## **Vietnam Roadshow**

in-cosmetics Asia introduced its first ever Vietnam Roadshow in association with CCA and the support of VCC. Taking place at the Hotel Nikko Saigon on 23 August, the Roadshow enabled local cosmetic companies to find out about the latest personal care products and trends and meet other ingredient suppliers.

The Roadshow was titled 'Capturing New Products & Trends' and began with a talk on global consumer trends from An Maria Fe Boo from Lubrizol. This discussion was based on the company's concept of 'Beauty in the Digital Age', which focuses on three global macro trends (Citysumers, SENSE-able and YOUnique) related to this electronic revolution. The Lubrizol presentation studied the impact of these trends

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No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means: electronic, mechanical, photocopying, recording or otherwise without prior permission of the publisher and offered suggestions for how to include them in formulations. Youn-Ki Cho, R&D director,

ActivON then discussed the

development of preservatives and sustainable ingredients. Because of increased issues with the characteristics of silicones and the skin irritation of surfactants as well as the environmental problems, recent cosmetic trends point to a higher demand for natural and green technology as well as biotechnology materials. The presentation looked at alternative products, from paraben-free preservatives to new sustainable ingredients derived from the fermentation of microorganisms as well as light wax products.

The Keynote Speech came from Le Chau



Giang, regional regulatory affairs director – Asia Pacific (Johnson & Johnson) and president of the ASEAN Cosmetic Association who discussed the opportunities and challenges for the Vietnamese cosmetic industry within the global economy. Vietnam became a WTO Member in 2005 and now participates fully in all ASEAN initiatives on

economic integration. As such, Vietnam is fully incorporated into the global economy. This clearly brings opportunities and key challenges for more than 430 small and medium size cosmetic companies based in Vietnam. Efforts are required from both the private and government sectors with regard to infrastructure, know-how, product quality, safety and legislation. However, Le Chau Giang said that SMEs in the cosmetic sector can be winners if they capitalise on their knowledge of the Vietnamese consumer and the local environment.

#### **China distributor appointed**

DKSH's Business Unit Performance Materials has been appointed as the new distributor in mainland China for Induchem, a Swiss producer of cosmetic actives, carrier systems, and other raw material ingredients for the personal care and cosmetic industry.

"This is an exciting complementary addition to our product portfolio," comments Cesar Saez, vice president, business line personal care industry, DKSH Performance Materials. "We are delighted that we will be working with Induchem in the areas of anti-ageing active ingredients, plant extracts, and effect particles to meet the evolving needs of the market. With today's longer life expectancy and increasing purchasing power from the rising middle class, we are seeing an expanding demand for personal care products with such ingredients."

During recent years, DKSH has significantly developed its operations in China and has recently opened a fourth China sales office in Beijing (after Hong Kong, Shanghai, and Guangzhou) as part of its ongoing strategy for growth.

#### COMMENT

## Naturally promoting healthy hair

Hair is one of the most immediate and important visual signals as to a person's personality. Within seconds of meeting someone for the first time, their hair has related information ranging from the person's cleanliness, tidiness, musical taste, health, political persuasion, and socio-economic background. These factors go some way to revealing why hair care is so important to consumers and why finding hair care products that work effectively with their particular hair type is vital.

In this issue of *Personal Care*, Ashland illustrates the importance of analysing in detail how different ethnic hair types react to a product, and also taking into account the different environmental conditions of a region, for instance levels of humidity and heat.

The up-coming in-cosmetics Asia in Bangkok will also offer plenty of excellent information on this subject, including a dedicated Haircare Workshop featuring discussions on hair physiology and the latest hair care trends. Plenty of innovative new products for hair care will also be highlighted in the Innovation Seminars.

Take a look at the comprehensive educational offering for the show in this month's in-cosmetics Asia preview and I am sure you will find plenty of interesting avenues to follow on this subject. We hope to see you in Bangkok.

