

# COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

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## GO FUTURE: STYLING

The secrets of lipstick creation

## SPOTLIGHT: ASIA

The teen cosmetics boom in Korea



Dr Gareth Barker, DSM  
**“CUSTOMER-CENTRICITY  
IS OUR WATCHWORD”**

### VIP of the Month

PROF DR DR H.C.  
REINHARD H. H. NEUBERT  
University of Halle-Wittenberg  
Natural cosmetics:  
All you need to know



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naturals  
from DSM



## Naturals from DSM

Understanding natural ingredients  
has just become *naturally* easier

More and more consumers are adopting a healthier lifestyle, and natural beauty products are increasingly viewed as an integral part of caring for both appearance and overall well-being. However, there appears to be a lack of true knowledge about what “natural” means, and how natural some products really are. DSM has responded to this demand with dedication to transparency by offering a broad and varied portfolio of more than 55 natural products, certified at different levels to meet different needs.

Contact us to discover our wide range of natural ingredients, developed by sustainable production processes, clustered according to their origin and clearly identified by which group of DSM Naturals it belongs to. We strive to deliver the desired level of naturalness with substantiated efficacy.

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[pc.communications@dsm.com](mailto:pc.communications@dsm.com)



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## STYLING IS OFTEN THE EXPRESSION OF A MOOD

As moods may change from day to day, styling has to follow.  
The challenge for a formulator is to create products that last long enough and can be removed gently without stressing hair and skin. In our SEBUMOL and LUMOROL range and guide formulations, you will find the ultimate tools to design foundations, colour cosmetics as well as cleansing products to prepare hair and skin for the upcoming styling.

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Visit us at **SEPAWA CONGRESS, 10 – 12 October 2018, Berlin, Stand 338 – 340**



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Front cover picture: DSM

# Advanced hair care

## GENADVANCE™ HYDRA



Genadvance™ Hydra comes from a family of natural moisturizers, delivering a great after-feel on dry hair. Clariant's most nature-friendly hair care ingredient is EcoCert approved and addresses consumers who need to take care of their hair's everyday wear and tear, making it feel moisturized and manageable.



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what is precious to you?

# NEWS



The new pigment provides a velvety skin feeling

## NEW MATTE PIGMENT

**MERCK | Ronastar Black Allure** enables a silky matte effect in deepest black, playing to the strong trend toward matte formulations in colour cosmetics and offering a velvety tactile feeling on the skin. It can also be used for colour-matching skin tones in foundations and as a background colour in shampoo or shower gel. Thanks to an improved heavy metal profile, it is especially suitable for sensitive areas like eyes and lips.

[www.merck4cosmetics.com](http://www.merck4cosmetics.com)

## WAX FROM TEA

**KAHLWAX | 6614 Tea Wax** is obtained by CO<sub>2</sub> extraction from the leaves of the tea plant *Camellia sinensis*. This olive-coloured wax makes emulsions richer and creamier, especially in colour cosmetics.

[www.kahlwax.com](http://www.kahlwax.com)



The tea is cultivated in subtropical areas

## Trend collections

**KIRKER |** The nail enamel collections for fall/winter 2019-2020 tackle the past, the present and the future. Nail collections inspired by the past are a new approach to classic looks and come in natural, sophisticated tones. Present era nail collections include refreshing pastels with weightless, iridescent effects and the collections for the future cater to a fantasy style with bold elements.

[www.kirkerent.com](http://www.kirkerent.com)



Bold elements for the future collections

- ADVERTISEMENT -

## New Anti-Hair Loss Mechanism (patent pending)

# HotFlux<sup>®</sup>

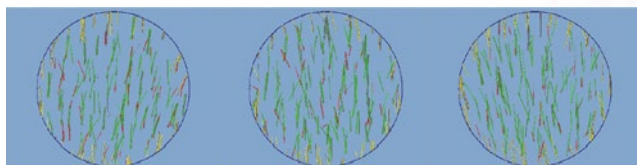
## Vanillyl Butyl Ether

### Benefit:

- Mitigate hair loss and hair thinning **NEW**
- Reduce pollutant-induced hair follicle inflammation
- Enhance microcirculation
- Impart gentle, long-lasting warming sensation
- Make lips appear healthy & ruddy

### Clinical Efficacy Studies

More Anagen & Less Telogen



	Do	D45 (0.5% HotFlux)	D90
Anagen hairs (%)	33.0%	22.9%	18.6%
Telogen hairs (%)	67.0%	77.1%	81.4%





# PACKAGE-FREE FOUNDATION

**Product development** | Lush's Slap Stick foundation qualifies as this month's Star of the month, as it is a major leap forward in reducing plastic packaging.

