they are unethical.

Consumers are increasingly willing to invest in water-saving innovations. In hair care categories, saving water also has a practical appeal. Examples we are seeing in hair care are inspired by dissolvable formats, such as the water-soluble sachets that have long been used in the laundry detergent

59%

of iGens and Millennials
boycott brands they
believe to be unethical

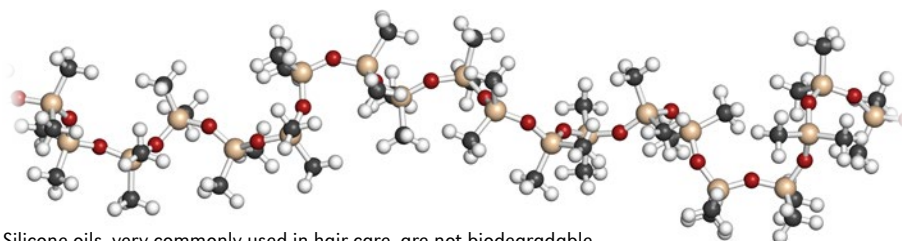
category. Single dose formats are being used more in the beauty sector, requiring less water during use and minimising the need for packaging.

What are the most desired hair styling outcomes?

The 2018 consumer data which represents France, Germany, Italy and Spain showed that women seek products which make their hair soft and shiny and gives hair more body and volume. Hair loss and breakage are also key concerns for consumers.

What are the latest innovations in hair care?

The water-activated **Nohbo Shampoo Ball** has been created to be completely waste-free. It's plant-derived



Silicone oils, very commonly used in hair care, are not biodegradable

and packaged using recycled materials. **Beauty Kubes Shampoo for Normal to Dry Hair**, is another example of a vegan shampoo in a cube format that is biodegradable and environmentally friendly.

There is a brand called **Stop The Water While Using Me!** who has created a shampoo and other personal care products, encouraging and teaching consumers that they can make a big difference simply by reducing water use while product is being applied. The **Unilever** brand **Love, Beauty and Planet** utilises 'fast-rinse technology' in its shampoos to reduce water use while washing, and **L'Oréal** has signed a collaboration with **Gjosa** to produce shampoos that rinse with only 1.5 litres of water, instead of the 8 litres usually needed.

Other innovations include showerheads limiting the amount of water passing through them, such as the **Delta H2OKinetic** which had a collaboration with **Dove** a three years ago. As with beauty in general, packaging is a big focus for sustainability, and **Head & Shoulders'** ocean recycled plastic bottles are a good example. **Seed Phytonutrients** (the brand from **L'Oréal** who make sustainability a key concept) also use compostable and recyclable packaging in an attempt to move towards circularity.□

*Andrew McDougall led a session at In-Cosmetics Global on Emotional skin care: how sensitivity and allergies are changing the category. The session sought to identify and understand emerging hair care trends, consumer concerns and desired outcomes. For more information on the In-Cosmetics Global 2019 education programme, visit: www.in-cosmetics.com/global



Consumers are increasingly willing to invest in water-saving innovations such as shampoo bars



Seed Phytonutrients use compostable and recyclable packaging

More information at

www.cossma.com, web code 100225

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NATURE-INSPIRED CONCEPTS FOR HAIR NEEDS

Interview | With the majority of hair care companies launching products with nature-inspired ingredients, Clariant's Head of Marketing Personal Care, Fabio Caravieri, explains whether consumers' actual care needs can still be met.



Interview with:

Interview with
Fabio Caravieri
Head of
Marketing
Personal Care
Clariant, Muttenz
Switzerland
www.clariant.com

COSSMA: Mordor's latest global hair care market report underlines the evident high demand for natural ingredients. To what extent can brands' inclusion of plant-inspired and premium botanical ingredients deliver what consumers want from their hair care?

Fabio Caravieri, Head of Marketing Personal Care, Clariant: We're seeing exciting times in hair care's evolution. Advances in the field of natural and nature-inspired ingredients mean that brands can move on from the old misconceptions regarding functional performance from a nature-based rinse-off or leave-on product. Our company put a lot of emphasis on this in its recent hair care R&D. At the same time we have been working hard to establish ethically sourced supply chains of natural ingredients that deliver storytelling and inspiration. This approach to consumer-driven innovation enabled us to successfully introduce natural ingredients that can make a positive contribution to addressing priority concerns.

Which particular priorities have come to the fore?

Our company's in-depth research with **TNS/Kantar** identified damaged, dry, and thin, lifeless hair as three distinct hair concerns. And interestingly enough, these concerns are largely unmet. 50% of consumers experience dry hair and one third of consumers perceive their hair as dull and lacking volume, for example. Being aware of this, our hair care experts set about filling the gap available in the field of conditioning ingredients to help the market in its response to consumers' individual needs.

Because having a sustainable portfolio is so important to us and to the future success of the hair care industry, we were particularly keen to also bring a natural option into the equation. One of the results of our endeavours was **Genadvance Hydra**, part of our focused and forward-looking **Clariant Naturals** platform that so far consists of nearly 130 natural and derived natural ingredients according to the **ISO 16128** standard. This natural hair conditioner comes from a natural family of moisturisers and is one of what we call our "Green Performers", made of 100% renewable carbon, originating from plant-derived materials.

It features responsibly-sourced RSPO palm kernel oil, castor oil and rapeseed oil, among others.

THE MAJORITY
of hair care
companies
are launching
products with
nature-inspired
ingredients

One third of
consumers perceive
their hair as **dull**
and **lacking**
volume

The extent of its hair rehydration benefits perfectly meet the needs of customers looking to create moisturising shampoos and conditioners that leave naturally dry hair with a great after-feel, moisturised and manageable with significantly less frizz and flyaways and easy to comb. It is also important to note that it can flexibly replace or reduce amounts of conditioning ingredients in shampoo such as silicone and also polyquats, creating opportunities in the "free-from" claim space too.

With regards to the "free-from" trend, is the move towards silicone-free a key focus area for Clariant Naturals?



The new natural conditioner leaves dry hair moisturised and manageable

"WE LAUNCH NATURAL INGREDIENTS THAT CAN MAKE A POSITIVE CONTRIBUTION TO ADDRESSING PRIORITY CONCERNS"

Fabio Caravieri, Head of Marketing Personal Care, Clariant



Damaged, dry, and thin, lifeless hair have been identified as three distinct hair concerns

The naturals demand is certainly challenging the silicones market, and this is creating an opportunity for substantiated alternatives to step in. With the natural moisturiser **Genadvance Hydra**, we

have successfully achieved superior conditioning in silicone-free hair care products for dry hair. However, effectively replacing silicones in formulations requires a wide range of products and ingredient suppliers like Clariant are working hard to advance possibilities.

You mentioned lifeless hair as an individual consumer concern. Will consumers have to sacrifice the potential for shine and silky-smoothness if formulations continue on the more natural, silicone-free path?

Absolutely not. We have recently introduced a new technology for making cosmetics ingredients that enables extraordinary textures from natural ingredients. Our first two product introductions are two powerful alternatives to light emollients. The new plant-based ingredients **Plantasens Flash 80** and **Plantasens Flash 100**



Hair care formats such as dry shampoos and solid bars are becoming more sustainable

Old misconceptions regarding functional performance from a natural based rinse-off or leave-on product **are obsolete**

Hair care brands have historically been **slower** to respond to consumer trends than **skin care**

The naturals demand is challenging the silicones market, and creates an opportunity for **substantiated alternatives**

REPLACING silicones in formulations challenges ingredient suppliers to advance possibilities

help to achieve even more shine and longer-lasting conditioning than with silicones. **Plantasens Flash 100** in particular creates very supple softness and more shine for hair. While shampoos made with **Plantasens Flash 80** excel in terms of enhancing feel, shine, volume and wet and dry combing with longer effect.



Finally, will sustainable and effective high formulations with a high natural cosmetics ingredients index (RCI) become a given for hair care, following the path of skin care?

Hair care brands have historically been slower to respond to consumer trends than skin care, but times have moved on. Indie brands, for example, have been quick to jump on opportunities to bring customisable beauty to hair care too, for example. Consumer ingredient preferences are tending towards what are perceived as scalp- and skin-friendlier options for shampoos and conditioners, while hair care formats are becoming more sustainable too, with interest growing in dry shampoos and solid bars.

Through our **Clariant Naturals** portfolio our ambition is to address key purchasing drivers for hair care customers and provide attractive options for developing sustainably performing and responsibly sourced natural formulations with high RCIs and superior consumer appeal. □

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

**COSSMA HAS THE ANSWER.
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**GLOBAL TRENDS IN PACKAGING,
INGREDIENTS AND DISTRIBUTION.**

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TAKING CARE OF AFRICAN HAIR

Interview | Osarenren Igbinoba from BASF Personal Care Business Management Africa talks about the specific characteristics of African hair, the rapidly growing hair care market in sub-Saharan Africa, and how BASF's new Application Technology Laboratory for personal care in Lagos is helping manufacturers in the region serve consumer trends.



► Interview with:

Osarenren Igbinoba,
BASF Personal Care
Solutions Business
Management Africa
Lagos; Nigeria
www.carecreations.basf.com

COSSMA: Could you please provide us with some market data on the African hair care market?

Osarenren Igbinoba, Personal Care Solutions Business Management Africa, BASF: Hair care across Africa is a rapidly growing market driven by population dynamics and the importance that consumers attach to the state of their hair in terms of how it defines their personality and projects health, confidence and attractiveness.

Nigeria alone has a population of more than 190 million people, making it Africa's most populous country and the world's seventh most populous. The hair care market is worth 116 billion Naira which equals 322 million US dollars. This market segment

is currently growing at 3 percent per year. That makes it the ideal hub for our personal care business in sub-Saharan Africa – and this is why we opened a new Application Technology Laboratory in Nigeria's biggest city, Lagos, in February. The local expertise will help us develop solutions specifically for the region's hair and skin care needs and provide local technical support to personal care manufacturers.

What is different about African hair, and what are the challenges involved in treating it?

African hair is typified by kinks and coils along the hair shaft, an elliptical cross-section, and fewer cuticle layers than other hair types. These characteristics result in areas of weakness along the hair shaft and prevent sebum from coating the entire shaft, making natural African hair more difficult to comb through and more prone to breakage. To maintain or restore healthy hair, a tailored care regimen is necessary. Some popular African hairstyles and styling tools such as flat irons and blow dryers also require specialty products.

HAIR CARE

across Africa is a
**rapidly growing
market**

Nigeria is
Africa's most
populous country
and the **world's
seventh most
populous**

Annual growth in
hair care in Nigeria
amounts to 3%

What are the most popular African hair styles?

The three main hairstyles are chemically relaxed hair, natural Afro hair, and dreadlocks. Within these hairstyles, a variety of braids, weaves, wigs and extensions are used to provide versatility. Relaxing the hair used to be very popular, as it made it easier to style kinky African hair. But now, more and more people are opting to wear their hair naturally to embrace their heritage and reduce exposure to the harsh chemicals often found in relaxers.

Which hair care categories are particularly successful in Africa, and what type of formulations have you developed especially for the region's market?

The delicate features of African hair combined with thermal treatment with flat irons and blow-dryers, or chemical treatment and traction from being pulled into braids and plaits, results in dry and brittle hair that is prone to breaking. As a result, consumers are looking for hair care products that make it easier to care for their hair and help them maintain or restore it to a healthy, well-groomed condition.

The right shampoo is key to building a good hair care routine, specifically gentle products that do not strip the hair of much-needed oils. Consumers seek conditioners that make their naturally tightly-coiled hair easier to handle and ►

“THE INCREASINGLY POPULAR NATURAL AFRO HAIRSTYLE REQUIRES SPECIAL PRODUCTS.”

Osarenren Igbinoba, Personal Care Solutions Business Management Africa, BASF





Gentle shampoos do not strip the hair of much-needed oils

comb, reduce tangles, and deliver long-lasting performance without weighing down the hair. Additionally, styling aids are essential for creating effortless hairstyles, especially for urban African consumers.

When it comes to the increasingly popular natural Afro hairstyle, moisturising hair mists, curl definers, edge control gels, pomades and oils are required. Dreadlocks – a progressive style from natural hair – are easier to care for with gentle shampoos, lock and twist gels, waxes, and oils.

Our Application Technology Laboratory focuses on customised hair care solutions for African consumers, such as gentle shampoo formulations with mild surfactants and soothing ingredients to protect the delicate hair and scalp; a caring co-wash that delivers mild cleansing without stripping the hair and scalp of natural oils; effective conditioning products that strengthen and repair the hair, with anti-breakage properties; deep conditioners that deliver more intensive restorative benefits to hair; and styling formula-

The hair care market is worth **about 322 million US dollars**

AFRICAN HAIR

is typified by **kinks** and **coils** along the hair shaft, an **elliptical cross-section**, and **fewer cuticle layers** than other hair types

Wearing hair naturally embraces the **African heritage**

Relaxing the hair makes it **easier to style** kinky African hair

tions for consumers looking for curl definition and hair gloss. For children and infants, we recommend specially developed gentle and tear-free cleansing formulations that ease detangling.

What types of ingredients can be used in these formulations?

Mild and ideally natural-based surfactants, such as **Plantacare** and **Plantapon** help formulate gentle and balanced cleansing formulations specially suited to dry hair and a sensitive scalp.

Our hair conditioning agents such as the **Dehyquart Guar** types, **Dehyquart A-CA** and **Cosmedia Triple C** as well as our hair care ingredients **Plantasil 4V**, **Plantasil Micro**, **Nutrilan Keratin LM** and **Lamesoft Care** provide effective conditioning, while selected emollients such as **Cetiol C5** and **Cetiol CC** or waxes such as **Cutina Shine** contribute to a healthy shine. Active ingredients such as **Phytosoothe** and **Elestab HP 100** deliver additional care for a delicate or irritated scalp.

Our **Luvimer 100 P** and **Luviset One** deliver excellent setting performance, while **Luviquat Supreme AT** provides additional heat protection. □

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



The three main hairstyles are chemically relaxed hair, natural Afro hair (see lead photo), and dreadlocks



INTERNATIONAL LAUNCHES

Product development | This month Michelle Strutton from Mintel highlights a selection of products with innovative hair care ingredients recently featured on the company's GNPD*.

