

In-Cosmetics Review 2013



Web-TV-Interviews

Dr. Karl Lintner (Kal'Idees): A life for peptides Winner of the Lifetime Achievement Award

Dr. Karl Lintner, Consultant at Kal'Ideés and winner of the In-Cosmetics Lifetime Achievement Award talks about his major achievements in his professional life: The introduction of synthetic, biological active peptides into cosmetic formulas. During his time at Sederma, major patents were filed with peptides, also on liposomes, microwave technology or plant extracts with stem cells. The most striking one, Lintner says, was the patent that protected Matrixyl, an anti-age peptides that reduce wrinkles without safety problems and great efficacy

http://www.cossma.com/en/mediathek/singleview/artikel/lintner-2013-deutsch.html



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COSSMA Irina Barbalova

Rebecca Hopkins (Balance Me): To buy, you have to try! Rebecca Hopkins, Co-Founder and Director of Balance Me, presents the brand and talks

Rebecta Hopkins, Co-Pointder and Director of parance Me, presents the brand and tarks about how the company started at a kitchen table in London in 2005. When a major British retailer wanted to buy 200 products, one of the major challenges for the brand was to find a manufacturer who was prepared to work with their volumes at the time. "To put ourselves on the map", Hopkins says, "we worked a lot with samples – to buy, consumers first have to try!". Balance Me's philosophy is to offer products that are as natural and as efficient as possible and are reasonably priced so that consumers can use them every day. Meanwhile, the brand is not only distributed nation-wide in the UK, but also in Germany and Denmark. http://www.cossma.com/en/mediathek/singleview/artikel/hopkins-deutsch.html

Irina Barbalova (Euromonitor): Most innovative beauty products in 2012

Irina Barbalova, Global Head of Beauty and Personal Care at Euromonitor, talks about the product categories which have shown major growth in 2012. According to her, nail polish was one of the star performers in 2012, but also bb and cc creams. Meanwhile, the term "BB" or "CC" is not only used in facial make-up, but also in body care or even hair care, hinting to the multi-functionality of a product. Deodorants have developed very strong as well, mainly due to the fact that a lot of lighter products are classified as a deodorant/ cologne, but are mainly bought for the scent and not for the deodorizing function. Natural cosmetics are also increasing, but a lot of companies find it quite challenging to launch products that a both, purely natural AND efficient. Irina Barvalova also talks about beauty devices which start to stand out more in the retail market, not just in Spas and Salons. Those products are still sold at quite high prices and via exclusive distribution channels. http://www.cossma.com/en/mediathek/singleview/artikel/barbalov-deutsch.html



Katrin Steinbach (Cosnova): Trend awareness is key to success

Katrin Steinbach, Innovation & Research Manager at Cosnova, describes that the company Cosnova is all about colour cosmetics, sold under the two brands "essence" and "catrice". The product range is rounded up by a small skin care range and some fine fragrances. Katrin Steinbach points out that Cosnova is very fashion-oriented which is one of the reasons why the company is so successful. The product assortment is changed twice a year with a very high speed-to-market and a high innovation rate. Nail polishes and eye makeup, especially mascara, are the most successful product categories within the company. essence and catrice both have bb creams and cc creams in their range which helps the consumer to save time and are very when applying her make-up. One of the major recent innovations are the "essence colour art pigments" which allow the consumer to mix and match her very own colour cosmetic product.

http://www.cossma.com/en/mediathek/singleview/artikel/katrin-steinbach-deutsch.html



In-Cosmetics Preview from COSSMA 4/2013

Links to e-Paper COSSMA 4/2013

English: <u>http://www.cossma.com/fileadmin/epaper/EN/cossma/2013/04/full/#/24</u> German: <u>http://www.cossma.com/fileadmin/epaper/DE/cossma/2013/04/full/#/32</u>

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In-Cosmetics 2013

New actives are ready,

steady, go!

Our exclusive preview of the new products and services on show clearly demonstrates how the trend to natural power ingredients is still growing strongly, and offering alternatives to traditional ingredients.

> Active Concepts, Stand D141: PhytoPlex Renew delivers barrier repair, fibroblast stimulation, and moisturization while imparting slip and cushion. It is sustainably produced from the cell-culture of the Resurrection Plant which is famous for springing to life in the presence of moisture. Cinnamon Liposome is an ingredient that effectively delivers antioxidants to the skin while sequestering copper to down-regulate tyrosinase activity.

