

Sustainability summit

New technologies and novel green ingredients are the focal themes of the European edition of the Sustainable Cosmetics Summit (www.sustainablecosmeticssummit.com/Europe). Taking place in Paris on 21-23 November, the summit comprises a two-day conference programme followed by an interactive workshop.

For the first time, a summit will look at the impact of new technologies on the sustainable development of the cosmetics industry. Key speakers will discuss the controversy surrounding nanotechnology, biomimicry in cosmetics, novel extraction techniques, the potential of stem cell technology, and advances in biopolymers. The growing influence of mobile devices, social media and e-based distribution models will be featured.

The summit begins with a keynote on the growing complexity of the sustainability challenge faced by the beauty industry. Pressure on cosmetic companies is mounting as resources become increasingly scarce, raw material prices rise, yet retailers and consumers are demanding more transparency. In an industry that has historically received much negative media attention, consumers are increasingly questioning the ethical component of cosmetic products. Claudie Ravel, founder of Guayapi, discusses methods of improving the social and ethical dimensions of cosmetics. The French brand has set up sustainable sourcing projects in Sri Lanka and the Amazon, adopting fair trade principles and encouraging biodiversity.

Botanical mimics young skin

Floritech introduces L22, a newly-patented botanical emollient base which emulates the skin lipid profile of a healthy 22-year-old. Research shows that human skin oil is composed of various types of lipids which vary in proportion as a function of age. L22 delivers the same type and ratio of lipid components typically present at 22 years of age, tailored to possess a high palmitoleic content.

"We believe L22 will significantly improve the oil phase of any personal care product, most notably in anti-ageing skin care," says Floritech president, Steve Brown. "L22 is the closest we have seen to young, healthy skin oil."

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COSMOS licence granted



Certified by the Ecocert Greenlife organisation since 2006, Crodarom has now turned to the COSMOS standard and was granted the COSMOS license in June. This is a continuation of the company's commitment to the protection of nature, including in its business, the enhancement of sustainable and organic farming and the use of environmentally friendly extraction processes.

Crodarom now offers a complete range of extracts validated or certified according to Ecocert and COSMOS standards. A partner for all the projects, Crodarom as a manufacturing specialist, is able to develop for his customers customised extracts designed according to natural standards.

COMMENT

Sun care: a global issue

Having just returned from the IFSCC Congress in Johannesburg, South Africa, it is very encouraging to report that technology is continuing to develop at a rapid rate in a number of core areas of our industry. From anti-ageing to hair care, there was evidence of innovative new products and insight that will contribute to improved results for consumers in the coming years.

But perhaps one of the most important information I came away with stemmed from several conversations I had with delegates at the Congress, particularly those from African nations, who independently mentioned that sun care products were seeing a significant rise in use levels in their respective countries. This has as much to do with anti-ageing

concerns as it does with traditional sun protection, but nevertheless is an extremely positive trend not only for the industry but more importantly the health of many people.

It will be up to formulators to ensure this trend becomes part of an everyday skin care regime, by making products that are easy to apply and pleasant on the skin, as well as effective in providing sun protection. Equally, marketing departments have the task of continuing to educate consumers that African skin is not immune to the effects of the sun.

A full review of the IFSCC Congress will be featured in February's issue of *Personal Care*.

Richard Scott
Editor

New effect pigments

Cosmetic manufacturers are always on the lookout for new effects for their branded products. The new effect pigments, Ronastar Diamond Black and Colorona Imperial Citrine from Merck, are two of the latest product developments.

With Ronastar Diamond Black the pearl-luster pigment stands out due to its rich, virtually black colour and unique shine. This Merck innovation guarantees excellent coverage and a very pleasant, soft skin feel. The composition of Ronastar Diamond Black is based on aluminum oxide plates coated with iron oxide and silica. The smoothly formed substrate permits ideal light reflection for an even and intense sheen

– comparable to that of a black diamond. Completely physically and chemically stable, Ronastar Diamond Black can be used in all cosmetic products without restrictions, especially in colour cosmetics such as mascaras, eyeliners, eye shadows, compact powders and nail polishes. The effect pigment is also suited to personal care products such as leave-in conditioners, which give dark hair a glossy shine.

With Colorona Imperial Citrine, this intense yellow yet matte pigment offers formulators of skin tone cosmetics an optimum balance of transparency and colour to achieve luminosity and coverage. Colorona Imperial Citrine provides natural coverage with a delicate sheen for a fresh



and vibrant look. Superior skin adhesion, a silky texture and creamy feel round off the special features of this new effect pigment. Colorona Imperial Citrine can be readily incorporated into all cosmetic formulations – from makeup and face powder up to colour cosmetics.