More information at

www.cossma.com, web code 100228

Your access codes for June:

User name: **cossma6**

Password: **hair**

Despite hair being projected to be a slow growth market, **Mintel's** future of hair reports concludes there are opportunities in Asia, with China building on a strong scalp care sector, and emerging South Asian countries such as India providing a good platform for innovation to build on. Japan also sees the highest spend per capita on hair, so there is potential for prestige or higher-priced products as consumers continue to look for effective solutions.

In conclusion, in a saturated, mature category, many consumers feel multi-benefit hair products no longer meet their individual needs. Innovations in customisation are shaping the future, as hair consumers look for unique products made just for them. Damaged hair is still a major concern, so there is a need for repairing and protecting solutions. A total health and wellbeing approach can inspire ingredients, drive the naturals movement, and encourage a focus based around optimum health.

Read on for the latest product selection for these trends and more.

Dry shampoo with colour

In Egypt, **Batiste Dry Shampoo Plus with a Hint of Colour Brilliant Blonde** has been specially formulated to bring out the best in the blonde hair. This vegan 2-in-1 product is said to instantly refresh hair, whilst a hint of colour blends seamlessly helps disguise root regrowth on coloured hair and covering any stray greys. According to the manufacturer, a few bursts of this dry shampoo will instantly transform the hair's look with no water required, leaving hair clean and fresh with added body and texture.

Scalp detoxifying bubble mask

In the USA, **Kristin Ess Scalp Detoxifying Bubble Mask** is a bubbling pre-shampoo scalp treatment mask that instantly removes oil, build-up, dead surface skin cells and debris. The colour- and keratin-safe rinse-out foam is claimed to cool, exfoliate the scalp, reduce flaking, re-balance moisture and strengthen strands.

Leave-in treatment mousse

In the USA, the **Alterna Caviar Anti-Aging** line addresses the intrinsic, chemical and environmental causes of ageing with ingredients to restore hydration, strength, vibrancy and elasticity for more youthful-looking hair. The formulas are based on sustainably-sourced caviar extract from France, a naturally concentrated rich source of omega 3 fatty acids; an age-control complex, comprised of caviar extract and antioxidants, to address ageing and encourage micro-circulation; and **Sea Silk**, a blend of marine botanicals for moisture.

ALTERNA

Addresses ageing with sustainably-sourced caviar



The **Bond Repair** sub-range includes **Leave-In Treatment Mousse**, a concentrated pre-styling treatment that reconstructs and protects damaged hair, being perfect for straight, wavy, curly, coiled and tightly coiled hair. According to the manufacturer, it reduces breakage by 98%, and preps and protects hair before styling. It has been proven to improve manageability and provide thermal protection up to 450°F. It has been formulated with the exclusive **Caviar Bond Enforcing Technology** that helps re-bond hair surface and fissures in damaged strands. □

* Global new products database

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

BATISTE

Dry shampoo with a hint of colour blends seamlessly



KRISTIN

A bubbling pre-shampoo scalp treatment mask



AUTHOR:

Michelle Strutton
Global Research Manager
Beauty & Personal Care
Mintel, London, UK
www.mintel.com



CAFFEINE AND MORE

Interview | In addition to the well-known effects of caffeine of the Dr Kurt Wolff brand Alpecin, Dr Adolf Klenk shows that the company also stands for several innovative product concepts.

► **Interview with:**
Dr Adolf Klenk, Head of
Research, Dr Kurt Wolff,
Bielefeld, Germany
www.dr-kurt-wolff.com



COSSMA: What made you get involved with the personal care industry?

Dr Adolf Klenk, Head of Research, Dr Kurt Wolff: In the personal care industry, functional products are in high demand. In addition to the basic function of simply improving one's looks, these functional products ensure that the skin, scalp and hair are kept healthy. And the latter is pre-

cisely what keeps research teams of cosmetic companies busy and what challenges them: the development of safe products with a high tolerability which also have a high degree of efficacy.

What was the industry like when you joined?

I joined the cosmetic industry in the mid 80's when the development of

“OUR FOCUS IS TO DEVELOP INNOVATIVE AND SCIENCE-BASED SOLUTIONS FOR HEREDITARY HAIR LOSS, DANDRUFF AND SENSITIVE SKIN ”

Dr Adolf Klenk, Head of Research, Dr Kurt Wolff

grooming products for hair, face and body was a major focus. The 1990s was a green decade. On the one hand, it was characterised by worries concerning the future and on the other hand by an optimistic feeling of limitless opportunities. In Germany, the reunion of East and West led to a very optimistic spirit; the opening of the Eastern German market created a strong demand.

However, research capacities for the development of functional products remained limited. It wasn't until recently that new technologies and the digital revolution started to create new opportunities for new scientific approaches.

What have been major changes in the past few decades?

The digital revolution which has provided access to new equipment and new approaches in science has had the same effect in the field of cosmetics. Some ideas of new ingredients and modes of action which previously could not be proved can now be tackled with the newly available equipment and techniques. Today, a broader range of testing methods is available and research teams are highly experienced in exploiting them appropriately.

Could you please briefly characterise your company's offer in the field of personal care?

Our company offers a comprehensive range of body care, hair care and colour cosmetics products. However, our focus is developing innovative and science-based solutions for genetic hereditary hair loss, dandruff and sensitive skin.

In addition, our company also focuses on dental research with a com-

pletely new biomimetic approach to prevent tooth decay and sensitive teeth with the help of the active ingredient hydroxylapatite. This ingredient is similar to human tooth enamel. Our products contain an ingredient complex with hydroxylapatite similar to tooth enamel.

What are the major changes in that offering in recent years?

There has been no major change but a straight-forward strategy to provide consumers with the most suitable products for their demands.

Alpecin is a very old brand and well-known for its benefits against discomfort of scalp, that is, hair loss, dandruff or an itchy scalp.

80% of hair loss is hereditary.

Our company introduced the product line **Plantur39** in 2007 to prevent menopausal hair loss. It contains energising caffeine as well as active plant extracts from white tea, soy and cimicifuga. All these ingre-

More information at

www.cossmma.com, web code 100227

Your access codes for June:

User name: **cossmma6**

Password: **hair**

dients are used to combat menopausal symptoms.

We have conducted research into the effects of caffeine over many years. The far-reaching results are a support for our big brands' marketing claims.

What makes your company's product offer to the personal care industry unique?

Our company's personal care offer is very innovation- and science-driven. In spite of being an independent mid-sized company, we invest more like a large company in our hair, skin and dental research. For us, the scientific proof is a must-have prerequisite for the launch of unique products. ►



New technologies and the digital revolution have created new opportunities for new scientific approaches



The fluoride-free products contain an ingredient similar to tooth enamel

What are the most significant trends in personal care right now that are bound to have a lasting impact on the future?

It is hard to address a single trend in cosmetics. I think one of the most interesting trends that might be linked with cosmetics is again digitally driven. Body fitness and fitness-induced attractiveness have turned into a main stream trend. I'm convinced that cosmetics will serve this trend in future with the help of customised solutions.

What have been your five most important achievements in your role as head of R&D?

Doubtless the developments in the field of caffeine as a potent hair loss inhibitor has been one of the most important achievements. Our caffeine complex is made up of caffeine, zinc and niacin. Caffeine stimulates the hair roots, prolongs the growth phase and improves hair growth. Niacin and zinc are important growth factors for healthy hair roots. The caffeine-containing combination of active ingredients neutralises the hereditary and undesired ef-

IN ADDITION

to the desire to improve one's looks, **functional products** keep skin, scalp and hair **healthy**

The challenge for research teams is to develop **safe** and **highly efficient** products

fect of testosterone – the growth phases are extended again to their natural length and hair growth is possible even in older age. We have proven that the caffeine complex works in our shampoo, too.

Another major achievement was the introduction of the biomimetic anti-carries active hydroxylapatite. This ingredient is modelled on the human enamel and meets many consumers' need for natural caries prophylaxis. A study showed that the hydroxylapatite toothpaste is comparable to a proven toothpaste with amine fluoride/stannous fluoride when it comes to preventing caries.

Another milestone was the development of a shampoo treatment for atopic skin. More than one in four men suffers from a sensitive scalp with symptoms of itching, dryness, redness or a feeling of tightness. This may stem from an underproduction of the sebaceous glands, which compromises the scalp's natural balance. **Alpecin Hybrid Shampoo** cleanses the hair gently, moisturises and soothes the scalp, but the caffeine still penetrates the scalp to strengthen hair roots and prevent hereditary hair loss. People with atopic skin have a high demand for personal care products that are well-tolerated by their skin during the periods when they are not undergoing medical treatment. In skin care, developing the **Alcina Q10 Cream** in the 1990s was another big challenge.

What have been your major findings for the brand Alpecin?

As already mentioned, the establishment of caffeine as an appropriate ingredient to counteract the undesired effect of testosterone in hair roots and understanding how caffeine really works on the roots was very important. Another innovative launch was a UV-caffeine liquid which targets bald people or less densely-haired scalp areas. Outdoor athletes are particularly prone to burning the scalp.

New testing methods facilitate innovative scientific approaches



Plantur39 is designed to prevent menopausal hair loss



A UV-caffeine liquid targets bald people or less densely-haired scalp areas

for up to 24 hours. The hair roots become more productive and hair growth is accelerated.

What have been major innovations for the brand Alcina?

Q10 Crème or Stress Control Crème are very successful concepts to name but a few. With active ingredients such as co-enzyme Q10, vitamin E and rich shea butter **Q10 Crème** combats the consequences of light-induced ageing and makes the skin more resilient to environmental factors and free radicals. **Stress Control Crème** prevents the formation of free radicals due to UVA and UVB radiation. It offers broad-band protection which prevents acute irritation, particularly sunburn, while UVA protection helps the skin fight the signs of aging due to the sun/UV light. Lycopene, an effective cell-protector found in tomatoes, is one of the antioxidants capable of scavenging free radicals. It is used in **Defensil**, a phyto regeneration protection and another line of defence to prevent premature skin ageing.

What have been major innovations for the brand Plantur?

The introduction of caffeine products for women has been one of the biggest innovations for **Plantur**. Ever since the launch date, we had a double digit increase in market share due to the high demand and the positive feedback from our female consumers.

What is your company's approach to natural cosmetics?

Since the establishment of the company name of **Dr Kurt Wolff**, formerly **Alcina**, the owner has put a major emphasis on the development of products that work naturally and that are highly tolerated by the skin. In spite of this focus, our brands do not stand for organic cosmetics. □

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

While normal sun creams are often too greasy and can leave a white residue, **Alpecin Scalp Sun Liquid** with its balanced UVA/UVB protection is designed to protect the scalp from sunburn. It is easy to dose and spread and is quickly absorbed. Unlike many sun creams, the product is not greasy. It is particularly suitable for bald men and men with sparse hair.

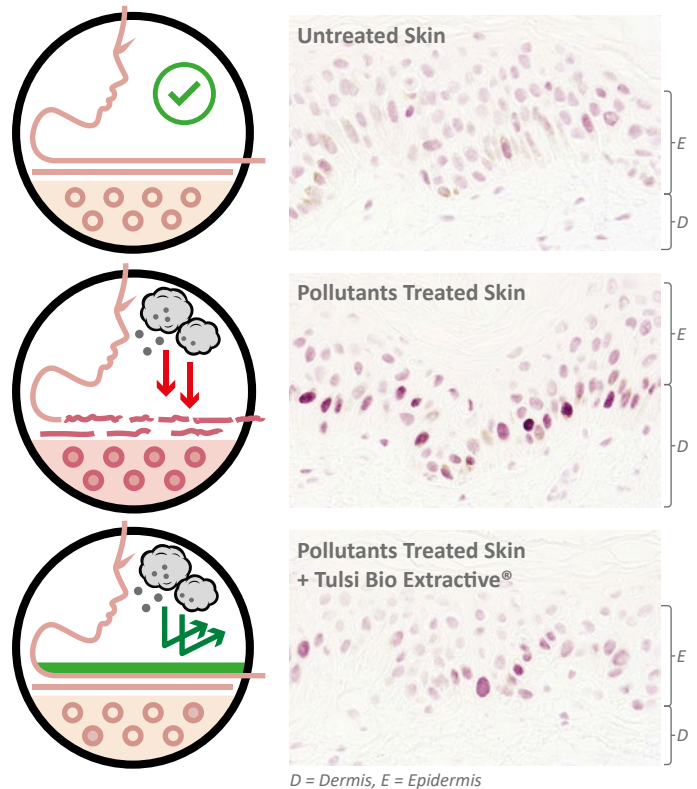
The caffeine-containing active ingredient combination of **Alpecin Caffeine Liquid** contributes to extending the hair's growth phase for longer than provided for by hereditary predisposition. It creates a fresh tingling on the scalp. Its active ingredients travel along the hair shaft and form a depot sufficient

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NEW CONCEPTS FOR HAIR CARE

Hair care | What new developments have recently been presented at shows such as In-Cosmetics Global to optimise hair care options? Our selection provides a concise overview.



Angus presented their multi-functional alkalising agent **Dmamp Ultra PC** for oxidative hair colourants with high colour deposition and longevity, and wash fastness on bleached hair, especially in red and black shades. It also performed better on grey coverage, maintaining the colour even after 15 washes. An-

other advantage is that it does not have a harsh odour in contrast to systems with MEA and ammonia.

www.angus.com

Ashland launched a refresh to the ongoing dry shampoo trend. **New Advantage Revive** polymer is based on a unique polyvinylpyrrolidone (PVP)

chemical process. It leaves hair feeling cleaner and looking shinier with enhance luster matching the appearance of freshly washed hair while giving consumers next-day hair that looks as good as the first day. It can be used in aerosol and non-aerosol dry shampoo applications.

www.ashland.com

BASF's Rambuvital seed extract protects both the scalp and hair follicles against pollution-induced stress. It increases hair follicle vitality and reduces sebum oxidation triggered by exposure to pollutants and UV. The seed extract enhances the cornified scalp's barrier function, contributing to water retention by increasing transglutaminase-1 and loricrin synthesis in keratinocytes. In vivo, the scalp was significantly more hydrated within one month and the hair appeared and felt visibly healthier and shinier.

www.basf.com

Clariant, see from page 14, launched two new green actives, expanding possibilities for high RCI formulations with the special consumer appeal of weightless textures and delightful sensory without silicones. Plant-based, lightweight emollients **Plantasens Flash 80** and **Flash 100** deliver functionality and extraordinary sensory to multi-facted applications, e.g. shampoos.

