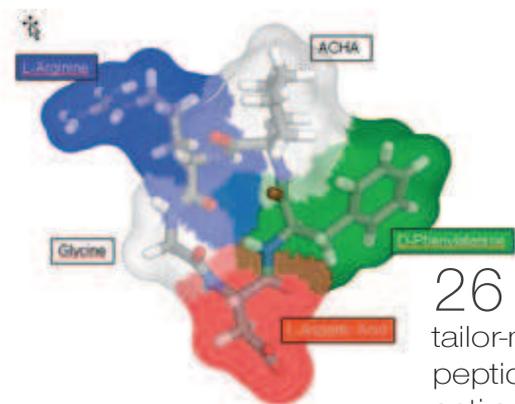


Contents



10 | Some of the most interesting sun care trends

14 | What does the self-tanning market hold in store for us?



30 | A fresh look at cosmetics containers of all types



3 Editorial

NEWS

8 Markets + Profiles

FOCUS

Sun Care

10 ▶ **Interview with Uli Osterwalder, BASF:**
Latest trends in UV-protection

14 **Dirk Lenz, DSM:**
Self-tanners – Where are we heading?

16 **Jean-Marc Murer, AkzoNobel:**
Sun care sprays –
Formulating for the European market

18 **Nica Lewis, Mintel:**
International launches

MARKETING

20 ▶ **Imogen Matthews, In-Cosmetics:**
Trends Presentations –
Today's trends as future pointers

24 **Star of the Month:**
Natural cosmetics in aerosols – Air as propellant

PRODUCTION

26 ▶ **Soheila Anzali et al., Merck:**
Mature skin – “Integrated” molecular modelling

28 **Cosmopack review:**
New exciting developments

30 ▶ **Cosmetics containers:**
Optimised design and more

32 **Akemi Uchida, Asahi Kasei Fibers:**
Japan – The boom in facial masks

34 Packaging News

SERVICES

6 Download List

36 **Essential Oils:** Price List

38 **Formulations:** Natural cosmetics

40 **Books**

41 **Events Diary**

42 **Suppliers' Guide**

47 **International B2B Exchange**

48 **Company Index**

48 **Advertisers' Index**

49 **Masthead Page**

50 **Preview**



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IDEAS START HERE

In our industry, the one thing we all know is that things change. We must constantly meet unexpected challenges. Explore unfamiliar ways of doing things. Approach business opportunities with open minds and optimism.

As a leader on the front line of the personal care industry for over 100 years, we offer not only innovative, effective ingredients – we deliver unique perspectives on emerging trends. In the last three years alone, Inolex has brought to market the revolutionary preservative-free system, Spectrastat™, and the world's first all natural cationic material, Emulsense™. With a relentless commitment to creating the best solutions possible, our high performance products have been developed to help people look and feel better – more satisfied, with a unique sense of confidence.

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- Sunscreen Simulator – The innovation tool for formulators
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The Chemical Company

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Dr. Rüdiger Mittendorf, Vice Chairman of the Board at Sebapharma, presents the successful middle-sized company. He sums up the most important achievements in the last 10 years, for example facial care products based on micro emulsions.



Jean-Louis Mathiez, CEO of Cinqpats points out innovative applicator solutions. He sees a lot of development in the high-tech part of the market, for example electronic devices in applicators.



2. COSSMA VIP Summit: Visions for the future

Visions for the future of the COSSMA-VIP-Summit participants include further developments in nanotechnology, cream formulations without water, colour cosmetics without colour pigments or the identification of active molecules in natural ingredient blends. Regulation and legislation can also be a driver for innovation.



Andy Gatesy, Chairman and CEO, and Dorien Bianco, Marketing Manager, at Toly explain how the company is expanding its presence in China, India and South Korea.

COSSMA Download Tip

Background Information:

Emulsifiers: A cationic revolution for natural cosmetics

Although there is a multitude of emulsifiers available to the personal care product formulator, when it comes to the creation of truly natural products the choice is limited. Emulsense is the first cationic material that is entirely non-petrochemical and produced from 100% renewable resources. It also complies with the latest labelling requirements from different organisations. The product range also includes Emulsense HC, a cationic agent for natural hair care, and Emulsense SC, a novel emulsifying and sensory system for natural skin care, as Martina Helderemann of Inolex points out in her article. COSSMA subscribers have access to product fact sheets for the Emulsense range. They can also download sample formulations using the ingredients presented.



photo: Wellflax

For hair care, the emulsifier can be used as the sole emulsifier and hair conditioning ingredient



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Password: **sun**

Log in and take full advantage! On the COSSMA web site we post lots of additional information related to the topics covered in the magazine.

