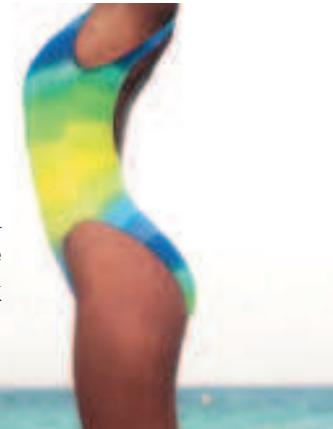


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photo: Guerlain

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Front cover picture: Silver Pentaward 2010, Liese – Iron Make collection, Kao, [www.pentawards.org](http://www.pentawards.org)

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... believes that the trend to have wrinkle-free faces and faultless teeth is on the down-slide.



... presents current trends in the areas of nutricosmetics and dietary supplements. She gives examples for products that are combining topical and internal application.



... outlines the market development in the boom market of natural and organic cosmetics and personal care products. He thinks that the growth will continue, the segment will up to triple its market share in some European countries.

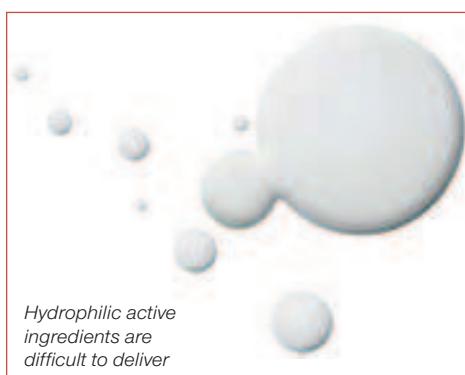
## COSSMA Download Tip

### Delivery Systems: What they really have to offer

New carrier systems are a popular idea. But what do they really have to offer, and where are they heading? Prof. Dr. Johann W. Wiechers, Independent Consultant for Cosmetic Science at JW Solutions, answers these questions in an interview with COSSMA editor Angelika Meiss.

COSSMA subscribers can download some background information and order Dr. Wiechers' book on delivery systems at [www.cossma.com/shop](http://www.cossma.com/shop)

photo: La Roche-Posay



Hydrophilic active ingredients are difficult to deliver

## Top-Downloads for November

- **Product Information:**  
Hosapon SG (Clariant)
- **Literature Reference:**  
Target groups + active ingredients: The myth of targeted actives
- **Scientific Information:**  
Advantages of Enzymatic Emollient Production (Evonik)
- **Market Data:**  
Market Data Aluninium Tubes (ETMA)
- **Formulations:**  
Skin Firming Serum (Indena)



photo: Nikolai Sorokin, Fotolia.de

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.cossma.com/downloads](http://www.cossma.com/downloads)



