

GO FUTURE: FACIAL CARE

Epigenetics are key to
new anti-ageing strategies

SPOTLIGHT: BLUE LIGHT

New insights on the effects
of blue light on the skin

Tony Jaillot,
Cargill

“CREATING A BEAUTY DREAM”

VIP of the Month

PROF DR BERND HERZOG
BASF

How to maintain pre-vitamin D
formation with smart protection





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HOW TO CREATE WOW EFFECTS

This month's issue focuses on facial care. What are the current drivers of this category? Elena Cañadas of **Lipotec** is convinced flash effects, with instant perception of efficacy, are what consumers want right now. How can these be obtained? In South Korea, facial masks and other patches claim to do the trick. However, in future, it will be epigenetics paving the way for countless new anti-ageing strategies. After all, epigenetics is about how factors such as environment, lifestyle, or age can alter our gene expression. Find out more from page 12 onwards.

For Jean-Luc Garaud of **Dow**, it is a wow effect that helps formulators to differentiate their products and appeal to consumers who seek multifunctional products with long-lasting effects. How do you generate relevant innovations? Advances in polymer science, an understanding of how formulation ingredients interact, and a deep appreciation of rheology and skin sensorial properties are the main prerequisites for the creation of products that are perceived as being truly innovative by consumers. Find out more from page 16.

This month's issue has more to offer than just inspiration on the latest facial care trends. Check out our spotlight on blue light. It is bound to provide you with new insights about sun protection while being indoors. The latest research findings are presented, starting from page 28.

I hope you enjoy reading your new COSSMA.

Sincerely yours,

Angelika Meiss
Senior editor, COSSMA

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NANOMATERIALS

Birgit Huber provides insights into the new catalogue from page 40



LUXE PACK PREVIEW

A guide to this year's packaging show in Monaco on page 46

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A close-up, profile view of a woman with dark hair, eyes closed, and a serene expression as she splashes water onto her face. Her hands are cupped together, and water is captured mid-air, creating a dynamic splash. The background is a clean, bright white. A large, semi-transparent yellow triangle is positioned on the right side of the image, containing text.

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ANDREW MCDOUGALL
Global Beauty
Analyst, Mintel

explains the results of Mintel's study on consumer trust in the beauty industry



DR CHRISTINA ZECH
Managing Director,
Faber-Castell
Cosmetics

explains what the global key drivers are in the field of colour cosmetics



DR JOHN BELL
VP, R&D External
Innovation,
Johnson & Johnson

talks about the Flash Cosmetics Pitch and the company's latest innovations



NICHOLAS MICALLEF
Beauty and Personal
Care Analyst,
Euromonitor

talks about current global market developments and trends



ELIE PAPIERNIK
Design Director,
Managing Partner,
Centdegrés

talks about innovative designs and packaging trends

COSSMA DOWNLOAD TIP IN SEPTEMBER

Dr Andrea Mitarotonda from Neal's Yard Remedies assesses the current challenges in a formulator's quest for the ideal cosmetic preservation. The use of Methyl- and Propyl-paraben has steadily been decreasing over the last 10 years.



Finding the best performing preservative system is a real challenge

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Consumer trust in Beauty (Mintel)



COMPANIES:

DSM – Inspiring with ideas



EVENTS:

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FORMULATION:

Thickening Shampoo "Extra Care" (CFF GmbH)

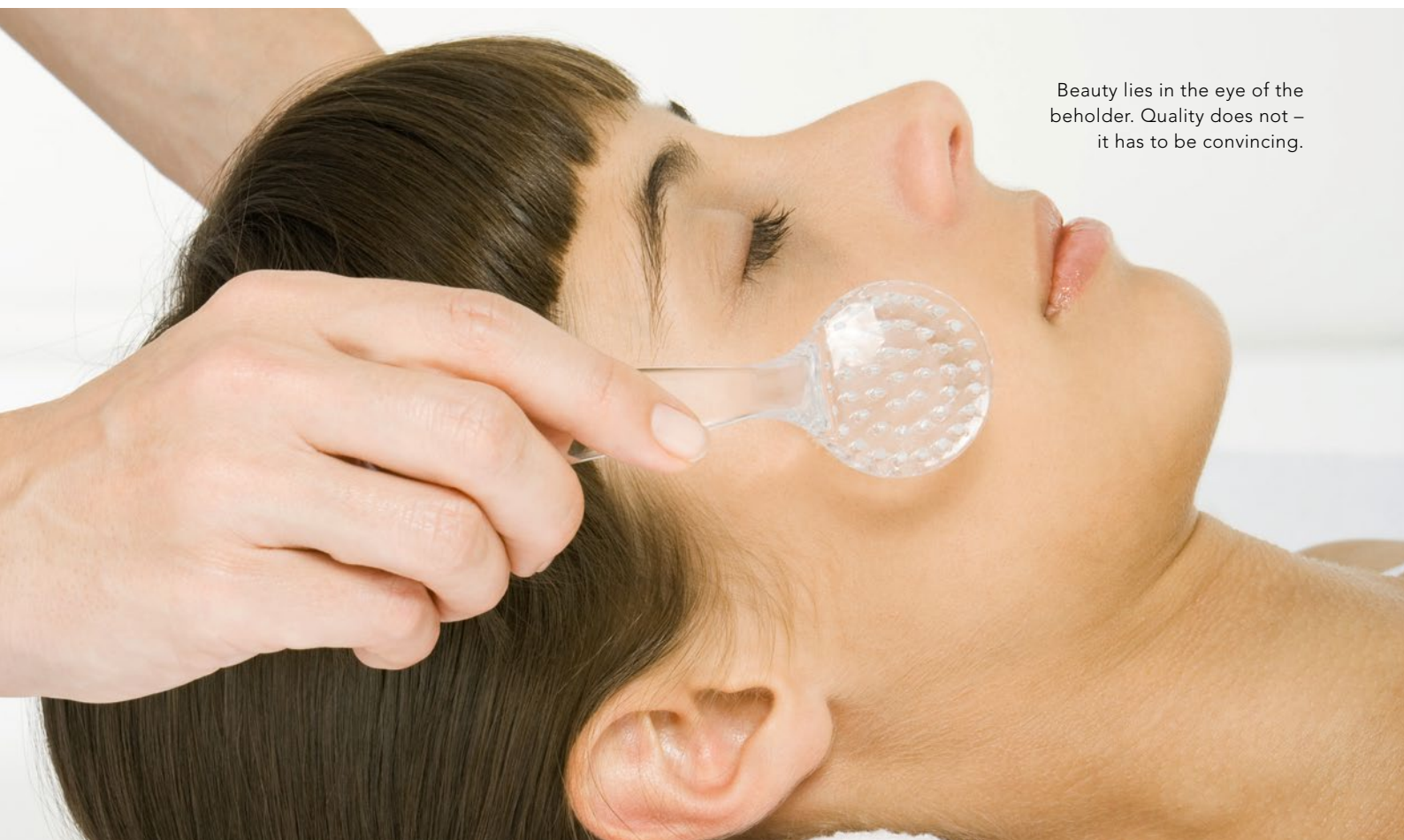


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On the COSSMA web site we post lots of additional information related to the topics covered in the magazine. You will find **MORE THAN 1,000 USEFUL ADDITIONAL ITEMS** to extend your knowledge and understanding: more information on the ingredients and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



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



HIGH-EFFICIENCY SOLUTIONS FOR FACIAL BRUSHES

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

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

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

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

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

www.zahoransky.com



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The industry's advances in AAT over 25 years

ANIMAL TESTING

COSMETICS EUROPE | Over 25 years, in many attempts to find alternatives to animal testing (AAT), 11 methods for 4 toxicological effects have been validated. In-vitro eye irritation tests have been validated, as well as an in-vitro method for diffusion through the skin. Skin allergy methods have been pre-validated. €44 Million have been spent on this research, as part of the long range science strategy (LRSS), another €20 Million are expected to be spent between 2016 and 2020. Over 200 scientific publications and presentations have tackled the subject since 2007.

www.cosmeticseurope.eu

ACQUISITION

CRODA | The company has acquired the research enterprise **Enza Biotech**, established as a spin-off company from Lund University in Sweden. It was founded in 2012, with the aim to develop the next generation of renewable surfactants using carbohydrate-based chemistry.

www.crodapersonalcare.com



Expert in bio-based nonionic surfactants

8 %

In Germany, sales of premium fragrances for women decreased by 8 % in the first half of 2017, those for men by 5 %. Sales of premium colour cosmetics also dropped by 7 %.

www.iriworldwide.co

Sun care

PSYMA | The favourite sun care brands in Germany are **Dm's** private label brand **SunDance** and **Beiersdorf's Nivea** with a share of 40 % each.

Source: Kosmetik-Report 19/2017



90% of men look in the mirror to fix their hair at least once a day

MEN'S HAIR HABITS

DOVE MEN+CARE | In the US, 60% of men report frequent washing of their hair is the key to maintaining strong, healthy hair. More than 60% of men style their hair every day, and prefer to use hair gel, hair spray, or pomade. 90% of men say they look in the mirror to fix their hair at least once a day. 80% believe their hair is a reflection of their personal style, which helps them look both masculine and professional. 20% have been jealous of a friend's hair and a third wish they had hair like their friends.

Source: Dove Men+Care 2017 Hair Census, www.dovemencare.com

Travel companion

VKE/KANTAR TNS | Which 3 personal care products are most important when embarking on a short trip? 21 % of the German respondents would not want to do without their favourite fragrance. For 18 % their mascara is a must-have and for 12 % their anti-ageing product.

Source: VKE/ Kantar TNS, representative online survey with 500 women, www.vke.de, www.tnsglobal.com



A woman's favourite travel companion

Slovakia

The new 2,700 m² injection moulding production area at **RPC Bramlage Velky Meder** in Slovakia – an investment of around €4.2 million – is double the size of the previous one.

www.rpc-bramlage.sk





Increasing demand for skin whitening products

30 %

ECOVIA | Sales revenues of the UK market for natural and organic personal care products have increased by almost 30% since 2012.

www.ecovaint.com

Sampling

MINTEL | 12% of male skin care users in France began using facial skincare products because they received a sample, rising to 15% of German and Spanish consumers and peaking at 20% of Italian men.

www.mintel.com



Reaching men via samples

NEW LAB

MERCK | The company opened its new application laboratory for the Performance Materials business division in Shanghai, China. The expanded **Technology Application Network China** (TANC) marks the company's continuation of a 20-year commitment to supplying materials and application technology services to customers in China and Southeast Asia. The new laboratory is Merck's first in China for customised services, new applications, and formulations. China is one of the fastest-growing markets for Merck's pigments and cosmetics businesses.

www.merck-performance-materials.com



Merck's first application laboratory in China

ACTIVES

MARKETS AND MARKETS | The global active ingredients market for cosmetics was valued at US-\$ 2.63 billion in 2015 and is projected to reach US-\$ 4.45 billion by 2026, at a CAGR of 5.2% from 2016 to 2026. Increasing demand for anti-ageing, skin whitening, and sun protection products coupled with the increasing demand for multifunctional ingredients is estimated to drive the market.

www.marketsandmarkets.com

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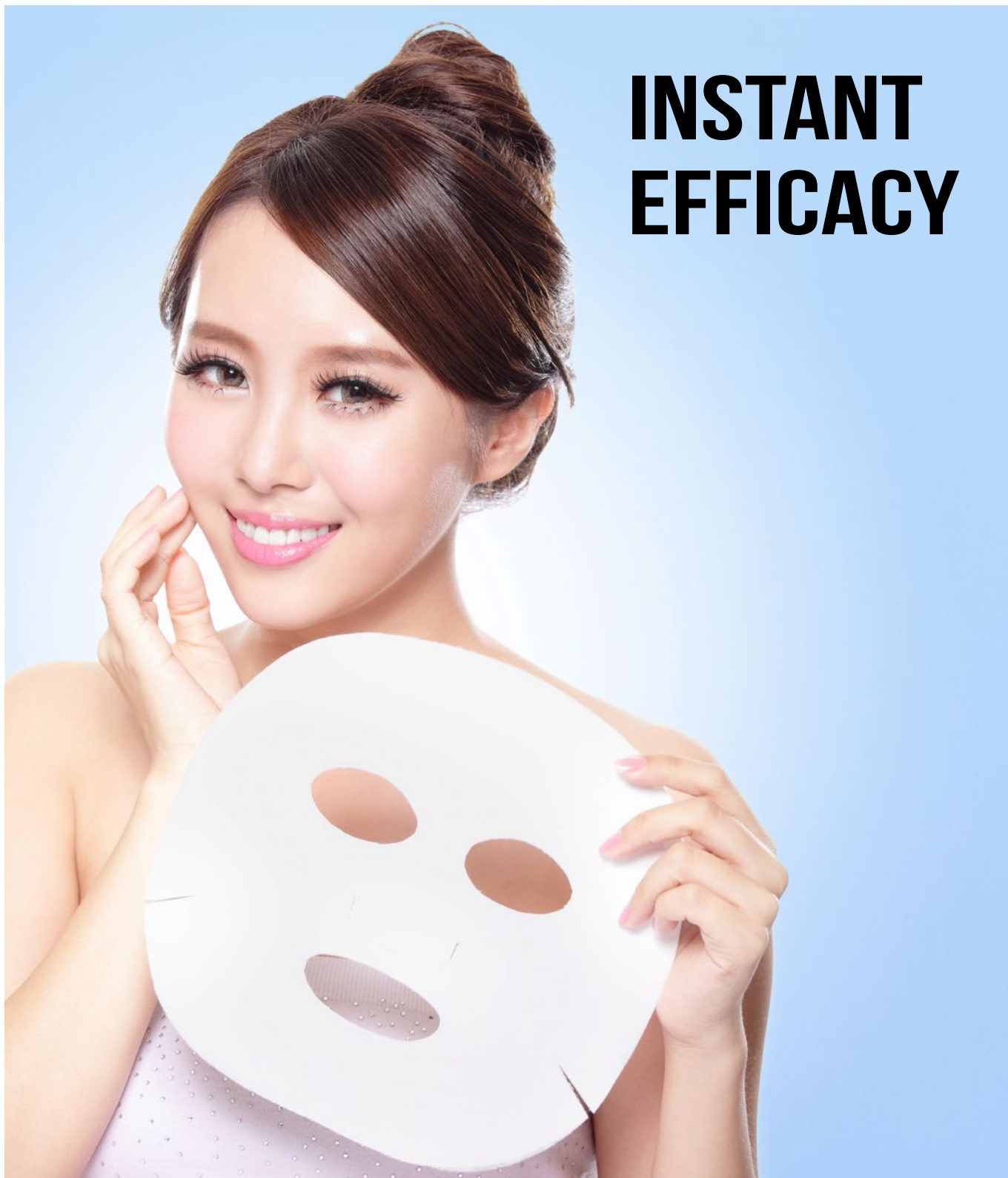
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Interview | Consumers expect flash effects with instant perception of efficacy. Elena Cañadas from Lipotec explains that epigenetics is the key to infinite new possibilities for anti-ageing strategies.

Interview with:
Elena Cañadas,
Global Marketing &
Communications
Manager,
Active Ingredients,
Lipotec, Gava, Spain
www.lipotec.com



COSSMA: What do you see as the most innovative trends in facial care at the moment?

Elena Canaday, Global Marketing & Communications Manager, Lipotec: In parallel to the continuing trend of product personalisation and genomics, epigenetics, which is about recognising that some factors such as environment, lifestyles, or age can alter our genes, is becoming a new big trend in the skin care industry and is expected to open infinite possibilities for designing new anti-ageing strategies. Millennials are also setting the evolution of the skin care market. Connected and increasingly aware, they look for safe and environmentally-friendly products and want fast and fun experiences in their beauty routines. Another big trend coming up is about using at-home or portable apps and devices to determine a customised daily routine, thus solving individual's needs according to the diagnosis obtained.

What have been the most intriguing scientific findings recently in the field of facial care?

Epigenetics is without a doubt among the most interesting scientific discoveries of recent times. There is a set of molecular mechanisms regulating gene expression, turning it on or off, independently of the genetic sequence of those genes. These processes are called epigenetic because they work above the genetic information. Just as a text in a book can

be interpreted differently depending on the reader's emotions and experience, epigenetics relate to the various possible readings of the information stored in the DNA or genes, contingent on diverse conditions of the environment. This offers immense possibilities for skin care applications.

