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SPC

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FAITH IN BEAUTY



As the calendar creeps closer to Christmas, this issue of **SPC** seems a good one to address the issue of faith, or, rather, the 2016 Faith Equality Index, which saw Revlon named as the beauty brand most compatible with Christianity.

Compiled by Christian organisation Faith Driven Consumer, the index scores companies on several criteria. But where Revlon had the edge on competitors, according to the organisation, was in the 'faith compatible corporate actions' category, as its wholesome marketing was found to be most in-line with Christian family values.

As opposed to the various halal certifiers – such as Malaysia's Department of Islamic Development – which lets consumers know that products contain no ingredients banned under Islam and that the entire product life cycle is halal-compliant, the Faith Equality Index is more akin to a tool to help those Christians who wish to buy brands that are compatible with their values make an informed choice.

From the Fair Tax Mark and Fairtrade Foundation to the multiple natural and organic certifications (discussed on p64 of this issue), consumers have access to more ways than ever to ensure that the brands they buy are aligned with their lifestyle, ethics and beliefs. Is it time to check exactly whose boxes your brand ticks?

Julia Wray

Julia Wray
Editor, SPC



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Dixie to bring 'cannabis beauty' range to Australia

US/AUSTRALIA

Dixie Brands, a US company that produces health and beauty products containing cannabinoid extracts, is on track to enter the Australian and New Zealand markets in 2016, if and when legislation permits. Alongside food, drinks and tinctures, Dixie Brands also produces its own range of cosmetics products, including Bath Soak, Muscle Relief Lotion and Relief Balm.

The cosmetics products it produces are infused with THC – the main psychoactive constituent of cannabis. Applying the products topically does not deliver any psychoactive effects, but treats acute, localised pain.

So far, Dixie Brands' products have only been available in certain US states where the use of marijuana (both recreational and medicinal) is legalised.

But now, the company has signed a deal with Australia's Cann Group Limited to bring its products to Australia and New Zealand "when government legislation permits".

In Australia and New Zealand, medicinal and recreational use of cannabis is not yet legal, however, in October a number of medicinal cannabis reforms were put forward by the Australian Federal and State governments.



COTY ANNOUNCES NEW BUSINESS SET-UP...

US

Coty has made changes to the way its business operates as a result of the P&G merger that took place earlier this year.

The company revealed details of its new operational structure as well as a number of new staff appointments. Coty's business will now operate under three divisions: Luxury, Consumer Beauty and Professional Beauty. It will also launch a new department called Growth and Digital, which will work with each of the three core divisions on sales and innovation, along with traditional and digital marketing. In addition to this, Coty plans to relocate its executive management offices to London.

Each core division will be led by a president. Edgar Huber was named President Coty Luxury, Esi Eggleston Bracey has been appointed President Coty Consumer Beauty and Sylvie Moreau is now President Coty Professional Beauty. Meanwhile, Camillo Pane, who was appointed Executive Vice President, Category Development in April this year, has been given the role of Chief Growth

and Digital Officer. Huber will also take on the position of President Global Markets, a role previously held by Jean Mortier. It was simultaneously announced that Mortier will retire from Coty, but will remain as a Special Advisor to Bart Becht, Chairman and Interim CEO of Coty, through to June next year.

Becht confirmed he will continue to be responsible for making Coty into a global leader in beauty, and enhance shareholder value. He said: "The new Coty will bring together a very experienced and diverse executive team, skilled at managing complex global consumer operations, and driving innovation, creativity and growth, all of which are a prerequisite for future success. This deeply experienced team combined with the new category-focused and consumer-centric structure, and our portfolio of world-class brands, are all expected to play key roles in making Coty a strong global leader and challenger in beauty, and driving profitable growth and shareholder value over time."

... and acquires beauty arm of Brazil's Hypermarcas

US/BRAZIL

It's another win for Coty. This time, the beauty heavyweight has acquired the personal care and beauty business of one of Brazil's leading FMCG companies, Hypermarcas. Coty will hand over US\$1bn in cash in return for five personal care brands: Monange (multi-category personal care); Risqué (nail polish); Bozzano (male grooming); Paixão (skin care); and Bicolor (hair colourants).

Speaking about Coty's latest move, Bart Becht, Interim CEO and Chairman of the company, said: "We are excited to announce the acquisition of the beauty business of Hypermarcas, a leading beauty and personal care business in one of the world's most important retail markets. We expect that the strength of the brands, the impressive leadership team and its robust infrastructure will enhance Coty's competitive position and very much complement our contemplated merger with the P&G specialty beauty business."

In addition to brands, Coty will also take on responsibility for manufacturing and distribution facilities in the state of Goias, located in Brazil's centre-west.

IN BRIEF

Sara Hill

Sara Hill has launched a new campaign for her make-up range celebrating inclusivity, individuality and self-expression. The campaign showcases the brand's products on three models – two of which are men. The #makeupforhumans campaign celebrates "fluidity and equality".

The Fragrance Shop

UK perfume retailer The Fragrance Shop has raised a total of £500,000 for children's charity Rays of Sunshine. The figure is a milestone for the retailer, which has been raising money for the cause since 2012. The Fragrance Shop has been donating 5p from every transaction to the charity.

151 Products

UK-based consumer products group 151 Products has purchased personal care and household product supplier Swirl Products. Swirl trades as FMCG and supplies brands including Nuage, Escenti, Systeme, Dentiplus, Salon Chic and Hygienics.

The Perfume Shop

The Perfume Shop was voted 22nd out of 100 brands in the *Which?* UK's Best Online Shops Survey report. The retailer scored a 78% customer rating – which was just 3% behind the top spot.

Sephora

LVMH beauty retailer Sephora has appointed supply chain company Ceva Logistics to handle its shipping and logistics inside Brazil. Ceva will be tasked with consolidating cosmetics products from 40 distribution points across the country into Ceva's multi-user sites outside São Paulo.

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Skin Fairness, Naturally

Skin Fairness products form a major segment of cosmetic products worldwide and carry with them the promise of flawless skin free from age spots, blemishes and scars. Whatever the color of the skin, it is susceptible to damage due to environmental agents, physiological changes and psychological factors. The demand for "skin fairness products" is rooted in the need to eliminate localized hyper-pigmentation as well as to lighten the general skin tone. Visit, www.sabinsa.com to learn more.

Contact Sabinsa for further information on innovative skin tone lightening natural actives, such as the ones listed below.

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Saberry® (10% Beta-glucogallin) INCI: Emblica Officinalis Fruit Extract
Licorice 4%, 40%, 60%, 90% & 98% (Glabridin) INCI: Glycyrrhiza glabra Root Extract
pTeroWhite® (90% Pterostilbene) INCI: Pterocarpus Marsupium Bark Extract
Artonox® (95% Oxyresveratrol) INCI: Artocarpus Lakoocha Wood Extract
OxyResvenox (95% Oxyresveratrol) INCI: Hydroxyresveratrol
Pomegranate Extract (Ellagic Acid 40%, 40% water soluble & 90%) INCI: Punica Granatum Fruit Extract



Victoria's Secret perfume acts as an insect repellent

US

Researchers at New Mexico State University (NMSU) have discovered that several beauty products are effective insect repellents, with some even performing better than commercial repellent products.

The team tested three DEET sprays, four DEET-free insect repellents and two fragrances – Victoria's Secret Bombshell Perfume and Avon Skin So Soft Bath Oil. Each product was tested on a volunteer's hand.

The scent of their hand was pushed through a Y-shaped tube towards a chamber containing 20 mosquitoes using a fan. When released, the insects either moved towards the hand or flew away if repelled.

DEET-free repellents had little to no effect on the mosquitoes, aside from Cutter Lemon Eucalyptus Insect Repellent which had a similar effect to DEET repellents. However, the most notable result was the effectiveness of the bath oil and perfume. Both beauty products repelled the insects for roughly two hours.

The study, which was published in the *Journal of Insect Science*, concluded that Victoria's Secret Bombshell perfume may provide a temporary masking effect. The researchers also noted that the volunteer had high concentrations of perfume applied to their hand and that the results may differ with a lower concentration.



WALGREENS BOOTS ALLIANCE BUYS RITE AID FOR \$17.2BN

US

Beauty and personal care behemoth Walgreens Boots Alliance is due to acquire rival drugstore chain Rite Aid.

Headquartered in Pennsylvania, Rite Aid will become a wholly-owned subsidiary of Walgreens Boots Alliance and is expected initially to continue trading under its existing brand name. However, Walgreens did reveal its intention to integrate the two companies in the future.

Rite Aid currently operates approximately 4,600 stores in 31 states and the District of Columbia. To complete the deal, Walgreens will acquire all outstanding shares of Rite Aid for US\$9 per share in cash totalling \$17.2bn, including acquired net debt.

Walgreens Boots Alliance's Executive Vice Chairman and CEO, Stefano Pessina, said the announcement was: "Another step in Walgreens Boots Alliance's global development and continues our profitable growth strategy. In both mature and newer markets across the world, our approach is to advance and broaden the delivery of retail health, wellbeing and beauty products and services."

Meanwhile, Rite Aid Chairman and CEO John Standley said: "Joining together with Walgreens Boots Alliance will enhance our ability to meet the health and wellness needs of Rite Aid's customers while also delivering significant value to our shareholders."

AZELIS BUYS KODA & DEBUTS NEW BRAND IDENTITY

UK/US

UK-based specialty chemicals distributor Azelis has announced plans to reposition its brand. The repositioning involves the launch of a new tagline, "creating value, growing together", and brand identity promise, according to the company. Gillian Berry, Head of Corporate Communications, said: "A comprehensive analysis showed that we needed to bring emotion into our brand identity to be recognised as a dynamic value-added service company in the market and by our business partners."

This news comes just a few weeks after Azelis' announcement that it had acquired US-based Koda Distribution Group (KDG) – a transaction that is expected to close by the end of this year. KDG will become known as Azelis Americas, while Frank Bergonzi, CEO and President of KDG, will assume the role of CEO and President of Azelis Americas.

Commenting on the rebrand, Azelis CEO Hans Joachim Müller, stated: "This

new brand positioning demonstrates our strong commitment to speciality chemicals and technical service, and our continued objective to grow this segment whilst adding value to our partners."

JD Beauty sells majority stake to Topspin

US

JD Beauty, a US designer and marketer of branded professional hair brushes and beauty accessories, has sold a majority stake to private equity firm Topspin Partners. JD Beauty handles brands including Wet Brush, Lure, Mr. Clip, bombshell, luxor pro, basicare, TS2 and Latina.

Jeff Rosenzweig, CEO of JD Beauty, said: "We believe we are only at the beginning of building JD Beauty and the Wet Brush brand and are excited to have Topspin as our partner."

Manufacturers

Pauline Brown has resigned as LVMH's Chairman for North America. She will leave the role at the end of this year and will be succeeded by **Anish Melwani**.

United Brands has named **Achim Ruehle** as CEO of the newly formed United Brands America.

TonyMoly has appointed a new CEO. **Yang Chang-soo** joins the company from Shinsegae International. He served as Vice President of its VIDIVICI cosmetics brand until last year.

Markwins International has appointed a new Chief Financial

Officer: Leslie Hernandez.

Ingredients

DSM Personal Care has appointed **Dr Thomas Rudolph** as Global Head of Research & Development and a member of its management team.

Kemin has appointed **Susan Oh** as Global President of its

personal care business unit.

Jessica Guo is joining the **CLR** team in the role of Regional Manager China.

Kerax has named **John Appleton** as Business Manager, leading its activities in the personal care and pharmaceutical markets.

Others

Princeton Consumer Research Inc has appointed **Charles M Folk** as President.

Product safety and regulatory compliance services provider **Delphic HSE Solutions** has appointed **Professor Paul Leinster CBE** as an independent Non-Executive Director.

PEOPLE



Dr Thomas Rudolph – DSM Personal Care

LINKS BETWEEN POLLUTION AND AGEING IDENTIFIED

FRANCE

The demand for cosmetics and toiletries brands that can counteract the effects of pollution on the skin was once again pushed to the fore at this year's World Congress of Dermatology (WCD).

At the event, L'Oréal brand La Roche-Posay released new studies that confirm how pollution can lead to accelerated visible signs of ageing, especially in those with sensitive skin.

Some of the key findings presented included the fact that in two separate studies – one in Germany, the other in China – there was a reported increase in pigment spots on the cheeks due to particulate matter from soot and traffic exhausts.

In addition, ozone, the inorganic molecule that makes up 0.6ppm of the earth's atmosphere, was found to be strongly linked to the formation of wrinkles due to the effects it has on

antioxidants and collagen in the skin.

Meanwhile, only 12% of 1,600 reporting cities in 91 countries were found to meet the World Health Organization's (WHO) guidelines on air pollution; WHO released a statement last year that confirmed that air pollution is the world's largest single environmental health risk at present.

La Roche-Posay also used the opportunity to test the impact of its products on skin exposed to pollutants. The brand carried out a study on 53 women living in highly-polluted areas of Shanghai that have sensitive skin.

After using La Roche-Posay's three-step regimen – which includes Micellar Water Cleansing Solution, Toleriane Ultra and any Anthelios sun protection product – for four weeks, 100% of users felt their skin was protected. In addition, 96% said they felt it was effective immediately after use.

Fingernails2Go and HP join digital nail art revolution

UK/US

Taking the trend for personalised nail art to new levels, a new digital nail art kiosk is shortly due to make its debut onto the market via a host of yet to be named "high profile" retail partners.

Hot on the heels of similar machines such as ArtProNail and Digi Nail Art is the new Fingernails2Go self-service digital nail art kiosk. The machine has strong technological credentials – it was created in partnership with digital print company Hewlett Packard (HP) and international kiosk manufacturer Tensator.

The machine allows users to choose from up to 10,000 designs on-screen or alternatively capture their own image using an in-built digital camera. The kiosk is able to detect the size and shape of the customer's nails in order to print their chosen design onto them.

Antonio Pedroso, Tensator Technology Centre's General Manager, said: "The customer journey is about so much more than simply getting from A to B. Customers want to be engaged, they want to have fun and they want an experience they will remember. That's exactly what Fingernails2Go offers."



Revlon named top beauty brand for 'faith driven' consumers

US

Revlon has been ranked as the beauty brand of choice for consumers that are 'faith driven' or want to buy brands that are most compatible with Christianity. The new accolade for Revlon comes from Christian organisation Faith Driven Consumer, which recently released the results of its 2016 Faith Equality Index. The index scores companies from all consumer sectors based on a number of different categories including: public commitment to faith driven consumers; faith-compatible corporate actions; equal application of equal protections; and corporate competency in the faith driven consumer market segment.

Revlon scored 37 out of a possible 100 points overall, putting it among other companies that are most 'faith compatible', according to the index. After Revlon, came Mary Kay (35), L'Oréal (31), Estée Lauder (27) and Cover Girl (26). Some of the lowest scoring cosmetics companies included Unilever (11), and two of its brands: Dove (11) and Axe (11). Other conglomerates performed relatively well, with P&G scoring 26 and Reckitt Benckiser 35.

DIARY

December 2015

8-9 DEC MakeUp in Sao Paulo

Sao Paulo, Brazil

www.makeup-in-saopaulo.com

10 DEC SCS Lecture: Ageing and Anti-Oxidants

London, UK

www.scs.org.uk

10-11 DEC 70th Annual Scientific Meeting and Technology Showcase

New York, US

www.sconline.org

January 2016

20-22 JAN Cosme Tokyo

Tokyo, Japan

www.cosmetokyo.jp

February 2016

3-4 FEB PCD (Packaging of Perfume Cosmetics & Design)

Paris, France

www.pcd-congress.com

3-4 FEB Aerosol & Dispensing Forum

Paris, France

www.aerosol-forum.com

24-25 FEB Packaging Innovations

Birmingham, UK

www.easyfairs.com

March 2016

1-3 MARCH PCHI China

Shanghai, China

www.pchi-china.com

10-11 MARCH HPCI India

Mumbai, India

www.hpci-india.com

15-16 MARCH Making

Cosmetics

Coventry, UK

www.making-cosmetics.com

17-20 MARCH Cosmopack

Bologna, Italy

www.cosmoprof.com

18-21 MARCH Cosmoprof

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27-29 MARCH International Beauty Fair Korea and omc HAIRWORLD

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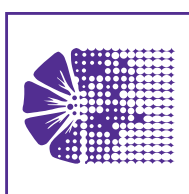
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Skin care device that can be controlled by smartphone

FRANCE

Giving skin care a digital twist, a new product allows consumers to carry out their anti-ageing routines via their smartphone or tablet devices. French 'dermo-innovation' start-up Feeligreen has launched i-feel Beauty under its cosmetics brand Feeligold. The i-feel Beauty set (€350) combines four skin care products, including stretchmarks, imperfections, anti-ageing and cellulite. The set has an accompanying electronic device, Activ'feel, which uses micro-currents to maximise permeation of ingredients into the upper layers of the skin.

The device can be controlled by a smartphone or tablet via the Feeligold app: free to download on iOS and Android. Using their personal devices, users can control the treatment received and the duration the device works for, as well as choose from three levels of intensity.

The device also uses LED lights to activate collagen in the skin, according to the company.



PARABEN TRACES FOUND IN DOLPHINS AND POLAR BEARS

US/SAUDI ARABIA

Parabens have long divided opinion with regard to the safety of their use in cosmetic products but now a new study has exposed the impact the molecules and their metabolites are having on marine life.

A study published in *Environmental Science & Technology* has revealed that parabens are making their way into the tissues of marine animals, including dolphins, polar bears and sea otters.

Parabens, which are commonly used as preservatives in cosmetic products, were found to have accumulated in tissue samples studied by scientists from the US and Saudi Arabia. Methyl paraben was the

predominant compound found in most of the marine tissue analysed; this type of paraben is among the most common used in cosmetics and personal care products alongside propylparaben and butylparaben.

The highest concentration of methyl paraben was found in the livers of bottlenose dolphins from Sarasota Bay off the west coast of Florida (865ng/g). The predominant paraben metabolite found in all tissue samples tested was 4-hydroxybenzoic acid. Trace amounts of methyl paraben and 4-hydroxybenzoic acid were also found in the livers of polar bears from the Chukchi Sea and Beaufort Sea.

Taxis with a twist: Molton Brown's new festive campaign

UK

Some of London's taxi cabs have been transformed by Kao-owned beauty brand Molton Brown as part of its festive campaign. A fleet of cabs are now sporting the brand's campaign images on their exterior, 'wrapped' in its Vintage 2015 With Elderflower imagery. Passengers who ride inside any of the 'Christmas Carriages' could win a personal shopping trip to the Molton Brown flagship store. To enter they must tweet or Instagram a photo of themselves inside one of the cabs using #MBGiftofLove.

The campaign is also supported by a video, *One Vintage Christmas Night*, which shows a woman who has been invited to Champagne-Ardenne. To reach her destination, she takes a black taxi cab, accompanied by her dog. The video sees the woman greeted by a young man in a large house decorated with Christmas lights.

RESULTS

Avon – revenue nosedives

Avon Products' latest set of financial results was dampened by a revenue slide of 22%, bringing total revenue to US\$1.7bn. Overall, Avon made a net loss of \$697m this quarter, equivalent to \$1.58 per diluted share, compared with a net income of \$92m in the same period last year, equal to \$0.21 per diluted share. The factors behind Avon's repeated revenue losses are complex and convoluted. However, the company did note that major contributors to the impact were certain tax items in Brazil and the sale of the Liz Earle brand to Walgreens Boots Alliance, which took place in July this year. The company noted that had these items been excluded from consideration, constant dollar revenue would have grown roughly 3% (in reality it declined 2%).

Bulldog – barking up the right tree

Bulldog Skincare Co-founder Simon Duffy has revealed sales of the brand's products are increasing 40% year-on-year. Duffy told SPC he is expecting revenues close to £11m for 2015/16. However, there is renewed pressure on innovation and

marketing if Bulldog's growth targets are to be sustained. He said: "More and more men are learning about the benefits of healthy skin care regimes. I think both [men's] skin care and body care will see substantial growth over the next five to ten years."

Church & Dwight – Batiste boost

Church & Dwight, the UK beauty conglomerate that owns pearl drops, femfresh, Nair, Batiste and Arm & Hammer, among others, has announced a strong set of Q3 2015 results. The company generated net sales of US\$861.8m, an increase of 2.4% or \$20m on the same period the year before. EPS also grew by 5.9% to \$0.90 "driven by strong organic sales and gross margin expansion", the company noted. In the consumer sector, Church & Dwight saw net sales grow 4.7% to \$656.4m. It put the growth down to its Batiste dry shampoo brand, as well as pet, vitamin and cleaning products.

Coty – a mixed bag

Coty has shared financial results for the

first quarter of 2016, with Chairman and Interim CEO Bart Becht admitting that the figures were "mixed". Perfume sales dropped 8%, due to what Becht described as "unsustainable historical launches not being compensated by current brand building efforts". Elsewhere, revenues from colour cosmetics increased 9%, which Coty said was down to 'power brands' Sally Hansen, Rimmel and OPI. Skin and body care declined by 1% due to lower net revenues from Playboy and Philosophy.

Elizabeth Arden – net sales dip

Elizabeth Arden saw net sales dip to US\$266m in Q3 2015, a figure that was not far off the \$268m anticipated by brokers. Overall, net sales were clipped 1.6%. The owner of Red Door is attempting to boost sales in Asia with distribution expert Luxasia Partners and the appointment of new President Jue Wong, who has strong Asia experience. Arden was recently upgraded to a Hold from a Strong Sell rating in a recent research note to investors from Zacks although Zacks' analyst consensus target for the next 12 months remains low at \$11.



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Luca Dotto is the new face of Biotherm Homme

FRANCE

Italian swimmer Luca Dotto has been named as the new face of premium skin care brand Biotherm Homme. The French brand says Dotta will be the new face of its Aquapower ultra-hydrating moisturiser.

Dotta said of his appointment: "My principle concern about my skin is to prevent it from drying out. My favourite product is Biotherm Homme Aquapower. It's fresh and it gives me an incredible feeling of strength on the skin. I use it every day."

All Biotherm products contain thermal plankton – found in the mineral spring waters under the Pyrenees mountains in southern France.



RESEARCHERS 3D PRINT HAIR WITH NEW TECHNIQUE

US

The beauty industry has only just started to explore the full potential 3D printing has to offer both manufacturers and consumers alike. In what could be one of the biggest breakthroughs for those in the hair care, brush and fibre industries, researchers from Carnegie Mellon University in the US, have successfully created a new technique to 3D print strands of hair including fibres and bristles. Their findings were presented in Proceedings of the 28th annual ACM Symposium on User Interfaces Software and Technology (UIST '15).

Gierad Laput, Xiang 'Anthony' Chen and Chris Harrison have released the findings of a new technique, which they say allows for 'furbricating' 3D printed hair. The researchers explained that they used fused deposition 3D printing to print soft hair fibres. They said their work was inspired by the residual string that forms when operating a glue gun, an effect that they emulated using 3D printers.

The fibres created are claimed to be easily added to 3D printed models with the user being able to specify exactly where fibres should be positioned within a solid 3D printed object. The researchers explained that their technique is simple and easy to integrate with existing workflows.

Fibres can be created in different colours, with varying density (coarse or fine) and length (long or short).

The researchers did identify some limitations with regard to maximum length of hair (bound by the size of the 'print bed'), hair structure and printing time. Time spent printing was reduced by using horizontal strand printing, however, the researchers noted "the overall speed is still fairly slow". They added: "This is primarily due to the necessity of having to print one strand at a time, rather than many in parallel."

So far, this method was found to work best for printing straight hair.

Shiseido to close its Indian subsidiary

JAPAN/INDIA

Shiseido has decided to close Shiseido India Private Limited. The company is dissolving the subsidiary because sales of its Za skin care brand have fallen short of targets, the company revealed.

It noted: "Shiseido decided to stop selling Za brand products by the end of 2015 in India, as it would take extended time to make Za profitable."

RESULTS

Estée Lauder – defies expectations

Despite a difficult Chinese and South American sales environment, not to mention stiff currency exchange squalls, Estée Lauder saw Q1 2016 sales hit US\$2.83bn, a figure that was considerably better than expected. There were strong performances from Tom Ford, Jo Malone and La Mer plus gains for Smashbox and MAC. A weaker euro helped drive travel retail sales but, in the US, make-up saw high single digit growth. China sales suffered. However, while middle class income among Chinese consumers may be under pressure, spending abroad is on the up, particularly in southeast Asia and Japan. This helped Lauder profits climb 36% in total to \$309.3m.

Henkel – promising Q3

Henkel has shared promising results for Q3 2015. Sales increased 8.4% to €4,590m and operating profits hit €778m. Adjusted earning per preferred share rose by 11.1% from €1.17 to €1.30 and net working capital relative to sales increased 0.4% year on year to 6%. The company has now raised its guidance for adjusted earnings per

preferred share and now expects an increase of more than 10%. Strong organic growth in emerging markets also boosted results, with a 6.5% increase. Henkel expects stable development in these markets going forward.

IFF – acquisition impact

International Flavours & Fragrances (IFF) has shared its financial results for the third quarter, ended 30 September 2015. The company's fine fragrances business increased 1% but reported continued challenging economic conditions in Latin America. Its consumer fragrances business grew 7%, while fragrance ingredients grew 6% largely due to the acquisition of Lucas Meyer Cosmetics. Overall, sales in the fragrances business decreased 2% to US\$406m but its profit increased 5%, or \$4.3m to \$90.9m.

Inter Parfums – Choo shines

Jimmy Choo fragrances emerged as the shining star of Inter Parfums' portfolio in the first nine months of 2015. Net sales for the brand, which is among Inter Parfums' top three best selling, grew a massive 51%. This was a stark contrast to the

growth seen in Montblanc fragrance sales, up 6%. Meanwhile Lanvin, the third of Inter Parfums' top three brands, declined 1% in local currency brand sales, which the company noted are "particularly sensitive" to the state of Russia's economy. Elsewhere, Inter Parfums saw good performances from mid-sized brands Boucheron and Paul Smith fragrances, where local currency sales grew 26% and 18% respectively. Karl Lagerfeld fragrances, however, plummeted 45%, put down to a lull in NPD following last year's launch of its scent duo for him and her.

Revlon – sales flatline

Revlon has reported flat net sales for Q3 2015. While Wall Street had expected in the region of US\$472m, the actual figure dipped slightly to \$471.50m for the New York-based beauty operator. The moribund earnings outlook hit Revlon's shares, which consequently sank more than 4% to \$30.28. However, on a branded basis, Revlon reported higher net sales of hair colourant brand ColorSilk and anti-perspirant deodorant brand Mitchum. But lower net sales of colour cosmetics brand Almay levelled the quarterly sales report.

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The Nordic market for natural and organic personal care products is growing fast, having doubled in size between 2008-14 in Sweden, Denmark, Finland and Norway. And this promising market, led by skin care products such as moisturisers, lotions and creams, is expected to reach €200m in 2020, growing at an average annual rate of 10% between 2015 and 2020, said Amarjit Sahota, founder and President of the Organic Monitor group. Sales of all organic product categories are showing healthy growth in the Nordic region, according to Organic Monitor. Natural and organic skin care, however, is the “largest product category, and this is expected to show most revenue growth in the coming years”, Sahota told **SPC**. He stressed that Nordic consumers first bought skin care products when they started buying organic and natural lines, making it the largest category.

Carl-Filip Clausson, Research Analyst at Euromonitor International, agreed that organic and natural skin care sales were strong in the Nordic region, but added that organic/natural baby care products were also popular. Baby care products have “claimed a strong position within organic cosmetics as parents want the best for their young ones and many Nordic parents believe organic products offer the best alternatives”, Clausson said.

And while the market share of natural and organic products is still just 2% of the total personal care products market in the Nordic region (excluding Iceland), Clausson explained that “organic cosmetics are showing good growth in the Nordic region due to an increased health and environmental concern and increased awareness”. He added: “Nordic consumers have become increasingly aware of and concerned about the chemical content of their beauty and personal care products through media and word of mouth – which helps them to understand its effect on their own skin and the environment.”

Nordic consumers are increasingly looking for products and manufacturers that are fair trade-labelled and sustainably produced, indicating that already significant but growing social concerns are driving purchases. This has pushed major grocery retailers and pharmacies into stocking such products as mainstream lines, further increasing awareness, said Clausson. Moreover, the last five years have seen a boom in spas and salons exclusively offering organic treatments to their customers.

There is debate as to who leads the region in such sales by proportion of the overall personal care product market: Denmark (population 5.6 million) has the largest Nordic market for natural cosmetics and organic products and it already comprises 4% of total cosmetic and

personal care product sales, said Sahota. However, according to Clausson, Sweden (9.5 million people) is “the most mature and biggest market” with a strong tradition of buying organic products in general, when it comes to organic cosmetics in the Nordic region. That said, he agreed that Danish organic food production was strong, which deepens the commitment of consumers to buy organic personal care products. Clausson was not certain if “Denmark still has a bigger market than Norway [population five million] in value terms now that the trend has taken off there as well in the last few years – a trend that has shown strong growth as Norwegians pride themselves on being natural, fit and healthy”. Finland is the smallest market in the four Nordic countries surveyed and suffers from a lower awareness, worse distribution and a higher scepticism towards organic products in general compared with the other three Nordic countries, Clausson noted.