NeutroTain DMG is an alkaline neutraliser based on renewable feedstock which facilitates mildness and hazard-label free claims to traditionally harsher products such as hair colouring and hair removal. Based on 75% sugars it has a good ecotox profile, high performance for functional claims, and is suitable for novel formulation concepts. It doesn't require any GHS irritant labels. It also provides a natural, hazard-label free alternative to substitute conventional neutralisers and other chemicals without loss of performance. Ammonia can be replaced or reduced and still achieve dark tonality 4.0 from hair dye formulations that are mild to the scalp.

www.clariant.com

Croda's ProSina serves as a replenishment for relaxed African hair. Using a proteomic approach, the researchers found out that certain peptides found within **ProSina** match keratin peptides lost specifically from relaxed African hair. The new ingredient is able to deposit on the cuticle and penetrate into the cortex of hair and increases the tensile strength of relaxed African hair.

www.croda.com

Expanscience's SkinhairgiumBio is a concentrate to promote healthier hair. It boosts growth and slows down hair loss. The ingredient acts simultaneously on the biological markers involved in hair growth and hair loss for stronger, healthier growing hair.

www.expanscience.com

Greentech's Dandrilyls, a natural active that is even more efficient than pyrithione zinc. Thanks to its high saponin content, it rapidly removes dandruff with a long-lasting effect (72h). Soothing and calming, it de-

NEW

Clariant's Neuro-Tain DMG helps to **replace or reduce ammonia**

BASF's Rambuvital **protects the scalp and hair follicles** against pollution-induced stress

Expanscience's SkinhairgiumBio **boosts growth and slows down hair loss**

SEDERMA'S

Apiscalp provides comfort to both oily and dry scalps

creases irritations and itching. It gently removes flakes, restores the skin barrier and normal cell renewal, and reduces inflammation by decreasing histamine release. The scalp immediately regains a healthy appearance, scales disappear, along with itching and irritations. The active ingredient was granted the **Frost & Sullivan Innovation Award**.

www.greentechgmbh.de, www.greentech.fr

Inolex showcased **AminoSensyl HC**, a pre-neutralised, natural hair care active system, that provides higher performance and ease of formulation in hair conditioning and treatment products. The system contains rassicyl valinate esylate, an amino lipid derived from valine amino acid, which has a non-quat cationic charge for hair substantivity and a better aquatic toxicity profile than traditional conditioning or strengthening cationic surfactants. It delivers significant strengthening, conditioning, smoothness, and definition in hair applications.

www.inolex.com

Nouryon presented **Amaze SP**, a bio-based polymer for 'weightless' hair styling. The new polymer is a result of the company's exclusive global supply agreement with **Itaconix** to market bio-based polymers to customers in the personal care market. The polymer is plant-based and provides a unique weightless hold while enabling a very natural look and feel on the hair. It offers humidity resistant style retention, volume and anti-frizz performance comparable to synthetic polymers.

www.nouryon.com

Sabinsa launched **Lactosporin**, a novel probiotic metabolite for skin and hair that has antimicrobial, antioxidant, anti-inflammatory, and anti-collagenase properties, shows protective efficacy against UV radiation, environmental pollutants, prevents microbial bio-film formation and induces hair growth by stimulating the dermal papillary cells. **LactoSpore** is a non-living microbial cell product (postbiotic). It is purified from the culture supernatant of the probiotic strain B. coagulans MTCC 5856 (LactoSpore).

www.sabinsa.com

Sederma presented **Apiscalp**, an eco-designed product dedicated to scalp purity and comfort and a natural extract of Apium graveolens (celery) seeds obtained by supercritical carbon dioxide extraction. It helps fight against dandruff, itching, dryness and hyperseborrhea to provide beauty and comfort to both oily scalp and dry scalp.

www.sederma.com

Seppic introduced **Daily Beautifying Hair Serum**, a new sustainable formula with a texture that is based on **Emogreen L15**, **Fluidifeel Easy** and **Sepimax Zen**. **Emogreen L15** is a biodegradable, renewable and non-polar oil and an alternative to silicone oils in hair care, **Fluidifeel Easy** is a glycolipidic O/W sustainable emulsifier,



Ashland's New Advantage Revive is a refresh to the ongoing dry shampoo trend

photos: Nadya Lukic (African hair), Mila Supinskaya Glashchenko (dry shampoo), Sundraw Photography (lead photo), Shutterstock.com



Croda's ProSina increases the tensile strength of relaxed African hair

from 100% vegetable origin and Mass Balance certified. And **Sepimax Zen** is used in small quantities to texturise and stabilise the formula, and to increase its sprayability performance. **Xylishine** adds hydrating properties to the product: the botanical inspired active ingredient is made of an association of natural sugars derived mainly from wood and the brown algae *Pelvetia canaliculata*.

www.seppic.com

Symrise presented **SymHair Shape & Color**, a hair care ingredient based on selected plant oils, additional natural ingredients and emollients. It is able to tame volume and frizz, gives a memory effect to curls even in high humidity and protects coloured hair from fading. It also strengthens the hair and decreases hair breakage.

www.symrise.com

VAV Life Sciences, separating the egg proteins from the egg yolk to yield egg yolk oil, leads to a natural oil: **Oleova**. The oil is rich in micro-nutrients such as omega-3 fatty acids, antioxidant colouring matter xanthophylls (lutein and zeaxanthin), cholesterol, phospholipids, immunoglobulins, vitamin D and bioavailable zinc. The fatty acid profile of egg oil closely resembles mother's milk. Egg oil draws humidity from the air, moisturises the skin and prevents excessive drying. Also, the scalp requires the same to regenerate hair follicular cells. Egg oil is also a good source of cholesterol which is important to maintain cell membrane structure which, in turn, helps to heal dry and damaged skin and rebuild damaged hair cuticle. Due to its ability to enhance topical penetration, it can be used as a carrier of actives and its phospholipids content matches the skin lipid matrix which makes it a skin friendly product. Egg oil is also easily formulated in skin or hair care preparations such as oils, lotions, creams, masks, conditioners, serums etc.

www.vav.in

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EXPLORING THE INNOVATION HUB

Events | More than 12,000 visitors came to this year's In-Cosmetics Global in Paris to explore not only the offer of 800 exhibitors, mainly from the field of ingredients, but also to take in the broad offer of education and events providing a targeted update of an ever more complex industry.

Demand for beauty products continues to grow despite economic instability. The global cosmetics market is expected to garner \$429.8 billion by 2022, registering a CAGR of 4.3% during the fore-

cast period between 2016 and 2022, according to **Allied Market Research**¹. What are today's key growth drivers? According to **Mintel** these include personalisation, digital, naturals, and marketing campaigns that draw on a brand's "personality".

Key to In-Cosmetics Global 2019 was the opportunity for R&D professionals to source the latest ingredient innovations and to glean insights from experts about the key trends.

Innovation Zone winners

This year this interactive area gave exclusive insights into the latest product developments and offered the opportunity – via the **Formulation Displays**. Additionally, the beauty and personal care team from **Mintel** hosted live demonstrations, offering visitors the chance to interact and test innovative finished products.

More information at
www.cossma.com, web code 100229
 Your access codes for June:
 User name: **cossma6**
 Password: **hair**

Who won this year's **Innovation Zone Best Ingredient Awards 2019** in five different categories? In addition to the traditional awards, a **Rising Star** was handed out for the first time. This award recognises a first-time exhibitor at the show – this year it went to **Vitalab**. The winner of the gold award in the category **Best Functional Ingredient** was **Gattefossé's Emulium Illustro**, the silver award went to **Vantage's InstaMask** and this year's two bronze awards went to **Clariant's CareMag D** and **PolymerExpert's EMC30**.



Dr. Dorothea Wenzel, Beate Anniés and Angelika Meiss (from left to right) at the Merck stand

photos: In-Cosmetics, Angelika Meiss, Gina Schnur

THE FIRST GLOBAL BEAUTY DAY ON DAY 2

What is the idea behind a Global Beauty Day? The aim is to celebrate **inclusivity** and **diversity** in the beauty industry as changing consumer demands force R&D professionals and manufacturers to **think outside the box**. To celebrate this occasion, industry professionals in **three special roundtables** discussed **lifestyle choices** such as vegan, halal, all-natural and environmentally friendly, LGBTQ+ identity, exploring beyond the gender boundaries, skin types and colours. The aim was to find out how these lifestyle choices are **influencing the development of cosmetic products** from the ingredients used to the marketing stories told.

From now on the Global Beauty Day will return on the second day of the show every year to get under the skin of the topical issues of the moment with the industry's leading, forward-thinking players

The gold winner of the award for the **Best Active Ingredient** was **Vytrus' Olea Vitae PLF**, the silver winner was **Hallstar's LOOK Oléo-actif** and the bronze award went to **Givaudan Active Beauty's Darkenyl**.

Vytrus' Sarcoslim Re-Shape PRCF qualified for the gold award in the category **Green Ingredient**, while **Lipotec's Lumicease Blue Ingredient** and **Laboratoires Expanscience's Skinhairgium Bio** both qualified for silver and **Vitalab's NutriVita** for bronze.

The gold award of the **Sensory Bar** went to **Arkema's** sensorial journey with Orgasol powders, silver to **Adeka's Nol GT-730 & GT-930**, a thixotropic memory gel and the bronze award to **Sumitomo Seika's Aqupec MG N4OR**.

The gold winner of the **Make-Up Bar Award** was **Daito Kasei Europe's 100% natural or innovative textures**, while the silver award was taken by **Tagra's Cameleon Caps** and the bronze award by **Sun Chemical – Intenza Glitter Effects**.

Sustainability Corner

With sustainability ranking so high in consumer thinking – and likewise feeding into R&D – the **Sustainability Corner** featured 20 pods containing sustainable ingredients, or supply

chain projects that have had a positive effect on the environment.

The formulation challenge

The education programme included interactive sessions in the **Formulation Lab**. One of the standout events was the **Formulation Challenge**, which saw four cosmetic and contract manufacturers go head-to-head in a race to create a cosmetics or personal care product from a box of mystery ingredients in just 90 minutes. The aim this year, set by Lorna Radford, was to create a shelf-ready sleeping product backed by a credible marketing story. The **Nuxe** team won the challenge after creating a trio of night treatments for scalp and hair. The set of **Active Scalp Night Treatments** were created for normal, greasy and dry scalps aimed at millennial consumers. Also competing were **Alpol Cosmetique**, **Hormeta** and defending champion **Natur'Alps**, with **Hormeta** coming in as runner up with a **Y.O.G.A Dreaming Therapy Elixir** skin care treatment designed to balance sleep and happiness.

The education programme

The free-to-attend programme included **Technical Seminars** and **Marketing Trends** presentations, **Work-**



COSSMA editor Angelika Meiss (middle) with the panellists from her Indie brands roundtable: Elsie Rutterford, Ada Ooi, Dominika Minarovic and Sam Farmer (from left to right)



The roundtable in action

shops and **Live Demonstrations**. The Marketing Trends sessions, hosted by leading research companies, consultancies and brands, presenting insights into the newest industry trends, data and market analysis, see page 38. Presentations included **Teenage personal care – the gender agenda** by Samuel Farmer, owner of the eponymous company. His talk addressed the changing ways in which young people identify with sexuality and gender as a way to define themselves and how the personal care industry can develop a trusted, meaningful relationship with adolescents, see COSSMA 4/2019, page 42.

Sam Farmer was also part of the **Indie brands roundtable: The secret of success**, moderated by COSSMA editor Angelika Meiss. Here the panellists Ada Ooi from **001 Skincare**, Dominika Minarovic and Elsie Rutterford from **BYBI Beauty** as well as Sam Farmer from **Samuel Farmer** shared the challenges involved in establishing a new brand in a more than saturated market. □

Next year's In-Cosmetics Global will run from 31 March to 2 April 2020 in Barcelona.

www.in-cosmetics.com

Video interviews with the Indie brands representatives can be found on the Internet – see Internet panel



DSM's team of experts with COSSMA editor Angelika Meiss after the press conference



CRITERIA FOR MICROBIOLOGICAL TESTING

Legal requirements | What are the legal requirements concerning the microbiological quality of cosmetic products? When do microbiological contaminations occur and what causes them? Dr Bernhard Fellenberg from BAV Institute illustrates with the help of a frequently occurring bacterium.

"MICROBIOLOGICAL QUALITY MANAGEMENT INVOLVES REGULAR TESTING OF RAW MATERIALS, INTERMEDIATE AND FINISHED PRODUCTS"

Dr Bernhard Fellenberg, Technical Consultant, BAV Institute

When launching cosmetic products, manufacturers must make sure that they are safe and stable. This includes a safe microbiological condition. Regular analytical tests are an elementary part of every release process.

According to Article 3 of Regulation (EC) No 1223/2009 (EU Cosmetics Regulations) cosmetic products must be safe for human health¹:

"A cosmetic product made available on the market shall be safe for human health when used under normal or reasonably foreseeable conditions of use ..."

This safety also includes the microbiological quality of a cosmetic product.

There is an obligation to inspect products regularly

The microbiological quality must be taken into account when preparing the safety report (Annex 1 Part A of Regulation (EC) No 1223/2009). This applies not only to the cosmetic end product but also to all the raw materials used. This results in an obligation to inspect products regularly to ensure the qualities correspond to the requirements. Excluded from this are products which, due to their material properties and composition, do not offer any growth opportunities for microorganisms. These products are referred to as microbiologically low-risk products and include:

- products with very low or very high pH values (≤ 3.0 or ≥ 10.0)
- anhydrous products
- products with more than 20% alcohol
- solvent-based products

THE SAFETY
of a cosmetic product also includes its **microbiological quality**

The **assessment of microbiological qualities** is paramount for the **safety report**

The **microbiological quality** of a product applies not only to the **finished product** but also to its **raw materials**

More information at

www.cossma.com, web code 100232

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Further examples, a description of the criteria and a decision tree for determining whether a product is to be classified as low-risk or not can be found in DIN EN ISO 29621².