> AkzoNobel, Stand E51: Biostyle CGP is a fixative polymer designed especially for use in hair styling products that enables formulators to create more natural, crystal-clear gels. Naturally derived Structure Style polymer, a non-GMO starch-based, film former and rheology modifier, provides both excellent thickening and long-lasting hold. Readily biodegradable Armocare VGH-70, a vegetable-based di-ester quaternary imparts a soft, silky feel to hair along with exceptional wet combing and detangling. Naturally based Dry-Flo TS is a non-GMO, aluminium-free,



old medicinal plant comfree

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This year's In-Cosmetics in Paris showcases the latest developments from more than 600 exhibitors

modified tapioca starch which imparts a light, dry and silky after-feel to formulations. Naturally derived **Structure Cel** polymers are cellulose derivatives acting as multifunctional thickeners.

Alban Muller, Stand L81: Amiox ER is a 100% natural antioxidant extracted from rosemary and designed for the protection of cosmetic formulations and oil soluble ingredients. Repulpam is a global anti-ageing, anti-wrinkle and firmness active and an original combination of white hibiscus and baobab.

BASF, Stand F101: BASF have developed a skin care concept that consists of carefully conceived formulation sets. These are aimed at the basic antiageing targets, namely prevention, sustainment and correction. With the introduction of a new broad spectrum UV filter that covers the UV-B and the UV-All range from 290 to 340 nm BASF can now close the gap in the UV-All region. A new, all-in-one solution for styling gels, creams and waxes offers a high level of styling performance and curl retention, and also provides a sleek, crystal clear gel basis with a new environmentally friendly conditioner composition.

A mild micro-emulsion produced entirely from renewable resources enriches body cleansing products with very finely dispersed skin care oils that remain on the skin after washing. This supports natural skin protection and produces a gentle, smooth skin feel. In addition a new range of natural mica particles coated with titanium dioxide and iron oxide in highly intense colours from the skin tone spectrum is being presented.

Bayer MaterialScience, Stand E61: The company is presenting formulations based on the film-forming Baycusan C 1000 dispersion which is also suitable as a stabilizer for modern oilin-water sun protection formulations. The film former can be used with or without emulsifiers. In this way a reemulsification due to the effect of water is averted and the products largely maintain their protective action. They also exhibit a high level of water resistance. The active ingredient is particularly suitable for sprayable emulsion systems because it hardly at all increases the viscosity. In sun care formulations it delivers a flexible, non-occlusive film that follows movement of the skin and produces a naturally gentle, non-sticky skin feel. A further advantage is the SPF boosting effect demonstrated by an independent test institute in in vivo studies

Berg + Schmidt, Stand H121: Berga-Som is a highly pure, fractionated range of phosphatidylcholines (PC) based on sunflowers for liposomes and skin repair. The plant-based fibre compound BergaMuls ET 1 with emulsifying and thickening properties can easily be processed hot or cold (see page 14ff.). A natural alternative to silicone or cyclomethicone in skin care is BergaCare FG5 with a good skin intake for a smooth, silky skin feel.



It is biodegradable, free from preservatives and can easily be worked into a large variety of formulations.

Clariant, Stand B81: Clariant will uncover its Secret Code of Beauty for the first time. The Secret Code of Beauty represents a combination of unique codes. In addition, new products for skin and hair care will be unveiled. Sponsoring the Innovation Seminar, Clariant's Dr. Henrike Neuhoff will present the latest innovation in polymers designed to promote a soft, velvety skin feel.

Courage+Khazaka, Stand L133: The CutiScan CS 100 measures the skin displacement during suction/relaxation by video (optical flow). The information obtained on overall anisotropy of the measured site makes it possible to determine the biological age.

Cremer Care, Stand F131: CremerlinPura is an ingredient for caring formulations offered from a conventional grade to a nonpalm certified organic grade. Under the collective name CremerVero Cremer offers plant-derived oils such as Baobab Oil, Argan Oil or Barbary Fig Oil, and also well-known caring ingredients such as Shea Butter and Jojoba Oil. All of them are also available as Ecocert certified oils for natural and organic cosmetics.

