



## Josh Taylor

We are saddened to announce the death of *Personal Care* publishing director, Josh Taylor.

Josh joined Step Communications as a business manager in 1999 and was instrumental in launching the *Personal Care* titles. He became a company director in 2003 and his drive, engaging personality and commitment were largely responsible for the development of the business during these crucial early years and beyond.

He made a great deal of friends across the world on his travels, and his formidable frame – which also brought him much success on the rugby field – made him a distinctive figure at industry events. Many people throughout the personal care industry will have enjoyed an entertaining evening of fine food, wine and laughter in the company of Josh, and it is hard to imagine there will be no more.

Our thoughts and condolences are with Josh's family and close friends.

# Oily skin addressed

Both unsightly and uncomfortable, oily skin affects both men and women. The physical signs are shiny skin and a lack of radiance, often accompanied by dilated pores. Oily skin is also more prone to developing blemishes.

Inspired by recent advances in sebocyte biology, Silab has created Sebocytine, a sebum-regulating active ingredient rich in wild rose berry flavonoids, which improves the comfort of Caucasian and Asian skins.

Sebocytine limits the differentiation and lipogenesis of human sebocytes cultivated in 2D and 3D models, thus reducing sebum secretion.

Tested on a panel of male and female volunteers, Sebocytine normalises sebum production, tightens pores and controls shine



on the skin. Skin is purified and freed from imperfections, restoring both comfort and beauty.

Matified complexion, and tightened pores, Sebocytine is recommended in all matifying and anti-blemish skin care to improve comfort for combination to oily skin types.

## Neuro-soother for comfort

Soliance launched a new product in April: Marilience, a marine neuro-soother. Some studies have recently shown that reduction of pain sensation extends lifetime. As a result, Soliance marine biotechnology experts have extracted the essence of the red microalgae *Rhodorus marinus* to offer Marilience, a powerful neuro-soothing active.

Marilience limits the production of inflammation and neuro-inflammation mediators: TRPV 1, the pain receptor involved in the cutaneous sensitivity; NGF overexpressed

in the case of inflammation, it leads to the increase of TRPV 1; IL-1 $\alpha$  which plays a key role in regulation of the inflammatory response.

A test on 46 volunteers has proven that Marilience reduces significantly skin sensitivity within 14 days and up to 89% in 28 days. Marilience is the first active ingredient able to reduce neuro-inflammation and enhance skin longevity. A colourless liquid, it can be added from 1% to 3% into soothing, wellbeing, neuro-cosmetic formulas for a long-lasting skin comfort.

### COMMENT

## Indonesia halal law a turning point?

A recently-passed law will mean that all products sold in Indonesia will need to be halal-certified by 2019. This could be a real turning point for halal cosmetics, as in the past there has been a certain amount of vagueness relating to what constitutes a halal cosmetic product, and as a result certification has been difficult. This law, especially when considering the significance of the Indonesian market, could put an end to the lack of clarity. The law will require any non-halal products to be labelled as such.

This could mean significant adjustments for multinational companies who will now need to consider making products specifically

for the Indonesian market or have their entire product line halal-certified. The same will also be the case for ingredient manufacturers who will also need to look at their manufacturing methods in order to assist clients looking to feature on the Indonesian market. The law takes into account everything about the product, from the machinery used in the manufacturing process to the delivery method – so this can be considered a 'whole life-cycle' procedure.

We will be featuring an article on this subject from market research company, Kline, in one of our next issues of *Personal Care*.

**Richard Scott**  
Editor

## Benefits of pure lactic acid

Corbion Purac have launched Purac UltraPure, a unique, high-quality grade of L-lactic acid with an extremely low base odour and a water-clear appearance. Purac claim UltraPure is the purest natural lactic acid available and brings powerful moisturisation and anti-ageing properties to formulations where an exceptionally low base odour is required.