You will find **more than 1,000 useful additional items** to extend your knowledge and understanding: more information on the ingredients and finished products that we cover, market data and statistics, supplier listings, literature references, scientific articles, product formulations and useful base formulations. Take a look right now, at www.cossmma.com/downloads

Top-Downloads for June

- **Product Information:**
Product Fact Sheet snap-8 (Lipotec)
- **Scientific Information:**
MPC™ – The ultimate topically applied dermal restructuring active (CLR)
- **Literature References:**
Active oils in natural emulsions (E.G. Ölmühle & Naturstoffprodukte GmbH)
- **Market Data:**
Personal Care Market China (Intergate Consulting)
- **Formulations:**
Water Resistant Macara (Greentech)



photo: Nikolai Sorochin Fotolia.de

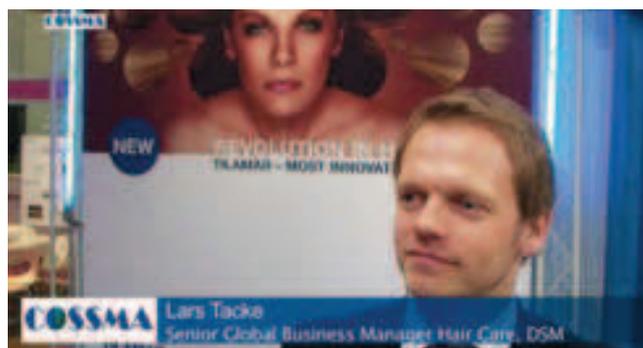
Clariant: Taking Care of all Your Needs



Sonja Gehm, Global Marketing Manager for Consumer Care and Anne Timm, Head BS Personal Care Europe at Clariant are explaining Clariant's latest launches during In-Cosmetics. The company is launching its **Sun Care Concept** offering easy-top-rocess and time-saving formulations, and UV performance-boosting raw materials for sunscreen formulations. The **"integrated preservation concept"** are solutions to preserve and viscosify cosmetics formulations with added cost effective and "green" focused benefits. **Velsan SC** is a 100% natural, synergistic aid and a new thickening agent. **Aristoflex TAC** is a new water-in-silicone/water-in-oil emulsifier. **SilCare Silicone WSI** are new preservative blends, preservative efficacy boosters and rheology modifiers to serve as alternatives that preserve, and provide thickening and other aesthetic benefits in difficult-to-achieve low pH formulations.

To learn more on the latest innovations, check the Web-TV clip at www.cossma.com/clariant

DSM: TILAMAR® – most innovative polymers



Lars Tacke, Senior Global Business Manager Hair Care at DSM, presents the company's latest launch, the **TILAMAR® range for hair styling, conditioning and shine**. The range is consisting of **TILA MAR® Quat 640**, **TILA MAR® Quat 2240**, **TILA MAR® OP 40**, **TILA MAR® Quat 740** and **TILA MAR® Fix A1000**. DSM Nutritional Products set new standards in hair care with the introduction of **TILAMAR®**. DSM has **more than 50 years experience** and success in material science polymer technology. This knowledge is crucial to apply polymer technology to novel applications in the hair care industry and create an innovative portfolio of **TILAMAR® hair care polymers**. DSM's strong active ingredients, application support and knowledge of consumer needs and trends ensure hair care manufacturers to create successful products.

To learn more on the latest innovations, check the Web-TV clip at www.cossma.com/dsm

ROVI Cosmetics: 2 new actives as part of the Cellular Actives™ range



Dirk Teichmüller, President and CEO at ROVI Cosmetics presents the two innovative new actives the company introduces as part of its Cellular Actives™ range. **Vivendin™** is proven to activate the longevity genes (Sirtuins) of the epidermal cells using **INEOCELL® Technology** – a cell targeted delivery mechanism. **Epiprotectyl® UV**, a novel delivery system for UV-protection of the hair offers a significantly higher UV- and radical protection compared to plain filters. The hydrophilic carrier medium of **Epiprotectyl® UV** facilitates formulating tremendously.

To learn more on the latest innovations, check the Web-TV clip at www.cossma.com/rovi

X-Rite Europe: Colour quality testing of dry + wet samples without contact



Lucie Matuskova, Application Support Manager at X-Rite Europe presents the **VS450 spectral photometer** for testing and ensuring the colour quality of cosmetics products. The new instrument offers a way to guarantee the colour quality by **testing dry and wet samples without contact**. The VS450 eliminates the need for the usual laboratory hand or bench instruments where the measurement aperture of the spectral photometer was required to lie directly on the sample. The new instrument also allows sample measurements to be taken without any additional equipment such as petri dishes or cuvettes. Because the sample can be accurately evaluated at a distance of about 38 mm it is possible to take readings from cosmetics and other wet or powdery substrates. Using this spectral photometer, numerical data from cosmetics products can be included in product specification variables during manufacture, such as a certain formulation, temperature or mixing time. The results obtained by the 2 kilogram, portable device can be uploaded directly to a PC for analysis. To take readings from irregular shapes or cumbersome objects the device can be moved from a horizontal to a vertical position.

To learn more on the latest innovations, check the Web-TV clip at www.cossma.com/x-rite

Calvin Klein, Nautica, and BCBG brands.

Stölzle Glass | The Stölzle Glass Group has opened two new sales offices – one in France and one in the USA. The sales manager of the French subsidiary, which is also responsible for Spain, is Franck Legrand, former sales and development director at **Bormioli Rocco**.