What are the most striking regional facial care trends at the moment?

The high affluence of Muslim communities has led to halal-certified beauty products steadily growing not only in Islamic countries but also in Western markets. Taking advantage of the current sustainability concern, this certification attracts consumers not just out of religious considerations but also for health and environmental reasons because it guarantees that a product or a production process has been carefully reviewed. Pollution is also a worldwide concern as it affects our planet, our health, and also our skin. It is particularly alarming in the most contaminated areas, e.g. China. Consumers of all ages look for solutions to protect or neutralise daily pollutants both inside and out, and in addition to the anti-pollution skin care products, we see launches of portable real-time air-monitoring devices and apps to measure changes in the environment that can affect the skin.

What are the most innovative facial care products of K-Beauty and what solutions does your company offer in this respect?

The new trend in South Korea "chok-chok" describes the look of the skin after a spa treatment or shower and means a dewy, plump and moisturised complexion. What matters is for the skin to look healthy, clean, fresh, glowing, and natural. Our company's **Uplevity** peptide provides a lifting effect and

EPIGENETICS

recognises that environment, lifestyles or age can alter our genes

Epigenetics opens up **infinite possibilities** for new anti-ageing strategies

Epigenetics offers immense possibilities for skin care **applications**

reshapes the facial contour by increasing collagen and functional elastin synthesis and cellular support. It provides a better structure for the dermis and improves the quality and appearance of the skin, offering a firmer, plump looking complexion.

Another big trend currently in Korea is about facial masks and other patches that offer flash effects with instant perception of efficacy. For better convenience, the substrate needs to adhere to the skin to minimise dripping and enable the user to move. Rheology modifiers such as **Carbopol** polymers provide some consistency and further adhesion on contact at low use levels. **Pemulen EZ-4U** polymeric emulsifier offers not only adhesion but also emulsion stabilisation, enabling the insertion of emollients or oils in a gentle and simple system.

What have been your most innovative facial care launches this year and what makes them so important?

Reproage peptide was inspired by epigenetics to increase the typical factors of basal cells, suggesting a reactivation of the pool of epidermal progenitors. By modulating the levels of microRNA-145, basal cells recover their stemness potential, resulting in an improvement in skin properties, with a smoother, more radiant, and visually rejuvenated appearance.

Actifcol advanced botanical ingredient, for its part, enhances the quality of collagen by helping to prevent the carbamylation process responsible for the degradation of proteins. As a result, improvement in firmness and a decrease in flac-

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"EPIGENETICS IS BECOMING A NEW BIG TREND IN THE SKIN CARE INDUSTRY"

Elena Cañadas, Global Marketing & Communications Manager, Lipotec



Epigenetics relate to the possible readings of the information stored in the DNA

idity can be observed in mature skin.

What in general are your most innovative facial care ingredients?

Argireline peptide revolutionised the cosmetics industry by being the first topical ingredient in the market to replicate the N-terminal end of SNAP-25. It is a safer alternative to **Botulinum Toxin A** and has shown a powerful, proven, lifting effect. Since then, this peptide has been widely used in the cosmetic industry.

What is your company's offer for natural facial care products?

Our more recent brand, **Active Organics** inspired by nature, was born to obtain innovative and proprietary active ingredients through sustainable methods. It offers high-standard products for the development of nature-oriented cosmetics that can be used for any target. The brand consists of various different lines. To highlight a few, **ABI** advanced botanical ingredients is composed of products of natural origin with different benefits for several applications. Their efficacy is well substantiated by in vitro and clinical testing. And **Actiphyte** botanical extracts offer basic extracts consisting of a single herb

with a wide range of difference performance traits. Another innovative line of products is **Actiscrub** physical exfoliants. This broad variety of naturally-sourced exfoliants is an environmentally-friendly alternative to microplastic beads, from renewable and biodegradable sources. It has great potential to inspire cosmetic brands to create their own, unique identities.

What is your vision for facial care of the future?

Consumers are very active in searching for product reviews in blogger pages, visual mobile beauty apps, beauty webtoons or through interactive live-streaming. Digital apps are also used as a form of validating ingredient safety, and digital devices are helping consumers to select the products they really need depending on their skin (self-customisation).

We may see that consumers will use devices at home to define their daily customised routine according to the diagnosis obtained. So among several options available at their homes, they will pick out and use the most convenient treatment to achieve the desired effect for that specific day.

Also, since it is a rising trend to feel and look healthy, consumers are concerned not only about what they eat, but also about what they apply to their skin. They want personal care products that are as natural as the food they eat. Borders between food and cosmetics are blurring, and benefits can be achieved and even be boosted by what is eaten and what is applied on the skin. So there is a big opportunity for nutricosmetics to become an integral part of the future skin care market. □

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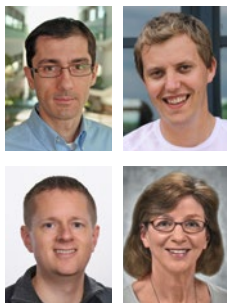


CREATING WOW EFFECTS

Ingredients | Skin care formulators need a wow effect to differentiate their products. This article shows how to overcome the challenges involved.



AUTHORS: Jean-Luc Garaud, Technical Service & Development; Marc Eeman, Senior Technical Service & Development; Jon Fedders, Strategic Marketer Skin Care; Janet Windisch, Technical Service & Development Manager, Dow Home & Personal Care, Midland, Mich. USA
www.dow.com



Skin care is a trend-driven market that answers evolving consumer demands from Beijing to Boston to Buenos Aires and beyond. What are the evolving market trends currently? **Mintel GNPD's** tracking of the top product claims of foundation and sun care formulations globally (fig. 1) highlights the multifunctional qualities that consumers want most.

As awareness of the dangers of ultraviolet (UV) exposure increases, consumer demand for multifunctional skin care products with sun protection factor (SPF) functionality continues to rise globally. This is blurring traditional market lines between sun care and personal care around the world.

"Long-lasting" ranks second and is trending up – similarly to UV protection – which is a reflection of consumer demand for functional convenience. Skin care users want products that don't suffer mid-day meltdowns, causing

them to rush to a mirror for old fashioned touch-up sessions.

The next two top product claims – moisturising and brightening – reflect the need for skin care products with aesthetic and sensory benefits. This dovetails with Trends Lab¹ consumer research that indicates skin care users want products that deliver more vibrancy, rich colours, tantalising textures, a silky-smooth feel, superior shine ... in a word, more wow.

Skin care formulators need a wow effect to differentiate their products, and they demand multifunctional products with fewer ingredients to do it. This translates into increasingly complex technical challenges to deliver cost-effective benefits such as SPF protection and all-day performance without sacrificing the sensory and aesthetic features consumers demand.

These are some innovative solutions developed to overcome some of these performance trade-off challenges.

50+ years of silicone multifunctionality in skin care

Skin care formulators rely on specialty silicones as a multifunctional ingredient to provide many benefits, including sensory enhancers for consumer-perceivable differentiation, film-forming properties for long-lasting formulations, skin protection, skin tightening and optical effects to help mask wrinkles.

At the bench chemist level, silicones enable development of challenging formulations, such as foundations and sun care. They

Skin care users want products that make **touch-up sessions** obsolete

Consumer demand for products with sun protection factor (SPF) continues to **rise globally**

Long-lasting products for functional convenience in great demand

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also permit the delivery of actives while maintaining a good sensory profile. With such a range of benefits, it's no surprise that specialty silicones are used in just over half of all skin care products, with colour cosmetics and sun care topping 60 % (fig. 2*), total skin care reaching 50 %, and body care more than 50 %.

Two new flexible film-forming agents – **Dow Corning FA 4003 DM Silicone Acrylate** and **Dow Corning FA 4103 Silicone Acrylate Emulsion** demonstrate the versatility of specialty silicones.

Designed for comfortable, long-lasting performance in skin care, sun care and colour cosmetics applications, **Dow Corning FA 4003 DM Silicone Acrylate** provides formulations with many benefits, including sebum and water resistance, high film integrity, resistance to rub-off, SPF-boosting characteristics and a smooth, sensory profile. High film integrity is the key to its long-lasting properties. Test results shown in fig. 3* evaluate the ability of a blue dye to migrate through a film coated on collagen for an hour. Higher colour intensity indicates greater dye penetration and poorer film integrity.

Long-lasting resistance to mechanical rub-off of various films coated on collagen is indicated in fig. 4*. The resistance is measured by using X-ray fluorescence to quantify the remaining silicone content within the film after exposing it to incremental friction cycles on a felt band using a washability tester. Higher percentage values indicate greater resistance to rub-off. **Dow Corning FA 4003 DM Silicone Acrylate** and

"SKIN CARE FORMULATORS NEED A WOW EFFECT TO DIFFERENTIATE THEIR PRODUCTS"

Jean-Luc Garaud, Technical Service & Development,
Dow Home & Personal Care

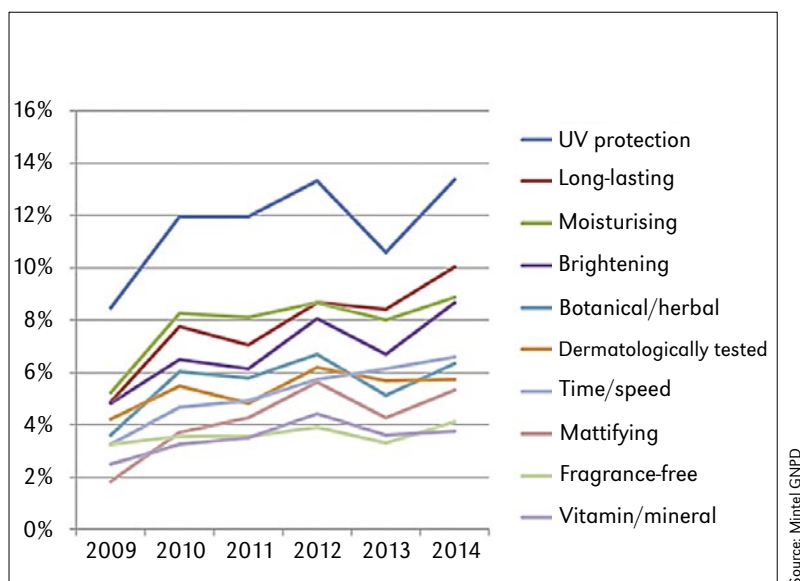


fig. 1: Top global product claims for foundation and sun care

its close cousin, **Dow Corning FA 4002 ID Silicone Acrylate**, outperform other silicone film-former chemistries, such as silicone resins and silicone resin gums.

As formulators transition toward consumer-preferred, water-based skin care products, our company has developed a unique anionic water-based emulsion of silicone acrylate that is readily dispersed in a water phase without need of an oil phase. **Dow Corning FA 4103 Silicone Acrylate Emulsion** overcomes the historical challenge of delivering long-lasting performance, film integrity and flexibility, resistance to water and sebum, skin tightening and ease of processing in water-based and water-rich formulations. As an example, the water-based emulsion outperforms its oil-based **FA 4003 acrylate** cousin in terms of film integrity (fig. 5).

Yet another option for formulators seeking flexible, breathable films for improved comfort are recently developed silicone resin gums, such as **Dow Corning FC-5002 IDD Resin Gum**. With a higher molecular weight than silicone resins, silicone resin gums have proven their efficacy in colour cosmetics such as foundations, mascaras and eye shadows. Permeable to water vapour, colour formulations using silicone resin gums are comfortable to wear

and provide long-lasting performance in make-up and other skin care applications. **Dow Corning FC-5002 IDD Resin Gum** displays very high sebum repellency benefits as demonstrated by the highest contact angle values recorded for a droplet of artificial sebum that sat for 2 minutes on the film surface (fig. 6*).

Soft-focus polymer solutions

Versatile as specialty silicones are, many other solutions are available to skin care formulators. In response to demands from baby boomers and

Gen Xers worried about grey hairs, crow's feet, and other skin wrinkles, our company developed an innovative aqueous polyolefin dispersion for facial care and foundation products that improves optical blurring and mattifying effects while creating a velvety, soft feel that consumers notice and appreciate.

The small particle size of the polyolefins (1–2.5µm) in **EcoSmooth OptiTouch** polymer enhances the sensorial properties of skin care formulations, providing a smooth, non-sticky after-feel. The particles also fill small imperfections on the skin surface, instantly masking crow's feet, under-eye wrinkles and other facial blemishes.

The high refractive index of the polyolefin particles (around 1.5), enables efficient light reflection, creating a superior blurring, soft-focus effect without altering the natural skin tone (fig. 7*). At three percent active material, the polymer provides superior optical blurring and an immediate reduction in the appearance of fine lines, wrinkles and skin imperfections. Combined with other technologies, similar reductions can be achieved at two percent active material.

Designed specifically for use with water-based cosmetic formulations, this polymer also exhibits good mattifying properties even at 3 % active

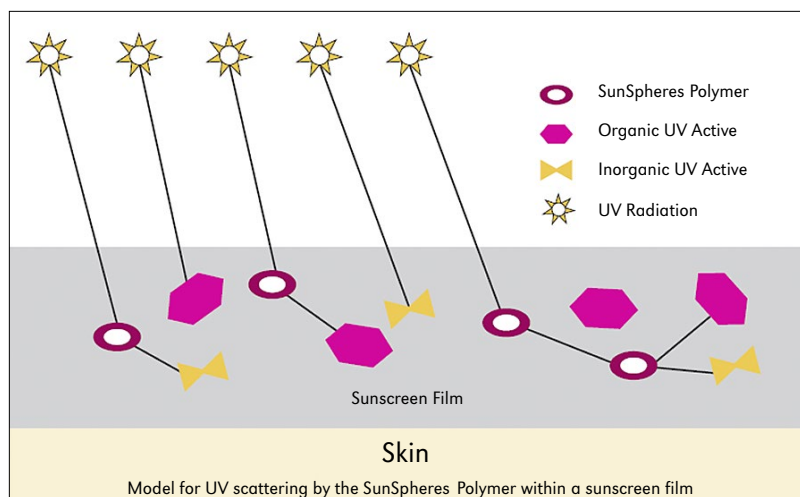


fig. 8: How Dow's SunSpheres SPF Boosters work

material. It has been tested in a variety of skin care formulations, including eye serums, daily moisturisers, BB creams and foundations. Typical doses range between 3 % active up to 6 % active material.

Solving the SPF efficiency trade-off challenge

One of the more difficult challenges facing skin care formulators is providing SPF protection without sacrificing the sensory and aesthetic features or water resistance qualities that consumers demand. Our company's **SunSpheres SPF Boosters** allow formulators to use significantly lower levels of UV filters to deliver the same level of SPF protection. This reduces the risk of potential skin or eye irritation caused by UV filters, and the formulator is able to create products with more pleasing skin feel and aesthetics. It also provides the potential for lower formu-

lation costs based on lower UV filter content.

Our SPF Boosters are built on a unique hollow sphere polymer technology. As radiation passes through the sunscreen film, it is scattered at the interface between the polymer shell and the contained air void of the SunSpheres SPF Booster. The presence of a large number of our SPF Boosters in a formulation enables more efficient scattering of radiation (fig. 8). The hollow spheres raise the UV protection over the entire UVA/UVB spectrum.

Recent testing by Dow showed an 11 to 18 percent increase per wt. % of SunSpheres SPF Boosters, depending on the type of formulation (fig. 9*).

Innovation is key to satisfying consumer demands

Skin care formulators have always faced technical challenges for satis-

fying global consumer demands for products that provide WOW sensory and appearance experiences while delivering functional benefits such as SPF efficacy and all-day performance.

The solutions have always been, and will remain, the development of innovative products based on advances in polymer science, an understanding of how formulation ingredients interact and a deep appreciation of rheology and skin sensorial properties. The future will belong to those formulators who effectively partner with companies that know how to leverage these capabilities to help create the products consumers demand. □

¹Our company's home and personal care business is centred on our Trends Lab formulations that are developed to meet specific market trends and our Lab Sense open collaboration model helps formulators accelerate innovations to market.