For moisturisation solutions it can be used as a powerful humectant that can support the skin's natural moisturising factor (NMF) and provides hydration for up to four hours after application. The anti-ageing effects of Purac UltraPure derive from its ability to stimulate exfoliation and cell renewal, moisturise, and increase dermal and epidermal thickness. The product is effective for all skin types, is easy to formulate and safe in use.

The ingredient is produced by natural processes with the application of innovative and sustainable technologies. It has a very low carbon footprint and is exclusively produced by the fermentation of carbohydrates.

# Company celebrates gold CSR rating

Lipoid Kosmetik has achieved the Gold CSR Rating, the highest certification from Ecovadis.

With a score of 64 points, the company is in the top 11% of suppliers assessed by Ecovadis and 54% above the industry average. In the category sustainable procurement, which focuses on social and environmental issues within the supply chain, Lipoid Kosmetik is in the top 3%.

Customers worldwide are asking more and more for responsibly produced cosmetic products. Therefore corporate social responsibility has become an integral part of new product development and is a key factor for many players in the cosmetic industry. "Environmental protection and sustainability has been our



ultimate ambition since the foundation of Lipoid Kosmetik. The Gold Award from Ecovadis confirms our continued efforts over many years. We strongly believe that this award is another important piece for the differentiation of our products and services to the cosmetics industry

and helps us to showcase our commitment in this important field," said Dr Peter Roethlisberger, managing director of Lipoid Kosmetik AG.

"Of course, we will continue with our efforts and help the industry to develop efficient, sustainable and responsible products."

The Ecovadis methodology takes into account 21 CSR criteria, which are based on four themes: environment, labour, fair business practices, and sustainable procurement, which are assessed based on policies, actions and results. The methodology and criteria are in line with international CSR standards including the Global Reporting Initiative, United Nations Global Compact, and ISO 26000.

## New CEO announced

Vantage Specialty Chemicals has announced the appointment of Pat Brueggman as the new senior vice president & general manager of Vantage Personal Care.

In his new role, he will have overall global responsibility for the personal care business, including the Lipo Chemicals, Desert Whale Jojoba Company, and Ruger Chemical brands, driving continued growth through new product development, geographic expansion and strategic acquisition.

Pat Brueggman's career has spanned roles in sales, business management and strategy development. Brueggman previously held executive positions at Ashland, Hercules, GE and Betz Dearborn.

"Brueggman is a process-oriented personal care executive," stated Julian Steinberg, CEO Vantage Specialty Chemicals. "He brings a wealth of experience to the team and I'm confident that he will continue to accelerate the growth of our business. His strategic view on the specialty chemicals industry will further expand Vantage's considerable strengths as we continue our expansion in the personal care market through organic growth, new international markets and further acquisitions."

"I am excited to join Vantage Specialty Chemicals, an established and growing leader in naturally derived ingredients," said Pat Brueggman. "I am looking forward to working with such a strong team and contributing to the company's continued growth and success."



Pat Brueggman.

## New marine biodegradable biopolymers

Metabolix, an advanced biomaterials company, has announced it has entered into a global, exclusive commercial and technology alliance with Honeywell to offer new marine biodegradable biopolymers for use in cosmetics and personal care products.

Through the alliance, Metabolix's Mirel polyhydroxyalkanoate (PHA) biopolymers will be developed as part of Honeywell's Asensa line of personal care additives to help address pending legislation in the US focused on replacing synthetic, non-biodegradable microbeads, as well as global demand for biobased and biodegradable alternatives. This technology is intended to meet increasing regulation and other requirements around the world for personal care microbeads that biodegrade in marine and fresh water environments. Using applicable ASTM test methods, the marine biodegradability of Mirel PHA biopolymers has been shown to be similar to that of cellulose and paper, and is faster than other commercially available biodegradable polymers.