Richard Scott Editor

## Actives company acquired

The Lubrizol Corporation has announced that it has signed an agreement to purchase Lipotec SA, a leader in the development, manufacturing and sales of personal care ingredients based on three core technologies: peptide-based active cosmetic ingredients, delivery systems and biotechnology products. The purchase includes Lipotec's cosmetic active ingredients business and its subsidiaries, Diverdrugs and Lipofoods.

Founded in 1987 and headquartered in Barcelona, Spain, Lipotec, part of Lipotec Group, is a leading global supplier of cosmetic peptides, a key performance ingredient in skin care products. In addition to peptides and delivery systems, Lipotec has a growing business in biotechnology ingredients for personal care. Recognised Lipotec brands include Argireline, Snap 8, Antarcticine and Eyeseryl.

Diverdrugs is the research and development division of Lipotec, specialising in new active compounds in the field of cosmetics and dermatology. Lipofoods develops and manufactures functional health ingredients for the food and beverage industry. The current owners of Lipotec Group will continue their activities in the pharmaceutical and cosmetic finished goods segments through BCN Peptides, GP Pharm and Prima-Derm which are not part of this transaction.

"This acquisition follows our 2011 acquisitions of Nalco's conditioning polymer business and Active Organics botanical extracts and natural performance ingredients," commented Rick Tolin, Lubrizol vice president and general manager, personal and home care. "Adding Lipotec further illustrates our commitment to providing a broad product portfolio, new technology and applications expertise that enhance Lubrizol's ability to make customers successful through expanded access to innovative ingredients."

Lipotec has a strong history of innovation and focuses on high-performance applications in skin care that include anti-ageing, anti-wrinkle, sensitive skin protection and moisturising. This innovation is exemplified by Argireline, one of the most successful active ingredients ever launched in the cosmetic market.

Once the transaction closes, Lipotec will become a part of Lubrizol Advanced Materials, with Lipotec, Diverdrugs and Lipofoods retaining their respective names.

### Oral care milk protein

Quantec has announced it has signed a major deal to sell its patented milk protein ingredient, IDP, to Auckland-based NZ New Paradise.

NZ New Paradise has secured exclusive rights to the unique ingredient for use in oral care and throat care confectionery products manufactured in New Zealand and exported to China.

NZ New Paradise's first IDP-based product will be a mint to fight halitosis, launched under its existing Purel brand. The company also plans to capitalise on IDP's proven ability to kill bad bacteria in the mouth and reduce inflammation by manufacturing a flavoured chewable tablet for Chinese children to boost their oral health.

General manager of Auckland-based, NZ New Paradise, Lavinia Huang, said: "Purel sees IDP-based products as a springboard into the Chinese market for oral health products that address the cause of bad breath and boost people's immune systems."

# Sustainable production of natural alpha bisabolol

The candeia tree (*Eremanthus erythropappus*) is a species from Brazil, with natural occurrence concentrated mainly in Serra da Mantiqueira and Serra do Espinhaço in the state of Minas Gerais. The essential oil extracted from this wood is rich in (-)-alpha-bisabolol, widely used in cosmetics and pharmaceutical industries due to its well-known anti-inflammatory properties.

Through appropriate

stewardship techniques, it is possible to explore this natural resource according to sustainable practices.

In Brazil, thanks to research supported by Cltróleo and CNPq, the Federal University of Lavras (UFLA) defined the ideal approach for conservation of natural forests of candeia. As a result, this research has lead to the



publication of Brazilian laws referring to the sustainable use of candeia. The candeia tree is the first species to receive exclusive regulation thanks to this research.

Besides the implementation of a stewardship plan on its private forests, which concerns not only planned removal of trees but also preservation of good trees for sowing and natural regeneration, Citróleo maintains

a programme for seedling production.

This programme, which includes the production and distribution of more than 100,000 seedlings of candeia trees per year, is conducted on Citróleo's farm in Baependi, Minas Gerais, where experimental studies are also developed in partnership with UFLA, focusing on sustainable management of natural forests.

#### **Eco-sustainability discussed in New York**

Dr Roberto Dal Toso, IRB R&D manager, was invited to speak at the HBA New York exhibition during a session dedicated to green concepts and eco-sustainability.