The new vice-president for sales and marketing in the USA is Xavier Adnet. From 1998 he ran the London office of **SGD** and since 2001 has looked after the US market for **Bormioli Rocco**.

Symrise | Anne Cabotin (43) who has for several years been with Symrise as international key account manager for clients in the fine perfumery field, has now been appointed Global Account Director for **L'Oréal**. She will report to Holger Winkel, regional president of the Scent & Care EAME department.

Wellness in focus

BEAUTY FORUM MUNICH | On October 16th and 17th 2010 there will be something to celebrate – the BEAUTY FORUM MUNICH, Europe's No. 1 autumn trade fair for professional beauticians, takes place for the 25th time! This anniversary event includes many attractive new features. With the change of venue to the Messe München International exhibition centre in Riem, on the outskirts of Munich, the exhibition will be considerably bigger and with three additional themed zones: **Wellness & Spa, Medical Aesthetics** and **Natural Cosmetics**.

The new Wellness & Spa area in Hall C3 targets a totally new client sector with new exhibitors at BEAUTY FORUM MUNICH 2010 and close collaboration with market leaders in this business. These include hoteliers, operators of wellness hotels, and managers of hotel spas and day spas.

The Wellness & Spa exhibition area focuses on the total relaxation and recuperation of body, mind and soul, through, for example, a healthy lifestyle, cosmetics and massage, nutrition, new medical processes and therapies. For exhibitors there are attractive package deals and for first-time exhibitors a special offer of 25 percent off the price of the exhibition area that is booked. The information booklet is available online (see Internet button).

At the first Wellness Hotel Congress, being held during the event, hosted by Dagmar Rizzato, answers will be provided to important questions regarding the spa business. The full programme can be viewed from May 2010 at www.beauty-fairs.de.

The congress is being run in collaboration with Top Hotel, Rizzato Spa Consulting, spa concept and Wellness Hotels Deutschland GmbH.

In addition to the "Wellness Aphrodite" gala event and award there will also be, at the Wellness Hotel Congress and Wellness & Spa exhibition area, a Health and Fitness Congress run in collaboration with Aktiv Consult Jörg Hidding and body LIFE, plus a reception exclusively for hoteliers as part of this themed special programme.

Additional information can be found on the Internet, www.cossma.com/download.de



photos: Fotolia.de

The new Wellness themed area will be unmissable, with a Wellness Congress and the Wellness & Spa trade exhibition

– PROMOTION –

Merck: So much choice at In-Cosmetic



Dr. Matthias Lergenmüller, Senior Director Cosmetic Pigments at Merck KGaA Darmstadt explains how to discover new ways being ahead of competition by using innovative RonaFlair™ functional fillers and novel **Xirona®** and **Timiron®** effect pigments. They help creating cosmetic products with unique sensory and visual properties. Dr. Lergenmüller also presents the latest news in color trends for the Spring/Summer 2011 season which were demonstrated by make-up artist Luis Huber live at the In-Cosmetics booth no. D14 .



Robert Siegfried, Head of Innovation at Merck KGaA Darmstadt points out how to breathe life into your brand using Merck's persuasive RonaCare® antiaging approach, which comprises superior Eusolex® sun protection concepts, topped off by extraordinary natural ingredients and a soon to come exceptional cyclic peptide active.

To learn more on the latest innovations, check the Web-TV clip at www.cossma.com/merck



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 At www.cossma.com/download you will find additional information that you can download.
 Your access codes for June:
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Natural cosmetics



A natural cosmetic is still the word on everyone's lips, and so it's no wonder that there is still a search for new types of natural formulation. We have gathered together here a total of 31 formulations from 24 suppliers in order to bring you as wide and varied a selection as possible. As always you can download any of the formulations free of charge from our web site* at www.cossma.com/download.

In July/August we will be looking at hair care formulations, and in September it will be the turn of body care products. All of the information published here has been carefully assembled, however neither the publishers nor the developers of these formulations can accept responsibility for their safety or accuracy.

Because natural cosmetics are increasingly focussing on the pampering aspects of cosmetics formulations, products such as **Luxurious Body Wash** from **Croda**, **Gracefully Green Face Cream w/o Preservatives** from **Cognis**, **Natural velvet compact eyeshadow** from **Sensient Cosmetic Technologies** and **Natural Velveting Bar** from **Zschimmer & Schwarz** should be of particular interest.

And there is a good selection of formulations for natural baby care, for example **Natural Repair & Protect Nappy Cream** from **Croda** or, as an alternative, **Natural Baby Diaper Care** from **Dr. Straetmans**.

For companies in the sun care business **Soothing Balm for Suntired Skin** from **Greentech** and **Natural Sunscreen** from **Kobo Products** are included in the selection.

*Your access codes can be found on the Internet button on this page



Biopharmacopae Design International Inc.

Contact: 350 Franquet, Door 50
 G1P 4P3, Quebec, Canada
www.biopharmacopae.com
ldubois@biopharmacopae.com

Profile: Biopharmacopae is specialized in the discovery and development of science-based innovative plant-derived active ingredients and products for the cosmeceutical and nutraceutical markets. The company owns a unique technology platform, eXcelerate™, that overcomes the traditional technical challenges associated with the discovery of health products derived from plants.

