Find out who we interviewed at In-Cosmetics 2017
Nicolas Lasbistes, Clariant

At In-cosmetics 2017, CLARIANT introduced new trends and new active ingredients for the Personal Care market.

Nicolas Lasbistes, Clariant Personal Care, Global Technical Marketing Manager for Personal Care, Business Unit Industrial & Consumer Specialties commented: “Building on the format and successes of the previous edition, BeautyForward edition II shifts to an “outside-in” approach and provides tangible support to help customers pioneer new growth pockets and be one step ahead of their competition. Market insights are transformed into concepts which are turned into reality through inspiring formulations. The backbone formulations are based on product ingredients that can deliver a premium, creative edge to brands.”

How CLARIANT has developed in these years the BeautyForward concept for the Personal Care Market?
BeautyForward® relies on a superb unique Clariant process. We introduced the first edition last year, following extensive work with beauty trend experts and personal care industry professionals to apply identified social and cultural changes into personal care trends linking Clariant’s formulations and products. The trend guide was very well received by our customers. Indeed, a customer told us that BeautyForward is fashionable and different, and that the formulations can be used in their speed-to-market strategy. It’s great to hear that we’re on the right track, but also knowing how our customers make use of the information is important. That’s what has inspired our approach this time round.

We want our customers to continue to benefit from insights into trends, related consumer profiles and our formulation inspirations. It helps them to be one step ahead in their product development. But trends evolve and new trends emerge. So, we’ve been hard at work again to respond to changing times and identify the four most relevant global trends which we think will have a deep impact on the beauty business in the coming year.

The new trends introduced are:

- **CUSTOM:** People are now looking for ways to celebrate their individuality, with out-of-the-ordinary experiences that help them find and express the optimum version of themselves. Beauty is about making a bold personal statement with an individual sense of style. Formulation highlight – ELIXIR boosters for moisturizers.

- **ORIGIN:** People are looking to hold on to their origins while celebrating the diversity around them. For hair and skin care, people are looking for products inspired by natural and traditional ingredients. Hence provenance is becoming increasingly important in beauty®. Beauty is about feeling good in your own skin. Formulation highlight: Facial Honey Gel. From natural plant extracts from Asia and sugar based ingredients from Europe.

- **REVIVE:** The constant stream of change drives people to look for emerging products and to keep up with the exciting new world around them. Beauty is about changing styles, beauty routines, playing with different looks, and discovering trends. Formulation highlight: YOUTH ACTIVATING MILKY WAY is an AM light youth balm that helps improve tonicity to keep skin looking younger longer and fight damaging effect of pollutants during the day.

- **BALANCE:** People are looking for products that feel exclusive, indulgent, and exciting – like a beauty retreat – to break their routine and restore balance. Beauty relies on products which create an escape through transformative and indulgent experiences. Formulation highlight – CLAYTASTIC CLEANSER with BioDiTox: This super mild facial wash deep-cleans the skin preventing it from irritation whilst providing natural protection against pollution.

Indoor Pollution: a new active: Eosidin™

This active is the result of the research of a new team based in Tolouse, France. Can you talk about team work?) work and describe the properties related to this new active?

The team’s priorities will be to extend Clariant’s existing portfolio of naturally-sourced products from BioSpectrum and Beraca with the future development of novel nature-inspired active ingredients.

Eosidin™ originates from the protected reserve of Jeju Island in Korea. The extract is enriched in highly potent molecules: Synephrine, Hesperidin, and Naringin, which play a major role in regulating the immuno-modulation and decrease hypersensitivity conditions. By targeting eotaxin and eosinopilhs recruitment in the skin, which are key factors in the skin’s immune response, Eosidin is able to reduce atopic-prone skin conditions.