The Green and Natural Products session introduced a wide range of topics including the organic consumer profile and organic certifications, new developments and trends in European and US markets and a sustainability and ecosustainability discussion about packaging choices, ingredient sourcing and manufacturing process. The rapid growth of green biotechnologies in cosmetics is made obvious by the increased number of products based on plant stem cells. Since 2003, IRB oriented its R&D efforts in the set up of the HTN technology, an exclusive biotech method able to source non-GMO plant stem cell ingredients with a higher level of safety and standardised active substances. This can be obtained also from rare or endangered species, thus safeguarding biodiversity, and with a tremendous environmental impact reduction. In fact, comparative data with conventional agriculture and extraction procedures have shown 99.9% water reduction and negligible soil occupation, which thus remains available for food cultivation, an 80% decrease of extraction solvents together with the total abolition of pesticides and a reduction of industrial waste. Thanks to all these advantages, HTN technology was the winner of the 2011 Italian Business Awards for the Environment in the category 'best process and technology'.

## **Innovative skin care**

Lipotec has recently launched two new solutions from its Aimtec brand.

Delisens offers an innovative mechanism of action directed at treating several inflammatory and/or pruritogenic skin disorders, decreasing sensations of itching, redness or stinging in sensitive skin while helping to recover its physiological tolerance threshold. It is also recommended for dry-

sensitive skin; hydration increased by 34%, compared to placebo, after only one week of applying a cream with 2% Delisens solution.

Telangyn is a tetrapeptide specially developed to treat facial redness and telangiectasia. The



dermatological evaluation showed its efficacy in decreasing erythema intensity by 19.2% or skin redness by 17.7% after applying a cream with 2% Telangyn solution at the end of a 4-week treatment.

From Biointec, Hyanify is a biotechnological marine-based ingredient with excellent hyaluronic acid boosting properties, leading to

replenishing effect against dehydration and wrinkles. The mean depth of nasogenian folds decreased by 14.7% in only 14 days of applying a cream containing 1% Hyanify solution, as showed *in vivo*.

#### Floral oil range unveiled

A new range of floral oils has been launched by French company, Leticc. The new ingredients are designed to be introduced into every kind of cosmetic product.

The range, called Prodhyskin, are obtained thanks to the combination of a selected range

of botanicals and specific oils. This new range of macerates offers an almost unlimited number of solutions for the formulator and the marketing department. The raw materials bring emolliency to the skin and a smooth texture to the formula.

#### Plant cell culture acquisition

Croda International Plc has announced the acquisition of IRB (Istituto di Ricerche Biotecnologiche SpA). IRB entered the active ingredients market in 2009 after 10 years of research and as a result of its cutting edge technology and 'know how', it has become a leader in the emerging market of plant cell culture actives both in personal care and healthcare.

A Croda spokesperson said: "This is an exciting acquisition for Croda and the personal care industry. Croda, via the Sederma brand will use our knowledge, expertise and global positioning to bring IRB's world leading plant cell culture technology to all of our customers. Plant cell culture biotechnology is the leading new technology for delivering proven activity as well as true sustainability."

The IRB products will add to the Sederma product portfolio, already widely acclaimed for their peptide anti-ageing ingredients as well as other bioactive molecules. IRB will benefit from significant investment as part of the Croda group.

## **Anti-ageing peptide launch**

The DSM Personal Care Business Unit has announced the global launch of its new antiageing peptide complex, SYN-TC. This product extends DSM's successful SYN-Peptides product range, offering a new anti-ageing cosmetic ingredient with rapid action for skin smoothing.

The beauty of smooth skin is greatly valued by consumers. They seek personal care solutions for the skin that are not only effective but also fastacting. SYN-TC sets high standards on both counts, delivering results in only 28 days.

The group of naturally occurring proteins known collectively as collagen is the most abundant protein in skin. It is the main component in connective tissue and anchors the



#### Technical manager appointed

The global personal care business of AkzoNobel Surface Chemistry has announced the appointment of Jane Wang Ph.D., as regional technical manager, Asia. Her responsibilities include administering technical resource allocation processes across all Asian markets and laboratories, developing and implementing technical service strategies for the region, and ensuring excellent technical support for all Asian customers. Based at AkzoNobel's Songjiang site in Shanghai, China, Dr Wang reports directly to Gary Martino, senior director, R&D, AkzoNobel Global Personal Care.