### Downloads

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A NEW LOOK AT LESS IS MORE

# SKINCARE PURE AND SIMPLE

*Ancient Egyptians first calculated our 24-hour days.*

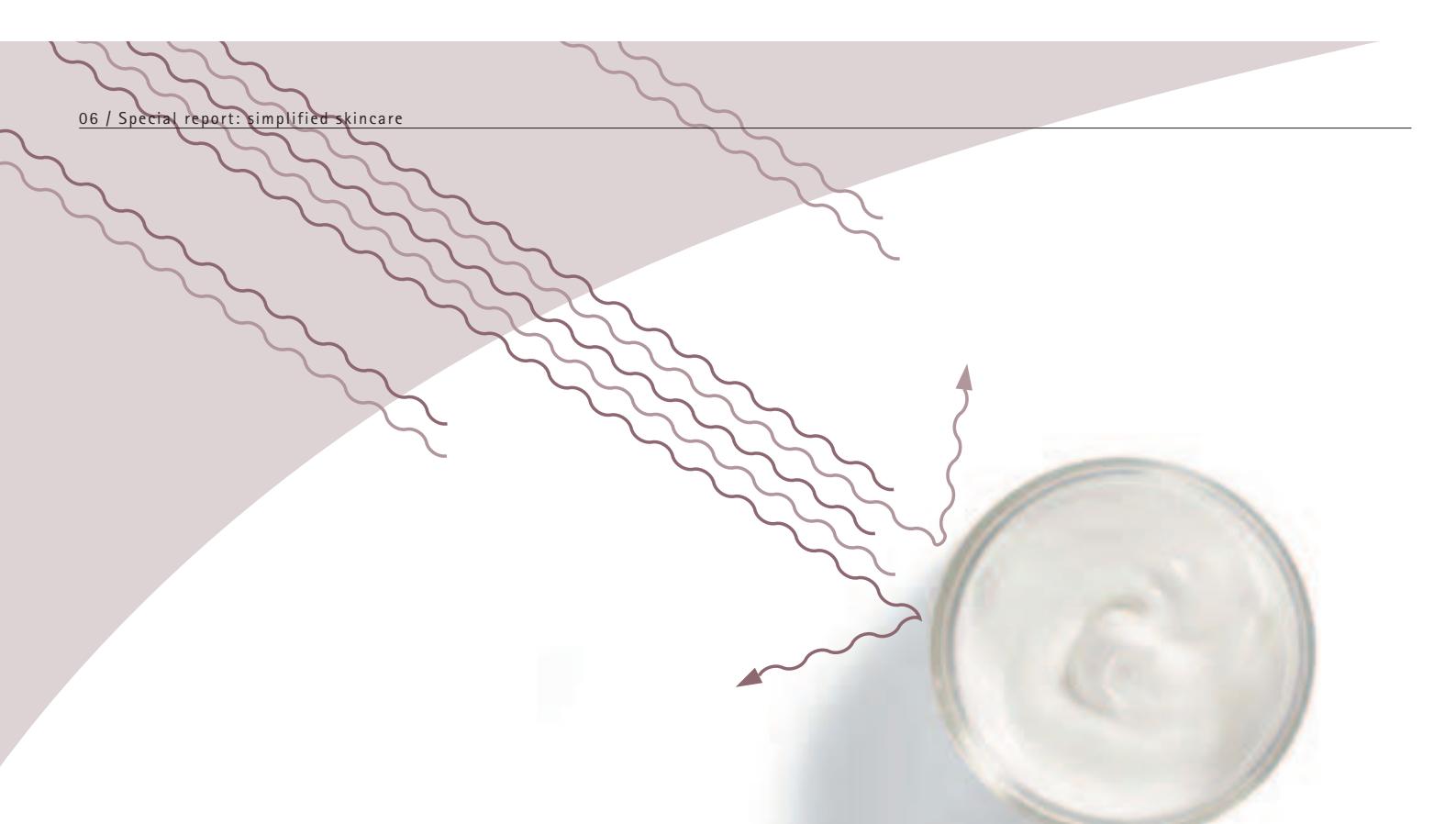
*Did they ever suspect that we'd want more?*

*When time is at premium, we look to power and portability to make our lives a little easier.*

*E-readers, for example, contain hundreds of books in the space of one. And they're incredibly easy to put back on the shelf – or in your briefcase.*

*What does this mean for skincare? It's time to see your products in a whole new light. Welcome to simplified skincare. And products that do more with less – in more than one place.*





Hiding in plain sight

## SUN CARE SIMPLICITY

Spend time in the sun, use proper sun protection. Simple, right?

Indeed – Merck innovations make it possible. Here are just two of our ingredients that work together for a beautiful, protective lipstick.

And work wonders for simplicity:

### EUSOLEX® T PRODUCTS.

Start with these inorganic UV filters; you can use them in both the oil and aqueous phase. Inorganic UV filters stay on top of the skin's surface and prevent harmful UV radiation from reaching our largest organ.

### PEARLESCENT PIGMENTS.

Now it's time for a gorgeous finish. Our pearlescent pigments such as Colorona® Sienna Fine or Colorona® Bordeaux Fine help your lipstick cover lips more easily – and stay put, too. This reaps the full benefit of the raw materials already in your formula.