## Water-coated silicone technology

Standard silicone elastomers can be very difficult to disperse uniformly in external water phase emulsions or aqueous gels due to their inability to fit into o/w micelles and general hydrophobic incompatibility with water. Often when processing, excessive levels of surfactants and high shear energy is required to disperse and maintain particles to a stable state. High concentrations of surfactants unfortunately reduce the elastomer sensory properties by creating tackiness. Surfactants are also more likely to cause skin

irritation or some level of barrier disruption. The unique design of versatile Gransil SiW Elastomer Gels from Grant Industries resolves these issues.

The simple way to load silicone elastomers into water-based formulations, Gransil SiW Elastomer Gels are the new vehicle of choice for creating personal care products. Technically Gransil SiW Elastomer Gels offer formulators the ideal opportunity for loading high levels of polysilicone-11 elastomer into water-based gel structures with minimal use of emulsifiers (at

levels below 0.5%), and by cold processing methods. These stable formulations achieved with such low levels of emulsifiers also serve as excellent delivery-bases for active ingredients.

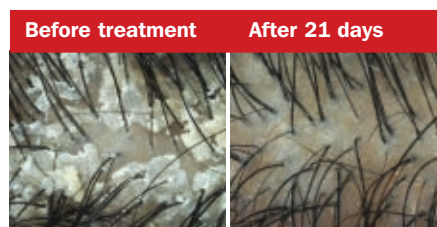
Gransil SiW Elastomer Gels can be formulated to offer unique sensory benefits with a water-to-powder break on application. The outer water phase cools, soothes and hydrates skin on contact while seconds later, silicone elastomer particles release from a gel matrix to fill lines, even complexion with a soft powder-like texture.

# Multifunctional scalp care launch

Sederma is launching Apiscalp, its latest multifunctional ingredient dedicated to scalp care. Apiscalp helps fight against dandruff, itching, dryness and hyperseborrhea to provide beauty and comfort to both oily scalp and dry scalp. It controls the local microflora (*Malassezia*) proliferation, restores the scalp *stratum corneum* integrity and regulates the epidermal differentiation and desquamation.

After using Apiscalp for 21 days, 100% of the volunteers said that their scalp was less itchy and 93% with less dandruff. These results were

confirmed by instrumental and dermatological evaluations: Apiscalp helps markedly reduce scalp itching and dandruff size and intensity



against placebo on both oily scalp and dry scalp. Sebum production of oily scalp has significantly decreased (up to -47%, after only 7 days) while all scalp types are moisturised.

More *in vivo* and *in vitro* studies, that are available on demand, have been conducted to demonstrate its various benefits on scalp beauty and wellness.

Apiscalp is a plant-based ingredient obtained from the sustainable supercritical CO<sub>2</sub> extraction process. It complies with the Chinese regulation for cosmetic ingredients.

## Rapid microbial screening

Celsis has introduced the Celsis Accel system, a robust and easy-to-use rapid microbial screening system for small and medium-size manufacturing companies.

Utilising Celsis' proprietary reagent technology, the Celsis Accel system reduces time necessary for quality control assessment of microbial contamination. This shortens production cycle times by lowering quarantined inventory levels awaiting quality control release and reduces working capital requirements. Faster quality control results also provide an earlier indication of contamination allowing a faster and more effective investigation and corrective action,

thereby reducing the economic impact of the event.

Using its Financial Impact Assessment (FIA), Celsis works with hundreds of manufacturing facilities around the world to evaluate the cost savings of implementing a Celsis system.

The Celsis Accel takes the robustness and ease-of-use of the widely-adopted Celsis Advance platform packaged into a compact system specifically designed for small and medium-size manufacturing facilities. Straightforward software makes the Celsis Accel ideal for home, beauty and pharmaceutical product manufacturers' busy microbiology labs.