As part of a suitable microbiological quality management (MQM) system, raw materials and intermediate products are regularly microbiologically tested in addition to the finished products. Controlling operational hygiene through regular sampling (water, air, operating and auxiliary materials, surfaces, etc.) continues to be part of such a system. ▶



AUTHOR:

Dr Bernhard Fellenberg, Technical Consultant, BAV Institute
Offenburg, Germany
www.bav-institut.de



Regular product inspection is mandatory

**PSEUDOMONAS
AERUGINOSA**

**General information
and origin:**

- belongs to the family of Pseudomonads
- gram negative, movable rods
- obligate aerobic
- widespread in soil and water
- pathogenic for humans and animals

Parameters	Cosmetics for children under the age of three around the eyes mucosal	other cosmetic products
Total number of aerobic mesophilic microorganisms (bacteria, yeasts and moulds)	≤ 100 CFU*/g or ml ^a	≤ 1000 CFU/g or ml ^b
Specified microorganisms (Escherichia coli, Pseudomonas aeruginosa, Staphylococcus aureus, Candida albicans)	Absence in 1g or ml product	Absence in 1g or ml product

*CFU = colony forming units
^a Exceeding due to measurement uncertainties only from > 200KBE/g or ml
^b Exceedance due to measurement uncertainties only from > 2000KBE/g or ml

table 1: Requirements for the microbiological quality of cosmetics

The frequency of microbiological tests is determined on a product-specific basis. However, as a rule, at least one product is tested per batch³. With regard to the maximum allowed content of microorganisms, the requirements of DIN EN ISO 17516 have established themselves as the state of the art⁴, see table 1.

What leads to classifying a product as unsafe?

Exceeding the legal limits mentioned above, detecting a specified micro-organism or detecting other, possibly pathogenic germs usually leads to classifying a product as unsafe. Follow-up checks

at certain time intervals must be performed to answer the question whether or not a germ grows over time. Once microbes have been identified, research into what caused them must be done. It is also recommended that any growth of microorganisms (even if the value is below the values mentioned above) should be accompanied by identifying them. This provides important information on the possible source of input (water, other raw materials, environment, packaging etc.). Last but not least, the results of microbiological product testing must always be considered and evaluated taking into account

PSEUDOMONAS

aeruginosa can adapt to the environment and thus defy preservation and disinfection.

- product-relevant factors, among which:
- product composition
 - type of use
 - user group: children, elderly people
 - type of packaging

**Pseudomonas aeruginosa:
Relevance for cosmetics**

Pseudomonas aeruginosa, see box, is a microorganism which is relevant for the cosmetics industry. This is why it is regulated in DIN EN ISO 17516. Due to its pathogenic properties (e.g., causing purulent inflammations), according to DIN EN ISO 17516 Pseudomonas aeruginosa must not be detectable in 1g of product.

An important characteristic of Pseudomonas aeruginosa is its extreme undemanding attitude towards external living conditions. Pseudomonas aeruginosa is able to survive for a long time in both humid and dry environments. In cosmetic manufacturing plants, pseudomonads can occur wherever there are sufficient amounts of water (washrooms, pipes and equipment with residual moisture, water systems, etc.). They can adapt to the environment and thus defy disinfection.

In addition to its resistance and ability to survive in unfavourable environmental conditions, this microorganism is particularly critical because it is frequently found in biofilms. The detachment of indi-



fig. 1: Growth of Pseudomonas aeruginosa on medium

vidual parts of the biofilm, which are then distributed irregularly into the product, makes it particularly difficult to detect the microorganism reliably and safely during the finished goods release testing.

Even with small amounts of this bacterium in the product, it is important to observe its further development. In many cases, there may be a delay before the germ count increases.

Important causes of contamination

- lack of cleaning and disinfection of
 - the water treatment plant
 - the water supply system
 - the manufacturing equipment (systems and equipment)
- lack of plant design e.g.
 - residual water in plants and pipes
 - dead spots

- incomplete cleaning, disinfection

The consequence of faulty plant design or errors in cleaning and disinfection is usually that a biofilm forms in the water system or in plant components, especially in pipelines, seals, valves, among others.

In the form of biofilms *Pseudomonas aeruginosa* is largely protected from:

- high temperatures
- pH-value fluctuations
- chemical disinfectants
- ultraviolet radiation

What are the main preventive measures?

It is very important to have a proper plant design and to make sure that the water system is cleaned and disinfected. It is very important to prevent the formation of biofilm, as the removal of an existing biofilm tends to be very difficult.



Pseudomonas aeruginosa is able to survive for a long time in both humid and dry environments.

It is also imperative to ensure a correct cleaning and disinfection of production equipment (systems and equipment)

In addition, good operational and personnel hygiene are crucial. □

The reference list can be found on the Internet – see Internet panel

– ADVERTISEMENT –



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SUN CARE

Formulations | We have compiled a list of sun care formulations across a large range of product formats. So, no matter if you are looking for inspiration in the field of lotions, fluids, gels, creams, oils or a mousse, your solution is here. The creative concepts include ideas for natural products and ocean-friendly options. The details of each formulation are available for download free of charge at www.cossma.com, web code 100230.

Details on the listed formulations can be found on the Internet – see Internet panel

High Performance Sun Matrix Fluid SPF 50+
BASF

Summer Glow
Biesterfeld Spezialchemie

Sun Care "Light & Silky" SPF 30
CFF GmbH

Derma IQ Relax Body Lotion OW
CLR

Ocean-Friendly Sunscreen SPF 30 (expected)
Covestro

IR Defence Daily Cream
Croda

Sunscreens Mousse PEG Free SPF 30
DaitoKasei

Invisible Natural Sunscreen Lotion
DKSH

SunCare Cream, Non Tacky, SPF 62
Dow

Touch-Ready Sun Lotion SPF 30
DSM

Moisturizing After Sun Lotion (20% Urea)
Evonik

Sun Care Solarine III
Greentech

Global Broad Spectrum Sunscreen Gel SPF 50
HallStar

Protective Sun Oil
IFF Lucas Meyer

Beach Boys Hair Wax
Kahl Wax

Natural Non-Nano Sunscreen
Kobo

Luxury Hydrating Self Tanner SPF 15, UVA
Merck KgaA

Sunshine Spray
MMP Inc.

Refreshing and Soothing After Sun Cream
Nordmann

Brume de Soi
Provital

More information at

www.cossma.com, web code 100230

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Biphasic Sun Protection SPF 20
Roelmi HPC

UV Protection Cream
Sederma

Sun Protection Oil SPF 50+
Seppic

Don't Worry, Be Sunny
Stearinerie Dubois

Baby Sunscreen Lotion
Zschimmer & Schwarz

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.

photo: Digieya Studio, Shutterstock.com

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NEWS



Consumers seek eco-friendly sunscreens

Evaluating the environmental impact of UV filters

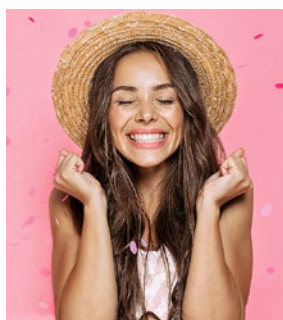
BASF | As consumers are increasingly concerned about the potential impact sunscreens may have on the environment, eco-friendly sunscreens are in high demand. **BASF's EcoSun Pass** is a methodology with which the environmental impact of UV filter systems can be evaluated. The assessment is based on internationally recognised criteria and comprises eight different parameters, from biodegradation and aquatic toxicity to endocrine disruption potential.

www.carecreations.basf.com

INNOVATIVE CREATIONS

BELL EUROPE | For fine fragrances, **Bell** taps into the latest trends with its **It is all about you** collection. For the trend of solid perfume they created a perfume cream **Scent2Last. Glow & Glitter** does not only make young girls' skin shimmer and **Me Time** is a theme that addresses those seeking inner peace and well-being. Travel addicts will find olfactive inspirations in **The New France** and a colourful concept inspired by the rich flora of the Amazon rainforest.

www.bell-europe.com



Trendy fragrance options

Asian skin

CARGILL BEAUTY | Cargill has developed **System 1.0 for Skin-care**, with a focus on **Radiant Pearl Serum** for Asian needs. The system for natural and ethical beauty products is comprised of three key ingredients: the universal texturiser **Actigum VSX 20**, the new **Lecithin Emulop Velvet IP**, and



For natural and ethical beauty products

the high oleic rapeseed oil **Bota Valley 75**. **Phytospherix by Mirexus**, a new pluri-functional glycogen active, is also used in the chassis formulation.

www.cargill.com

PIGMENTS FOR AQUEOUS

SCHLENK METALLIC PIGMENTS | The company's new aluminium-based pigments are suitable for aqueous formulations. In addition, they combine the advantages of pearlescent pigments with efficient cover-



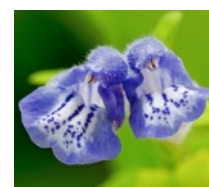
The intensely covering gold tones for water-based applications

age. **Alegrace Aurous B 21/11-1 Yellow Gold** allows intensely covering gold tones, even in water-based applications. **Alegrace Lustrous A 100/77-1 Smooth Silver** is an aluminium pigment with no micro-plastic. **Alegrace Marvelous 12/77-1 Shiny Silver** enables silver or coloured metallic creations also for water-based nail polishes.

<https://de.schlenk.com/>

Alpine antioxidant

DSM | **Alpaflor Scutellaria AO** targets multiple steps in the skin inflammation process. Thanks to its strong antioxidant properties, it captures free radicals and helps



Sustainable plant extract

to reduce skin inflammation by acting on GABAb (gamma-butyric acid b) receptors and by stimulation of the beta-endorphin release. The sustainable plant extract is aerial part of an alpine species.

www.dsm.com

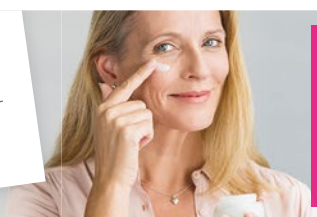
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EMBRACING DIVERSITY IN BEAUTY

Events | Patterns in product usage are shifting? Millennials seek authenticity, inclusion and diversity. True customisation is one of the answers? But what does it take for a brand to become a disruptor? Find answers here and insights into label global trends as discussed at the Marketing Trends Presentations at this year's In-Cosmetics Global show in Paris.



AUTHOR:

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

Challenging beauty norms, changing routines, customisation and the latest global beauty trends were among the topics discussed and dissected at this year's In-Cosmetics Global show in Paris.

Shifting patterns in usage and behaviour within global beauty

Innovation and advances in the use of ingredients and development of new formulations are only part of

the story when it comes to beauty products today. According to Emmanuelle Bassmann, Founder, **In-Trends**, the way products are used is changing and brands need to respond to consumer needs. Multifunctional products are back, but with a difference, and they need to be intelligent, hyper-flexible and personalised. Examples Bassmann showed were **Carter + Jane's The Everything Oil**, which can potentially replace



seven skin care steps, and multi-category men's moisturiser **Skinhead Gamechanger**, that can also be used to style hair, control beards and on tattoos. "Don't add a benefit if the product won't perform," warned Bassmann, who went on to show a range of new products that tap into lifestyle beauty, beauty and health and in and out beauty.

Hannah Symons, Research Manager, Beauty & Fashion, **Euromonitor International**, discussed the drivers influencing premium perceptions: 46% of consumers are willing to spend more to save time, while 67% look for ways to simplify their life. Symons maintained that results-driven products rather than status set the premium bar and that the power of the brand is declining. "Not every brand is a disruptor," she argued, finishing up by saying that "real personalisation has the potential to disrupt." Lia Neophytou, Analyst, **GlobalData**, discussed how profound changes in

societal norms is influencing consumers' perception of beauty, resulting in a backlash against unachievable beauty standards across the globe. According to **GlobalData**, millennials are at the heart of this trend as they are also the ones least likely to conform to traditional gender stereotypes. Brands such as **Chanel** with **Boy de Chanel** in South Korea, **Fluide Beauty** and **Fenty Beauty** are demonstrating gender inclusivity through products and marketing materials. Age and ethnicity are also high on the agenda as brands embrace diversity and imperfections with realistic beauty campaigns.

Sam Farmer, Founder, created his own teen targeted toiletries range called **Sam Farmer** after being appalled at the sexual stereotypes used by existing brands when talking to this young age group. "Sex sells," he said, "and pink and blue has worked, but there's an opportunity to change how it's done." Farmer observed that this sexism is reinforced in industry and media and that global brands take a long time to address changes. In his view, Indie brands have moved in and big brands have responded with social media but not with packaging. Stressing the importance of understanding the emotional changes and "teen brain" that teenagers experience, he commented: "Teenagers look to us for products that address their physical changes. Let's not get left behind and be chained to outdated messages."

A growing demand for customisation

"Customisation is an avenue towards inclusivity with 68% of global millennials finding products they have helped to create appealing. Emmanuelle Moeglin, Founder and "Nose", **Experimental Perfume Club Lab**, continued the customisation theme in her presentation, pointing out that with a global population of 7.6bn, "All niches are sizable markets." Customisation is evident across all beauty categories and brands are adapting the term to fit their requirements. E.g. a brand might offer personalised labels and engravings

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while the formulation remains the same; another will use algorithms to direct consumers to a particular variant; true bespoke is the most in-depth level of customisation, but is also the most expensive to implement.

In her presentation, Karen Young, CEO, **The Young Group**, highlighted customisation as one of the key consumer drivers in non-beauty categories, with examples from DNA testing by pharmacists and made-to-measure footwear by **Nike ID**. "Application labs need to design products and systems that can be customised, mixed and modified in various ways," she commented. "Elaborate formulations are not the point: the goal is to provide easy options for the consumer." Personalisation, experimentation and convenience are driving the development of tech in beauty, affirmed George Henry, Associate Analyst, **GlobalData**, who showed examples of apps and devices that are tailored to the individual, such as **Neutrogena MaskID**, that scans the face to create a custom-made mask. Wearables are advancing, allowing the user to gain expert insight at a moment's notice, ▶



Carter + Jane's The Everything Oil can potentially replace seven skin care steps



"RESULTS-DRIVEN PRODUCTS RATHER THAN STATUS SET THE PREMIUM BAR AND THE POWER OF THE BRAND IS DECLINING"

Hannah Symons, research manager, beauty & fashion, Euromonitor International

while smartphone apps allow real-time trials of products. Anastasia Georgievskaya, Ceo, **Haut.AI**, talked about how computerised skin images and algorithms can be used to analyse real skin conditions and can be used to target and market products more effectively.

