

# Thousands attend Shanghai show

The 2014 PCHI exhibition and conference in Guangzhou was heralded a great success. Across the 3 days from 19-21 February, 8,189 visitors and 380 exhibitors came together at the Shanghai New International Expo Center to exchange ideas and technological information to benefit the future of the personal care industry.

As proof that PCHI is a truly global event, the visitors came from 57 countries and territories across the globe, with South Korea, Japan, and Thailand making up the top three international visitor countries.

One of the key segments of the show was



the comprehensive educational programme, attended by 2,274 delegates in order to expand their knowledge on the latest ingredients, technology and regulatory developments.

There was also an array of awards given out to outstanding companies within the personal care industry. The highlights included The China Personal Care & Cosmetics Innovation Awards which gave Symrise Shanghai the Breakthrough Award for SymHair Force 1631, alongside Ashland for Actopontine Biofunctional. Lonza won the moisturising category for ProSynergen DF, while Lipotec took away the Anti-Ageing award with Juvefoxo.

The 2015 PCHI event will be held at the Guangzhou Poly World Trade Center and will run from the 12-14 March. For more details on next year's show visit: [www.pchi-china.com](http://www.pchi-china.com)

## Big event set for Singapore

The SCSS (The Society of Cosmetic Scientists Singapore) has announced that judging by the responses to invitations, the 5th SCSS Suppliers Day will be the best event held to date. Taking place on 18 July 2014 at the Mandarin Orchard Hotel on Orchard Road, the event will be an opportunity to network and learn about the latest ingredients and technology on the market.

Exhibitors at the Suppliers Day, which is sponsored by Campo Research (Gold Sponsor) and HallStar (Silver Sponsor) include: Ajinomoto,

AMA Laboratories, Campo Research, Croda Singapore, Evonik Personal Care, Floratech, HallStar, Institute of Personal Care Science. There will also be papers by speakers from: Ajinomoto, AMA Laboratories, Campo Research, Croda Singapore, Evonik Personal Care, Floratech, HallStar, Institute of Personal Care Science. More exhibitors and speakers will be announced in the lead up to the event.

For more information about the 5th SCSS Suppliers Day visit: <http://scss.goglobby.com>

## Ingredients get eco validations

Indena has announced that two additional extracts, Xilogel and Millet have been recently Ecocert validated. These validations follow the ones previously received for other products: olive fruit extract Opextan, Sichuan pepper extract Zanthalene and Centella asiatica purified dry extract.

Ecocert is an internationally recognised certification for use in natural and organic cosmetics. Indena customers can now get further validated ingredients.

"Our commitment in taking care of the environment and paying attention to social responsibility has been rewarded once more with these two Ecocert validations," commented Stefano Togni, BD & licensing director, head of personal care development of Indena. "We are sure that our customers really appreciate this as they are aware that we are helping them to get Ecocert certification, thus matching the increasing needs of the market for active and natural cosmetics."

## Green variant of flagship ester

Innospec has introduced a new variant of its flagship ester, Finsolv TN (INCI name: C12-15 Alkyl Benzoate).

Finsolv TN-G is focused on sustainability. While the original Finsolv TN is based on synthetic raw materials, Innospec's laboratory was able to recreate the ester with raw materials approaching 50% natural. The company has succeeded in maintaining all the performance attributes customers have come to expect and appreciate from the original. The INCI name remains unchanged.

### COMMENT

## Natural trend boost for makeup and skin care

The trend for a natural beauty look should be seen as a challenge for both the skin care and colour cosmetics markets. Globally, people are now looking for a simpler, healthy look and this is certainly the case in Asia. That is not to say that flashes of bright colour will not make appearances on lips, eyes and nails but the predominant aim is to present natural-looking (though also flawless) skin.

With this trend the emphasis is on the word 'look', and so consumers will be willing to go to considerable time and effort in order to manufacture their natural appearance. As the article on page 26 in this issue of *Personal Care* details, there is a considerable range of products that complement this look and so manufacturers have plenty of

opportunities to take advantage of the trend, and this includes products that help develop healthier skin, not just makeup.