Formula: - Sereniks Calming and Soothing Formula

CRODA

Innovation you can build on™

Croda Chemicals Europe Ltd.

Contact: Cowick Hall, Snaith
 Goole DN14 9AA, Great Britain
www.croda.com/europe/pc
pc-europe@croda.com

Profile: Croda is one of the world's leading suppliers of speciality raw materials, combining functionality with a natural positioning to provide winning ingredients for the personal care industry. With a wide and diverse product range, Croda offers innovation supported by proven efficacy testing across all personal care market sectors.

Formulas: - Luxurious Body Wash
 - QUAT Free Hair Conditioner
 - Natural Eye Gel
 - Natural Repair & Protect Nappy Cream

drstratmans

Dr. Straetmans GmbH

Contact: Dr. Fernando Ibarra
 Merkkuring 60-62
 22143 Hamburg, Germany
www.dr-stratmans.de
info@dr-stratmans.de

Profile: Dr. Straetmans develops alternative concepts for natural cosmetics. Most products are from natural, sustainable resources. Our raw materials and technical support open ways to manufacture state of the art cosmetics according to the latest trends in the market.

Formulas: - Natural Baby Cream Calendula
 - Natural Baby Lotion Calendula
 - Natural Baby Diaper Care

Kemiderm KMF

Liposomal verkapselter NMF

Nanolipo hGH

Liposomal verkapseltes Protein gegen Haarausfall

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Merck KG aA

Contact: Performance & Life Science
Chemicals, Cosmetics & Food
Frankfurter Str. 250,
64293 Darmstadt, Germany
www.merck4cosmetics.com

Profile: When beauty means passion, Merck ingredients are your choice. Besides active ingredients, organic and inorganic UV filters as well as insect repellents we supply a wide range of speciality fillers, effect pigments for decorative cosmetic and packaging to give your brand uniqueness.

Formulas: – Natural Hand and Nail Lotion
– Natural After Sun Gel
– Natural Sun Screen W/O

OW Cream Ecocert SFO Jojoba Oil
Clariant

Gracefully Green Face Cream w/o Preservatives
Cognis

All Natural Lotion with Jojoba Illuminate
Desert Whale Jojoba Company

By Nature Leave-In Conditioner
Dow Corning

Natural Baby Cream Calendula
Dr. Straetmans GmbH

Natural O/W Body Butter
Evonik

Soothing Balm for Suntired skin
Greentech

Matte Blush
Hallstar

ROSACEA Relief and Anti Aging Cream
IBR Ltd

Argan Lip Balm
IMPAG GmbH

All Natural Baby Lotion
Inolex

Natural Sunscreen
Kobo Products Inc

Organic purifying face cream
Laboratoires PROD'HYG /Letic

Natural Lip Balm
Protameen Chemicals Inc.

Day Cream
SACI-CFPA

Natural velvet compact eyeshadow
Sensient Cosmetic Technologies

Foundation Cream SPF 15
Symrise

Lift, Contour Eye Cream
Unifect Ltd

Antioxidant Mixed Berries and Yogurt Body Butter
Zenitech

Natural Velveting Bar
Zschimmer & Schwarz GmbH & Co KG



photo: Sanofi/ere

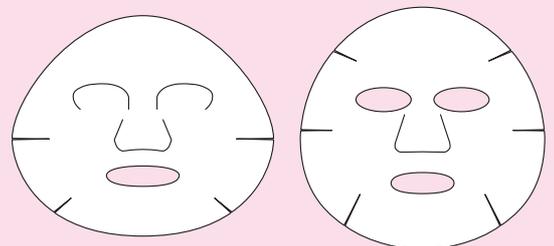
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- High liquid absorbency
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(application examples)

Asahi Kasei Fibers Deutschland GmbH

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60528 Frankfurt am Main, Germany
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Trüeb, Ralph M.; Tobin, Desmond J. (Editors)



Aging Hair

International experts discuss current diagnostic concepts and also put forward solutions for the treatment, as well as the prevention, of ageing hair. 270 pages, 92 illustrations, of which 80 in colour, hard bound, € 149.75

New

Tharwat F. Tadros

Colloids in Cosmetics and Personal Care



This volume describes the role of colloids in cosmetics and personal care, highlighting the importance of fundamental research in practical applica-

New

tions. 321 pages, 156 illustrations, 61 tables, hard bound, € 155.00

Ikhlas A. Khan, Ehab A. Abourashed

Common Natural Ingredients



Leung's Encyclopaedia of Common Natural Ingredients provides an accurate reference source on natural products. € 109.00

New

Tharwat F. Tadros

Emulsion Science and Technology



This essential guide for those involved in formulations technology covers a wealth of topics from nanoparticle synthesis through nanocomposites to cosmetic emulsions. 326 pages, 159 illustrations, 32 tables, hard bound, € 119.00