Henrik Olténg, Chairman of NOC Sweden (Natural Organic Cosmetics Association), which links five leading organic and natural body care brands, said: “The natural answer would be to say that Denmark leads the region, since it is in general the most mature country in the Nordics when it comes to sales of organic products overall. However, knowing the NOC market in Denmark, I believe the

Swedish market is larger, definitely in total size, but also in sales per capita. Norway follows and in Finland, there is room for development of this category.”

Among the largest four brands in organic and natural cosmetics in Sweden, according to Olténg, unranked in size, are probably Estelle & Thild, Maria Åkerberg, Rosenserien and Weleda, of which Olténg is the CEO. Other popular brands in Sweden, he said, also unranked, are Annemarie Börlind, Burt's Bees, Dr. Hauschka, Nonique and Urtekram. In Denmark, Rudolph Care is one of the most popular organic cosmetics brands and the company has plans to launch in Norway soon. “Our award winning Facial Oil, Acai Roll-on Deodorant, Acai Cleansing Foam, Acai Anti-Stress Facial Cream and Anti-Ageing Facial Moisturiser are some of our bestsellers,” said Rudolph's Project Manager Yasmine Maria Faloota.

There are similarities across the region: Nordic countries prefer simple beauty routines and keep the number of products used fairly limited, Clausson said. And there is high level of scepticism towards new advanced and powerful products in these Nordic countries. These similarities can help regionalise distribution and marketing, although local knowledge is preferable as norms for both activities do differ between the countries, notably in language, Clausson added.



SCANDI-NATURAL

The Nordic market for natural and organic cosmetics is steadily growing, reports **Poorna Rodrigo**



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Major personal care product companies have accepted rulings from the Belgium Competition Authority (BCA – l'Autorité Belge de la Concurrence/Belgische Mededingingsautoriteit) that they have broken Belgian competition law in the past – but they all say they have mended their ways since.

The comments, released after persistent inquiries by **SPC**, follow a 22 June announcement from the authority's investigation and prosecution service that it would fine 18 companies a total of €174m (US\$193.7m) for engaging in a coordinated price fixing ring for perfumery, hygiene products and drugstore products. According to the authority, these companies coordinated consumer price increases in retail outlets throughout Belgium between 2002 and 2007. All those investigated have accepted their fines and will not be lodging appeals. These were Beiersdorf (€5.1m); Belgium Retail Trading (€2.3m); Bolton (€1.4m); Carrefour (€36.3m); Colruyt (€31m); Cora (€4.5m); D.E.HBC (€1.2m); Delhaize (€24.9m); Henkel (5.6m); Intermarché (€1.6m); L'Oréal (€7.9m); Makro (€7.3m); Mestdagh (€2m); Procter & Gamble (€29m); and Unilever (€6.7m).

These infringements came to light when US-based Colgate-Palmolive admitted its role and filed a leniency application with the authority. This allowed the company to be granted immunity from fines, despite being named in the guilty 18.

Both British multinational GlaxoSmithKline (GSK) and Reckitt Benckiser (Belgium) also filed leniency applications in exchange for information. The ruling from Competition Prosecutor General Véronique Thirion noted that “considering that GSK's leniency application intervened earlier in the procedure and provided substantial evidence in relation to those available to the prosecutor” its fine was reduced by 50% to €554,000. Because Reckitt Benckiser's leniency application was made later its fine was only reduced by 25% to €5m.

Thirion told **SPC** that she was “satisfied with the outcome of the case” but could not comment further as “everything that does not appear in the ruling remains confidential”.

According to an authority statement, “parties knowingly substituted practical cooperation for behaviour which put competition at risk”. The companies “organised and implemented coordinated prices through many contacts between key account managers” and departmental managers at suppliers and distributors. These contacts “took the form of e-mails, telephone interviews, discussions in the points of sale and, more rarely, in meetings”, said the authority.

The companies involved are reluctant to show remorse for their wrongdoings.

A BIT OF A FIX

Personal care companies admit role in Belgium price fixing, but say they have mended their ways, reports **Martin Todd**

However, they are keen to point out that these events took place close to a decade ago and, since then, they have overhauled and revised their policies, procedures and trainings, which they claim would make a possible reoccurrence highly unlikely.

Unilever confirmed it “came to a settlement with the Belgian Competition Authority (BCA) in relation to an old industry-wide investigation into potential competition law infringements between 2002 and 2007 concerning certain HPC consumer products”. The company said it is “fully committed to respecting all applicable laws” and that it “fully cooperated with the competition authorities”. In addition, it told **SPC**: “Unilever reinforces and enhances its internal competition law compliance procedures on an ongoing basis.”

P&G confirmed that “the Belgian Competition Authority issued a settlement decision concerning a number of retailers and suppliers on matters from a decade ago”. It said it regularly reviews its internal processes, including those relating to compliance, and is committed to complying with the letter and the spirit of the law everywhere it does business.

Meanwhile, a GSK spokesperson stated: “We are pleased that we have been able to come to an agreement with the Belgian competition authorities. These matters date back almost ten years and we have cooperated fully with the authorities throughout their investigation. GSK seeks to operate with the highest levels of integrity and in full compliance of all local regulations including competition laws.”

Germany's Henkel confirmed that: “Henkel Belgium SA and the Belgian Competition Authority have agreed on a settlement. Henkel had reported the case transparently in its annual report in the past. Furthermore, the alleged infringements date back partly more than ten years ago. Henkel collaborated with the authority throughout its investigation by providing all necessary elements contributing to establish all relevant facts.”

Since 2007, Henkel has developed its



anti-trust compliance programme and “is constantly improving it to avoid the repetition of such practices in the future”, it said.

L'Oréal limited its comments to: “The Belgian Competition Authority had put an end to the proceedings involving distributors in Belgium and which had been ongoing for ten years. In agreement with the Belgian Competition Authority, L'Oréal has paid the fine. On a more general note, we have numerous measures in place to train and inform our employees with regards to competition laws.”

Some of the companies involved were represented by DETIC, the Belgium-Luxembourg industry association for cosmetics, cleaning and other related products (l'Association Belgo-Luxembourgeoise des producteurs et des distributeurs de savons, cosmétiques, détergents, produits d'entretien, d'hygiène et de toilette, colles, produits et matériel connexes). Its spokesperson, Frederick Warzee, said: “We strongly condemn any violation of the laws in Belgium. We systematically apply a preventative procedure designed to discourage and strictly avoid all violations of the laws governing economic conditions.

“No violation of the rules of competition can take place within the context of the activities DETIC organises for its members. The laws on competition that apply in Belgium are systematically reiterated to participants at the start of meetings and their approval is required.”

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PANASONIC CHANNELS JAPAN FOR CLEANSING DEVICE

Panasonic has released a new 3-in-1 cleansing device inspired by Japanese skin care.

The Panasonic Micro-Foaming Cleansing Device has gentle heaters for a luxurious experience that gives users smoother, brighter skin. The product offers three ways to clean the skin: the Warming Makeup Removal Plate, the Japanese-Style Soft Brush and the Pore-Targeting Silicone Brush. The tool's patented technology is designed to activate the user's chosen cleanser, creating a rich micro-foam.

Corrie Murphy, Vice President of Consumer



Marketing and Beauty Merchandising at Panasonic Consumer Electronics Company, says: "In traditional Japanese-style skin care, the double cleansing technique gently removes make-up and then purifies the skin. Embracing our Japanese heritage, Panasonic adopted the double cleansing method to help develop this unique all-in-one tool with advanced patented technology to offer a new way to cleanse gently, yet effectively."

PRICE \$249.99

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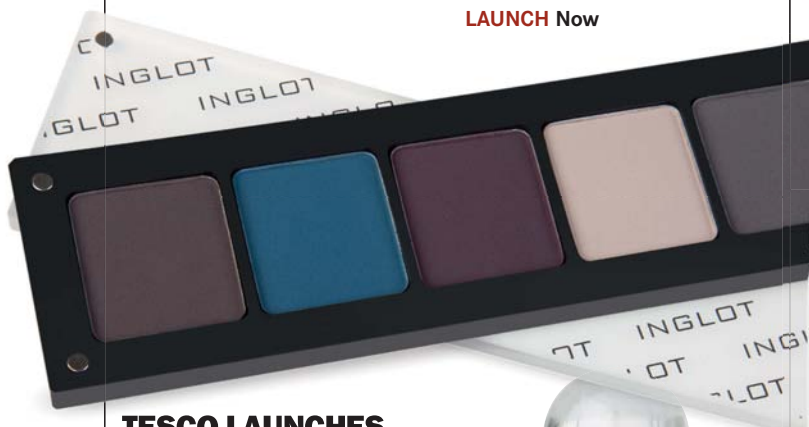
INGLOT TAPS MATTE MAKE-UP TREND

Inglot has introduced a new matte collection. The range includes four new shades of AMC Eyeliner Gel, five new shades of Freedom System Eye Shadow Matte, two shades of Kohl Pencil and eight shades of O2M Breathable Nail Enamel

Soft Matte. The new range taps into the trend for non-glossy make-up in a selection of fashionable shades. The products are available in Inglot Boutiques, as well as on inglotusa.com.

PRICE \$7 - \$17

AVAILABILITY Worldwide
LAUNCH Now



TESCO LAUNCHES FIRST EDT

Tesco has launched its first ever edt - White Grace. The scent is said to be inspired by "elegance and beauty" and combines sandalwood, patchouli, rose and white jasmine.

The retailer has also added to the range with a bath soak. White Grace Stylish Bath Soak is packaged in an attractive bottle, complete with a ribbon at its neck. It has the same scent as the edt and is said to be "silk like" for a relaxing bath experience.

PRICE £5 - £10

AVAILABILITY UK
LAUNCH Now



CALVIN KLEIN'S GENDERLESS FRAGRANCE

Calvin Klein has created another gender-neutral fragrance: ck2.

The scent is said to be natural yet also urban. It opens with top notes of wasabi, mandarin and violet leaf. Its heart features 'wet cobblestones', orris root and rose absolute. The base, meanwhile, features sandalwood,

vetiver and incense. Packaged in a minimalistic bottle, the scent can be viewed either upside down or the right way up. Its box simply features a drawing of the bottle inside.

PRICE \$20 - \$75

AVAILABILITY Worldwide
LAUNCH February

MURAD UNVEILS A TRIO OF INNOVATIONS

Unilever-owned US skin care brand Murad has rolled out three new products, adding to its Anti-Aging Blemish Control and Collagen Support ranges.

The first two products build on the brand's existing Anti-Aging Blemish Control range, designed for adult skin that struggles with blemishes or acne. Anti-Aging Moisturizer contains SPF 30 and an Oil Control Complex consisting of sesame seed and argan kernel extract. Meanwhile Advanced Blemish & Wrinkle Reducer contains encapsulated salicylic acid to drip feed skin throughout



the day to help clear pores, and glycolic acid and retinol to accelerate cell turnover.

The third new product is Collagen Support Body Cream. The cream is created to lock in moisture for 24 hours and triple the skin's moisture levels, according to the brand. Ingredients include sunflower seed oil, vitamin E and shea butter. It carries a citrus aroma of lemongrass and vetiver.

PRICE Moisturizer, £42; Blemish & Wrinkle Reducer, £45; Body Cream, £38
AVAILABILITY Worldwide
LAUNCH Moisturizer/Blemish & Wrinkle Reducer, January; Body Cream, now

A NEW WAY TO PAINT NAILS

Nails Inc has created what it is claiming to be the world's first spray-on nail polish. The Paint Can Spray is designed to be sprayed onto nails after a base coat has been applied. Excess spray polish that doesn't adhere to the base coat can be removed from the nails and fingers with water or a facial wipe.

Nails Inc says the innovation allows consumers to have the world's fastest manicure. The product is available in two colours at launch: Hoxton Market pink and Shoreditch Lane silver. Top coat can also be added for a glossy finish.

The product is designed for time-poor consumers looking for on-the-go nail colour.

PRICE £10

AVAILABILITY EU
LAUNCH Now



BRINGING MICRODERMABRASION TO MALES

PMD Personal Microderm has introduced a men's version of its at-home microdermabrasion device.

This new addition comes in stylish black and grey hues, and uses the same aluminium oxide crystals as found in professional machines, which make up a flat, coarse disc that has a deeply

exfoliating effect on the skin. Sam Alexander, CEO of PMD Personal Microderm, says: "Men are increasingly becoming interested in products and devices that provide proven skin boosting benefits."

PRICE £150
AVAILABILITY Worldwide
LAUNCH Now

KANEBO'S TWANY FOCUSES ON 60-SOMETHINGS

New from Kanebo Cosmetics is Twany Glow, a skin care line within its Twany brand targeting women in their 60s. This demographic comprises 17% of the female population in Japan; moreover Kanebo research shows that 90% of Japan's female baby-boomers use skin care on a daily basis – a higher percentage than younger generations. To capture this consumer, Kanebo developed the Twany Glow line to help replenish essential oils, as (compared with women in their 50s) the 60-something woman has a lower sebum content which can no longer be adequately addressed by conventional moisturisers.

Five products are available for daily skin care: cleansing cream, facial soap, lotion, emulsion and cream, and ingredients include highly pure, naturally-derived oils

to parallel naturally occurring components of sebum and lipids. Each product contains an optimal blend of oils and 'Glow Lipids' to lend radiance: these are olive oil, sugar cane squalene, jojoba oil and palm oil fatty acids in the cleansing cream and facial soap; olive oil, macadamia nut oil, sugar cane squalene, jojoba oil and palm oil fatty acids in the cream and emulsion; and *Pseudozyma tsukubaensis*, olive oil, glycerine and soy protein in the lotion.

The products are packed in a mauve pink to emphasise femininity. And, taking into consideration that grip can weaken with age, the screw cap is designed to open easily with fewer twists, while the bottle is less prone to slip out of the hands as strategic parts of the bottle and cap have been done in relief.

PRICE ¥1,800 - ¥5,000
AVAILABILITY Japan
LAUNCH Now



LAYERS OF BENEFIT FROM NATURA BISSÉ

Natura Bissé has launched a new anti-ageing product.

Essential Shock Intense Retinol Fluid contains a mixture of amino acids, soy proteins, mushroom extract and wheat germ extract to hydrate the skin and create a thin moisturising veil across it.

The layering effect is said to double the benefits of any regular cream used alongside the product. The retinol also works to

soften wrinkles and fight visible signs of ageing.

PRICE £84
AVAILABILITY Middle East, US, UK, Mexico, Italy, Bulgaria, the Netherlands, Hong Kong & Spain
LAUNCH Now



LEE STAFFORD GOES COCO LOCO

Lee Stafford has expanded his line of hair care products with a coconut-themed range, called CoCo LoCo. The products include a shampoo, conditioner, deep treatment and a number of styling products including the CoCo LoCo Blow & Go, CoCo LoCo Coconut Spritz and CoCo LoCo Coconut Balm.

Each of the products contains coconut oil, which the brand says helps to nourish and repair hair,

skin and nails. The oil is also rich in lauric acid which penetrates the hair and reduces protein loss.

Stafford comments: "I Love coconut. I eat it, drink it, cook with it, moisturise with it – so I couldn't wait to create my own coconut hair care line. Coconut is renowned for its high moisture-retaining capacity and it penetrates deep into the hair shaft to really get in there and work its crazy magic."

PRICE £5.99 - £6.99
AVAILABILITY EU
LAUNCH From now



GOOD THINGS THINKS SWEET

Good Things has expanded its Good Things Spa Manuka Honey range with the new Bath Soak. The nourishing formula is scented with vanilla and coconut, and contains manuka honey, shea butter and almond oil to cleanse and soften the skin.

Like the rest of the Good Things range, the bath soak is free from parabens, mineral oils and animal ingredients.

PRICE £3.49
AVAILABILITY UK
LAUNCH Now

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H&M TAKES BALMAIN COLLABORATION INTO SCENT

H&M has released a fragrance to accompany its designer collaboration with Balmain. Balmain x H&M will be the first scent created as part of one of the retailer's designer collaborations. It combines tonka beans and jasmine over a base of white musk and wood. Balmain designer Olivier Rousteing is said to have had a heavy influence in its creation. The scent is being promoted online, along with the clothing range, with the hashtag #HMBalmaination.

PRICE £34.99

AVAILABILITY H&M stores
LAUNCH Now



DR SIMON JACKSON ADDS BAOBAB AND ROSE OIL TO RANGE

Pharmacologist Dr Simon Jackson has expanded his range of skin care products with the addition of Baobab and Rose Oil.

The formula contains a mixture of damask rose oil, baobab seed oil, marula seed oil, patchouli leaf oil and calendula flower extract.

The product is said to soothe dry and damaged skin, and can be used as a body oil, massage oil or bath oil. It has a lightweight formula for easy application.

Jackson comments: "Baobab oil has been used traditionally to help with dry and damaged skin, while rose oil has long been valued for its relaxing aroma."

PRICE £70

AVAILABILITY
UK
LAUNCH Now



GILLETTE SOLVES MEN'S 'RE-STROKE' IRRITATION WOES

Gillette has launched an innovative new razor in response to research about shaving habits. According to the brand, males take an average of 170 strokes with a razor each time they shave. Around 120 of these movements are re-strokes over the same area of the face. These strokes occur after shaving gel has been wiped away and can cause some irritation.

Gillette Fusion Pro Shield features lubrication before and after the blades to protect against irritation during every

stroke. Stew Taub, Director of Shave & Care R&D at Gillette, says: "With the latest razor technology, excessive re-stroking isn't necessary for a close shave, but old habits are hard to break... We have changed our blade cartridges so guys don't need to change the way they shave."

PRICE \$9.49

AVAILABILITY Worldwide
LAUNCH From now



CLINIQUE'S BEST DEFENCE

Clinique's latest skin care innovation is Superdefense Night Recovery Moisturiser. The overnight cream is formulated to help fight against the early signs of ageing by strengthening the skin's barrier and stimulating natural collagen and elastin production. Ingredients include ergothioneine, an antioxidant amino acid; vitamins C and E; rosemary leaf extract; *Chlorella vulgaris*; and whey protein, among others.

PRICE £42

AVAILABILITY Worldwide
LAUNCH January



BAMFORD ADDRESSES THREE SKIN CARE NEEDS

Bamford, a premium spa, skin care and clothing brand, has launched a new skin care collection, which addresses three different skin care needs.

The first range, Life, is designed for daily maintenance. The six skus are said to protect, nourish and hydrate the skin with the inclusion of strawberry seed oil. The second, Awaken, is designed to smooth and refine skin. Two of the products in this range contain lemon and red grape extracts to resurface the skin and promote cell renewal. Finally, the third, Restore, is primarily an anti-ageing line. Two of the products in this line contain organic rosehip, soy stem cells and cotton thistle flower.

PRICE £50 - £90

AVAILABILITY Worldwide
LAUNCH Now



BOURJOIS TURNS ON ITS CHRISTMAS LIGHTS

Bourjois has revealed its holiday products following the theme of "Night lights in Paris". The range includes the new Illuminating Java Rice Powder, based on the original 1879 formula but with added ultra-fine and iridescent shimmer pigments for an ethereal texture. The product is designed to be used on the cheekbones, shoulders, neck and décolleté for a shimmering look.

The brand has also released new shades of existing products including the Smoky Stories Quad Eyeshadow, the Rouge Edition Velvet, the So Laque Ultra Shine Nail Enamel and 1 Seconde Nail Enamel.

PRICE \$5.99 - \$9.99

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SEX SELLS COSMETICS

Steve Gibbons explores the ways in which beauty brands can tap into the lucrative zeitgeist for all things fetish

Poet Philip Larkin famously said “sexual intercourse began in nineteen sixty-three, which was rather late for me, between the end of the Chatterley ban and The Beatles’ first LP”.

I grew up in the 1960s and 1970s, and while 1963 happily wasn’t too late for me, my youth was still coloured by Edwardian mores towards sexuality. I asked for the album of the musical *Hair* for my 14th birthday. My mother was, and still is, relatively liberal, but she felt it necessary to biro out the third song on the track list, which is entitled *Sodomy*. And for additional good measure, she nail varnished out the entire track on the record itself!

Fast-forward 50 years and everything has changed. Putting the conservative Christian right to one side, here in the west things like the pill, the women’s movement and attitudes to sex before marriage, single sex relationships and women’s reproductive rights have created a paradigm shift in our acceptance of our natural sexuality. But perhaps ‘paradigm shift’ isn’t quite the correct phrase, as this suggests a seismic shift at one point in time, and the reality is that it’s taken 50 years to get to where we are now.

I still can’t quite shake off my Edwardian-coloured upbringing, and I’m writing this article against my better judgment under persuasion from my colleagues. But I was encouraged by the Editor’s response when I proposed the subject. She said: “Who doesn’t like a bit of filth in their Christmas issue?”

By now I hope your curiosity has been piqued.

So, they wanted me to write about the fetish sub-culture and the impact it’s having on the beauty industry.

Romance/erotica as a sub-genre of literature has exploded since the publication of *Fifty Shades of Grey*. By 2013 it was worth US\$1.44bn in the States alone – why wouldn’t the beauty industry want to tap into such an obviously growing and lucrative trend?

Just ten years ago fetishism was considered a dirty secret conducted (or so I’m told) in basement night clubs with discreet entrances, or in country manor houses styling themselves along the lines of The Hellfire Club. And it was never talked about. Nowadays it’s mainstream – just witness an Ann Summers shop window on a typical high street in Britain.

So, is a growing acceptance of fetishism (and its accommodation by the beauty industry) the next phase of our sexual awakening? Or is it a short term trend that will fizzle out and go the way of scrunchies and 3D nail art?

Given that every action has an equal and opposite action, one way to spot a trend is to look for the counter trend. Perhaps the commercial manifestation of fetishism is simply countering the twee, ditzy prettiness, florality and retro nature seen in many beauty brands today, or at the other end of the scale, there’s the clinical minimalism seen ad infinitum in the beauty industry.

Beauty has always mirrored the world of fashion and there’s nothing really new about fetishism in fashion. Here in the UK, Malcolm McLaren and Vivienne Westwood established Sex on the King’s Road in London as far back as 1974. And many designers have followed their lead: Jean-Paul Gaultier, Alexander McQueen and Christian Louboutin are just a few.

It’s no surprise that the fashion brands that have successfully embraced a fetishistic flavour in their beauty offers are those where the extension is deeply rooted in what the brand stands for. Jean-Paul Gaultier’s Le Male fragrance, for instance, has earned itself iconic status and looks set to be an enduring classic. More recently, Christian Louboutin’s venture into nail polish and lipstick are examples of near pitch perfect brand fits.

For most brands, raw fetishism expressed through the packaging and product probably won’t work. But all brands need to remain relevant and an allusion to the trend without being overly suggestive could be appropriate – more of a nod and a wink than a sledgehammer. Dsquared2’s most recent men’s fragrance launch, Wild, does a very neatly ‘harnessed’ but otherwise conventional bottle. L’Oréal’s Urban Decay does it through the use of language. So ranges are called Afterglow, or a little more obviously Vice and Perversion, and products get names like Brow Beater Pencil and Brow Tamer Gel.

Coming back to my original question – is this a short term trend? I’d say not. While you may not want to appropriate the genre lock, stock and barrel to keep your brand relevant, it needs to tap into the zeitgeist. So whether it’s furverts, pony play, gas pedal-pumping or hamstering (all things I’ve found fetishistic reference to in my research – best not to Google any), or just plain old-fashioned S&M, January might be the time to give some thought to what the dark side could bring to your brand.



Steve Gibbons
DewGibbons + Partners

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Brands that have successfully embraced a fetishistic flavour in their beauty offers are those where the extension is deeply rooted in what the brand stands for



Christian Louboutin, Dsquared2 and Jean-Paul Gaultier all successfully incorporate fetishistic design elements into their beauty products

ANTIPODES ON TOP

The Australasian cosmetics industry is being boosted by streamlined regulation, while home-grown brands are finding favour locally and overseas, says **Lee Adendorff**

Although global names and foreign imports dominate Australia's cosmetics and personal care products market, an increasing number of home-grown brands are finding favour with local consumers who opt for natural or organic products featuring indigenous botanical ingredients.

According to a June 2014-15 study by Australian market research company Roy Morgan Research, 6.3 million Australian women aged 14-plus (64%) buy some kind of make-up every six months and the top nine highest selling brands – Maybelline, Revlon, Avon, L'Oréal, CoverGirl, Rimmel, MAC, Max Factor and OPI – are all foreign owned. The tenth highest seller is a local brand called Nude by Nature, which has achieved growth in recent years particularly with its Nude by Nature mineral foundation. The company emphasises 'natural' formulations in its

marketing and the use of indigenous botanical ingredients, such as a daily cleanser containing the native Australian kakadu plum, quandong fruits and desert lime, that are promoted for high vitamin content and anti-ageing properties.

Kate Morris, founder and CEO of one of Australia's oldest online beauty businesses, Adore Beauty, says her customers are increasingly drawn to organic products and those not tested on animals.

"You used to have to choose between organic and high performance, but that's not the case now," she says, citing Australian brands, such as KORA Organics and Inika, among its best-sellers: "Vegan is also really popular, although it has its limits – you can't get a vegan red lipstick for example."

Other home-grown bestsellers include direct-sales brand Nutrimetics, Victoria-based value brand Natio and Napoleon, an extensive colour and make-up range named after flamboyant owner and make-up artist Napoleon Perdis, which alone has nearly 80 concept stores throughout Australia and New Zealand. Nivea dominates the Australian market for face and body lotions, according to Roy Morgan analysts, closely followed by Olay.

Some Australian skin care brands have found a following internationally, even in highly competitive markets such as the US. These include Melbourne-based brand Aesop, which makes a range of premium botanical cleansers and skin care products, and which now has its own New York concept store.

THE MARKET BY NUMBERS

Australian imports of perfume, skin and hair care products, oral hygiene, shaving products and deodorants totalled almost US\$1.4bn in 2014, according to international trade data, up from \$1.1bn in 2010. Exports were likewise brisk, at \$422m in 2014, up from \$354m in 2010.

Perfume and cosmetics make up



a tiny percentage of overall exports: 0.2%, according to data from Australia's Department of Foreign Affairs and Trade (DFAT). Australia's most important export markets are New Zealand, where perfume and cosmetics exports (excluding soap) totalled AU\$152.3m (\$110.3m) in 2014, and the United Kingdom, where exports totalled AU\$31.9m (\$23.1m) in the same year, according to DFAT data.

The UK also exports a significant amount of perfume and cosmetics to Australia – around AU\$101.5m (\$73.5m) in 2014, but Australia's largest cosmetic suppliers however remain France and the US, with 2014 imports totalling AU\$274m (\$198.5m) and AU\$451.1m (\$326.7m) respectively. Thailand is also a significant supplier to Australia, with exports totalling AU\$147.6m (\$106.9m) in 2014.

AUSSIE RULES

Such exporters have to tangle with a complex set of cosmetics regulations in Australia. Ingredients in cosmetic products, even those described as 'natural', are regulated as industrial chemicals under the Industrial Chemicals (Notification and Assessment) Act 1989 by the National Industrial Chemicals Notification and Assessment Scheme (NICNAS). They are also subject to labelling requirements

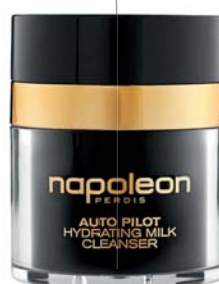
regulated separately by the Australian Competition and Consumer Commission (ACCC). Personal care products considered to have a therapeutic value, such as sunscreen, are regulated by the country's Therapeutic Goods Administration (TGA).

As part of a broader

TABLE 1: AUSTRALIAN C&T MARKET BY CATEGORY, US\$M, YEAR-ON-YEAR % CHANGE

Categories	2015*	%+/-*
Total beauty and personal care	6,285.30	2.70
Baby and child-specific products	233.80	3.60
Bath and shower	418.70	1.60
Colour cosmetics	940.80	3.70
Deodorants	374.50	1.90
Depilatories	108.30	1.30
Fragrances	466.50	2.20
Hair care	862.70	1.50
Men's grooming	509.80	1.70
Oral care	614.40	2.70
Oral care excluding power toothbrushes	549.20	2.90
Skin care	1,560.20	3.30
Sun care	196.80	5.60
Sets/kits	258.40	4.20
Premium beauty and personal care	1,717.10	3.20
Mass beauty and personal care	3,595.30	2.70

Source: Euromonitor International. * = forecast





government policy announced in October 2014, Australia has moved towards streamlining cosmetics regulation with the introduction of an internationally-oriented system that will allow local regulators to accept trusted international assessments without further requirements for approval in Australia unless there is good reason. Craig Brock, spokesman for Australian hygiene and cosmetics industry association Accord, tells **SPC** that the policy represented an immense opportunity for innovation and greater access to the latest products and ingredients for Australians, but says the response from Australian regulators to date has been “disappointing and overly conservative”.

