

COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

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GO FUTURE: SUN CARE

Do mineral UV filters
meet the challenge?

SPOTLIGHT: SAMPLES

The perfect minis

Dr Christian Rimpler,
Rimpler Cosmetics

“A PASSION FOR SKIN CARE”

VIP of the Month

SVEN GEHRIG

Wala

ISO – Has it really
hit the mark?



Milliken presents

ClearShield™ UV blocker protects your brand from harmful UV rays

Milliken's ClearShield™ Colorless UV Absorber brings real value to clear PET packaging of personal-care and home-care products such as hand soaps, lotions, cosmetics, laundry detergents, dishwasher gels and other cleaning products.

Ultraviolet light can seriously undermine your product's quality and consistency. Product exposure to sunlight and artificial light sources at any point in its life cycle potentially can cause colors to fade and shift, aromas to go "off," and chemical formulations and ingredients to lose their potency.

This technology effectively protects UV-sensitive packed contents from degradation while maintaining the clarity and transparency of PET, and it does so in a novel, efficient way. Milliken's ClearShield UV Absorber incorporates the UV absorber into the PET package itself, allowing brand owners to remove the often-high loadings of traditional UV additives they previously had to include in the formulations of the packaged contents. Formulators can obtain the same protection using up to 10 times less UV ClearShield absorber than traditional absorbers, which also helps to save costs.

Specifically, ClearShield 390B stands out because it offers a polymer-bound formulation that testing has shown does not migrate out of the plastic and contaminate the product, while

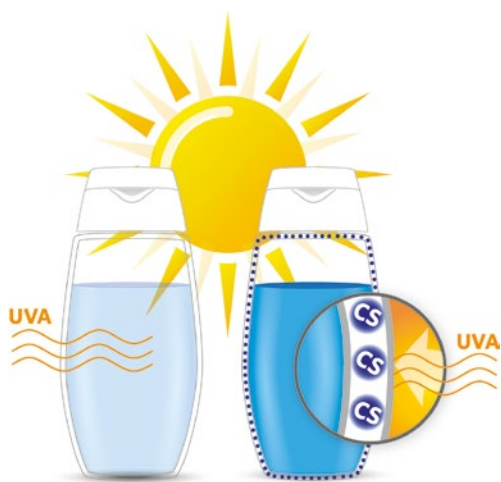
preserving PET's crystal clarity. ClearShield's UV absorber filters 95% of UV light at up to 390 nanometers and is effective at very low loadings. This also helps to address consumer demands for "natural" ingredients by enabling the use of more highly UV-sensitive natural essences, fragrances and colorants in the packaged products.

Adding ClearShield to the PET packaging also eliminates concerns about toxicity or wastewater contamination by some of the chemicals traditionally used in other UV stabilizers. Both standard PET bottles and PET bottles with ClearShield can be recycled, but only the PET bottle with ClearShield provides rPET with UV protection.

Packaging is a key differentiator for consumer goods and can make your products stand out on store shelves. But the value of appealing packaging vanishes quickly if the package fails to properly protect the contents. Product consistency – in appearance, fragrance, color, flavor and nutrient value – is vital to brand integrity.

Consumers also increasingly like to see what they're buying. Having the ability to deliver excellent UV protection in a clear, transparent package offers additional marketing and branding opportunities.

It's a clear choice – protect the contents of your PET packaged goods from unwanted exposure to sunlight and indoor lighting and ensure their quality consistency by using Milliken's ClearShield Colorless UV Absorber.



For more information contact Eurochem@milliken.com or visit our website millikenchemical.com/clearshielduv

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Please Note: As each customer's use of our product may be different, information we provide, including without limitation, recommendations, test results, samples, care/labeling/processing instructions or marketing advice, is provided in good faith but without warranty and without accepting any responsibility/liability. Each customer must test and be responsible for its own specific use, further processing, labeling, marketing, etc.

Milliken

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COMPLETE DESIGN FREEDOM FOR BLISTER PACKAGING

Along with the variety of designs, you benefit from the utmost flexibility thanks to modular system concepts. Sensory and visual monitoring ensures maximum process reliability. And that's not all.



In a restaurant, your meal is also a “feast for the eyes”. The same applies at the point of sale – only aesthetic appearances sell. The blister offers distinct advantages: It protects the product and optimally accentuates it. The best solution for complete design freedom in economical production is a Z.PACK from ZAHORANSKY.

The machine made in “Black Forest quality” is tailored to your individual requirements and stays flexibly expandable at any time. It is even capable of producing very complex packaging economically.