*Like to see more examples of simplified sun care? Head to our special report on Page 10.*

Self-tanners deliver more than a beautiful skin tone

## MORE THAN MEETS THE EYE

Dihydroxyacetone (DHA) is bound to come up in any conversation about self-tanners. Today, we know a lot more about the most effective and most popular self-tanning ingredient than when it debuted in 1960. Nearly 40 years of research has consistently demonstrated that self-tanning products with DHA are safe. Triggered by the Maillard reaction (the non-enzymatic browning), the tanning process gives skin a sun-kissed glow. Self-tanners, however, don't offer protection from harmful UV radiation.

So how can you design a self-tanner that keeps state-of-the-art protection simple?

While efficiently shielding skin from UV rays, your cosmetic product should provide powerful overall protection from the unwanted effects of UV radiation. Our portfolio of active ingredients offers three solutions.

**WHAT TO ADD:** a powerful UVA filter like Eusolex® 9020

**WHY ADD IT:** Eusolex® 9020 is oil-soluble and highly effective, even in low concentrations. It offers even better protection when combined with RonaCare® AP, an antioxidant that works day and night to neutralize radicals and prevent new ones from forming.

**WHAT TO ADD:** DHA Rapid containing troxerutin

**WHY ADD IT:** DHA Rapid helps create an even skin tone, while troxerutin is a bioflavonoid that catches radicals. Our studies demonstrate that this pairing really does prevent more radicals from forming than with DHA alone.

**THE IDEAL SOLUTION:** Combine DHA Rapid with Eusolex® 9020 and RonaCare® AP.

**WHY ADD IT:** This combination creates self-tanners that deliver the tone consumers want, protect skin from UV radiation and prevent radicals from forming.

*Protecting self-tanned skin is even easier than you think. And Merck is here to help. Ask your local sales representative about the options above – and learn what goes into complete protection from UV radiation and radicals.*



## PRECIOUS ADDITIONS TO YOUR PIGMENT COLLECTION

Another jewel in the crown

### RONASTAR® GOLDEN JEWEL

Adding sparkle to the new generation of pigments is Merck's first colored powder with borosilicate technology: Ronastar® Golden Jewel. Based on calcium aluminum borosilicate platelets that range between 20 and 200 µm, Ronastar® Golden Jewel produces an appealing warm golden shimmer, accentuated by eye-catching sparkling effects. The result: an intense, glittering gold with plenty of coverage.

### A BRILLIANT ALL-AROUNDER

Ronastar® Golden Jewel allows plenty of scope for creative applications in decorative cosmetics and personal care. Part of the Ronastar® family, Ronastar® Golden Jewel lends a brilliance that shines just a bit brighter than everything else on the shelf.

*Strike gold with Ronastar® Golden Jewel. Ask your local sales representative for complete information on this new colored powder from Merck.*

Buttering up your customers

### RONAFLAIR™ EFX

Merck's range of specialty and functional fillers now includes smoother, creamier – dare we say "buttery" – fillers designed to lend powders a softer feel and remove the sensation of dryness. RonaFlair™ EFX not only feels creamier, it visibly lends complexions a healthy-looking radiance. In other words: Makeup with RonaFlair™ EFX is ideal for the new natural look.

### A PRIME CANDIDATE FOR PRIMER FORMULATIONS

Developers will relish the opportunity to use RonaFlair™ EFX in new-generation cosmetic applications, particularly mineral makeup and primers. RonaFlair™ EFX is not only semi-transparent, it enjoys excellent adhesion thanks to bismuth oxychloride platelets combined with synthetic mica.

*Have a soft spot for powders that feel soft? Write to [cosmagazine@merck.de](mailto:cosmagazine@merck.de) for details.*

Smooth and rich, with added warmth

### COLORONA® IMPERIAL TOPAZ

Looking for that soft, smooth brown appearance? Our Colorona® range of lustrous powders now welcomes Colorona® Imperial Topaz, a brown mass tone pigment ideal for mineral makeup, bronzers and color cosmetics. The sumptuous, long-lasting warmth added by Colorona® Imperial Topaz is to formulas what latte is to coffee – it's soooo smooth and rich.

### A NATURAL CHOICE FOR NATURAL BEAUTY

In use, Colorona® Imperial Topaz feels wonderful on the skin with excellent adhesion. With a light feel and natural coverage, it's ideal for evening out skin tone. As with other Colorona® powders, Colorona® Imperial Topaz consists of mica, bismuth oxychloride and iron oxides.