Hot product trends

According to **Mintel**, the fastest growing shampoo and conditioner markets are in emerging markets, including Indonesia, Turkey, India and Vietnam, with Asia an important source for haircare innovation. Andrew McDougall, Associate Director, Beauty & Personal Care, **Mintel**, highlighted several key trends, including the importance of scalp care in China. New developments include oral/topical probiotics for the scalp, CBD oil to help nourish scalp and hair and the opportunities for scalp-pro-

tecting products for men with short hair.

Jo Lawlor, Global Beauty Analyst, Skin Care, **Mintel**, described the causes of sensitive skin and stated that 8 million UK consumers live with a skin disease. Lawlor believes that positive beauty can complement dermatology with a shift away from skin perfection towards skin confidence. She believes there is a massive opportunity for brands to develop a sensitivity scale so consumers can safely choose the right skin care for their needs. "What is needed is a 360 approach to actives and to offer the customer guidance and education," she stressed.

According to Michael Nolte, Creative Director, **Beautystreams**, six consumer tribes are emerging and will become more mainstream by 2021-24, requiring colour cosmetic brands to rethink their strategy. With **Happy Eco**,

67% LOOK

for ways to
simplify their life

46% of consumers
are willing to
**spend more to
save time**

With a global population of 7.6bn,
**all niches are
sizable markets**
according to
Emmanuelle
Moeglin

8 million UK
consumers live with
a skin disease

PRIVATE LABEL

sales grew in
every leading
market in 2018,
except France

The US, Germany,
Spain and the
UK are the **top
private label
markets**

described as a joyful approach to sustainability, Nolte commented that the question is no longer whether brands go green or not, saying: "It's not a choice but a duty." One of the more striking tribes is "masculism", based on a movement of men looking for their place to recode. No longer is it about old-fashioned stereotypes and gender, but authenticity, inclusion and diversity.

Abigail Bruce, Marketing Director, EMEA, **Pantone**, continued the colour theme in a highly visual presentation. "Colour accounts for 65% of purchasing decisions," stated Bruce, who gave examples from both inside and outside the beauty industry that have shaped trends. **Living Coral** is this year's colour of the year. Working with **BASF**, **Pantone** has created a cosmetic collection for bold brows, foxy eyes and hot lips, using an array of textures and effects.

Alex Campbell, Director, **Nutrivity**, described the science behind the loss of collagen from the skin and its contribution to wrinkles that can begin as early as 25 years old. Nutricosmetics in the form of drinkable dietary collagen is said to help the body repair the skin. "Oral supplementation with collagen peptides is efficacious in improving the hallmarks of skin ageing," claimed Campbell, who showed the results from clinical trials proving that ceramides improve skin moisturisation, reduce wrinkles and improve elasticity.

According to **Euromonitor**, private label sales grew in every leading market in 2018, except France: the US, Germany, Spain and the UK are the top private label markets.



Colour accounts for 65% of purchasing decisions

Clotilde Drape, Analyst, **Euromonitor International**, described the premiumisation of private label as it mirrors beauty trends, such as hyaluronic acid, argan, superfoods, and possibly CBD. Many are embracing ethical values, such as ingredient transparency, organic and plant ingredients, including **Amazon's** new **Belei** skin-care line.

Challenging natural assumptions

Lorraine Dallmeier, Director, **Formula Botanica**, used her presentation to air views from both sides of the naturals debate, which she described as “polarised.” She discussed common premises, such as “naturals don’t work”, “all cosmetics absorb into the body”, “preservatives aren’t safe” and “mainstream beauty only cares about profit.” She maintained: “We encourage the beauty industry to go green.”

Concerns of climate change are prompting a shift in the beauty industry, contended Mariel Whatley-Powell, Director of Futures, **Seymourpowell** brands will need to rethink ingredients and packaging and to educate consumers on different ways to keep clean other than with water.

Indie brand round table

Brand owners for **001**, **Sam Farmer** and **BYBI** described the challenges facing indie brands and pushing their USP. Ada Ooi takes an oriental approach to **001** with a pared down 5-step skin care line, all made in London. **Sam Farmer's** unisex range targets teenagers with a range that doesn't fall into the common gender stereotypes of



More and more brands are demonstrating inclusivity

other teenage ranges on the market. **BYBI** founders Elsie Rutterford and Dominika Minarovic first created an internet platform to blog their clean beauty book before launching their **BYBI**, a sustainable skin care range in eco-friendly packaging.

Country focus

Nicole Fall, founder, **Asian Consumer Intelligence** believes there is no such thing as C-Beauty. “China is like 30 countries in one, so you need to micro-target research.” She argued that China is not super innovative, but that there are unique marketing and packaging trends. For example, “Young hearts run free” (“shao nu xin”) is a youthful state of mind applicable to Chinese women of all ages,

TRUE BESPOKE

is the **most in-depth level of customisation**, but also the most expensive to implement

Global brands take a long time to address changes

Millennials are least likely to conform to **traditional gender stereotypes**

so cute pink packaging is seen as desirable. Fall's analysis shows the key narratives associated with Chinese beauty are the phrases “hacks”, “unique”, “strange” and “work hard”.

According to **Kantar Worldpanel**, the decline seen in the French beauty market has slowed. “Millennials are buying less,” affirmed Anais Dupuy, Business Development Manager, **Kantar Worldpanel**. As in other markets, the French are shopping more online with **Amazon**, **Sephora** and **Yves Rocher** leading the way.

Jeremy Seigal, Chairman, **Revital**, analysed the beauty retail sector based on his experience as co-founder of **The Perfume Shop** and CEO **AS Watson** (UK). “I didn't think of **The Perfume Shop** as a disruptor, but as a better proposition for the customer.” Today's disruptors are “direct-to-consumer” e-tailers headed by **Amazon**. Seigal warned those lured by new routes to market, saying: “The laws of business haven't changed. It's profitability that matters.” □

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



“68% OF GLOBAL MILLENNIALS FIND PRODUCTS THEY HAVE HELPED TO CREATE APPEALING”

Emmanuelle Moeglin, Founder and “Nose”, Experimental Perfume Club Lab



DROP STICKY SWEET GOURMAND CONCEPTS

Interview | Beauty care needs to drop sticky sweet gourmand concepts as bitter and more complex notes are the flavours of the future. Is beetroot the new matcha and are adaptogens the new proteins? Find out from Helga Hertsig-Lavocah, Futurologist & Trend Watcher after her visit to London's Natural & Organics Product Expo (NOPE)*.



► Interview with:

Helga Hertsig-Lavocah
Futurologist & Trend
Watcher, Hint Futurology
Creative Consultancy
Dublin, Ireland
helga@hintfuturology.com

COSSMA: Did you find any new ideas for beauty care and up-and-coming ingredients that will inevitably cross over to personal care?

Helga Hertsig-Lavocah, Futurologist & Trend Watcher, Hint Futurology Creative Consultancy: The big message this year is mushrooms. Last year we spotted a few launches with chaga,

but this year it's all the adaptogenic mushrooms, from lions mane to reishi to cordyceps and more. It is interesting to see how wellness is evolving from a binary concept of relax-energy to a more balanced approach: adaptogens balance out your energy. Of all the ingredient trends that have come from food, mushrooms do seem to be the most difficult for the beauty industry, but it is not impossible. Get inspired by Dr Weil for Origins, Youth to the People, Grown Alchemist, Bobbi Brown and CocoKind.

Aren't adaptogens too niche?

If you search for "adaptogens" on **Sephora.com** you get 10 hits. It may

not be many, but it is an indicator of things to come. Adaptogens are at a tipping point right now in foods & beverages. US juice chain **Jamba Juice** even adds them to their lattes. Cult tea brand **The Republic of Tea** recently launched a line of adaptogenic teas. Trendy turmeric is an adaptogen, but it's not promoted as such ... yet! Adaptogens are the new protein i.e. the new ingredient that will be slapped onto and into a lot of products.

Adaptogenic plants and herbs also include rhodiola, aka arctic root, golden root and ashwagandha, aka Indian ginseng.

What about hemp & CBD?

"RE-EXAMINING EACH BEAUTY INTERACTION WILL LEAD TO THE NEXT GENERATION OF PRODUCTS"

Helga Hertsig-Lavocah, Futurologist & Trend Watcher, Hint Futurology Creative Consultancy

More information at

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Yes, this is huge in beauty right now. But it's already mainstream, so I don't see it as new and innovative. There's even a mass market tea in the UK from **Pukka** with hemp (paired with spearmint and ashwagandha).

Matcha is another ingredient that isn't on my radar anymore, it's too common. Many people are calling beetroot the new matcha. While I don't think beetroot will slip over to beauty, it confirms what we've been saying for a while: sweetness is over, bitter and more complex notes are the future – is home fragrance and body care listening? This is all about reconnecting with the earth, particularly important for stressed urbanites.

This ties into another key trend ACV – apple cider vinegar, doesn't it?

Absolutely! Bitter is better. Mass market consumers are waking up to the danger of sugar, and health-forward consumers are taking this one step further and embracing vinegars and kombuchas. Ready to drink vinegars and vinegar shots are common at a trade show like NOPE. Beauty care needs to drop sticky sweet gourmand concepts and explore more complex and interesting fragrance and ingredient profiles. We can breathe new life into familiar ingredients by fermenting them (vinegars and kombuchas are fer-

mented – which also ties in nicely with the influence of South Korean beauty which uses fermented ingredients).

Another lesson from the ACV trend is that many of them claim to be "raw".

Raw – does this link into clean living?

Yes. Clean living is evolving. Of course it's still free-from, etc. but it also encompasses how ingredients are treated – or in this case, not treated. Untreated implies closer to nature. Many ingredients have to undergo processing of course, and we are noticing health brands sharing these background stories with their consumers – it's often a USP. Beauty care can do the same. For example, **Kiki Health's** new mushroom line is "grown on wood substrate, extracted 100% from fruiting bodies" which differentiates it from its competitors.

Finally, I'd like to circle back to the relax-energy axis that I mentioned at the start, and how wellness is now so much more than just mood management. Another stand out of the show was noo-



Even though turmeric is an adaptogen, it is not yet promoted as such

SWEETNESS

is over bitter and more complex notes are the future

Adaptogens are the new protein

The latest fashion of using **untreated ingredients** implies closer to nature

Hemp, CBD and **matcha** have become mainstream

MUSHROOMS

are this year's big message



Is beetroot the new matcha?

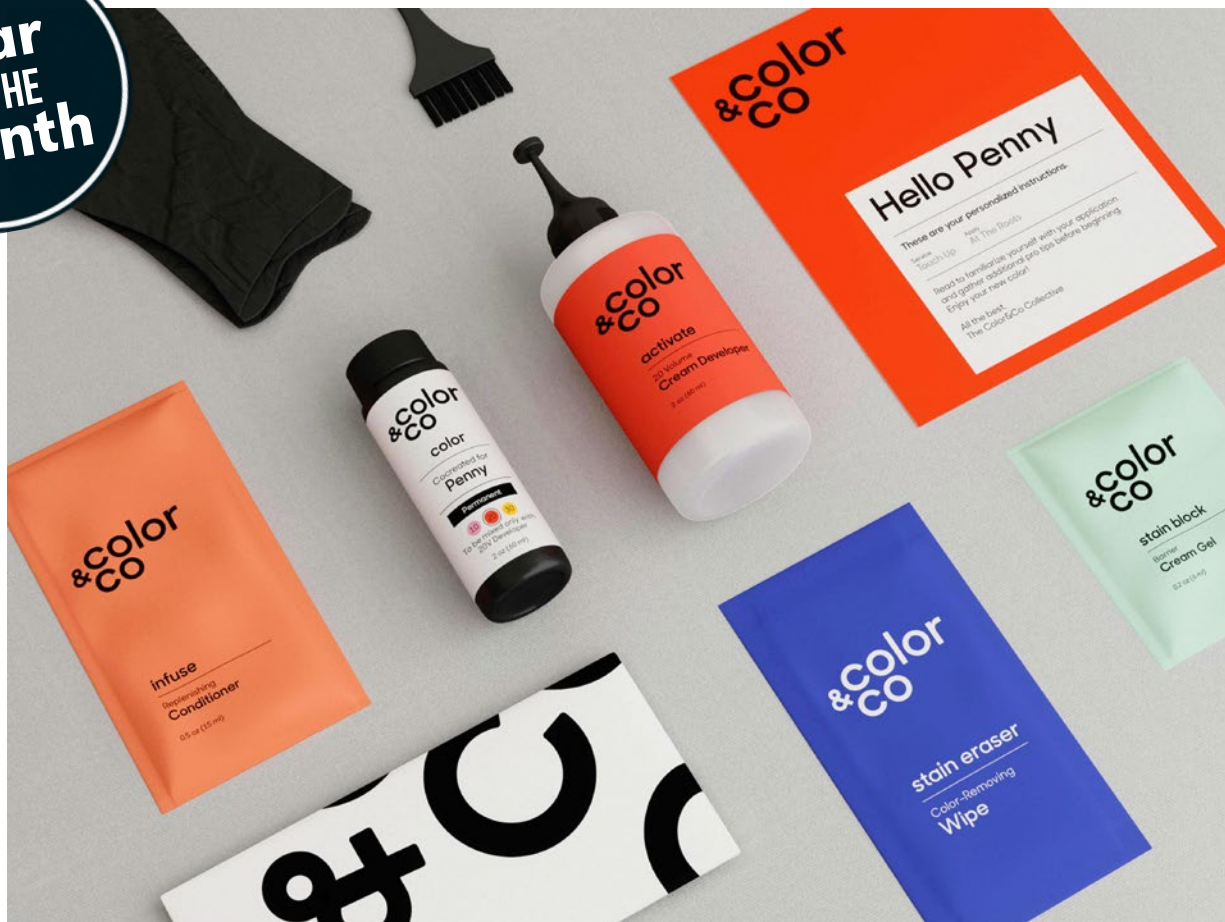
tropics or brain health. I don't expect our categories to tap into nootropics, but I do expect the management of emotional health and how this impacts our physical well-being (not just beauty) to become a mainstream element in new product development. Every act, even brushing your teeth or your hair, can be reframed as a mindful, conscious act. Re-examining each beauty interaction as an opportunity to breathe, to be, to be present will lead to the next generation of products on shelf. □

*the British equivalent of Biofach Vivaness

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



Even though mushrooms do seem to be the most difficult for beauty there are some inspiring examples



AT-HOME HAIR COLOUR – CUSTOMISED

Product development | This time our Star of the Month is Color&Co by L'Oréal. This new approach of at-home hair colour is comprised of a personalised live online consultation, a personalised formula and almost limitless colour possibilities.