Fresh data for skin care ingredient

The DSM Personal Care business unit has revealed new findings on Alpaflor Edelweiss, the organic certified skin care ingredient. This product harnesses the protective power of the rare alpine edelweiss and allows formulation with a new level of protection for an improved skin sensation.

DSM's studies reveal that high levels of chlorogenic acid and luteolin derivatives provide *Leontopodium alpinum* Helvetia with its unique

capacity to protect and regenerate the skin's natural barrier. Leontopodic acid particularly, discovered for the first time in *Leontopodium alpinum*, has extraordinary antioxidant, radical-scavenging, and protection properties.

Gene expression studies have confirmed the multi-target activity of Alpaflor Edelweiss on several levels. In particular, the gene expression of loricrin, involucrin, filaggrin, keratin 1, and keratin 10 is significantly up-regulated.

It considerably enhances levels of these key proteins which help to create and reinforce a protective 'cellular barrier' against UV damage and other external stresses.

Dr Volker Rosenberger, global marketing manager skin care at DSM, commented: "Our ongoing search for bioactive ingredients that bring new consumer benefits takes us to increasingly fascinating places where we expect to find new high-performing compounds."

New range of natural emollients

Inolex has launched a new range of 100% natural and sustainable emollients, using bio-based succinic acid from BioAmber. These succinate emollients have the highly appealing and differentiated sensory feel of silicone fluids, including feeling silky, powdery, light, dry and non-greasy to the touch. This sensory experience gives the clean, dry and natural feeling consumers want from their personal care routine.

The new succinate emollients are highly-versatile because of their sensory properties and ability to disperse pigments. These fluids can be used in skin care, hair care, colour and antiperspirant products to provide shine and a light fast-drying emolliency. These emollients are suitable as alternatives to silicone fluids for improving skin-feel, as well as enhancing shine and texture in hair care products. They can also be used to reduce the greasiness of natural oils.

Inolex are launching a range of succinate technologies as natural silicone alternatives; the LexFeel Nrange of fluids feel like silicones, yet unlike silicones, they are 100% natural, readily-biodegradable, non-GMO, eco-certified and sustainable.



Continuing European expansion

Two new appointments have been announced by specialty chemicals distributor, Cornelius Group. Manar Kourimate has joined Cornelius France as a technical sales representative covering the north of the country, and Joanna Dolega has joined Cornelius Polska Sp. z o.o as a technical sales representative covering customers in the east of Poland. Managing director, David Brown, said to Personal Care Europe: "We remain committed to our strategy of European distribution. Both Joanna and Manar have excellent market knowledge and extensive technical knowledge and experience in the personal care sector, and are a great addition to our teams".

Cosmetics regulation event

The launch of a new conferencing organisation in the UK, TSGE Forum, is being spearheaded by a two-day event on the new cosmetics regulation.

Chaired by well-known industry figure, Mr David Munden, the conference will take place on the 21 and 22 November 2012 and will form part of a series of events organised by TSGE Forum to help businesses involved in the cosmetics industry achieve compliance with the new Regulation which comes into force on 13 July 2013.

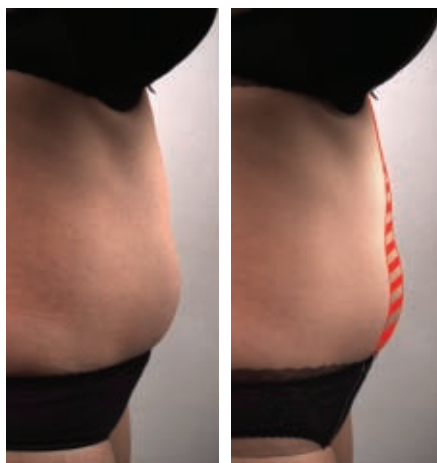
Part of the TSGE Group of companies, TSGE Forum, has been set up to help guide companies through all the regulatory challenges facing them in the product-to-market cycle. The driving force behind the establishment of the events management firm has been the desire of the founders of the TSGE consultancy group to organise and deliver quality events on key areas in the industry with relevant content and expert speakers.