*Learn how to add warmth to all kinds of applications. Ask your local sales representative about Colorona® Imperial Topaz or request more information at [cosmagazine@merck.de](mailto:cosmagazine@merck.de).*

Merck safeguards innovation as regulations change

### WELCOME TO THE IDEA FACTORY

Effective March 2013, the industry will face the second phase of the animal testing and marketing ban: Finished cosmetic products containing ingredients tested on animals after that date can no longer be marketed within the EU. This is a step forward for animal welfare, but it's also another excellent opportunity for innovation!

### A WORLD OF RESOURCES

As a diversified, global company, we draw on a unique array of resources to develop cosmetic products that meet every requirement. Specialists from our cosmetic group supported by the pharmaceutical division, for example, can advise you on raw materials that are already toxicologically tested, allowing you to explore any number of avenues.

### PIONEERING WORK IN ALTERNATIVES

At Merck, we're continuously learning about emerging options. Our membership in European and international organizations helps us gain insight into innovative methodology for you, too. Researchers at Merck are at the forefront of developing alternative methods to safely test cosmetic ingredients. Among others, one award-winning method demonstrates the potential for "in-vitro" toxicology: In 2007, François Busquet and Dr. Thomas Broschard – both at Merck's Institute for Toxicology – won the Hessian Animal Protection Research Award. Their procedure combines the "fish egg" test with microsomes to detect teratogenic substances.

*Whatever the future holds, innovation is in good hands with Merck.*



## STAGE TWO: ASSEMBLE YOUR UNIQUE PRODUCT

Whether you're launching your very first natural product or building on an existing range of organic ones, Merck is here to support every step.

**CHOOSE YOUR GENERAL CATEGORY.** Daily moisturizers and night treatments, for example, serve different purposes. What do you want your natural product to do?

**CHOOSE YOUR INGREDIENTS.** We recommend two options. The first is natural substances in a highly purified form, i.e., isolating only the active molecule from an extract. Nature-identical substances are also an excellent choice. Here, you use nature as the source but optimize the molecules for the needs of the cosmetic industry. The results: transparency and a clear attribution of the cosmetic claim to the active principle that your cosmetic formulas will use. Cosmetic ingredients that are proven to be fully compliant with standards make the entire certification process easier.

**ENSURE YOUR RAW MATERIALS ARE COMPATIBLE.** Our specialists at the Cosmetic Technology Center will check that all of your Merck raw materials work with one another.

**CHOOSE YOUR FRAGRANCES, STABILIZERS AND COLOR EFFECTS.** For consumers, they're an important part of the "natural experience." They also make your new product work properly while making a very eco-friendly impression.

### YOUR NEXT PRODUCT?

### THE POSSIBILITIES ARE AS BOUNDLESS AS NATURE ITSELF!

Why not start with Merck's Trust in Nature Kit? Each of the five products was created in accordance with certifying bodies:

- the Sea Pure Facial Mask
- the Plenitude Eyes Contour Mask
- the Velvet Lotion
- the Fresh Citrus Leg Spray
- the Red Fruits Lipstick

*Like to know which Merck ingredients can be considered "natural" ones?*

*Request our Nature Meets Technology brochure*

*at [cosmagazine@merck.de](mailto:cosmagazine@merck.de) or visit*

*[www.merck4cosmetics.com/natural-ingredients](http://www.merck4cosmetics.com/natural-ingredients)*

### Gemstone stories

### NATURE'S LUXURIOUS TOUCH

Gemstones are another source of natural beauty, especially for products with a more luxurious look and feel to them. But their powder is white, and you can't see the sparkle. Consumers want it – so how do you add it to your cosmetic products? With brilliant pearlescent pigments.

- Evoke diamonds with Ronastar® Noble Sparks.
- Ronastar® Blue Sparks is reminiscent of sapphires.
- Set hearts ablaze with rubies – and Ronastar® Red Sparks.