The new innovation from Clariant’s Active Ingredients Business has a unique mode of action and is proven to control each step of the atopic-prone skin process triggered by indoor pollution. In a test formulation based on 2% Eosidin, all results are already significant after 4 weeks. A dermatologist evaluated the decrease of atopic-prone skin condition and confirmed a -44% after 8 weeks. Volunteers also evaluated their itching index (VAS) and it was dramatically decreased by -65% after 8 weeks. Hydration increased by +34%, and transepidermal water loss (TEWL) was reduced by -30% showing an improved skin barrier function after 8 weeks. 95% of the clinical volunteers noticed a decrease of skin itchiness and 86% decrease in skin dryness. Eosidin is water soluble and easy to formulate for typical face and body formulations, such as face and body creams, serums, lotions, masks, toners and facial mists. The ingredient has no impact on formulation color or smell, and is China compliant.

In-Cosmetics 2017

5 minutes with...
Chris Sayner, Croda

Chris Sayner is VP of Customer Alliances and Corporate Sustainability at Croda. Based in the UK, Croda is a supplier of raw materials and ingredients to the personal care and other industries, with a high proportion derived from renewables.

Croda is known for its strong sustainability profile. Is this a major trend in the industry in general?
There is a strong sustainability theme in the industry that is quite well represented here. Ingredients suppliers and fragrance companies are intent on being aligned with the consumer goods companies and giving them the tools they need to maintain or improve the equity in their brands to the benefit of consumers, who expect their favourite brands to look after the integrity and sustainability of the goods they buy. Consumers now are extremely interested in the brands they buy, including the ingredients, where they come from and the social accountability side. There is a high degree of transparency in the industry that simply wasn’t there 20 years ago.

How important is that to your customers?
The way large consumer goods companies judge us an ingredients supplier is traditionally based on four metrics of quality and service, which are absolute givens, cost, which is important too, and innovation, our ability to deliver new ingredients from our R&D output. Sustainability has become a fifth, it is an absolute requirement. The way we frame it at Croda, which I am speaking on here, is ‘Ingredient Integrity’.

You have actually trademarked that term – what does it mean to you?
Basically, it is a holistic view of the ingredients we manufacture and develop: the raw materials, the sustainability of the supply chains, the carbon footprints, the set of environmental metrics attached to the manufacture of the ingredients, like water, waste and CO2 emissions and also the use of renewables. We have a particular fixation on increasing the quantity of renewable materials we consume. Generally speaking, renewable is good because when crops are growing, they sequester carbon from the atmosphere and that is a vital part of meeting climate change targets. I like the term ‘Ingredient Integrity’ partly because it doesn’t need much explaining – the word ‘integrity’ sounds and means much the same in five European languages.

How are customers measuring your sustainability credentials?
The requirements major consumer goods companies put on ingredient suppliers these days include reporting to the Climate Disclosure Programme, not only for greenhouse gases, but water and forests – which plays right into the palm oil issue. Suppliers are assessed on their supply chains and whether there is anything in them that could contribute to deforestation. You have to account in detail for your use of palm derivatives, soya and wood, which is still widely used in packaging. Ecovadis is an increasingly popular environmental certification scorecard that a lot of the personal care companies now want. We were asked a long time ago by one company to do it, so we did – now it is required by a lot of them. The questionnaire is extremely thorough and there is nowhere to hide; it is all evidence-based and you must provide documentation to back up your claims. We use it as a tool for improvement. We began with a score of 62 out of 100, then 72 and now 77, which puts us in the top 1% of the 20,000 companies they measure. The next target is to beat 80.
Wilfrid Gambade, DSM

During the in-cosmetics days, Mr. Wilfrid Gambade, President of the Personal Care & Aroma division in DSM, shared with the press the satisfaction for the great results reached by DSM.

What is the secret for your growing success? We know that often the answer is in the science of the products and the human resources involved. Can you comment?

This is absolutely true. Success is always a combination of factors, but our committed, professional people always come first.

DSM 2018 targets were announced at the Capital Day in November 2015. We made a commitment to achieve profitable, above-market sales growth in all markets, Personal Care not being an exception. We made clear strategic choices for our business that will enable us in achieving these ambitious targets:

- Attract top talent from the industry
- Build strong partnerships with our customers
- Execute a two-pillar innovation strategy
- Maximizing the strength of 3-segment portfolio (sun, skin and hair)

With all these enablers we are on track to achieve our ambitious targets.

The PARSOL® range of UV filters offers today a new development which involves “blue light”. can you enter into details?