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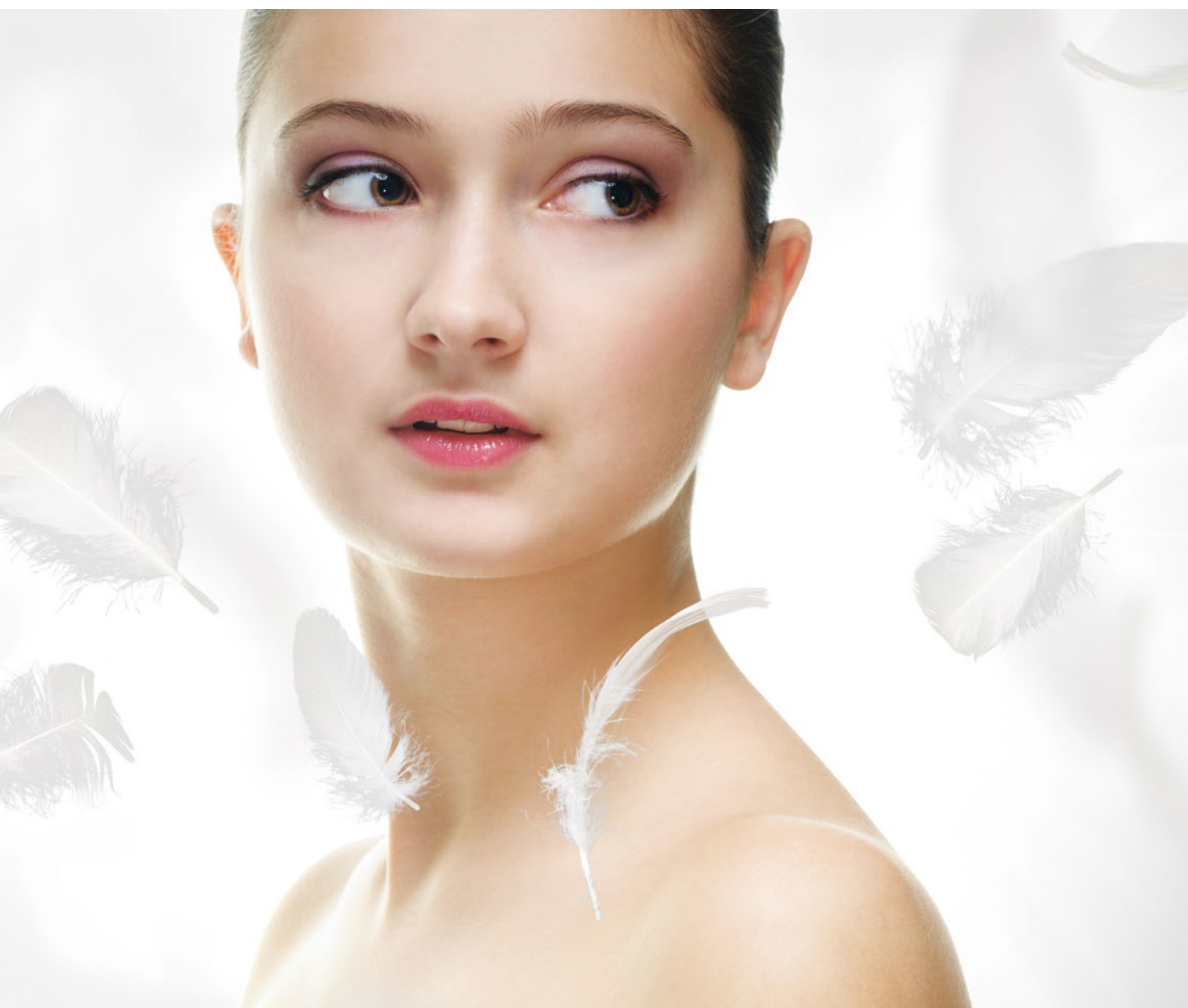
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FORMULATING FOR SENSITIVE SKIN



Ingredients | Dr Juan Cebrián from Lubrizol, explains why Pemulen EZ-4U polymeric emulsifier, a non-surface active and ethoxylated-free emulsion stabiliser, is a good alternative to traditional emulsifiers for the stabilisation of mild O/W emulsions for sensitive skin.

**AUTHOR:**

Dr. Juan Cebrián, Europe Skin Care
Applications Manager, Lubrizol
Gavà (Barcelona) Spain
www.lubrizol.com

allergic reaction to medication, insect bites or food and is related to allergic contact dermatitis. But allergic reactions are not the only origin of skin problems. Rosacea, dry skin, and irritant contact dermatitis can also initiate an inflammatory process that produces redness, itching and other symptoms.

Barrier function is critical in sensitive skin

Skin is our first frontier against external aggression. Thanks to its composition rich in lipids and keratin, it is a very effective barrier to penetration of undesirable substances into our bodies. However, aging, excess hydration or the lack thereof, and damage of the stratum corneum can produce a disruption in the barrier function, allowing permeation of allergens or irritants into the epidermis or dermis.

There are several cosmetic ingredients (fragrance allergens, formaldehyde donors, preservatives, hair colourants, sunscreens, etc.) that can produce allergic reactions such as activation of the inflammatory process through release of pro-inflammatory mediators such as Substance P, Interleukins or Lipopolysaccharides. Some proteases can activate PAR-2, a key receptor in the mediation of itching and neurogenic inflammation, which is involved as well in the activation of other receptors such as the heat sensitive ion channel TRPV1 and some inflammatory cytokines such as Interleukin-6 or Interleukin-8.

Other chemicals can lead to skin sensitisation, producing irritation instead of allergic reactions. Extremely acidic or alkaline pH or some organic solvents can affect some of the key biomolecules of the skin (DNA, proteins,

Sensitive skin can affect the quality of life. Sensitive skin sufferers report exaggerated reactions when their skin interacts with chemicals, environmental factors such as UV radiation, dry and cold climate, microorganisms, but also internal phenomena like hormonal or psychological factors (e.g. stress). Even when there is no sign of irritation or inflammation, subjects can suffer prickling, burning, tingling, pain and itching, which are the most common symptoms associated with sensitive skin. Occasionally, erythema, dryness, or rash can also be present.

Most women in the US, Europe and Japan believe they have sensitive skin. Some time ago, it was thought that women had greater prevalence of sensitive skin, in part because of their thinner skin, but recently it has been demonstrated that there is no difference between the genders. Although predominantly reported for the face, sensitive skin is not limited to the facial region. It is a multifactorial problem that does not have a unique solution.

There are several different pathologies that can be included under the umbrella of sensitive skin, but the cause can vary. For instance, contact urticaria (or hives) is an

SYMPTOMS OF SENSITIVE SKIN

Sensitive skin reacts with exaggerated reactions when interacting with **chemicals, environmental factors** such as UV radiation, dry and cold climate, microorganisms, but also in response to **internal phenomena** such as hormonal or psychological factors (e.g. stress)

SENSITIVE SKIN

can affect the quality of life

Sensitive skin is a **multifactorial problem** that does not have a unique solution

Because of its dual stabilisation mechanisms, the new polymeric emulsifier needs only a cost-saving minimised concentration rate

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etc.), leading to damaged skin. As an example, a very important category of irritant molecules are surfactants, although these are widely used in the formulation of cosmetics to clean or to stabilise emulsions.

Surfactants can solubilise lipids of the stratum corneum, producing artificial pathways in the skin that favour the penetration of invader molecules. Additionally, surfactants can unfold proteins (keratin and others) leading to a disorganisation of the mortar-brick structure of the stratum corneum and to malfunctions of enzymes and other important proteins. Finally, because of their amphiphilic structures, surfactants are able to permeate into the epidermis and dermis, interacting with biomolecules but also aiding in the penetration of non-desirable substances.

Another challenge is the use of ethoxylated surfactants, which are questioned in some markets and are associated with a negative consumer perception, because of potential skin irritation concerns. For that reason, formulators should use ethoxylated-free and non-surface active alternatives to traditional surfactants to stabilise emulsions, this in order to minimise irritation and reduce skin permeation of undesirable substances. Additionally, it is important to formulate with emulsion stabilisers that have good compatibility with the other formulation ingredients and that also perform in a broad pH range.

Hydrophobically modified polymers

Pemulen polymeric emulsifiers are water-dispersible amphiphilic molecules that stabilise oil-in-water (O/W) emulsions upon neutralisation. Pemulen polymeric emulsifiers work through two mechanisms that clearly differentiate them from traditional emulsifiers: First, through steric stabilisation through hydrodynamic space filling of the swollen microgel network; second, through associative interactions of polymer hydrophobic portions with non-polar and polar materials.

In the dry powder form, the polymer is an agglomerate of primary particles that are tightly

coiled. Upon dispersion into the water phase, **Pemulen** polymeric emulsifiers swell because of their hydrophilic nature. Subsequent neutralisation with a base creates negative charges along their backbone, forcing the polymers to fully open and uncoil into an extended structure. Depending on the crosslink density, the polymers can now occupy up to approximately 1,000 times their initial volume in the water phase. This great increase in the polymer's volume helps to stabilise the emulsion because of the steric effect.

Additionally, these polymeric emulsifiers are also high molecular weight, crosslinked rheology



Emulsion stabilisers should be highly compatible

FORMULATORS

should minimise irritation and reduce skin permeation of undesirable substances

A very important category of irritant molecules are surfactants

Emulsion stabilisers should have **good compatibility** with the other formulation ingredients and should also perform in a broad pH range

modifiers that provide viscosity and yield value to the emulsion, reducing the movement of particles and minimizing the effects of gravity on oil droplet stabilisation.

Polymeric emulsifier for cold or hot processes

Pemulen EZ-4U polymeric emulsifier, the newest member of the **Pemulen** series, is a very easy-to-use polymeric emulsifier that can be used in either cold or hot processed formulations. As it directly disperses into agitated water in as little as 5–10 minutes, its benefits include time and energy savings. This new polymeric emulsifier is a very high molecular weight molecule. It is believed that molecules with a molecular weight higher than 500 Da have reduced skin permeation; formulating with this polymeric emulsifier therefore minimises the skin's percutaneous absorption as well as the interaction of the molecule with the deeper layers of the skin. Thus, it helps to formulate products with a very high margin of safety.

One of the main differences between this new polymeric emulsifier and the traditional emulsifiers is the surface activity. The World Customs Organisation defines organic surface active ingredients as those products that, when mixed with water at 0.5% and 20°C, yield a transparent or translucent liquid, or stable emulsion without separation of insoluble matter and that reduce the surface tension of water to 45 mN/m or less. Pemulen EZ-4U polymeric emulsifier, as shown in fig. 1, is not able to reduce surface tension below 45 mN/m, while traditional surfactants produce even lower values. This means that the new polymeric emulsifier does not interact with the lipids of the stratum corneum as compared to traditional emulsifiers. It therefore does not disrupt the barrier function of the skin.

Thanks to its dual stabilisation mechanism, steric and associa-

tive, the new polymeric emulsifier is able to stabilise O/W emulsions at very low concentrations (between 0.05–0.4%). This minimised concentration range makes it a cost-effective solution for formulating emulsions with light skin feel as compared to traditional emulsifiers, which should be used at a ratio of 1:5 with respect to total emollient concentration. For example, in an emulsion containing 25% of emollients, approximately 3–5% emulsifier is needed to properly stabilise the O/W emulsion, as against 0.1–0.2% of the new polymeric emulsifier. Finally, Pemulen EZ-4U polymeric emulsifier, which is a non-surface active and ethoxylated-free emulsion stabiliser, is a good alternative to traditional emulsifiers to stabilise mild O/W emulsions for sensitive skin. □

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

“FINDING A GOOD ALTERNATIVE FOR TRADITIONAL EMULSIFIERS”

Dr Juan Cebrián, Europe Skin Care Applications Manager, Lubrizol

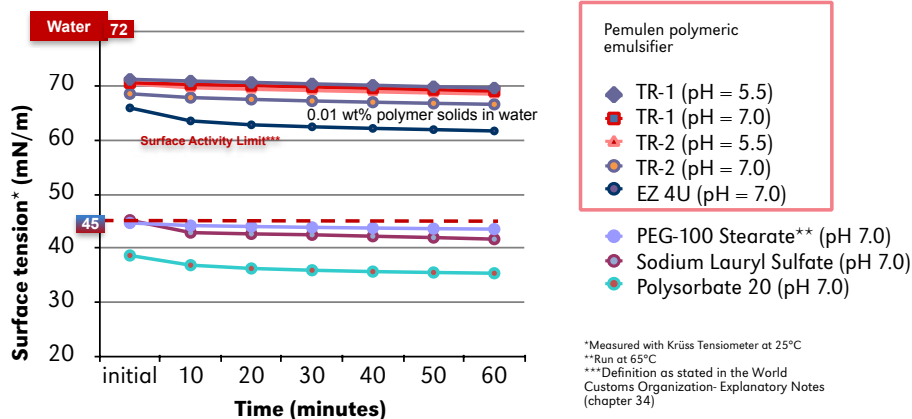


fig. 1: Surface activity of Pemulen polymeric emulsifiers vs. traditional emulsifiers measured at 0.01% in water

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SMART PROTECTION

Interview | Prof Dr Bernd Herzog provides insights into the latest scientific findings in sun care and explains how to maintain pre-vitamin D formation while providing protection from the damaging effects of sunlight.

COSSMA: What are the latest scientific findings in sun care?

Prof Dr Bernd Herzog, BASF: There are quite a few. On the one hand, our understanding of how sunscreens work and how they can be improved has grown tremendously. For instance, we know today that apart from the spectroscopic properties of the UV filters in the composition, the profile of the sunscreen film which forms on the skin has a strong influence on the efficacy of the protection. However, it is not only important how regular the film profile is, it has also been shown that the distribution of the different filter molecules in the film influences the efficacy. Both features are strongly dependent on the formulation type. On the other hand, we have a clearer understanding of how solar radiation interacts with human skin. Here, the academic discussion

focuses on balancing the damaging effects such as erythema formation and the positive effects of sunlight such as pre-vitamin D formation.

Do sunscreens lower the production of vitamin D?

Yes, they do. Pre-vitamin D photo-synthesis in the skin is driven by UVB radiation, UVA has no effect. Sunscreens that contain a high ratio of UVB filters versus UVA filters which means they have a low UVAPF/SPF-ratio suppress pre-vitamin D formation. Sunscreens with a high relative protection in the UVA range can help pre-vitamin D formation.

What have been BASF's latest findings and solutions in this field?

Up to now, consumers have been facing a dilemma between the pos-



► **Interview with:**
Prof Dr Bernd Herzog, Global Development UV Protection & Scientific Liaisons, BASF, Grenzach-Wyhlen, Germany
www.basf_carecreations.com

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"OPTIMISED FORMULATIONS CAN BALANCE BOTH THE DAMAGING AND THE POSITIVE EFFECTS OF SUNLIGHT"

Prof Dr Bernd Herzog, Global Development UV Protection & Scientific Liaisons, BASF

itive and the negative effects of sunlight: At our company's **Global Technical Centre Sun Care**, we felt that they should not have to choose between the basic need of pre-vitamin D formation and protection against erythema formation. So, we developed an optimised formulation concept that specifically balances the beneficial and the damaging impacts of sunlight on the skin. We have been able to capitalise on the long-standing technical expertise of our team and our broad portfolio of innovative UV filters – such as **Uvinul A Plus**, **Tinosorb A2B**, and **Tinosorb S Aqua**. This provides our customers, the sunscreen manufacturers, with a competitive advantage.

What approaches are there to develop optimised sunscreens enabling dermal vitamin D formation with minimal erythema risk?

Our approach is based on the different action spectra of pre-vi-

tamin D photosynthesis and erythema formation in the skin. Pre-vitamin D is driven only by UVB radiation. Whereas erythema can be caused by the complete UV waveband that reaches the surface of the earth, UVB and UVA. For the latter reason, it is possible to design sunscreens with different transmittances in the UVB and the UVA range with the same SPF. To allow the highest possible pre-vitamin D synthesis at a given SPF, the ratio of UVB filters to UVA filters is shifted towards the UVA filters. In that way, it is feasible to keep the ratio of the effective irradiance for pre-vitamin D formation and the effective irradiance for erythema formation at the same values that are found under conditions of natural sunlight. This means that such an optimised sunscreen maintains the same level of protection against the damaging effects of sunlight, while still allowing the essential benefits to occur that sunlight provides to us.