Brock explained: “Accord is of the view that the government’s policy intent was to reverse the onus of proof for undertaking local assessments, especially in the case of safe ingredients approved for use in leading world markets like the EU and the US. In other words, Australian regulators should prove why a local assessment is needed. However, the regulator response seeks instead to ask why an overseas assessment should be accepted. This approach is not particularly helpful. It is unnecessarily limited in its ambition.”

He continues, saying that serious consideration should be given to the automatic acceptance of low-risk cosmetic

ingredients already approved by leading overseas regulators not just to help importers but also local manufacturers.

Safety of cosmetics in Australia, although generally good, is constantly on the regulatory radar. Of the 1,344 mandatory injury reports assessed by the ACCC in 2013-14, 19% of them related to cosmetics and personal products, according to the ACCC annual report, released last October (2014). Australia’s mandatory reporting scheme obliges suppliers to report a product within 48 hours of becoming aware that it has caused serious injury, illness or death. In a speech given to industry professionals late last year, ACCC Deputy Chair Delia Rickard said that a regulatory audit conducted by the ACCC of cosmetic-related injuries showed many of the offending products were face washes and creams, body wash products, creams and deodorants. Labelling non-compliance, on the other

hand, had mainly been found in discount variety stores and with products labelled in a non-English language, she said.

Meanwhile, an End Cruel Cosmetics Bill 2014, introduced by Greens party Senator Lee Rhiannon last year, is currently under consideration by the Australian Senate. The bill proposes amendments to the Industrial Chemicals (Notification and Assessment) Act 1989 that would “prohibit the developing, manufacturing, selling, advertising or importing into Australia of cosmetics, or ingredients in cosmetics, which have been tested on live animals”, according to Senate documentation.

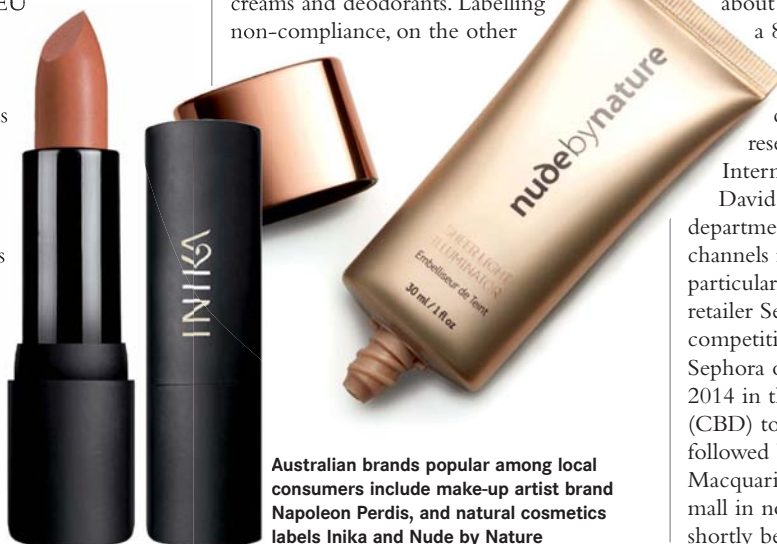
While generally supportive of alternative forms of testing for cosmetics, the Australian Society of Cosmetic Chemists said in a July 2015 position paper that the bill posed a regulatory conundrum in that the current Act can oblige companies to conduct testing on animals for some raw material ingredients when no approved ‘non-animal’ alternatives exist.

To stimulate debate further, a private member’s motion in support of a ban on animal testing for cosmetics was moved in the House of Representatives by Liberal MP Jason Wood, a supporter of Australia’s centre-right government, in September 2015.

DISTRIBUTION DETAILS

The Australian retail environment for cosmetics is intensely competitive between traditional stores and online cosmetic retailers. Australia’s supermarket duopoly of Coles Supermarkets Australia Pty Ltd and Woolworths Supermarkets dominate the market for the lower end of mass market goods, but pharmacy chains such as Priceline, owned by Australian Pharmaceutical Industries (API), provide significant competition, accounting for about 19.8% market share in cosmetics, a 8.4% share in skin care and a 15.4% share in sun care, according to company documents that source market research firm Euromonitor International data from 2013.

David Jones and Myer, two major department chains, provide important channels for higher end products, particularly cosmetics, while French luxury retailer Sephora has provided some lively competition over the last 18 months. Sephora opened its first Australian store in 2014 in the Sydney central business district (CBD) to a flurry of media excitement, followed by a second opening in 2015 in Macquarie Centre, an extensive suburban mall in northwest Sydney. A third store will shortly be opened in Melbourne.



Australian brands popular among local consumers include make-up artist brand Napoleon Perdis, and natural cosmetics labels Inika and Nude by Nature



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The online cosmetics market is characterised by a mix of Australian and foreign retailers who have operated, until recently, in a relatively unregulated environment of 'parallel import' grey market goods. Australian online retailers welcomed the decision this year to slash Australia's current sales tax-free threshold for imported goods from AU\$1,000 (\$725) to zero as of 1 July 2017. The Australian Chamber of Commerce and Industry claims it will "level the playing field" for Australian retailers who have been struggling to compete with their foreign counterparts. Overseas suppliers will now be responsible for charging, collecting and remitting the 10% goods and services tax (GST) for products they sell within Australia. As for Australian vendors, GST is only collectable and payable if the vendor has an annual turnover of AU\$75,000 (\$54,359).

Adore Beauty's Morris says foreign retailers have always been present in Australia and she thinks it only fair they are obliged to pay the tax she has to charge her customers, although the 10% GST does not necessarily make a major difference to customer choice.

SLIP, SLOP, SLAP

Unsurprisingly, sunscreen is a big business in Australia, which has one of the highest per capita rates of skin cancer in the world. Annual sales of primary sunscreen (of SPF of four to 15 and without insect repellent or moisturisers) amounted to around 6.6 million units for a retail value of around AU\$72m per annum, according to 2012 industry figures quoted by the TGA. The primary sales channel is through supermarkets, however, around one-third of sunscreens are sold through pharmacies, according to the same figures.

Sunscreens are also the subject of particular scrutiny by regulators. Primary sunscreens and secondary sunscreens, such as moisturisers containing sunscreen with an SPF of greater than 15 are treated as therapeutic goods and are subject to regulation by the TGA. These products must be included in the Australian Register of Therapeutic Goods (ARTG) to be legally marketed in Australia. Other products with sunscreen, such as make-up or lip balm that have an SPF of less than 15, are treated as cosmetic and regulated under NICNAS for registration and the ACCC for labelling. The Australian Regulatory Guidelines for Sunscreens (ARGS), introduced in 2012, allow compliant sunscreens to claim protection of up to SPF 50+

Sun care is big business in Australia, as is the spa products market. Aussie brands, including Simplicité (below) and Heritage Healers are even successfully exporting in this sector



while imposing more stringent conditions on the definition of broad-spectrum protection in line with the revised 2012 International Organization for Standardization (ISO) standard.

Products orientated towards image-conscious, time-poor women – such as 'tan in a can' self-tanning sprays and dry shampoo – are popular with Australian consumers, as are products associated with luxury and relaxation in the spa and wellness sectors. The number of spa-inspired personal care products is growing and the Australian Trade Commission, or Austrade, notes that several Australian companies are successfully exporting in this sector, including Heritage Healers, Lydia Jordane, Janesce, Pelactive, LI'TYA and Simplicité.

OVERSEAS AMBITIONS

New Zealand, although a much smaller market and manufacturing sector than Australia (4.4 million population compared with 23.1 million), is ironically better placed to compete in regional markets, having aligned its standards many years ago to the ASEAN (Association of Southeast Asian Nations) cosmetics directive. It is broadly based on the European Union's (EU) standards, helping promote exports to the EU as well. Regulation harmonisation is set to be particularly important with the launch of the ASEAN economic community this month and the eventual implementation of the single customs window into the ASEAN bloc.

Furthermore, New Zealand nanomaterials regulations were aligned with the EU standard for labelling of nanomaterials this year and it is now mandatory to label the use of a nanomaterial as of 1 July 2015. Animal testing for cosmetics in

the country has also been banned entirely, following an amendment of the Animal Welfare Act in May 2015, although this was possibly more a symbolic affirmation, as it will not apply to imported products that make up the majority of sales.

As access to the global marketplace expands through free trade agreements such as the Trans-Pacific Partnership (to which New Zealand is a signatory), New Zealand producers are facing increasing pressure to protect the authenticity of their unique botanical ingredients. Manuka honey, for example, produced from two species of indigenous *Leptospermum scoparium* (manuka) trees in New Zealand and Australia, has natural antibacterial properties and is employed in many different skin care and cosmetic formulations.

New Zealand retail sales of cosmetics and personal care products have remained relatively stable at around NZ\$1bn (\$678m) over the past few years, according to Garth Wyllie, Executive Director of the Cosmetic, Toiletry and Fragrance Association of New Zealand, with 90% of the market comprised of imported products. New Zealand imports of beauty and personal care products totalled \$328m in 2014, according to international trade data, while exports totalled \$68m, up from \$54m the previous year.

Wyllie says the association is seeing an increase in the number of local manufacturing businesses. The newcomers are mostly small operations manufacturing niche premium products, primarily in the skin care segment.

"A lot of these are natural and organic products, and we have also seen a couple of new halal operations," he says, adding that New Zealand-manufactured halal cosmetics and personal care products are destined for the ASEAN markets, such as Indonesia and Malaysia, as well as the Gulf states. **cb**



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New Zealand: e-tail influence

As New Zealand's cosmetics consumers move online, local manufacturers and retailers are being forced to innovate, as **Lee Adendorff** discovers

The New Zealand personal care market, although much smaller, has much in common with its Australian cousin. International brands dominate sales, with products from Unilever New Zealand and L'Oréal New Zealand comprising the largest market share, according to market research company Euromonitor International; 2014 saw growth particularly in deodorants, colour cosmetics, oral care, skin care and sets/kits, and Estée Lauder (NZ) led the premium segment, with its high performing brands Estée Lauder, Clinique and MAC, according to Euromonitor. Unsurprisingly imported products make up the lion's share (around 90%) of the NZ\$1bn (US\$671m) market, according to Garth Wyllie, Executive Director of the Cosmetic, Toiletry and Fragrance Association (CTFA) of New Zealand.

LOCAL FLAVOUR

Despite the dominance of international brands, local manufacturers have carved out their own niche with cosmetics and personal care products that feature unique New Zealand ingredients, such as kiwifruit,

manuka honey and Rotorua thermal mud, as well as lanolin. Producers using these unique ingredients include Auckland-based Wild Ferns and Kerikeri-based Living Nature, while New Zealand brands like Trilogy emphasise the use of rosehip oil in whole ranges of skin care products with the use of lesser known ingredients such as pohutukawa extract from the New Zealand Christmas tree: a flowering plant, unlike northern hemisphere Christmas trees.

Premium New Zealand brands, such as Living Nature, almost universally provide a men's range, reflecting the growing trend in both Australia and New Zealand for high-quality men's skin care, shaving and personal care products. These have given rise to dedicated online men's shops in New Zealand, such as ManCave (mancave.co.nz) and OneMan (oneman.co.nz), which offer a range of skin and grooming products, including the 'must-have' products for

urban hipsters: beard oil, beard wash and beard conditioner.

Also, with a skin cancer rate on a par



Imports like Clinique dominate the New Zealand market, but local heroes using Kiwi ingredients, such as Trilogy, have carved out their own niche

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with Australia and one of the highest in the world, sunscreen is an important segment in the New Zealand market. Sunscreens with an SPF of 50+ branded or endorsed by the Cancer Society of New Zealand (like the Cancer Council Australia brand) are widely available, and are competitively priced. Sun protection is part of national education policy and sunscreen is routinely provided for student use at schools. Facial moisturisers and make-up that contains sun protection are equally popular, and the use of sunscreen, as in Australia, is a part of general personal care routines.

The country's retail sector is dominated by two major supermarket chains – domestic cooperative Foodstuffs, and Countdown, owned by Woolworths. Department stores are showcases for higher-end cosmetics and personal care ranges, and while Kiwi consumers are often accused of showrooming (testing out products in stores to then compare prices and buy online) the department store still has a place in the retail landscape. According to trade association Retail NZ, Australian department store company David Jones purchased Wellington's historic department store Kirkcaldie & Stains in 2015, with plans to open a refurbished store in mid-2016 – so investments in bricks and mortar continue.

OMNI-CHANNEL BEAUTY

The New Zealand consumer is both price aware and quality conscious. A small population (4.4 million), good distribution infrastructure and relative geographical isolation has seen consumers turning to the internet in droves in order to access the latest products at the best prices. Internet retailing has gone from strength to strength and almost two million New Zealanders now shop online, according to 2015 Nielsen research, driven by both price and convenience, as well as being able to access goods not available locally. Omni-channel retailing has become crucial, with nearly a quarter of shoppers buying via smartphones and nearly 20% via a tablet, according to the Nielsen data.

Cosmetics imports through online channels are almost impossible to track, according to Wyllie. "While we know that the cosmetics and personal care market is worth, we don't know what's coming in as a parallel import through foreign retailers as personal shipments," he says. Parallel imports of cosmetics are also difficult to regulate, he adds, although discussions are currently underway to make a goods and services tax payable even for low value goods, similar to new regulations that will be in force in Australia from 1 July 2017.

New Zealand's small population, strong infrastructure and isolation means online retail is a particularly attractive route to market



New Zealand online retail sales of all products climbed 12% in August 2015 compared with August 2014 following steady year-on-year growth

"Retailers are finding it hard to compete with global players – and the current GST loophole is like a reverse tariff that is hurting Kiwi businesses and costing Kiwi jobs. Closing the loophole will remove one source of disadvantage for Kiwi firms – but there are still challenges ahead for retailers, arising from the small scale of the New Zealand market, distance from suppliers and the cost of

doing business here," said Retail NZ CEO Mark Johnston in August.

New Zealand online retail sales of all products climbed 12% in August 2015 compared with August 2014, following steady year-on-year growth according to Bank of New Zealand (BNZ) data. International merchants accounted for 45% of total online spending on all products, up from 35% just three years ago, according to the BNZ analysts, with cosmetics consumer online spending roughly divided between domestic and foreign retailers. A 2013 report by the New Zealand Retailers

Association estimated pharmaceuticals and cosmetics comprised around 5% of the country's total NZ\$3.2bn (\$2.14bn) online spend, based on data from PricewaterhouseCoopers analysts.

The highly competitive online environment has forced local retailers to adapt or perish. Examples of those who have embraced the online challenge include the Warehouse Group, one of New Zealand's largest online retailers, which also operates a chain of traditional physical stores. These offer a selection of competitively-priced beauty and personal products ranging from Calvin Klein perfume to L'Oréal hair colour and Adidas deodorants among many other product groups. **cb**



Local ingredients, such as lanolin, kiwifruit and manuka honey, are widely used among New Zealand-based beauty manufacturers, including Wild Ferns and Living Nature



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The winners of the Pure Beauty Awards 2015 were announced at an exclusive black and gold-themed ceremony held in The Ballroom at London's iconic Savoy Hotel on 29 October.

TV presenter Gethin Jones hosted the glamorous occasion and *The Only Way is Essex* (TOWIE) TV star Lucy Mecklenburgh revealed the winner of this year's Special Innovation Award, sponsored by Sunkissed.

The evening is always a highlight on the beauty industry calendar with key beauty industry professionals in attendance, such as CEW UK President Caroline Neville, and TOWIE's Samantha Faiers scooped two awards for her new signature beauty product Lashes By Samantha.

Key UK beauty retailers were also in attendance including Harrods, Selfridges, Harvey Nichols, House of Fraser, Debenhams, The Perfume Shop, Boots, Superdrug, QVC, feelunique.com and escentual.com.

There were 35 award categories in total with a Gold, Silver, Bronze and Highly Commended winner for each category. The following companies scooped the Gold awards in their respective categories, but for a full list of all winners please refer to the December issue of SPC's sister publication *Pure Beauty*.

Best New Skin Care Product: Simple Kind to Skin Micellar Cleansing Wipes; **Best New Premium Skin Care Product:** Murad Invisiblur Perfecting Shield SPF 30; **Best New Anti-Ageing Product:** Timeless Truth Bio-Cellulose Bee Venom+Royal Jelly Miracle Mask; **Best New Premium Anti-Ageing Product:** Arbonne RE9 Lifting and Contouring Eye Cream; **Best New Skin Care Treatment:** Eau Thermale Avène Cleanance Expert; **Best New Organic Product:** Azafran Organics Live Pure; **Best New Natural Face Product:** AromaWorks Purity Eye Cleanser; **Best New Natural Product:** Neom Organics Make Time To Stop; **Best New Hair Care Product:** TRESemmé Perfectly (Un)Done Wave Creating Sea Foam; **Best New Hair Styling Product:** Batiste Oomph My Locks XXL Volume Spray; **Best New Hair Colouring Product:** Superdrug Hair Chalk Sprays; **Best New Electrical Product:** Magnitone BareFaced! Vibra-Sonic Daily Cleansing Brush; **Best New Body Care Product:** Dove DermaSpa Goodness³ Body Lotion; **Best New Bath & Shower Product:** Connock London Kukui Oil Bath & Shower Oil; **Best New Deodorant Product:** Dove Soft Feel Anti-Perspirant Deodorant; **Best New Dental Product:** Philips Sonicare AirFloss Pro; **Best New**



THE GOLD STANDARD

The **Pure Beauty Awards** are a highlight of the beauty industry calendar, honouring the best new products and concepts. Here are 2015's Gold award winners



Hair Removal Product: Wilkinson Sword Hydro Silk Bikini; **Best New Body Care Product:** Dove DermaSpa Goodness³ Body Lotion; **Best New Sun Care Product:** Nivea Sun Protect & Bronze Activating Protecting Oil; **Best New Artificial Tanning Product:** Sunkissed Rapid Tan; **Best New Lip Product:** #LipGlam 100% Natural Lip Balm; **Best New Cosmetics Base Product:** Makeup Academy Pro-Base Prime & Conceal Palette; **Best New Eye Product:** Mary Kay Mineral Eye Colour Quad in Sandstorm; **Best New Nail Product:** Essence The Gel Nail Polish; **Best New Self Select Fragrance:** Yardley London English Rose Eau De Toilette; **Best New Female Fragrance:** Crabtree & Evelyn Parisian Millefleurs Flower Water; **Best New Male Fragrance:** Eau De Lacoste L.12.12 Jaune; **Best New Male**

Face Product: Menage Hydrating Age Defence Gel; **Best New Male Grooming Product:** Hello Handsome Muscle Miniatures; **Best New Celebrity Product:** Nails Inc Victoria Beckham Collection; **Best New Private Label/Retailer's Own Product:** B. Make-Up Brush Range; **Best New Retail Innovation:** Perfume Society Hidden Treasures Discovery Box; **Best New Design & Packaging:** Kaffe Fassett Achillea; **Best New Special Innovation:** Tangle Teezer Blow-Styling Brush; **Best New Beauty Brand:** Pinky Goat.

SPC would like to congratulate all of the 2015 Pure Beauty Awards winners. For more information about 2016's awards please contact Marcella Forster at marcellaf@hpcimedia.com. To enter or sponsor 2016's awards contact Adrian Goldfinch at adriang@hpcimedia.com. **cb**



Laura Husband, Editor, *Pure Beauty*



In vitro Plant-tech

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Medicinal plants for the discovery of novel actives

Plants are complex organisms with an impressive ability to produce a wide range of active substances. Some of these have skin beneficial, rejuvenating and wound healing properties, whereas others prevent growth of microorganisms. There is a large potential in the discovery of novel active substances from medicinal plants for the cosmetic, pharmaceutical and food industries. However, many medicinal plants are produced by destructive harvesting resulting in endangerment and depletion of natural populations. *In vitro* Plant-tech provides an alternative by producing pure plant raw material of high quality and with full traceability in a sustainable way.

Plants as producers of active substances

The origin and evolution of land plants started about 480 million years ago. Land plants evolved from a simple plant body consisting of only a few cells to complex organisms with developed organs and tissue systems. These have the ability to produce a wide range of complex chemical substances, for example to protect against UV-radiation, to attract pollinators or to repel predators. Some of these substances have interesting biological activities that can be used to develop future generations of cosmetic, skin and hair care products.

Active substances can be produced in various plant organs, such as flowers, leaves and roots. A large portion of plant raw material is still collected from wild populations. At present about 800 plant species are used in the industry. Of these very few are under commercial cultivation. It is estimated that about 70% of plant collections are performed by destructive harvesting¹. This has led to endangerment and depletion of some plant species.

In vitro based production of plant raw material

Alternative cultivation methods, such as *in vitro* based methods, can be used to promote sustainable produced plant raw material. *In vitro* culture, also called micropropagation, is a way to mass propagate genetically identical plants. The technique is based on the fact that every part of a plant has all the genetic information to form a new plant if the appropriate conditions are met. Micropropagation of plants is based on cultivation of plants on nutrient medium under sterile conditions. Their growth can be controlled by altering components in the nutrient medium and the plant cells can be directed to form shoots, roots or undifferentiated cells (plant stem cells, callus).

In vitro Plant-tech has developed a bioreactor based cultivation platform for large scale production of plant cell cultures and active substances. Since the production takes place under sterile conditions with disease free plant material, no pesticides are needed. The plants are grown in a controlled, clean environment and are not exposed to pollution. Clean and high quality plant raw material can thereby be produced. Our production is GMO free and takes place continuously, with full traceability. Through cultivation in bioreactors cell cultures are often produced much faster than traditional cultivation in field. Moreover, modification of the culture conditions can increase levels of active substances and thereby yield the highest quality of plant raw material.

In vitro Plant-tech provides *in vitro* produced botanical extracts and offers contract assignments for client exclusive extracts.

¹ Report of the Task Force on Conservation & Sustainable use of Medicinal Plants, Government of India, Planning Commission, 2000

For more information on how *In vitro* Plant-tech can help you:

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The Lush Prize

The Lush Prize is the world's largest prize fund for the complete replacement of animal experiments.

Craig Redmond of the Lush Prize Team talks to **SPC** about 2015's winners

The Lush Prize is a £450,000 prize fund to boost progress in animal-free science globally. This year's winners were announced on 20 November and included scientists and campaigners from nine countries. They were selected by an international panel of experts, from 51 shortlisted science teams, organisations and individual researchers. Now in its fourth year, the Lush Prize (which is completely funded by Lush Cosmetics) was £200,000 larger than in prior years, thanks to a contribution from the company's North America branch. Craig Redmond, a member of the Lush Prize Team, tells **SPC** what the Lush Prize means for the cosmetics industry.

WHAT IS THE LUSH PRIZE?

The Lush Prize is a collaboration between Lush Cosmetics and the Ethical Consumer Research Association (ECRA), and was born out of a frustration that progress to end animal testing wasn't happening fast enough. It was hatched in 2012, with Lush believing that a major financial prize and the acknowledgement and encouragement awards give could help speed progress.

Unlike other prizes, we only reward projects that are 'one R' – those that seek to completely replace animal tests rather than refine or reduce them.

The judging panel is made up of experts in the fields of non-animal research,

regulatory issues and campaigning. They look for outstanding excellence in each prize category and demonstration of a measurable impact of the nominee's work. Projects also need to have been in the previous 18 months as the judges are looking for recent and ongoing impact.

WHO WON IN 2015?

This year we have 18 winners from nine countries, with such a vast range of activities. There are some amazing science projects that have won as well as inspiring public awareness campaigns.

When the Lush Prize began, it wanted to focus attention on the potential for a scientific 'breakthrough moment' to transform the speed of change towards an animal test-free future. A Black Box Prize was created to award its full annual prize fund (£250,000) in any one year to a project that successfully mapped an adverse outcome pathway from start to finish.

This year, after some lively debate, the judging panel awarded a 2015 Black Box award to individuals and organisations involved in mapping the first ever human toxicity pathway on skin sensitisation.

With publication in 2007 of its report on *21st Century Toxicology*, the US government predicted that understanding adverse outcome pathways at a molecular level would play a major role in replacing outdated and imprecise technologies, such



The Oncotheis team celebrate their win with Queen guitarist and animal rights campaigner Brian May

as testing on live animals. So being able to award this prize is exciting and our conference this year, held on the same day as the awards ceremony, discussed this pathway and what this means for an animal-free future for toxicity testing.

DID ANY ONE ENTRY STAND OUT?

The Lobbying Prize winner this year was Mojo Mathers, a Green Party MP who led the campaign to ban animal testing for cosmetics in New Zealand. She declined the financial part of the prize, which meant that judges were able to select an additional Young Researcher who had narrowly missed winning. **cb**

AND THE WINNERS WERE...

The following list includes the winners by prize category, their organisation/ organisations, country and the amount awarded:

Science: Christophe Mas of Oncotheis, Switzerland (£25,000); Michael L Shuler and team, Cornell University/Hesperos/ Syracuse University/SUNY Binghamton University/University of Central Florida, US (£25,000).

Training: Gilly Stoddart, PETA Science Consortium Ltd, UK (£25,000); Dmitry Leporsky, Ukraine (£25,000).

Young Researcher: Bianca Marigliani, Federal University of São Paulo, Brazil (£10,000); Ilka Maschmeyer, Technical University of Berlin and TissUse, Germany (£10,000); Elena Kummer, Università degli Studi di Milano, Italy (£10,000); Jeremy Caplin, Iowa State University, US (£10,000); Lena Smirnova, Center for Alternative to Animal Testing, US (£10,000); Laura Bray, Leibniz Institute for Polymer Research, Germany (£10,000).

Black Box: Bob Diderich, OECD Adverse

Outcome Pathway programme, France (£150,000); Frank Gerberick, Procter & Gamble, US (£25,000); Terry Schultz University of Tennessee, US (£25,000); Andreas Natsch and Roger Emter, Givaudan, Switzerland (£25,000); David Basketter, DABMEB Consultancy Ltd, UK (£25,000).

Public Awareness: SOKO Tierschutz e.V., Germany (£20,000); Beagle Freedom Project, US (£20,000).

Lobbying: Mojo Mathers, Green Party MP, New Zealand (donated reward).

Estimated to be worth US\$37.6bn, the male grooming market remains the major untapped opportunity in beauty and personal care. Market research company Euromonitor International anticipates overall sector growth at 6.2% for the past 12 months, with sales of men's grooming products increasing at the greatest rate in Latin America and the Middle East & Africa. Indeed, the Latin American market at \$9bn is now the second largest by geography, not far behind the more mature Western European one.

However, bearing in mind that men account for half of the spending population (and the wealthier half at that), when one contrasts the men's and women's markets, spend on male specific products looks less impressive. In 2014, men accounted for just 10% of beauty and personal care sales overall, according to new research from Euromonitor. "If we look more closely at the growth rates, however, we can see that men continue to outpace women," comments Bernadette Kissane, Associate Analyst, Apparel, at Euromonitor. "This is driven by changing cultural attitudes towards men's appearance."

The analyst found that while men remain fairly low-key in their habits, spending approximately 30 minutes a day on their appearance compared with women's 40-plus minutes and on average own fewer beauty products than women (eight versus women's 21), they won't hesitate to spend on quality, as more men than women shop to achieve or maintain a status.

Moreover, opportunities abound in India and the Middle East, which buck the low-maintenance male stereotype; both have a high percentage of men who profess to be more concerned with their appearance than the average male. Additionally, alongside Chinese male consumers, guys from India and the Middle East were found to be the most brand-oriented and aspirational in their consumption, further highlighting the potential for luxury grooming labels in these geographies.

MODERN MASCULINITY

Speaking at a CEW (Cosmetic Executive Women) UK Mentoring Event in November, journalist and male grooming guru Lee Kynaston provided some fascinating insights into today's guy and his relationship with grooming.

"One of the things I've noticed recently is that masculinity is fragmented," Kynaston told delegates. "The way I describe it is it's like holding up a mirror. If I'm holding up a mirror, my dad would have known exactly what he saw in that mirror and he would have been confident in his own masculinity.



Two trends are influencing the thriving male grooming market – the continued wearing of facial hair and the pursuit of the perfect physique. Julia Wray reports

He would have known exactly what it is to be a man and how to behave. Today's guy, when he looks in the mirror, is looking at a shattered mirror, because there are so many facets of modern masculinity that it's very difficult for men to be able to pin down exactly what it means to be a man and how they should behave."

There is, therefore, no one-size-fits-all approach and "no one single man that you can pitch at".

Moreover, the modern male consumer is "ferociously results driven and very cynical", so Kynaston's advice for brands and journalists alike is to under-promise and over-deliver.

BEARD SCIENCE

As a wander through the

Percy Nobleman provides a lighthearted twist on traditional, beard-oriented products



streets of London, New York or Washington DC (the most beard-friendly city in the US, according to a 2015 study by electric hair clipper specialist Wahl) would demonstrate, more men are opting to grow out their facial hair. Popular myth associates this hirsute look with urban hipster types, but research indicates that beard wearing is more universal. To coincide with its launch into Boots pharmacies this year, British grooming brand Percy Nobleman commissioned a study of 2,000 men with beards. The average beard wearer, it transpires, is in his early 30s, earning £40,000 a year and likely to work in IT, finance, government services or retail, rather than in the creative roles commonly associated with the bearded look. In real life, bearded men are older, wealthier and more mainstream than the stereotype – all of which bodes well for the cosmetics and toiletries industry.