We’re so focused on protecting our skin in the sun, we rightly assume safety indoors. But if you use a phone, tablet or any electronic device, your skin might suffer from blue light. Blue light is a part of the visible light spectrum that has a very short, high-energy wavelength. While 40% of it comes from the sun, 60% comes from electronic devices. Consumers are gradually becoming aware of its risks, but of the 40,000 skin care products that were launched last year, just nine claimed protection against blue light.

DSM is investigating this area and has developed two new ‘In and Out’ formulations. Our BCT (Beta Carotene Study) confirmed blue light to be a major source of oxidative stress at the skin’s surface. That’s why our newly developed formulations contain our UV-filter PARSOL® Max, our active PEPHA®-AGE and our vitamin active Niacinamide PC. All this shields the skin from blue light sources – indoors and outdoors.

Together with the PARSOL® filters, the PEPHA®AGE as well contributes at the sun protection. How?

DSM researchers have identified, for the first time, the potential of the freshwater algae Scenedesmus rubecens to stimulate skin’s own defense against the negative impact of sunlight. Extended studies on Collagen III, free radicals and epidermal cell protection confirmed outstanding protection and regeneration of Scenedesmus rubecens against the effects caused by UV and blue light.

And what about the latest news on hair care?

Last year DSM issued a challenge; Dare to change your hair. And it evidently touched a nerve, as DSM consumer insight research around the world, including new data from Brazil, confirmed. Feedback showed that a large majority of women would like to be more adventurous with their hair. It also revealed they are looking for novel products, testers and samples to provide an impulse to get creative. So this year DSM is backing its challenge with more concepts, formulations and versatile yet reliable ingredients from its TiLAMAR® hair care and styling product range that put the fun back into experimenting, and empower women to express themselves freely.
EVONIK attended In-cosmetics 2017 after two important acquisitions: Air Products and Dr. Straetmans (Please note, that the closing is not finished yet. So formally the acquisition is not finished), two names very well known in the business: what does it mean in terms of strategy and vision in the market?

Both acquisitions allow us to complement the broad specialties portfolio of our cosmetics business and to further consolidate our position as a leading global partner for the cosmetics industry. The core competency of Air Products is delivery systems for active ingredients. A wide technology portfolio ensures that the active ingredient always penetrates into the right layer of the skin. The beauty of it is that these technologies can be combined with many active ingredients already existing at Evonik.

Dr. Straetmans is a perfect match, both strategically and culturally, for us. We intend to develop the company’s business globally beyond its existing markets in Europe and the United States. The company’s Hamburg site will become Evonik’s global competence center for preservative solutions. Our aim is to offer cosmetics manufacturers new solutions enabling them to distinguish themselves from the competition. In the future, we will be able to offer complete formulation systems, including preservation. In doing so, we make an important contribution to optimizing our customers’ development work.

In London EVONIK introduced the ANTIL® 500 Pellets, a rheology modifier, TEGO® Pep 4-Comfort, a new cosmetic active ingredient: how do these products fit in your portfolio? Can you add also a short comment on their properties?

ANTIL® 500 Pellets, is a novel and versatile rheology modifier for various cleansing formulations. As an innovative hydrophilic polymer, it enables a significant reduction of the active surfactant level in standard cleansing formulations. In addition, the extraordinary efficiency and high flexibility of ANTIL® 500 Pellets facilitate the thickening of challenging surfactant systems, such as sulfate-free formulas, effectively supporting the trend for milder cleansing in personal care. It is our innovative solution for the development of mild and cost-effective surfactant-based skin and hair care formulations.

There are numerous mechanisms that can favor the development of sensitive skin, so we aimed for the broadest possible active profile when we developed TEGO® Pep 4-Comfort. As a result, the tetrapeptide is suitable for an extremely wide variety of applications, such as aftershaves, creams and lotions, sunscreen products, after-sun products, and cosmetic products for daily care regimens, particularly for sensitive skin.

Can you comment on your “Sensory Kaleidoscope – Making skin feel visible” concept?