New

Jean-Marie Martin-Hattemberg



Lips of Luxury

In the French/English book *Lèvres de Luxe* or *Lips of Luxury* Jean-Marie Martin-Hattemberg describes the fascinating and multifaceted history of lipstick – from its origins to the present day. 168 pages, hard bound, € 29.80

Kai Bester

Personal Care Compounds in the Environment



This book covers in detail which toxic chemicals are responsible for harming the environment. 244 pages, hard bound, € 129.00

Charles Sell

Understanding fragrance Chemistry



This book covers the basics of organic chemistry as applicable to the fragrance business. 417 pages, hard bound, € 110.00

Johann W. Wiechers, PhD

Skin Delivery Systems



In this handbook entitled "Science and Application of Skin Delivery Systems" expert contributions update the reader on the latest findings in this field. 511 pages, hard bound, € 239.00

ECV

Blue List



This reference work for cosmetic ingredients, with CD-ROM, lists 8,000 cosmetic ingredients, including additives. 880 pages, with CD-ROM, € 168.00

Cheryl M. Burgess

Cosmetic Dermatology



This book explains cosmetic treatments carried out by dermatologists and how the symptoms of skin ageing can be treated. 170 pages, 35 illustrations, 33 charts and tables, € 96.25

Fiedler

Encyclopaedia of Excipients



This 2-volume encyclopaedia contains more than 12,900 entries covering additives, as well as a list of the manufacturers. 2 volumes,

1,600 pages, hard bound, € 350.00

Barbara B. Gilchrest, Jean Krutmann

Skin Aging



This comprehensive technical book contains numerous expert contributions providing an extensive overview of current research into skin ageing. 216 pages, 72 illustrations, 24 tables, hard bound, € 106.95

2010

Fairs, conferences and seminars

| When? | What? | Where? | Who? |
|----------------|--|-----------------------------|--|
| 09.-10.06.2010 | Colipa General Assembly | Vienna, Austria | Colipa www.colipa.eu |
| 09.-10.06.2010 | Packaging Valley Days | Schwäbisch Hall, Germany | Packaging Valley Germany e.V. regine.ueeck@packaging-valley.com, www.packaging-valley-days.com |
| 10.06.2010 | FiFi Awards | New York, USA | Fragrance Foundation info@fragrance.org, www.fragrance.org |
| 17.06.2010 | GNPD Forum | Paris, France | Mintel GNPD fporte@mintel.com, www.gnpd.com |
| 22.-23.06.2010 | Microbiota | Paris, France | Gate2Tech www.microbiota.eu |
| 22.-23.06.2010 | Probiotech | Paris, France | Gate2Tech www.probiotech.eu |
| 24.-25.06.2010 | MakeUp in Paris | Paris, France | Beauteam contact@makeup-in-paris.com, www.makeup-in-paris.com |
| 01.07.2010 | Seminar: EU- Kosmetik-Verordnung | Frankfurt a.M., Germany | Forum Institut für Management www.forum-institut.de |
| 18.-20.07.2010 | Cosmoprof North America | Las Vegas, USA | SoGeCos S.p.a. sogecos@cosmoprof.it, www.cosmoprofnorthamerica.com |
| 15.-19.08.2010 | Extracts | New York, USA | NYIGF www.nyigf.com |
| 25.-26.08.2010 | Deutscher Kosmetik-Kongress | Berlin, Germany | Euroforum Deutschland www.euroforum.de/kosmetik-kongress |
| 08.-09.09.2010 | Fresenius Kosmetika- Tagung | Mainz, Germany | Die Akademie Fresenius imueller.de@akademie-fresenius.de, www.akademie-fresenius.de. |
| 14.-15.09.2010 | Natural Cosmetics Conference | Nuremberg, Germany | NürnbergMesse GmbH www.naturkosmetik-branchenkongress.de |
| 14.-15.09.2010 | Vortragsveranstaltung: Sensorik | Mannheim, Germany | Sepawa e.V. www.sepawa.com |
| 18.-19.09.2010 | BEAUTY FORUM & Spa  | Warsaw, Poland | Health and Beauty Media Sp.z.o. info@health-and-beauty.com.pl, www.beauty-fairs.com.pl |
| 20.-23.09.2010 | IFSCC Congress | Buenos Aires, Argentina | SEQC info@ifsc2010.com, www.ifsc2010.com |
| 21.-23.09.2010 | International Aerosol Congress | Rome, Italy | AIA info@aerosolrome.it, www.aerosolrome.it |
| 23.-25.09.2010 | FAIR2010 | Dortmund, Germany | Westfalenhallen Dortmund GmbH www.westfalenhallen.de |
| 25.-26.09.2010 | BEAUTY FORUM AUSTRIA 2010  | Salzburg, Austria | Health and Beauty Marketing Ges.m.b.H. messe@health-and-beauty.com, www.beauty-fairs.at |
| 28.-30.09.2010 | Fachpack | Nuremberg, Germany | NürnbergMesse GmbH www.fachpack.de |
| 28.-30.09.2010 | HBA Global Expo | New York, USA | CMP Information (CMPi) jill.birkett@ubm.com, www.hbaexpo.com |
| 02.-04.10.2010 | Cosmesur Beautyworld | Buenos Aires, Argentina | Indexport Messe Frankfurt beauty@indexport.com.ar, www.cosmesur.com.ar |
| 03.-05.10.2010 | Beautyworld India | Mumbai, India | Messe Frankfurt India millie.contractor@messefrankfurt.com www.messefrankfurtindia.in |
| 04.-06.10.2010 | PXA | New York, USA | PXA France bruno@perfumexamerica.com, www.perfumexamerica.com |
| 13.-15.10.2010 | SEPAWA Kongress | Fulda, Germany | SEPAWA senicky@sofw.com, www.sepawa.com |
| 16.-17.10.2010 | BEAUTY FORUM MÜNCHEN  | Munich, Germany | Health and Beauty Trade Fairs GmbH, Arndt Nickel service@health-and-beauty.com, www.beauty-fairs.de |
| 20.-22.10.2010 | Luxe Pack Monaco | Monte Carlo, Monaco | Idice SAS info@idice.fr, www.luxepack.com |
| 25.-27.10.2010 | Beautyworld Japan West | Osaka, Japan | Mesago Messe Frankfurt www.beautyworldjapan.com/west/en |
| 02.-04.11.2010 | In-Cosmetics Asia | Bangkok, Thailand | Reed Exhibitions www.in-cosmeticsasia.com |



