

COSSMA

COSMETICS | SPRAY TECHNOLOGY | MARKETING

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GO FUTURE: INNOVATIONS

A plant-derived alternative
to hyaluronic acid

SPOTLIGHT: GREEN PACKAGING

Sustainability as an integral
part of beauty care

May Shana'a,
Beiersdorf

"THE ART OF INNOVATION"

VIP of the Month

DR ANDREA MITAROTONDA
ORIFLAME

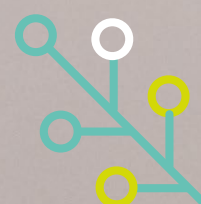
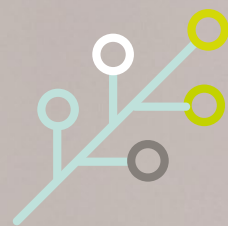
Experimenting as a vital
prerequisite for innovation





who optimizes
the delivery of
non-alcohol
preservatives?

optiphen™ DP and DLP
preservatives



Optiphen™ DP and Optiphen™ DLP are preservative technologies based on the innovative delivery concept Optiphen™ P platform, which enhances the antimicrobial efficacy of the active ingredient, allowing for lower use levels. These non-alcohol-based preservative technologies contain nature-identical actives and can be used in a wide variety of personal care products, including wet wipes. Reach out to our solvers or visit our preservative selector for more information.

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more transparent



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by experimenting



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AAK

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For the past 30 years, we have been driving positive change in perceptions of natural emollients. Opening up new opportunities for use across cosmetic applications. Our technologically advanced innovations deliver on sustainability and enable the development of high-performance beauty products. Join us in pushing the boundaries of possibilities and experience the difference yourself.

Find out more at aakpersonalcare.com



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Front cover picture: Beiersdorf

OIL CONTROL MOISTURIZER

HELLO FACE, GOODBYE OIL

Sabinsa's tailor-made oil control moisturizer could be the answer to your oily skin or seborrhoea, and in turn to the problems like acne, oily scalp and comedo. In a recent clinical trial, this water-based, oil-free moisturizer, comprised of actives such as policosonal (pictured below), Aloe vera extract and niacinamide (vitamin B3) was suggested to regulate sebum secretion and acne-causing bacteria load on the skin, decrease the inflammation and provide softness to the skin. See the beauty of this oil control moisturizer from Sabinsa to impart more suppleness and smoothness to your skin.

PATENTS: US 7,217,546; IN229695

www.sabinsa europe.com | www.sabinsacosmetics.com



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TRANSPARENCY IN SKIN CARE

Marketing | Only 30% believe that beauty brands are portraying a realistic beauty standard in their marketing. Some indie brands show that simplifying the complexity of skin care claims is a solution.



AUTHOR:
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Consultant to In-Cosmetics
Oxford
Great Britain

Today's informed consumers expect a great deal from their skin care products which goes above and beyond the basics. This is placing growing pressure on brands to be more transparent in terms of the ingredients of their products and the results the user can expect. Smaller indie brands have been quick to spot an opportunity to stay ahead of their mainstream competitors by using a more frank and honest approach to product claims and ingredients used in their formulations or to the ones they have chosen to exclude.

The veracity of promises and claims made by skin care brands is a hot topic as consumers have become more knowledgeable and discerning in their product choices.

According to **GlobalData's** 2017 Q4 global consumer survey, only 30% of Europeans believe that beauty/grooming brands are trying to portray a realistic and achievable beauty standard in their product marketing. This comes as no surprise, given the widespread practice among beauty brands to inflate the results of their product offer as an accepted marketing tool. "It can also pose a real risk in damaging trust in the brand, should users struggle to replicate those results at home," maintains Jamie Mills, senior analyst, **GlobalData**.

Do consumers believe anti-ageing claims?

Anti-ageing continues to be a widely used term in skin care, especially in the US where, according to **Mintel**, 62% of women use "anti-ageing" skin care every day. In some Asian markets, anti-ageing claims are less overt and the language for skin care products is more nuanced. **Mintel** illustrates this point by stating that just 27% of facial skin care launches in China have anti-ageing claims compared to 55% of UK skin care launches. In neighbouring South Korea, reducing fine lines/wrinkles is a stronger claim. Meanwhile, in Western markets, brands and media are only slowly changing their way of talking about ageing. "Last year, Allure magazine announced that it would no longer use the term 'anti-ageing' in a bid to change the way growing older is discussed," states Jo Lawler, global skin care analyst, **Mintel**. "Removing the term 'ageing' altogether could be a more effective way to communicate with older audiences," she says by suggesting that beauty bloggers and vloggers of all ages can be used to show how the same products can be used by women of all ages, shifting the focus from age to end result.

Simplifying the complexity of skin care claims

Consumers are looking for an alternative to the impossible and glossy images purporting to be the result of cosmetic usage. In its interrogation of the **Global New Products Database (GNPD)** **Mintel** has found that vegan is the currently trending claim in skin care, growing from 7% of all NPD in 2017 to 10% this year. "There is an opportunity for brands to tap into this trend, especially with the new "free from" regulations that are due to come into effect in July 2019," states Lawler. "Vegan claims will not be affected by this legislation, so there may be a huge increase in this claim."

P&G
wants to **disclose**
the **ingredients**
in its fragrances by
the end of 2019

INDIE BRANDS
Smaller indie
brands have been
quick to spot
opportunities to
stay ahead of
their mainstream
competitors

Only 30%
of Europeans
believe that
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brands are trying
to portray a
realistic beauty
standard in their
marketing

62% of women use
anti-ageing skin
care every day in
the US

Mills believes that the significant shift towards natural ingredients makes basing claims on complex and clinical sounding formulations increasingly difficult as consumers seek out familiar, recognisable ingredients having naturally beneficial properties.