At this year’s in-cosmetics Global we introduced Sensory Kaleidoscope 2.0, a further development of our innovative interactive tool, which helps to achieve the desired skin feel. Using this tool, the effect of numerous cosmetic formulations can be mapped based on their sensory properties. Now, even more emulsifiers and formulations have been integrated into the online tool. It is derived by analyzing available sensory panel data of all formulations based on a specific emulsifier, e.g. ABIL® EM 180. This allows a visual distinction of the skin feel of selected formulation examples.
Fabrice Lefèvre, Givaudan

Dr Fabrice Lefèvre is Marketing & Innovation Director at Givaudan Active Beauty, the ingredients division of the world’s largest flavours and fragrances house. He is also the manager of a company site at Toulouse that Givaudan acquired along with Libragen.

What is Givaudan Active Beauty doing at In-Cosmetics?
One of our big goals is to tighten our relationship with the Fragrance division and see what synergies there are in working together. As well as incorporating fragrances into skin care products, we intend to move into fine fragrances to see how we can inspire customers by adding active ingredients into their fragrances. The ingredients part is what is exhibiting here but we have a lot of fragrances people here too, because we share the same customers. We are seeking to push the boundaries in terms of creativity and innovation by bundling fragrances with active ingredients.

So how are you doing that?
A patented concept we launched here is [Yu], the first fine fragrance proven in tests to protect the skin microbiome. All perfumers know that the development of fragrance is connected to the skin’s flora. If you can protect that microbiome, you have a much more reproducible and efficient way to deliver a fragrance to the skin. The name stands for ‘Your Uniqueness’. You can express your uniqueness by the fragrance you wear but also protect your skin microflora – which really are unique for everyone. We launched [Yu] at a VIP party to which a perfumer from Paris came, who will craft personalised perfumes for ten selected winners. We collected skin samples from them and are sending these to our R&D centre in the south of France to be sequenced. We will engrave the map of their skin microflora in a black box which will contain the perfume with their individual active ingredient.

What else is new?
We have three new active ingredients. The first, which has won a Cosmetic Design Award, is PrimalHyal™ Gold, the world’s first hydrated hyaluronic acid. Until now it has been impossible to incorporate hyaluronic acid into oil-based formulae because it is super water-soluble, while powder blends have no efficacy. PrimalHyal™ Gold can be blended into dry powders for make-up or oil for sun care, bringing real efficacy and hydration. Another is Revivy™, a product for protecting the skin microbiome. We have four studies showing its efficacy in terms of dry skin syndrome, wrinkles, skin suppleness and reconstruction of the skin barrier.

And the third?
The third is ResistHyal™, a blend of low and high molecular weight hyaluronic acid. The small molecules get into the hair fibre, while the large ones create a moisture film around it. The beauty of this for consumers is that we are bringing the benefits of hyaluronic acid from skin care into hair care. It only works at a very specific ratio – simply putting hyaluronic acid on the hair doesn’t work – and because of that we have been able to patent it. This works at seven levels all from one ingredient: moisturisation, anti-frizz, shininess, volume, suppleness, which has been evaluated by hairdressers, anti-pollution and mechanical resistance. It is super-sustainable because it is made by biofermentation – it is the same hyaluronic acid as any other, but for the careful blending based on our expertise in the field. This is the first time hyaluronic acid has been used in a hair care product.
Juan Escudero, Lipotrue

Dr Juan Escudero is a former Clariant and Lipotec executive who is now CEO at Lipotrue. Based near Barcelona and launched in 2016, Lipotrue is a developer of active ingredients for personal care based on four proprietary platforms.

Who are Lipotrue?
LipoTrue is a start-up, but only from the turnover point of view as our team has over 100 years of combined experience in the cosmetics industry and we know the needs of the market very well. We have developed a very flexible company structure. LipoTrue is a R&D central engine, carrying out the R&D, commercialization and marketing of active ingredients through different platforms. Each of the platforms is specialized in a different development process to develop a line of active ingredients. This structure gives us the freedom to integrate new platforms into the system adapting to the fast-changing cosmetic market.

Last year, we launched the company at In-Cosmetics Paris 2016 and were also present at the shows in New York, São Paulo and Bangkok. We are developing high technology active ingredients for the global market and our goal is to provide the innovative solutions to brand-owners worldwide. This year, we are developing our sales structures both in Europe and USA, and further introducing more new products.