Normally, when consumers colour their hair at home, they choose their hair dye in a shop relying on the photo on the package. In many cases the preset formulation does not deliver the promised results. Up to 70% of at-home colour users don't know exactly what hair colour works for them and worry about unpredictable colour results. Relying on the colourist in a salon is the other option, but more time-consuming and more expensive.

The new **Color&Co** online platform is designed to serve the \$1.4 billion at-home hair colour market*. It connects consumers with professional

colourists through an on-demand, live video consultation to deliver accurate colour results based on each person's unique hair goals. The result is a truly personalised experience.

This is how the new at-home colour experience works: First, the website offers a personalised live video consultation from an independent, licensed professional colourist**. For an in-depth analysis, this colourist will start by learning about the client's hair type such as length, texture, and overall health and then about the individual colour goals. For clients who prefer to do with-

out this personalised consultation, the alternative is to respond to a detailed questionnaire. The next step is to co-create one's own personalised hair colour selecting a base colour and adjusting depth and tone, resulting in a unique custom blend. Finally, the personalised **Colorbox** with the custom-blended formula and application instructions via an internet video is delivered straight to the door. □

*According to Nielsen's 2018 report on the women's home hair colour market

** The brand's expert collective is made up of top professional stylists who are available for real-time video consultation with clients. This provides independent stylists with a flexible opportunity to supplement their incomes and reach new clients across the U.S.

www.colorandco.com



Foto: Nikolay Bashev/shutterstock.com

MEDICAL BEAUTY FORUM

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BEAUTY FORUM MEDICAL

POPSICLES FOR THE BODY?

Ingredients | Food concepts converted into appealing personal care products, water-free product ideas, transforming textures, chassis for customised formulations and new approaches in biodegradable formulations ... Be inspired by our selection of the latest formulation developments.

Eurofragrance's **True Nomad Senso-Lab Collection** is a range of four fragrance applications – **Oil Perfume**, **Cushion**, **Solid Perfume** and **Rollerpearl** in a roll-on format – shows how to apply fragrances in original ways.

www.eurofragrance.com

Brenntag's cold process **Micellar Bubble Cream** is a face-cleansing foam which turns into a cream to remove dirt and make-up using a natural-as-possible cold process formulation.

www.brenntag.com

Evonik has launched its new **IntoBeauty** online platform in which the company has arranged all relevant information on its products and formulation concepts in one central place. In addition to product information and documentation, users can access online videos and digital tools such as the **Sensory Kaleidoscope** and the **Ceramide Knowledge Center**. The

information is available around the clock by logging into intobeauty.evonik.com.

www.evonik.com

Biesterfeld's Surprise Me! formulation kit is comprised of 10 water-free formulations that contain fewer ingredients and basic claims. Part of the kit is the long-lasting effect eye and lip gel **Greetings from the Sea** with an intense metallic blue colour, a blueberry flavour and a smooth gel texture. **Summer Glow** is a hydrating self-tanning water with gold pigments for a streak-free application. The EO-free quickly absorbing **Green Tea Surprise** is a rich to light transforming W/Si emulsion, for combination and oily skin which absorbs quickly.

www.biesterfeld.com

BRB's new formulation concept of customised cosmetics and personalised solutions allows consumers to tailor their individual beauty

and styling preferences. The company's **Customized Cosmetic** system hosts two base fluids, one for hair, the other for skin, plus a range of complimentary and simple to combine boosters to deliver a perfectly finished outcome.

www.brb-international.com

Cargill Beauty's Food2Beauty concept consists of personal care products inspired by classic food recipes. The **Sunflower Body Balm** is an oil in water emulsion system that contains a high level of oil, up to 70%. The stable rich balm texture is stabilised by **StarDesign Power**, a proprietary starch blend, combined with **Actigum VSX 20**. Thanks to the high level of oil, the body is wrapped in a moisturising cocoon. **Mixed Berry Cleansing Mousse** is a light and fluffy creamy mousse stabilised by texturising polymer **Satiagel VPC 508 P**. **Coconut Cooling Pop** is a fluid emulsion stabilised by **Satiagel VPC 508 P** that supports anti-crystallization in up to

photos: Crodas, Daito Kasei, Sederma, Seppic, NimONia (lead photo), Shutterstock.com

WHO WON THE FORMULATION CHALLENGE?

The **Formulation Challenge at In-Cosmetics** was a battle of five teams which had 90 minutes to create a brand-new formulation using only the mystery ingredients they were given at the start of the challenge and also to construct a convincing, consumer marketing story. This year's competing teams were from **Hormeta**, **SRC-Nuxe**, **Alpol Cosmetique** and **Formule & Sens**. The **Nuxe team** walked away with the trophy after creating a trio of night treatments for scalp and hair. The set of **Active Scalp Night Treatments** was created for normal, greasy and dry scalps aimed at millennial consumers. The judges were Andrew McDougall, global hair care analyst at **Mintel**, and Lorna Radford, Managing Director at **Enkos Developments**.

70% water when frozen. The frozen emulsion creates a cooling sensation as it glides over the skin. The melted liquid is absorbed into the skin, leaving it smooth. **Express Cookie Body Scrub** has a solid creamy texture. It is made of native starch and powder for the dry ingredients, combined with oils and butters for the wet ingredients and the scrub **Zerose Erythritol**. **Cocoa Hand Wash** is a water-free powder, coated with **Emultop Velvet IP**. In **Icy Citrus Marmalade**, **Sclerotium** gum results in a new texturiser and emulsion stabiliser for skin care. The cushiony, water-like gel texture replenishes the facial skin post shave.

www.cargill.com

Croda's Shape and Play Cleansing Sand combines fun and performance. A children's toy served as inspiration for this product. This sandy formula includes **ViscoOptima SE** to ensure a stable formulation which can be shaped and moulded as you please. When water is added to the sand, its mild exfoliating action melts into a milky lotion to cleanse the skin. This silicone-free, cold process formulation includes **NatraGem S140 NP**, a versatile solubiliser and effective cleanser with proven counter irritancy benefits. **Phytolea Lime**, which cleans and tones the skin, leaves it feeling sparkling with energy. Further on-trend formulations include the revitalising **Gel-Oil-Milk Transformative Cleanser**, the **Clean Rejuvenating Blur** or the silky-smooth **Pollution Defence Pressed Powder**.

www.croda.com

Daito Kasei's formulation **E644-2B Akoya Pearls** is related to a brand

which has been active for more than 30 years. The production is a challenge as it requires special equipment traditionally used for sugarcoating. **DL E653** is a 100% green foundation concept. The backbone are treated pigments, which allow an easy formulation process with no need for grinding, better formulation stability and colour pay-off. **DL E671** is a glass skin serum which follows the Asian trend of glass skin.

www.daitokasei.com, www.the-cosmeticbox.com

DuPont Tate & Lyle Bio Products, **Corbion**, **Inolex** and **ACT Solutions** collaborated to create a range of 15 new certified personal care rinse-off product formulations delivering high performance and up to 100 percent bio-based content. The formulations were developed and packaged by recognised personal care industry experts.

www.actsolutionscorp.com, www.corbion.com,
www.dupont.com, www.inolex.com

Eckart's Empowered me addresses the desire of today's women to choose from cosmetics that accentuate their individual beauty. The **Cover Foundation** for diversity concepts is a lightweight emulsion which combines excellent coverage for dark skin tones with a soft radiance. The result is an extremely natural look. **Highlighter Stick**, designed as make-up to go, is a good spreadable creamy formulation for an overall glow. **Creamy Eyeshadow Triple**, a trio of bold gold, orange and red colours, stands for good coverage plus soft feel. Based on the company's **Syncrystal Supernova** technology, it is carmine-free. Lip gloss **Let's Celebrate**, a subtle interplay of light and colour with a creamy, non-greasy texture, is based on **Mirage** and **Syncrystal** pigments for intriguing highlights for lips.

www.eckart.net

Lubrizon's formulation set **Infinite Beauty** captures distinct aspects of personal care's future. The soft and soothing **Illuminating Silky Facial Cream** works by gently replenishing the skin microbiota while restoring oneself at night. **Pre-Workout Control Spray** can be applied before going to the gym, to brighten the face while minimising the shine and sweat that come with vigorous exercise. **On-the-Fly Sun-Care Stick SPF 30** protects the skin against the environmental stressors and UV rays waiting ▶



Seppic's Body'licious is comprised of 3 formulations



Sederma's Iceberg Balm breaks into pieces when applied



Croda's Shape and Play Cleansing Sand was inspired by a toy sand for kids

outside. **Pre-Shampoo Hair Oil Serum** is a natural oil-based serum which nourishes and repairs the hair and should be applied before the shampoo. Its cushiony texture feels luxurious yet spreads easily throughout your hair. **Lubrizon's Family Cleansing Kit** with **Shower Gel + Boosters** ensures that everyone has the shower gel they love by just adding their favourite sensory boosters in the suitcase. **After-Party Micellar Gel** removes make-up and sweat so that the skin recovers after a night of celebration. **All-Night Hair Mask** with a soothing fragrance restores and enriches hair overnight. **Everyday Skin Cleansing Beans** arm the consumer with a full spectrum of skin-protecting cleans-



The production of the Akoya Pearls requires sugarcoating equipment

ing options for the shower. **Extra Daily Care Shampoo** has deep conditioning power for soft and silky hair.

www.lubrizon.com

Merck's concept **Pure Love** for moms-to-be and new moms targets the needs that accompany the physical changes during and after pregnancy. It also offers formulations that are gentle for baby's delicate skin. The **Root Miracle Kit** has a focus on the active ingredients for a healthy scalp. The formulations protect, soothe and nourish all areas of uncovered skin including the scalp.

www.merckgroup.com

Nordmann's Feel Free Fresh is an aluminium and water-free deodorant stick which requires little packaging and is suitable for hand-luggage on the plane. It contains the odour-reducing **Cavamax W8** and the moisture-absorbing **Farmal™ MS 6135** as an alternative to Aluminium starch octenylsuccinate.

www.nordmann.global

Sederma's Dewy Glow Iceberg Balm containing the bio-highlighter peptide **Crystalide** promotes a crystal-clear, translucent skin, while **Matrixyl Morphomix** fights against wrinkle appearance, especially the appearance of vertical lines, including frown lines, the nasogenian fold and marionette lines. The **Iceberg Balm** features a shape-memory texture that breaks into pieces when taking it into your fingers. This unique texture is provided by the special combination of **Volarest FL**, **Arlacel LC** and **Tween 60** from **Croda**. **Crodamol AB** imparts a light skin feel without any drying effect. **Crodarom Delice Extreme**, a natural extract of pecan nut and maple syrup, adds a touch of cocooning.

www.crodapersonalcare.com

Seppic's Body'licious is a new body care collection with three different formulas. Co-developed with **Expressions Parfumées**, **Caring Perfume** is an intensively fragranced **Geltrap** gel-in-oil texture, obtained through the patented combination of **Easynov**

More information at

www.cossmma.com, web code 100242

Your access codes for June:

User name: **cossmma6**

Password: **hair**

and **Sepiplus 400**. Thanks to its cold process it has a high content of perfume in a creamy texture without any risk of fragrance denaturation. The fragrance lasts longer compared to ethanolic eau de toilette. **Fresh Body Yogurt** is a food-inspired biodegradable (97.6%) emulsion). It contains **Emogreen L15**, a plant-based, readily biodegradable alternative to silicone oils, which provides glide during application and a powdery-soft finish. The jelly texture is obtained with a combination of agar agar and **Sepimax Zen**. **Aquaxyl** and **Equibiome** help the **Fresh Body Yogurt** provide hydration and restore the skin microbiota balance. Formulated without perfume, mineral oils or animal derivatives, **Cica Stick** is for the sensitive skin of eco-conscious consumers. The soothing stick contains **Teca**, a blend of actives extracted from *Centella asiatica*. It is associated with **Ceramossides HP**, a natural active highly concentrated in Omega (3,6,9), which ensures an immediate and sustained skin hydration. **Emogreen L19** leaves a soft and powdery deposit.

www.seppic.com

Stockmeier's water-free **Washing Powder for the Face** has a special texture. By adding water, the powder foams and make-up and sebum can be removed from the skin. The combination of **Pureact WSP**, **Pureact I-78** and **Pureact SCG** does not only provide good foam formation, it also gives mild, sulphate-free cleansing. **Opuntia Biocomplex SH**, the powdery extract from the juice of the prickly pear, increases its moisture content. The product is concentrated, rich in cleansing and caring ingredients. The users decide themselves how much water they want to add. □

www.stockmeier.de

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

BB MED. PRODUCT GMBH

Mr. Robert Beinio
Managing Director/Product Development

Mrs. Susann Deipenbrock
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:

bb med. product GmbH
+49 2824 2083-0
www.bb-kalkar.de
info@bb-kalkar.de

Mr. Robert Beinio – Managing Director/Product Development

Mrs. Susann Deipenbrock – 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®



INSPIRATION FOR ALL

Events | COSMA has selected the latest developments in containers for you as well new ingredients to be presented at this year's Cosmetic Business in Munich in June. Surely a great inspiration for fancy cosmetic products.