The understanding of how sunscreens can be improved

has grown tremendously

We have a clearer understanding of how **solar radiation** interacts with human skin

What is the ratio of the effective irradiance for pre-vitamin D formation and the effective irradiance for erythema formation under conditions of natural sunlight?

Under conditions of natural sunlight, this ratio is around 2.

Are there any optimised sunscreens available yet that enhance vitamin d formation with a minimal risk?

There are some sunscreens that provide optimised pre-vitamin D formation. In general, products with a higher ratio of UVA-protection compared to UVB-protection are better. Here, the European requirement to have a UVAPF/SPF ratio greater than 1/3, is not sufficient. The protection in the UVA range should be much higher with a UVAPF/SPF ratio of around 1. □

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O-LO is a new low odour alternative to caprylyl glycol.

The multifunctional bacteriostatic agent can be used as an alternative to traditional preservatives such as parabens and is best suited for fragrance-free formulations.

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Helps to replace preservatives such as parabens

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BODY CARE

Formulations | This month we are featuring formulations for body care products to provide you with plenty of inspiration for exciting new product concepts. If you are interested in details concerning the formulations listed, you will be able to access them free of charge on our website, at www.cossma.com/qr00219*.

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Body Care Test Formulations with GlucoTain

Clariant

SkinComfort Perfection Gel

CLR

Pamper Me! Body Lotion

Croda

Tooth Foam

Daito Kasei

High Loaded Fragrance Shower Gel

DKSH

Body Milk for Care Moments

Evonik Dr. Straetmans

Moringa Butter Moisturizing Body Masque

Floritech

Soft Body Butter for Sensitive Skin, O/W

GfN Selco

Prebiotic Bath Powder

Gova

Shower Bubble

Greentech

Wild and Fresh Body Lotion

HallStar

Ultra Re-Shaping Body Cream Gel

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Body Mousse

Sederma

Velvet Body Fluid

Sisterna

Charcoal Purifying Micellar Lotion

The Cosmetic Box

Luxurious Cleansing Oil

Zschimmer & Schwarz

In the October issue, we will be focussing on the most creative product ideas in anti-ageing. In November, we will focus on formulation concepts for sprays and foams. All of the information published here has been carefully assembled. Neither the publishers nor the developers of these formulations can accept responsibility for their safety or accuracy.

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SUN PROTECTION COMES INDOORS

Ingredients | DSM presents new insights on blue light effects on the skin as well as ingredients and formulations for effective and appealing protection.

AUTHORS: Anne Janssen, Head of Application Sun Care, Christophe Vilain, Application Expert Sun Care, Aline Hueber, Head of Global Marketing Vitamins, Dr Mathias Gempeler, Head of Global Marketing Skin Care, Dr Jochen Klock*, Head of Global Marketing Sun Care, DSM, Basel, Switzerland, www.dsm.com
*corresponding author: Jochen.klock@dsm.com



According to recent studies, blue light penetrates deep into the skin and may, like more familiar UV light, cause harmful effects. Building on these scientific findings, our company identified blue light protection as an area for growth. Drawing on expertise from our skin and sun care segments and using cutting-edge technology, we conducted consumer-relevant basic research.

The resulting formulations extend protection from UV through to the blue light spectrum, using a synergistic combination of filters from our **PARSOL** portfolio, together with branded vitamins and bioactives to strengthen skin's inner resilience. The two complementary, ready-to-use formulations offer proven total protection – not only out in the sun, but indoors as well.

Sunlight is good for us – we know that instinctively. Many people pay good money to spend their holidays where sunshine is guaranteed. Too little sunlight can have adverse effects too, such as the depressive condition SAD (seasonal affective disorder). Light regulates the body's production of the hormones melatonin, which makes you feel sleepy, and serotonin, which affects your mood, appetite and sleep. It controls the internal body clock, the circadian rhythm, and sunlight is also an important

source for the production of vitamin D.

However, most people today are aware that sunlight can also have detrimental effects. Light in the invisible ultraviolet (UV) range can have devastating effects on health, especially skin health. These effects range from the acute pain of sunburn to life-threatening cancer. Organisations such as the **World Health Organisation** (WHO) have been campaigning for years to promote awareness of the need for sun protection, and we in the personal care industry have been playing our part in the drive to improve sun protection, whether by enhancing sun protection products to make them more user-friendly, or integrating sun care into skin care formulations so it becomes a natural part of the skin care regimen.

Until now, the focus has been almost exclusively on invisible ultraviolet light as the source of harm. However, we strongly believe there is a justification for taking UV protection further, extending it to cover blue light from the visible range of the spectrum.

Why blue light and why now?

Blue light, also known as high energy visible light, is the natural part of sunlight that is adjacent to UV light on the spectrum, falling within the wavelength range of approximately 400 to 500 nm. Like light in other wavelengths, a certain amount of blue light is essential for health. Among other things, blue light influences the body's circadian rhythm and promotes good sleep patterns. Artificial blue light is even used medicinally, for example as photodynamic therapy in the treatment of neonatal jaundice. It is also used in the treatment of acne vulgaris, which af-

fects up to 80% of people at a certain stage of their lives.

But despite the known beneficial effects of blue light, concern is growing that it may have other, detrimental effects on skin. A recent study published by researchers in the Department of Dermatology at **Charité Universitätsmedizin Berlin** highlighted the depletion of carotenoids in skin by blue light, which is believed to be facilitated by the generation of reactive oxygen species. Exposure to visible light was shown to cause excitation of cellular photosensors in pigmented cells (melanin and lipofuscin), leading to reactive oxygen species production.

According to our company's additional research, blue light induces oxidative stress in the skin by forming reactive oxygen species (ROS) and reactive nitrogen species (RNS). Oxidative stress triggers various adverse biological effects, including weakening of the epidermal barrier, hyperpigmentation, and damage to the extracellular matrix leading to accelerated ageing.

At a deeper level, oxidative stress caused by blue light has been shown to trigger a process known as protein carbonylation. Carbonylated proteins in the skin lose their ability to function properly.

But blue light has been around since before the world began. Why is it suddenly such a hot topic? ►

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“FUTURE SUN PROTECTION HAS TO COVER BLUE LIGHT FROM THE VISIBLE RANGE OF THE SPECTRUM”

Dr Jochen Klock, Head of Global Marketing Sun Care, DSM

Electronic devices are changing the world – fast

Today much of the blue light to which we are exposed actually comes from electrical and electronic devices – smartphones, tablets, computers and TVs. These devices have a peak emission of light at around 470 nm, firmly in the middle of the blue light range (400–500 nm). This level of exposure to blue light is unprecedented and is the reason why we urgently need to investigate its effect on people who, whether by choice or from necessity, spend long hours in front of screens.

Given our growing dependence on electronic devices around the world, this issue is gaining in importance. Currently US and Japanese users spend four hours a day looking at artificial blue light sources, and in Europe the figure is hovering around three hours. And that's only an average! Furthermore, in Britain, for example, 81 % of 10–15 year olds with a mobile phone also use a second screen while watching TV.

People around the world are increasingly aware of the downsides of screen use, with disrupted sleep patterns becoming more prevalent, and many people suffering from dry, irritated eyes. Apps and filters that reduce the amount of blue light reaching the eye from the screen, and computer glasses with the same

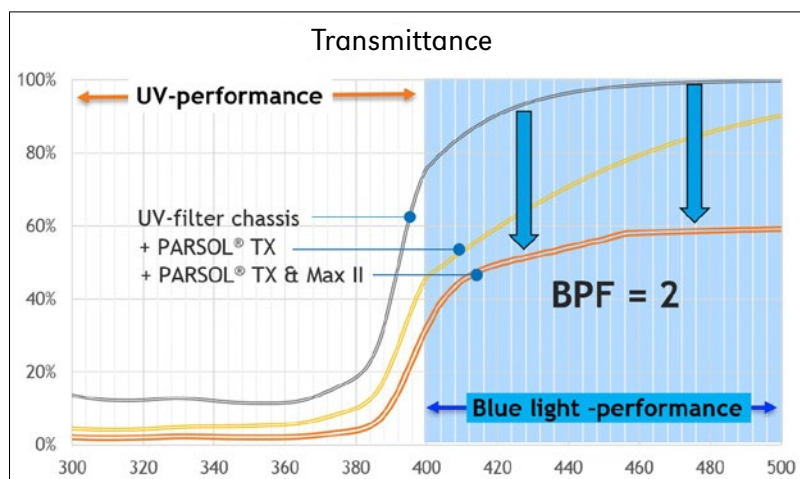


fig. 1: The combination of Parsol Max and Parsol TX halves the amount of blue light transmitted

function, are just some of the ways people are seeking to remedy the problem.

Consumers are now beginning to make the link between blue light and potential harm to skin, with beauty journalists and bloggers devoting more articles to the subject.

What are consumers saying?

Initial reports in the media are alerting consumers to the potential risks attached to blue light, whether it comes from the sun or electronic devices. Our own blogger community, among others, has recently been discussing the issue. While comments such as “Blue light is definitely cropping up” and debates on the “scary connection between technology and

skin ageing” indicate some awareness of the potential impact of blue light on skin, there is clearly a need for more information.

But information alone is not enough. As yet, only a handful of skin care products offer protection that extends beyond UV into the blue light spectrum. We in the beauty industry are therefore called on to find creative solutions to this new threat, and our company provides exactly these solutions.

Building on expertise in sun and skin care

In our view, sun protection is a societal challenge to which we as a company have a duty to respond. When tackling the issue of blue light, we



fig. 2: Comparison of DSM's indoor and outdoor formulations with market products

were able to draw on years of intense involvement in improving sun protection, and we therefore know that having the right filters is not enough. One major aspect of ensuring that people are protected in the sun is creating solutions that are appealing to consumers, because even the most efficient sunscreens only protect if they are used properly.

From the skin care perspective, feedback from our own consumer insights surveys and our blogger community, as well as reports in other relevant media, confirm that consumers are looking to streamline their beauty routines, to save precious time and simplify hectic schedules. So, any solution promising protection from blue light must be readily integrated into the existing skin care regimen. And it must not impair the look, feel or scent of people's favourite products.

Taking total protection into the blue light

With this in mind, scientists in our sun and skin care segments dedicated themselves to finding solutions that would meet all of the requirements of consumers for appealing, integrated, optimal protection, and extend this protection into the blue range.

First, we examined ingredients and formulations for their ability to protect specifically against blue light from electronic devices – an area that has until now received surprisingly little attention from our industry.

We then added value to our formulations by integrating skin care actives that help enhance skin resilience to stress. And we subjected them to rigorous analysis for their sensory appeal.

UV filter with broadest protection

An intensive review of our **Parsol** range of filters revealed that the best results were achieved with **Parsol Max**. This UV filter offers the broadest protection among the existing UV filters. A photostable filter, it delivers outstanding performance that breaks through the boundaries of UVB and UVA to include the blue light spectrum.

In order to test our latest formulation concept, which combines **Parsol Max** with **Parsol TX**, thin film layers of the formulation under review were prepared on PMMA HD 6" slides (1.3 mg/cm²). The sample was dried for at least 15 min at room temperature. Measurements were then performed using a **Labsphere UV 2000 S Ultraviolet Transmittance Analyser** with an integrating sphere to measure diffuse transmittance. The UV performance was calculated in silico using a calibrated step film model, and the monochromatic protection factor was calculated. The result demonstrated that this formula halves the amount of blue light transmitted, see fig. 1.

New active from microalgae and vitamins protect against visible light in the blue range

Drawing on our unparalleled expertise in vitamins optimised for cosmetic use, we set out to find those with specific protective activity in the blue light range. ▶

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Stand B 419

Beta-carotene degrades when exposed to oxidative stress. We therefore subjected beta-carotene to oxidative stress using a light source that excluded UV radiation. We then measured its recovery in the presence of vitamins and skin actives. Results of in vitro testing revealed that **Niacinamide PC** (vitamin B₃) strongly aided beta-carotene protection after visible light induced oxidative stress, while a combination of our vitamin B₃ with dl-alpha-Tocopherol increased in vitro protection of beta-carotene by 63 %.

Investigations with cultured skin biopsies revealed that our vitamin B₃ also protected cutaneous proteins from blue light-induced damage ex vivo. Our newly launched bioactive **Pepha-Age** protects epidermal proteins against blue light-induced carbonylation. This active ingredient is a sustainably sourced and produced extract of the green freshwater microalgae *Scenedesmus rubescens* with proven UV and blue light protection. The extract contains a mixture of amino acids, vitamins (B₃), lutein, algal sugars and minerals (zinc). This combination has a holistic restorative effect on skin.

In vitro tests with our algal extract showed that it stimulated the skin's resilience through improved fibroblast viability and regeneration after UV and blue light

Currently, **US and Japanese** users are exposed to four hours of artificial blue light a day and **Europeans** three

In Britain, 81% of 10–15 year olds use a second screen while watching TV

Due to the unprecedented level of exposure to blue light, its effects must be investigated

stress, and that it increased total collagen levels. Ex vivo studies confirmed the collagen increase and revealed a reduced number of sunburn cells after exposure to UVB radiation. Our new active ingredient also helped reduce unsightly hyperpigmentation to promote an even skin tone.

In particular, targeted ex vivo testing confirmed that, like our vitamin B₃, **Pepha-Age** protected the skin from free radicals and reduced carbonylation damage to proteins induced by blue light.

Formulations – both effective and appealing

Consumers told our researchers that they appreciate products the most that are easy to apply, quickly absorbed and don't interfere with their daily activities by leaving greasy marks. Our panel of sensory experts therefore subjected our formulations to descriptive analysis following a methodology originally developed and trained by **Sensory Spectrum** in the USA. We applied lotions to volunteers' volar forearms following a strict protocol and compared them by several sensory dimensions in three distinct phases: rubout, immediate afterfeel, and afterfeel after 20 minutes. The comparison was based on a set of trained standards for each parameter.

When compared with well-accepted commercial day care products with SPF, our two formulations (see fig. 2) both fulfilled consumer preferences for:

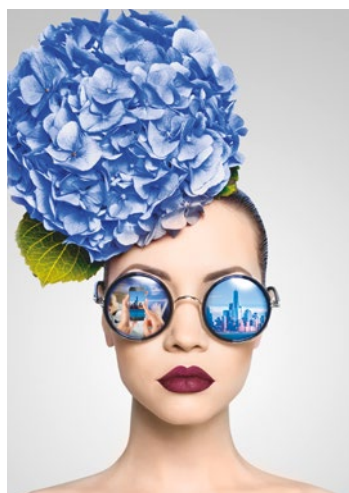
- very good spreadability
- fast absorption (low absorbency score)
- immediate dry skin feel (high waxiness, low greasiness score)
- matt finish (low gloss after drying)
- dry afterfeel (high wariness, hardly any greasiness, touch of silkiness)

Protective solutions for in- and outdoor

Customers looking to be first to expand their skin care range to encompass blue light protection, whether from natural sunlight or from today's ubiquitous electronic devices, will profit from two formulation examples specifically tailored to outdoor and indoor protection. The formulations **Total Outdoor Protection**, into the Blue and **Indoor Blue Defense** build on our long experience in optimising sun protection.

- All of the UV filters, skin bioactives and branded vitamins from our complete personal care portfolio are backed by our full spectrum of services including applications expertise, full global and/or regional compliance, and a reliable global supply chain.
- Our formulations include our gold standard emulsifier, **Amphisol K**, which delivers long-term and heat stability and simplifies the emulsifier system for ease of product development.
- For maximum consumer appeal, they incorporate powerful sensory modifiers from our extensive portfolio, which have been tested by our own panel of sensory experts.