What products have you launched so far?
Last year, we launched Epitensive, Scelleye and Pureoxin from our Wild Plants as Biofactories platform. This platform is a plant-based transient expression system for the production of human proteins, combined with a downstream purification process that gives products an almost pharmaceutical purity. This year we are launching from our Marine Bio-Research platform: Seadermium, Sirtalice and Pauseîle. These active ingredients are from Reunion and Mauritius Islands, discovered during an expedition around the world. From this expedition through the world’s seas and other collections yet to be unveiled, we have discovered about 22,000 different microorganisms, some of them previously unknown. Using our Big Data Analytics platform of ‘omics’, like transcriptomics, epigenomics, metabolomics, we have so far characterised 2,000 of them in terms of all the parameters of the waters where we found them and which family is responsible for which functionality in the final product. This is really innovative and enables us to cover maybe five different effects in a single product, which is what customers are increasingly demanding.

What is your other platform?
In Silico & Biomimetic Design, which produces peptides in solid phase, using computational methods to accelerate the development process to discover peptides of between three and ten amino acids. We are now working on plugging the gap between ten and 50, to make us a global supplier of all lengths of proteins and peptides using our different technologies.

What are your future development plans?
‘Omics’ techniques also enable us to develop our products faster. A year ago, we had no products, now we have seven, and by the end of this year, we aim to have at least 12. We estimate that within three years our portfolio will span to 40 to 50 active ingredients with outstanding efficacies. We are working very hard to maximise our capabilities and reduce as much as possible the time to market, both in terms of developing the products and also in commercial and marketing time. Exhibitions like this are very important to us, not only to discuss the products we are launching but also to introduce our much broader innovation portfolio. We are a small company but with the ambition to grow and become a referent in the cosmetic market.
Fred Zülli, Mibelle Group

Dr Fred Zülli is Head of the Biochemistry business unit, an independently operating business unit, specialised in R&D into active ingredients for cosmetic applications. It is part of the Mibelle Group, a Swiss full-service customer brand manufacturer which is the third largest European company in proprietary brands and has three business units: Personal Care, Home Care and Nutrition.

What have you been working on lately?
We hunt for new sources of cosmetic actives and have found a very interesting source in venoms. Venoms are, of course, dangerous and contain very potent ingredients. We have a collaboration with a UK company called Venomtech, which develops drugs from venoms. They have a collection of spiders, snakes and scorpions to check out what kind of components these venoms have. Some of them have hundreds of components which, in isolated forms, are no longer toxic have beneficial effects. This is already known in the drugs market, where blood-thinning drugs are based on venoms from rattlesnakes. This concept has been applied to a new product called SensAmone P5, which is based on the venom of the sea anemone. In this venom, a protein was discovered some years ago that can block the TRPV1 nerve cell receptor in the skin. TRPV1 gives a sensation of heat, pressure and irritation and is overexpressed in people with hypersensitive skin. Now we have designed a biomimetic peptide incorporating it, which has an even better effect than the protein. This can be applied to hypersensitive skin to reduce that irritation.

Are peptides a particular focus for Mibelle?
No, we don’t really focus on them so much as the result. Our other big launch here is InfraGuard. It is quite a recent finding that infra-red A (IRA) light can penetrate quite deep into the skin and form radicals in the mitochondria of skin cells, just like ultra-violet light. This causes both ageing and a degradation of the skin matrix. We developed InfraGuard based on a radical scavenger that was isolated from tannins in the fruit of the Tara tree, which grows in Latin America. This was combined with sunflower shoot extract – which we had worked with before – and it has an energising effect on the mitochondria. This combination shows very positive effects on volunteers who used it in a sunscreen on holiday and found no loss of firmness or skin density compared to others who used a normal sunscreen, even though it had an SPF of 30.

Are these in commercial products yet?
These are both now available in the commercial market and we have seen a lot of interest from potential customers. IR protection is a hot topic in sunscreens in the US. InfraGuard could also be used as a general antioxidant from the ‘blue light’ coming from TV screens, iPads, mobile phones and so on. This is a bit niche right now, but it could be the next big health concern.