Croda, Stand E71: Solaveil ST-100 is a silane coated titanium dioxide dispersion offering excellent UVB protection whilst providing true transparency and an attractive feeling on the skin. Sensification is an easy-to-use system that allows formulators and marketers to navigate the complex landscape of sensory descriptors in a clear and defined way. NatraGem EW is a high performance emulsifying wax with very good stabilization and thickening properties. Sustainable Palm Oil Derivatives are part of Croda's commitment to responsible Sourcing strategies. VibraRiche is a patented liquid technology that delivers shinier, more vibrant and longer lasting colours to the consumer. ViscOptima SE is a multifunctional liquid rheology modifier that can be used to emulsify and stabilise high levels of oils and silicones within a formulation. Crodafos EES-70 is a primary oil-in-water emulsifier, based on phosphate ester chemistry. that creates stable systems over a broad oH ranee.

Earthoil, Stand L140: The company will be showcasing ylang ylang oil, sesame oil and rosehip oil.

Eckart, Stand N71: Mirage Bright Red is a new interference grade of Mirage borosilicate-based pigments complementing the existing grades of Bright Gold and Bright Blue. The synthetic mica based Syncrystall effect pigment range is extended by eight new products: Soft Silver, coloured pigments of Scarlet and Jade, earth tones of Almond, Copper and Fire-Red, Green in the interference range and Spring Gold in the gold series. Synafill S is a synthetic fluorophlogopite filler with remarkable colour purity and low heavy metal content. It positively contributes to product properties such as skin feel, pay-off and pressability of powders. The series is now enhanced by the new product S 115.

Evonik, Stand D81: The emollient selection tool Senses that makes identifying the ideal emollient easier has a special focus on sensory aspects. The PEG-free W/O emulsifier Abil EM 120 is especially suitable for stabilizing pigment-containing emulsions, and Tego Stemlastin contributes to a youthful skin appearance and reduces the signs of chronological skin ageing. Abil Soft AF 200 and AF 300 are two new amino-silicones produced by a new optimised process providing excellent hair conditioning, superior feel, softness and smoothness.

Flavex Naturextrakte, Stand C114: Organic, certified Amaranth Seed extract is a sustainable source of squalene for moisturizing products. Pomegranate extract with more than 60% punicic acid contains tocopherols, sterols and also a small amount of squalene. Both extracts are stabilized with organic Rosemary Antioxidant, a man

OLÉOACTIFS PREMIUM ANTI-AGEING WIRKSTOFFKOMPLEXE SYNERGISTISCH WIRKENDENDE MOLEKÜLE ORGANIC ECOCERT ZERTIFIZIERT

ORGANIC PROPOLIS OA[™]

- lipophilic activ
- Organic EcoCert[™]
- In vivo erwiesene Wirkung
- hoch konzentriert
- 100% Aktivgehalt
- > 90% Omega 9
- stabil
- unkonserviert

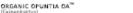


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In-Cosmetics 2013 at a glance



Among the over 600 exhibitors expected there are 30 first-time exhibitors coming from countries including Greece, Israel, Taiwan and Turkey. The Educational Programme will be the most comprehensive yet with more seminars and presentations than ever before. Over 20 per cent more seminars and presentations will be on offer, compared to 2012, as part of the Educational Programme. The free-to-attend Marketing Trends Presentations (see COSSMA 3/2013, p. 16) covers almost 20 presentations. In more than 50 free-to-attend Innovation Seminars exhibitors will be presenting their latest ingredient launches and formulation techniques. In addition to the one-day regulatory workshop, topics such as Cosmetic Formulation Optimisation, Formulating Using Green Ingredients, Anti-Ageing, Hair Science in Cosmetics Research and Cosmetic Microbiology will also be featured in workshops.

The Innovation Zone will feature exhibitors' ingredient launches from the six months leading up to the event. The Innovation Zone Best Ingredient Award, presented on April 16th, will honour three companies that demonstrate innovation in the development of functional or active ingredients. Mintel Beauty and Personal Care analysts will run daily live demonstrations of the latest product launches featuring H₂O.

The Lifetime Achievement Award will also be presented on April 16th.

natural preserving agent with antiox-idative, antimicrobial and anti-inflammatory efficacy.