This summer **LushLabs** released **Slap Stick**, a new collection of solid foundations in a limited edition. The problem with colour cosmetics and packaging is that just a couple grams of product tend to be kept in a bulky case. What makes this 100% vegan foundation so special is the fact that it is packaged neither in a compact case, nor in a jar, bottle or tube. The solid foundation manages to do completely without plastic. The only "package" it has is that the bottom of the solid foundation is covered in vegan wax. Each solid formula is partially dipped in peelable wax for convenience. It comes in a recycled and recyclable cardboard box to ensure it reaches the user in good condition. By popping the foundation in a reusable container, the product is kept fresh. By removing all packaging from the foundation products, the product speaks for itself and shows that a

good foundation does not need fancy packaging to be of high quality. The product, which was supposed to be available for one month only, was so successful that it has already qualified to be part of **Lush's** permanent offer.

Hot on the heels of the **Slap Stick** solid foundations, **Glow Sticks** are also sustainably minded when it comes to packaging. These highlighter products are dipped in the same peelable, vegan wax to make application easy, and ensure that every last smudge, dab and sparkle of product can be put to use.

## The ingredients used for this foundation

**Slap Stick's** 40 shades include warm, cool and neutral undertones that cater for every complexion. This medium-coverage foundation, composed of 14% pigment and 45% Indonesian coconut oil, keeps the complex-

ion looking fresh all day. Its Peruvian jojoba oil is similar to the skin's natural sebum. It ensures that the chosen pigment blends well, while a rich, protective recipe of candelilla, sunflower and Turkish rose waxes keeps the colour looking impeccable. Extra virgin coconut oil from Indonesia hydrates and soothes the complexion.

Sourcing raw materials from projects supporting women in work and children in education is a key focus in the formulation of **Lush's** new makeup. 10% of profits from the purchase of this coconut oil support a not-for-profit organisation that funds literacy classes and a dentist on the island of Nias. Argan oil harvested by a women's co-operative in Morocco delivers a glow when removing the make-up. □

AM

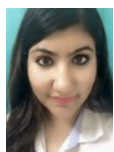
<https://uk.lush.com/search/site/slap%2520sticks>  
<https://www.youtube.com/watch?v=4RY38cCjJUQ>





# KOREA: BOOMING TEEN COSMETICS

**Markets** | Why are cosmetics gaining the heart of teenagers in Korea? And what do you need to know if you want to enter this thriving market?



**AUTHOR:**

Neha Sharma, Solution Lead of Cosmetics for South Korea and Japan, Freyr Solutions Maidenhead, UK  
[www.freyrsolutions.com](http://www.freyrsolutions.com)

Today, teenagers are attracted more than ever to novel products which promise ground-breaking beauty experiences. They have become more conscious than ever of their appearance.

Because they have grown up in the world of internet and mobile phones and being exposed to global connectivity, their lives have become transparent to an audience over various social media channels.

Given South Korea's long-term experience with smartphone usage combined with continued internet access for a substantial percentage of the population, online marketing, especially targeting teenagers, has the potential to grow. After all, teenagers constitute a large community of digitally connected internet users and they're far more likely to stay attuned to current lifestyle, fashion, and trends. A recent external survey related to online shopping trends

projected that cosmetics is one of the leading product categories and the most sought-after product by online shoppers in South Korea. With South Korea being one of the top 10 cosmetics markets in the world, this comes as no surprise. Moreover, beauty being an essential part of South Korean's culture makes Koreans have a natural inclination for cosmetics. The most surprising fact is that cosmetics targeting teenagers are thriving with their sales value rising almost one-third, year-on-year.

## **A colour conscious generation**

With K-beauty taking the world by storm, this recent Korean beauty phenomenon which emphasises a

photos: Selenophile (lead photo), Shutterstock.com, Nutlegal (woman with mobile), Monti Livio (millennials), Bigstockphotos.com

healthy approach towards beautification has significantly elevated the beauty goals to forward-thinking skin care.

This has led to a situation in which nine out of every ten teenage girls in South Korea use make-up.

From another recent report on the South Korean cosmetics market, the value for the teen market and those in their early 20s is noted to be worth hundreds of billions South Korean Won.