Dr Wang brings nine years of R&D experience in the home and personal care (HPC) industries to her new position. Prior to joining AkzoNobel, she was an HPC laboratory manager with Rhodia China at the company's R&D centre in Shanghai.

A graduate of the East China University of Science & Technology in Shanghai, Dr Wang went on to earn her Doctorate of Philosophy degree in Analytical/Bio-Chemistry from the University of Missouri in Columbia, Mo. epidermis (the outermost layer of skin) to the dermis, which in turn protects the body's subcutaneous tissues. Collagen therefore makes a major contribution to the appearance of the skin, producing the firm and smooth look desired by consumers. Collagen levels in the body naturally decrease with age, however, the use of state-of-the-art skin care ingredients helps to experience the unique role of collagen against the signs of premature skin ageing.

Various types of collagen exist. Skin care products have traditionally focused primarily on collagen I. They use ingredients to stimulate this form of collagen to smooth the skin. Other types of collagen, however – most notably types III, IV, VII, and XVII – also make a major contribution to the functionality of the skin.

SYN-TC makes use of three tailor-made peptides (short polymers of amino acid monomers linked by peptide bonds) to increase *in vitro* the formation of undamaged, stable and homogenous collagen types in the skin. These best-in-class synthetic peptides have been formulated and combined to achieve a visible benefit for smoother skin and an overall improved young looking skin appearance.

Extended *in vivo* studies using macro photographs and computer-based threedimensional skin imaging have confirmed a visible anti-ageing benefit in only 28 days.

#### Australian conference: call for papers

The 45th ASCC Annual Conference will be held at the Crowne Plaza Hunter Valley, NSW, Australia, 1-4 May 2013. The conference will have as its theme the idea of going back to basics, or 'turbo-charging beauty by keeping it simple'. The new generation of consumers and formulators want future technology that is quick, easy and effective. Cosmetic professionals must journey back to basics to see how current and future practices can accommodate this.

The Organising Committee invites expressions of interest to present platform, workshop and poster presentations. Papers will be accepted in the areas of cosmetics, toiletries and therapeutics, with preference given to relevant and original work that relates to the underlying theme of the conference.

Abstracts are to be submitted in English and 100 to 250 words in length. Submissions should be in Microsoft Word format, double-spaced

using Arial font in 10 or 12 pt. The following should be included: preference for platform or workshop, presentation title, name of author(s), presenting author's name to be underlined, company/ organising, postal address, phone, fax, and email address. It must be clearly stated if the presenter is not one of the authors. Presentations should be of 25 to 30 minutes during including 5 minutes for questions, and workshops may be of 60 or 90 minutes including 5 minutes for questions.

Submissions as abstracts or full papers should be emailed by 31 December 2012 to ass@ascc.com.au

To be eligible for the Lester Conrad Award (best original paper presented) or the Jack Jacobs Memorial Trophy (best paper based on original research conducted in Australia or New Zealand) full papers must be submitted. For terms and conditions go to www.ascc.com.au

# **Technical training for new hair care ingredients**

In July, IMCD's personal care team attended an advanced technical training session on new Belsil grades with Wacker Chemie's technical team. In-depth technical presentations and workshops were followed by formulation sessions carried out at IMCD's application laboratory based in Italy, where the team displayed its technical expertise.

Among the several new Wacker products, the main focus was on hair care with new amodimethicone emulsions and gums that fit perfectly with the latest hair care trends in the market: colour retention and heat protection for the hair. These products in hair conditioners and shampoo formulations are easy to use and have shown excellent test results as protectors of hair damage caused by heat, as well as enhancing of high gloss, silky touch and the colour retention of hair.



## Japan show for whole industry

The first Cosme Toyko (International Cosmetics Trade Fair) and the third Cosme Innovation (International Cosmetics Development Expo & Conference) were held in Tokyo 27-29 June 2012.