Having recently returned from the in-cosmetics event held in Hamburg, Germany, I was impressed to see some impressive new launches of technology and pigments that look set to influence the direction of the colour cosmetics market over the next few years. We hope to have more detailed information on the products in future issues.

As we head towards the middle of the year, we once again begin to focus on in-cosmetics Asia in Bangkok, so you will find some early information on plans for this year's event on page 13.

**Richard Scott**  
Editor

# Ground broken for aromas complex

Malaysian Prime Minister Dato' Sri Mohd Najib Tun Abdul Razak officiated at the groundbreaking of an integrated aroma ingredients complex, set up in Gebeng, Kuantan, by BASF and Petronas Chemicals Group Berhad via their joint venture company BASF Petronas Chemicals Sdn Bhd.

The complex, to be built within the existing site in Gebeng, which is jointly owned by BASF SE and Petronas Chemicals Group, will house a facility to produce citral and its precursors as well as associated downstream plants to manufacture citronellol and L-menthol. Also present at the

ceremony were Pahang Menteri Besar, Dato' Sri Diraja Haji Adnan Haji Yaakob; Dr Martin Brudemüller; vice chairman of the board of executive directors of BASF SE, responsible for Asia Pacific, and chairman of PCG who is also Petronas chief operating officer and executive vice president of downstream business, Datuk Wan Zulkiflee Wan Ariffin.

In his speech, Dato' Sri Najib said: "This project will benefit local people in Pahang through training and employment opportunities at all levels, as well as through a positive economic

impact and enhanced expertise in the sustainable operation of large scale projects like this one."

Dr Martin Brudemüller said: "Our investment in the integrated aroma ingredients complex in Kuantan is a perfect example of how we are implementing our long-term strategy in Asia Pacific: we are collaborating with our longstanding trusted partner, Petronas; we are introducing an innovative production technology for the first time into Asia Pacific, and we are trying to achieve local production of 75% of the products we sell in Asia Pacific."

## Water and wear resistant film-formers launched

During in-cosmetics 2014 in Hamburg, Croda launched its OleoCraft range, a group of oil structuring polymers that create impressive films on the skin, lip and eyelash, delivering water and wear resistance benefits in colour cosmetic and sun care applications.

The OleoCraft polymer range consists of low colour and low odour, high-performance thermoplastic solids, proven to form crystal clear, thermo-reversible gels. The products cover a range of high to low polarity oils providing compatibility to a wide range of cosmetic ingredients. The OleoCraft polymers can be used to create novel formats, from eye-catching clear sticks and balms to sprayable gels and emulsions with real consumer benefits.

Originally acquired through Croda's purchase of the polyamide technology from global Florida-based specialty chemicals business, Arizona Chemical, in May 2013 and formally under the trade name Sylvaclear, the production of these products has been transferred to Croda's Mevisa manufacturing plant in Spain and honed to offer a range of four exceptional products; OleoCraft



LP-20; OleoCraft MP-30; OleoCraft HP-31 and OleoCraft MP-32.

The potential consumer benefits that can be achieved through using Croda's OleoCraft range include: creation of novel formats, from eye-catching clear sticks and balms to sprayable gels and emulsions; producing water and wear resistant polymer films for long-lasting and water repellency benefits; boosting SPF in sunscreens; enhancing gloss and increase pigment dispersion; providing emulsion stabilisation; compatibility with a wide range of cosmetic oils.

## Protein offers anti-ageing hair care

TRI-K Industries has developed a unique, multifunctional protein that targets anti-ageing for hair care. Baobab Tein NPNF is an exotic ingredient derived from baobab that helps to repair damage, increase hair strength, protect from UV damage, moisturise dry hair and nourish strands from root to tip. TRI-K is the first to develop a baobab protein with specific benefits directly correlated to the amino acid composition. Studies were performed on African, Brazilian and Caucasian hair – all showing strong results.