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Further information: see www.cossmas.com/b2b-exchange (▶ = NEW!)

Wish to export their products

abalico

D-69469 Weinheim, Germany
Contact: Mr. Rüdiger Vogel
 info@abalico.de; www.abalico.de
Products: Cosmetic products for hand and nail
wish to export to: A, CH, F, E, GB

Age Attraction Kosmetik GmbH

D-85591 Vaterstetten/München, Germany
Contact: Alexandra Kopold-Schütz
 info@age-attraction.de
 www.age-attraction.de
Products: MESO LASER Mesoporation & Impulse Laser + Meso-Ampullen + Wirkstoff-kosmetik
wish to export to: EU + Middle East+ worldwide

▶ ASTONISHING NAILS & SPA

Beauty Factory /Internat. Beauty Part. Netherlands
 NL- 5503 LM Veldhoven, The Netherlands
Contact: Jurrhiaan Vegers
 j.vegers@beauty-factory.nl
 www.beautyfactory.nl
Products: professional nail products, hands & feet
wish to export to: worldwide

Beauty Line Consulting

D-76698 Ubstadt-Weiher, Germany
Contact: Janos Stegena
 info@belico.de
 www.belico.de
Products: skin and body Care products, private label, bulk
wish to export to: worldwide

beauty lumis GmbH

D- 80995 München, Germany
Contact: Angela Frommer
 a.frommer@beautylumis.com
 www.byonik.net
Products: 2-Frequenz-Simultan- Meso-Laser-and cosmetic products
wish to export to: worldwide

DR. BELTER COSMETIC GMBH

D-38106 Braunschweig, Germany
Contact: Carola Schmerbach
 COSMETIC@BELTER.de
 www.BELTER.de
Products: skin and body care cosmetics
wish to export to: worldwide

Glory Nails

D-34123 Kassel, Germany
Contact: Sven Dowiasch
 Sven.dowiasch@glorynails.com
 www.glorynails-shop.com
Products: Cosmetic Products for Hands, Nails, Feet
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wish to export to: EU, S. America, Asia

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wish to export to: worldwide

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Advertisers' Index

| | |
|---|---------------|
| Asahi Kasei Fibers Deutschland GmbH www.asahi-kasei.co.jp | p. 39 |
| BASF SE www.personal-care.basf.com | p. 5 |
| S. Black GmbH www.sblack.com | p. 25 |
| Clariant International Ltd. www.clariant-personalcare.com | p. 7 |
| Dermatest GmbH www.dermatest.de | p. 12 |
| DSM Nutritional Products Ltd. www.dsmnutritionalproducts.com | pp. 7, 13, 52 |
| Fiberstar, Inc. www.imulsi-fi.com | p. 35 |
| Grafe Advanced Polymers GmbH www.grafe.com | p. 23 |
| Greentech S.A. www.greentech.fr | p. 15 |
| Impag Import GmbH www.impag.de | p. 19 |
| Inolex Chemical Company www.inolex.com | p. 2 |
| Paul Kaders GmbH www.kaders.de | p. 34 |
| Kraeber GmbH & Co www.kraeber.de | p. 31 |
| Kugler GmbH www.kugler-ger.com | p. 11 |
| Kyowa Hakko Europe GmbH www.kyowa.eu/daichi | p. 17 |
| Laboratoires Sérobiologiques www.laboratoires-serobiologiques.comp. | 27 |
| Sigmund Lindner GmbH www.sigmund-lindner.com | p. 24 |
| Mani GmbH www.mani-gmbh.com | p. 38 |
| Merck KG aA www.merck4cosmetics.com | p. 9 |
| Petro-Canada America Puretoll Lubricants.petro-canada.ca/puretoll | p. 29 |
| Rovi Cosmetics International GmbH www.ROVICosmetics.com | p. 7 |
| Dr. Straetmans GmbH www.dr-straetmans.de | p. 33 |
| Trichema AG www.lohn-hersteller.ch | p. 8 |
| X-Rite Europe GmbH www.xrite.com | p. 7 |