Thus, we can provide consumers both comfort and complete peace of mind with our Total Protection, into the Blue! □



Indoor and outdoor protection from blue light

The formulations can be found on the Internet – see download panel

► KEY EFFECTS OF BLUE LIGHT

- negative influence on circadian rhythm when exposed at the wrong time
- affect good sleep patterns when exposed before sleep
- photodynamic therapy for treatment of neonatal jaundice
- treatment of acne vulgaris



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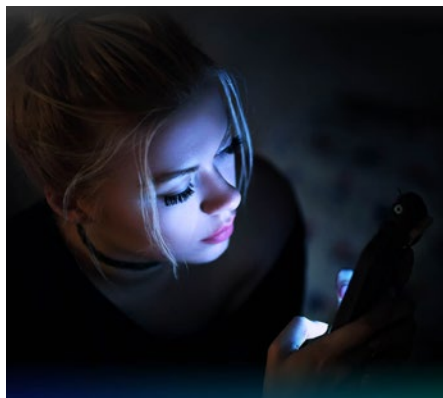


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NATURAL SOLUTIONS



Plant cell culture extracts reduce blue irradiation effects

SEDERMA | 3 plant cell culture extracts have been identified to reduce blue light's damaging effects to the skin. The products have been demonstrated to neutralise toxic oxidation factors and reduce inflammatory potential in skin cells.

www.sederma.com

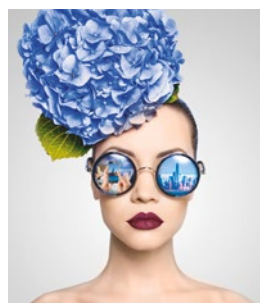
REDUCTION IN RADICALS

CRODA | With the help of the **Electron Spin Resonance (ESR)** technique on skin models, **Croda** demonstrated that formulations with TiO_2 with enhanced UVA attenuation properties offered the most significant reduction in radicals after exposure to blue light.

www.croda.com



Proven efficacy against blue light exposure



UV filter with broadest protection currently available

Blue light protection

DSM | **Parsol Max** is a photo-stable UV filter, that breaks through the boundaries of UVB and UVA to continue into the blue light spectrum, see page 28. It offers the broadest protection currently available.

www.dsm.com

COCOA PEPTIDES

ASHLAND | **Blumilight**, a sustainable cocoa seed extract, is associated with a decrease in ROS during blue light stress, maintenance of opsin photoreceptors, an increase in collagen I, fibrillin-1, and syn-decan-4, a visible improvement of elastin fibres network, an improvement of skin elasticity, and a visible improvement of skin wrinkles.

www.ashland.com



Decreases ROS during blue light stress

photos: Ashland, DSM, Sederma, HstrongART (cream), Shutterstock.com

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High Pressure Foam Analyzer – HPFA for foam analyses under oil reservoir conditions

With its High-Pressure Foam Analyzer – HPFA KRÜSS GmbH is launching the world's first measuring instrument for the simultaneous capture of foam height and foam structure under high pressure. The HPFA is intended primarily for the tertiary oil production sector, where foams boost the efficiency of flooding procedures using gases such as carbon dioxide or nitrogen. The foam improves flow control, so that the oil can be extracted efficiently from the rock. The foams used must remain stable for a

long period under the high pressure of the reservoirs and withstand strong deformations during flows through porous rock. So, the structure of the foam lamellae and the decay dynamics at high pressure are extremely relevant for the efficiency of the process. The HPFA is equipped with high-resolution cameras that capture the foam volume and a video image of the foam lamellae in parallel during and after foaming. With the aid of the ADVANCE software's real-time image evaluation the instrument measures the foamability and foam decay as well as changes in the absolute bubble size and its statistical distribution.

FURTHER INFORMATION:

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GERMANY | WWW.KRUSSE.DE

BeautyForward® – Edition II
PERSONAL CARE INSPIRATIONS

Be one step ahead
**OUR NEW FINDINGS
FOR PERSONAL CARE**

BeautyForward® is the second edition of our trend guide that sets a new standard in the Personal Care industry. We have been exploring all that surrounds us, to find out what moves people—and how it moves them. Clariant's ColorWorks® team built its reputation as the experts at transforming collected insights into ideas, inspiration, and technical guidance for both the creative application of color and special effects in product design and branding. With BeautyForward®, we aim to provide the same level of expertise. It is our official trend guide for the Personal Care industry. It's our purpose not to impose a direction—but to inspire and rethink our future. The future of new individuals, new every-days, new behaviors and beauty rituals—and finally, new products for the Personal Care sector. We discovered four new trends that we think will have a deep impact on the beauty business in the coming year: REVIVE, CUSTOM, ORIGIN and BALANCE.

START TO EXPLORE OUR FOUR NEW TRENDS AND LET US INSPIRE YOU.

what is precious to you?

REVIVE

Feeling **THE ENERGY**

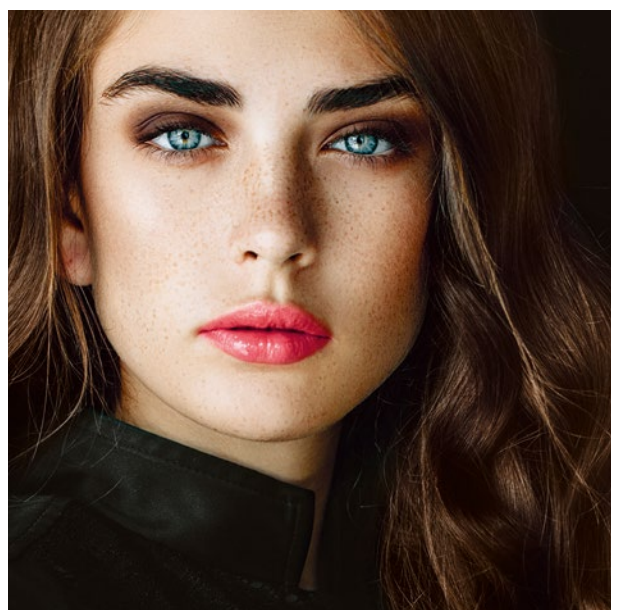
Today's progressive thinking and technological advances make it easier than ever for like-minded individuals to connect, and together, reinvent the world around them with the simple click of a mouse. The constant stream of change drives people to look for emerging products and to keep up with the exciting new world around them. An increasing confidence helps to break the norm and come up with new beauty routines.

Novel reinvented products provide an invigorating experience, so you're always ready to explore new possibilities. Through their surprising textures, these products cue the senses and provide a revitalizing boost to lifeless skin and hair.

Beauty is about changing styles and routines, playing with different looks, and discovering trends.



CUSTOM



Made just **FOR THEM**

In an era of globalization, products, services, and experiences feel increasingly similar. The multitude of chain restaurants and retail stores have flooded even the trendiest cities in the world. People are now looking for new ways to celebrate their individuality, by seeking out-of-the-ordinary experiences that help them find and express the optimum version of themselves.

This search for individuality also includes their beauty routine. By using customized products to take care of their hair and skin, they stand out from the masses on any given day.

Beauty is about making a bold personal statement with an individual sense of style.

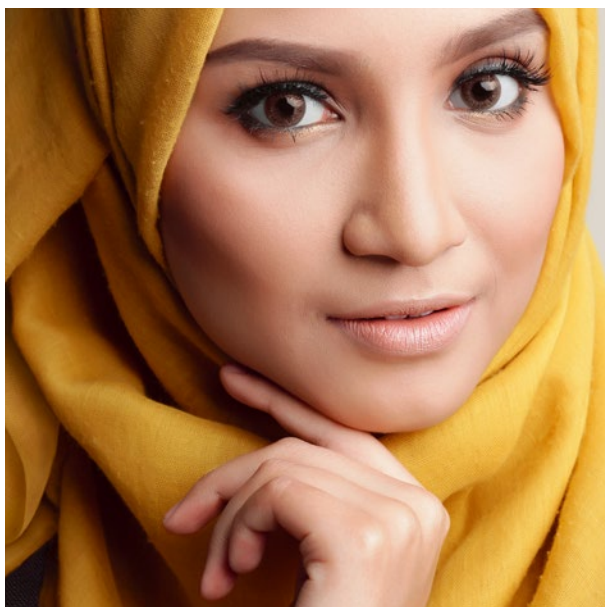
ORIGIN

Embracing THE HERITAGE

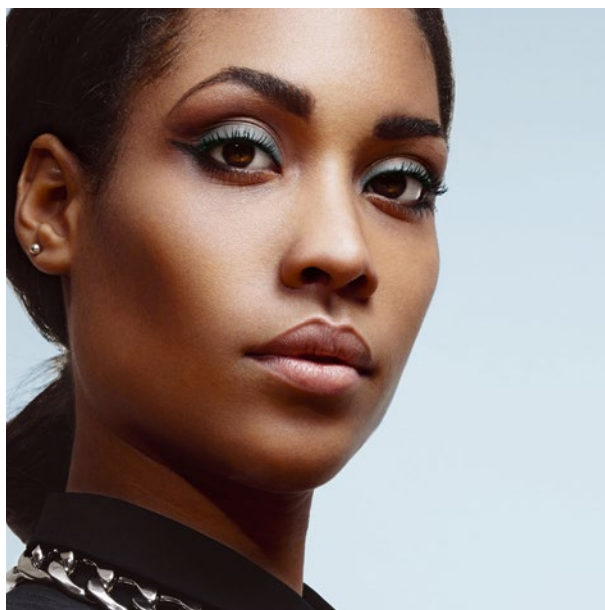
We live in an age of global mobility, driven by the political unification of continents, a highly mobile population, and ever-evolving international borders. This has created a global culture where differences disappear in a melting pot of influences and traditions. However, this can create a sense of rootlessness in people as they look to hold onto their origins while celebrating the diversity around them.

People now search for products that help them reconnect with trusted traditions and ingredients, as they explore this changing world. When it comes to taking care of hair and skin, they look for products inspired by natural, traditional, and wise ingredients. Hence provenance is becoming increasingly important in beauty. Products with naturally sourced materials help to create the look these people are after.

Beauty is about feeling good in one's own skin.



BALANCE



One can HAVE IT ALL

With the rise of the always-on culture, we need balance as a means of staying on course. Sometimes we need to bust out of our routine by going to extremes and indulging ourselves to enrich our lives.

People need to break free of the routine by enriching themselves in an indulging escapade. Finding time to indulge your hair and skin in today's busy world can be challenging, but essential in restoring your beauty. People are looking for products that feel exclusive, indulgent, and exciting—like a beauty retreat—to break their routine for a brief moment so they can restore balance.

Beauty relies on products which create an escape through transformative and indulgent experiences.



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Facial Honey Gel with GlucoTain® Plus (COSMOS)

A skin-soothing gel that uses seven natural plant extracts from Asia and sugar-based ingredients from Europe that gently help to heal the skin naturally.



Claytastic Cleanser with BioDTox (COSMOS)

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Interview | Birgit Huber comments on the Commission's latest updates concerning nanomaterials.



► **Interview with:**
Birgit Huber, Expertise Partner Beauty Care, Deputy Director General, Industrieverband Körperpflege Waschmittel e.V. (IKW), (the German Cosmetic, Toiletry, Perfumery and Detergent Association), Frankfurt, Germany
www.ikw.org

COSSMA: What are the latest updates concerning the EU Commission's catalogue of nanomaterials?

Birgit Huber, Expertise Partner Beauty Care, IKW: For quite some time we have been reporting about the pending publication of the catalogue of nanomaterials of the EU Commission and the reasons for the delays.

Now it is done: on 15 June 2017, the Commission published for the first time a catalogue which includes all nanomaterials in personal care products marketed in the European Union.

It therefore – with a certain delay – fulfils its obligation in accordance with Article 16 para 10a of the EC Cosmetics Regulation.

photo: Kateryna Kon, Shutterstock.com

What is this catalogue of nanomaterials based on?

The data of the catalogue are based on information compiled in connection with the notification of cosmetic products. In accordance with the **EC Cosmetics Regulation**, every cosmetic product must be notified prior to its placement on the market in the **European Cosmetic Products Notification Portal** (CPNP). In this context, one of the requested information is whether a product contains nanomaterials.

What nanomaterials are listed in the catalogue?

The published catalogue includes formally 43 entries. Some substances such as titanium dioxide, copper, silver, gold and platinum are, however, mentioned several times depending on their function or with different INCI designations.

Apart from the known, comparatively frequently used nanomaterials, the catalogue includes further entries: some of the substances mentioned may exist as nanomaterials and then be used as such, if necessary. However, these substances normally tend to be used in non-nano form. Consequently, in this context there is a need for further clarification concerning the classification of these substances as nanomaterials.

How are nanomaterials identified and classified?

Many different methods are used for the identification of nanomaterials, and the term "nanomaterial" is not unequivocally defined in EU cosmetics law. This leads to a situation which leaves room for interpretation. In some cases, there may be different interpretations and implementations of the guidelines on a case-by-case basis.

Were the substances listed all expected to be in the catalogue?

For some of the mentioned substances such as retinol and tocopheryl acetate we cannot understand why they are classified as nanomaterials. After all we believe that these substances cannot themselves occur as nanomaterials. These substances may be included in other – biologically not stable – delivery systems on a nano scale. However, these cannot be classified as nanomaterials within the meaning of the EC Cosmetics Regulation.

Do you expect this catalogue to be amended?

The published catalogue of all nanomaterials in cosmetic products should, therefore, be considered as a first draft merely for informational purposes. It by no means represents a directory of approved nanomaterials. The substances included must be further examined and the catalogue has to be revised if necessary. The EU Commission will support, according to its own statement, the improvement of the quality of the data notified via CPNP. IKW will likewise contribute to the further clarification through its European association, Cosmetics Europe. □

The catalogue as well as additional information on nanomaterials can be found on the Internet – see download panel



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JUST A DREAM?

Events | The Perfect Formulation – Dream or Nightmare?

This was the topic discussed at this year's June conference, organised by SEPAWA's specialist CAT¹ group in Fulda, Germany.

Almost 80 people attended this year's conference, titled "The Perfect Formulation – Dream or Nightmare." The event was organised by **SEPAWA's** specialist group, CAT, and took place in Fulda's Esperanto Hotel on 29 June, the same location where the **SEPAWA** congress was held for 7 years before it moved to Berlin, where the congress will be held in the new location for the first time, from 17 to 19 October, 2017.

Dr. Rainer Simmering, Senior Scientist Microbiology from **Henkel**, dedicated his presentation to the question, "Formulation and product: Is there a difference in microbiology?" He demonstrated that cosmetics are

prone to microbial contamination. This is why it is very important to develop suitable preservation methods. There are a large variety of factors that have an impact on the microbial stability of a cosmetic product, particularly when it comes to the production process. That is why it is very important to perform contamination tests in the production process. A germ contamination test assesses the microbial stability of cosmetics, but it does not necessarily guarantee the microbial quality of the product. A fundamental condition for the microbial product quality is a stable formulation and adequate hygienic conditions in the production process.

The presentation of Dr. Wilfried Petersen, Managing Director of **Dr. Straetmans** (now part of **Evonik**), tackled the claims used concerning preservation as well as the benefits and the limitations of microbiological testing. In his eyes the sweeping

claim "free from preservatives" is, in actual fact, misleading (Annexe III of the guidelines on claims has not yet been published). In addition, he showed that passing a germs contamination test cannot fully exclude that microbial problems can occur. Conversely, when a product has failed the germ contamination test, it does not necessarily mean that there is a microbial problem. In addition to the germs contamination test, the overall risk assessment has to include additional factors, such as the matrix of the product, the packaging, as well as the expected usage of the product. Depending on the type of product, preliminary experience or type of usage should be included in the microbial testing.

The complexity of products containing surfactants was the topic of the presentation of Dr. Peter Schmiedel, Head of Research Physical Chemistry at the International Research Laundry and Home Care of **Henkel**.

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His current field of research includes the usage of colloid and interface chemistry. He showed how diverse the topic of rheology is. The phase behaviour and the rheology of surfactants are determined by the curvature of the amphiphilic films, the viscosities are influenced by concentration and the structural time of relaxation of wormlike micelles. In lamellar phases the rheology can lead to the stabilisation of the product, and normal stressors can lead to unwanted flow behaviour.

Can the target be met?

Bernd Söllner, Head of R&D at **Emil Kiessling**, tackled the question of how realistic it is to obtain a perfect formulation. With his long-time experience of product development in the cosmetics industry he came to the conclusion that the perfect cosmetic formulation is just an illusion which is technically unfeasible. He was convinced that within a carefully defined margin there is a chance, however, to come very close. The aim of a perfect formulation will always remain slightly out of reach, as any formulation must be a compromise, which is subject to the commitment of a number of people involved and a continuous exchange of ideas. In comparison to the requirements some time ago, this process requires a much higher use of resources today.