Percy Nobleman is the



L'Oréal Paris Men Expert's new products cater to the dual trends for facial hair and energising skin care



brainchild of entrepreneur Freddy Furber, whose cartoon alter-ego, Percy, is not only the 'face/beard' of the brand, but also the star of a Tintin-meets-Bond Instagram comic, *Percy Nobleman... and the quest for the perfect beard*, which amassed 5,000 followers in just two weeks. The product line-up reflects the varying needs of beard wearers. Furber describes Percy Nobleman's Beard Oil as "an all round conditioner" adding: "We encourage people with slightly shorter beards to start with it, as it is light with quick absorption; as soon as your beard gets to any sort of length, you'll need products that will keep it in check." He recommends the brand's Beard Balm, a blend of shea butter, organic beeswax, and natural and

TABLE 1: GLOBAL MEN'S GROOMING MARKET, BY REGION, US\$M, RETAIL VALUE, YEAR-ON-YEAR % CHANGE

Geographies	2015*	%+/-*
World	37,649.80	6.20
Asia Pacific	7,351.10	8.60
Australasia	599.10	1.80
Eastern Europe	2,458.60	3.40
Latin America	9,098.00	14.10
Middle East and Africa	1,876.30	11.20
North America	7,049.20	1.80
Western Europe	9,217.50	1.00

Source: Euromonitor International. * = forecast

essential oils to provide conditioning benefits and hold with a more matte finish.

Jennifer Archer, founder of The Bearded Man Company Ltd agrees that the beard is a universal look. "Our customers range from so many different ages, backgrounds and countries all over the world," she tells SPC. "We have customers who just use our beard oil for conditioning effect; we have men in the corporate world using the balm as a holding/styling agent, as beards are much more acceptable in the corporate world; and quite a few customers who have suffered from psoriasis for years and used traditional hair shampoo who have said our beard wash, which is chemical free, has stopped their 'beard-druff'."

Among start-up companies launched in 2015 facial hair care products are front and centre. New UK-based brand Red Anchor features beard oils and moustache waxes, as well as a Face & Beard Cleanser, while fellow Brit newcomer Portland England includes a Beard Cologne & Conditioning Oil among its line-up.

Meanwhile, shaving specialist The Bluebeards Revenge also entered this market segment with a range of barbershop quality beard oils – to smooth and protect facial hair, eliminate frizz and enhance beard shape – and a moustache wax.

For months men's fashion columnists have been asking whether we've reached 'peak beard' – with British newspaper *The Guardian* as far

back as April 2014 citing a study which showed that the greater the exposure to men with facial hair, the more attractive the opposite sex found clean shaven men. Moreover, shaving giant Gillette is fighting its corner by partnering with Bond film *Spectre*, leveraging the popularity of the clean-shaven spy to encourage men to use its precise tools and be ready for their "everyday Bond moments".

However, the predicted 'beard ennui' has certainly not occurred to date, and Archer strongly believes that facial hair is here for the long term.

"We get a lot of comments saying it's a trend, but we strongly disagree with this," she says. "Beards have been around since the beginning of time – they'll always be around. It just took someone to be on a billboard with a beard for people to sit up and take notice. To be honest, there are too many guys who have become accustomed to the beard and who love it for it to disappear. I don't think they're going anywhere."

The vogue for traditional barbershop products, meanwhile, is essentially the flip side of the same coin, says Furber. "The rise of the beard care market has come hand-in-hand with general men's grooming. The barbering industry is having a massive boom, as are combs, accessories, beard trimmers and moisturisers. All sorts of products are out there, whereas maybe, in the past, a man would be limited to a can of deodorant and some styling wax now and again," he states.

In April, heritage fragrance brand Floris introduced The Gentlemen Floris Grooming Collection, an eight-sku shaving line based on its No.89 fragrance. As well as pre- and post-shave products, for the shave itself, Floris offers Shaving Cream, Shaving Soap & Bowl and Shaving Oil.

Nor is it only the hair on their faces that



Longer hairstyles among males has presented opportunities for grooming brands including Scaramouche + Fandango and Triumph & Disaster



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men wish to tame. Hairstyles such as the undercut, side-parting and pompadour all require copious amounts of styling product, and 2015 saw a glut of new products to help men manage their manes. KMI Brands-owned Fish, for example, launched several new styling products for men in 2015: Flexyfish Spray Wax for controlled application; SuperFish Fishsticks Hairspray, to build hold and shape; SuperFish Slickfish Gel for a wet-look finish; and for longer hair, Platinum Fishfoam Volume Styling Mousse.

The Bluebeards Revenge moved into hair styling with three new products: matte clay, matte paste and pomade. And Kiwi men's brand Triumph & Disaster also boosted its presence in hair styling with Coltrane Clay, a medium hold, matte finish, reworkable clay for short to medium length hair (inspired by jazz musician John Coltrane) and Ponsonby Pomade, a non-greasy, water-based pomade which gives medium hold with a high shine and, importantly, is easy to wash out, unlike traditional oil-based pomades.

Most recently, Scaramouche + Fandango launched three new styling products: a non-sticky, matte finish cream; medium hold, extra matt styling clay; and (again) a water-soluble, high shine pomade.

When it comes to cleansers and conditioners, those created for scalp health

to help combat dandruff and hair loss are staples of the men's market. One of the latest brands to move into this arena is Texas' Jack Black, which recently launched an eight-sku hair care range for men, formulated with essential oil blends, botanicals and extracts, and created with hair and scalp health in mind.

While a full, well-groomed head of hair is viewed as an asset and many men are sporting longer hairstyles, the introduction of the clip-on man bun by online retailer Groupon last month was met with equal parts interest and derision; on the one hand, more than 1,000 were sold at the discounted price of \$9.99 (the buns ordinarily retail for \$65.34), according to Groupon, but the media response has been vicious, with GQ penning an article headlined: 'You can now buy clip-on man buns, but you really shouldn't'.

ABOUT FACE... AND ELSEWHERE

According to Euromonitor, in men's grooming in 2014, men's skin care was the stellar performer, growing by double digits, albeit from a smaller base. "The majority of growth is coming from skin care-inclined Asia Pacific," comments Nicole Tyrimou, Consultant & Strategy Analyst, Beauty, at Euromonitor. "However, upcoming emerging markets in men's skin care include macho region Latin America, where more

traditional categories, such as fragrances or deodorants have previously dominated."

The seriousness with which beauty brands approach the male market is apparent in the number of established brands enhancing their men's lines. This year Elemis tapped into the success of its cult Pro-Collagen line by unveiling Pro-Collagen Marine Cream For Men, while UK high street pharmacy chain Boots grew its No7 Protect & Perfect portfolio with the addition of No7 Men Protect & Perfect Intense Advanced Regime; a night cream has been introduced to complement the existing daytime and eye products, and all contain Matrixyl 3000 Plus.

The L'Oréal Paris Men Expert brand, meanwhile, met two male grooming trends – for facial hair and for 'energising' skin care – with new duo Men Expert Hydra Energetic Skin and Stubble Purifying Face Wash, to cleanse and refresh while conditioning the beard, and Men Expert Hydra Energetic Skin and Stubble Moisturising Gel, a non-sticky, hydrating gel enriched with facial hair softener.

Indeed, gels offering hydration without greasiness remain popular among new launches, such as Lab Series Age Rescue Water-Charged Gel Cream, which fights the appearance of wrinkles and fatigue.

"Men of all ages are looking for products that have anti-ageing benefits to them; they

ASIA FOCUS: JAPAN'S YOUTH DRIVE SKIN CARE SALES GROWTH

The sophisticated grooming habits of young men in Japan are influencing men of all ages, as Julian Ryall reports from Tokyo

Sales in Japan's male personal care sector amounted to Japanese yen ¥106.1bn (US\$877.2m) in 2013 and rose to ¥109.4bn (\$904.5m) in 2014. That figure is expected to climb to ¥111.4bn (\$921m) for the present year, according to the Fuji-Keizai Group research agency. Younger men have been at the forefront of the surge in sales of skin care products.

"For many years, Japanese men were reluctant or simply did not want to use any skin care products, except facial cleansers," says Yuiko Mitani, a research analyst from Euromonitor.

"However, as young consumers are increasingly aware of their appearance and grooming, basic skin care routines have become more commonplace," she says. "And it is notable that even higher-priced products have grown in popularity."

Studies suggest that the fashion for taking care of their skin is now spreading to middle-aged men.

"While younger men have long been the driving force behind the growth of the men's grooming market, skin care awareness has also spread to older age groups, those between 30 and 49," Shinji Yamada, a spokesman for Kanebo Cosmetics, tells SPC.

"According to a recent Kanebo survey, more than 60% of men [in Japan] aged 30-49 use a facial cleansing item, while 30% use moisturising lotions.

"The skin concerns cited most often are dryness and roughness, followed by pigment spots and freckles, blackheads, sagging, wrinkles and under eye shadows," he says, adding that men's skin concerns now "bear a striking resemblance to those of women".

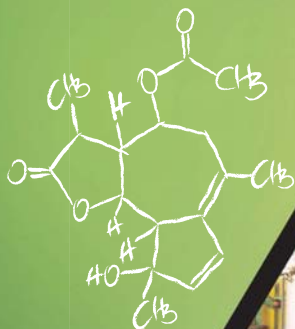
With this in mind, Kanebo launched LISSAGE MEN in February 2015. The products are an addition to the popular LISSAGE brand, which was originally a women's range that addressed ageing-related skin problems by focusing on collagen maintenance.

For middle-aged men, the biggest concern is body odour, with consumers increasingly worrying about 'sume-hara', translated as 'smell harassment', in the workplace or on public transport, boosting sales of products making users smell fresh.

To meet demand for body washes and shampoos with deodorising functions, Mandom Corp has released Lucido and Rohto Pharmaceutical brought out its De OU line.

The men's bath and shower segment in Japan saw the biggest year-on-year growth in men's grooming in 2014, climbing 7%.





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tend to be looking for natural ingredients, but they really want technology-based products that have real science behind them and which deliver on their promises,” comments Anthony Sosnick, founder of cult US-based personal care brand Anthony. “They want to understand what it does, but in a very brief way. They still don’t want too much information.”

In 2015, Sosnick’s brand introduced a genuine novelty to the men’s body care market in the form of its award-winning Anthony No Sweat Body Defense, developed to help the user keep everything ‘fresh and dry down-under’.

“We always try to look at what people need,” Sosnick tells **SPC**. “It not a sexy topic, but guys want to stay fresh and clean down there, and there was nothing really on the market for that concern. There was old-school talc, but it’s messy, gets on the floor and won’t always stay on the skin. So we said, let’s take this need, let’s take this product which is sort of addressing this need but not very well and let’s be different.”

When squeezed out of the tube, No Sweat Body Defense looks and feels like a moisturiser, but once massaged onto the skin, within a minute or two turns into a powder (food grade tapioca) which absorbs the perspiration, oils and sweat. It also boasts a citrus fragrance for all day freshness and confidence.

THE NEW BREED

On the subject of body confidence, **SPC** feels that it would be remiss in not covering the phenomenon of the ‘spornosexual’ and the opportunities they provide for manufacturers. This new breed is, literally, the buffed-up descendant of yesteryear’s metrosexual and his look is influenced in equal parts by the worlds of sport and porn, as the name suggests.

In a 2014 article in *The Telegraph*, Mark Simpson – the writer who 20 years ago coined the term metrosexual – said of spornosexuals: “Their own bodies (more than clobber and product) have become the ultimate accessories, fashioning them at the gym into a hot commodity – one that they share and compare in an online marketplace.”

“When I started writing about male grooming 25 years ago, men

The ‘spornosexual’ is the buffed-up descendant of yesteryear’s metrosexual and his look is influenced in equal parts by the worlds of sport and porn

were grooming to get women. Now guys do it for themselves: for their own self awareness and being,” Kynaston stated during his CEW talk, adding: “There is an acceptance of narcissism among guys, now. It’s okay to be into yourself or admire yourself.”

Beautiful bodies are high maintenance, however. And this is where the personal care industry stands to benefit. For one, the spornosexual trend ties in nicely with male hair-removal. As Kynaston stated: “They [spornosexual men] want great bodies and that also feeds into ‘manscaping’, because in porn you do not see much body hair. Of all the questions I get asked as a beauty journalist, the one I get asked most frequently is ‘how do I shave my balls?’ – the ‘optical inch’ is obviously the cause of the obsession.”

According to Steve Griffiths, Head of Male Shaving & Grooming at Philips UK & Ireland, 19% of UK guys trim their leg hair, 44% shave their chest, 21% shave their feet and toes, and 49% trim or shave their ‘jewels’. However, he adds that while there are plenty of body grooming products out there (including Philips’), men still make do with the tools available: “25% will use scissors to body groom, 60% will use the same razor they use on their face to shave down below and, more worryingly, 15% of men use their girlfriends’ razors.

“It’s becoming much more socially acceptable, but men aren’t using the right tools and from a manufacturer’s and retailer’s point of view this is an opportunity and a challenge,” observes Griffiths.

Another way of catering to this demographic is via body sculpting products; a new brand cornering this market is AB Crew from Deciem, the parent company of Hylamide and Fountain, among others. Created in collaboration with fitness trainer Lazar Angelov, who boasts 2.7 million Instagram followers, its brand message is unashamedly ‘sporno’: “Times have changed. It’s survival of the hottest.”

AB Crew covers fitness, body,

grooming and bath products, which have been developed to fit in with a gym-going lifestyle. The Caffeine Shampoo and Nitro Conditioner with energising rosemary and field mint, for example, are said to be great for pre-workout, while the body care line-up includes AB Carving Gel, Shredding Oil and Cutting Body Hydrator, with the oil and ‘hydrator’ containing a fat-fighting marine complex, as well as High Definition Self Tan to provide a more defined appearance with a masculine scent. Naturally, the line-up also includes non-cosmetic products like AB Carving Protein in various flavours and dietary supplements to kick-start the metabolism and aid fat loss.

While creams and gels to help men achieve a carved-from-rock body are not uncommon, AB Crew’s positioning – that of a hard-core fitness brand that includes topical products within its wider portfolio – is a newer approach, and one we are likely to see more of in future.

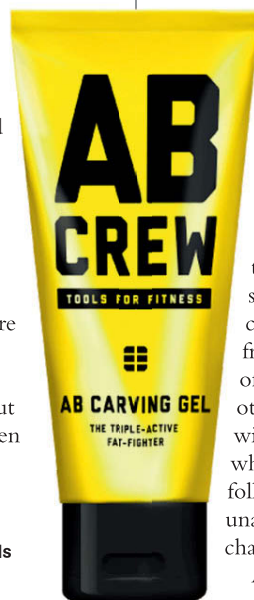
As for the spornosexual, market analyst Datamonitor recently highlighted growing fake tan sales among young men in China as a sign of this demographic’s reach and potential buying power.

LOOK TO THE FUTURE

Other groups to watch in years to come, according to Euromonitor, are generations Z and Alpha. The spending power of Millennials grows as they enter the higher income brackets and they’re also known for their influence over the older generations’ consumption habits. But, for mid to long term strategy, Euromonitor advises brands to look to the boys of generation Z (15-19) and generation Alpha (born after 2010).

“Although it will be a very long time before they enter the higher income brackets, they [generation Alpha] have been growing up in a much more consumption focused society and are active users of both fashion and beauty products at a much younger age, especially generation Alpha who are being raised in a mini-me culture, identifying their style at an early age and growing up exposed to a wide variety of grooming products,” notes Kissane.

Overall, the huge potential offered by brand-hungry and appearance-driven male consumers in markets including India and the Middle East, coupled with influential consumer trends in the west, boosted by guys with a strong sense of style who prioritise the improvement of their appearance (be it via the beard, benchpress or both) means the men’s grooming product market is likely to continue to thrive into 2016. **cb**



The rise of the body-obsessed ‘spornosexual’ has been a boon for companies making hair-removal tools and topical ‘sculpting’ products

After many fits and starts it appears that men are now taking a serious interest in how they look and male grooming products are here to stay. This is based on figures from Euromonitor International that show a 5% rise in sales of male toiletries excluding shaving items in 2013. Mintel reported that approximately 60% of all men between 18 and 34 use facial moisturisers, and in the UK 11% of men frequently use a bronzer.

JUST FOR MEN

Why should men have gender-specific moisturisers? It appears that there are physiological differences that make this a good idea. An **SPC** feature on men's grooming in 2013^[1] reported that male and female skins differ in hormone metabolism, hair growth, sweat rate, sebum production, surface pH and fat accumulation. It was reported that male skin is approximately 20% thicker than female skin and that women have a thicker layer of subcutaneous fat than men. But men lose collagen at a slower rate than women when past middle age. Men are also more prone to develop alopecia, acne and skin cancers, although the latter may be due to generally living a more outdoors lifestyle and taking less care about sun exposure.

Published data supports the hypothesis that male facial skin undergoes significant challenges from environmental insults that lead to a more damaged condition compared with female skin. These changes occur both from acute insults and from the impact of cumulative chronic exposure and appropriate sun protection should be viewed as an important step in male grooming habits^[2].

Skin care in general is aimed at those areas exposed to public view, which in men is the face. The stratum corneum (SC) of facial skin is thinner, being composed of smaller layers of corneocytes than that of the trunk and limbs. It shows unique functional characteristics to provide hydrated skin surface but relatively poor barrier function. There are site-dependent differences in the SC of facial skin; for instance, the cheek shows the lowest trans-epidermal water loss (TEWL) in contrast with the perioral region, which has the highest one. The eyelid is associated with poor skin surface lipids and a thin SC cell layer composed of large corneocytes that brings about high surface hydration but poor barrier function^[3].

In summary, men produce more sebum than women, have drier skin and are more affected by environmental insults, particularly solar radiation. This feature will focus on these attributes and possible



Maketh the man

In addition to shaving-associated issues, men are more prone to alopecia, acne and skin cancers than women. With this in mind, **John Woodruff** provides his pick of the best ingredients available for male grooming products

means of overcoming any problems that they cause. Also the obvious facial difference between males and females is the beard, so some suggestions for mitigating shaving problems will also be discussed.

TAKING THE SHINE OFF

Excessive sebum production leads to skin disorders such as acne, pore dilation and unattractive shininess in both adolescents and adults. Under exposure to environmental oxidants, unsaturated skin lipids are oxidised to form compounds that damage skin and contribute to comedone formation, glutathione depletion, photoageing, inflammatory responses and wrinkling^[4,5]. Sebum production is stimulated by dihydrotestosterone, which is converted from testosterone by

5 α -reductase enzymes. If the activity of 5 α -reductase can be inhibited, sebum production can be reduced.

DermalRx CKW from Biocogent is described as a suitable ingredient to be incorporated in almost any personal care formulation designed to alleviate these disorders. It comprises extracts of *Curcuma wenyujin*/*Curcuma kwangsiensis* rhizomes that are members of the Zingiberaceae (ginger) family, which is related to turmeric. Both species are rich in sesquiterpenoids and research shows that DermalRx CKW potently inhibits 5 α -reductase activities and reduces sebum levels. It also has antioxidant properties, which help protect the skin from environmental issues, and photographs in



the brochure show a significant reduction in facial sheen and redness.

Another material claimed to reduce sebum production through inhibition of 5 α -reductase is Mat-XS Clinical from BASF. It is a synthetic sarcosine in an aqueous/glycolic solution that is shown to reduce shine, tighten pores and reduce sebum secretion when topically applied from a suitable cosmetic base. BASF also supplies Asebiol LS 9853, which is an aqueous/glycolic preparation containing pyridoxine HCL, niacinamide, panthenol, hydrolysed yeast protein, threonine, allantoin and biotin. Although aimed at reducing greasy hair, it also reduces sebum secretion on facial skin.

OPTIMAL SKIN FUNCTION

Products that improve the barrier function of the skin and impart extra moisture are required, but men prefer non-greasy products that are easy to apply, have a pleasing texture and are preferably multifunctional. A survey by Evonik found that the average man spends ten minutes or less preparing for the day, which leaves little time for applying multiple products.

The Evonik survey^[6] also looked at what affected the buying decisions of men and found that 77% looked for product efficacy; 75% looked at the product scent; and 74% were affected by its price. The brand name affected 52% and ingredient claims were important to 35%. The most important claims were to improve dry skin (68%); reduce razor burn (53%); for sensitive skin (51%); and to provide UV protection (51%).

This survey is available from Evonik and besides giving

more details about male skin care requirements it suggests formulations for products such as a Recovery Boost Eye Refresher using Tegosoft SH (stearyl heptonate) to impart a silky smooth and cooling effect; Tego Pep 4-17 (tetrapeptide-21) for reducing the appearance of fine lines and wrinkles; and Tego Arjuna S (*Terminata arjuna* bark extract) to reduce eye puffiness. Full formula details are given including the results of an *in vivo* study illustrated with photographs to show the product efficacy. Similar descriptions are given for shower and shampoo products; an antiperspirant and aftershave; and various facial skin care products.

Soothing and improving the eye area is also the function of Shadownyl from Kemcare. It is an algae extract from *Fucus vesiculosus* that targets an enzyme called haem oxygenase type-1 to encourage it to degrade the dark red degradation product of haemoglobin, haem. It is haem that causes dark circles and Shadownyl catalyses haem breakdown into catabolites, eliminating the dark pigment. The catabolites are also said to have anti-inflammatory, antioxidant and cytoprotective characteristics.

ALL IS CALM

While the need for an efficient moisturiser is obvious, products that can reduce razor burn, soothe irritated skin, and reduce skin redness and the early appearance of wrinkles have extra appeal for male users.

TRIGlyphix Sense from TRI-K is a botanically-based active extracted from *Hordeum vulgare* seeds designed to quell the discomfort and redness associated with skin irritation. *In vitro* and *in vivo* studies show TRIGlyphix Sense delivers superior soothing properties while enhancing the expression of genes involved in barrier function, stress response and repair mechanisms. Visible results of a clinical trial are a significant reduction in skin redness

and subjects reported a reduction in burning and stinging.

An impaired skin barrier leaves the skin feeling dry and itchy, and can activate signalling pathways that eventually lead to skin inflammation. Micro-organisms and allergens can easily penetrate through the broken skin barrier and cause further irritation. An imbalance of the immune system is symptomatic of many skin disorders, including atopic dermatitis, a chronic inflammatory skin disease. Careful skin care can help to control and alleviate everyday symptoms, such as dry, rough and irritated skin, and Mibelle Biochemistry has just been awarded the IFSCC Host award for its research in skin immunology.

This new knowledge was applied in the development of Mibelle's new active, CM-Glucan Forte. Beta glucan [INCI: Magnesium carboxymethyl beta-glucan] from baker's yeast is an active molecule designed to bring the immune system back into balance. When CM-Glucan Forte is regularly applied, the skin's immune system reacts to prevent allergic reactions. The result is flawless and even skin.

Soothing irritated skin is the claimed function for Gatuline A from Gattefossé. It is an extract of *Ranunculus ficaria* or lesser celandine containing triterpenic saponins. Trials show that a single application of an aqueous solution containing 1% Gatuline A reduces erythema redness by 16% one hour after application and by 18% after two hours. A second trial whereby an emulsion containing 1.5% Gatuline A was applied in an emulsion twice a day over 30 days reduced capillary dilation by an average of 23%, and 78% of the panellists noticed a visible reduction in skin redness.

Rahn recommends Defensil-Plus as a first-aid treatment for razor burn that soothes stressed, sensitive and irritated male skin. Excessive inflammation affects the skin barrier function and can eventually lead to accelerated skin ageing (inflamm-ageing).

Men prefer non-greasy products that are easy to apply and multifunctional



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Defensil-Plus is a solution of *Ribes nigrum* (blackcurrant) seed oil, *Helianthus annuus* (sunflower) seed oil unsaponifiables, *Cardiospermum halicacabum* flower/leaf/vine extract, tocopherol, *Helianthus annuus* (sunflower) seed oil and *Rosmarinus officinalis* (rosemary) leaf extract in octyldodecanol that reduces inflammation and replenishes the damaged skin barrier.

Ribes nigrum is also the active in GemmoCalm from IMCD. In this case the active principal is extracted from the buds, which are rich in flavonoids like catechins and proanthocyanidins, which have strong antioxidant properties and prodelphinidins with strong anti-inflammatory properties. GemmoCalm is particularly recommended for post-shave products to sooth razor burn. Catechins and proanthocyanidins are also found in Dragon's Blood from Cobiosa. In this instance they are to be found in a hydro/glycolic extract of the latex from the tree *Croton lechleri*, which has antioxidant properties, and is also claimed to promote collagen production and improve the skin's barrier function.

Improving skin barrier properties and featured in its brochure *Man Stuff*[†] is Cremer Timola from Cremer Care. This extract of *Bulbine frutescens* leaf juice increases keratinocyte activity and improves intercellular activity and lipid synthesis to enhance skin barrier properties. It is also shown to influence aquaporin expression to improve water and glycerol transport in the basal layer of the epidermis.

The stated objective of the 3QP company is the research and sustainable exploitation of the natural resources of Peru for their application in the cosmetics industry. It claims the commitment to grant the highest priority to indigenous botanical ingredients aimed to the economic development of the local communities and under the principles of fair trade. 3QP believes that the SC needs three types of lipids to perform an efficient barrier function: ceramides, cholesterol and polyunsaturated fatty acids (PUFAs). When there is a rupture in the number and compaction of the intercellular lipids, the barrier formed by the skin is permeable.

Linoleic acid is an important precursor of ceramides and is essential for the skin barrier function. Studies carried out demonstrate that, both by topical application and by intake with the diet, PUFAs can restore and improve dry skin. Inka Omega Oil [INCI: Plukenetia volubilis seed oil] from 3QP contains one of the highest concentrations of polyunsaturated fatty acids among all the oily seeds. It reaches an average concentration of 48% content of alpha-

linolenic acid (omega 3), an average of 37% linoleic acid (omega 6) and it also contains approximately 8% oleic acid (omega 9). It is claimed to reduce TEWL, improve the barrier function of the skin, normalise the keratinisation process, prevent DNA damage and restore softness.

BEAUTY & THE BEARD

Also suggested as a beard softener is Kahai Oil [INCI: Caryodendron orinocense nut oil] extracted by cold pressing the nuts of the cacy tree by the Kahai Company. It has a high penetration capability, a dry skin feel and a mild nutty scent. Its high content of natural vitamins E and F and retinol nourishes, softens and repairs damaged skin, and it is recommended for shaving oils and aftershave creams. Olifeel SQ is a high purity Squalene from Brasca that is stable against degradation and colouring. Squalene is a key component of the skin barrier, regulating moisture content and providing elasticity. It is also recommended for shave and post-shave products.

A few drops of Tsubaki oil can be applied directly to soften and condition beards. It is available from the IMCD Group; 82% of Tsubaki oil is oleic acid and it is readily absorbed into beards giving shine, protection, moisturisation and flexibility. Tsubaki oil [INCI: Camellia japonica seed oil] is well-known in Japan and Korea for its hair care properties, providing shine, protection and repair.

SAFE IN THE SUN, SON

Environmental damage is the result of solar radiation. Celligent from Rahn has been especially developed to protect the skin from the effects of UV irradiation and also support the body's own natural repair process to alleviate the symptoms of UV damaged skin. It is a multi-component mixture that includes ethyl ferulate, polyglyceryl-5 trioleate, *Rosmarinus officinalis* (rosemary) leaf extract and disodium uridine phosphate in *Helianthus annuus* (sunflower) seed oil.

Baldness in men is a common result of ageing, but many men also shave their scalps. DSM conducted its own consumer survey and discovered that usually people don't consider applying sunscreen to their scalp, so DSM has proposed a product that will take care of the scalp and protect it

against sun radiation. It is an SPF30 lotion that, in addition to Parsol UV-filters, contains Tilamar Fix A140 [INCI: Acrylates copolymer] to aid substantivity to the hair; ValvanceTouch 150 [INCI: Methyl methacrylate crosspolymer] to reduce the oil/sticky feeling of the high-oil-content formulation for good aesthetics; and Pentavitin [INCI: Saccharide isomerate], a unique moisturising agent that binds to the scalp for added hydration and barrier protection.

INSTA-GROOM

Finally, men may look for a quick fix before an social event.

Liftonin-Xpress [INCI: Hydroxypropyl methylcellulose, pullulan, Porphyridium cruentum extract] from Rahn is described as an innovative, instant tightening and lifting active ingredient based upon the development of edible film used in the food industry. It contains a lyophilisate made from the microalga *Porphyridium cruentum* with macromolecular phyco colloids embedded in a film matrix made from natural polymers. The physical tightening effect is intense, immediately noticeable and lasts for several hours, and Liftonin-Xpress is said to smooth around the eyes by up to 74%.

Only the principal actives in mixtures are listed by their INCI names. Please consult the suppliers for more information. **cb**

Author

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www.creative-developments.co.uk

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FORMULATIONS: MALE ESSENTIALS

FORMULATION 1

For men, Seppic suggests this ultra-soft acid lemon scrub, which has a lemon granita-like appearance and contains Sepimax ZEN, Montanov 82, Proteol APL and Aquaxyl.