Another promising trend catching up among the teenagers is the plethora of multipurpose products which provide quick fixes, thus reducing the number of products needed.

### Cross-border e-commerce: value beyond bargains

Today's teenagers are futuristic, savvy, and well-informed and a considerable amount of their interaction happens via blogging, tagging, and social networking, leading to the creation of new opportunities to be tapped by marketers. Cross-border e-commerce websites are gaining popularity among teen consumers in South Korea as they offer a variety of products at affordable prices. Many brands have already caught up with these teen consumer habits and have taken interactive steps to connect with them through internet advertising and online marketing. From a business perspective, cross-border cosmetics' selling is one of the safest and the most rapidly growing segments in the country. But what makes it so lucrative? Cosmetic products are comparatively low-risk, less expensive to ship, and their prices vary across different regions.

What appeals to the companies is that teenagers are the early adopters of new products, hence brand loyalty can be built at an early age.

They may shift to other brands due to personal recommendations and wow factors, but tend to always come back to the tried-and-trusted brands with which they have associated.

### A spot to bother: are you compliant?

While cross-border e-commerce cosmetics' sales are rising exponentially, the responsibility for product safety lies solely with the cosmetics companies.

Some counterfeit products are being marketed and sold, taking advantage of the e-commerce boom, as there are no stringent regulatory evaluations conducted for these products.

The usual victims of this illicit activity are teenagers who fall prey to the falsified advertisements. To restrain such malpractices, every country has unique regulatory requirements. Moreover, the regulations are constantly being revised. Therefore, it is important for businesses to avoid non-compliance and penalties associated with it, which is a key factor to build a brand and gain customer loyalty.

When introducing a new product into a market, there are often unique requirements and regulatory processes, with which the manufacturers must comply. For example, South Korea requires testing of the cosmetic products in the **MFDS** (Ministry of Food and Drug Safety) accredited laboratories every time a shipment enters the country.

### Key regulations to consider when selling in South Korea

In South Korea, as per the **Korean Cosmetic Products Act** (KPCA), 2000, cosmetic products are regulated by the MFDS and are categorised into three major groups: ▶

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OILY SKIN SENSATION.

**YES!**  
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## “EVERY COUNTRY HAS UNIQUE REGULATORY REQUIREMENTS TO RESTRAIN COUNTERFEITING”

Neha Sharma, Solution Lead of Cosmetics for South Korea and Japan, Freyr Solutions



Many brands connect with teenagers through internet advertising and online marketing

- general cosmetics such as moisturising skin products
- functional cosmetics, such as anti-wrinkle, sunscreens and whitening products
- quasi drugs such as oral rinse products

For cosmetics, the MFDS review process is limited to product shipment evaluations and other administrative processes, but products are still subject to post-market supervision. However, functional cosmetics and quasi drugs, both domestic and imported, must undergo evaluation for their quality, safety, and efficacy, and require an approval from the MFDS before being marketed.

MFDS has also specified a list of ingredients which are permitted to be used in cosmetics in South Korea. If an ingredient is not listed in any of the Korean references, it is required to undergo an approval process wherein the MFDS evaluates the safety and other specifications related to that ingredient. In addition, labelling in Korean language on primary cosmetic packages is required for all domestic and imported products under the KPCA. Simply placing a translated label over the original one is accepted. Information such

**A list of ingredients** specifies the ingredients permitted for cosmetic use in South Korea

A non-listed ingredient has to undergo **a stringent approval process**

**Primary cosmetic packages** have to be labelled in Korean

as the name of the product, manufacturer/importer, expiry date, lot number, net weight, usage, precautions, effects, storage, price, etc. is required to be presented on the artwork in Korean language. When a company imports products in South Korea, it is mandatory to appoint a local agent who is responsible for ensuring the safety of products once they are in the market. According to the KPCA, the products must be tested for quality by lot/batch, based on the product type such as general cosmetic, functional cosmetic or a quasi-drug.

### Take note and nurture

Having identified teenagers as the most important target group, it is important to keep in mind that the moral and regulatory responsibility to ensure the well-being of these young consumers lies with the cosmetics companies. Even though cosmetics’ sales in the South Korean market are rising, to survive and stay relevant in the eyes of teenagers, the companies must avoid resorting to non-compliant measures. They should prioritise safety for easy market access and leverage abundant market opportunities. Be informed. Be compliant. □



Teenagers constitute a large community of digitally connected internet users

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