In his presentation "Shake your life," Ralph Goldschmidt, an economist, a sports scientist, and a passionate speaker and coach, explained how to obtain the perfect mix in terms of career, love, way of life, and passion. Dr. Arabinda Ghosh, retired Professor from the department of polymer

packaging of the **Stuttgart's University of Applied Sciences**, and visiting lecturer at **Munich University**, explained which aspects in the development of packaging can have fatal consequences. The expert in the development of diverse packaging materials and systems made clear that it is not a good idea to leave packaging development to chance. He claimed how important it is that all stages of product development are adhered to accurately. To this end, a development team has to work together hand in hand, and all the steps of the process have to be checked meticulously by those responsible. In some cases it can be helpful to have a process monitored by a consultant. In addition, a good product or solution should not be blocked in order to keep costs low, however technology experts should always have to justify for what reason the costs increase. "The perfect green formulation – natural dream or sensorial nightmare," and "From theory to practise – Sensory aspects of green formulations." These topics were presented with live examples at the end of the conference, by Professor Dr Miriam Pein-Hackelbusch and Miriam Reineking, both from the **Ostwestfalen-Lippe University of Applied Sciences OWL, Life Science Technologies**. The conference showed what a challenge it is to put the concept of a perfect formulation into practise. However, when keeping all the aspects tackled in mind, coming close should not be a problem. □

AM

¹ Cosmetic Applications and Technology
www.sepawa.com

Photos of the event can be found on the Internet – see download panel



The speakers of the conference



INTERNATIONAL LAUNCHES

Product development | This month, Michelle Strutton from Mintel highlights a selection of some of the most interesting facial care products from across the globe.

Women around the world are now placing more emphasis on the power of cleansing, looking for high quality products with singular benefits. Mass market launches are capitalising on the cleansing trend, and new launches are focusing on natural ingredients, describing their detoxifying or purifying qualities. Consumers that use anti-ageing products like them to be natural, but ultimately they are driven by results, which has led brands to adopt a “science meets natural” positioning, offering “mostly natural” products. The facial skin care market in China has witnessed increasing trends on the primary anti-ageing related claims: brightening, anti-ageing, firming, and reducing fine lines and wrinkles. Additionally, as Korean skincare continues to inspire the US market, new formats are emerging including mists, essences, and emulsions. As consumers aspire to lead healthy lifestyles, skin care can be positioned as a way to boost overall

health. Here is a selection of some of the interesting products highlighted on GNPD.¹

Reduced packaging

In Japan, Orbis released a limited edition facial cleansing liquid under their **Orbis Oil Cut** brand. The brand has specifically claimed that the product’s secondary package, a clear and flexible flow-wrap pouch, is reduced packaging. Product use instructions are included in a separate extended text label included in the pouch, and printed on recycled paper. **Orbis Oil Cut Cleansing Liquid**, a make-up remover claimed to quickly cleanse skin and leave it moisturised, contains 30% moisturising ingredients, including rosemary extract.

In-shower facial cleanser

A daily shower or bath forms the cornerstone of most adults’ personal care routine. For around half of UK consumers, a morning shower prepares them for the busy day ahead. In-shower body and hair treatments are already well established but corresponding facial treatments are an emerging opportunity area. In Canada, **Aveeno Positively Radiant 60 Second In-Shower Facial Cleanser** is a face cleanser in a recyclable pack designed to rejuvenate skin in just one minute. The product contains moisture-rich soy and lemon peel extract, which work with the steam from the shower to deeply but gently cleanse away all traces of dirt.

Beehive-inspired packaging

From the USA, **Farmacy** has introduced a **Honey Potion Renewing Antioxidant Hydration Mask** under their

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ORBIS

Facial cleansing liquid in a flexible flow-wrap pouch



Farmacy brand. The origami-like secondary paperboard box unfolds from the shape of a honeycomb hexagon to reveal the brand story inside, while the hand-drawn illustrations on the package help to tell a holistic story about the brand. The honeycomb-shaped glass jar highlights the honey colour of the product and contains a magnetic lid that holds a steel application spatula to the wooden lid. The company donates \$1 for every bottle of Honey Potion sold to City Growers. This non-profit organisation engages city kids in active learning about where food comes from, including the importance of bees, pollination, and the production of honey. □

¹ Mintel’s Global New Product Database (GNPD)

FARMACY

The packaging is true to the honey’s origin and the brand story



AVEENO

In-shower facial treatments are an emerging opportunity area



AUTHOR:

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

photos: Mintel

Star
OF THE
Month

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Cream dispensing at its best

THE ART OF DISPENSING

Product development | La Prairie's Skin Caviar Absolute Filler, our Star of the Month, shows that product development is comparable to the creation of an artwork.

Skin Caviar Absolute Filler is a line extension of the company's Skin Caviar Collection to restore tone and density for improved skin fullness.

Its artfully crafted dispenser is characterised by elegant curves and boasts an integrated mirror. In all, the shape of the dispenser recalls the balanced proportions of a precisely

sculpted object of design (see box). Inside is an airless pump which releases the perfect dose of cream with a single press of the sleek inverted button.

Latest caviar technology

Used for the first time in Skin Caviar Absolute Filler, La Prairie's latest caviar technology features an advanced

technological process which captures the most potent nutrients found in caviar. Through pressing and centrifugation, caviar's lipids and proteins are isolated to better capture their power and are then recombined. The result of this new refining process is **Caviar Absolute** – a new form of caviar.

This substance contains highly concentrated caviar oil and caviar proteins, the two most powerful ingredients found in caviar, to increase skin volume and firmness. Together they deliver rich nutrients and moisture to the skin and stimulate collagen formation at several levels. □

www.laprairie.com

AM

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

► LA PRAIRIE COLLABORATES WITH ART BASEL

In 2017, Swiss luxury skin care brand La Prairie celebrates the 30th anniversary of its Skin Caviar Collection with a special collaboration with the art exhibition Art Basel in December. 5 contemporary artists will be celebrating caviar in all its facets through five innovative art installations. The exhibition will be travelling to Paris, New York, Hong Kong and Shanghai. Living Cells, one of the artworks by Paul Coudamy, interprets the volume-enhancing formulation of Skin Caviar Absolute Filler, the brand's latest addition to its Skin Caviar Collection line, through the concept of volume. This artwork has been previewed in La Prairie's Lounge at Art Basel.



CELEBRATING PACKAGING

Events | Our exclusive preview highlights a selection of product launches to be expected at this year's 30th Luxe Pack in Monaco from October 2–4.

From October 2–4, 470 exhibitors from 29 countries will be at the show presenting innovations in packaging, materials, usages, and technologies. In addition, 36 new exhibitors will be presenting innovations including metal stickers, perfumed ceramics, laser incision, and a new material that replaces plastic and paper.

C2L (Connect To Luxury) in the digital village in Atrium Hall will focus on connected packaging with interactive POS NFC tags, RFID chips, apps, connected boxes, traceability, authentication, hologrammes, etc. The Gênois Hall will be hosting **Luxe Formulation**, the area reserved for

perfume, skin care, cosmetics formulation, and full-service experts, where transforming textures, new gestures, differentiating and surprising formulations will be on show.

The result of a co-operation between Luxe Pack and **The Living Heritage Companies** is a new area in Atrium Hall where crafts will be showcased. The topic of **Sustainable Development** is featured on Tuesday, 3 October, when the **Luxe Pack in Green Award** ceremony will also be held in the presence of Prince Albert II of the Monaco Foundation.

Further attractions include the presentation by **Chafik Gasmi** on Packaging at the heat of 360° design on October 2nd, a round table on celebrating 10 years of the show's **Trends Observer** on October 2nd, the **Innovation Wall** in Atrium Hall, a workshop on new materials on October 3rd, an interactive space in Ravel Hall, and the show's **Essentials** guide.

To honour its most faithful participants, **Luxe Pack** will be celebrating its anniversary by paying tribute to

the emblematic figures who have contributed to the success of this international creative packaging trade show, on the evening of October 2nd in the Grimaldi Forum's Salle des Princes.

www.luxepack.com

The latest novelties for inspiration

Awantys, Stand A07, presents **Awylight**, with which one or more LEDs that are integrated into the primary packaging components such as perfume caps, jars, or any other components can be implemented. The number of LEDs depends on the size and the available space for the LEDs. There are 3 options for switching lights on or off: A switch can be integrated into the cap, a contact switch can detect when the cap is pulled off or put back on, or a motion detector can be integrated. If you move the bottle, then the light turns on and turns itself off again after a pre-determined time.

The LEDs can have different colours, and different printings on the bottle can be used to reflect the light so that the light illuminates the entire bottle. Logos and specially coloured areas can be illuminated.

Fluorescent colours on foils, in lacquers and materials can be illuminated, optical effects such as flashing lights and iridescent colours can be created. The products can be used as eye-catching samples at the POS, for seasonal limited editions, e.g. Christmas, and the product can also emit different light during the day or at night.

www.awantys.com

Bakic Group, Stand RE09, show extensions of their puristic **Aqua** range: 15ml and 50ml glass jars and a 100 ml glass bottle. The wide base narrows towards the top. The conical screw cap of the jar widens to the top, a counter movement to the base, which provides convenient ergonomics when opening and closing the jar. The bottle closures, on the other hand, have a flush fit and continue straight up to the top. The cap has a marble look.

www.bakic.com



Awantys presents packaging with integrated LEDs

photos: Awantys, Bakic, Gerresheimer, Quadpack, Verescence

CTL Packaging, Stand DC11, have developed a new **Airless Dositube** with a full metallisation process on the tube and a combination of varnishes to bring out the iconic pin-up used by the brand. This decoration is achieved thanks to their new **ESTube** (IML innovative technology) range which uses flat printing, see page 50 ff. Delivered as a single component (all assembled and ready to fill), this solution can compete with standard bottles.

www.tuboplastctl.com

The Swiss **Model Group**, Stand RD16, presents a packaging finished with a **Follmann** scent varnish. By using an additional sleeve this solution makes these scent varnishes attractive for cosmetic and perfume packaging, which is normally laminated.

www.follmann.de , www.modelgroup.com

Gerresheimer, Stand RC09, has developed an oval bottle for **Colors Benetton** from **Puig** that is ombre-sprayed and has screen printing in gold. **Oriflame's Eclat** with its silver-screen printing has an angular and crystalline shape. The packaging for **Shakira Dance (Puig)** has a sophisticated asymmetrical shape. The raised shoulder complements the hip swing in the middle of the bottle.

www.gerresheimer.com

Quadpack's, Stand RB12, presents **Yonwoo's** new water-saving **Powder Spray** for a wide range of powders. The pump dispenser, which has been subjected to rigorous testing in partnership with fillers to ensure perfect functionality, doses powder evenly in a targeted puff, thanks to its high-pressure venturi system and flexible, wide dip tube. An on/off locking system makes this game-changing pack for dry formulas suitable for travel.

www.quadpack.com

Silgan Dispensing Systems (formerly Westrock), Stand RD09, will be presenting its latest research and customisable dispensing solutions. Attendees will have a chance to experience luxury in different forms and consider what luxury means to today's consumer.

www.silgandispensing.com

Verescence, Stand RD05, presents its recyclable **Unbreakable**, a premium glass container, characterised by a technology that wraps the glass in a second skin, in order to increase resistance to breakage. It is suitable for nomad products, digital distribution, and beauty boxes, as well as complex make-up formulas, and light-weight glass reinforcement.

www.verescence.com

AM



Gerresheimer created the hip swing for the Shakira Dance fragrance

Quadpack's Powder Spray from Yonwoo doses powder evenly



Bakic presents the line extension of Aqua line



- ADVERTISEMENT -



Polyfoil® Stylo

- > Flow control on/off
- > Liner tip for wrinkle fillers
- > Pipette tip for liquids
- > Excellent protection of your formula

www.neopac.com

NEOPAC
THE TUBE



Visit our booth DF4 at **Luxepack Monaco** . October 2-4



ESSENTIAL SUPPLIES

Events | The 2nd CosmeticBusiness Poland is held in combination with the HPCI – Home and Personal Care Ingredients Exhibition and Conference, from 27 to 28 September in Warsaw. This trade fair for the cosmetics supplying industry covers raw materials, manufacturing, packaging, and services.

There will be numerous new exhibitors and the accompanying conference programme will include a newly introduced matchmaking event.

Returning exhibitors include Polish packaging manufacturers such as **Polipack** and **Aniflex**, a company specialising in self-adhesive labels, German exhibitors, such as **Rusi Cosmetic**, a manufacturer of packaging for colour cosmetics, **Ballerstaedt**, a supplier of sealing mechanisms and equipment, and **Gramß**, a manufacturer of caps and lids, and the Italian mask manufacturer **Cosmitally**.

This year's event will also include many companies participating for the first time: **Hopf** from Germany with their latest jars, bottles, and sealing caps, **Coster Technologie Speciali**, with their spray and dispensing solutions, **Cosfinity** from China with their packaging range, and the Polish **Masterchem**, manufacturer of PET packaging materials.

New products

Meping, Hall 4, Booth CB930, offers new thick-walled jars, made of colourless, brown, or frosted glass. The stylish plastic caps can be supplied in silver and gold, or black and white. The expanded colour range for glass bottles includes colourless, brown, blue, and green. The company will also present new droppers and airless bottles. New shapes for aluminium jars will also be shown.

Grafpol, Hall 4, Booth 631, will present their new printing and embellishment techniques, including metallic doming, a new method producing lasting metallic reliefs with a tactile effect. The company's fresnel lenses are made of many facets that reflect light at multiple angles. The lenses can be supplemented with security features for brand protection.

The new line of **MCH Closures** with tightness guarantee from **Masterchem**, Hall 4, Booth 621, goes into production very soon. The lat-

est addition to the diamond-shaped range for premium cosmetics is a 200mL jar. The **Provence Line** and the **Cosmo Veral** series have been expanded as well. **Color Press**, Hall 4, Booth 632, shows high premium labels, and smart labels dedicated to cosmetic industry uses, using gel technology, soft touch effects, and unique textures.

Atemi, Hall 4, Booth 600, provides boxes, pouches, and other promotional packaging in non-standard shapes and refinements, such as varnish – 2- or 30D – relief, hot print, all-over metallic lamination, glitter, and unique designs.

Maqpro, Hall 4, Booth CB811, will display their **Creamy line**, which is a multifunctional cream make-up with high coverage that can be used to cover tattoos, skin pigmentation, and varicose veins. □

More information on products is available at pl.cosmetic-business.com/exhibitors-products and visitors can register at pl.cosmetic-business.com/registration

photo: Marcin Szulczyk: Cosmetic Business



photos: Embatherm



Transparent protective plastic film, now available from Embatherm.



Toptherm, an Embatherm exclusivity.



Manufacturers can customize their lids by printing or stamping.

LIFTING THE LID ON OPERCULUM TECHNOLOGY

Embatherm's lids enhance your brand's image even before the client touches your product.

Embatherm is pleased to announce the launch of: Transparent protective plastic film. The plastic rounds for protecting your eye shadows, blushes and powders benefit from the same technology used to manufacture the lids and seals which Embatherm already offers its clients in the cosmetic industry.

Embatherm's portfolio of lids, in aluminium and PET film, includes over 150 diameters and 15 different foils, with five different embossing techniques. Customized forms are also possible.

Diamond point embossing, often preferred by the cosmetics industry for its elegance and finesse, tends to causes sticking between several lids, leading to wastage and higher costs. Embatherm Opercules has worked with its sister company, Embatherm

Equipment, to develop "rotated Diamond Point," an exclusive technology, guaranteeing ease of application yet maintaining the elegance of the diamond point.

Embatherm aluminium lids can be customized to enhance your brand. Your logo can be stamped on the diamond-point embossed background or printed in one color.

Another Embatherm exclusivity: Toptherm. A plastic disc is sealed to the container by an aluminium or PET belt. It provides the tightness and the tamper evidence of a classic lid together with the elegance of a visible and re-usable obturator. The result is particularly upscale.

Embatherm Opercules works hand in hand with Embatherm Equipment, who offers a wide range of sealing machines along with filling lines

composed according to the packer's needs.

Embatherm Opercules was founded in 1995, to answer the needs of companies requiring specific and tailor-made lids and which were not being served. Listening to clients' needs, finding technical or commercial solutions for them, has since been an Embatherm tradition.