Coradin, Hall 4, Stand F18, present their **Ecodis Dispenser**, a lightweight product for fluid foundations that can be used simply by pressing on the flexible bottom part of the tube. It is intended for applications of skin care, hair care or even innovative make-up formu-

las (fluid foundation type). The dispenser, available for different capacities between 10 and 30ml, is available with different tip diameters to adapt to the viscosity of formulas. In order to vary the application, the dispenser is now available with adapters on which the company can assemble a cap with a tamper evident (**Calic** snap-on cap) or simply a standard screw cap. The range **Ecodis Flexy** will be presented during the show in Munich. The **Seridose** pack allows the distribution of fluid care or make-up with a syringe of 1ml or 2ml. The company also presents its new **Lili Spatula** (45mm) and references now available in recycled PP (100%).

www.coradin.com

colour cosmetics. The compacts of the **Avalon** series and lipsticks are made of plastic and **Sughera**, a material consisting of 70% recycled cork and 30% synthetic rubber-blend. The cork material conforms to Ecocert/Cosmos standards. Its surface is soft and velvety, and the containers do not slip from the hands or surface they are lying on. **Sughera** colour components can be made in selected natural or pastel shades. The distribution of the cork grains differs in each piece. The containers can be customised with logo and textures with decoration techniques such as embossing, screen printing and UV printing.

www.corpack.de



The inner sleeve of Quadpack's wooden lipstick can be equipped with a refill mechanism

Corpack, Hall 3, Stand D02, will be presenting sustainable packaging for

Eurovetropack, Hall 3, Stand C04, present a new 50ml refillable glass jar

photos: Corpack, Cosmetic Business, Eurovetropack, KHK Lipcare, Louvrette, Quadpack

with a heavy glass bottom, which gives a large size impression. The jar is the perfect combination between luxury and sustainability. The luxury of the glass is combined with the sustainability of the internal PP container and the lid, which can both be made of post-industrial recycled PP. Both the lid and the inner PP container can be purchased separately for practical and eco-friendly refilling countless times. The glass jar allows for any type of decoration that can endure over time, whilst the inner plastic container can simply be refilled and reused. This is the first refillable cosmetic jar able to guarantee airtightness without the use of a wad, as is usually required with common cosmetic packaging. This results in a 100% recycled PP mono-material pack, giving a huge benefit in terms of recyclability.

www.eurovetrocap.com

Lip care specialist **KHK**, Hall A, Stand 22, have expanded their range of sustainable products and have launched their new lip balm stick Lipcare Eco. The push up container is made of environmentally friendly cardboard - completely without plastic. The product can be customised with a 4c paper label, a jar made of cardboard is also available. www.lipcare.de

In its research efforts **Louvrette**, Hall 4, Stand C04, has focused on: Reduce (material-reduced packaging solutions), Reuse (refill packaging), Replace (use of renewable or recycled raw materials) and Recycle (mono-material packaging made from recyclables) and will present a new **GlassLike** bottle made of rPET (recycled polyethylene terephthalate) from the **Replace** range.

www.louvrette.de

Quadpack, Hall 4, Stand E10, presents a cylindrical wooden lipstick case with an elegant design. The minimalistic design in wood gives it a warm touch. One interesting detail is the integrated click closure. The wood boasts a broad spectrum of decoration options that are easy to implement in production and make the premium product economically attractive. ►



Corpack's sustainable packaging concepts for colour cosmetics

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MAKES EYES LIGHT UP IN CUPCAKE HUES
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ONCE APPLIED IT HOLDS THE WHOLE DAY
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PACKAGING



KHK's Lipcare Eco is a cardboard push up container



Louvrette's GlassLike bottle made of recycled pet

Furthermore, the inner sleeve can be equipped with a refill mechanism.

www.quadpack.com

Rebhan, Hall 4, Stand B04/C03, will be presenting their new **Grand Luxe** series of plastic containers and jars featuring thick walls and bottoms, giving them a glass-like appearance and a pleasant feel. The series is much more flexible in terms of colouring and decoration than products made of glass. They are particularly



Eurovetrocap's refillable jar

travel-friendly thanks to their unbreakable material and low weight, making them ideal for handbags or luggage.

www.rebhan-group.com

New ingredients developments at a glance

Croda, Hall 2, Stand D11, will show **Infraveil IT-100** for physical protection against infrared-A (IRA) rays, thus offering immediate protection to the skin from ageing effects caused by infrared radiation.

www.crodapersonalcare.com

J. Rettenmaier, Hall 2, Stand A09, is presenting **VivapurCS 310 R**, a biodegradable alternative to polythene in fine body scrubs. It is a pure micro-crystalline cellulose of plant origin, produced from cellulose. This cellulose is obtained from wood. Thanks to its white colour, neutral odour and biodegradability, the ingredient is, according to the company, suitable for all types of body scrubs.

www.jrspersonalcare.com

The Cosmetic Box, Hall 2, Stand A02, present their **Cosmetic Bioglitter Pure**, a glitter without microplastic. The product is biodegradable and is therefore an environmentally friendly alternative to conventional plastic-based glitter. Also known as **Ecoglitter**, it is available in different sizes and colours such as silver, light gold, red, autumn glow, rose pink, sea green, ocean blue, bronze and frost.

www.the-cosmeticbox.com

Lifocolor, Hall 4, Stand F02, present their **Lifopal** additive masterbatch, making it possible to make highly transparent plastics such as PMMA, SAN, PC and PET appear with a frozen effect, similar to frosted or milk glass, without changing the surface structure. The technology allows plastics to be individually colour-matched, for instance with unusual pastel shades.

www.lifocolor.de

Oleos, Hall 1, Stand C18, present **Look Oléoactif**, an ingredient aiming

to create a fresher eye appearance. This ingredient is obtained with the patented **Oléo-éco** extraction technology, which captures the protective molecules of the ayurvedic tree *Terminalia arjuna*. Based on the new **Osmos** skin biometrics concept, this ingredient is oil-based and 100 per cent plant-based.

www.oleos.fr

Sederma, Hall 2, Stand D11, will showcase its newest eco-conscious active ingredient **Amberstem**, a plant cell culture extract of the butterfly-bush. It evens the skin tone and fades dark areas, providing a lucent and healthy amber tone for olive complexions. Due to its anti-oxidative and anti-inflammatory properties and pigmentation control, it reduces inflammatory hyperpigmentations, dullness and redness. Furthermore, it reinforces the skin barrier and improves hydration.

www.crodapersonalcare.com

Seppic, Hall 2, Stand B12, shows **Seppifine BB**, a biodegradable and 100% biosourced texturising powder derived from Brazilian babassu for skin care and make-up applications such as gel creams, emulsions, or powders. This starch-based ingredient provides a high-performance alternative to synthetic texturising powders. Its velvety skin sensation even improves the afterfeel of sun care lotions. Its improved oil absorption brings long term sebum control associated with specialty texturising powders. The non-oily and very light ingredient is fabricated with ethically-sourced babassu using no GMOs, no preservatives and low impact solvents.

www.seppic.com

Vytrus Biotech, Hall 1, Stand C18, showcases **Olea Vitae PLF**, a cellular oil with the power of olives for anti-ageing. These ingredients represent the first generation of plant cell membrane lipids: PLF stands for Phyto-Lipidic Fractions. The active substance is made from totipotent cells of olive sprouts. □

www.vytrus.com



On the right, brand shelf visibility is significantly enhanced through unique decoration features. On the left, unlimited mass customization and micro-segmentation as on-going business strategies.

photo: Velox



NEXT-GEN PACKAGING

Brand visibility. Business impact. Sustainability.

At last – a direct-to-shape digital decoration technology that is applicable for mass production, not only special editions, is now available.

Velox's breakthrough decoration technology transforms cosmetics and personal care products packaging such as tubes and cans into a powerful consumer engagement platform, delivering strategic advantages in three key areas:

Unprecedented Brand Visibility

It's about far more than vibrant colours, photorealistic images and ultra-fine details. Velox's technology also provides the ability to print directly on the cap and make it part of the overall design, to print 360° around the container, with no seam or overlap, and to easily apply em-

bellishments such as digital gloss or tactile affects in the same printing process. The result: packaging decoration that fully delivers brand messages and makes products truly stand out on the shelf.

Major Business Impact

Imagine ultra-short lead-time, quantity-independent economics and inherent mass customisation, all applicable for the entire product line, and not just for special editions. Proactive wide-scale decoration strategies can now be executed, while maintaining fast responsiveness to meet market conditions. Once Velox high-speed direct-to-shape digital decoration technology is deployed, packaging manufacturers can support any need from the brand-owners and enable them to meet their strategic objectives.

Significantly improved Sustainability

Velox's digital decoration technology improves sustainability across the product lifecycle, including waste and inventory reduction, label/sleeves replacement and supply-chain simplification.

VELOX

VELOX

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Israel

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www.velox-digital.com

contact@velox-digital.com

NEWS



THE ADVANTAGES OF TUBULAR GLASS



Glass is a good choice for packaging

it has a very good strength-to-weight ratio as well as a correct dimensional stability. The company's new production unit has a fully automated section with state-of-the-art machinery and technology. The more than 60-year-old company **Virospack** has been manufacturing tubular glass in its facilities for more than 30 years. With an annual production of over 20 million vials, the company offers a wide range of customisable standards.

www.virospack.com

VIROSPACK | The class 1 tube glass manufactured at **Virospack** has various advantages. It is strong, light and resistant. The transparent bottle is highly compatible with cosmetic formulations,

Collection

SEIDEL | With the new **Seidel Collection** of caps, the company provides fast access to packaging. The timeless de-



Seidel's new caps

sign does not only meet brand owners' need for luxury but also for high quality.

www.seidel.de

Mascara in pearly pink

ALBÉA | Albéa has produced the mascara packaging (bottle and cap) of **Monsieur Big Valentine's Day Limited Edition**. The product's design is transformed into a pearly pink thanks to a varnish, and covered from top to bottom in red love hearts through silk-screen printing. A transparent UV lacquer finish completes the picture. The emblematic rose of Lancôme is embossed on the top of the cap.



Covered in red hearts

www.albea-group.com

- ADVERTISEMENT -

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www.bomotrendline.de
from Schwarzwald

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NAIL CARE PEN

EYE LINER

AIRLESSIO

SEVERA AIRLESS

SEVERA JAR

GOING GREEN | biobased plastic

COSMETIC BUSINESS HALLE 1 STAND B03/C02

BOMO-TRENDLINE.DE

CUSTOMISED PLATES

SERAM | Seram has designed a new offer of multi-material and customised adhesive plates to dress up bottles and luxury boxes. Aluminium, satin, cork, wood and leather – laser or press cut – can be mixed and enhanced with silkscreen printing and stamping processes. Manual assembly provides an excellent finish.

www.seram.com



Visually attractive multi-material decoration

photos: Albéa, Seidel, Seram, Virospack

- ADVERTISEMENT -

KHK
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FORWARD THINKING FOR 100 YEARS

Interview | Remo Bernardi, Dr Vera Maienschein and Dr Isabelle Stussi explain the challenges involved in the past 100 years of transforming a small trading company into a very specialised service provider.

» **Interview with:**
Remo Bernardi, CEO, Impag Group, Zürich, Switzerland, Dr Vera Maienschein, Managing Director, Impag Germany, Offenbach Germany, Dr Isabelle Stussi, Managing Director Impag France, Nancy, France
www.impag.com, www.clixperience.ch



“IMPAG HAS POSITIONED ITSELF AS A WELL-KNOWN, INTERNATIONALLY ACTIVE RAW MATERIAL AND SOLUTION PROVIDER”

Remo Bernardi, CEO, Impag Group

COSSMA: This year, Impag is celebrating its 100th anniversary. How did it all begin?

Remo Bernardi, CEO, Impag Group (RB): It was in 1919, and the circumstances were quite special. After World War I, it was not only very difficult but also expensive to procure chemical raw materials from overseas. This is why a number of textile companies decided to organise themselves by establishing the import company **Impag** in 1919. Now, one hundred years later, this small trading company has turned into a very specialised service provider. Today, we focus on our core competencies in personal care, nutrition and health, and chemicals.

What have been major milestones in the course of the past 100 years?

RB: It is fascinating to look back and see how these hundred years have been characterised by both continuity and development. Over the years, our company has opened up new markets, expanded its product portfolio, and extended its services, and thus positioned itself as a well-known, internationally active raw material and solution provider.

When did you join the company and what have been your major achievements?

RB: My journey with **Impag** began in October 1993, more than 25 years ago. I have now spent half my life with the company. This time has shaped me considerably. It has been demanding but also very rewarding. I took the former CEO's promise to heart that I had the opportunity to make a real difference to the company.

I had the chance to create and to change, to make mistakes and to learn. This has always been our philosophy, and this is what we still continue to refine today. We put everything into giving creative, dedicated and passionate employees the creative freedom and the conditions they need to be successful.

What have been major challenges working as CEO of Impag Group?

RB: The continuous growth of our company has forced us to continually rethink and adapt our structures, processes, communication channels, and IT technologies. The change is more than just technological and, most of all, it constantly keeps our employees feeling compelled to adapt their way of thinking. The team has to remain open to new processes and modern forms of communication, both internal and external. Helping the employees along this path, employing and promoting them according to their skills, is one of the greatest challenges in my ex-

perience. I consider corporate values, team spirit, and cultivating the corporate culture to be crucial for achieving this task.

What is your company's strategy for the future, in particular for personal care and home care?

RB: For us, increasing innovative power is key to ensuring our company's future viability in the digital age. The changes in the economy and the globalisation, in particular along with all the advancements in digital technologies, require continually redeveloping our business models and services so that we can continue offering our customers solutions with added value.

We started up **Innovendo Lifestyle Technology** in 2016, for example, to support the development of innovative projects such as **Clixperience** at www.clixperience.ch.

This has opened up opportunities for creating new concepts and products with synergies to our existing fields of activity. ►



Impag has opened up new markets, expanded its product portfolio, and extended its services



Clixperience is a two-chamber capsule for new concepts and products

What, according to you, are the most significant trends in personal care at the moment and why?

Dr Vera Maienschein, Managing Director, Impag Germany: The megatrend **Conscious Lifestyle** has reached the cosmetics industry. Consumers choose their products according to the motto **Be more conscious with your beauty products**. **Conscious Beauty** means that the main focus of the purchase decision is no longer how a product works. The product must be developed and produced in harmony with the environment and in consideration to social and ethical responsibility.