Baobab is an iconic tree in Africa called the 'tree of life' that often lives more than 2,000 years; this tree withstands harsh climates and is known for affording protection and water. Ancient folklore suggests it gives strength, good health and good fortune.

Baobab Tein NPNF is a comprehensive 5-in-1 anti-ageing solution for hair with an intriguing marketing story. In addition, it is produced with TRI-K's new preservative system, NPNF (nonparaben, non-formaldehyde) to meet the needs of customers.

## Cosmetics industry welcomed to Paris

The SFC has announced it is ready to welcome the cosmetics industry to Paris in October for the 28th IFSCC Congress. "This is an honour and a real challenge for the sector's 2nd European market," declared Claudie Willemin, president of the Société Française de Cosmétologie (SFC).

"When it was decided in 2007 that between 27 and 30 October 2014 Paris would be the location, this decision rewarded the SFC for its work and involvement in the international federation, whose 16,000-strong membership network extends over 51 countries and 47 learned societies (like the SFC)," she added.

"The cosmetics industry is particularly

innovative, both in research and in its ability to create economic value. And companies in this sector are constantly striving to ensure that innovative products perform well and are innocuous," explained Claudie Willemin.

Sessions at the congress, around the theme 'Cosmetology: Innovation And Performance For Beauty And Wellbeing', have been structured with the aim of illustrating all the facets of cosmetology research. "We wanted a congress that didn't approach scientific advances in terms of fields of activity (anti-ageing, hair, sun exposure...) but one that really showed that cosmetology involves skills and knowledge which

are valued outside the cosmetics sector. Rather, our philosophy is to investigate wider research fields: the biology of skin, hair and nails, but also colour, sensory matters, physical chemistry and skin protection strategies..."

"The cosmetics industry has a responsibility to society in terms of product development, from the moment the formula is conceived until the end of the product's life cycle. The industry is clearly striving to control its environmental impact and respect the biodiversity of its raw materials. All this is considered a source of innovation in an increasingly competitive economic environment," concluded Claudie Willemin.

# Sensitive skin addressed long term

With approximately 50% of women and 30% of men claiming to have sensitive skin, Sederma targets the needs for this skin type with its new ingredient launch, Pacifeel. Pacifeel is a plant-based active ingredient that addresses both the signs and causes of sensitive and reactive skin. In addition to alleviating skin discomfort and visibly fading redness, Pacifeel improves the skin's resilience against aggressions to provide a long-term, reinforced protection for sensitive skin.

Through its dual action Pacifeel effectively pacifies the skin, leaving it feeling and looking more beautiful, a valuable promise for those men and women suffering from sensitive skin. Numerous studies have been used to demonstrate the action of Pacifeel to limit the stimulation of nerve endings and associated unpleasant sensations, as well as restoring

Before treatment



the skin's barrier function and improving skin hydration.

More importantly, clinical test results reveal that volunteers perceived an overall feeling of wellbeing, along with visible signs of improvement. Itching and stinging sensations were reduced by 80% and 86% respectively.

After two months



The volunteers also observed a significant reduction in facial redness (-54%) and felt that their skin was more hydrated and comfortable for 77% and 83% of the panel respectively.

Pacifeel wraps the skin in a comfortable and protective cocoon. It complies with the Chinese regulation for cosmetic ingredients.

## Active fights inflammaging

Communication between cells is an effective means of defence for the body. However, with age or the influence of external factors, signs of ageing associated with chronic inflammation occur. This phenomenon, 'inflammaging', causes an imbalance in cell communication and leads to premature skin ageing.

Silab therefore presents Unflamagyl, an anti-ageing active ingredient that regulates communication between senescent cells and their environment.

Rich in yeast biopeptides, Unflamagyl limits proinflammatory exchanges between the epidermis and dermis, and preserves the skin tissue's functionality and also promotes dermal matrix restructuring to recover skin tone and elasticity. Thanks to its targeted action,



Unflamagyl visibly reduces fine lines and wrinkles, thus allowing skin to look younger.