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EXPLORING NEW HORIZONS

Tubes | This concise analysis looks at current market developments and products such as airless, new dispensing systems, customisation, enhanced decoration, and award-winning tubes.

Neopac's **Amplify** is an airless pump-on-a-tube for clean and easy dispensing with a good evacuation rate to allow consumers to access most of the product. The portable design is perfect for active lifestyles. This airless tube is cost-effective and it protects the contained formula. Due to its controlled dispensing, it is a clean and hygienic experience. The lightweight, all-plastic tube with few components and no metal parts has an evacuation rate of up to 96%.

Sophisticated dispensing systems

Albéa's TearDrop solution is a dispensing system on a tube for drop-by-drop dispensing of liquid formulas.



This alternative to traditional glass droppers is a resistant, on-the-go, lightweight, drop-by-drop dispensing system on a tube for premium products. The dispenser for water- or oil-based liquid formulas such as serums, beauty oils, and liquid foundations is used for direct or non-direct application thanks to its smooth nozzle tip. The glass-looking material selected for the nozzle and cap is non-breakable. It allows a controlled dispensing of liquid formulas and a new, easier, and intuitive application gesture.

www.albea-group.com

Neopac's Stylo line was specifically developed for liquid and semi-solid products that need to be applied very precisely at a very specific point. For this, the Swiss company offers three different applicators: the **Stylo Liner** for extremely precise application, the

Stylo Pipette with a **Dropstop** function for accurate dispensing, and the **Stylo Bristle** for a soft and gentle massage. Contents are only released once the on/off ring is turned. The consumer can understand intuitively how to use it; the handling is also demonstrated using an embossed arrow pictogram. A transparent cone-shaped cap protects the applicator.

Neopac's Dropper Tube, suitable for liquids, serums and creams. It always doses the same amount: no waiting for the first drop to appear, but instead, precise drop formation and adjustable drop speed.

Neopac's client, **MSD Animal Health**, was looking for a pack that guaranteed the sterility of the contents, was suitable for a shelf-life of up to 24 months, allowed precise dispensing while being ergonomic to handle, and was geared to the very small fill



CTL's new tube can be printed with singular elements

photos: Albéa, Argo, CTL, Linhardt, Multitubes, Neopac, Texen



Argo's inward artwork provides an extra graphic space

quantities required. The **Twist'n'use Polyfoil** tube from **Hoffmann Neopac**, **Etma's Tube of the Year** winner in the laminate tube category, meets these criteria, particularly as, after practical tests, the standard closure was optimised still further. The closure with four wings makes opening easier. The new ergonomic design of the cap passed every consumer test with flying colours.

www.neopac.com

The tip of **Texen's** flexible tube delivers the perfect dose of skin care, serum, or eye contour product a drop at a time. The width of its neck aperture can be adapted to the viscosity of the formula.

www.groupeptexen.fr

Personalised tubes

Albéa's digital printing system, **Smart-Print**, is designed for small batches of laminate tubes, thereby meeting the need for flexible customisation of cosmetic products. Development time and time-to-market can be reduced with this improved process. The process also reduces the tube's environmental impact due to less waste and no more cleaning ink stations. An anti-counterfeit option is also available thanks to sequential numbering. The printing system uses non-transferable UV ink in 7 colours with gloss and matte finishes.

www.albea-group.com

For **CTL's** new tube **We Love You**, the new technology named **ESTube** (IML patented process) and in-house digital offset printing were combined. The fact that each tube can be printed with singular elements opens up new

possibilities for customers. An industrial production can be run where each tube can have the name of the final consumer for a VIP gift, a number for a limited edition, its own QR code to guarantee traceability, and/or a tracker for augmented reality applications.

www.tuboplastctl.com

Enhanced decoration

Argo's latest tube decoration is an inward printing effect for a hidden surprise. The plastic tube is printed using an inline combination of flexographic printing and silk screen. Following today's increasing market demands for mandatory information mentioned on the end product, the inward artwork effect gives the marketers the advantage of extra artwork space. This effect can also be used for special edition products, giving the end customer a unique surprise. The company's range of printing techniques for the decoration of plastic tubes includes dry offset, in line foiling in standard or customised colour, silk screen, and flexographic printing, combined with gloss, matte and special effect varnishes.

www.argo-sa.gr

In order to improve the marketing options for extruded tubes, **Multi-tubes** created a tactile 3D seal in any colour and form. This seal, which is comparable to wax seals, can be used for any tube diameter in any decoration stage.

www.multitubes.nl



Texen's flexible tube delivers a drop at a time



Albéa's drop-by-drop dispensing system is an alternative for glass droppers



Neopac's Stylo range with three different applicators



"I SEE OPPORTUNITIES FOR SHAMPOOS, WHICH ARE STILL PRIMARILY MARKETING IN BOTTLES"

Gregor Spengler, Secretary General, Etma

Interesting materials for tubes

Albea's Thin Wall Tube has a lower weight and a 18% lower carbon footprint compared to a standard tube. The "Thin Wall technology" allows a sleeve thickness of 350 µm compared to 500 µm standard of the market, meaning 4 g (or 31 %) saved for a 250 ml tube. All these savings are possible without compromising the quality of the product and the expected use by the final consumer.

www.albea-group.com

Linhardt's Chalk Tube for natural cosmetics is made of made of a chalk and plastic compound. The naturally cream-coloured appearance of the



Linhardt's Chalk Tube is made of chalk and plastic compound for resource protection



Multitubes creates a 3D seal

tube and its feel emphasise the focus of this new product: sustainability by means of resource protection. The **PCR Tube** (post-consumer recycled) is made of HDPE produced exclusively out of recycled milk bottles and is of constant quality. Adding LLDPE while processing makes the material more pliable, as a one-layer tube with PCR contact to the bulk or as two-layer tube without. Even the tube shoulder can be made of PCR. The material is no more expensive than standard HDPE. An EVOH barrier layer can be used without any restrictions and can be even decorated in HD Print. Small quantities can be adorned with thermal transfer decoration, for up to 4-colour photo-realistic prints

www.linhardt.com

The **CrystalClear PE** from **Lageen Tubes** delivers see-through transparency and offers numerous shades and reflection possibilities to allow a premium and high end look. The crystal-clear tube is a single-layer sleeve produced with a more transparent raw material compared to the company's standard natural sleeve. It is visually effective when the colour and the texture of the contained product play a part in the decoration.

www.lageentubes.com

Award winning tubes

In the **Tube of the Year Competition 2017**, **Etma** (see box) selected the winners in aluminium, plastic, laminate, and prototype tube categories. In the plastic and prototype categories the winners were personal care products. The winning plastic tube by **Tubex**, for **Schwarzkopf's BC Fibre Force**, at first glance appears to be a classic plastic tube with a timeless design. In reality, the tube incorporates a wealth of first-class technical capabilities: the very fine gradation on the translucent tube body is offset-printed for perfect covering power to be achieved at the end of the tube. In contrast, the translucency at the top end of the tube makes it possible to see the contents. The lettering is obtained by silkscreen printing to produce an appealing haptic and visual contrast to the softly shimmering substrate. Hot-foil embossing adds an additional touch of luxury, complemented by the colour-coordinated metallic screw closure.

www.tubex.de

Swiss manufacturer **Hoffmann Neopac** won in the prototypes and laminate categories with their **Stylo** tube and **MSD Animal Health** laminate tube, respectively, as seen above.

La Metallurgica's winning tube in aluminium, for a soft cheese in various flavours, has superbly printed photos and an appealing design. A novel technology used during the digital printing, the **DigIT** system, makes the abundance of colours with its well depicted product promise possible. □

www.lamettallurgica.it
www.etma-online.org

AM

THE EUROPEAN TUBES MARKET AT A GLANCE

In 2016 the European tube industry's **total tube production** rose one per cent year-on-year. The members of the European Tube Manufacturers Association (Etma) account for some 70% of the total European tube production. 90% of well over ten billion tubes produced in 2016 by Etma member companies were **used in Europe**. Aluminium and laminate tubes currently have a market share of 37%, while plastic tubes account for 26% of the total. Laminate tubes improved their market position due to growing use for cosmetic applications. The **cosmetic sector** shows the largest gains in 2016, and accounted for 46% of all tubes used. Cosmetics use was well ahead of use for **toothpaste**, with just over 20% of the total volume, and the **pharmaceuticals** sector, with just under 20%. **Food products** still accounted for almost 9% of all tubes produced, while the remaining went into industrial or household applications.

Source: European Tube Manufacturers Association (etma), www.etma-online.org

NEW EFFECTS

DUPONT/KURZ | DuPont and the Kurz group have developed **Surlyn** foils with a golden or metallic effect. In this project, hot stamping obtains a coloured or metallic high-gloss decoration, with appealing tactile and surface qualities. The challenge was developing a foil specifically suited for efficient heat marking, particularly at low temperatures. The goal was to obtain a good adhesion of the film at low temperatures, while retaining the high gloss. The new foil offers very high bond strength and passed all abrasion resistance tests.

www.dupont.com, www.kurz.de



Beautifying foils for Surlyn with a golden or metalised effect



Transparency reveals the colour of the product

Rejuvenated design

TEXEN | The jar of Dior's rejuvenated **Hydra Life** skin care line has a matte white oblong cap, with a soft-touch finish. It fits with the transparent glass jar that reveals the colour of each product. Within the lid, a **Triseal** seal guarantees that the pack is airtight.

www.texen.com

Dispensing with a click

APTAR | The **Serumony** airless dispenser was chosen by L'Oréal for their launch **Kerastase Touche Chromatique**. The premium 10 ml pack dispenses 70 µl drops of the colour correction serum with a simple click. The push-button can be locked with a quarter turn.

www.aptar.com



The push-button can be locked



Special pigments and waxes for a unique tactile effect

Touch beyond look

VIROSPACK | With the introduction and combination of novel pigments and special waxes, the company developed **Soft Touch**, a smooth and silky finish for dropper vials or moulded glass bottles, to be combined with push droppers. The dropper vials with this finish can be screen-printed and a colour grading can be created.

www.virospack.com



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» **Interview with:**
Tony Jaillot, General Manager, Cargill Beauty, Paris, La Defense, France
www.cargillbeauty.com

CREATION OF A BEAUTY DREAM

Interview | What makes the offerings of the newly established Cargill Beauty platform special? Tony Jaillot explains about its focus on natural ingredients for cosmetics products of the future.

COSSMA: What made you join the cosmetics industry?

Tony Jaillot, General Manager, Cargill Beauty: What I find appealing about the cosmetics industry is that it has two sides to it that I love: science and emotions combined with creativity.

What have been your major achievements so far in the industry?

While I was working at **Ciba** I enjoyed impacting the sun care segment with the then new **Tinosorb** line. When I lived in the US I successfully discovered a new personal care culture. It was an interesting challenge combining the strengths of the several legacies in active ingredients through acquisitions of the companies **Colaborative Labs**, **Coletica** and **Laboratoires Sérobiologiques** when I worked at **BASF**. In all that time in the industry I managed to establish a global network of industry friends and contacts. And, last but not least, while it is not yet an achievement, daring to join **Cargill** and creating the company's beauty dream.

Cargill has been active in food and nutrition for over 150 years. What are the parallels between this area and cosmetics?

While food is essential to life, cosmetics in addition intimately touches everyone's life. Both industries are characterised by having strong brands driving innovation and being very close to consumers. And what is more, both also rely on nature. We are inspired by what's happening in the food sector, but the interesting thing is that there is much more we can do in cosmetics. For instance, consumers are increasingly really interested in knowing where cosmetic ingredients come from and how they have been produced. Finally, textures are very important for both sectors,

and there are still a large number of ideas to be transferred from food into cosmetics.

What made you trigger the new platform Cargill Beauty?

Cargill has been selling a few base and specialty ingredients for years, through legacy business or acquisitions. A few years ago, the company realised that it needed industry insiders to properly understand the cosmetics industry and to address its needs more strategically and over the long term. Based on the strong trend of the consumer demand for natural ingredients, the heart of Cargill's business, it was decided to invest more strongly in that industry, and I was recruited to build the Cargill Beauty platform.

What have been the key milestones so far in the establishment of Cargill Beauty?

When I arrived in August 2016, there were only a few people coordinating the efforts in business development and formulation. The first step was to understand the vast possibilities, organisations, assets and technologies of Cargill while grasping the corporate culture and processes. As a "platform", we operate across business units. This offers a large number of opportunities and potential competitive advantages. At the same time, we have to be both creative and disciplined to leverage this complex and diverse world.

The second step was to design a winning strategy around nature-derived ingredients, differentiating market approaches, innovative formulation systems,

and the platform structure. I then started to recruit the team globally and I can tell you that the market reaction was extremely positive. We then created the **Cargill Beauty** brand and started communicating differently to the industry and our customers. Here also, the feedback was overwhelmingly positive.

We have now started the second phase of the project, kicking in innovation, marketing concepts and a potent global sales division, to be complemented soon by an efficient distribution network of partners.

Could you please briefly describe Cargill Beauty's offer?

We already have the whole range of key ingredients that allow our customers to design fully nature-derived formulations: emollients/oils, emulsifiers and texturisers. We also offer new solutions by offering substantiated synergistic compositions, for instance with different natural gums.

Which ingredients according to you are particularly innovative?

We offer a range of nature-derived texturisers as an alternative to petro-chemically based polymers. **Actigum VSX 20** is a very interesting Cosmos-certified texturiser. This high-performance ingredient is very versatile. This universal solution can be used to create a wide range of formulations with a luxurious and sensorial appeal ranging from leave-on to rinse-off applications and from a rich to a very light texture. This synergistic combination of sclerotium gum and xanthan gum (two nature-derived polysaccha- ►

"NATURAL-DERIVED COSMETICS IS OUR DNA"

Tony Jaillot, General Manager, Cargill Beauty



An emphasis on sustainable sourcing with full traceability

rides) provides a triple function of thickening, stabilising and suspending for pigments. **Lygomme VPC 30** is another alternative to petro-chemically based polymers. It is based on the synergistic action of pectin from Citrus peel and carbohydrate from maize starch. Used in sun care applications, it boosts SPF and water resistance. Finally our last innovation in the core of the Cargill Beauty strategy and our vision for the cosmetic of tomorrow is the **System**. All challenges are addressed together in a disruptive way: 3 main nature-derived ingredients (emol-

lient, emulsifier and texturiser) in a system that will allow you to formulate different products fast and easily. Cargill Beauty System is simple, performant, nature-derived, sustainable and will allow the personal care industry to save time and cost while bringing raw material traceability and addressing existing and future consumer needs. Save the date for more details to be unveiled at **In-Cosmetics Global** in Amsterdam where we will be happy to meet you.

Currently you offer base ingredients, emollients, emulsifiers

Emollients, emulsifiers and texturisers for an **easy formulation** of different product categories

and texturisers. Which of these is most important?

Our company is well known for its legacy in texturisers such as xanthan, carrageenans, scleroglucan, due to our expertise in formulating with them with a broad range of options. We also provide sustainable sourcing for most of them with full traceability.

What are your most important base ingredients for personal care?

For many years Cargill has been an established global producer and supplier of high quality sorbitol and glycerine meeting the needs of the personal care and pharma industry.

What are your most important and innovative emollients for personal care?

We have an interesting portfolio range of natural oils and butters from various origins. These ranges vary from well-known ones such as sunflower and soybean to very specific ones such as cocoa butter and babassu butter oil. This diversity allows us to achieve a full range of melting points ranging from 20°C to 70°C. Moreover, the technologies that we have available such as esterification enables us to envisage a lot of further untapped solutions for the cosmetic industry.

What are your most important and innovative emulsifiers for personal care?

Our lecithin range is naturally-derived from different raw materials, such as soybean, sunflower or rapeseed which enable us to meet industry requirements in terms of traceability origin and sustainability which can also be organic such as soybean these phospholipids can be used in all type of formulations (O/W and W/O) and bring a positive impact from a sensorial



"COSMETICS IS AN APPEALING COMBINATION OF SCIENCE AND EMOTIONS WITH CREATIVITY"

Tony Jaillot, General Manager, Cargill Beauty

photo: Africa Studio, Shutterstock.com

point of view. Indeed as they are natural components of the skin ...

