

# COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

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## GO FUTURE: HAIR CARE

Meeting the challenges of textured hair

## SPOTLIGHT: FORMULATIONS

Concepts bristling with creativity

Dr Christina Zech,  
Faber-Castell  
Cosmetics

# “PENCIL PERFECTION”

## VIP of the Month

DR KATARZYNA KITA

Clariant

On the quest for natural hair





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\* For more information and to order free sample visit [aakpersonalcare.com](http://aakpersonalcare.com)

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# BRIGHT FUTURE FOR PREMIUM PRODUCTS

In 2016, premium beauty and personal care grew at nearly 6%, thus outperforming the mass segment for the second consecutive year. This indicates that the future for premium products looks bright. China and the U.S. are expected to contribute just over half of the \$20 billion in premium beauty and personal care absolute growth by 2021.

North America dominates premium beauty and personal care prospects per capita spent. The Asia Pacific region is expected to lead absolute growth from 2016 to 2021 (less than the U.S.'s \$14 billion) as more consumers from its large demographic trade up to premium products.

Premiumisation is driving up standards across all levels of the beauty industry, from the low-end mass segment to the prestige level. Changing consumer lifestyles and priorities are the key drivers, including the quest for healthy living, environmentally responsible consumption, "experiencing" over "owning," and the demand for targeted products.

If you want to know more about recent trends in hair care, formulations, packaging and more, you will thoroughly enjoy this new issue of COSSMA.

Source: Euromonitor.com

Sincerely yours,

Angelika Meiss  
Senior editor, COSSMA

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**WHAT'S HOT IN COLOUR?**

Read the interview with Dr Christina Zech, Faber-Castell Cosmetics from page 56 and watch the video at [www.cossmag.com/qr00206](http://www.cossmag.com/qr00206)

**TEXTURISED HAIR**

Find out why this segment has plenty of untapped potential on page 20

**DOWNLOADS**

Additional information at

[www.cossmag.com/qr00001](http://www.cossmag.com/qr00001)

Your access codes for **June**:

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Front cover picture: Faber-Castell Cosmetics



# THE START OF SOMETHING GREAT.



## Innovative Cosmetic Ingredients

Sabinsa manufactures and markets over 40 natural cosmeceutical extracts and proprietary blends for use in cosmetics and personal care products, and in nutritional products delivering "beauty from within". Derived primarily from herbal raw materials with a long history of traditional use, each ingredient is supported by application-oriented scientific research and clinically validated safety data. Importantly, Sabinsa scientists have developed and patented novel approaches to retain the biological activity of actives while simultaneously addressing formulation challenges. Biostandardization ensures consistent formulation and delivery of bioactives from diverse compositions.



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Use the QR code below to download our latest white papers.



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Lipstick sale going strong

## LIPSTICK EFFECT

**NPD** | Sales of lipstick are said to increase in times of economic uncertainty. The lipstick effect theory suggests that consumers buy less costly luxury goods, turning to items like lipstick. This is demonstrated in the UK regions with sales of lip products increasing across the country. Compared to sales in 2015, sales of prestige lip products in 2016 increased by 50 % in Liverpool, 46% in London, 21% in Birmingham, 13% in Leeds, 11% in Belfast and 11% in Cardiff.

[www.npd.com](http://www.npd.com)

## ENCAPSULATION

**GIVAUDAN** | The company laid the foundation for a new Fragrance Encapsulation Centre in Singapore. In high growth markets there is an increasing demand for encapsulation technologies for fragranced products.

The new fragrance encapsulation centre is expected to be fully operational by mid-2018 and complements the Fragrance Creative Centre and Production Hub that opened in October 2015.

[www.givaudan.com/fragrances](http://www.givaudan.com/fragrances)



Working on the new Fragrance Encapsulation Centre



## Teenage usage

**BRAVO** | Almost two thirds of the German girls aged ten to fourteen use make-up once or several times a week. Girls tend to start using make-up products when they are 12 years old.

[www.bauermedia.com](http://www.bauermedia.com)

Targeting young girls

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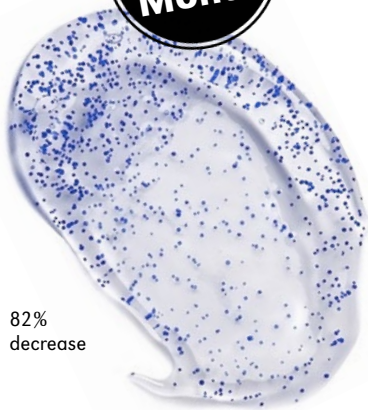
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**News  
OF THE  
Month**



82%  
decrease

## REDUCTION

**COSMETICS EUROPE** | According to a membership survey carried out by Cosmetics Europe, the cosmetics industry reduced the use of plastic microbeads for exfoliating and cleansing purposes in wash-off cosmetic and personal care products by 82% between 2012 and 2015.

In October 2015, Cosmetics Europe recommended the discontinuation of using synthetic, solid plastic particles for exfoliating and cleansing in wash-off cosmetic and personal care products by 2020 that are non-biodegradable in the marine environment.

According to a credible report, the cosmetics and personal care sector's share of the total amount of aquatic plastic litter amounted to 0.1%–1.5% in 2012. It should be noted that scientific studies show that up to 99% of microplastics are captured by waste water treatment plants.