To register for the November Conference or to view the full listing of upcoming events in the cosmetics and personal care field, visit www.tsgeforum.com

Slimming ingredient launched

Food and lack of exercise are the main factors responsible for an expanding waistline. The regular consumption of junk food (fast food, fried foods or processed meals) everywhere in modern society leads to a high intake of trans fatty acids, known to create and maintain in the adipose tissue a chronic inflammation characteristic of obesity.

Sederma has developed Intenslim, a slimming active ingredient designed to fight against fat predominantly accumulated in the stomach area. Intenslim offers a global approach on three levels. Firstly, by lessening the inflammatory condition generated in the adipose tissue in the presence of trans fatty acids (interleukin-6: -54%), the ingredient sustains the fight against fat storage.



At the same time, Intenslim boosts the burning of the stored fat by the stimulation of desnutrin (+104%), the key and primary enzyme of lipolysis. Finally, in order to support the adipocyte volume reduction (-29%) related to the destocking of fat, Intenslim significantly promotes the synthesis of elastin by adipocytes to help them return to their original shape. For the first time, Sederma Laboratories has evaluated the synthesis of elastin by adipocytes.

An *in vivo* two-month study clearly demonstrated significant and visible results on the stomach area. The mean reduction of the stomach's circumference is 0.99 cm up to 3.90 cm. The excessive abdominal fat is strongly reduced and the stomach area is visibly flatter.

Paris show will return in January

Organised by the French Society of Cosmetology, over the previous four years Cosmetagora has become one of the key events on the cosmetic formulation calendar. It allows its visitors, whose number grows every year, to discover new trends, raw materials, textures, new technologies, and toxicology tests.

Cosmetagora is an international event, and the expo would be taking place on the 15-16 January 2013 at Espace Champerret, Paris, France. The event has an emphasis on formulating cosmetics and the latest trends in cosmetics will be showcased in the stands from the latest raw materials to be introduced to cosmetic formulations to the latest in toxicology tests and textures.

Cosmetagora will attract visitors from the field of fashion, beauty and cosmetics. More than 1600 visitors including toxicological experts, the designers of packaging, regulatory experts and students in cosmetology will be present in the event. The show is open to the general public.

Vice president appointment

The HallStar Company has promoted David Rosenberger to the position of vice president of sales, where he will be responsible for global sales activity across the company's personal care and industrial divisions. Rosenberger will report to HallStar chief operating officer, Louis M. Pace.

"David's new role as vice president of sales is a vital component of our continued global expansion," said John Paro, HallStar chairman, president and CEO. "As we continue to strive for growth in our business, the time is right to

consolidate our selling efforts across all our areas of business."

Since joining HallStar in 2008, Rosenberger has been instrumental in a variety of successful growth initiatives, including the establishment of a strong naturals product portfolio through the 2011 acquisitions of B&T S.r.l, a leader in olive chemistry-based functional products, and BioChemica International, a leading producer of natural butters and oils. Additionally, he played a major role in the successful launch of the breakthrough photostabiliser, SolaStay S1.

Name change is 'clearer'

Innospec Inc. has announced that it is renaming one of its business segments. The current Active Chemicals business segment, will be renamed Performance Chemicals.

Patrick Williams, president and CEO said: "We realised some time ago that this business segment name was confusing for our customers and did not accurately reflect the products manufactured and sold by this business. Active

Chemicals has a specific meaning in several of our industries sectors, and we have therefore decided to make this change to make the purpose of our products clearer to the customers we serve. This does not in any way change the structure of the company, or the way in which we serve our customers – it is no more than an appropriate change of name for this business segment."

Powerful handheld colour measurement

X-Rite has introduced the RM200QC handheld spectrophotometer to give companies a powerful way to record and communicate colour differences to speed introduction of new products and reduce instances of scrap.

The RM200QC memory holds 20 standards and up to 350 measurements automatically stamped with time and date and saved as PDF and CSV files that can be downloaded easily via USB cable so the information can be

shared with other stakeholders in a supply chain. Any measurement can be linked with images of test surfaces, text notes, or voice messages and the reports can be output in multiple languages.

The RM200QC is inexpensive enough for companies to purchase multiple units that can be stationed at individual machines or at



critical steps in a workflow to alert quality control personnel if a manufacturing process is out of control. The

instrument is particularly suited to help companies that currently manage colours by comparing incoming raw materials or finished products with colour swatches, fan decks or sample products.