A conscious purchase of cosmetic products includes health and environmental awareness, as well as the complete renunciation of animal testing with well-known ethical claims such as **cruelty-free** and **vegan** products. The increasingly popular **vegan** claim is often combined with the claims **organic** and **free from**. The list of raw materials which are no longer popular gets longer and longer. Currently, the **sulphate-free** label is gaining momentum in Europe and the latest trend is free-of-water cosmetics. In cosmetics, this trend can be also summarised by the keyword

A small trading company turned into a **very specialised service provider**

Increasing **innovative power** is key to ensuring Impag's future viability in the digital age

CLIXPERIENCE opens up opportunities for **creating new concepts and products**

Clean Beauty, but here there is plenty of scope for interpretation. The trend towards **sustainability** is gaining momentum. Environmental awareness in the purchase of beauty products, often called eco-consciousness, involves the products' origins, the processing of the raw materials as well as the packaging material.

The **Roundtable on Sustainable Palm Oil (RSPO)** has become established as the certification standard for palm-derived cosmetic raw materials. The use of by-products from the food industry, according to the motto **too good to waste**, is booming. When raw materials are developed based on the traditional knowledge and local availability of plants, end-consumers expect that the ethical and social commitment of the raw material manufacturers are ensured and well-documented.

What has been your latest innovation in facial care and what makes it so innovative?

RB: When we founded **Innovendo Lifestyle Technology** in 2016, we entered a new field of business and launched the new technology **Clixperience** to keep up with the fast pace of the personal care market. It is a unique carrier system for liquid personal care formulations, and it only takes one click to activate the ready-to-use sheet for all imaginable applications, such as face and eye sheet masks, make-up removers, cleansing care products, and more.

There are two aspects that make this innovation unique: one is the choice of textile technology for the cloth used in **Clixperience**; the other is the development of formulations by our Application Laboratory. We make full use of our extensive range of functional raw materials and active ingredients and promote our raw material customers into **Clixperience** distribution partners. In this way, we offer fully developed ready-to-use products for which the customer

only needs to design the label and secondary packaging.

What are the main challenges in the field of distribution and how do you overcome them?

Dr Isabelle Stussi, Managing Director, Impag France: I see future challenges in the accelerating change in market conditions and unforeseeable influences. In order to maintain our strong position despite these changes, we offer our business partners added value in the form of technical expertise, concept solutions, regulatory support and innovation transfer, which brings us as close to the market as possible.

Also challenging is the growing digital capabilities which increase market transparency as well as the demands on distributors.

Various IT solutions are being developed on the part of raw material manufacturers, logistics and production companies. The distributor, as an interface in the supply chain, often has to adapt to these digital conditions again and again. Therefore, a constant investment in the IT area is of decisive importance.

What makes you particularly proud when looking back?

RB: 100 years is a number to be proud of! In all this time, our company has stood for its willingness to evaluate and redefine itself continually. We always look for the opportunities in technological change and in the challenging demands of future generations. Even in today's age of digitalisation, we place our focus on the people, and thus on the proximity to employees and business partners. The resulting relationship of trust makes a joint and successful development possible **together unique**.

To accompany an extraordinary team, to feel passion, to experience creativity and to be successful together is a privilege. □

PEOPLE



Liki von Oppen-Bezalel

ALGATECH

Liki von Oppen-Bezalel has been appointed Head of **Algatech Europe**, a biotechnology company established in 1988 and specialised in the cultivation of commercial microalgae. Previously she worked for

IBR, a manufacturer of cosmetic actives, as Head of R&D, later as VP of Business Development and Marketing. IBR was then acquired by **Frutarom**, and **Frutarom** was then acquired by **IFF**.

www.algatech.com



Goran Petrovic

AVON RUSSIA

Goran Petrovic had been appointed General Manager, for Russia and Eastern Europe, of the global direct-selling company of beauty products. He has extensive experience in social selling

garnered through leadership, sales and marketing roles with **Avon Canada** (New Avon LLC) and **Avon Worldwide** (Avon Products Inc) in North America and Central and Eastern Europe. For the past four years Goran has been President of **Avon Canada**.

www.avonworldwide.com, avon.com



Ania Jakubowski

AVON POLAND

Ania Jakubowski has been appointed General Manager for Poland. She has over 20 years of experience from global businesses in markets across

Europe, North America and Africa. She has joined the company from **Marie Brizard Wine & Spirits**, where she held the role of General Manager for Poland and the Baltic states. She will report to Angela Cretu, Global Vice President for Central Europe and joins the CE Leadership Team.

www.avonworldwide.com, avon.com



DGK's newly elected board

DGK

The board of the DGK, the German Association for Cosmetic Chemists, has been newly elected with all of its members having been confirmed in their positions. The newly elected board consists of Dr Hartmut Schmidt-Lewerkühne as president, Dr Volker Wendel from **BASF** as secretary, Dr. Sven Munke from **L'Oréal** as treasurer, Britta Klebon from **L'Oréal** as coordinator of the expert groups and Dr Andrea Weber from **Babor** as education and training officer.

www.dgk-ev.de



Giovanni Bonanno

DROM

Giovanni Bonanno has been appointed as new Managing Director at the company's subsidiary in Italy, to manage the Italian subsidiary and local business, as well as to grow future business development. His former experience in the fragrance industry includes having worked as Business Manager and Global Key Accountant at **Lucta** and as Key Account Executive at **Mane Italia**.

Senior Perfumer Olivia Jan has joined the **Drom's** creative team in the US. With more than 22 years of experience in France and the U.S. she started her career at **Robertet** in Grasse. In 2005, she moved from Paris to New York to join **Robertet's** U.S. team, where she worked for 13 years before joining the fragrance house **Drom**.

www.drom.com



Olivia Jan

EUROFRAGRANCE



Lucas Sieuzac

With more than 25 years of experience in perfumery and a broad knowledge of the European and North American markets, Lucas Sieuzac has joined Eurofragrance as a **Senior Fine Fragrance Perfumer**. He will be

part of the team of perfumers focused on the Arab Gulf market. He previously worked for **Florasynth**, **Créations Aromatiques** and **Symrise** in Paris and **Cosmo International Fragrances** in Miami. His work has been honoured with **Prix Lalique**.

www.eurofragrance.com



Karl Rössig

KARL KNAUER

Kai Rössig, 52, who joined the company in 2018, is now part of the management team of packaging manufacturer **Karl Knauer**. His predecessor Joachim Würz,

65, retired after having worked for the company for 17 years. Karl Rössig has more than 25 years of experience in the consumer goods industry and know-how in the field of production management, engineering, contract manufacturing and quality management.

www.karlknauer.de



Anton Matsik

SYMRISE

Anton Matsik has been appointed as New Sales Director for Russia. The chemical engineer has worked for more than five years as a representative for Personal Care/Sun Care & Biotechnologies and as a Sales- and Marketing Manager for **Croda** in Russia.

After having been active in Russia for about 30 years, Symrise is now establishing its own team in the region.

www.symrise.com

FAIRS, CONFERENCES AND SEMINARS 2019

WHEN?	WHAT?	WHERE?	WHO?
03.-05.06.2019	CESIO World Surfactant Congress	Munich Germany	CESIO www.cesio-congress.eu
04.06.2019	EFEO Annual General Meeting	Paris France	EFEO www.efeo.eu
04.-05.06.2019	Édition spéciale by Luxe Pack	Paris France	InfoPro www.editionspeciale-luxepack.com
04.-05.06.2019	Sun Protection Conference	London Great Britain	Summit Events www.summit-events.com
05.-06.06.2019	Cosmetic Business	Munich Germany	Leipziger Messe GmbH www.cosmetic-business.com
08.-10.06.2019	Hair Expo Australia	Sydney Australia	Reed Exhibitions www.reedexpo.com
12.-13.06.2019	Cosmetics Europe Annual Conference	Brussels Belgium	Cosmetics Europe www.cosmeticseurope.eu
12.-14.06.2019	Cosmoprof India	Mumbai India	BolognaFiere Cosmoprof www.cosmoprofindia.com
13.-14.06.2019	The American Conference on the European Regulations and Compliance of Cosmetics	East Brunswick USA	Bio events www.crcc-usa2019.com
19.-20.06.2019	Future of Formulations in Cosmetics Summit	Düsseldorf Germany	ACI acieu.co.uk
20.-21.06.2019	Innocos Dubrovnik	Dubrovnik Croatia	KGS B.V. www.innocosevents.com
20.-21.06.2019	MakeUp in Paris	Paris France	Beauteam SAS www.makeup-in-paris.com
24.-25.06.2019	The CosmeticsDesign Summit: Skin Microbiome Innovation	Amsterdam Netherlands	CosmeticsDesign www.cosmeticsdesign-europe.com
25.-26.06.2019	SEPAWA-Fachgruppe Cosmetic Applications and Technologies	Cologne Germany	SEPAWA www.sepawa.com
26.-28.06.2019	Chemspec Europe	Basel Switzerland	Chemspec Europe www.chemspeceurope.com
26.-28.06.2019	In-Cosmetics Korea	Seoul South Korea	Reed Exhibitions www.reedexpo.com
27.06.2019	Beauty & Money	London Great Britain	Kisaco Research www.beautyandmoneysummit.eu
27.06.2019	Beauty & Skincare Formulation	London Great Britain	Global Insight www.formulationconference.com
01.-05.07.2019	Sommerakademie: "Kosmetik- Sensorik von Kopf bis Fuß"	Detmold Germany	SEPAWA e.V. www.sepawa.com
11.-12.07.2019	Sustainable Cleaning Products Summit	New York USA	Ecovia Intelligence www.sustainablecleaningsummit.com
28.-30.07.2019	Cosmoprof North America	Las Vegas USA	BolognaFiere Cosmoprof www.cosmoprofnorthamerica.com
21.-22.08.2019	IBE New York	New York USA	Indie Beauty Media www.indiebeautyexpo.com
24.-25.08.2019	Beauty Expo Australia	Sydney Australia	Reed Exhibitions www.reedexpo.com
04.-05.09.2019	HPCI South Africa Coschem Conference	Johannesburg South Africa	Vincenz Network www.hpci-events.com
04.-05.09.2019	International Hair Science Symposium of DWI - HairS'	Schluchsee Germany	DWI www.dwi.rwth-aachen.de



**BEAUTY
FORUM
MUNICH**
by COSMOPROF

SAVE THE DATE

Events | Time to pencil in the 26th and 27th of October. Why? Because then you will have a chance to check out the latest beauty professional innovations presented at the 34th edition of BEAUTY FORUM MUNICH by more than 1,100 exhibitors and brands, highlighting the latest trends, products and treatments

The main attractions in 2019 include the latest developments presented by more than 1,100 exhibitors, showing innovations in all areas of professional beauty services. In addition, there will be exciting championships and also a broad

choice of training and educational events, such as hands-on workshops and informative presentations featuring interesting topics and companies. This year's not to be missed scientific congresses include the 2nd Dermatology Congress and the 13th Podology Congress.

► BEAUTY FORUM MUNICH AT A GLANCE

Date: 26–27 October, 2019
Place: Messe München, München/Deutschland
Open. hours: **Saturday:** 9.00 a.m. – 6.00 p.m.
Sunday: 9.00 a.m. – 5.00 p.m.
Organiser: Health and Beauty Germany
More information: www.beauty-fairs.de/muenchen

HairForum – The new exhibition area

HairForum, the new exhibition area, features well-known hair care brands. The **Bavarian Championship of Hair Stylists** will also take place in this area, along with entertaining events and shows.

The new exhibition area **HairForum** targets not only a new but also a very interesting group of visitors for the trade show **BEAUTY FORUM MUNICH**.



The latest background information on dermatology relevant for beauticians is available at the Dermatology Congress

Presale opens end of June

The presale for **BEAUTY FORUM MUNICH** tickets at a reduced price starts at the end of June. □

Tickets are available www.beauty-fairs.de/munich

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.

You can also find a full overview, with a search function, at **www.cossma.com/guide**

Should your company be listed here?

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We will be glad to send you details of terms and prices.



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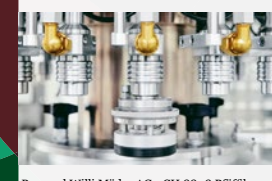


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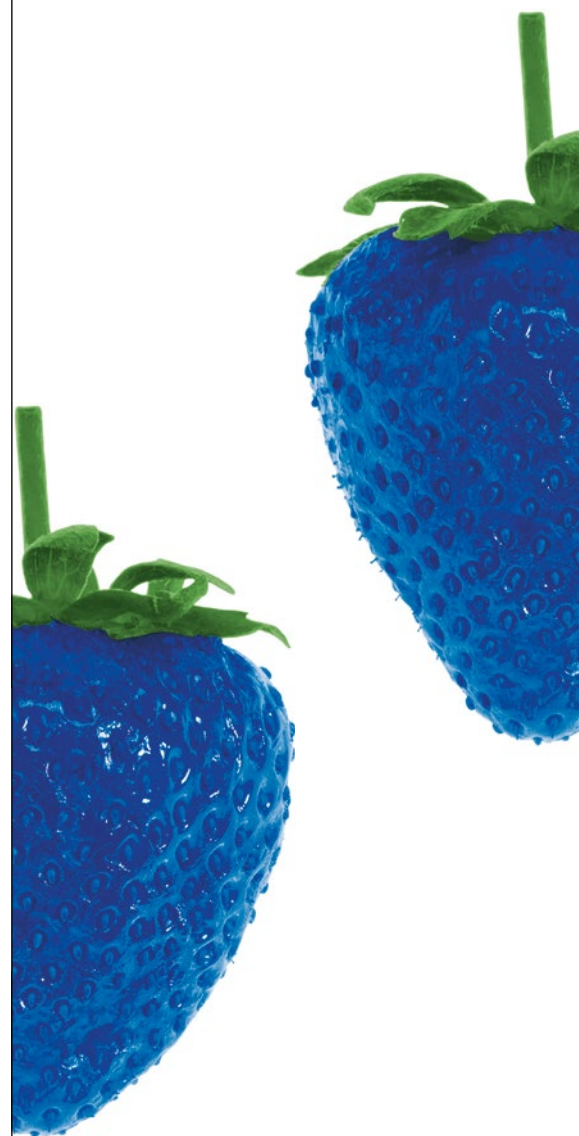
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