With restored tone and elasticity, and a smoother skin relief, Unflamagyl is recommended for all anti-ageing skin care products.

## New Korea show announced

Reed Exhibitions, the organisers of the in-cosmetics group of events, has announced the launch of a new addition to its portfolio in Asia.

in-cosmetics Korea will take place on 15-16 June 2015 at the COEX Exhibition Centre in Seoul and will be the country's only exhibition and educational event of its kind for the personal care ingredients industry. More details on the show can be found on page 13 in this issue or at [www.in-cosmeticskorea.com](http://www.in-cosmeticskorea.com)

Companies interested in exhibiting at in-cosmetics Korea should contact Dijana Pejovic on +44 (0) 20 8910 7178 or [dijana.pejovic@reedexpo.co.uk](mailto:dijana.pejovic@reedexpo.co.uk)

Visitors interested in attending in-cosmetics Korea should contact Ivan Rahal on +44 (0) 20 8910 7847 or email [ivan.rahall@reedexpo.co.uk](mailto:ivan.rahall@reedexpo.co.uk)

## Custom masks

Skin care masks allow consumers to focus on specific needs of the epidermis. Efficient and pleasant to use, their activity targets each kind of skin.

To meet consumers' daily needs and follow the 'mood cosmetic' trend, Soliance has developed a totally customisable concept, the tailor-made mask.

It adjusts and transforms as needed to answer the requirements and mood of the skin. It is easy to design a custom-made mask for what is needed on a particular day.

The concept was launched at Cosmetagora in Paris for the French market it is now available worldwide on Soliance's Cybrary.

## Feel and colour improved

Symrise has launched SymTio S, a novel sunscreen ingredient. It significantly reduces the potential for the white film effect on the skin if used in sun care products. It also improves the skin feel of sun care formulations. To achieve this, Symrise coats micro fine titanium dioxide with the ester cetearyl nonanoate. Patents for the product have been applied for.

The product has been given a special coating with the ester cetearyl nonanoate. It ensures that the titanium dioxide has a noticeably reduced potential for leaving a white film on the skin. At the same time it helps to considerably improve the skin feel of the sun care formulation. Symrise has filed SymTio S for patents in sun care technology.

SymTio S can be optimally used in combination with organic UV filters, for example

with Symrise's Neo Heliopan range, in sun protection products and facial moisturising creams.

"Consumer demand for both cosmetic and medicinal skin care products with a high level of sun protection is large and growing," explains Dr William Johncock, senior vice president, Scent & Care, head of the UV Protection unit at Symrise. "According to our comprehensive global consumer insight data base, most consumers want high sun protection products. 50% use products with an SPF higher than 30. They prefer products that leave the skin smooth, are non-sticky or greasy, absorb quickly and do not colour the skin, nor make it glossy. We have developed SymTio S because it specifically addresses these needs, thus fulfilling a major consumer requirement."



# Natural anti-ageing active oil

Lakesis, from Codif, is an oil obtained by supercritical CO<sub>2</sub> extraction from crystal drops collected on *Pistacia lentiscus*, a tree which is native to the island of Chios (Greece). The resinous sap produced by this tree forms drops as it falls to the ground. Once solidified, these drops take on a crystalline shape and are known as 'crystal tears'.

Codif's laboratories have shown that its rate of expression is directly linked to the age of human fibroblasts. The decrease in Klotho expression starts in the early stage of skin ageing (30s) and continues to decrease with ageing. Increasing Klotho synthesis in the

fibroblasts thus represents a new strategy to combat skin ageing.

After treatment with Lakesis, 54-year-old fibroblasts express the same amount of Klotho as 37-year-old fibroblasts. And 37-year-old fibroblasts express the same amount of Klotho as 28-year-old fibroblasts.

Use of a 3D dermis model show that Lakesis reactivates the synthesis of supporting fibres. Clinical trials demonstrated a redensification of the dermis as well as a lifting action on the contours of the oval face. Skin seemed younger and thicker. Facial contours appeared to be redrawn.