INCI name	Trade name (supplier)	%w/w
Phase A		
Aqua/water		Up to 100
Dehydroacetic acid and benzyl alcohol	Geogard 221 (Lonza)	1.0
Xanthan gum	Keltrol CG-BT (Kelco)	0.1
Colourant	Yellow 10 CI47005 (LCW)	Up to
Phase B		
Sodium polyacrylate	Activsoft MS100 (Innospec)	
Phase C		
Cetearyl alcohol and coco-glucoside	Montanov 82 (Seppic)	2.0
Cetearyl alcohol	Stenol C7 (Cognis)	0.5
Caprylic/capric triglyceride	(Stéarinerie Dubois)	5.0
Isononyl isononanoate	Lanol 99 (Seppic)	1.0
Cyclopentasiloxane and cyclohexasiloxane	Dow Corning 345 Fluid (Dow Corning)	3.0
Phase D		
Polyacrylate crosspolymer-6	Seppimax ZEN (Seppic)	1.0
Phase E		
Xylitylglucoside and anhydroxyxylitol and xylitol	Aquaxyl (Seppic)	3.0
Sodium cocoyl apple amino acids	Proteol APL (Seppic)	1.0
Parfum/fragrance	Citron Natco 0807213 (Expressions Parfumees)	0.5

Preparation

Mix phase A ingredients and heat at 80°C. Disperse phase B in phase A. Heat phase C at 80°C. Homogenise C with AB. After five minutes of mixing to emulsify the whole mixture, cool down to 45°C. Add phase E then the fragrance at 25°C.

FORMULATION 2

This paraben-free, leave-in treatment suggested by Lucas Meyer helps stimulate hair growth.

INCI name	Trade name (supplier)	%w/w
Phase A		
Water	Deionised water	78.95
Sodium phytate	Dermofeel PA-12 (Dr. Straetmans)	0.15
Lecithin (and) C12-16 alcohols (and) palmitic acid	Biophilic S (Lucas Meyer Cosmetics)	6.0
Chlorphenesin		0.3
Phase B		
Glycerin	(Interchimie)	1.0
Xanthan gum	Satiexane CX 91 (Cargill)	0.7
Phase C		
Butylene glycol dicaprylate/dicaprate	Dermofeel BGC (Dr. Straetmans)	3.0
<i>Butyrospermum</i> (shea) butter	Lipex Shea (AAK)	2.0
Dimethicone	Abil 350 (Evonik)	1.0
Tocopherol (and) <i>Helianthus annuus</i> (sunflower) seed oil	Dermofeel Toco 70 Non-GMO (Dr. Straetmans)	0.2
Phenoxyethanol	(Jan Dekker)	0.6
Sodium stearyl lactylate	Dermofeel SL (Dr. Straetmans)	1.0
Phase D		
Water (and) butylene glycol (and) dextran (and) acetyl tetrapeptide-3 (and) <i>Trifolium pratense</i> (clover) flower extract	Capixyl (Lucas Meyer)	5.0
Phase E		
Fragrance	Ambiance 2020 (Vanessence)	0.1

Preparation

Heat phase A and C up to 70°C-75°C. Keep phase A under stirring for 20 minutes to hydrate phospholipids. Add phase B into A and stir until the product is thick and homogenous. Add C into AB and stir strongly until the product is homogenous. Cool down under stirring. Add phases D and E below 40°C. Adjust the pH if necessary.

FORMULATION 3

The following formulation from BASF is for a long-lasting sports deodorant.

INCI name	Trade name (supplier)	%w/w
Phase A		
Stearyl alcohol	Lanette 18 DEO (BASF)	18.5
Hydrogenated castor oil	Cutina HR Powder (BASF)	4.5
Cetyl palmitate	Cutina CP (BASF)	29.0
Myristyl myristate	Cetiol MM (BASF)	10.0
Coco-caprylate	Cetiol C 5 (BASF)	6.0
Caprylyl caprylate/caprate	Cetiol RLF (BASF)	4.0
Triethyl citrate	Hydagen CAT (BASF)	5.0
Dicaprylyl carbonate, stearalkonium hectorite, propylene carbonate	Cosmedia Gel CC (BASF)	20.0
Parfum	Scenticaps Dry Crystal (Givaudan)	1.0
Phase B		
Parfum	Summer Zest (Givaudan)	2.0

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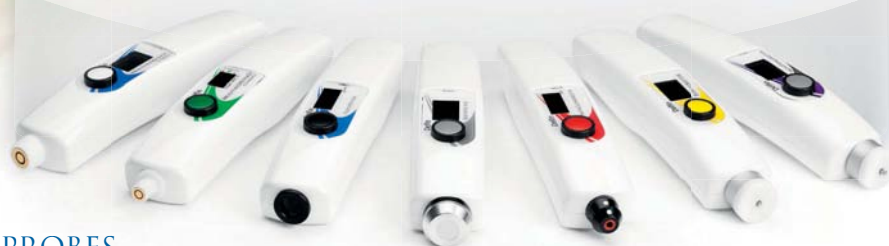
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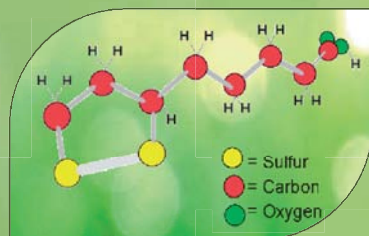
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DMAE 二甲氨基乙醇

DMAE is an antioxidant membrane stabilizer that appears to boost the effects of other antioxidants. As age increases, production of acetylcholine declines, leading to sagging wrinkled skin. Applying DMAE to the skin, results can be seen within minutes, continuing to firm the skin over time, more toned appearance & anti-wrinkle reduction.

二甲氨基乙醇是抗氧化剂膜稳定剂, 可增强其它抗氧化剂的效果。随着年龄增长, 人体内制造的乙酰胆碱数量减少, 导致皮肤下垂, 起皱。将二甲氨基乙醇用于皮肤护理, 几分钟就能见效, 皮肤紧绷能持续一段时间, 还可以减少色素沉着和皱纹。

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The natural way to skin firmness

Valentina Sediti presents a novel ingredient, comprising two natural extracts and a naturally-derived skin permeation enhancer, which prevents oxidative stress and boosts skin firmness and smoothness

Skin ageing is caused by a number of different factors that trigger biochemical and structural changes, finally leading to loss of skin firmness and elasticity. The primary player in these degenerative processes is oxidative stress. It is caused by a huge increase in reactive oxygen species (ROS) which exceeds the capacity of physiological antioxidant systems. Supplementing topical antioxidants can promote a beneficial effect on skin ageing, by counteracting ROS imbalance and preventing wrinkle formation, as well as loss of tightness. The novel natural ingredient XTEND by Sinerga results from the combination of two natural extracts and a naturally-derived skin permeation enhancer. Following *in vitro* and *in vivo* tests, XTEND was found to be able to perform a cytoprotective and extracellular matrix recovery activity, which has led to both prevention of cutaneous damage by oxidative stress and improvement of skin firmness and smoothness.

MECHANISMS OF AGEING

Skin, as the outermost body organ, is particularly affected by all environmental factors during its entire lifetime. The combination of endogenous and exogenous factors leads to cumulative structural and physiological alterations in skin layers, a phenomenon commonly referred to as skin ageing^[1,2].

One of the hallmarks of aged skin is the decrease in skin firmness and the increase in roughness, caused by fundamental changes that occur within the dermal extracellular matrix leading to a loss of architectural uniformity^[3]. These changes

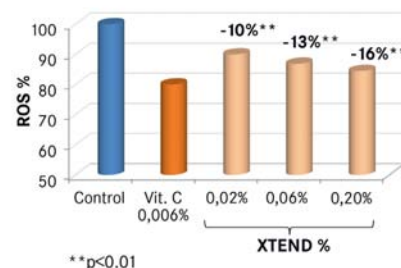
are mediated both directly and indirectly by oxidative degeneration, which generally prevails on anti-ageing physiological adaptive responses^[4]. ROS load in skin is higher than in any other organ and, in many cases, a clear correlation between the ROS originating from external and internal insults and a pro-ageing effect can be found^[5]. Endogenously, mitochondria are the main source of ROS, as already assessed by the mitochondrial free radical theory of ageing^[6], together with the endoplasmic reticulum and peroxisomes^[7]. Likewise, the cytosol has the capacity to produce ROS as a by-product of the arachidonic acid metabolism. Even if the levels of arachidonic acid are relatively low in the skin, inflammatory diseases or conditions such as eventual ageing are able to increase the oxidative load^[8]. As for the environmental factors, UV exposure accounts for up to 80% of both free radicals and ROS release^[9]. In this case, ROS production is mainly driven by UVA since UVB rays do not have the capacity to penetrate to the deeper layers of the epidermis.

In order to prevent oxidative damage, skin has developed some antioxidative mechanisms, most of them being more active in the epidermis^[10], the place where oxidative stress is usually higher. However, extensive and chronic production of ROS can exceed the cutaneous antioxidant capacity, leading to structural damage that may result in skin disorders. Hence, antioxidant supplementation is important to increase skin protection and counteract oxidative imbalances^[11]. In literature the use of phytochemicals with tonic, adaptogenic

and protective functions is well documented in the prevention and decrease of the degenerative processes that cause ageing^[12,13]. Among others, Sinerga has selected two innovative, powerful plant extracts, namely *Pueraria lobata* (kudzu) and *Uncaria tomentosa* (cat's claw), to develop XTEND, a new skin cell and extracellular matrix protection and recovery active ingredient. Obtained from the fine combination of these precious components, XTEND features the beneficial properties of kudzu and cat's claw delivered by tetrahydropiperine, a permeation enhancer which improves the skin's ability to capture active ingredients^[14,15]. Cat's claw extract has been chosen for its anti-inflammatory and rejuvenating properties that are already known in literature^[16] and seem to be also

FIGURE 1

Antioxidant activity of three XTEND concentrations and vitamin C used as positive control





related to an outstanding ability to inhibit cyclooxygenase-1 and cyclooxygenase-2^[17], two important enzymes involved in the arachidonic acid pathway. Kudzu root extract is able to synergise cat's claw activity by both preventing inflammation^[18] and performing an anti-glycation activity^[19]. This article describes the investigations carried out with XTEND and its ability to defend skin cells from oxidative damage and consequently protect skin matrix from degradation, promoting the maintenance of an organised structure, which prevents sagging caused by density loss.

MATERIALS & METHODS

In vitro

The human keratinocyte cell line (HaCat)

was used to test XTEND antioxidant activity, prepared at the concentrations of 0.0185%, 0.0556%, 0.1667% w/v in complete medium. The antioxidant activity was evaluated through its ability to reduce ROS formation after the use of an oxidative stressor (UVA). For the measurement of ROS formation, the method described by Boulton and colleagues^[20] based on the transformation of the dihydro-2'-7'-dichlorofluorescein diacetate (H2DCF-DA) into a fluorescent molecule (DCF) in the presence of ROS, was applied. DCF is a highly fluorescent compound which can be detected by flow cytometry and whose intensity is proportional to ROS level.

In vivo

The test was performed on 20 healthy female volunteers, aged 35-65. Two

formulations, one 5% XTEND gel and one placebo gel, were applied on half a face each, twice a day, for four weeks. The test was performed as a randomised single blind study. Instrumental measurements of skin hydration, echogenicity and roughness were performed at the baseline and after two and four weeks of treatment. The resulting values were assessed by means of Primos Pico Optical 3D Skin Measuring Device (GFM), Corneometer CM 825 (Courage & Khazaka) and DermaScan C (Cortex Technology). The measurements were carried out in a temperature and humidity-controlled room. All the instrumental data was statistically compared by means of ANOVA and Bonferroni Test, while the variations were statistically compared by means of t-test. At the end of the four-week treatment, the volunteers were asked to fill in a questionnaire about the performance and the tolerability of the products.

RESULTS

The results obtained from the *in vitro* test, shown in figure 1, demonstrate that the product XTEND, at the three tested concentrations (0.0185%, 0.0556%, 0.1667% w/v), is able to induce a significant reduction of 10%, 13% and 16%, respectively, of ROS formation after the 24-hour treatment and subsequent exposure to UVA (1J). These results indicate that XTEND is able to perform a cytoprotective activity by counteracting the formation of free radicals and oxidative damage.

This efficacy was further investigated by the *in vivo* test, which was aimed at assessing the variation of visible skin biomechanical and profilometric parameters resulting from oxidative stress damage. After two weeks from the beginning of the treatment, a statistically significant increase of 11% in skin echogenicity was reported. This improvement was found to be doubled after four weeks (figure 2).

The improvement in echogenicity is directly related to an increase in tissue density, depicted in figure 3, showing an example of digital images captured by Ultrasound Scanner Dermascan C Ver. 3 during the treatment with 5% XTEND. As a consequence, skin roughness decreased over time, because of the reduction of epidermal damage and improvement in tissue architecture and plumpness. The increase in skin turgor was also related to a significant intensification in skin hydration, which improved 20% in two weeks and 25% in four weeks in comparison with the placebo.

FIGURE 2

Skin echogenicity improvement after a treatment with 5% XTEND gel and the related variations in comparison with placebo

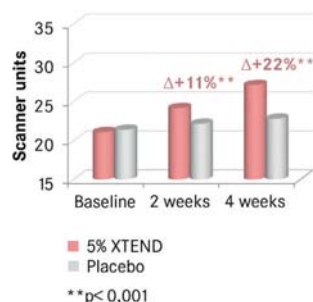
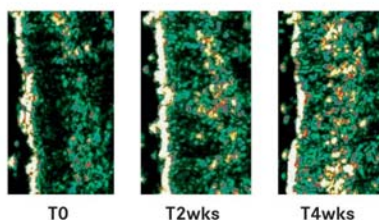


FIGURE 3

Digital images of skin echogenicity referred to the area treated with a 5% XTEND gel at baseline (T0), after two weeks (T2wks) and after four weeks (T4wks)





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SKIN EVOLUTION

XTEND's efficacy in relieving skin from external signs of oxidative and free radicals damage was further shown by the high resolution images obtained by Primos Pico Optical 3D Skin Measuring Device. Figure 4 displays a visible reduction in the depth of crow's feet at the end of the treatment with 5% XTEND gel. As shown in the picture, green/blue areas representing skin depressions have been considerably diminished.

Taken together, these results indicate that XTEND is able to perform a cytoprotective activity and to prevent cutaneous degradation by oxidative stress. At the end of a four-week treatment, skin appears firmer and plumper with a smoother surface, as wrinkles and fine lines appear less evident.

CONCLUSION

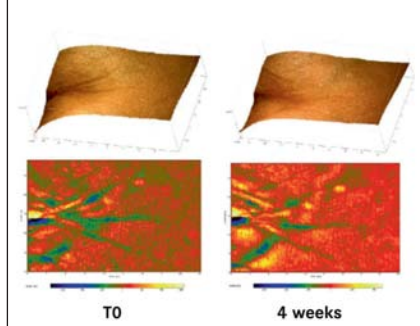
As the outermost body organ and being a highly metabolic tissue, skin represents one of the main targets of a variety of damaging molecules which originate in the exterior environment, in the skin itself and in various endogenous sources. Among the others, oxidative stress is one of the main factors that cause cellular damage and alteration of skin biomechanical properties that induce tissue senescence.

Skin ageing appears to be the result of two types of ageing, one more related to genetics and to cellular metabolism (intrinsic ageing) and one generated by a variety of other factors, such as smoking, sun exposure, alcohol consumption, dietary habits and other environmental and lifestyle factors (extrinsic ageing). Although triggered by different mechanisms, both intrinsic and extrinsic ageing are driven by ROS that accumulate over time, overwhelming the physiological antioxidant defenses.

The disruption of the homeostasis between reactive molecules production and the effectiveness of defense and repair systems leads to the impairment of dermal extracellular matrix and loss of efficient cell turnover. Visible outcomes are represented by the appearance of fine lines, wrinkles, loss of firmness and increased skin roughness.

To help skin overcome this inevitable fate, a valuable aid is represented by topical and dietary supplementation with antioxidants. Plants are a natural source of protective molecules that can also be suitable and efficient for human physiology. Since ancient times herbal remedies have been applied to achieve several health benefits taking advantage of their antioxidant components. Starting from this assumption to create a superior skin care

FIGURE 4
Visible reduction in the depth of crow's feet after four weeks' treatment with 5% XTEND gel



ally, Sinerga has developed XTEND, a powerful and boosting ingredient characterised by an enhanced skin permeation attitude that maximises its efficacy. Exploiting the synergic combination of kudzu and cat's claw extracts with protective and adaptogenic properties, XTEND was created to defend and recover skin structure, preventing the worsening of skin ageing triggered by oxidative damage.

Its activity was investigated both *in vitro* and *in vivo* to evaluate and substantiate the real potential of this ingredient. XTEND's efficacy in counteracting oxidative stress was first assessed *in vitro* onto human keratinocytes and further proven *in vivo* by a significant increase in skin density, reflecting a real improvement in dermal structures. XTEND has been demonstrated to be able to slow down chronological ageing and photoageing processes, visibly improving skin firmness and evenness. **cb**

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More than skin deep

Organic beauty is evolving thanks to a combination of great sophistication in both ingredients and marketing. This in turn is driving consumer demand, as **SPC** reports

The organic beauty sector has traditionally thrived on the safe ingredients ticket; certified products must meet strict standards for formulation and manufacture in order to use the much-revered marque of a certifier, but things are evolving.

The market has seen the growth it enjoyed pre-recession return with strong double-digit growth and the number of brands actively seeking out certification on the rise. According to the Soil Association's 2015 *Organic Market Report*, sales of its certified organic beauty products jumped 20% in 2014, to reach just over £44m. The number of applicants it received grew 51%, not a mean feat for a niche market with high standards and the early indications show that 2015 will be much the same.

Consumers have also helped boost sales, voting with their wallets as greater retail and media visibility has put organic products front of mind. Key to this latest surge in popularity has been the growth in the wellness sector with consumers taking a more holistic approach to their health combining food, exercise, fashion and beauty, all with a green, clean leaning. Interestingly marketing is also focusing on the environmental and social benefits of organic, with more emphasis being placed on the sourcing of ingredients.

"Organic covers the www. of beauty," explains Lou Green, Head of Sustainability at Neal's Yard Remedies. "Firstly, these products work. We now have clinical data to prove this, a first for the organic beauty

industry. Secondly, organic beauty products are better for workers as no pesticides are used in the growing of the crops. Workers in developing countries often have little or no protective clothing and can be exposed to dangerous chemicals. With organic that's not the case. Finally, organic is better for wildlife. There is 50% more wildlife found on organic farms which protects nature for future generations."

"We are increasingly seeing more interest in where our products come from, not just our food but our beauty products too," explains Emma Reinhold, Trade Relations Manager at the Soil Association. "Consumers are asking more questions about sustainability and are putting ethical matters into their purchasing criteria. It's the antidote to conspicuous consumption."

The Soil Association recently highlighted this during Organic Beauty Week, a weeklong festival promoting organic beauty brands and educating consumers about all things organic.

"There is huge consumer appetite to know more about what organic actually is. The industry has been at the mercy of greenwashing for so long now that the organic message has got lost. We launched the Campaign for Clarity in response to this and to reclaim organic for those brands who really want to invest in integrity, environmental and social improvements to this industry."

Environmental awareness will also get a boost with the opening



Pai Skincare and Odylrique are examples of the 'new organic', whereby organic beauty products are primarily positioned in terms of their efficacy; both brands were developed for sensitive skins as an alternative to 'medicinal' solutions

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of the United Nations Climate Change Conference COP 21 in Paris this month. At the time of writing, it is still planned to go ahead after the atrocities in Paris in November, and has the challenging objective of achieving a legally binding and universal agreement on climate, which will no doubt affect the beauty industry in the coming months. Organic beauty then, stands to benefit.

Popular claims currently used by brands include the ethical sourcing of ingredients, green chemistry, sustainable packaging, organic and sustainable production methods, water management and a reduction of carbon footprints, according to research analyst, Organic Monitor. Interestingly climate change and carbon footprint is becoming more prevalent.

SEGMENTING TO SUCCEED

While green and social considerations are proving popular with consumers, a new breed of organic beauty product is emerging, where 'organic' is not always the main marketing message. Specific product benefits are becoming more prevalent on packaging, with sensitivity claims topping the list.

British brands Pai Skincare and Odylique have played the sensitivity card with considerable success. Pai founder Sarah Brown created the brand after suffering from urticaria and couldn't find sensitive skin care that didn't have a medicinal positioning. "I literally had to throw out my entire beauty regime overnight and start again but I was disappointed by the sensitive skin options around so I created my own. We are a sensitive skin care brand first and an organic brand second. But of course there is an affinity," she explains. Similarly, Odylique (formerly Essential Care) was born out of a need for sensitive skin solutions, which founder Margaret Weeds discovered in organic ingredients.

Elsewhere organic positioning has expanded into new areas of the beauty world. Skin & Tonic has kept things simple with its brand positioning; products contain no more than seven ingredients, proof that their mantra of less is more can definitely ring true. The products are also certified organic by the Soil Association. Another newcomer to the market is SKN-RG, which positions itself as a high performance organic skin care brand. The packaging is sleek and modern with a strong scientific, results-driven message. Products include Organic Cellular Balance Toner, Super Rich Collagen Boosting Face Mask and Organic PRO Serum Concentrate.

While the market may be segmenting, the 'free from' message still remains a key

Soil Association-certified Skin & Tonic's USP is its simplicity. Founded by Sarah Hancock (pictured with partner Josh), Skin & Tonic products contain no more than seven ingredients



driver for the sector. According to Organic Monitor, 90% of UK consumers of natural and organic beauty products say 'avoidance of synthetic chemicals' is important or very important to them. Certification is increasingly important too, with 43% stating they look for assurance symbols and logos on personal care products – up from 33% in 2007. The Soil Association symbol is the most sought after for certified products, with nearly 30% of shoppers saying they look for it.

Globally, Organic Monitor values the market at US\$10.4bn, with certified products making up \$3bn in Western Europe alone. This only equates to a 1% share of the global beauty market but with greater segmentation, a hallmark of the non-organic beauty market over the last decade, the organic market looks set to follow in hot pursuit of a greater market share.

FACING THE FUTURE

The huge groundswell in the health and wellness market has no doubt helped raise awareness of organic beauty, with bloggers and social media starlets leading the charge in this greater visibility, primarily in food but moving rapidly into beauty. To put it bluntly, organic is now sexy, with food bloggers like Deliciously Ella and Hemsley + Hemsley the poster girls of the cause and a growing collective of green beauty bloggers using social media airwaves to extol the virtues of organic beauty. They even have their own hashtag, #gbblogger.

Bringing organic to the mainstream has moved the industry from the niche into a highly sophisticated, marketing-driven machine. "Natural trends that once would have remained confined to the specialty food sector are now rapidly scaling up to the mass market, and are having an immediate impact on beauty, apparel and

even architecture," says Lucie Greene, Worldwide Director of the Innovation Group. "What began as a philosophy in food is now infiltrating virtually every lifestyle category. Natural products are no longer seen as niche alternatives, but are aspirational. We're seeing a renaissance of new products that meet this demand, and consumers are willing to pay accordingly."

The Innovation Group has found that 80% of US millennials and 83% of US consumers with children under six are willing to pay more for natural and/or organic food and beverages, with 69% of consumers stating they don't believe products labelled 'natural' are truly natural, suggesting that brands will have to work harder to win them over.

The link between organic food and beauty is getting more pronounced, with superfoods such as avocado, kale and pumpkin now featuring in ingredients lists for organic beauty products. Organic brand Nourish, for instance, has created a collection of skin care products based on kale, while organic food and beverage brands such as Pukka are distilling the beauty and wellbeing benefits of their teas and supplements. The benefits go both ways.

With the organic beauty market riding high and enjoying the newfound visibility that the wellness trend has brought, the market looks set to flourish. A more sophisticated focus on positioning, packaging and marketing puts it in the running for one of the best success stories to come out of the beauty industry for years. And as more conventional brands eye the growth opportunities that organic beauty represents, we can expect to see much more from this sector. The challenge will be to keep the integrity of organic intact whilst still being able to scale it up. **cb**



Cosmetics and personal care product companies face a growing range of ethical standards that can assure consumers that products are, for instance, truly natural and organic, sustainably supporting farmers and not tested on animals. But while the differing criteria can be daunting, such standards can add value to products. Natural and organic standards are also seeing some harmonisation.

Amarjit Sahota, President of organic products consultant Organic Monitor, says the proliferation of ethical labels is a global trend. "In the cosmetics industry, most developments have been in Europe and North America, where a number of ethical labels represent some sustainability/ethical attributes. The trend is weaker in Latin America and Asia. However, it is slowly catching on."

Standards and ethical labels can add value to cosmetics and personal care products by assuring consumers that the products are held at a certain level of quality and have been produced according to those standards, Sahota adds.

"Natural and organic are by far the most popular ethical labels in the cosmetics industry," he notes.

STREAMLINING CERTIFICATION

Some of the key certifiers of organic and natural cosmetics and personal care products have been developing a harmonised, international standard called COSMOS. The founding organisations are BDIH (Germany), Cosmebio (France), Ecocert Greenlife (France), ICEA (Italy), and the Soil Association (UK).

Valérie Lemaire, Ecocert's General Manager, tells **SPC** that the COSMOS team is now focused on educating the industry on the standard, explaining its criteria and benefits for consumers and producers. The goal is that by 2017 these associations will be certifying all newly accredited products under COSMOS. Until then, products that have not been altered since they were accredited can continue using existing standards, such as Ecocert's. "Once the manufacturer changes the formula, the products will have to be certified according to the COSMOS standard. The life of a product without reformulation is generally three years for a cosmetic," explains Lemaire.

This standard bans the general use of nanomaterials, gamma and x-ray irradiation, and primary inputs that are GMOs (or their derivatives). Animal testing of cosmetic products and ingredients (except where required by law) is prohibited.

Other criteria include rules on primary and secondary packaging. Companies must

"minimise the amount of material used; maximise the amount of material that can be reused or recycled; and use materials with recycled content where possible," says the standard. Chlorinated plastics and those containing styrene are generally banned.

"For the consumer, it's really a guarantee. We can assure that all the ingredients have been manufactured in a sustainable way and the origin is natural and/or organic. We assure also transparency on label and content," says Lemaire.

THE REAL DEAL

Kitty So explores how ethical standards are spreading across the global personal care product sector

One challenge in certifying organic and natural cosmetics is in countries that do not have strict regulations for cosmetics. For instance, companies based in India, China and South America would need training in how to verify and track the inputs in their cosmetics, she notes.

That said, there is growing interest to pursue certification in South America, which has local access to significant amounts of natural and organic raw materials. "For the moment, they buy a lot of cosmetics from France or Europe. I think they have the raw materials, so it's very important in such countries to develop local cosmetic manufacturers," says Lemaire.

ORGANIC AS STANDARD

One key player in developing such standards, of course, is the Geneva-based International Organization for Standardization (ISO), but its standards are not compulsory and private bodies neither have to fall in line nor agree with its guidance. ISO is developing a standard on technical definitions and criteria for natural and organic cosmetics ingredients and products (ISO/FDIS 16128-1 – FDIS means 'final draft international standard'), in which Ecocert and COSMOS have been involved and represented the organic cosmetics industry. Lemaire warns that the criteria being developed may be too relaxed, potentially allowing chemical solvents and genetically modified organisms (GMOs). "We are fighting. We have voted 'no' to say COSMOS and Ecocert are against the current proposal. I think we really have to



fight this type of initiative, anytime it tries to decrease the criteria for natural and organic cosmetics,” she adds.

CLARIFYING CRITERIA

Regional standards are also being developed. For instance, Brussels-based label Natrue offers an organic and natural label, which companies may use if at least 75% of all finished cosmetic product formulations in a brand's portfolio are compliant with the association's standard. It is closely linked to European Union (EU) legislation, but non-EU companies can be certified, if they qualify.

Natrue has three categorisations of natural and organic cosmetics: natural cosmetics; natural cosmetics with an organic portion (meeting natural requirements plus sourcing a minimum of 70% natural substances and derived natural substances from controlled organic farming and/or wild collection); and organic cosmetics (meeting previous requirements plus at least 95% of natural substances and derived natural substances coming from controlled organic farming and/or wild collection).

Products must first and foremost comply with the EU cosmetics products regulation's (1223/2009) requirements on product composition, safety, efficacy and labelling, says Dr Mark Smith, Natrue's Scientific & Regulatory Manager.

Additional requirements to strengthen the standard include, for instance, that surfactants such as cleansing products must be biodegradable, according to the EU regulation 648/2004 for detergents. Natrue also requires companies using its label to follow the EU's ban on animal testing on finished cosmetic products and also EU bans on the use of GMOs in organic products, as within the EU organic regulation 834/2007.

Natrue has 47 members in 18 countries, covering about 200 brands. Of those brands, 17% are non-EU brands.