Together they gathered 324 Exhibitors and 16,936 visitors from 43 countries, which exceeds the previous show (141 exhibitors and 9,069 visitors in 2011).

Cosme Tokyo was newly launched this year which made the event Japan's only trade fair covering the whole cosmetics industry, from ingredients, OEM, containers/packaging to finished products. The show was welcomed by the Japanese cosmetics industry as a central hub of the latest trends and products, which gave the visitors both a comprehensive overview of the whole industry and detailed information in each field.

Of course, it was not only the Japanese market that welcomed this show. This year, the number of overseas exhibitors has increased considerably, as well as a large number of visitors from all around Asia seeking Japan's high quality ingredients, popular 'made-in-Japan cosmetics' and the latest trends from Tokyo. Becoming a larger, more comprehensive and more international business platform for the cosmetics industry, the show became a bridge between overseas companies and the world's second largest cosmetics market, Japan.

Cosme Innovation specialises in cosmetics development such as ingredients, OEM, containers and packaging, etc. Gathering quality visitors from various cosmetics companies, the show has earned a reputation as a substantive business platform to acquire new customers and business opportunities.

## **Longer-lasting colour**

Croda is putting an end to dull hair colour with its new hair colour intensifying active, VibraRiche. This new liquid technology offers hair colour formulators the ability to deliver shinier, more vibrant and longer lasting colour to their customers, while sharpening the colour of the hair for intense visual impact. VibraRiche not only allows for amplified colour vibrance, it improves the condition of the hair for stunning shades of touchable, soft, healthy-looking locks.

While the vibrance of hair colour is a perceivable attribute, measuring it for the purpose of comparison is quite new and revolutionary. Croda has developed a new methodology to quantify the vibrancy of hair, the Hair Colour Vibrance Factor (HCVF). Using the two defining factors in vibrancy, shine and colour, Croda's analysis of the interaction of light with hair identified two specific incidents of reflection: lustre and chroma. Lustre is the initial reflection of light from the hair surface, and chroma is the second reflection of light after it penetrates the hair fibre. Using these reflections and their overlap. Croda has been able to quantitatively measure hair vibrance, creating a basis for comparison in their studies. The HCVF was calculated for hair dyed with and



without VibraRiche, and the resulting data showed that the hair dyed with VibraRiche had an HCVF almost 10% higher than the control.

Along with intensity of colour, another important attribute of hair colorants is their staying power. Customers not only want bright, intense hair colour, they want it to last. In addition to increasing the vibrancy of the hair, Croda has found that VibraRiche doubles the longevity of a hair dye's initial colour. In a colourwash fastness study, hair dyed with VibraRiche maintained its colour for twice as long as the control product not containing VibraRiche. This longer-lasting colour translates into an increase in value as customers save both time and money by having to dye their hair less frequently.

## Expanded manufacturing

Grant Industries, a global supplier in personal care, announces the addition of its new 100,000 ft<sup>2</sup> manufacturing facility in northern New Jersey. The facility represents the company's commitment to future growth and sustainability in the personal care industry. Along with three other New Jersey manufacturing sites and global R&D headquarters, Grant also conducts operations out of Beijing, China to fully support the Asia-Pacific region.

#### Mobile website launched

After the recent launch of its new website, Silab has now has unveiled a new mobile version of the site.

The Silab mobile website (m.silab.fr) has been optimised to improve accessibility in terms of its content as well as its ergonomics: simple navigation, optimised window, improved functionality and quick page download.

#### New look website and scent profile

Düllberg Konzentra has developed a new scent profile in the shape of a clear, timeless visual language which eloquently communicates the company's values and competencies. The new look will be featured on the redesigned website, a specially developed smartphone version of the site and in the new brochure.

"It was time to unveil a modern face that shows our customers at first glance just what it is that makes us so unique," says Christian Düllberg, managing director of Düllberg Konzentra. The new website and print brochure feature attractive, large-format photos; a dark background gives a clear-cut, sophisticated lookand-feel. The photos play with light and shadow; they depict portraits, impressions from within the company, technical details and stylised images of natural ingredients and products.

