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COSMETICS | SPRAY TECHNOLOGY | MARKETING

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Michael Wilkop, François Bouton
Brenntag

“IDENTIFYING NEW NEEDS IS KEY”

GO FUTURE: SUN CARE

Are ocean-safe sun protection
products in sight?

SPOTLIGHT: SAMPLES

Delve into the
world of minis

VIP of the Month

MARC PISSAVINI

Coty

All about full
light technology



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cosmetics-europe@brenntag.de

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NATURAL STYLING AT ITS BEST

Interview | The disadvantage of natural hair styling ingredients is their relatively poor performance. Covestro's 50 % natural-based new film former Baycusan eco 1000 now provides a number of technical benefits.

» **Interview with:**
Astrid Wulfinghoff,
Business Development
Manager Cosmetics
EMEA/LATAM, Covestro
Leverkusen, Germany
www.covestro.com



COSSMA: What makes your new film former Baycusan eco E 1000 different from other film formers?

Astrid Wulfinghoff, Business Development Manager Cosmetics EMEA/LATAM, Covestro: So far formulators of hairstyling products had to choose between high performing or natural-based ingredients. When they opt for a formulation with natural ingredients, they are faced with poor performance in terms of humidity resistance, flaking or washability. On the other hand, when they choose synthetic polymers they cannot fulfil the

consumer demand for the use of natural resources.

With the help of **Baycusan eco E 1000**, formulators can now comply with both demands at the same time with just one polymer and provide both performance as well as a natural source.

The new film former is bio-based. Could you please explain what that means?

The new film former fulfils the criteria for naturally derived ingredients for cosmetics in accordance with the

More information at

www.cosma.com, web code 100165

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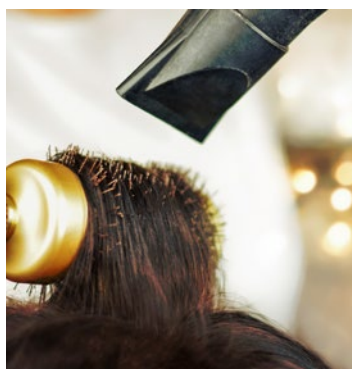
Password: **sun**

ISO Norm 16128. More than 50 % of this ingredient stem from natural sources.

It is not easy to find the appropriate monomers from renewable resources. With the right ratio and combination we were able to maintain the same performance typical for synthetic polymers such as a pleasant hair feel, no flaking and good humidity resistance.

What are the disadvantages usually associated with using green raw materials in hairstyling and hair care?

There are still no natural hair fixative agents on the market. The natural thickening agents commonly used are xanthan gum or shellac which also act as film forming agents. Purely natural styling polymers often have the disadvantage of having a poor styling performance. Xanthan gum leads to strong flaking. Shellac can be difficult to wash off. Most of the required styling properties such as strong hold, humidity resistance or heat protection usually cannot be achieved with natural polymers.



The film former's main technical benefits include a long-lasting hold, humidity and heat protection

So far, hair styling ingredients were either **high performing** or **natural-based**, but never both

More than 50% of the new film former stem from **natural sources**

FILM FORMERS

The **right combination** of monomers creates a performance similar to synthetic polymers

The **new film former** complies with the ISO Norm 16128



Pure natural styling polymers usually provide poor styling performance

For what types of product can the new film former be used and what are its benefits?

Just like our classic **Baycusan** polymers, **Baycusan eco E 1000** can be used for all types of styling formulations such as gels, waxes, lotions, creams, or aerosols. Apart from its sustainability benefits, the film former's main technical benefits include a long-lasting and flexible hold, humidity and heat protection. Its sensory benefits are not compromised as **Baycusan eco E 1000** facilitates the development of hair care formulations with low flaking and low tackiness.

In what way is the performance different from conventional film formers?

The styling properties of the bio-based film former are comparable with conventional film formers and include a strong and long-lasting hold as well as very good straightening and anti-frizz properties.

Have the curl retention properties been tested in comparison to conventional film formers?

In general, polyurethanes protect well from air humidity. The high humidity curl retention was tested at 30°C and 90% relative air humidity. **Baycusan eco E 1000** was compared with other technologies and showed a better humidity resistance in comparison to PVP or acrylates.

How is the performance in terms of heat protection?

Polyurethanes provide excellent heat protection when straightening irons are used with a temperature of 230°C. Acrylates are not thermally stable at this temperature. In addition, the new film former helps to straighten the hair due to the flexible film it leaves on the hair. □

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

“THE NEW FILM FORMER PROVIDES A PLEASANT HAIR FEEL, NO FLAKING, AND GOOD HUMIDITY RESISTANCE”

Astrid Wulfinghoff, Business Development Manager Cosmetics EMEA/LATAM, Covestro

NEWS

STATIC LABELLING

GERRESHEIMER | The Mexx fragrance was produced by a labelling line that, in addition to standard applications such as dynamic carrier strip labelling, also enables special static labelling, i.e. labelling horizontal bottles in recessed areas. This is a measurable process improvement that would otherwise mean extreme delays on customers' filling lines.

www.gerresheimer.com



Labels as an integral style element of the brand message

High-end version of PCR tube

QUADPACK | The new **PCR Tube** available in two sizes is made entirely of recycled plastics. The smaller tube is ideal for samples or gifts with purchase. It features a metal roller ball to glide the formula onto the skin. For more aggressive bulks the PCR Tube can be endowed with an inner layer of EVOH to protect the formula from oxidation and prevent product migration. Anti-UV



The metal roller ball provides a cooling touch

properties can also be incorporated for UV sensitive formulas. Many techniques can be applied to deal with the yellowish tinge produced by the recycling process.

www.quadpack.com

SQUARE LIPSTICK



Smooth torque for a luxurious feel

TOLY | The **Quadro Lipstick** pack is a sleek square lipstick. Its elegant look and luxurious feel are due to its smooth torque. Composed of ABS, the exterior can be decorated using high quality finishes.

www.toly.com

Greens are back

CLARIANT | **ColorForward 2020** is the 14th edition of the annual colour forecasting guide for the plastics industry. The colour-trend watchers see a shift to cooler blues and greens for 2020. Of the twenty col-



A shift to cooler blues and greens

ours in their forecast, five of them are different shades of green. www.clariant.com/colorworks

Eco-friendly

NEYRET | Hand-in-hand with its CSR approach, **Neyret's** range of eco-friendly ribbons is divided into 3 families: bio-sourced, recycled and bio-degradable. www.neyret.com



The bio-degradable ribbons disappear after use



White bulb with a golden collar

DROPPER FOR SELF-TANNING PRODUCT

VIROSPACK | **Collistar** chose **Virospack's** dropper dispenser for their face self-tanner **Magic Drops Self-Tanning Concentrate Ultra-Rapid Effect** as this helps to apply the liquid self-tanning formula in a controlled manner.

www.virospack.com

Digital decoration



Digitally decorated containers

VELOX | **IDS 250** is the first industrial-grade digital decorator for mass production of cylindrical containers. It delivers better decoration quality than analogue printing solutions, a more efficient production process and a low cost of ownership.

www.velox-digital.com

CONSCIOUS COSMETICS

SCHWAN COSMETICS | Schwan Cosmetics latest product lines include **All you need is less**, **Halal**, **Vegan Rebel** and **All about wood**.

www.schwancosmetics.com



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