## GMP certification

The Lubrizol Corporation was awarded the Good Manufacturing Practice (GMP) certification according to the European Federation for Cosmetics Ingredients (EffCI). EffCI is a European trade association that brings together manufacturers of synthetic and natural ingredients for the cosmetics and personal care industry. Their GMP certification is based on very strict guidelines of maintaining product quality and industry hygiene during the manufacturing process. Lubrizol received the certification for its manufacturing of acrylic acid polymers including Carbopol Polymers and Pemulen polymeric emulsifiers in Lubrizol's facility in Kallo, Belgium.

"We are extremely proud of this achievement," said Jeff Carey, global product management director for Lubrizol personal and home care. "Lubrizol's team of experts in R&D, manufacturing, logistics and customer service all take quality seriously. We develop each and every product to meet the high quality standards that our customers demand. It's all part of our growth strategy to provides solutions to the personal care global market."

## Natural surfactant launch

Naturex is launching Sapnov, a natural foaming agent extracted from quillaia in Chile, and this launch will add a new type of ingredient to Naturex's range.

"With the goal of capturing and passing on the power of nature, adding this functional, natural and minimally processed ingredient to our portfolio seemed like a logical step," stated Stéphanie Puel, business unit director for Personal Care. "This ingredient also meets the demand for both sulphate-free, mild surfactants and biodegradable ingredients in finished products," she added. Non-ionic surfactants are expected to enjoy one of the strongest CAGRs in shampoos between 2013 and 2018.

Sapnov is a non-ionic and water soluble surfactant that performs well versus synthetic surfactants. The ingredient is miscible with classical solvents, works in a wide range of pH and shows good stability even at high salt concentrations.

Besides the fact that this foaming agent is 100% natural, the extract has other proven benefits that cannot be found in common surfactants. Indeed, various studies have shown that quillaia extracts have soothing and dermo-purifying properties. Tested in *ex vivo* oral epithelium, Sapnov decreased the expression of interleukin 8 by 52% (interleukin 8 is a well-known marker of inflammation).

## Eco-conscious surfactant

Evonik has launched Tego Betain P 50 C (INCI: Cocamidopropyl Betaine), a novel concentrated surfactant based on RSPO certified sustainable palm kernel oil. Due to its exceptional thickening performance, it provides an improved cost/performance ratio compared to standard CAPBs. Furthermore, the 38% active betaine is

easy to process and delivers generous foam combined with a pleasant skin-feel.

The predominantly renewable, RSPO-certified palm-based feedstock and the high product purity of the preservative-free Tego Betain P 50 C support a more environmentally conscious approach in the cosmetic industry.

## New corporate identity

Seppic is launching its new logo and visual identity. The logo has been kept blue and orange, which highlights the long lasting development and commitment of Seppic to its customers and employees. The smile and the lowercase letters underline the close and longterm relationships that Seppic has cultivated. This connection also brings to mind the unique and combined expertise it offers customers.

Seppic's core business – emulsions – was the inspiration for its new visual identity. The droplets, represented by curved lines, symbolise the mixture of oil and water that forms the basis for many of its innovations and emphasise endless possibilities.



# New liquid shea oil

AAK Personal Care launches Lipex SheaClear, a completely clear liquid shea oil that softens and moisturises the skin. It also improves shine and softness in hair. The new product was presented at in-cosmetics in Barcelona.

The physical and sensory attributes of Lipex SheaClear make it an ideal ingredient for skin, hair and face oils where absolute clarity and low colour is desired. The product has a high level (6%-8%) of functional unsaponifiables that helps to revitalise the skin. It adds moisturising and softening properties in all types of clear oil formulations, without any adverse crystallisation effects or settling over time.

"Lipex SheaClear complements our wide range of shea based ingredients. It is developed to meet an increased demand of clear, completely transparent oils. This trend is especially apparent in the US and Europe", said Jari Alander, technical director at AAK Personal Care.

Lipex SheaClear also improves shine and softness in hair. It can be used in high-end cosmetic formulations as the main emollient or in combination with other oils and esters to customise the sensory properties. Due to a low melting point, it is also suitable for cold processed emulsions.