Thanks to ZAHORANSKY's cutting-edge “Made in Germany” technology, it convinces through its high process reliability and long service life. It packages toothbrushes, dental floss, interdental brushes, razors, razor blades, nail files, mascara, lip care products and much more. It can also be upgraded with supplementary functions, such as the insertion of leaflets or blind embossing, on request.

The ZAHORANSKY-Plus: We don't only deliver the packaging machines, but we also integrate the system directly into your production processes.

Our divisions (Machine Building, Mold Making and Systems Technology) work together hand-in-hand and, in this way, develop a complete solution together with you – from the injection mold all the way to the finished packaged product.

www.zahoransky.com



Z.PACK:

Complete design freedom
and efficiency.

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Front cover picture: Rimpler 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.



Discover more about these patented and branded ingredients at www.sabinsa europe.com.
Use the QR code below to download our latest white papers.



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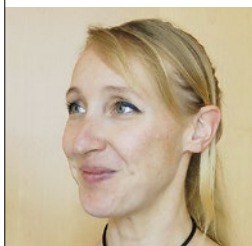
THOMAS KEISER
Managing Director,
IKW

explains what personal care categories in Germany were particularly successful in 2017



CHRISTOPH KNOKE
Managing Director,
IRI

talks about the main drivers in personal care online retail



PROF DR CORNELIA M. KECK
Professor for Pharmaceuticals,
University of Marburg

talks about future visions for anti-ageing ingredients



AÏMARA COUPET
Make-up Expert,
Brown Skin Specialist

talks about creating make-up for brown skin



ANDREW MCDUGALL
Global Beauty Analyst, Mintel

explains the results of Mintel's study on consumer trust in the beauty industry

COSSMA DOWNLOAD TIP IN FEBRUARY

Futurologist and Trend Watcher Helga Hertsig-Lavocah tracks trends across multiple categories to inspire new product development and points out: "The current phenomenon of sleep deprivation provides an abundance of opportunities."



Only 20% of consumers get as much daily sleep as they would like

DOWNLOADS

Additional information at

www.cossma.com/download

Your access codes for **January/February:**

User name: **cossma2**

Password: **sun**

Top downloads for February

- ✓ **BACKGROUND:** Hair care concepts (BASF)
- ✓ **COMPANIES:** Wala
- ✓ **SERVICE PROVIDERS:** Updated market survey
- ✓ **FORMULATION:** Purifying Power Serum (Biesterfeld Spezialchemie)

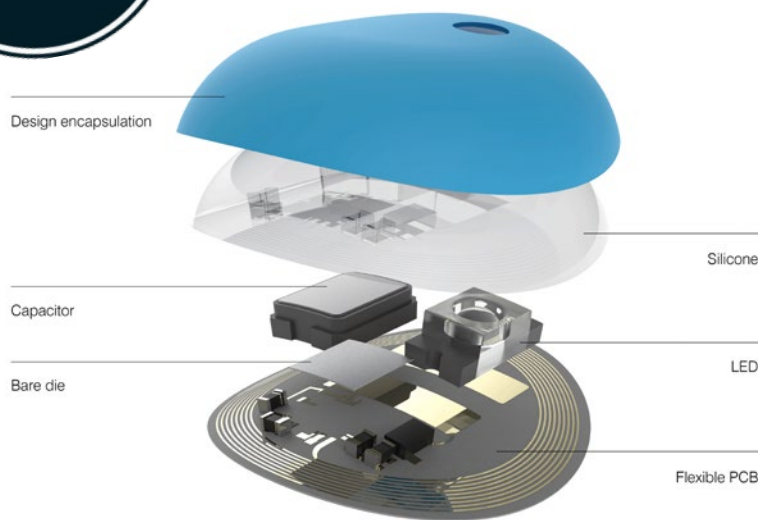
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On the COSSMA web site we post lots of additional information related to the topics covered in the magazine. You will find **MORE THAN 1,000 USEFUL ADDITIONAL ITEMS** to extend your knowledge and understanding: more information on the ingredients and finished products that we cover, market data and statistics, supplier listings, literature references, scientific articles, product formulations and useful base informations. Take a look right now, at www.cossma.com/download



photo: Andrey Popov, Shutterstock.com

Star
OF THE
Month



WEARABLE UV SENSOR

Devices | La Roche-Posay's UV Sense is the first battery-free wearable electronic UV sensor. This groundbreaking technology, to be worn on the thumbnail, qualifies this time for our Star of the Month.