Gelest, Stand L160: Their line of DiEthicones for sunscreen, foundation, mascara, and lip products offer the desired feel of traditional dimethicones, but also broader organic compatibility and superior wetting of inorganic pigments as well as good spreading, gas permeability, water resistance, lubricity, and the ability to reduce tack.

is said to target the innate immune system by up-regulating the gene expression of the antimicrobial peptides RNASE7, S 100A7 and TLR4, which allows reinforcement of the innate immune epithelial shield, prevents aggressions and infection against pathogens and maintains a perfect and healthy skin. According to a clinical study the active formulated at 2% significantly reduces UV-induced erythema in human volunteers with a short

Gelvma, Stand H111: Ocea Defence

term efficacy. Tonikelp combines Macrocystis pyrifera extract and hydrolyzed yeast peptides and shows a balanced composition in minerals and amino acids. It stimulates several





genes linked to dermal structure functions

GfN/Selco, Stand C120: Sophi-Hydro-Tops and Sophi-Lipo-Tops developed with Sopharcos (see page 10) are liposomes and nanosomes respectively, and are made from sunflowers.

Greentech, Stand G21: Probiophyte BF, a special probiotic extract with a triple action, is obtained from the Bifidobacterium longum bacteria using a special fermentation process. In vitro a clear reduction in the growth of S. aureus can be measured and at the same time the growth of S. epidemis is accelerated. Another new active has an antimicrobial action as well as being a radical scavenger and soothes the skin. 🕨

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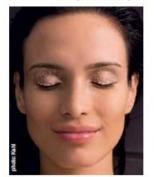
Two new zones: fragrance and testing/regulation

In partnership with the Société Française des Partaments (SFP), the Fragrance in Cosmetics Zone, will provide an interactive platform for visitors to discover exhibitors' new and exciting scents and ingredient launches. A special half-day session as part of the Marketing Trends programme will also address this topic. In the new Testing and Regulator Zone visitors will be able to talk to experts about the latest testing technologies and gain advice on regulatory issues. To support the zone, Conusbat will also run a one-day regulatory workshop on Worldwide Regulatory Affairs.

> The aim of the third active is to reduce over-population of Malassezia furfur, to release built-up dandruff and limit its renewal. Itching is also reduced and soothed.

> Kahl Wax, Stand P41: Kahl Organic-Jelly 7236 can be used in all skin and hair products where previously petrolate was used. KahlWax 6279 is obtained from the fruits of the Myrica cerifera plant. Similar to carnauba wax myrica wax combines a low melting point with extreme hardness. It reduces the stickiness of cosmetics products stabilizes linsticks distributes well and exhibits, above all in hair gels, very good styling properties. Because of its rooty, lightly balsamic fragrance it can also be used as a natural vegan perfume. Organic KahlWax 8138 bleached is refined from unprocessed, ecologically produced bees wax that comes from known beekeepers exclusively certified by EU organisations.

Lonza, Stand H31: Lonza Personal Care is launching Natrulon GPS 341. The natural ingredient can be added as a natural fragrance in order to enhance the aroma of a formulation. As a secondary effect the natural ingredients in the formulation impart a broad spec-



New organic quality waxes

trum anti-microbial effect in the cosmetic product which is not seen independently by any of the ingredients. **ProSynergen DF** addresses the concerns of compromised skin and results from the fermentation of two microbes grown simultaneously. It improves the look of compromised skin and reduces the appearance of signs of premature ageing.

Lucas Meyer, Stand J41: The new botanical active Elix-IR is designed to fight infrared-induced skin ageing by its inhibitory action on the enzyme cathepsin G. It reduces IR, UV and heat-induced MMP production and fibre degradation. Phytenso is a natural and soft hair straightener proposed as an alternative to aggressive chemical relaxers. It fights frizz, locks out humidity and improves the hair's manageability. So' Buttery is a new concept, comprising four new textures with an ultra-high vegetable butter content.

Merck, Stand N31: Colorona SynBerry Pink is a colour-intensive, fuchsiared pearl-luster pigment with a clear, billiant masstone. Ronastar Diamond Black is a black pigment with a deep, virtually black colour and a unique lustre. Ronastar Copper Jewel is a vibrant, copper-coloured effect pigment that is characterized by brilliant lustre and good coverage. The substrate is based on glass flakes. Merck will also present its 2013/14 Cosmetic Actives Trend Forecast, supplementing the company's Color Trend Forecast.

Mibelle Biochemistry, Stand P91: PhytoCellTec Symphytum is designed to stimulate the proliferation of isolated epidermis stem cells and to enhance the synthesis of hyaluronic acid in 3D epidermis models formed by epidermal stem cells. In a vehicle-controlled clinical study it significantly increased the epidermal turnover rate and skin smoothness after four weeks of application. It is based on stem cells from comfrey, which is an old medicinal plant known for its healing properties.