Jojoba company acquired

Vantage Specialty Chemicals announced that it has purchased Desert Whale Jojoba Company, a US grower, producer and processor of jojoba and jojoba-based derivatives, oils and specialty ingredients. The purchase includes Desert Whale's farms where the company grows and harvests jojoba. This acquisition complements Vantage Specialty Chemical's global personal care business under the Lipo brand, strengthening its offering of natural, Ecocert and organic solutions to marketers of formulated skin and hair care products.

Founded in 1978 and headquartered in Tucson, Arizona, Desert Whale is the first manufacturer controlling every aspect of production (From Farms to Formulations) and is a world leading grower and producer of jojoba-derived ingredients for personal care and colour cosmetic applications.



Jojoba oil is one of the key emollients for skin care, colour cosmetics, cleansers, hair care and sun care. Desert Whale's unique branded products have broad functionality, and are used for gloss enhancing, moisturising, conditioning,

exfoliating and gentle deep cleansing with a wide range of applications. Many are also available in certified organic and Ecocert-approved grades.

The co-founder and president of Desert Whale, Soraya Rohde, will join the Vantage Personal Care team to manage the jojoba and natural derivatives business.

"Vantage and Desert Whale Jojoba share a joint vision to provide the market with functional, natural products with proven efficacy," commented Chris Humberstone, executive vice president, Personal Care. "Adding Desert Whale to our personal care group exemplifies our

commitment to providing a broad product portfolio and new technology with applications expertise to offer real benefits to our customers formulating with innovative, green and natural ingredients."

Nomination for sustainability award

The German Sustainability Award committee has nominated Symrise AG for its approach to the sustainable procurement of vanilla in Madagascar. With this nomination, the company is one of this year's three finalists in the category 'Germany's Most Sustainable Initiative'. With its approach of supporting the vanilla farmers from cultivation right through to the harvest, as well as local production, Symrise is forging its own entrepreneurially, socially and environmentally responsible path.

For the fifth time, the German Sustainability Award is recognising companies which take on a special degree of responsibility and combine

economic success with social responsibility and environmental protection in an exemplary manner. The award will be presented at the evening event following the German Sustainability Day on 7 December 2012.

Symrise submitted an entry in the 'Germany's Most Sustainable Initiative' category and has now been invited to the awards ceremony in Düsseldorf as one of the three finalists. "We are very excited about the nomination. It confirms that we're on the right path with the ongoing integration of sustainability into our business model," explained Dr Heinz-Jürgen Bertram, CEO of Symrise AG.

Three new skin care products

Aqua Bio Technology has announced the launch of three new products. ABT will release its second generation of actives derived from salmon hatching water and its first product resulting from the R&D cooperation with Scottish firm, Aquapharm Biodiscovery.

Dermaclarine is the first of ABT's new products. It is designed to keep skin clear and refined. It is concentrated in unique and stable proteases, which, like the enzymes naturally secreted by human skin, gently remove dead skin cells without affecting living cells. Dermaclarine is thus a biomimetic exfoliant, able to render comparable results to AHAs without skin irritation. Moreover Dermaclarine is proven to significantly reduce skin imperfections *in vivo*: it effectively clears pores, visibly diminishes their appearance, and minimises the number of comedones and pimples, while keeping the skin moisturised.

Beauty Propelline is the second product to be launched. It is a powerful ingredient that quickly reverses two major signs of ageing at once: wrinkles and dark spots. It contains a unique, propeller protein that has recently been identified in many living organisms, including humans. Beauty Propelline is the first beta propeller used as an anti-ageing active.

Additionally, ABT will launch a third product, Oceanx Oil in Serum, the first result from its R&D collaboration with Aquapharm Biodiscovery. Oceanx Oil in Serum is a patented natural anti-ageing formula that can be customised.

Award for anti-ageing product

Sederma has been awarded the 2012 European New Product Innovation Award for its anti-ageing for leg care product, Legance, by Frost & Sullivan. This award, based on Frost & Sullivan's unique TEAM Research methodology, highlights the achievements of companies who deliver excellence and best practices in their respective industries.

The selection of this award comes via in-depth interviews and primary market analysis conducted by the industry analyst team and is based on four criteria: efficacy, technology, consumer benefits and potential market penetration.

Indeed Legance, produced by an environment-friendly technology (super critical CO₂ extraction), is the first of its kind in the market to be designed to provide anti-ageing benefits especially for the



legs. Frost & Sullivan's competitive benchmarking confirms that with proven scientific evidence, cost effectiveness and high efficacy, Legance is best poised to penetrate the leg care market, a niche developing segment of the personal care market.