*Learn more about our treasure trove of gemstone interference pigments at [www.merck4cosmetics.com/ronastar](http://www.merck4cosmetics.com/ronastar)*

AN INTERVIEW WITH JUTTA ZUR LAGE,  
APPLICATION LABORATORY MANAGER  
FOR COSMETIC ACTIVES AT MERCK

# BODY LANGUAGE: MAKING GOOD BODY CARE PRODUCTS GREAT





JUTTA ZUR LAGE  
Application Laboratory Manager  
for Cosmetic Actives at Merck



According to recently published research by Datamonitor, by 2013 the global hand and body care market will have grown nearly 19%, to a value of roughly US\$16 billion. That's more than 920 million units. For more insight on helping your brand stand out, we turned to Jutta zur Lage.

**COSmagazine:** What do you look for in exceptional face and body care products?

**zur Lage:** The first things I notice are my senses – the smell and the color. How does the product use aromas and colors to make me feel good? Relaxed? Invigorated? Pampered?

**COSmagazine:** And the second aspect you notice?

**zur Lage:** Skincare components! Does the product deliver extra moisture to dry skin? Relief for sensitive skin? And for oily skin – how does it handle clogged pores and oil over-production?

**COSmagazine:** But don't countless products on the market already meet these criteria? Manufacturers certainly need a more complex approach to help consumers choose their product and not a competitor's.

**zur Lage:** Very true. You need additional benefits. Take products that simplify skincare. A lotion that moisturizes, for example, isn't quite as appealing as a lotion that moisturizes and makes the body look slimmer.

**COSmagazine:** How does that work?

**zur Lage:** It's all about the right ingredients. To make a slimming or firming claim on packaging, you can use caffeine, or a bioflavonoid such as RonaCare® Rutinsulfate or RonaCare® Troxerutin. These substances promote blood circulation and help reduce the appearance of cellulite.

**COSmagazine:** The idea of "simplified skincare" is also tied to sun care. Could you give us an example of this?

**zur Lage:** Merck's Eusolex® UV-Pearls™ are gentle enough for everyday use – even on sensitive skin. So now your daily body lotion protects skin from the sun, too. And speaking of UV radiation, cells need extra moisture and extra protection. RonaCare® Ectoin delivers both, and you can claim that!

**COSmagazine:** What about more cosmetic finishes? Can color be incorporated into great face and body care products?

**zur Lage:** Products that feature DHA Plus, for example, can lend a sun-kissed glow to skin. It's easy to incorporate and almost odorless. DHA Rapid also offers protection from skin-damaging radicals. Or add pigments to your products. Ronastar® Noble Sparks, for instance, add an instant yet lasting touch of luxury to body moisturizers.

**COSmagazine:** Any final thoughts for us?

**zur Lage:** Cosmetics thrives on breakthroughs. Always ask what they can do for your products.

Discover even more formulation examples for face and body care at [www.merck4cosmetics.com](http://www.merck4cosmetics.com)

## WHAT DO PEOPLE MEAN WHEN THEY SAY...

### **... BIOFLAVONOIDS?**

*These substances belong to the huge group of polyphenols which largely occur in fruits, vegetables and plants. As phenolic compounds, bioflavonoids are antioxidants. As they are also conjugated aromatic compounds, they act as screens and protect the plant cells.*

*We've transformed these natural mechanisms into innovative ingredients for the cosmetic industry, such as RonaCare® Rutinsulfate (above), RonaCare® Isoqueretin, RonaCare® Troxerutin and RonaCare® Tiliroside.*

### **... BIOMIMETIC SUBSTANCES?**

*These substances are either based on nature's models or mimic natural processes. In cosmetics, the molecules of these substances imitate the way skin communicates and repairs itself, especially when natural processes begin to lose effectiveness.*

*One such molecule from Merck is RonaCare® Cyclopeptide-5. With a unique cyclic structure, it counteracts wrinkles and fine lines with tailor-made precision. So skin appears younger and fresher.*



COSMETICS  
SPRAY TECHNOLOGY  
MARKETING



#### Marketing

Exceeding expectations with some intriguing innovations

#### Ingredients

Versatile proteins with new proof of efficacy

#### Market survey

Find new suppliers for your product packaging



#### VIP of the Month

Angela Kleiner talks about current trends in active ingredients

## Focus: Innovations

11/2010

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