Company Index

| | |
|--|--------------|
| Aktiv Consult www.aktiv-consult.de | p. 8 |
| AkzoNobel www.akzonobel.com | pp. 3, 16 |
| Alban Muller www.albanmuller.com | p. 8 |
| Aldi www.aldi.com | p. 20 |
| Alpla www.alpla.com | p. 30 |
| Anisa www.anisa.com | p. 8 |
| Anne Semonin www.annesemonin.com | p. 20 |
| Aptar www.aptagroup.com | p. 28 |
| Art & Fragrance www.art-fragrance.com | p. 8 |
| Asahi Kasei www.asahi-kasei.co.jp | pp. 20, 32 |
| Aveeno www.aveeno.com | p. 20 |
| BASF www.basf.com | pp. 3, 10 |
| BDA www.bda-online.de | p. 8 |
| BEAUTY FORUM www.beauty-forum.com | p. 8 |
| Being www.being.fr | p. 20 |
| Biopharmacopae Design www.biopharmacopae.com | p. 38 |
| body LIFE www.bodylife.com | p. 8 |
| Bomo Trendline www.bomo-trendline.de | p. 28 |
| Bormioli Rocco www.bormioliroccopackaging.com | p. 8 |
| Bottega Verde www.bottegaverde.com | p. 18 |
| Burt's Bees www.burtsbees.com | p. 20 |
| Calvin Klein www.calvinklein.com | p. 8 |
| Carlin Group www.carlin-groupe.com | p. 20 |
| Ciba www.cibasc.com | p. 10 |
| Clariant www.clariant.com | p. 38 |
| Clarins www.clarins.com | p. 20 |
| Cognis www.cognis.com | p. 38 |
| Colipa www.colipa.com | p. 16 |
| Cosline www.cosline.de | p. 18 |
| Cosmopack www.cosmoprof.com | p. 28 |
| Cosmoprof www.cosmoprof.com | p. 28 |
| Croda Chemicals www.croda.com | p. 38 |
| Desert Whale www.desertwhale.com | p. 38 |
| Dow Corning www.dowcorning.com | p. 38 |
| Dr. Straetmans www.dr-straetmans.de | p. 38 |
| Dr. Hauschka www.drhauschka.de | p. 8 |
| Drom www.drom.com | p. 8 |
| DSM www.dsm.com | pp. 3, 14 |
| Ericsson Deutschland www.ericsson.com/de | p. 8 |
| Euromonitor www.euromonitor.com | p. 20 |
| Evonik www.evonik.com/personal-care | p. 38 |
| Facebook www.facebook.com | p. 20 |
| Flickr www.flickr.com | p. 20 |
| Frost & Sullivan www.frost.com | p. 20 |
| Fusion Brands www.fusionbrandsinc.com | p. 8 |
| Future-Touch www.future-touch.com | p. 20 |
| Gary Farn www.garyfarn.com | p. 8 |
| Geka www.geka-world.com | p. 28 |
| Gerresheimer www.gerresheimer.com | p. 8 |
| Givaudan www.givaudan.com | p. 8 |
| Google Insights www.google.com/insights | p. 20 |
| Greentech www.greentech.net | p. 38 |
| Guerlain www.guerlain.com | p. 8 |
| Hallstar www.hallstar.com | p. 38 |
| HCT www.hctpackaging.com | p. 30 |
| IBR www.ibrweb.com | p. 38 |
| Icon Beauty www.iconbeauty.net | p. 8 |
| Impag www.impag.de | pp. 8, 38 |
| In-Cosmetics www.in-cosmetics.com | p. 20 |
| Inolex www.inolex.com | p. 38 |
| Kautex Industrial www.kautex.de | p. 30 |
| Key-Sun www.keysun.com.au | p. 18 |
| Kiehl's www.kiehls.com | p. 20 |
| KIV Verpackungen www.kiv-packaging.com | p. 28 |
| Kline www.klinegroup.com | p. 20 |
| Kobo Products www.koboproductsinc.com | p. 38 |
| Kolb www.kolb.ch | p. 8 |
| L'Occitane www.loccitane.com | p. 30 |
| L'Oréal www.loreal.com | pp. 8, 20 |
| Laboratoires PROD'HYG www.prodhyg.com | p. 38 |
| LinkedIn www.linkedin.com | p. 20 |
| Lush www.lush.co.uk | p. 20 |
| LVMH www.lvmh.com | p. 8 |
| Mama Mio www.mamamio.com | p. 20 |
| Max Havelaar www.maxhavelaar.ch | p. 20 |
| Merck www.merck4cosmetics.com | pp. 26, 38 |
| Merry Hempsters www.merryhempsters.com | p. 18 |
| Mintel www.mintel.com | pp. 18, 20 |
| MWV www.meadwestvaco.com | p. 28 |
| Natruie www.natruie.org | p. 8 |
| Natura www.natura.com | p. 20 |
| No More Tan Lines www.no-more-tan-lines.com | p. 18 |
| Organic Monitor www.organicmonitor.com | p. 20 |
| P&G www.pg.com | p. 20 |
| Perry Ellis www.perryellis.com | p. 8 |
| Primark www.primark.co.uk | p. 20 |
| Protameen Chemicals www.protameen.com | p. 38 |
| Puig Prestige www.puig.com | p. 8 |
| Rebhan www.rebhan-group.com | p. 28 |
| Rizzato Spa Consulting www.spa-consulting.com | p. 8 |
| SACI-CFPA www.saci-cfpa.com | p. 38 |
| Seidel Living Design www.seidel.de | p. 30 |
| Sensient Cosmetic www.sensient-tech.com | p. 38 |
| SGD www.sgdgroup.com | p. 8 |
| Slideshare www.slideshare.net | p. 20 |
| spa concept www.spa-concept.com | p. 8 |
| Stacy Consulting www.richardstacy.com | p. 20 |
| Stölzle Glass www.stoelzle.de | p. 8 |
| Symrise www.symrise.com | pp. 6, 8, 38 |
| The Body Shop www.the-body-shop.com | p. 20 |
| TK Maxx www.tkmaxx.de | p. 20 |
| Top Hotel www.tophotel.de | p. 8 |
| Tunap www.tunap.com | p. 24 |
| Tunap www.tunap.de | p. 24 |
| Twitter www.twitter.com | p. 20 |
| Unifect Ltd www.unifect.co.uk | p. 38 |
| Union for Ethical BioTrade www.ethicalbiotrade.org | p. 20 |
| Ute Ellmers Design www.ellmers-design.de | p. 30 |
| Vodafone Deutschland www.vodafone.de | p. 8 |
| Wellness-Hotels-Deutschland www.w-h-d.de | p. 8 |
| YouTube www.youtube.com | p. 20 |
| YSL www.ysl.com | p. 20 |
| Zenitech www.zenitech.com | p. 38 |
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Trend statement