With such a detailed standard, brands have to keep a close eye on supply chains. “You have to make sure you can demonstrate that your ingredients are compliant with requirements,” stresses Dr Smith.

ETHICAL LABELS PROLIFERATE

Companies are also increasingly seeking anti-animal testing accreditation. “The big change for global manufacturers has been the ban on animal experiments in Europe. That's changed the landscape a good deal and led to similar discussion in many other countries,” says Dr Nick Palmer, Director of Policy at UK-based certifier Cruelty Free International.

It accredits companies that do not use

animal testing with its ‘Leaping Bunny’ certificate. The accreditation can only be offered if all of a cosmetic company's branded product ranges comply – companies cannot accredit only individual brands, ranges or items.

Criteria for producers include setting a fixed cut-off date after which none of their products or ingredients will be tested on animals; proving they can verify that manufacturers and suppliers are not testing on animals; regularly passing an independent audit to verify their compliance; and providing assurances annually that they continue to comply. There are more than 600 ‘Leaping Bunny’ cosmetics and personal care companies.

Another emerging area in ethical standards for cosmetics and personal care products is for fairly traded inputs. “Over 200 Fairtrade-certified natural ingredients can be used in cosmetic products – such as cocoa butter, shea butter, almond oil or honey and also by-products like beeswax or coconut oil,” says a spokesperson for Germany-based Fairtrade International.

The Fairtrade mark helps assure consumers that the people in a company's supply chain are paid fairly and benefit from trade, according to a spokesperson. Fairtrade farmers receive a ‘Fairtrade Minimum Price’ and a ‘Fairtrade Premium’ for their products, which aim to ensure “fairer trading conditions needed to combat poverty, strengthen their positions and improve their livelihoods”.

Certified Fairtrade cosmetic ingredients must come from Fairtrade-certified farmers, although the mark recognises that the majority of ingredients in a personal care product cannot be fair trade – for instance water and synthetics. So relatively low minimum levels of Fairtrade inputs must be present to qualify: at least 5% of formulations in leave-on products and at least 2% in wash-off products. However, “many... contain high percentages

of Fairtrade ingredients, such as soap with 50% Fairtrade shea butter or pure Fairtrade argan oil”, adds the spokesperson.

Certified producers include the Ghana-based Akoma Cooperative Multipurpose Society, which provides shea butter, while the Cooperative Tighanimine in Morocco, produces argan oil. Fairtrade certified cosmetics are available in Canada, Denmark, Germany, New Zealand, Sweden and the UK, according to the Fairtrade spokesperson. The organisation works with Germany-based auditing body FLO-Cert to check farmers' compliance, along with companies in the supply chain, including an on-site audit prior to certification. Certified producers are then audited at least twice in a three-year certification cycle, in addition to unannounced audits by FLO-Cert.

Meanwhile, personal care product companies in Asia are adopting ethical standards, mostly from Europe, according to Organic Monitor. “A growing number of Asian companies are adopting natural and organic cosmetic standards,” says Sahota. For instance, Cruelty Free International recently accredited China-based company Bayankala and Russia-based Levrana.

Dr Palmer notes it is now possible for Chinese companies to meet the cruelty-free standard since the government ceased mandatory animal testing in 2014 for most cosmetics products produced and sold in the country. **cb**



Interest in natural, organic and ethical standards, such as COSMOS, Natrue, Fairtrade and the ‘Leaping Bunny’ is growing globally among brands and consumers



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Mainland Chinese consumers may be fond of organic and natural cosmetics and toiletries – a counterpoint to the pollution and contamination many face in their daily lives – but animal testing rules are making these lines hard to purchase in local stores.

China changed its rules on animal testing for personal care products such as make-up, fragrances, skin, hair and nail care lines last year; since 30 June 2014, animal testing for ordinary cosmetics produced and sold inside China has no longer been a requirement. And while the same applies for cosmetics purchased on foreign e-commerce sites for shipment to China, animal testing is still required for imports for retail sale. These experiments must be carried out on finished products and ingredients by labs approved by the CFDA (China Food and Drug Administration), even if they have been assessed as safe, and used or marketed in other countries.

Furthermore, since February 2012, cosmetics imported for the first time face a mandatory test by the China Inspection and Quarantine Services (CIQ) to ensure labelling and testing is correct – and it must declare animal testing has taken place – not good marketing for organic and natural products.

The result has been western brands of natural and organic cosmetics, including Weleda, Lavera, Pangea Organics, Logona and Juice Beauty, being withdrawn from mainland China. Owned by L'Oréal, The Body Shop had opened stores in Chinese airports – where products are not subject to the same animal testing requirements for general sales – but closed the stores when it became aware the products may be subject to post-market testing, potentially on animals.

Those brands choosing to accede to China's regulations to tap the country's US\$27bn cosmetics market have faced criticism from animal rights groups: Avon, Estée Lauder and Revlon were removed from the People for the Ethical Treatment of Animals' (PETA) list of cruelty-free companies because it found the firms submitting to Chinese animal testing. Another ethically-minded L'Oréal brand, Kiehl's, has been very successful in China and continues to operate in the country, however.

This is tough for the personal care product sector because mainland China is the number one market within a \$1.6bn Asian market



A market untapped

Why is China lagging in natural and organic sales? **Mark Godfrey** investigates

for natural and organic cosmetics, according to expert group Organic Monitor.

HONG KONG: A NATURAL DESTINATION

By contrast, such problems do not exist in Hong Kong, which remains a key centre for mainland Chinese retail tourism. There is a marked difference in the cosmetics brand offerings in the IFC (International Finance Centre) Mall in Hong Kong compared with the IFC Mall in Shanghai

(both developed by Hong Kong's Sun Hung Kai group). Yet consumer Liu Shan tells **SPC** that she visits both on a regular basis. An accountant at the Chinese operations of APP – an Indonesian paper conglomerate – she follows fads and new product trends on her frequent visits to Hong Kong where her favourite stores include The Body Shop and Aveda in the special administrative region's Lan Kwai Fong district. She is not alone – cosmetics are high on the list of purchases for the millions of mainland Chinese tourists who come here to shop. Aside from lower prices, due to zero sales tax in Hong Kong, mainland consumers are drawn to organic and natural brands which are not available in mainland China.

The organic concept is a very easy sell for mainlanders, says Liu, “because everyone in China faces bad air pollution and unsafe food all the time, they want to seek natural remedies and health solutions”.

Demand has risen, given the increased awareness among Chinese consumers of the impact of air pollution, as well as controversial ingredients, such as parabens and formaldehyde. There is a great cache associated with western products, according to a floor manager at the Shimao mall outlet of Mannings (a Hong Kong-based personal care chain) in Beijing. She says: “There have been many reports on



Western organic, natural and ethical brands, including The Body Shop, Weleda and Lavera have withdrawn from mainland China due to its animal testing policy



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Chinese TV about dangerous chemicals in shampoo and soaps and creams; we get a lot more questions about what's in the products than two years ago."

BEWARE OF GREENWASHING

Despite companies boycotting mainland China because of its rules on animal testing, there is a clear demand among consumers here for organic products. However, there is little awareness of what constitutes a bona fide organic ingredient. Likewise, there is little in-store labelling advising consumers about such issues, explains Mei Gräfe, Managing Director at German-based Intergate Consulting, which advises cosmetics firms seeking to sell in China. A key problem is the lack of certification in China. "People are not entirely sure what organic is... they believe it is products with plants in them," Gräfe comments.

Greenwashing is a major problem in China: lots of local companies and brands have come out with organic and natural themed products with dubious justification. It is for that reason that retailers are demanding certification schemes, stresses Gräfe. There are numerous firms selling cosmetics and personal care products on Chinese e-commerce sites as 'organic' – but many of these brands do not feature China's official organic logo authorised by the China Organic Food Certification Center (COFCC), which is a government agency that answers to the Certification and Accreditation Administration of China. For instance, the China-made Hanhoo brand sells an 'organic' activating skin cream and the Sonvi brand markets an 'organic' 150ml moisturiser for Chinese yuan renminbi RMB109 (\$17.23) on Taobao.com – but the packaging, in Mandarin and English, does not feature official Chinese organic certification.

Among the local firms cashing in on the demand for organic skin care is Fu Ru Quan, a firm which produces a camellia-based skin oil sold online and in shops across China as 'organic pure oil' ('organic' is written in English and Mandarin on its packaging). Yet the firm, based in Jiangxi province, has also not secured Chinese organic certification.

It does, however, apply a government-approved 'Green' logo on its packaging, claiming its plant ingredients are cultivated in an environmentally friendly way. Established in November 1992 under the Ministry of Agriculture, the China Green Food Development Center oversees two 'Green Food' standards: A, which allows some use of synthetic agricultural chemicals, and AA, which is more

stringent. Green Food standards do not meet the criteria of the International Federation of Organic Agriculture Movements (IFOAM), the world's leading organic standard-setter.

WHAT STANDARD?

Indeed, products carrying internationally recognised organic logos are rare on shop shelves in China. As with the concerns about animal testing, the deterrence has emerged once again from domestic regulation. The Chinese government overhauled its organic certification system in 2012, adding time and money-consuming burdens for international companies, particularly the smaller ones. "International brands have to secure Chinese organic certification to enter the market," explains Zhou Zhejiang, Asia representative of IFOAM and consultant to China's government-run Organic Food Development Center. Brands seeking to import into China now face a "complex and time consuming" regulatory process involving the CFDA and the Certification and Accreditation Administration. The 2012 rules cleared many small players from the market, but also made the chances of bona fide organic-certified distribution in China more expensive, according to Zhejiang.

There are 23 organisations in China authorised to certify organic products, with COFCC being the best known. Brands claiming certification are required to display on packaging the Chinese Organic Food insignia – a logo issued by the Organic Food Ratification Committee, appointed by the State Environmental Protection Administration (SEPA).

CHINESE CONSUMPTION, INTERNATIONALLY

Regulation aside, however, the Chinese organic cosmetics market is full of opportunity, given the growing demand, with the Chinese market not as mature as in Japan or South Korea, says Gräfe. Meanwhile, Chinese tourists are major spenders across the region, particularly in member states of the Association of Southeast Asian Nations (ASEAN), where sales of organic-themed cosmetics are growing at 9.5% per year, according to researchers Future Market Insights. Crucially, China has become the top source of foreign tourists into Thailand, according to ASEAN data. And China has a free trade agreement with ASEAN countries, allowing for tariff-free trade in many product categories into China.

There is, meanwhile, a further international impact of China's organic

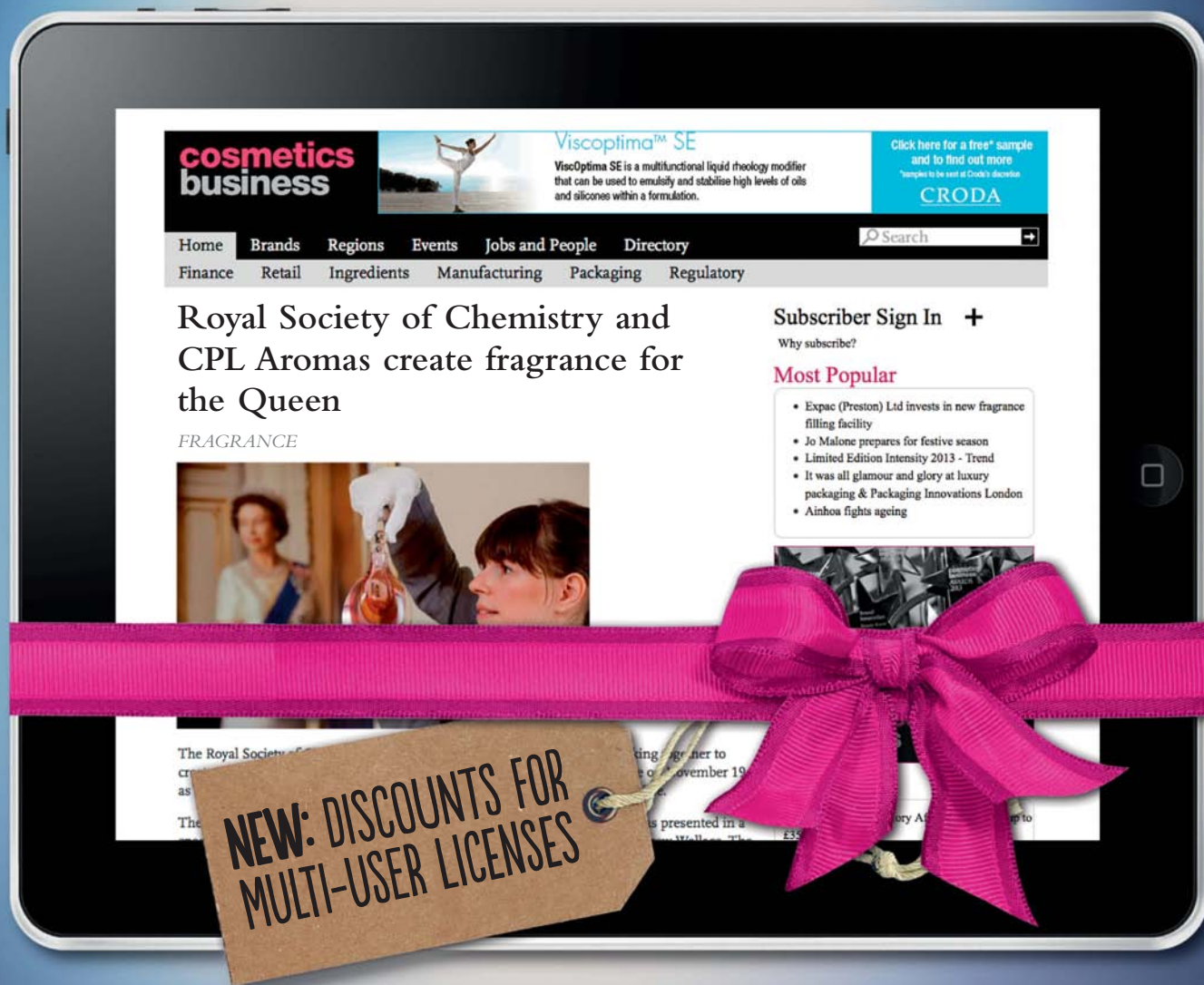


Chinese consumers in big cities such as Shanghai seek natural remedies and solutions for the high levels of pollution they face every day

trends, with local exporters seeking overseas markets. One local brand quick to cash in on the natural trend is Herborist, a brand owned by cosmetics company Shanghai Jahwa United Ltd. The brand, which stresses its roots in herb-based traditional Chinese medicine, has been pushing sales at home with its sponsorship of the popular Chinese TV show *Set Out, Love*, and has also launched in the US. A survey of 2013 data from web services firm Baidu showed the top search for organic cosmetics that year was for China's Inoherb, followed by France's Avène and third-placed Herborist.

There are other signs of China's cosmetics market having a global dimension: the purchase by Shanghai-based conglomerate Fosun of Israeli-based Ahava is premised on selling the company's Dead Sea mineral cosmetics in China. Whereas Ahava has faced censure from European Union authorities for its use of occupied Palestinian land, this cuts little ice in China: "Fosun purchases brands which have sales potential in China," according to a company announcement on the deal.

There is a lot at stake, given Asia now accounts for 28% of global cosmetics and toiletries – similar to the figure for western Europe, but growing at a faster clip. The global organic personal care products market was worth an estimated \$7.6bn in 2012 and will grow at an average annual rate of 9.6% per year, to reach a value of \$13.2bn by 2018, according to a recent report by Transparency Market Research. Key segments include cosmetics, oral care, hair care and skin care. **cb**



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China tackles claims confusion

China has updated its advertisement law to tackle misleading claims, particularly those online. **Mark Godfrey** investigates

Anyone who leafs through the morning papers in Beijing will realise that China's obsession with looking good has turned into a massive industry. Top selling morning papers such as the *Beijing News*, print pages of advertisements for breast enlargement, double eyelid treatment, skin treatments and hair growth products.

Beauty adverts routinely vie with real estate as the top advertising category in page terms in most Beijing newspapers – and they are still there, three months on from the enactment on 1 September of a tough new advertising law aimed at protecting consumers from false claims and misleading adverts. It is effectively an amendment of an earlier Advertising Law issued in 1994.

The new legislation brings in some interesting changes; under the new law advertisers are no longer allowed to use terms such as 'best', 'biggest' or 'China's leading'.

DON'T BELIEVE THE HYPE

Many in the cosmetics industry have been struggling to adapt and to understand the law. A PR executive at EverCare Company, one of China's largest chains of plastic surgery clinics, explains that adverts for 'China's firmest breasts' had to be pulled alongside an advert positioning the clinic as China's 'most successful' (nearest translation from Mandarin) provider of surgery to create double eyelids – an accepted mark of beauty in China. "We have had to struggle to understand the terms that are allowed

and this is an inconvenience given we place a lot of advertising," says the executive.

"This law is the result of years of excessive use of fake advertising in China," says Thibaud André at Daxue Consulting, a Beijing-based research firm. Indeed, in January 2015 (even before the new law came into force), China's State Administration for Industry and Commerce (SAIC) announced it had dealt with 26,700 cases of false advertising, false propaganda and false representation in the previous year alone.

The number of false advertising cases has been growing in the past five years, according to André. But the government signalled it was losing patience this March when the Shanghai SAIC office slapped a Chinese Yuan Renminbi RMB6m fine (US\$940,080) on Proctor & Gamble for running a television advertisement showing a Taiwanese celebrity boasting that her shiny teeth were visibly whiter after just one day of using Crest toothpaste. The SAIC found that the alleged visual 'whitening' effect was down to computer editing and thus false advertising.

The amended legislation broadens the definition of 'false advertising' by expressly prohibiting both false and misleading advertising content. The new law also holds retailers accountable for false advertising and the law now explicitly covers online advertising, according to Huang Xinmin, Deputy Director General of the Department of Advertisement, Supervision and Management at the SAIC, which is

overseeing the new legislation.

The new law is detailed enough to be hard to elude, says André: "Previously, there was only one sentence in the official text to define false advertisement. In the new advertising law, there are very detailed definitions and clear descriptions of what is considered as false advertisement. Also, the new law ensures that the firm doing fake advertising will be truly penalised, unlike the previous, softer law, which did not penalise 'negligence' or 'unclear statements'."

Speaking to a group of European business executives recently at the EU Chamber of Commerce in Beijing, Huang explained how telecoms firms, internet service providers and websites will now be obliged to remove advertisements that they know or should have known are illegal. Several cosmetics brands and retailers contacted – among them P&G – declined to comment. "We don't see any effect on our business [from the law]," says Sally Chen, spokeswoman for mainland China at Hong Kong-based health and beauty products retailer AS Watson, when questioned for this article. Yet, several consumers who spoke for this article at Watson's Beijing stores were happy to point out potential impacts of the new law. "There have been so many adverts for cream especially... suggesting that you can turn your skin white even if it's dark yellow or brown," notes Julia Zhu, a real estate vendor who spoke at the Watson's

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store in the Taikoo Li Sanlitun mall in downtown Beijing. Another consumer says she heard the new law was drafted to tackle the over-use of celebrity endorsements in adverts for personal care products. "I read a lot of articles lately saying celebrities now have to prove they use the product if they want to get money for advertising it," says Hu Yinan, a trainee investment banker in her early 20s.

Hu is largely correct. Under the new law, celebrity endorsers (for instance, Jackie Chan endorses several shampoo brands) will think twice before endorsing a product. "One major change to the amended law is that celebrities or other endorsers endorsing a product or service may be held liable if they know, or ought to know that the advertisement amounts to false advertising," Huang told the EU Chamber of Commerce. The law provides for a three-year ban on engaging endorsers who fall foul of the amended law, she added.

HOLDING THE INTERNET TO ACCOUNT

The effect of the new law may be felt most keenly by China's booming online commerce sector. As early as 1 January 2015, the eBay-style Taobao.com posted a note for sellers titled 'Identification of information inconsistent with the reality and rules of punishment and implementation details'. That stated terms such as "highest, lowest, best, hottest etc" and "inconsistent advertising wordings" will not be tolerated on the website under the new law and will be "subject to appropriate legal processes".

New practices are likely to emerge to describe products sold online and the market share of key portals could be impacted. While Taobao was unable to comment for this article, a spokesperson for e-commerce major JD.com explained that promotional listings by individual vendors are very difficult to monitor.

While online shopping accounts for only 11% of retail sales in China (although online sales growth is outstripping conventional retail outlets) it has an outsized effect on consumer buying patterns and choices, explains Eric Li, Vice President of Shanghai-based Yiguo.com. "Consumers do research on the products on the online stores," says Li, who also points to intensive advertising on the messaging app WeChat and other popular Chinese web services.

With the online retailing sector growing a massive 49% year on year in 2014, advertisers have shifted their spending to China's top search engine, Baidu, online commerce portals such as Taobao, and social media outlets such as WeChat and Weibo.



The effect of China's tough new advertising law may be felt most keenly by China's e-commerce companies. Taobao.com has told its sellers not to use terms like 'highest', 'lowest', 'best' or 'hottest'

POTENTIAL PITFALLS

Meanwhile, there is the potential of extra charges to pay for additional compliance with the advertising law and other new Chinese consumer protection legislation. Theoretically, it does not mean new costs. Indeed, registration requirements for advertising have shrunk under the new law, says André. "However, as the risk in case of illegal practices are much higher, we can expect a rise of staffing costs and a higher demand for professional agencies," he adds.

This could favour big brands with established quality systems, compared with smaller companies with lower product standards. That said, from recent form, China's central government likes to herald new laws with major fines for several key market players to scare the broader market into compliance.

However, as always with Chinese legislation, policing of the new law will be key. While the law will be overseen nationally by the SAIC, the regional offices of the SAIC will have much discretion over implementation. "I can't see the SAIC in a small city in Gansu province [one of China's poorer and more remote provinces] getting exercised about what might be a misleading beauty advertisement, especially if it's a local company," says the EverCare executive. But one key element of implementation is that under the new advertising law, any entity or individual may report suspected false advertising to a local office of the SAIC, which will be required to investigate.

The China Consumers' Association (CCA) and other consumer protection

organisations are also empowered under the law to monitor false advertising and report instances to the SAIC. It remains unclear, however, if complaints will first have to go through the CCA, which – like the SAIC – is a state-run body. There appears to be a distinct chance of government interference, especially at a local level, over complaints.

Worryingly, meanwhile, competition among big brands for Chinese sales has blurred the line between advertising and reportage – in effect rendering the new advertising law impotent. Much of the material published as editorial copy in Chinese publications is in fact effectively advertorial, explains a Hong Kong-based marketing executive with a long history at international ad agencies in greater China servicing personal care brands. "Chinese journalists have come to expect payments and benefits like travel and hotels from brands who are launching products. The cost of advertising and marketing has gone up – so, too, the effective cost of doing publicity in mainland China... and this is because big multinational brands have been willing to pay," says the consultant, who now runs her own public relations agency. "The result is that Chinese journalists want RMB1,000 (\$156.68) just to show up for a press conference, and if it's in another city, they want travel covered, a nice hotel and a gift."

Such is the money in the fight among brands to get into China that the country's media has abrogated its role as a source of impartial information for consumers. This may in fact be a deeper malaise that not even the new advertising law can address. **cb**

Outside the box

Swallowfield's **Glen Davies** discusses the creation of beauty packaging as part of the full service provision, and provides a step-by-step guide to the process

Design and packaging is a core element in the life cycle of a product and represents the last hurdle before it can be made available on the market.

The team at Swallowfield plc understands the challenges in coming up with an eye-catching product consumers can't resist picking off the shelves, while at the same time appreciating and respecting the client's specifications and budget.

When clients approach us to help them shape the final concept of their products, we tend to follow the following process.

FIRST CLIENT BRIEF

This will vary depending on the client. Some briefs are extremely detailed while others only provide a short description of what is expected. As a contract manufacturer and experts in the cosmetics and beauty industry, it is our job to be able to read between the lines of the brief and understand the thinking and the mind-set behind the client's description.

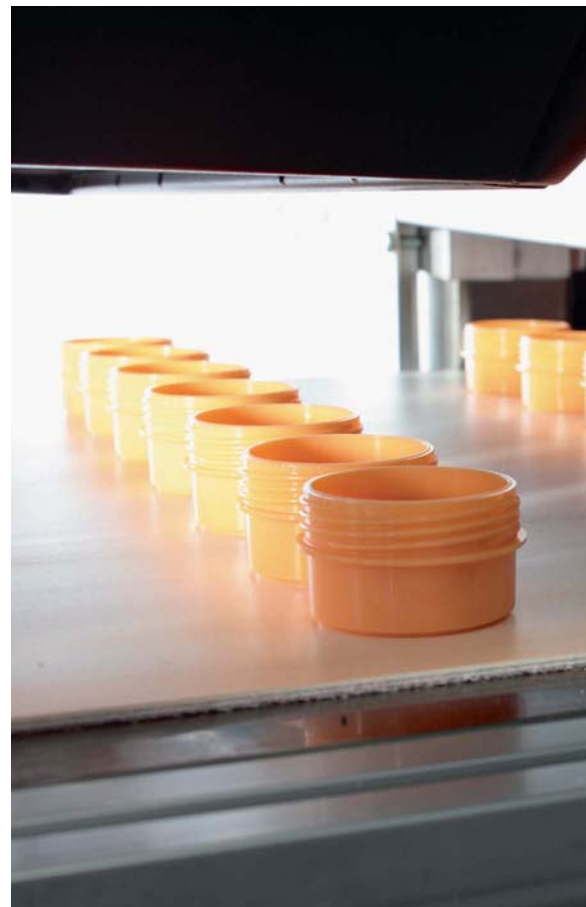
This first client brief needs to be a two-way conversation and, where possible, we ask the client not only to describe what they want the packaging to look like but we also encourage them to talk about the



Glen Davies, Group Packaging Technologist at Swallowfield plc

formulation of the product. Its look, its texture, its smell often constitutes the best brief and will establish some core elements that need to be part of our packaging proposal. For example, we know that hair wax will probably need to be stored in a wide mouth jar, while volatile products that can evaporate will require an airtight container.

Earlier this year, for instance, we helped one of our customers develop the first plastic aerosol shower gel, which won the Aerosol of the Year award at the British Aerosol Manufacturers' Association (BAMA) awards in October. The product had been on the market for several years in metal packaging and was already very popular thanks to its unique rich, creamy lather, but the idea of a metal can in a



shower environment was an obstacle for some consumers. Our client approached us and expressed its desire to create a plastic packaging which would be softer to touch than metal. The advances in plastic technology made the conversion to a warm-feeling, familiar material possible and was a great opportunity to bring the product to a wider audience.

The innovative plastic packaging allows easy shape customisation offering greater flexibility and innovation in shaping and designing products that stand out. The plastic aerosol shower gel represents a





Swallowfield's own label brand **bagsy** and its work with actor Richard E Grant's **JACK** are the results of a process comprising communication, market research, production and reflection

Last year we worked with *Downton Abbey* actor Richard E Grant, who approached us to help develop the final concept of his self-funded fragrance, **JACK**.

It was a joy working with someone who clearly had so much passion for the product. Richard was involved with the project throughout, coming down to our production facility in Wellington to work closely with our team during every stage of the process. We had great fun exploring many design and packaging routes – from a Union Jack on the carton to glossy black and amber glass bottles, before arriving at the heavy weighted clear glass bottle.

We were not convinced with the original idea to incorporate the Union Jack in the carton design to reflect **JACK**'s British-ness and eventually we decided to use a gloss red that Richard had seen on an elevator in Japan which still reflected the look he wanted. It really is a stunning looking product and it went on to win the FiFi award for best new independent fragrance earlier this year.

UNDERSTAND THE MARKET

After receiving the initial brief from the client, our design teams usually go out on the hunt for some inspiration. This stage is known as competitive shopping. This is when we analyse and interpret the latest trends on the market and what forms part of the consumer's basket spend. The competitive shopping enables us to

The product's look, texture and smell often constitutes the best brief and will establish some core elements that need to be part of our packaging proposal

significant development in the way aerosol products will be produced in the future and offers significant opportunities as the technology can be applied to

other products, such as shaving, body care and skin care.

DISCUSS & ADVISE

Far more than a packaging manufacturer, Swallowfield has been creating personal care and beauty products for global beauty brands and retailers for over 50 years. Clients come to us so we can share our expertise and provide advice and recommendations. We very much see ourselves as consultants and advisors.



understand what colours, package designs and formats are trending.

Every year, we also put together a trends report for our customers and for own brands, which gives an indication of the next likely fashion tendencies.

In June, when we launched our first own label capsule beauty brand, bagsy, we really wanted the brand and packaging to stand out, and be something different and special.

When we looked at creating the designs and packaging we took our inspiration from the latest fashion trends which we analyse every year for our customers. For example, we identified pastel colours, lilies and flamingos as being the next big trends and we were pretty much spot on. Our bagsy cosmetics bag, one of the best-selling items to date, has a beautiful flamingo print and Pretty Cheeks blusher has a pastel lily branding. For the final quirky touch, we incorporated 'feel good' quotes on the packaging, such as "I have been blessed with beauty... but some days it needs highlighting".