What are your most important texturisers for personal care?

An efficient texturiser should be easy to formulate with versatile properties and provide a good skin tolerance. We propose solutions from sustainable resources that meet all these requirements such as **Actigum VSX 20**, see above.

Satiagel VPC 512 is a patented carrageenan for hair care application. This thickener with styling properties allows to formulate hair styling gel without any petro-chemically based polymer.

Will you also be offering active ingredients in future?

We are indeed exploring many opportunities of some food ingredients that could be substantiated as active ingredients for cosmetics. We have many ideas to change the offering for actives in general as well.

What is your company's most important activity in personal care?

Today we are focusing on skin care, oral care and hair care, but we will address all categories soon. Our System approach works well in skin care where the need for natural ingredients is the strongest and the opportunity to simplify formulations while bringing transparency on ingredients the highest. We are also a noteworthy player in oral care thanks to our global geographical coverage which enables us to offer base ingredients with a favourable carbon footprint.

What are your key ingredients for oral care?

In addition to key base ingredients such as **Sorbitol**, **Erythritol** is our key ingredient for oral care. It

is used for its cooling properties in both toothpaste and mouthwash formula.

What are your key ingredients for colour cosmetics?

We also offer sensory enhancers derived from starch amidon. For instance **StarDesign 05340** enables you to bring a matt and powdery touch to colour cosmetics formulations. This is a white product that does not alter pigmented formulations.

What percentage of your personal care offer can be used for natural cosmetics?

Nature-derived cosmetics is our DNA, it's our driver. We strongly believe that naturalness will be the future of cosmetics. This is why our whole portfolio is designed by it and for it to allow our customers to formulate cosmetic products with a high degree of naturalness

What personal care categories does Cargill not serve?

We can address virtually all cosmetic application formats but not all ingredients ones. We for example provide neither UV filters nor pigments.

Will you embark on fragrance ingredients, too, at some point?

Natural fragrances are booming and the trend is bound to intensify even more in future. Given our access to resources, this is something we could consider over time. But one step at a time, even if we are part of the largest private company in the world, Cargill Beauty is more of a start-up and we have a long way to go before our potential is saturated.

In what field in the personal care industry do you see most potential for innovation and why?

ALTERNATIVES

to petro-chemically based polymers

A broad portfolio of **natural oils** and **butters**

The company's main base ingredients for personal care as are **Sorbitol** and **Glycerin**

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Additional information at

www.cossma.com/qr00223

Your access codes for **September**:

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Definitively in the heart of our strategy: turning nature-derived ingredients into solutions for any future-oriented formulation. This is not an easy task as it requires plenty of innovation at the ingredient level including processes, sourcing and sustainability and at the market level with formulation systems that meet the formulators', purchasing, and brands' needs. As in many other industries, this is the new big wave for us, and it requires from the industry to somehow reinvent some of its practices and beliefs. Our mission is to be an active facilitator in this transition period to come to a new "Green & Ethical" model that matches future consumer demand.

What markets are currently most important for Cargill's personal care offer?

Due to our legacy business, we are strongest in Europe and have started North and South America. Asia is on our agenda next, very soon.

What are your three favourite cosmetics ingredients and why?

The UV filter **Tinosorb S** from **Ciba** (now part of the **BASF portfolio**), as it changed the sun care segment, and our **Actigum VSX20** as it permits already today to favourably substitute many petro-chemically-based polymers, and last but not least, glycerine – the mother of all basic cosmetic ingredients which has still a lot to give. □

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

THE START OF SOMETHING GREAT.



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Sabinsa manufactures and markets over 40 natural cosmeceutical extracts and proprietary blends for use in cosmetics and personal care products, and in nutritional products delivering "beauty from within". Derived primarily from herbal raw materials with a long history of traditional use, each ingredient is supported by application-oriented scientific research and clinically validated safety data. Importantly, Sabinsa scientists have developed and patented novel approaches to retain the biological activity of actives while simultaneously addressing formulation challenges. Biostandardization ensures consistent formulation and delivery of bioactives from diverse compositions.



Discover more about these patented and branded ingredients at www.sabinsa.eu.
Use the QR code below to download our latest white papers.



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PEOPLE



Sheri
McCoy

AVON

Sheri McCoy will step down as Chief Executive Officer and as a director in March, 2018, in line with her commitments to **Avon's** Board of Directors to transform the business.

www.avon.com



Jean-Christophe
Van Geem

COSMOGEN

Jean-Christophe Van Geem is the successor of Flavio Unikowsky as South America Sales Representative. His experience of the South American packaging market stems from his previous positions with companies such as **Rexam Dispensing Systems** and **Mega Airless**.

www.cosmogen.fr



Astrid
Wulfinghoff

COVESTRO

Astrid Wulfinghoff, since 2010 **Covestro** Sales Representative responsible for Germany, Austria, Switzerland and the Benelux countries, has been

appointed Business Development Manager EMEA/LATAM responsible for technical customer service. Before this she worked in the field of application technology for **Zschimmer & Schwarz**.

www.covestro.com



Noreza
Papin

EXPANSIENCE

Expanscience has decided to take control of the management of the US market with its currently 50 customers, which previously was handled by a distributor. Noreza Papin, Area Manager with responsibility in particular for the US market, has now assumed full responsibility for sales development in this region.

www.expanscience.com



Anais
Alemagna



Mathilde
Dufresne

INOLEX

Ann S. Plimpton has been nominated Chair of the Board of Directors. In this role, she succeeds Conrad A. Plimpton, who has served for over 36 years as Chairman. In the US, Joseph Liptock has joined the company as Technical Account Director responsible for servicing Western U.S. accounts.

Jiangmin Chen, PhD, is the R&D Team's new Synthesis Chemist and Zongyu Zhang, Ph.D., is the new Research Scientist.

Anais Alemagna has joined the new sales office in Paris as Technical Sales Manager and Mathilde Dufresne as Commercial Sales Assistant.

Anna Gao recently joined in the role of Account Manager, East of China and Mengru Li joined the Guangzhou lab as a Microbiologist. Jane Xiong, with a background in Chemical Engineering and Technology, has taken on the role of Application Manager.

www.inolex.com



Veronique
Gabai-Pinsky

INTER PARFUMS

Veronique Gabai-Pinsky, President of the **Vera Wang Group** since 2015, has been nominated a member of its Board to replace Jean

Levy, who retires after 20 years of service to the company.

www.interparfumsinc.com



Dr Bernd
Irrgang

WELEDA

Dr Bernd Irrgang, with his 25 years of experience in the industry, has joined Weleda as Head of R&D Natural and Organic Cosmetics. Prior to this he worked for 16 years at **Mibelle**, most recently as Head of R&D and Q&C Personal Care. Before that he was responsible for the development of hair

care products (colour, waves, styling and care) at **Wella's** subsidiary for the Japanese and Korean market. He started his career at **Rewo** (today **Evonik**) as Head of Laboratory in R&D.

www.weleda.ch



Dr Matthias
Seemann

KAHLWAX

Dr. Matthias Seemann has been appointed as an additional executive director in charge of Sales, Marketing, and Research & Development of the Trittau-based

family business. The company now has a two-member Management Board. Managing partner Ulrich Huntenburg continues to oversee Finance and Production.

www.kahlwax.com

M&H/PET POWER



Guido
Eijssermans



Susanne
Hyslop



Marc
Pethke

Susanne Hyslop and Marc Pethke are now permanently based in Germany. Guido Eijssermans will be looking after key national and international accounts for German companies. Susanne Hyslop and Marc Pethke will cover the country from their bases in Travemünde and Kaufbeuren with Guido Eijssermans handling key accounts.

www.rpc-group.com



Shaheen
Majeed

SABINSA

Shaheen Majeed has been promoted to President of **Sabinsa Worldwide**, with responsibility for manufacturing, marketing, strategies and other

operational matters. His first job was in the Sabinsa warehouse when he was just 17 years old, and over the past 23 years he has held a variety of positions.

www.sabinsa.com



ATTRACTIONS GALORE!

BEAUTY FORUM MUNICH¹ | More than 1,100 national and international companies and brands will be exhibiting on 28 and 29 October, in Munich on the occasion of the 32nd BEAUTY FORUM MÜNCHEN.

Europe's premier professional cosmetics trade fair provides the beauty industry with the latest trends, equipment, products, and treatments in the fields of cosmetics, nail care, medical beauty, spa and well-being, foot care, and natural cosmetics. Some 41,000 professional visitors, including an estimated 20% from abroad, are expected in 3 halls.

Focus on cosmetics

The main focus will be the cosmetics displayed in Halls C2 and C3. In Hall C3 care cosmetics and colour cosmetics exhibitors will be presenting their offers. The areas for cosmetology and equipment are located in Hall C2. The Forum will also include practical workshops, a forum on Style and Trend, national and international **Make-up Championships**, the **International Lashes Trophy**, informative presentations, as company keynotes, and shows at **BEAUTY POINT**.

Focus on medical beauty and foot care

Top exhibitors will be presenting their latest developments in the areas of foot care and podology and medical beauty in Hall C2.

At the **FUSS POINT** there will be a broad choice of specialised presentations and company keynotes.

In addition, the **9th Podology Congress** will be featuring the **Diabetic Foot Syndrome** on 29 October.

The medical beauty exhibition in the same hall will feature topics such as cosmetic and reconstructive surgery, as well as non-invasive anti-ageing methods.

Focus on nail care

Hall C1 will be highlighting the latest developments in professional nail care, as well as various interactive workshops, the **9th World-Cup NailArt** international competition, and exciting presentations and shows at **BEAUTY POINT**.



BEAUTY FORUM MUNICH with lots on offer

New consumer trade fair held simultaneously

BUNTE Beauty Days² is a new beauty trade fair dedicated to all women interested in the latest beauty treatments and products. It will take place at the same time and location as **BEAUTY FORUM MUNICH**, and will feature celebrity guests. □

www.beauty-fairs.de/muenchen

¹ A discount price for foreign visitors is only available when pre-registering for the show and workshops at www.beauty-fairs.de/visitors

² With your admission for BEAUTY FORUM MUNICH you can also attend BUNTE Beauty Days free of charge. www.bunte-beauty-days.de

ATTENTION, PLEASE: NEW DATES!



An absolute must the Dubai meeting

BEAUTY FORUM BUSINESS MEETINGS | The dates of our BEAUTY FORUM BUSINESS MEETING in Dubai have been shifted to 20th and 21st of November, 2017.

Over the last three decades there has been a dramatic global increase of the need to expand highly promising business networks for suppliers and distributors. The BEAUTY FORUM BUSINESS MEETING Program on 20 and 21 November 2017 in Dubai, gives you the chance to meet successful key players in this sector and gain an insight into the profes-

sional beauty market industry with the end of empowering you in your professional beauty, hair, and wellness market. There will be highly qualified and pre-organised meetings, for which you define your own selection criteria beforehand. The all-inclusive package, including accommodation, speed meeting, gala dinner, and networking is an opportunity you can't miss. □

photos: Pauline Fabry, Luciano Mortula - LGM (Dubai), Shutterstock.com



FAIRS, CONFERENCES AND SEMINARS

2017

WHEN?	WHAT?	WHERE?	WHO?
06.-07.09.2017	ADF&PCD New York	New York USA	Easyfairs Oriex www.easyfairs.com
06.-08.09.2017	HairS'17	Dresden Germany	DWI www.dwi.rwth-aachen.de
13.-14.09.2017	Packaging Innovations	London Great Britain	EasyFairs www.easyfairs.com
14.-15.09.2017	ICIS European Surfactants Conference	Amsterdam Netherlands	Reed Business Information www.icisconference.com
14.-16.09.2017	Sunscreen Symposium	Lake Buena Vista USA	SCC www.flsc.org
15.-19.09.2017	World Cidesco Congress	Mumbai India	ABTC www.cidescocongress2017.com
18.-19.09.2017	Kurs: Tenside, Waschmittel, Kosmetik, technische Anwendungen	Essen Germany	GDCh www.gdch.de
19.-20.09.2017	MakeUp in New York	New York USA	Beauteam www.makeup-in-newyork.com
20.09.2017	CEP Course: Cosmetic Chemists Guide to Product Development	New York USA	SCC www.eiseverywhere.com
20.-21.09.2017	In-Cosmetics Latin America	São Paulo Brazil	Reed Exhibitions www.in-cosmeticslatinamerica.com
21.-22.09.2017	ICIS Indian Surfactants Conference	Mumbai India	Reed Business Information www.icisconference.com
21.-23.09.2017	Beyond Beauty Asean	Bangkok Thailand	Informa www.beyondbeautyasean.com
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23.-24.09.2017	The Makeup Show Dallas	Dallas USA	The Makeup Show www.themakeupshow.com
24.09.-28.09.2017	IFEAT Conference	Athens Greece	IFEAT www.ifeat.org
26.09.2017	DGK/IKW Seminar for Safety Assessors	Warsaw Poland	DGK e.V. www.safetyassessor.info
26.-27.09.2017	Natural Cosmetics Congress	Berlin Germany	Naturkosmetik Verlag www.naturkosmetik-branchenkongress.de
27.-28.09.2017	Hamburger Kosmetiktage	Hamburg Germany	B. Behr's Verlag www.behrs.de
27.-28.09.2017	HPCI Conference Poland Central and Eastern Europe	Warsaw Poland	SOFW www.hpci-cee.com
28.09.-01.10.2017	Cosmetics Beauty Hair	Bucharest Romania	Romexpo www.expocosmetics.ro/en/
28.09.-01.10.2017	Herbstschule für Kosmetik – Einführung in die wissenschaftli- chen & praktischen Grundlagen	Bad Häring Austria	DGK e.V. www.dgk-ev.de
02.-03.10.2017	CDS Annual Innovations in Dermatological Sciences Conference	Iselin USA	Rutgers University www.derm.rutgers.edu
02.-04.10.2017	Luxe Pack	Monte Carlo Monaco	Idice SAS info@idice.fr , www.luxepack.com
03.10.2017	Scientific Day on Tissue Engineering 3D Skin	Lyon France	Centre Européen de Dermocosmétologie www.ced-lyon.com
03.-04.10.2017	Cosmetorium	Barcelona Spain	Step Exhibitions www.en.cosmetorium.es

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?

Send an e-mail to **dorothea.michaelis@health-and-beauty.com**

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



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Please note:
Issue 10/2017

Publishing date:
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Advertising deadline:
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COSMA

MASTHEAD PAGE

VOLUME 18 ISSN 1439-7676

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Published by Health and Beauty Germany GmbH
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The current list of advertising rates is dated 1st of Jan. 2017.

Circulation Service Health and Beauty Germany GmbH
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Phone: +49 7243 7278-162, Fax: +49 7243 7278-852
Published: 10 issues per year
COSSMA: formerly "Parfümerie und Kosmetik" and "Aerosol und Spray Report"

Subscription Rates Purchase price/annual subscription rates: Germany: € 192; outside Germany: € 198.
Cancellations addressed to the publishing firm by letter will be accepted one month before the end of the subscription year. The subscription fees will be billed in advance once a year. A quarterly debit transfer arrangement via a bank or post office is acceptable.

Design/ Production hofmann medien GmbH
www.hofmann-infocom.de

Printing hofmann infocom GmbH, Emmericher Straße 10, 90411 Nuremberg, Germany

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PREVIEW

OCTOBER 2017

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The latest styling trends in a nutshell

► SPOTLIGHT: ETHNIC CARE



Why it is a challenge to offer colour cosmetics for coloured skin

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COSSMA 10/2017 will be published on October 10, 2017

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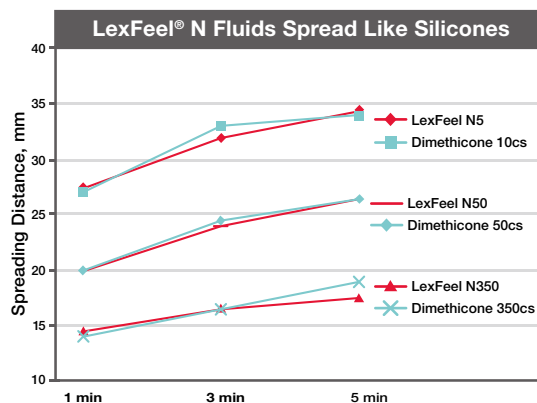


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