And what else is new?
We have a slimming and firming product called Shape Perfection. We have two types of adipocyte fat cells in the skin: brown cells, which can convert fat into heat, and white cells, which can no longer do that and store fat. To slim, you have to convert white fat cells into brown ones, which does not happen naturally. We have seen that a mustard sprout extract can do that. Combined with capsaicin from red chilli, this will induce or activate micro-blood circulation in the skin, cause a heating sensation and activate the metabolism. Shape Perfection can also fight cellulite, which is another hot topic.
Yohan Rolland, Naturex

Yohan Rolland is Global Category Manager – Personal Care for Naturex. Founded 25 years ago and based in Avignon, southern France, Naturex produces natural ingredients mainly for personal care applications, food and health. It claims to have the world’s largest portfolio of natural ingredients.

Where do you source your materials from?
We have a network across the world, sourcing all kinds of materials – seeds, flowers, roots, wood – without any limits. We work with local populations to build partnerships from the field to the customer. The nature of that population can vary considerably: it could be indigenous tribes in the heart of the Amazon or local farmers with agricultural fields, so each time we adapt to the situation.

Are you launching any new products here?
Yes, we have launched two new actives based on the Eutectys™ technology that Naturex patented and launched last year. This is a green chemistry technology that can bring actives to the market in skin care and hair care. Eutectys™ is based on the discovery of how some plants can survive in extreme conditions by creating a new kind of solvent that provides a very high biological performance. It can be applied to almost any kind of plant. For the first active, we decided to apply it to fresh cherry blossom from near our facility in the South of France in a product called Eliorelys, for anti-photoaging effects in skin care products.

And the second?
The second is called Tillandsia Eutectys™, an active for hair care based on Tillandsia, or Angel’s Hair. This is a spectacular plant which is extremely fine and creates huge structures, without roots by growing on other plants and clinging to itself. Angel’s Hair is able to store a very large quantity of water, far beyond what it needs immediately and use it afterwards in case of drought. We have done a study of this active used at 1% against a placebo on human tresses, and these gave a statistically significant result, showing that it improves the manageability of the hair fibre. We also have Hibiscus Acids which is an anti-pollution active for skin care. We have an interesting strategy here – the product does not form a film on the skin but instead it can chelate pollutants very early on before they impact the skin.

I understand honey is a key ingredient for you too?
Chakah honey is a super-active honey from the Yucatan Peninsula in Mexico. Every honey in the world is different, this one is interesting because of its origin and the history linked with it: it is linked to the Maya civilisation and was used by their priests in incantations. We have some test results to show that it can stimulate mitochondrial biogenesis and ATP production oxidatively in stressed primary keratinocytes, energising the cells. It has also been shown to inhibit the ATPF1 gene, the gene responsible mitochondrial respiratory chain dysfunction. All this makes it very interesting for skin care products.

Please explain the Beauty Food concept you are showing here.
The concept is that if what we eat is good for us, it is good for our skin too. There are ones specific to each season and we are launching one set each year – Indulgence for winter, Detox for spring, Energy Boost for summer and Fortify for autumn – each with two main ingredients. For Detox, which we are launching here, there are green tea – for which we can perform 95% titration of the active – and kale, which is very trendy right now.
Nathalie Chevrot, Seppic

Nathalie Chevrot is Market Manager of the Beauty Care business unit at Seppic. A subsidiary of the Air Liquide group in the healthcare business. Seppic designs and markets specialty ingredients for health and beauty applications.

What is Seppic showing at In-Cosmetics this year?

The key concept for us this year is ‘Mood Paint’. When you see a painting, you can have a lot of emotions which you can share with other people and emotion is important with cosmetic products. We have a palette of complementary ingredients, including actives and excipients, which is like an artist’s palette. Paintings come in many forms, with many different messages and active ingredients can be used the same way. So, the booth shows all the formulae we develop and their composition, which apply to all kinds of categories: face care, body care, sun care, make-up and hair care. We work with our labs all over the world to create the new formulations.