[www.cosmeticseurope.com](http://www.cosmeticseurope.com)

**15 %**

**GIVAUDAN** | The overall sales of soaps, bath & shower products grew by 15% between 2010 and 2015. The expected CAGR is 5.6% until 2020 in mass and luxury categories.

[www.givaudan.com](http://www.givaudan.com)

### New distributor

**SIMON & WERNER** | Simon & Werner, part of the **TER Group**, is **Alban Muller's** new distributor in Germany and Austria.

[www.simon-und-werner.de](http://www.simon-und-werner.de),  
[www.albanmuller.com](http://www.albanmuller.com)

### Merger of equals

**CLARIANT AND HUNTSMAN** | The two companies have combined in a merger of equals through an all-stock transaction. This step will create a company with sales of approximately \$13.2 billion, an adjusted EBITDA of \$2.3 billion and a combined enterprise value of approximately \$20 billion.

[www.clariant.com](http://www.clariant.com)



Increased demand for more natural sunscreens

**90%**

**EUROMONITOR** | Even though the demand for mineral filters is expected to grow due to an increased consumer demand for more natural ingredients on the one hand and new technological developments on the other hand, still ninety percent of the UV filters used in North America, Western Europe and Latin America are organic filters. Thirty-five percent of the UV filters used in Asian products are inorganic, mainly zinc oxide.

[www.euromonitor.com](http://www.euromonitor.com)

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MADE IN GERMANY

# NEWS



## SCENTED STICKER

**CARESTIA ARCADE BEAUTY** | The **Scented Sticker** is made from a fragrance card that is decorated according to the customer's needs. To use, the sticker is simply removed from its background and placed e.g. on card, metal, plastic, glass or wood. This promotional object is suitable for distribution at the point of sale, in the press or as a postcard format.

www.arcadebeauty.com



The new promotional object is made from a fragrance card

## Cushion pen

**ALBÉA** | The **Twist Pen Cushion** has a very soft sponge tip designed for very liquid formulations.

www.albea-group.com



Controlling the dosage by twisting the pen



A brush for evenly spreading the formula

## Tooth tint

**QUADPACK** | The brush-on tooth whitening **Tint Instant Bright Teeth Tooth Paint** uses a lipgloss pack from **Quadpack**. The white bottle and cap come with a brush, which is used to "paint" the formula onto the teeth. The brush gives the dexterity and precision required to spread the formula evenly over the teeth.

www.aptar.com

photo: Albéa, Arcade Beauty, Quadpack

- ADVERTISEMENT -

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# SUN CARE

**Formulations** | This month, the focus of our formulation section is sun care, a product category which is probably the most challenging for formulators.

Details on the broad selection of product formulations listed here are available free of charge on our website, [www.cossmma.com/qr00202](http://www.cossmma.com/qr00202).

\*Additional information can be found on the Internet – see download panel



**DOWNLOADS**

Additional information at  
[www.cossmma.com/qr00202](http://www.cossmma.com/qr00202)  
 Your access codes for **June**:  
 User name: **cossmma6**  
 Password: **hair**

**Anti-Ageing Day Cream With Sun Filters**  
 Sederma

**Anti-Ageing Solar Protection SPF 30**  
 Seppic

**Don't Worry Be Sunny**  
 Stearinerie Dubois

**Baby Sunscreen Lotion**  
 Zschimmer & Schwarz

In our July/August issue, we will be focussing on formulations for the fields of hair care, styling and colour. In our September issue, we will be investigating the most creative product ideas in the field of body care. All of the information published here has been carefully assembled. However, neither the publishers nor the developers of these formulations can accept responsibility for their safety or accuracy.

photo: Africa Studio, Shutterstock.com

**Silky Sun Shield Lotion (SPF 50+)**  
 AkzoNobel

**HydroSheer Dry Technology Spray\*\*  
 SPF 50 (EU)**  
 Ashland

**Summer At The Beach (expected SPF 30)**  
 Biesterfeld Spezialchemie

**Sunbrella Color Protection Spray**  
 C.H. Erbslöh

**Sun Care "Light & Silky" SPF 30**  
 CFF GmbH

**Sun Oil Spray**  
 CLR

**Easy & Cold Process Cream SPF 50**  
 Covestro

**Sublime Protection Sun Lotion SPF 20**  
 Croda

**Sunscreen Mousse PEG-Free SPF 30**  
 Daito Kasei

**Eco-friendly Sunscreen Lotion SPF 50+**  
 DKSH

**Buttery Sun Care For Your Hair**  
 Dr. Straetmans

**Bare Skin Feel SPF 50+**  
 DSM

**Moisturising After Sun Lotion (20% Urea)**  
 Evonik

**Sun Spray For Bald Head SPF 20, O/W**  
 GfN Selco

**Olive Oil & Lemon Butter Zinc Oxide SPF 30 Sunscreen**  
 HallStar

**Protective Sun Oil**  
 IFF Lucas Meyer

**Anhydrous Sunscreen**  
 Kobo Products

**Sunshine Spray**  
 MMP Inc.

**Skin Glow Day Cream**  
 Nordmann, Rassmann

**Sun Care Cream SPF 12**  
 ROELMI HPC

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