

25th anniversary of In-Cosmetics: Additional Launches

Ashland presented at its texture bar a number of skin care demonstration formulations with soft or bouncy textures normally delivered from aerosol systems, but made available as simple cream gels or serums. They also demonstrated how to create skin care product forms such as body butter with better sensory attributes than formulations that normally employ more expensive waxes. **Cushion Cream Q10**, an age-defying formulation inspired by the antioxidant and energizing properties of coenzyme Q10, is a facial care product with sun protection (SPF 13 in vitro – EU) that exhibits the texture of a mousse without an aerosol system.

Ashland's Vincience presented **Elixiance biofunctional**, a new ecological and sustainable ingredient for skin care products aimed at anti-pollution effects. Ashland also introduced their preservative platform **Optiphen P**, a non-alcohol preservative technology platform with a functionalized delivery system. New **Optiphen DP** preservative complies with major eco-labels. **Aquaflex XL-30 polymer**, an amphoteric polymer with good film properties, is demonstrated to boost hair volume in styling and rinse-off applications.

www.ashland.com

Bayer HealthCare Division Serdex reinforced the efficacy dossier of 3 China conform active ingredients with new tests confirming the efficacy of **Madecassoside** for sensitive and atopy-prone skin, **Heterosides** for mature, dry and dehydrated skin and **Embelia Extract** for reactive and sensitive skin.

www.bayer.com

Corbion presented **Purac UltraPure**, a novel, low odour and colourless, very pure grade of natural lactic acid. At higher pH formulations, it can be used as powerful humectant. In lactate form it displays high water-holding capacity and has shown to have a superior plasticizing effect on the Stratum corneum. As a humectant, and key component of the skin's Natural Moisturizing Factor (NMF), it provides significant, reliable and intrinsic moisturization.

www.corbion.com

Corum showcased their active **GenoWhite**, a spot-correcting agent which differentiates itself from other whitening products on its inhibition ability on keratinocyte-derived factors (endothelin-1 and stem cell factor) as well as melanosome transfer and uptake by keratinocytes.

www.corum.com.tw

Gattefossé showcased their texture bar, where 10 new formulations for skin care, sun care and make-up applications featured the benefits and applications of their patented wax butter technology.

www.gattefosse.com

Lucas Meyer Cosmetics introduced **SWT-7**, a new high tech anti-aging active ingredient targeting self-regenerative stem cell technology, designed to rapidly give a smoother looking skin, blur the appearance of vertical wrinkles, skin texture, lip contour wrinkles and roughness, and reduce migration of lipstick. The active ingredient is capable of stimulating keratinocyte proliferation to regenerate thin epidermis and to improve the look of aged and wrinkled skin. This mechanism of action is based on stem cell science with a cell-to-cell communication between adipose-derived stem cells (ADSC) and keratinocytes through growth factors action.

www.lucasmeyercosmetics.com

Lubrizonl presented different solutions to formulate efficient sun care forms with good aesthetics. In hair care they promoted a new line of hair repair solutions to treat damaged hair from root to tip. In bath & shower they presented new environmentally conscious plastic bead-free solutions including four new trendy face and body scrubs with pleasing aesthetics.

www.lubrizonl.com

Marinova introduced **Maritech Bright** and **Maritech Reverse**, two organic fucoidan extracts with clinically proven benefits. Maritech Bright is a skin brightening ingredient that increases radiance and reduces age spot pigmentation. Maritech Reverse is a high-purity fucoidan extract developed specifically for anti-ageing formulations, derived from *Undaria pinnatifida* seaweed and inhibiting many of the key enzymes responsible for skin damage.

www.marinova.com.au

Naturex launched **Sapnov**, a natural foaming agent extracted from quillaia in Chile. This non-ionic and water soluble surfactant performs well versus synthetic surfactants and is miscible with classical solvents, working in a wide range of pH and showing good stability even at high salt concentrations.

www.naturex.com

Showa Denko presented **Apprécier (APPS)**, a novel amphiphilic vitamin C derivative characterised by its strong and immediate penetration into the skin. **HLC** is a new carnitine derivative that effectively penetrates through skin to enzymatically release carnitine, which then generates energy to activate skin cells. **Methyl Hesperidin** is a hesperidin derivative with high water solubility properties. Derived from the peels of citrus fruits, Hesperidin presents anti-oxidative and anti-allergic properties, with improved blood circulation. When used in combination with vitamin C, Methyl Hesperidin is able to enhance the whitening effects of skin care products, while its anti-glycation effect prevents dullness and loss of elasticity in skin.

www.sdk.co.jp

Solabia highlighted **Skin Pearls**, an innovative 3D technology. The skin mattifier **Matilook**, obtained from the leaves of the quince tree, reduces shine and refines skin texture by limiting the dilation and visibility of pores. The skin builder **Robustyl** improves cell cohesion, cell organization and innate immunity to help the skin better defend itself against physical and microbial external aggressions. **Cressatine** is a combination of two traditional super-leaves renowned for their capillary properties: Watercress and Nasturtium, titrated in sulfur to stimulate and prolong hair growth and strengthen it from its root. They also launched 4 oils, 1 butter and 4 gemstones from various Brazilian biodiversities and with complementary properties from their Brazilian subsidiary **Solabia Biotecnológica**: **Pracaxi oil**, **Andiroba oil**, **Buriti oil**, **Maracuja oil**, **Cupuaçu butter**, **Lepidolite Gems'Tone**, **Bronzite Gems'Tone**, **Pyrite Gems'Tone** and **Black Tourmaline Gems'Tone**.

www.solabia.com

Solvay Novicare showcased 45 new specialty body and hair care formulations – from shampoos and conditioners to body washes and creams. Among the body care formulations were **Purely Pampering Body Wash**, **Pure and Gentle Facial Wash**, **In-Shower Moisturizing Lotion**, **Invigorating Gel Body Scrub**, **Skin Lightening Facial Serum** and **Eco-Conscious Body Wash**. Among the hair care formulations were **Extreme Repair Shampoo**, **No-Shampoo Co-Wash Conditioner**, **Magic Oil Infusion Shampoo**, **Care with Lightness**, **Absolutely Clean**, **Eco-Conscious Biodegradable** and **Mild Little Shampoo**.

www.solvay.com

Southern Cross Botanicals presented their **Superox-C**, **Lime Pearl** and **Tazman Pepper**, now available in alcohol free versions.

www.scbotanicals.com.au

Surya Kimya launched **Lipozoom Reservage** to improve the quality and strength of the human skin.

www.surya.com.tr

Univar launched 18 new trend-focussed, texture-driven formulations with emphasis on skin care and make-up. They looked closely at examples of different profiles that women identify themselves with to tailor a range of formulations to meet each profile type. For example: **Oil-in-Gel MakeUp Remover** is an innovative gel that transforms into a lightweight oil, leaving the skin clean, soft, and perfectly bal-anced. **Secret Shell – W/Si+O Skin Protection Cream** is a biometric skin cream. **Belicious! Sleep Mask** (O/W) contains the new sensory modifier **EcoSmooth Delight**, bringing a touch of luxury to mass-market moisturising products at an economical cost-benefit ratio. The **Aculyn** range of acrylate based rheology modifiers acts as co-emulsifier in this particular system. **Aculyn 88** is highly viscous and gives a bounce to the body butter, whilst the **Aculyn 33A** aids in spreadability.

www.univar.com