"Many brands leave the ingredients to do the talking for them, by focusing on simplified product and claim messaging," she says. Some, such as indie brand **NO B.S.**, follow a quite radical approach, whose philosophy is that to look good, the skin needs the tender love and care of plant-based ingredients. By eliminating many of the elements adding cost to premium brands, such as gimmicky packaging, extravagant marketing and middleman markups, **NO B.S.** is able to focus on producing effective formulations at an affordable cost.

Another example is **The Ordinary**, an evolving collection of treatments offering familiar, effective clinical technologies positioned to raise pricing and communication integrity in skin care. Its website states: "The Ordinary is born to disallow commodity to be disguised as ingenuity." Products are grouped by ingredient type, such as differing strengths of retinoids and vitamin C. Price points are typically ten times lower than many premium positioned skin care products.

However, not just indie brands are looking to simplify the complex world of beauty formulations. Mills highlights **Garnier's Skin Active** range that claims to be 96% naturally derived while also calling out key actives front of pack. And **P&G** is also making a move towards greater transparency by announcing its intention to disclose the ingredients in its fragrances by the end of 2019.

"Nevertheless their entire story, brand and product range on transparency and the 'clean' ethos," states Mills. □

GlobalData and Mintel will present at next year's In-Cosmetics Global Marketing Trends presentations in Paris, from 2-4 April 2019.

NEWS



Artichoke extract prevents epigenetic changes

TRIPLE ANTI-POLLUTION ACTION

MIBELLE | Depolluphane EpiPlus consists of an organic cress sprout extract and an artichoke extract, combined with a smart polysaccharide complex. The cress sprouts used contain sulforaphane for cellular detoxification and the production of antioxidant enzymes. The polysaccharide complex shields the skin from pollution and strengthens the skin barrier for a more resilient skin. In a placebo-controlled clinical study, it shielded the skin against atmospheric pollution and facilitated the removal of microparticles. The artichoke extract prevents epigenetic changes in skin cells that are caused by pollution. Working together, these components protect the skin from the immediate, short-term and long-term effects of pollution.

www.mibellebiochemistry.com

Wrinkle correction

ASHLAND | The pre-dispersed microgel **Optim-age SF** provides rapid improvement in the appearance of fine lines and wrinkles. The liquid product's soft, flexible, silicone-free microgels



Silicone-free microgels

do not interfere with other common skin care chassis ingredients. They enhance formulation stability, and are easy to use. Their efficacy was shown on Asian and Caucasian skin.

www.ashland.com

NEW PRESERVATIVE COMBINATION



A multifunctional blend for self-preserving formulations

COSPHATEC | **Cosphagard** is a new alternative preservative combination: water-soluble, pH independent, odourless and a transparent liquid. It is free of traditional preservatives. The blend of multifunctional ingredients can easily create self-preserving formulations

and has chelating and skin conditioning properties. With a broad spectrum of antimicrobial activity, it can inhibit bacteria, yeast and moulds. It helps formulators create sensitive facial applications where low irritation is required.

www.cosphatec.com

THREE INGREDIENTS ONLY

CARGILL BEAUTY | **System 1.0 for Skincare** uses three key ingredients, the universal texturiser **Actigum VSX 20**, the new innovative Lecithin **Emultop Velvet IP** and the high-oleic rapeseed oil **Bota Valley 75**, to offer manufacturers an array of options

for their natural and ethical beauty products. **Emultop Velvet IP** is a new NGM 100% nature-derived lecithin. **Phytospherix** by **Mirexus** is a pluri-functional glycogen active that is used in the System 1.0 formula Radiant Pearl Serum developed for Asian skin.

www.cargillbeauty.com



Pearl serum with a pluri-functional glycogen active

For firmer skin

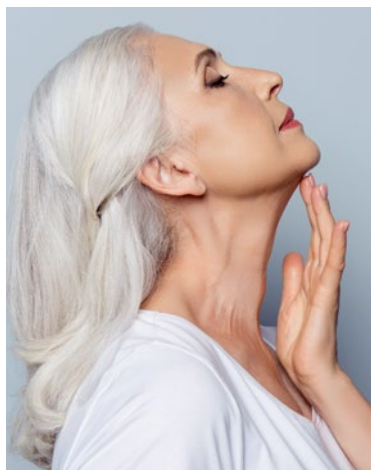


The ingredient contains mulberry leaf and pearl extract

the expression not only of Collagen II and elastin, but also decorin. Decorin makes collagen stronger. In vivo evaluations showed that the facial contour area at the lower cheek and jaw appeared more toned.

www.lonza.com

LONZA | **XPresseV** helps reduce the visible effects of chronological ageing for a firmer and fitter skin. Ex vivo efficacy tests showed that it strengthens the DEJ by enhancing expression of Collagen VII and Laminin 5. It also helps improve the dermal architecture by increasing



Age specific ingredients

EMBRACE AGEING

GREENTECH | Greentech launches active ingredients to embrace ageing for specific age groups. **QT 40** is a collagen specialist for a more defined skin in the age group 40-50. **Reverskin Wrinkle Eraser** for the menopausal skin is aimed at the 50-60s. **Hebelys Age Compensator** for the postmenopausal skin of the age group 60 plus will be launched in 2019.

www.greentechgmbh.de,
www.greentech.fr

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