The sun care of the future



François Cottard,
L'Oréal Group

François Cottard, head of sun protection development laboratory, L'Oréal Group:

When developing a sun protection product it is important to be able to meet certain highly complex challenges in order to achieve highly effective protection and an innovative texture that meets a wide range of consumer requirements. Innovation in sun protection also means, however, developing a better understanding of the mechanisms of

light protection.

Among the groundbreaking achievements of L'Oréal in relation to the problem of photostability are the photostabilisation of avobenzene by octocrylene, plus the development of totally new photostable UV filters such as the first photostable UVA filter Mexoryl SX and the likewise photostable Mexoryl XL with a notably wider UV absorption which was developed for synergistic combination with Mexoryl SX.

All of these developments have contributed to various legislators becoming so highly aware that the standards set for UV protection, in particular UVA protection, have now been adapted to take into account this current state of the art.

The very latest innovation is the Mexoplex system, which uses the synergy of Mexoryl SX and another UV filter in order to strengthen photostability in the face of UVA radi-

tion. Using this system the concentration level of UV filters in the formulation can be reduced without causing any reduction in the UV protection level. The Mexoryl filters and their synergies not only increase the efficacy levels but also improve the cosmetic properties. Improved textures and an increasing level of galenic formulation also improve the product's performance. Formulations must appeal to the consumer with their sensory properties, ease of application, freshness and lightness, and must be pleasant to use. Anyone developing new application forms must take into account all of the consumer's wishes – regardless of skin type, age or cultural habits – a spray with a light texture, light sun milk formulations, or oils with a high SPF are just some examples.

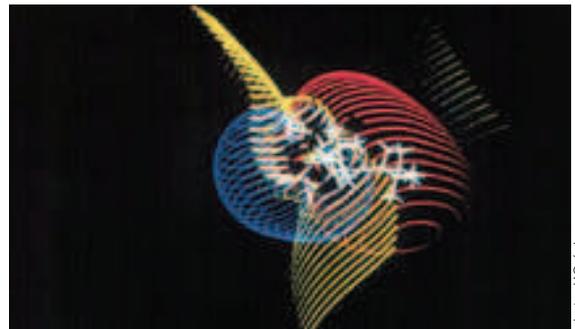


photo: L'Oréal

Mexoryl XS – a filter system with broad spectrum photostability and photostable protection in the UVA and UVB ranges

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50 | COSSMA 612010

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Exciting airless systems

Ingredients



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New ingredients for body care

Market survey



photo: Rolf van Meelis, Pixelio.de

Fully updated market survey of ingredients suppliers

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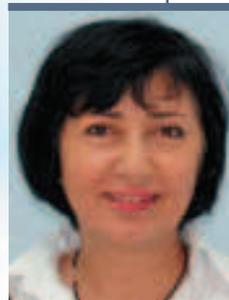
Current and future developments in sun protection

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In-Cosmetics 2010: an outline of the most exciting marketing trends

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