## Award for new stabiliser

DuPont Tate & Lyle Bio Products Company has announced the winner of the second annual Zemea Innovation Award programme. Schülke & Mayr GmbH was selected as the winner for its sensiva PA 40 antimicrobial stabiliser used in skin care products.

sensiva PA 40 is the most recent evolution of the sensiva line of multifunctional additives. It combines a nature-identical fragrance ingredient with the boosting of naturally derived Zemea propanediol and adds a gentle synthetic for additional skin care properties and better antimicrobial efficacy. This combination allows sensiva PA 40 to be used at levels similar to more traditional preservative blends, while remaining gentle to the skin. Like other products in the sensiva product line, sensiva PA 40 has been proven to inhibit the growth and multiplication of odour-causing bacteria. This multifunctional product can be used in leave-on, wet-wipe and sensitive skin applications at a use level of 0.5-1.5 per cent

to help maintain the microbiological stability of nature-inspired cosmetics.

Zemea propanediol is a natural, 100 per cent biobased ingredient made from fermentation of corn glucose and developed for use in the cosmetics and personal care market. It is a high-performance, environmentally sustainable alternative to petroleum-based glycols and glycerin, where the product's antimicrobial properties, lack of skin irritation, improved moisturisation and excellent sensory properties are benefits. Zemea is approved as a natural ingredient by Ecocert and the Natural Products Association; is certified 100 per cent biobased by the US Department of Agriculture and has both Kosher and Halal certifications.

The Zemea Innovation Award programme is designed to recognise companies who have commercialised innovative cosmetics and personal care ingredients or finished products that contain Zemea propanediol.

## Molecular oxygen supply to skin cells enhanced

Air Products has introduced its new OxyForce cellular active. OxyForce cellular active is a high-performance energising solution formulated to enhance the supply of molecular oxygen to skin cells. The upper skin layers rely on, and are almost exclusively supplied by, atmospheric molecular oxygen. OxyForce cellular active can promote the supply of oxygen to those skin cells to reduce wrinkle depth while enhancing skin smoothness and supporting natural collagen production.

"OxyForce cellular active demonstrates how Air Products can leverage its unique portfolio of delivery technologies to achieve meaningful skin care benefits – in this case to enable measurable results by nourishing the skin with something as basic, but key to life, as oxygen," said Solomon Lemma, global business manager for personal care at Air Products.

OxyForce cellular active is part of Air Products' personal care platform that was launched in 2006. Since then, the business has grown to be acknowledged as a specialist in delivery systems technology for cosmetic applications. Its proprietary technology platforms are able to target skin sites that range from the skin surface to within skin cells. Leveraging these technologies, the business offers over 80 active and functional commercial ingredients to the personal care industry, including those under the Rovisome, Cellular Actives, Intelimer, and Deposilk brands. These technologies are also employed in customer-specific solutions.

OxyForce was officially launched at in-cosmetics 2014 in Hamburg, Germany.

## New senior vice president

DSM Nutritional Products announces a change in management of its Personal Care Business Unit. Ilona Haaijer who built and led the unit over the past four years has accepted another appointment within DSM. She hands over to Wilfrid Gambade, former director of the DSM Business Unit Composite Resins. Wilfrid Gambade becomes senior vice president and member of the executive committee, DSM Nutritional Products, reporting to Christoph Goppelsroeder, president & CEO, DSM Nutritional Products.

Wilfrid Gambade, a French national, holds a degree in chemistry from ITECH, Lyon/F. He started his career in sales and marketing and soon acquired experience in the cosmetics industry. Gambade worked for Ciba Specialty Chemicals, among others as North American



sales head and business responsible for the cosmetics branch. Later, he was global business director at Huntsman where he built a new segment organisation. In 2009, he joined Royal DSM as business director Europe & Global Market in the Business Unit Composite Resins. In 2011 he was appointed to head that Business Unit.