L'Oréal developed its first commercial sunscreen product in 1935. The company has long been dedicated to sun safety through research, product innovation, and public education campaigns, as well as funding significant research with the **Melanoma Research Alliance** to prevent certain skin cancers. In 2016, **La Roche-Posay**, L'Oréal's dermatological skin care brand, launched **My UV Patch**, the first-ever stretchable skin sensor to monitor UV exposure. Since the technology's debut, the brand has distributed more than one million patches to consumers in 37 countries free of charge. Consumer studies show that this patch has had a positive impact on the sun safety behaviour – with 34 percent applying sunscreen more often and 37 percent trying to stay in the shade more frequently.

New UV sensor to be worn on the thumbnail

To further encourage consumers to change their sun safety behaviours, the new **UV Sense** is smaller, offers longer wear and real-time data. This first battery-free wearable electronic sensor to measure individual UV exposure can store up to three months of data and show trends of exposure over time with instant updates. The new wearable, designed by **Yves Behar**, is less than two millimetres thick and nine millimetres in diameter. As the thumbnail receives optimal sunlight, the idea is to wear it on the thumbnail.

By using this technology, consumers can increase wear time from several days with **My UV Patch** to several weeks with **UV Sense**. The sensor can be reapplied to the nail with additional adhesives, which come in

the packaging. It has an accompanying mobile app which translates and transfers data from the sensor using Near Field Communication (NFC) enabled technology. The app delivers consumer-friendly information detailing when the wearer should be mindful of UV exposure and outlines a user's exposure levels.

Sun-safety habits – like spending time in the shade or reapplying sunscreen – are encouraged with facts about sun exposure and additional tips for protection.

The new device blends problem-solving technology with human-centered design, offering real-time data and longer wear in a discreet product that fits any lifestyle.

UV Sense will be available on a limited basis in the U.S. for the 2018 summer season with a global launch following in 2019.

www.lorealusa.com

AM

ENHANCED FORMULATION CONVENIENCE

Interview | Dr Markus Schwind explains that BASF's R&D has come up with plenty of solutions to make a formulator's life easier in the challenging field of sun care.

» **Interview with:**
Dr Markus Schwind,
Senior Marketing
Manager Sun Care,
BASF, Monheim am
Rhein, Germany
www.carecreations.basf.com



COSSMA: What have been the most recent developments in sun care?

Dr Markus Schwind, Senior Marketing Manager Sun Care, BASF: The scientific community has been studying the mechanisms of sun protection for a long time, but lately a lot of attention has been centered on

the positive effects of UV light. Take the production of vitamin D and the range of feel-good hormones that the human skin only produces when it is exposed to the sun. However, the importance of UV protection cannot be overstated. SPF levels must match climatic conditions and, at the same time, allow the right balance of protection and exposure.

What are BASF's latest findings in sun care?

As the market for sun care products that protect sensitive skin against photodermatitis grows, we have been researching the UV-induced formation of free radicals. These can be assessed through an ESR-based method called radical potential (RP)

and avoided with the right UV filter combination.

We have also developed **Tinosorb S Lite Aqua**, the water-dispersible form of the oil-soluble **Tinosorb S**, which brings broad-band UV protection to the water phase. This allows manufacturers to reduce the UV-filter load in the oil phase for more formulation flexibility and very light formulations. Distributing the UV-filter load between the oil and water phase

DOWNLOADS

Additional information at

www.cossmma.com/q00258

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“THE IMPORTANCE OF UV PROTECTION CANNOT BE OVERSTATED”

Dr Markus Schwind, Senior Marketing Manager Sun Care, BASF

Easy offers an easy solution for sun and skin care products, with a range of attractive sun protection benefits. It is simply mixed with water and a thickener to create a fine O/W emulsion. The amount of this UV-filter mix used determines the SPF: 15% Uvinul Easy provides an SPF of 15, while 50% provides an SPF of 50.

What regional differences are there in the use of sun care products?

The choice of sunscreen certainly depends on geographical location, weather and skin type – but cultural values such as prevailing beauty ideals also play an important role. In Asia, for example, fair skin is highly sought after and in Korea, China and India, sun protection and even avoiding the sun altogether are considered critical. By contrast, consumers in South America will gladly sunbathe on beaches, which of course requires entirely different sun protection products.

Our marketing experts are constantly taking the pulse of the market and monitoring trends in different regions. We are also continually improving our broad port-

boosts the SPF and UV-A protection factor.

Thirdly, the combination of BASF-patented UV-filters **Uvinul A Plus** and **Tinosorb A2B** provides very effective and completely photostable protection across the UV-B and UV-A range, as their absorption spectra complement one another perfectly.