We wanted products that were small enough for everyone to carry on the go but something bold enough to catch the



Swallowfield has plants in Bideford (pictured) and Wellington in the UK, as well as one in the Czech Republic

eye. bagsy draws on the best bits of our product development, combined with extensive research into everyday essentials women keep in their handbag.

FIRST SAMPLE

Our first packaging sample proposal can be presented to the client as quickly as two

days after the first brief. Turnaround is quick because of our intimate knowledge of the market and of our close relationships with suppliers, which we have developed over the years. In addition, our 3D printing and carton design facilities in Wellington also allow us to create life-like state-of-the-art samples for clients.

1957

FIRST WAND MASCARA



REVO LUTIONARY

Last year, we launched a new innovation centre at our site in North Devon, which has played a critical role in the packaging and design for our clients' products as well as for our own brands like the Tru range and bagsy. Our new facility has allowed us to have a simpler, clearer process in place from product brief to shipment, meaning we are able to provide a very quick turnaround for our clients.

The centre is home to a strong and flexible team of specialised formulators and technicians that can share knowledge and expertise, as well as be able to move freely between roles for maximum efficiency. The laboratory also includes the Quality team, responsible for all analytical testing of incoming raw materials, bulks and finished goods.

The new location provides close links to bulk manufacture and production for both teams, essential when developing and delivering innovative formulations and good quality products.

This development also reflects how our business has evolved from pure manufacturing to becoming a full service and solution provider for our clients. Our

We identified pastel colours, lilies and flamingos as being the next big trends and we were pretty much spot on

strategy is focused on strengthening and building upon the services we already offered to ensure we are providing customers with a range of options which are meeting their needs.

PRODUCTION

Once the sample proposal is approved by the client, this can go into production. Our UK manufacturing plants in Bideford and Wellington, our facility in Czech Republic as well as our joint venture in China have enabled us to widen the range of services we offer as well as deliver some great products which match the client's specifications and fit within the budget.

Because of our geographical footprint, we can manufacture products domestically for clients who wish for their products to be made in the UK. Similarly, we can

manufacture in China and Czech Republic (where labour is more cost effective) for clients whose budget is limited. This part becomes very exciting as we are constantly problem solving, trying to find a better value solution without losing focus on quality.

REFLECT

Once the products have been manufactured and are entering the market, we find it useful to meet with the customer to get some feedback on the service we provided. We take all comments on board to make the next client brief as smooth and efficient as possible.

Packaging is one of the most important elements in the life cycle of a product, even more so in the beauty and cosmetics industries where products really need to appeal to the consumer as it is often an impulse purchase. The packaging positions the product and the brand, therefore getting it right is absolutely essential. **cb**

Author

Glen Davies, Swallowfield plc
www.swallowfield.com

PATENTS

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Ecologically conscientious luxury packaging that surprises and entertains was everywhere at the 28th edition of Luxe Pack Monaco, which took place 21–23 October 2015. A customer-driven blend of trends including personalisation, expert craftsmanship, eco-friendliness and high tech flourishes were showcased by brands large and small, with more than 450 companies exhibiting and 8,651 visitors from around the world.

ECO LUXURY

The eco packaging trend shows no sign of abating, with brands at the show outdoing each other in green credentials. Recycled raw materials were very much in evidence. SGD, for example, won much acclaim at the show and a Luxe Pack *in green* award for its new environmentally sound glass. Its Verre Infini (or Infinite Glass) was initially created with 100% post-consumer recycled glass. The company experimented with the composition and showcased at Luxe Pack Verre Infini Néo, a brighter and clearer 90% recycled glass “with a significantly reduced environmental impact at each step of the manufacturing process”, according to the company.

DuPont launched the renewably sourced polyester Sorona EP PTT, compliant with European and US cosmetics and food contact regulations, and containing up to 37% bio-based ingredients. Sorona and Crastin PBT are high-performance plastics for cosmetics packaging and were showcased at DuPont’s Maison Surlyn stand with its new injection moulding resin, Surlyn PC-2200.

The trend is for creating recycled products without compromising on aesthetics. In an interview with **SPC**, Luxe Pack General Manager Nathalie Grosdidier observed that “natural material makes you feel the packaging, and authenticity in the natural finishings is key”. She also noted that wood is a relatively recent entry into the packaging materials market for beauty products.

Quadpack’s new Q-Line Premium droppers in wood and metal sheaths for bottles were prime examples of sustainably sourced launches that did not skimp on aesthetics. Each sheath allows a view inside the bottle, and can be stained, etched, screen-printed or engraved to achieve the desired look, according to the company. Quadpack Group division Technotraf Wood Packaging produced a beech bottle for a new wooden edition of Issey Miyake L’Eau d’Issey pour Homme, sold only at duty free retail outlets, in three finishes: driftwood, dark brown and natural beech, all derived from Programme for the Endorsement of Forest Certification-certified and

Surprise, surprise

Beauty packaging trends at Luxe Pack 2015 included personalisation, craftsmanship, eco design and high tech flourishes, writes **Erika Hatva**

sustainably-sourced forests.

Many products also showcased craftsmanship, evoking artisan manufacturing and reflecting customer nostalgia for an era in which quality and hand-crafted products took precedence over mass-produced items. Heinz-Glas perfume bottles and decorative launches this year illustrated the combination of

luxury, ecological and artisan trends. Their bottles included fine layers of mahogany, wicker, lace and porcelain inlaid into the textured glass, which was finished with 3D digital printing to create textures evoking the natural elements.

Several paper and paperboard companies at the show also highlighted sustainable and eco-friendly credentials, including Favini, Arjowiggins and Iggesund. Favini presented Remake, a recyclable, FSC-certified and 100% biodegradable paper derived from discarded leather fragments. Due to this up-cycling production process, the cellulose/wood tree pulp usually used to create the paper is replaced by leather residue. The paper has a distinctive texture (due to the residue), is fully printable and available in a range of colours. “The launch of this new paper showcases a new frontier in creative recycling in the paper industry and represents a landmark achievement in our research over the years,” said Eugenio Eger, CEO of Favini.

Arjowiggins, a manufacturer of recycled papers, presented an extended pack range for 100% recycled Forest Stewardship

Council-certified luxury paper bags at Luxe Pack, including new 190gsm options for Silk Pack 100 and Silk Pack 60 (100% recycled and 60% recycled, silk coated products).

Julian Long, National Key Accounts Manager at Arjowiggins, said the company was now one of a very limited number of manufacturers in Europe to offer papers for the luxury bag market. “The new range of bags has been designed to offer our signature environmental qualities with high-quality strength and excellent printability, which are all



Heinz-Glas channeled traditional craftsmanship (above) and Quadpack showcased premium droppers in wood and metal sheaths (below). DuPont, meanwhile, demonstrated the design possibilities of its resins (right)





Essentra's Flair carton (top), and Cosfibel's Taj Mahal box for Guerlain (left) and Giftlux box-meets-gift-wrap (above) put the consumer experience front and centre

essential for the luxury bag market," he said.

Paperboard manufacturer Iggesund also noted the importance of sustainability. "We try to keep the natural feeling of the board and clarify for customers that trees used are all replanted," said Arvid Sundblad, Vice President of Sales and Marketing at Iggesund. This year, the company also launched an 'adopt a tree' campaign. Describing the venture, CEO Annica Breskys said: "The forests are our planet's lungs and a prerequisite for our long term survival. Our well-managed forests transform carbon dioxide into life-giving oxygen and function as nature's own carbon sink... Our paperboard material is one of only a few packaging materials that actually gives something back to nature."

Blending green raw materials with versatility for customers, the company showcased its upgraded Invercote G carton at the show. Previously, the inner surface of the carton was rough to the touch. The new incarnation is smoother, while still retaining some roughness in comparison with the outer surface of the box.

ACCELERATED CREATIVITY

With speed being a key driver in beauty and fragrance packaging, brands need accelerated production processes and

flexibility in packaging design to be able to respond to consumer needs and create the latest look, or offer the most recent innovations quickly. Brands are also creating special editions, flankers and standard containers that can be personalised or used to create unique decoration runs.

Examples of creative luxury touches on display included micro-laser cutting of paper, such as that by Sonderegger, showing elaborate lace cut and 3D paper products. Cosfibel's metallic Diesel Only the Brave fragrance gift set was on display, with a frieze of a fist that appears to punch out from the box lid, and metal that was tinted, but allowed the original metal colour to show, creating a unique effect.

Glass engravings were also front and centre; Glassmaker SGD collaborated with designer Alnoor from Objets de Convoitises to create three cream jars with inner engravings, and also highlighted inside coatings and alternatives to metallisation. Glass bottles from Heinz-Glas featured etched messages inside the glass, created by digital printing and lasers. In addition, digital prints encased cylindrical containers made from textured glass, opening the door to a wide range of high quality decorative possibilities.

Bespoke luxury – packaging design specific to individual consumer needs – is a

major ongoing trend that adds to the perceived value of packaging. "Secondary packaging plays a big role here," said a Quadpack spokesperson. "It displays the programme in a manner that makes usage clearly understood, while presenting the pack in a way that frames the product to its best, most luxurious advantage. In the perfumery sector, we are seeing personalisation on the packaging. Brands offer limited editions offering the possibility of messages engraved on the bottle or printed on the box, or even bespoke fragrance development."

Christopher Barnes, Category Director of Beauty and Personal Care at Essentra Packaging, agreed: "Customers are looking for enhanced features and consistent quality at the best price possible. Moreover, the imperative for a breadth of service across the globe has never been stronger. A strong innovation pipeline particularly within structural design, quality of materials and print finish are currently key differentiators. These requirements are all underpinned by environmental, social and ethical responsibility."

THE FUN FACTOR

Many companies at the event brought a touch of fun-but-effective gadgetry to their launches for customers and brands. Cosmogen's rollerball applicator Attract One combined a magnet and a ball applicator, which seemed to levitate from the holder, and provides three times the skin surface contact area that a typical roll-on applicator has. As a bonus, the applicator is easy to clean. The Guerlain Parure Gold compact from Albéa, meanwhile, won the *Formes de Luxe* 2015 award in the make-up category and features the company's one-movement, sliding Reveal opening mechanism. The slide is activated by opening the case (a magnetic catch), drawing the pan backwards and revealing the sponge.

Albéa also launched Cool Spin, an eye



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contouring applicator with a ceramic tip which aims to provide a cool and relaxing sensation. The company additionally launched Ovation, billed as the first European manufactured oval laminate tube, offering 10% more surface area for communication and potentially 360° printing when combined with a new generation side-seam, Perfectiseam. The tube is compact (with a 49% smaller carbon footprint than standard PET bottles) and features printable flip-top caps.

Client customisation at a click was showcased by WestRock in its first Luxe Pack following the merger of MWV and RockTenn earlier this year. “The new branding is going very well,” said John Ferro, VP of Marketing, Home and Beauty. “We are taking personalisation a step further with the launch of Creative Studio for Fragrance.” The company’s new fragrance dispensing solution, offered in a pre-assembled unit, pairs decorative over tubes with its NoC invisible dip tube and a matching cap, and each aluminium sheath snaps onto body of the pump via Melodie Klikit technology, which means that brands have a wide range of design options that can set them apart and also get products to market quickly. New customisation options for MWV’s airless pumps Pearl and Pearl Mini were also presented, including a sleeve allowing for a combination of colours and textures to create unique looks.

At the Cosfibel stand, a host of gift boxes were on display that opened with the flick of the wrist and a variety of mechanisms, including magnets, sliding lids, vacuum packaging, music boxes, were used to create atmosphere and reveal different worlds. The

Taj Mahal was silhouetted in Guerlain’s Shalimar fragrance Christmas gift box, made from cardboard film-coated in intense blue paper and decorated with embossing and hot stamping to produce a mirror effect. Cosfibel also showcased its launch Gifflux, a patented ready-to-use packaging solution that is both a box and gift package, and has a smooth folding mechanism.

Folding boxes were very much in evidence: Stora Enso presented its new Performa Brilliance product, a FBB folding boxboard for use in cosmetics and fragrance packaging. Essentra launched a new range of beauty packaging, including folding boxes, secondary packaging components and beauty applicators. Christopher Barnes, Category Director of Beauty and Personal Care, said that packaging has an important role to play in customer product experience. “We expect to see a move towards luxury finishes that increase on-shelf and consumer impact. There is also an increasing interest in personalisation. These trends will continue to highlight the need for optimised supply chain performance – shorter lead times

WestRock’s
Creative Studio for
Fragrance



with complexity being managed by more sophisticated e-tools,” he told SPC.

DIGITAL AND SMART PACKAGING

Essentra’s new Flair beauty carton uses three colour ways and utilises features such as spot and gloss varnishes to add to the overall aesthetic of the carton, according to the company, and can be modified via a range of techniques, including embossing, debossing, braille, micro-perforations and hot/cold foiling. Fluorescent ink in the carton’s logo can be used for anti-theft, anti-counterfeiting and authentication labelling that blends unobtrusively into the overall packaging.

Favini, meanwhile, presented Secure-Nanolock, a miniature invisible code integrated into a hologram (which can become part of a paper wrapping or envelope, for example) that can be accessed by smartphone or computer with an app. Metsä Board also featured paperboards fitted with anti-counterfeiting security devices.

In fact, smart or connected packaging was a major trend at Luxe Pack 2015, reflecting how retail needs will affect the factory of the future. France’s National Reference Centre for RFID solutions (CNR RFID or Centre National de référence pour la RFID) launched a working group at the show which will focus on how the luxury industry can make use of connected objects for production, authentication, security and direct product marketing.

To read about developments in this area and learn about launches and trends at next year’s Luxe Pack Monaco, which will take place 21-23 September, visit www.cosmeticsbusiness.com. **cb**

GOING FOR GREEN

The Luxe Pack *in green* awards reflected the continuing importance of environmentally responsible luxury to both brands and packaging creators. “This is a trend not just for recycled materials, but for sustainability combined with aesthetics,” said Nathalie Grosdidier, General Manager at Luxe Pack.

This year, two companies were fêted for excellence in green practices, including ecological packaging, materials, processes, technologies and certifications.

Glass specialist SGD won the Best Green Packaging Solution for Verre Infini Néo, a transparent glass for perfumes and cosmetics made from 90% recycled

materials developed earlier this year. Aptar Beauty + Home, meanwhile, won the Best Corporate Social Responsibility Approach award for driving several environmental initiatives, including recycling 90% of its industrial waste.

SGD focused on meeting the different needs of the company’s clients, to create prestige, heavyweight glass that also has minimum impact on the environment. The company used post-consumer recycled glass, launching Verre Infini (Infinite Glass) in 2008, which was made of 100% recycled materials, but was not as transparent as virgin glass.

The initial formula was refined to increase the clarity and brilliance of the glass, in order to reach the aesthetic

requirements of luxury glass packaging with Verre Infini Néo. The glass can also be coloured by feeder (with more than 400 shades), frosted with zero discharge, mirror coated, treated with water-soluble lacquers and decorated with organic and UV silkscreen.

The Best Corporate Social Responsibility Approach winner, Aptar Beauty + Home, in addition to a Landfill Free project to reuse and recycle at least 90% of its industrial waste, runs Life Cycle Assessment (LCA) studies to improve the environmental performance of products. It also established an energy management system, an Alternate Materials Task Force and an EPD, or Environmental Product Declaration.

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Albéa, Arcade Beauty and Axilone join forces and Reload

Albéa is participating with Arcade Beauty and Axilone on project Reload. Reload is a new design concept for a mini refillable and customisable spray dispenser that can be taken anywhere.

Reload offers three advantages, according to Albéa. It is refillable, using a refillable flask compatible with all vials; it offers the opportunity to discover new

fragrances from leading brands, as the collection's refills are sold at the attractive price of €5; and, finally, Reload can be personalised by the use of customised interchangeable cases.

It is the first mini spray in the world to operate with a patented refill system for a quality experience.

Albéa worked closely with Arcade Beauty on project coordination and filling. Albéa also worked with Flacopharm on the 5ml silk-screened vial and with Axilone on injection and on the flask cover.

ALBÉA

www.albea-group.com



World Aluminium Aerosol Can Awards winners announced

AEROBAL, the International Organisation of Aluminium Aerosol Container Manufacturers, has announced the winners of its World Aluminium Aerosol Can Award 2015. Separated into two categories, cans that are already on the market and prototypes, the winners are voted for by a high-profile jury of journalists from specialist packaging media, including **SPC**.

The winner among the aluminium cans already on the market was the Fa Mystic Moments can from Henkel. The can producer Ball Corporation and Henkel Beauty Care continue to pioneer sustainable aluminium aerosol packaging. With the release of the Fa ReAl can, the producer has succeeded in creating an ultra-lightweight (20g) aluminium aerosol can that has 25% recycled aluminium content. This metal alloy is stronger and lighter without affecting the package integrity.

The Evolution Mini Shape, a can from Swiss manufacturer Nussbaum, was the winner in the prototype category. This promotional format extends the portfolio of the Evolution Range further, and with its 50ml contents is the perfect size for travelling.

AEROBAL

www.aerobal.org



RPC caps Boucheron Quatre

RPC beauté has worked with Interparfums to create a bespoke closure for new women's fragrance Boucheron Quatre, inspired by Boucheron's iconic Quatre White Edition ring.

Made in ABS and PP, the closure is distinguished by two rows of raised, white, square patterns and a gold metallic-look finish, created using electroplating surface treatment. As well as delivering a high-quality appearance, the closure offers user convenience thanks to its unique opening and closing system, whereby turning down the external part releases the spray from the cap centre, ensuring that the closure remains attached to the bottle at all times.

RPC

www.rpc-beaute.com

Pochet collaborates on customisable airless options

Groupe Pochet and Samhwa Plastic have created Pure Drop, a high end airless pump which combines performance with the freedom to customise. While airless packaging is ideally suited to packing complex formulations, its aesthetic constraints mean the format is under-represented in luxury beauty, says Pochet. Pure Drop combines the technical expertise of South

Korea's Samhwa Plastic, a pioneer in airless technology, with the decorative capacity of the Pochet companies.

"We have been working on this partnership for almost two years," says Tristan Farabet, Managing Director of Groupe Pochet, adding that Pochet is "drawing on its capacity to innovate and open into value-creating ecosystems".

GROUPE POCHET

www.groupe-pochet.fr

pebble&co partners with Blow Ltd on new hair care collection

pebble&co and Blow Ltd have collaborated on a new collection of hair care products: #10minuteblow. The range combines nourishing abyssinian and argan oils for softness and shine with a bespoke scent.

The range includes Style-Revive Dry Shampoo, Party-Proof Hairspray, Rise & Shine Root-Lift Lotion, Bounce & Body Volume Spray, Protect & Prime Styling Cream and Soft & Shiny Treatment Oil. Sarah McCubbin, Founder of pebble&co, says: "The #10minuteblow collection we developed with Blow Ltd was a very exciting project as it transcended traditional hair care in two ways. Using high performance actives and speed technology, this range really delivers on fast beauty and is designed to give a smooth, shiny and super-speedy blow at home. Fragrance is also a big part of the #10minuteblow story. We developed a bespoke botanic scent... bringing the world of fragrance into high performance hair care."

PEBBLE&CO

www.pebbleandco.co.uk



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 **MANE**

Greentech adds astaxanthin to product line-up

Greensea, Greentech's sister company, has launched one of the most powerful antioxidant and free radical scavengers, microalgae-produced astaxanthin.

Greensea develops many cultures of microalgae in its photobioreactors (PRB). More than 50,000 litres of production can be managed three times a month in both tubular and annular PRBs. The PRB allows for the induction of specific physiologies of microalgae, enabling the production of particular active compounds in relation to environmental and

medium culture conditions.

Astaxanthin is a well-known antioxidant that is already largely used in food and feed. In addition to its anti-inflammatory activity, its antioxidant property gives high photoprotection and defends against pollutants and environmental stresses. Astaxanthin shields against sun, pollutants and external aggressions. The ingredient also stabilises skin hydration and limits the effects of ageing.

GREENTECH
www.greentech.fr

Hallstar introduces product trio

New from Hallstar are three new products. HallBrite EZ-FLO TDX and HallBrite EZ-FLO TDX Plus are high-performing titanium dioxide dispersions, able to improve the efficacy, aesthetics and sensoriality of sun care products. The products are easily pourable and highly stable with no particle perception and minimal whitening. They are both created using Hallstar's patented C3+ coating system comprising silica moieties, alkyl groups and polydimethylsiloxane. HallBrite EZ-FLO TDX is 40% TiO₂ stabilised using HallBrite BHB. It

provides high UVB protection and is China approved, while HallBrite EZ-FLO TDX Plus (23% TiO₂) is stabilised using both SolaStay S and HallBrite BHB and offers broad spectrum protection.

The company has also launched Olivem LV Flex, a new emulsifier which promises light touch, fresh feel and high flexibility in a wide range of applications, from hyper fluid sprayable formulations to medium viscosity and thicker emulsions.

HALLSTAR
www.hallstar.com



Matmarine found to provide a day-long mattifying effect

Lipotec has presented a new mattifying study based on the application of a BB cream containing 2% of its Matmarine blue ingredient. Caucasian female volunteers with combination skin used the active cream on one side of the face and the placebo on the other, and measurements of gloss of the skin were taken throughout the day at the initial time of study, and two and eight hours later. Upon application, a 28.3% gloss reduction was observed, while a 25.2% and 14.9% reduction in gloss were observed at two and eight hours after application.

Matmarine has previously been demonstrated to decrease visible pores and shininess after just 14 days in Caucasian and Asian skins.

LIPOTEC
www.lipotec.com



ID bio makes anti-pollution claims for Cell'intact

ID bio has unveiled new tests carried out on its organic buckwheat seed-derived active ingredient Cell'intact. Exposure to sun rays, and various pollutants and particulate matter increases cutaneous inflammation and accelerates cutaneous ageing. However, an *ex vivo* evaluation of Cell'intact on skin explants demonstrates the ingredient's effectiveness in the presence of the pollutant benzo[a]pyrene.

The ingredient is able to reduce the proinflammatory response by acting on interleukin-8 (IL-8), a marker protein that overreacts in the presence of pollution and leads to cutaneous discomfort. At 3% Cell'intact reduced IL-8 release by 26.2% versus the polluted control.

It also rebuilds and reinforces the architectural epidermis network via the protection of the tight junctions' proteins claudins-1 and 4, to avoid premature ageing.

According to ID bio, its preventative and restorative action makes Cell'intact a complete and natural shield against pollution and environmental attacks.

ID BIO
www.idbio.eu

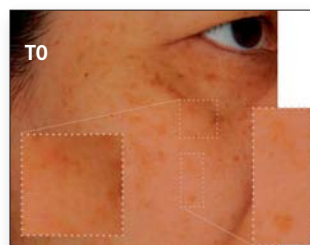
Sederma's global skin lightening solution

Mediatone from Sederma is a highly purified active ingredient that brightens the complexion with a tailor-made approach to ethnic skins. It provides darker skin with a global brightening effect while lightening hyperpigmented spots on medium skin tones. Mediatone is said to act along the entire melanin pathway: it regulates genetic pigmentation (melanin production) by -50% versus control; counteracts stress-induced

pigmentation; and inhibits melanin transfer to the keratinocytes by reducing the melanocyte dendricity.

Obtained using an environmentally friendly process, the ingredient is high purity and has no toxicity on cells. It also complies with the Chinese regulation for cosmetics ingredients.

SEDERMA
www.sederma.fr



The background of the entire page is a dark, deep blue or black, speckled with numerous warm-toned string lights. These lights are arranged in several horizontal and slightly curved lines, creating a festive and cozy atmosphere. The lights themselves are small, glowing spheres in shades of orange, yellow, and light brown.

Season's greetings

To all our readers, contributors & advertisers from
everyone at **SPC** & **cosmeticsbusiness.com**
Best wishes for an exciting & successful year

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TOPICAL COMPOSITIONS AND METHODS FOR TREATING PSEUDOFOLLICULITIS BARBAE AND INGROWN HAIR

US Patent 6,703,009

Application No 10/042,759

Granted 09/03/04

Assignee Tendskin International Inc

Pseudofolliculitis barbae is the clinical name given to the condition caused by the ingrowth of emerged hairs back into the skin at a location adjacent to the follicle from which the hair has emerged. This penetration back into the skin causes an antigenic foreign body reaction at the point of penetration, resulting in lesions consisting of firm papules and pustules in which the ingrown hair can become buried. Infections can become superimposed upon this basic state, augmenting the inflammatory reaction. Pseudofolliculitis barbae is caused by shaving strong and highly curved hairs, and further shaving becomes difficult and painful.

The patent describes topical compositions and methods for the treatment of pseudofolliculitis barbae and ingrown hair. The compositions comprise acetylsalicylic acid dissolved in a solvent mixture comprising propylene glycol, glycerine and isopropyl alcohol.

The proportions that appear to be the most effective and soothing to the skin are acetylsalicylic acid at from about 15% w/v to a maximum of 18% w/v; the propylene glycol at about 10% v/v; glycerine at about 2% v/v; and the balance of the volume substantially made up with isopropyl alcohol or a solution of isopropyl alcohol and water, provided that the isopropyl alcohol is at least about 70% v/v of the solution of isopropyl alcohol and water.

It is suggested that the acetylsalicylic acid is important for softening and reducing the degree of curvature in the hair. Thus, the treated hair has neither the mechanical strength nor the high degree of curvature necessary to penetrate the skin or follicle wall, thereby reducing or eliminating the basic cause of pseudofolliculitis barbae and ingrown hair. Propylene glycol is a solvent carrier for the acetylsalicylic acid with moisturising and emollient properties. Glycerine is a mild astringent that causes increased blood flow to the skin and allows the propylene glycol to carry the acetylsalicylic acid into the epidermis and hair follicles.

Isopropyl alcohol or a solution of isopropyl alcohol and water serves as a bulk solvent for applying the other ingredients of the composition to the beard areas of the face. Isopropyl alcohol also serves to dissolve oils and grease, thus cleaning the skin and permitting more intimate contact of the other ingredients with the skin. The compositions may include other ingredients to improve the aesthetics and shelf life of the composition.

METHOD OF SHAVING USING SALICYLIC ACID DERIVATIVES

US Patent 8,663,614

Application No 12/575,176

Granted 04/03/14

Assignee L'Oréal

The patent describes a method of shaving the facial skin of men using a composition containing, in a cosmetically acceptable medium, at least one salicylic acid derivative. In the introduction the applicants suggest that the beard of an adult man comprises on average from 8,000 to 25,000 hairs. Shaving should be daily, in particular in the morning, since the beard grows approximately 0.4mm in 24 hours. If the residues of a shave are analysed, 50% hairs and 50% dead cells are observed. The passing of the blade therefore has two simultaneous actions: cutting the hair and exfoliating the skin surface.

Shaving is traumatic for the skin and there exists a need to have cosmetic compositions capable of preparing the skin for shaving and also of facilitating shaving. The applicants aim specifically to offer a method of shaving which makes it possible to cause swelling of the hair, to reduce the firmness thereof so as to facilitate the passing of the blade, and to reduce the forces for bending the hair during shaving.

The most preferred salicylic acid derivative is 5-n-octanoylsalicylic acid, also known as capryloylsalicylic acid, and its most preferred concentration is 0.1%-1% by weight in the final composition. The shaving compositions can be simple aqueous solutions or a self-foaming gel to be applied to the face just before shaving. They contain, in general, other cosmetic or dermatological ingredients chosen, for example, from beard-wetting agents, skin-conditioning agents, cleansing agents, foaming agents, emollients, hydrating agents, surfactants, thickeners or gelling agents, propellants, self-foaming agents, fragrances, colouring agents, antioxidants and preservatives. The water content is preferably 70%-90% by weight, and the surfactant is approximately 5%-20% by weight.

TOPICAL AND ORAL DELIVERY OF ARGININE TO CAUSE BENEFICIAL EFFECTS

US Patent 6,207,713

Application No 08/936,189

Granted 27/03/01

Assignee Fossel; Eric T

It is generally accepted that cold tissue of the hands, fingers, feet and toes as well as other cold tissue is caused by insufficient blood flow. It is suggested that the use of increased blood flow through relaxation of blood vessels, particularly small and very small vessels, may be of use in warming cold tissue.

The patent describes the use of orally administered L-arginine in conjunction

with a topical preparation for producing enhanced blood flow, thus causing beneficial effects such as warming cold tissue of the hands and feet, promoting hair growth on scalp tissue lacking sufficient hair, promoting healing of superficial ulcers such as leg ulcers in persons with diabetes and overcoming male erectile failure.

The amino acid L-arginine is an important biological precursor to the substance responsible for relaxation of blood vessels permitting enhancement of blood flow. Sodium chloride is included in the composition because its high ionic strength overcomes the resistance to transfer into the skin caused by the high charge density of L-arginine. It is claimed that when topically applied to cold tissue, warming begins within ten to 45 minutes and is sustained for periods as long as two to 18 hours. When applied nightly to scalp tissue it causes substantial growth of hair on the scalp, causes the healing of superficial ulcers such as leg ulcers and overcomes impotence.