"Perfumery is something that is very aesthetic, almost magical," explains Christian Düllberg. "We not only create captivating, fragrant works of art, we also set incredibly high standards in technology, precision and quality. The fact that these contrasts harmonise so wonderfully is captured in our new visual language – and, naturally, in our day-to-day work. We give our customers the space for their visions and at the same time put our expertise at their service to help make these visions a reality."

The clarity of the visual language is continued in the menu structure of the new website. A new feature is the news section, which provides customers and all those interested in the company with information about the latest developments at Düllberg Konzentra.

# Sustainable sourcing featured in Rio

Dr Fred Zülli, managing director of Mibelle Biochemistry, Switzerland, was invited to discuss sustainable sourcing of raw material for the beauty industry during Rio+20, the UN Conference on Sustainable Development. Rio+20 was the biggest UN conference ever held, with broad participation of leaders from government, business and civil society, as well as UN officials and academics. Furthermore it brought together industry professionals to look ahead and to further contribute to sustainable development in the various industries.

Dr Fred Zülli discussed the company's PhytoCellTec technology which was highlighted as an eco-breakthrough in natural cosmetic ingredients as it allows cultivation of plant stem cells. On one side these plant stem cells contain the most active molecules which have shown excellent benefits on skin. And, on the other side they can be used in cosmetics without harming the environment. In particular because only very little plant material



(e.g. one fruit or one leaf) is used to establish the plant stem cells culture. Therefore, this biotechnology protects and helps to preserve rare and endangered plants. Also, no agricultural land is required to produce biomass and there is a significant reduction of water consumption compared to conventional biomass production.

## **South American affiliate**

Gattefossé Group has announced the creation of its eleventh worldwide affiliate: Gattefossé Do Brasil, located in São Paulo.

The objective of this new entity is to reinforce Gattefossé's presence in Latin America, a growing market and a place for opportunities for both personal care and pharmaceutical ingredients. Lead by Mrs Amanda Botelho Pimentel, Gattefossé do Brasil will support distributors and facilitate contacts with all customers in Latin America.

With the help of both its pharmaceutical and personal care distributors, Gattefossé has now the capacity to support its customers more efficiently, by making its technical and marketing expertise locally available to its customers.

# Photostabiliser for broad spectrum products

The HallStar Company has launched Polycrylene S1, a new singlet-quenching photostabiliser that helps formulators meet FDA standards for broad-spectrum claims and enhances the water resistance of sun care and daily wear products.

Polycrylene S1 allows formulators to combine active ingredients once considered too photounstable to be effective. Polycrylene S1 replaces the triplet-quenching portion of Polycrylene (INCI: Polyester-8) with a singlet-state quencher. The result is a powerful photostabiliser that improves sunscreens and daily wear products, providing better UV protection. Like Polycrylene, Polycrylene S1 is also a film-forming polymer that enhances the substantivity of sunscreen formulations.

"The sun is a powerful adversary to many active ingredients. For instance, it makes UV filters like Avobenzone start to lose effectiveness almost immediately upon exposure," said John Paro, HallStar president, chairman, and CEO. "Innovative photostabilisers like Polycrylene S1 help skin and sun care formulators meet and exceed consumer requirements for better UVA and UVB protection in a product that's easy to apply and a pleasure to wear."

According to the FDA Final Rule issued in 2011, sunscreens must have a critical wavelength of at least 370 to earn the broadspectrum designation. That benchmark is not feasible without including a UVA filter such as avobenzone. Singlet-state quenchers like Polycrylene S1 provide faster, more powerful ways to prevent or slow UVA filter degradation, making it easier for formulators to achieve the broadspectrum designation.

In addition, Polycrylene S1 enhances water resistance, making it ideal for use in athletic sunscreens and daily wear products to be used at the pool and at the beach. It also provides a pleasant skin feel and is suitable for use in sprays, lotions, creams, balms, and gels. Vegetable Actives and Extracts ? Our Job...

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