## Global director appointed

Henry van den Heuvel has been appointed global creative director at Eurofragrance. This position has been created to meet the company's needs for a manager to oversee its teams of perfumers around the world. Eurofragrance has creative centres in Barcelona and Mexico with a centre in Dubai to follow soon.

Henry van den Heuvel has been senior perfumer at Eurofragrance since February 2014 and from now on he will also be managing the company's international team of perfumers. Van den Heuvel will also act as a mentor in the perfumer training programme at Eurofragrance, an initiative through which the company trains promising future candidates for this profession.

Van den Heuvel already has more than 25 years of experience creating fragrances. He has special expertise in home care fragrances. Van den Heuvel was creative director perfumery for the company Takasago in the United States for more than nine years. He also worked at Firmenich and PFW. During his long career, this perfumer has proven his capacity to combine creative tasks with managing international teams. Van den Heuvel will be based at the Eurofragrance headquarters in Sant Cugat (Barcelona) until the end of 2015, when he will move to Singapore to strengthen Eurofragrance in the Asian market.

# Skin complexion optimiser

Induchem's Brightenyl is the first cosmetic active ingredient that is activated by a new functional layer of the human skin: the *stratum microbium*. This new layer acts as an active living veil converting Brightenyl in two molecules, which act on seven biological targets to obtain a perfect skin complexion.

Skin tone uniformity and skin colour optimisation (including reduction of pigmented spots) are among the leading consumer demands worldwide. Up until now, the only solutions to optimise skin complexion required several ingredients to deliver clinical benefits. Brightenyl is a SMART (Skin Melanin Active

Removal Technology) ingredient. Far from probiotics, prebiotics and other traditional skin microflora ingredients, it represents a new generation of multifunctional skin complexion optimising molecule, which is activated *in situ* by the living veil called the *stratum microbium*.

By targeting several biological pathways, Brightenyl addresses all the different causes of uneven skin tone, redness and pigmentation issues simultaneously.

Safe and China compliant, it enables the creation of new generation of products to enhance consumers' beauty, and meet their expectations.

# Microbead alternatives

Worlée is launching WorléeBeads HCO, a natural alternative to plastic exfoliant particles. Based on castor oil, Worlée's new product is biodegradable and may be used in numerous cosmetic rinse-off products for facial and body care. They are odourless and colourless, free from harmful additives and derived from 100% renewable resources. Their consistently smooth surface allows a soft and gentle exfoliation – damage to the outer layer of the skin, which often happens with other products, does not with WorléeBeads HCO.

If coloured exfoliant beads are the preferred



choice for a cosmetic product, WorléeBeads Jojoba are an environmentally friendly alternative that conforms to NaTrue and Ecocert criteria and is made of jojoba wax. WorléeBeads HCO, as well as its jojoba variant, may be used together with the new rheology modifier WorléeAqua Thix to create an exfoliant product with high performance characteristics.

WorléeAqua Thix is a PEG-free liquid acrylic dispersion designed to thicken, suspend and stabilise products containing low and high levels of surfactants or electrolytes.

# Immediate relief for skin

Indena has recently launched Quercevita, a novel Phytosome formulation of quercetin with sunflower lipids. It has been clinically tested *in vitro* and *in vivo* and validated for its soothing properties on various skin challenges.

Recently, in a single blind, placebo-controlled

clinical trial Quercevita was tested on 30 volunteers exposed to multiple adverse skin conditions. Quercevita was effective in reducing all skin reactions showing improvement of skin hydration and giving faster relief.

Furthermore, the antioxidant power of

Quercevita was confirmed not only on the ingredient itself and in cosmetic formulations, but also through its capacity to enhance the skin's own antioxidative defence system. Additionally, it has been compared to a positive benchmark such as tocopherol at twice the concentration showing a great improvement of the skin antioxidant power (+125%).