What are BASF's most suitable ingredients for sun care?

For sun care experts, we offer the broadest portfolio of UV filters in the market as well as a large variety of excipients. Also for newcomers to the field of sun care, we have a convenient solution: Cold-processable, preservative-free **Uvinul**

Positive effects of UV light include the production of **vitamin D** and **feel-good hormones**

A reduced **UV-filter load** in the oil phase allows for more formulation flexibility and very light formulations

Distributing the UV-filter load between the **oil** and **water phase** **boosts** the SPF and UV-A protection factor

THE ABSORPTION spectra of Uvinul A Plus and Tinosorb A2B complement one another

folio of sun care ingredients to match consumers' needs – whether that means offering the broadest-possible UV protection, photostability or increased formulation flexibility.

How is BASF's sun care offering different? from that of its competitors?

BASF offers the broadest portfolio of UV filters in the market and a wide range of emollients and emulsifiers that pave the way for formulations with the pleasant sensory properties consumers demand. We are continuously improving our offering through research: The newest UV filters on the market are BASF developments. To create innovative products that really meet consumers' needs and desires, we look at current market trends and, of course, relevant scientific developments. And lastly, we've set our sights on providing consumers across the globe with access to the very best sun protection products. That's why we ensure that all our UV filters are registered – even if it takes a while in some cases. □

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



Consumers in South America gladly sunbathe

NEWS



The molecule provides anti-oxidant shelter

Captures free radicals

LIPOTEC | Lipochroman molecule was designed to capture both types of free radicals, RNS and ROS. New assays show it also captures RCS, in addition to its antioxidative capacity and detox potential. In a clinical test, the antioxidative capacity of the skin increased by 21.3% in 14 and by 36.7% in 28 days.

www.lipotec.com

NEW DATA

SEPPIC | Taladvance improves skin complexion with fast and long-lasting activities such as soothing, repairing, protecting and maintaining skin balance. Recent clinical data show this extract of Cen-



tella asiatica that it improves skin uniformity after only 30 minutes and boosts skin glow after 28 days for a lasting effect.

www.seppic.com

ANTI-AGEING FOR HAIR



The active slows down hair greying and reduces hair loss

BASF | DN-Age is an anti-ageing active ingredient for hair. It slows down the hair greying process and reduces hair loss. The active ingredient, which is extracted from *Cassia alata* leaves and titrated in flavonoids, acts on the scalp by preventing UV induced DNA damage. It also protects hair follicle cells to prevent hair greying

and hair ageing. It leads to greater hair density: 80 percent of panelists perceived their hair to be stronger, fuller, and thicker.

www.care-chemicals.basf.com

Milder straightening

CRODA | Kereffect SD is a low molecular weight, hydrolysed keratin for versatile hair styles. By prolonging the hair straightening efficacy of sodium sulphite, this product offers a milder alternative to traditional straightening or relaxer systems. Its effects can last for up to 30 washes.

www.crodapersonalcare.com



Lasts for up to 30 washes

New name

DOW HOME & PERSONAL CARE | Dowsil is the new product name for its heritage Dow Corning silicone-based home and personal care products.

www.dow.com

ALTERNATIVE TO BISABOLOL

GIVAUDAN ACTIVE BEAUTY | BisaboLife, the sustainable biotech $(-)\alpha$ -bisabolol, is produced by an exclusive fermentation process. It fortifies and soothes the skin and the scalp. It also reduces skin redness in a post-shaving application. It is identical to the plant active isomer of $(-)\alpha$ -bisabolol, which is known for its anti-inflammatory, antioxidant, astringent and healing properties.

www.givaudan.com/activebeauty



Soothing action in a post shaving application

ADVERTISEMENT

New software and temperature control up to 300 °C for KRÜSS Premium Tensiometer K100



K100 with temperature control unit

The new ADVANCE software is designed to be a universal platform for all KRÜSS measuring instruments and now also supports the high-end K100 tensiometer. ADVANCE displays the logical workflow of scientific measurements on an intuitive user interface.

The broad scope of methods offered by the K100 include, in addition to standard methods for surface and interfacial tension of liquids, completely automated CMC measurement and processes for characterization of the wettability of solids and powders right up to the determination of their surface free energy.

ADVANCE controls measurement sequences with the aid of ready-made automation programs, reducing manual steps to the absolute minimum. Measurements can therefore start immediately without any further adjustments. Procedures can also be intuitively modified or even newly created for completely different sequences without any programming knowledge.

FURTHER INFORMATION:

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