Naturex, Stand A61: Aurealis is an active extracted from the flowers of bitter orange that stimulates the synthesis of glycans in the skin, restoring the thickness of the skin, starting from the basal layer of the epidermis.

NuSil Technology, Stand F19: Care-Sil is a line of medical-quality, pure silicones for the skin.



opper coloured effect pigment based on glass flakes

Purac, Stand H55: The natural, Natrue conforming ingredient Purasal Mild, marketed by Brenntag, can partially or totally replace cocamidopropyl betaine in rinse-off formulations to improve mildness. It is claimed to have an equivalent action at half the concentration level.

Res Phama, Stand A41: Their water soluble "preservative/non-preservative" system of natural origin is suitable for cold processing and eases the formulation of emulsions, toiletries and multifunctional imbibing solutions for wet wipes. The Emulphama line now includes three new PEG-free emulsifiers from polyglycerol 6 and vegetal rice, almond and olive oils, with excellent dermocompatibility. The Resassol ampho glycinates are completed with new PEG-free natural derivatives and are readily biodegradable (OECD301D).

Sederma, Stand E71: Vegesome Moist 24 is said to be the first moisturizing active ingredient integrated in 100% vegetable origin capsules which allows easy formulation of active powder make-up and progressively improves the hydration level of the whole epidermis. Intenslim is a natural fat burner which specifically fights against fat accumulation on the stomach area. offering a global approach on three levels: it promotes the synthesis of desnutrin - a key enzyme in lipolysis activation -, it soothes the inflammation reaction caused by trans fatty acids and it stimulates the synthesis of elastin in order to help the adipocytes to return to their original shape. An additional new active ingredient lifts the upper eyelid.

Seppic, Stand F31: Solagum Tara is a new thickening and texturizing polymer of 100% plant origin which can be

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used to thicken and stabilize emulsions and cream-gels. It also acts as a texturizing agent by providing them with a structuring effect and soft feel. Marketed as a powder that hydrates instantly in water, this non-ionic polysaccharide can be used hot or cold. Its high resistance to electrolytes makes it particularly suitable for chassis formulations.

Setalg, Stand Q61: The *spray mask" is a formulation specially developed as a new beauty offering to spa and aesthetic centres. First the jelly mask gives a lighthearted and original treatment with relaxing properties. After 10 to 15 minutes a special solution

In-focus featuring H₂O

What has cosmatics to do with water? with water? photo: Night Cat, Shutuntock.com

dedicated to water includes two panel discussions exploring water and biology for skin care product formulation and the reduction of the industry's water footprint. An H₂O trail will also clearly signpost the exhibitors with concrete projects or launches on their stands. is vaporised on the mask so that it can be quickly and easily peeled off.

Sistema, Stand J41: Their new formulations with sucrose esters include concepts like solid perfume and 'foodie' emulsion textures, such as coconut hair milk and an ice cream-like moisturizing cream with a non-sticky skin feel.

Soliance, Stand B51: Glossyliance is a new active ingredient for shiny hair composed of extracts of sugar cane and lemon zest, obtained with a mix of alpha hydroxy acids. Plant-based formulation booster Appygreen 812 improves cleaning and increases the viscosity and foam volume of formulations. The polar head of the active is obtained from non-digestible hemicellulose sugars. It allows the production of "sulphate-free" formulations with a high foam volume and good stability.

Symrise, Stand C41: The pigmentation enhancer SymBronze1659 is a new, natural ingredient from micro-algae, a sustainable and renewable source. It is said to provide a natural looking tan and to offer a longer lasting, more natural looking tan than traditional self-tanners, and without ex-



Gromwell Root extract for a special impact of natural colouring

posure to UV rays. It can be used in many cosmetic applications such as sunless self-tanning cream and lotion. In combination with sun filters this natural ingredient accelerates the tanning time. In after sun products it prolongs the tan.

X-Rite, Stand M136: X-Rite and Pantone LLC demonstrate their Capsure technology designed to encourage shoppers to experiment with new make-ups. On the communication front, the new TAC (Total Appearance Capture) technology can be used to accurately simulate on computer monitors how iridescent and shimmering cosmetics would appear on complex curved surfaces such as human facial features. AM

Additional information can be found on the internal see internal box