For topical application, 12.5% L-arginine hydrochloride is incorporated in a readily absorbed w/o emulsion, which also contains 10% choline chloride, 5% magnesium chloride and 5% sodium chloride – all percentages are w/v.

The L-arginine hydrochloride is to provide a precursor to the molecule, nitric oxide. L-arginine hydrochloride is the preferred active agent because it is the agent in nature itself, it is non-toxic, highly soluble and is inexpensive. Other precursors or donors of nitric oxide that may be used include arginine glutamate, arginine butyrate and esters of arginine such as arginine ethyl ester or arginine butyl ester.





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CIDP Preclinical – *Safety and Efficacy* expertise

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- **Research & Innovation:** the key supplier of new phytochemical ingredients derived from the Indian Ocean biodiversity;
- **Preclinical:** Safety and efficacy *in vitro* testing in a Good Laboratory Practice (GLP) compliant environment;
- **Clinical:** High quality clinical trials in 5 strategic locations: Mauritius, India, Romania, Brazil and Singapore;
- **Biostats & Data:** a complete range of data management solutions, from analysis and statistical studies to the construction of e-CRF and medical coding;
- **Regulatory Affairs:** from product registration conception, regulatory consulting services, preparation and submission of dossiers to cosme to & pharmaco-vigilance.

Activities

CIDP Preclinical laboratory was implemented in BioPark Mauritius, the first

biotechnological hub of the country, in response to the need of the cosmetic industry to conduct safety assessment of ingredient/product without any animal testing, while ensuring compliance with international standards.

GLP Laboratory

CIDP Preclinical is managed by Dr. Géraldine JAUFFRET, Ph.D. in Biological Chemistry and her team of highly qualified scientists (Ph.D. and M.Sc.). During the first year of activities, this team of experts has validated in-house OECD/ECVAM/ISO recommended safety assays including skin sensitization, eye irritation, general cytotoxicity, phototoxicity and genotoxicity tests. Based on this strong validation process, CIDP has conducted non GLP & efficacy studies while going through multiple audits to become the first GLP compliant *in vitro* laboratory of the Mascarene Islands.

Test methods & equipment

Among the multitude of safety assessments, CIDP specialises in sensitization. This state-of-art equipment uses a laser-based biophysical

technology for cell counting, cell sorting, biomarker detection and protein engineering by suspending cells in a stream of fluid and passing them through an electronic detection apparatus. It allows simultaneous multiparametric analysis (up to ten parameters) of the physical and chemical characteristics of up to thousands of particles/cells per second. CIDP team has been running this equipment from several years and followed for several years and followed many trainings to ensure high quality results when conducting MUSST (Myeloid U937 Skin Sensitization Test) and h-CLAT (Human Cell Line Activation Test) assays.

Finally, CIDP Preclinical can also provide numerous ISO 17025 analytical and microbiological studies including pesticides detection, allergen analysis, antimicrobial efficacy testing and bacterial reverse mutation testing.



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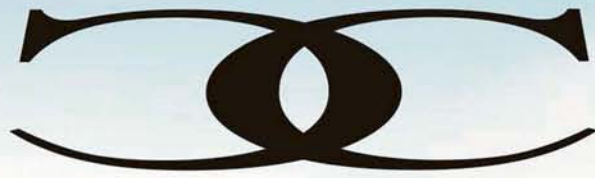
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Fax: 973-244-7507
WWW.CPTCLABS.COM

COMPANY DESCRIPTION

Consumer Product Testing Company is a worldwide leader in the contract laboratory testing of cosmetics, personal care, pharmaceuticals, and specialty chemicals. For 40 years, we have assisted clients with their testing needs from conception to completion.

The services offered include analytical chemistry, microbiology photobiology, clinical safety and claims validation, in-vitro and consulting services. Our technical staff has extensive experience that is used to assist clients through each phase of the testing process. Our Quality Assurance and Regulatory staff monitors compliance to our internal SOP's and applicable regulations. Our in-house Validation and Engineering staff monitors, calibrates and validates equipment to the highest standards. With a staff of over 110 personnel, CPTC can provide the technical expertise required to guide clients through a product's testing requirements to meet regulatory requirements in both national and global markets.

Board Certified physicians in dermatology, ophthalmology, pediatrics, gynecology and dentistry work with our staff to ensure accurate, statistically significant results. Our scientists continue to develop and improve new testing methods to allow your products to stand out.

We attribute our growth to our dedication of the needs of our clients. Well known for our superior customer service, we become an integral part of our clients' team by providing timely, reliable, accurate, and reproducible results.

KEY PERSONNEL

Mel Weiss, Chairman of the Board
Craig Weiss, President
Lon Weiss, Chief Operating Officer
Joy Frank, Executive Vice President
William Neumann, Vice President, Quality Assurance
Leslie Eberspeacher, Manager, Technical Services
Cathleen Roser, Account Manager

TECHNOLOGIES, PATENTS, NEW PRODUCTS

- All FDA Final Rule Sunscreen Methods.
- FDA Final Rule In-vitro "Broad Spectrum" claim
- All ISO Test Methods
- In-vitro UVA Protection determination by COLIPA

MAJOR MARKETS

- Personal Care/ Cosmetic
- Specialty Chemical
- Dietary Supplements
- Pharmaceutical

MAJOR SERVICES

- Sunscreen/Photobiology Testing
- Clinical Safety and Efficacy Testing
- Microbiology Testing, including Sterility and Antibiotics
- Analytical Testing
 - Validation and Stability Programs
 - Raw Material Testing
 - GC/MS Impurity Analysis
 - GMP Consulting
 - NDA, ANDA, 510 K Product Support
- In-vitro Toxicology

SPECIALIZED SERVICES

- CPTC provides a unique 'one stop shop' testing program, including our regulatory audit team, for multiple international industries utilizing skilled technical personnel performing regulated/research studies.
- Consulting Services for Pharmaceutical, Nutritionals and Cosmetic Industries. This includes the creation, assessment, or improvement of Quality Systems, preparation of regulatory filings, vendor and facility audits, and general compliance and regulatory consulting services.

GLOBAL CAPABILITIES

CPTC provides testing programs and consulting services for companies on six continents under FDA/EPA/ISO and other regulatory guidelines.

NEW FOR 2015!

- Expanded Bioinstrumentation services and capabilities
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- Expanded Microbiology capacity
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- "Gluten Free" testing



Sometimes Wrinkles are a Good Thing

Normally wrinkles are considered a bad thing. However, associating wrinkles with the wisdom and experience that comes along with longevity deserves serious consideration.

With over 40 years of wisdom and experience Consumer Product Testing Company has been providing testing services to companies and industries worldwide. Whether you are looking for sunscreen efficacy testing, the analysis of the active ingredients or raw materials, checking the microbial integrity of your products, or a study to justify claims such as "the reduction in the appearance of fine lines and wrinkles," CPTC can do it all. Give our staff a call and let us help you solve your testing needs.

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About CoValence®

CoValence® is an FDA registered, cGMP compliant and ISO 22716 certified Personal and Skin Care Contract Manufacturer offering Private Label and Custom Formulations.

Since 1989, our advanced skin care concepts and formulations have been in the forefront of skin care innovations worldwide. You may just be getting to know us, but you have undoubtedly heard of our clients, products and technologies in the national and international personal care markets.

Our Focus

CoValence's mission is to continue to lead in the skin care industry with the most advanced cosmetic and OTC skin care

formulations. Our team of scientists and researchers focus on new approaches for product efficacy, aligned with sound ecological ingredient choices. This pursuit results in progressive concepts, technology and formulations which translate into value for our clients through unmatched performance and results.

Achieving a Higher Standard

By way of an ESOP, CoValence® employees are also part owners which gives them a personal responsibility to always look for ways to improve CoValence®. This 'voice' is vital to the health of CoValence® and in turn as for our clients' continued success.

Customer Service, International Compliance, R&D, Manufacturing, Quality

Control, Quality Assurance, Filling and Shipping are all in close proximity which makes communication between our staff and clients extremely efficient, leaving more time for our clients to do what they do best...growing their businesses.

Major Markets

- National and International
- Prestige and Mass Cosmetics
- Prestige and Mass Over-the-Counter (OTC)
- Fast Moving Consumer Goods (FMCG)
- Professional (physicians, estheticians, medspas, spas)
- Natural and Organic
- Network Marketing

Specialized Services

- Low Minimums for Private Label Products and Custom Development
- Low R&D Fees for Custom Development
- Proprietary and Patent Protected Ingredients (Client Exclusivity; ex: Stabilized Retinaldehyde)
- International Compliance Department (Export Dossier Assistance)
- All Departments On-Site to Increase Speed-to-Market
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CONTACT DETAILS

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Expac (Preston) Ltd is a family run contract manufacturing company founded in 1980 in Leyland, Preston. The company is mostly known for its powder filling capabilities, more specifically with talcum powder, with Expac being one of the largest talcum powder manufacturers in Europe. Expac sits in a unique position within the market as the



company has the capability to produce a wide range of cosmetic and toiletry products from powders to liquids, both surfactant and lotion based, and alcohol based products such as Eau de Toilettes, with great flexibility on order quantities. With Expac being able to produce such a variety of products it has enabled the company to gain an in depth knowledge of various different markets, which, in turn, enables Expac to pass their expertise on to their clients. As a result of the above Expac's customers range from large multinationals through to new local start-up companies who are looking to develop an idea.

As a business Expac continually reviews the market and its trends to ensure that the company remains competitive and offers its customers the most in demand manufacturing processes. This is evident with the investment that was made into the new 60,000 square foot factory at the start of 2012, and the investment made into the new alcohol filling plant during the summer of 2013. Not only does the company boast a modern production facility which is one of the best within the industry, Expac also has a team of industry experts within the business who can provide in depth advice on all its customer's needs.

What does Expac (Preston) Ltd have to offer?

Expac (Preston) Ltd offers a full service solution to its client base. The company has an on-site laboratory and development

chemist who can offer help and advice on all your development needs. This enables Expac to offer advice on product formulations and any regulatory factors that may be applicable.

Expac has 10 filling and packing lines which are capable of filling various different packaging mediums including; glass and plastic bottles, jars, tubes and plastic and aluminium talc flasks. The filling machinery has the capability to fill from 10ml all the way through to 5l, both hot and cold based formulations. Along with the above Expac also has a range of different blending vessels for both hot and cold based formulations. With blend sizes ranging from 100kg to 4 tonne, Expac ensures that it offers a flexible service capable of catering to a wide range of different customers.

Expac's dedicated team has vast experience in taking products from the initial concept through to completion. With experience in a large range of different markets, both UK based and export, Expac has the expertise to help grow your idea into a retail ready product. The company is BRC and Soil Association accredited and welcome audits from customers as we are confident that our staff and facilities are one of the best within this industry.



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expac.co.uk

IDEA TESTS Group



The Cosmetic Test Company

safety • efficacy • advice

Who we are

IDEA is specialized in toxicology, tolerance and efficacy evaluation (in vivo and in vitro) for both finished products and ingredients. As a real interface between R&D, marketing and regulatory departments, IDEA provides you suitable tests in perfect agreement with your needs and regulation in force.

Core activities

The IDEA TESTS Group activities are centered on 4 divisions:

- IDEA Clinic: tolerance and efficacy testing
- IDEA Sun: in vivo and in vitro solar tests
- IDEA Lab: in vitro testing (regulatory toxicology, efficacy) and microbiology (preservative efficacy, quality control)
- IDEA Legal: human health safety evaluation, European cosmetic file setting up, regulatory advice, toxicological expertise

A team of specialists

Specialists (toxicologists, dermatologists, gynaecologists, ophthalmologists, stomatologists, microbiologists, chemists, biostatisticians) work together in designing, performing and interpreting your investigations.

A guaranty of quality

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Major markets

- Sunscreens
- Anti-ageing products
- Skincare
- Make-Up
- Personal Care
- Hair Care



Specialized services

IDEA provides a full offer for the registration of the cosmetic file and the safety assessment. Our formulation and toxicologist experts give you customised advice on drawing up your cosmetic file according to recommendations from the regulations in force, such as REACH and the new European Cosmetic regulation.

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Sunscreens with crosslinked hyaluronic acid: a safe new sun protection formula

Skin damage caused by the sun

results from the ability of UV radiation to penetrate the skin according to its wavelength. UVA rays penetrate deeper into the skin causing long-lasting damage, such as blemishes, wrinkles, or even skin cancer. UVB rays, on the other hand, are mainly responsible for immediate damage, such as erythema and skin burns. However, it is well known that, when applied to the skin in large areas of the body for prolonged periods, sunscreens are absorbed and may cause adverse effects. Studies have shown how, once absorbed into the skin, substances such as benzophenone-3, 3-benzylidene camphor, 4-methylbenzylidene camphor and octyl-methoxycinnamate can affect hormone levels, and have estrogenic activity, which increases cancer risk. Many clinical studies have confirmed the presence of UV filters in human breast milk during the early breastfeeding stages (6-14 days after birth) following the application of sunscreens.

Environmental studies have verified the bioaccumulation of UV filters in various animal species (macroinvertebrates, fish, and birds) and habitats (lakes, rivers, and seas), and assessed their possible dispersion and contamination in both aquatic environments and the food chain. Moreover, sunscreens in most cosmetics on the market deteriorate after sun exposure, as they are not very photostable, leading to the production of free radicals – which are harmful to the body – and loss of any protective activity.

I.R.A. Istituto Ricerche Applicate has developed and experimented Dermahyal® Sun M, a new cosmetic raw material made with biotech hyaluronic acid crosslinked with urea, which includes UV filters. Urea is the crosslinking agent, which includes UV filters, used to create a 3D hyaluronic acid structure. Unlike other crosslinking agents, which remain in the form of residue in the products and are potentially harmful to health, urea is not toxic, is naturally present in human skin,

and has moisturising and anti-ageing properties.

The inclusion of UV filters in the crosslinked hyaluronic acid combats the absorption of these molecules into the skin, increasing their photostability, thereby protecting them from degradation and the formation of free radicals. The increased photostability makes it possible to use fewer UV filters in Dermahyal® Sun M. This makes it an effective and safe product for both the body and the environment, in compliance with the most stringent EU and Australian regulations. The complexation of UV filters in crosslinked hyaluronic acid allows for an even and balanced inclusion of these molecules, thereby ensuring a homogeneous product that provides full skin protection against UV radiation. Moreover, the mixture of UV filters used in Dermahyal® Sun M has been specifically developed to obtain

maximum synergy to ensure a wide scope of application and excellent protection against UVA and UVB rays. Dermahyal® Sun M can be added in different quantities to any cosmetic formula based on the desired SPF (sun protection factor).



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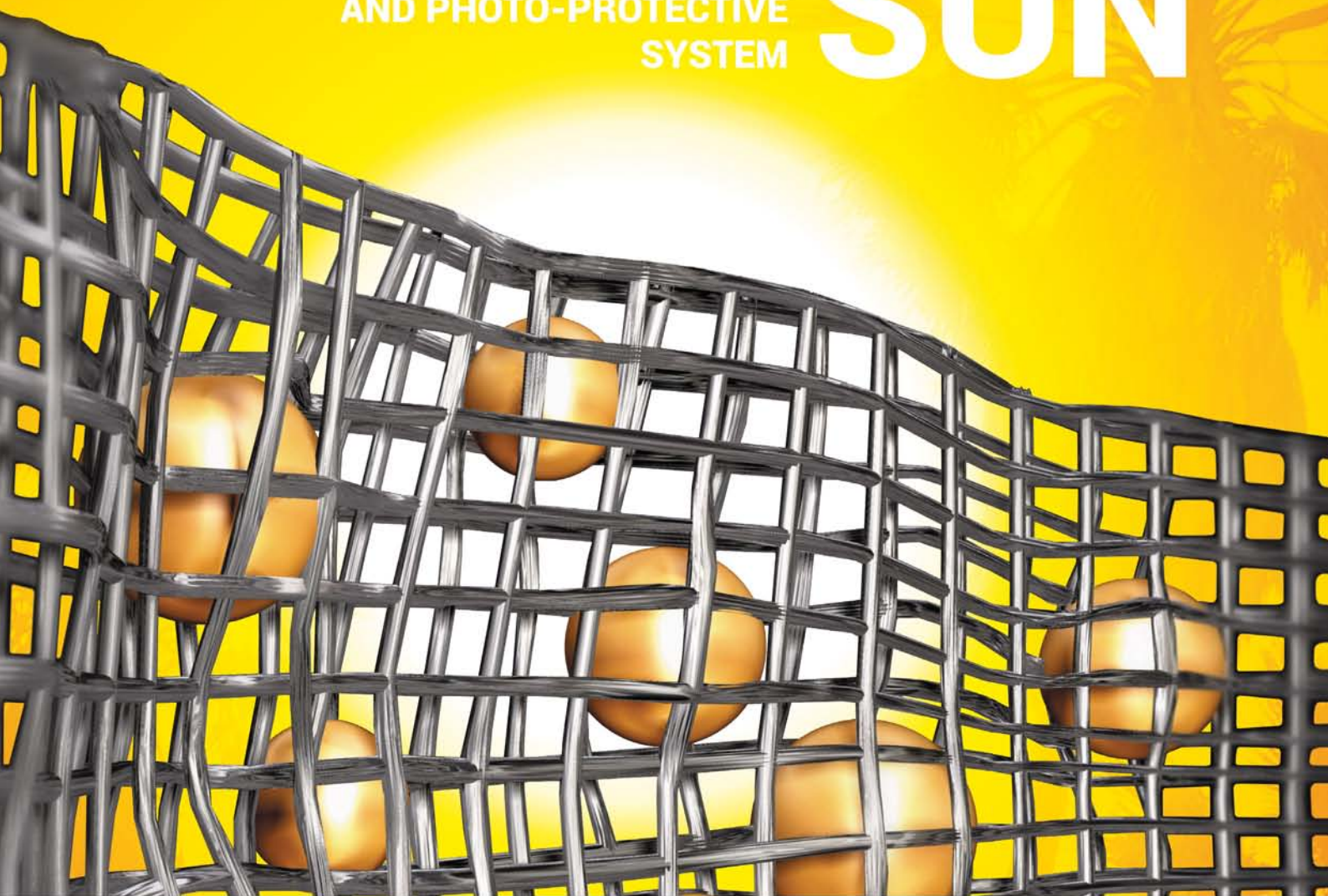


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Laboratorios Magriña S.L.



CONTRACT MANUFACTURER OF PRIVATE LABEL AND CUSTOM SKINCARE FORMULATIONS.



With over 35 years of experience and professional prestige, Laboratorios Magriña specialises in the development and production of wide range of skin care products.

Experts in producing **cosmetics for sale in pharmacies**, for professional beauty salons, BIO/organic cosmetics and mass market. Backed by ISO 9001 and ECOCERT license, the company obtains, on autumn 2012, **the cosmetic ISO 22.716 (GMP) certification**. Moreover, Laboratorios Magriña has succeeded in the ethical audit by BSCI (Social Business Compliance Initiative).

Located in Barcelona, the company works for some of the most prestigious laboratories in the EU and exports worldwide.

Services

Product formulation: Creation and development of products based on new components and/or new textures. Improvement or reformulation of existing products.

Manufacture: Manufacture of cosmetic products in compliance with GMP quality standards. Flexibility in the size of manufactured batches.

Packaging and conditioning: Packaging and conditioning in all kind of formats in compliance with GMP quality standards.

Regulatory affairs: EU dossier assistance. Advice on current legislation with regard to both product composition and presentation formats. Comprehensive technical support for the creation, production, placing on the market and marketing.

Design & management packaging: Design of the packaging in collaboration with the client, and advice on selecting its components.

Management and purchasing based on our wide knowledge of packaging products on the market.

Quality control: Controls from the purchase of materials through to the delivery of the finished product.

Key products

Face products: Cleansers, Eye make-up removers, Toners, Moisturising creams, Nourishing creams, Exfoliators, Face masks.

Specific treatments: Lips, Eyes, Whiteners, Anti-age spots, Acne, Oily skins, Dry skins, Alipic skins, AHA, Anti-wrinkle, Anti-ageing.

Body products: Body milks, Stretch mark treatments, Anti-cellulite treatments, Firming treatments, Massage creams, Foot treatment, Hand treatment, Exfoliators, Spa products, Leg treatments.

Sun care: Sun milks, Sun creams, Sprays, Gels, Tan activators, Aftersun creams, Sun waters, Oils, Bronzers.



Men's: Moisturising creams, After-shave lotions, Facial treatment creams, Shaving foam, Body treatment creams.

Depilation: Hair removal creams, Pre- and post-hair removal lotions, Bleaching creams, Hair growth inhibitors, Hair removal gels.

Mothers and babies: Nipple cream, Baby scalp scab, Sun protectors for babies, Nappy change, Cleansing gel, Moisturising body milk.

Natural/BIO: Sun protector SPF50, Cleansing milk, Facial toner, Moisturizing day cream, Nourishing night cream, Facial serum, Face mask, Exfoliating cream, Body emulsion and more.

Featured ranges

Unique selection of formulas, they can be launched quickly and efficiently, minimising the investment for brand owners.

Top Pharma: innovative selection for the market of cosmetics for pharmacies and dermatologists.

Sun Care: attractive textures in a complete range of protection factors dully tested in accordance to EC regulations.

BIO: complete range with ECOCERT certificate.

Whitening: selection for ethnic skins and Asian markets.

More information is available in the recently renovated site
www.magrina.com

New formulas are updated in the news section of the site.

CONTACT DETAILS

Laboratorios Magriña s.l.
Pereda 1, E-08930 Sant Adrià de Besòs (Barcelona). SPAIN
Web www.magrina.com
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- Collagen replumper
- Pro-tolerance emulsion
- Serum concentrate with hyaluronic acid

The range follows the latest market trends and contains a careful selection of ingredients, obtaining formulas truly attractive and cost effective. There is no need for brand owners to afford big investments and assume risks as all formulas have passed strict tests and include the Safety Assessment Report, necessary to fulfill EU legislation.

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•

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Extensive library of formulas

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•

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Protameen Chemicals Inc



Company description

2016 marks a major milestone in Protameen Chemicals' history having serviced the ever-changing needs of the cosmetics, toiletries, personal care, pharmaceutical and food related industries for 45+ years. During these 4 decades of service, Protameen has established itself as a reliable and trusted source of chemical specialties. Over the years, the Company has worked hard to build strong and enduring relationships with the world's leading multinational producers of consumer based products. A key formula for Protameen's success has been its ability to

offer superior products at competitive prices! Now and in the future, Protameen plans to broaden its range of products to include innovative specialty ingredients as well as our new line of natural exotic butters well suited for today's advanced product formulations. The Company has recently expanded its technical department as well as its American distribution points and representation throughout the world for its global customers through a network of authorized distributors in key geographic locations throughout Europe, Africa, Asia and the Pacific Rim.

Key personnel

- **Manny Balsamides Sr.** President
- **Tom Balsamides** VP Sales
- **Alexis Balsamides** VP Operations
- **Manny Balsamides Jr.** International
- **Lance Tkacs** Director of Operations
- **Tom Velten** Technical Director
- **John Carola** Domestic sales manager
- **Carla Garnett** Quality Manager
- **Amanda Tkacs** South East Sales Manager
- **Holly Fath** Midwest Sales Manager

Technologies, Patents, New Products

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SOLUBLE ESTER PROTACHEM ISL LAUROYL
LYSINE - SODIUM PCA - C 12-C 15 Alkyl
Benzoate TRISODIUM EDTA

Major markets

- Cosmetics
- Toiletries,
- Personal Care
- Pharmaceutical
- Food Related Industries

Major products

Esters, Preservatives, Lanolin and Derivatives, Sorbitan Esters, Natural Oils and Butters.

Specialized Services

Manufacturing, Distribution, Formulations.

Global Capabilities

Protameen has developed an extensive distribution network throughout the USA and the World.

Please contact protameenj@aol.com for further information.

NEW For 2016!

In 2016 Protameen will concentrate its efforts on our new product introductions with a continued push on our highly successful water soluble ester, Pro-Aqua ISL

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AE645 Supply Chain Assistant – London - £25-30,000

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AE644 Account Manager – Home office, Nottinghamshire or South Yorkshire - £26,000, car & bonus

You are a well-organized and disciplined area sales manager. You will manage 50 existing pharmacies across main towns and cities in Central & North England, Wales and Scotland as well as prospecting for new accounts. You will manage sell in and sell out, training and motivating the pharmacy staff.

AE642 Recruitment Consultant – London - £25-30,000 (OTE £50,000)

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AE641 Brand Manager Colour Cosmetics –Surrey - £20-30,000

Ideally you will have a mix of brand management, NPD and sales experience with the ability to add real strategic value to a colour brand. You will have ideas, be able to demonstrate the rationale behind them and help choose the strategy for continued global growth. Working from a delightful rural setting, it is essential that you drive and are commutable to Surrey.

AE638 Technical Manager Fragrance – Manchester - £35-40,000

You will develop and execute global technical strategies to support and deliver the innovation pipeline, provide technical expertise to the global business and provide guidance to creative projects. Work on Fragrance application technologies, development of new and existing product development coordinate stability and compatibility and build strong networks internally and externally.

AE637 Senior Colour Cosmetic Chemist – North - £30-50,000 DOE

We are a small, specialist colour cosmetics company who develop and manufacture onsite. You are a seasoned Cosmetic Chemist with at least 5 years of professional experience within the lab, managing projects from concept through to shelf. Experience in the formulation of colour cosmetics, which could include makeup, nail polish or body / face paint is ESSENTIAL for this position.

AE632 Regulatory Compliance Manager – Wiltshire - £35-40,000

Experience of managing a team to control global regulations and compliance for the cosmetic and toiletries industry, CPNP database, REACH, SVHC and CMR. Good communication skills and ability to liaise and advise customers.

AE631 Account Director – Wiltshire - Competitive package

You are an NPD and Account Management superstar, already at or ready to jump up to director level. Experience within FMCG manufacturing, ideally beauty and cosmetics with the ability to manage, motivate and develop your team and grow two key retail accounts. Creative and strategic with solid financial acumen.

AE630 Process Chemist – Australia - £70-100,000AUD

You will currently be working in a cosmetic manufacturing environment and have experience of hot and cold mix toiletries as well as colour cosmetics. Able to prioritise and multi task as well as keep your cool at all times. A chemistry or cosmetic science degree and good technical understanding of formulation, manufacturing and filling is essential.

AE627 NPD Manager – London - 10 month contract £40-50,000 pro rata

You are a self-motivated and disciplined project manager capable of managing multiple NPD and existing products. Experienced in cost management, meeting targets, forecasting, liaising with 3rd party manufacturers ideally in luxury cosmetic or beauty goods.

AE623 Purchasing Manager- London - £50,000

Managing NPD projects and core brands to deliver quality and efficiency improvements at all levels. You will control stock, purchasing and negotiations with suppliers as well as managing a small team. You must possess the ability to balance technical risk against business objectives and have the ability to innovate as well as challenge.

AE624 Regulatory Manager – Manchester - £38-40,000

You are currently working in a senior regulatory and compliance role within the cosmetic, fragrance, chemical and personal care industry. You must have a scientific degree and thorough knowledge of current global legislation and the gravitas and knowledge to command respect from technical, marketing and quality individuals. Experience dealing with IFRA and CTPA as well as global regulatory bodies is important.

AE620 International Sales Manager – London - £30-40,000

You will be an energetic and ambitious international account manager with experience of dealing with International distributors within the Cosmetics and Beauty industry. You will have a passion for product and proven results of building business within your existing accounts as well as seeking and securing new distributors. An additional language, ideally Italian, French or German would be beneficial.

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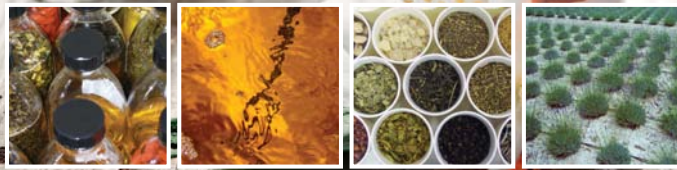
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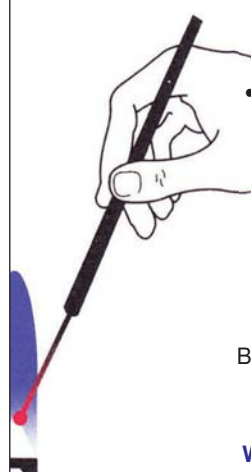
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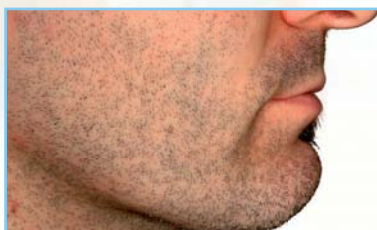
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Kelisoft™

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- ◆ After 2 months application on the underarm: hair growth speed is reduced by 13.5% and hair section visibly decreased by 14%, up to -56%.
- ◆ The end of men's nightmare: with Kelisoft™, the 5 o'clock shadow beard is now delayed by 3 hours.
- ◆ Decreases the release of inflammatory mediators.

Scan the code for free* sample



Member of Croda International Plc

*Samples will be sent at Sederma's discretion