Please give some examples.

The first takes its inspiration from street art, with inspiration from painters like Banksy or Dalí. The idea is that we use a spray technique or create an optical illusion. Perfect Body Illusion EU07425 is a foundation which creates the illusion of looking slimmer when your legs are darker. The product also contains Seppic ingredients called Adipolese and Adiposlim that are used in slimming; Sepimax Zen, a polymer that can stabilise 2% pigment in a sprayable formulation and which already has had a lot of market success; and, Emogreen L15 and L19, two green alkane emollients which we launched last year.

Another is inspired by Pop Art.

Does that come with a ’60s image?

Chevrot: Exactly – it goes with mass production, consumer society, very bright colours and repeated motifs like in an Andy Warhol artwork. We have five multi-masking formulations, each slightly different and stressing something different, like moisturisation or anti-ageing. Multi-masking is an important trend in the US, it means using different masks at the same time for different parts of the face depending on your skin needs. You can also combine two colours in one and do a skin diagnostic by scanning your own face with a Smartphone camera to highlight problems like wrinkling or lack of elasticity, then mix two or more formulations together. This is quite common in Asia already. Sepinov and Sepimax Zen are the thickeners for most of the masks. They both have good resistance to electrolytes. Sepimax Zen brings quick creaming, while Sepinov brings a smooth texture. In another mask, we have a charcoal active powder – for colour and detoxification – and kaolin to purify the skin, with a liquid polymer for good homogenisation. Another contains salicylic acid and some lightening active ingredients, with Sepinov, for the same consistency and lighter texture, plus Emogreen L19 to address Asian consumers.

You are launching a new product here?

Yes – Subligana is derived from the leaves of the harongana tree in Madagascar. Serdex, a firm Seppic acquired three months ago, has been sourcing natural botanical ingredients from there for many years. The tree is known for its antioxidant and purifying properties. Botanists call it ‘the forest guard’ because it is found on the edge of the forest and forms a barrier. Acne affects 80% of us at some point in our life. Subligana acts against many signs of acne, reducing inflammation and having a dermo-purifying effect. In tests, it reduced the number of whiteheads on teenagers with acne-prone skin by 34% over 28 days when compared to a control. The tree was known in ancient medicine, we have been the first company to prove its properties and develop an active ingredient from it.
Eric Leroy, Solvay

Eric Leroy is Regional Market Director – Home & Personal Care for Solvay in North America. Solvay is a Belgian diversified chemicals company which acquired the Novecare business as part of Rhodia, making it a player in hair care, body cleansing and now skin care ingredients.

What’s new in hair care from Solvay?
This year we are launching a new ingredient called Polycare Split Therapy to support ‘long-lasting’ claims in hair. Repairing hair has been a bold claim for some time; what’s new here – and has been a main area of research for our customers – is long-lasting repair. We cannot yet disclose what it is based on, but it is a sustainable chemistry based on natural products. We also continue to invest in sulfate-free formulae, as well as a new way of conditioning hair with cleansing conditioners, so we developed a lot of new formulations around these benefits. A lot of our effort is also around how to use existing materials but formulate them differently and bring to our customers and formulators the awareness of the flexibility and potential in these routes. The ‘clean and natural’ trend in personal care is very strong. Sulfate-free and shampooing your hair less are both part of this. Another trend is about using fewer silicones or not using them at all and trying to get the conditioning benefits with natural ingredients.

Is the silicone-free trend continuing? I have seen many claims at previous In-Cosmetics, yet a lot of silicones are still used in personal care.
Yes, a lot of silicones are still used but there is an upcoming EU regulation next year about volatilised silicone that will lead to a partial ban on the use of D5 after the ban on D4 some years ago. This is going to impact the whole world because many customers develop global products. So I think the replacement of silicones will continue from a regulatory and a sustainability standpoint. The amount of energy needed to produce silicones is very high and their biodegradability is still in question. There is still an interest in the industry in natural alternatives, but without compromising performance, so the industry will move if there is something. We are searching in this space and have developed new formulations and systems using natural oils, like coconut or avocado oil, where we can formulate them at functional levels (oil infused formulae), not only claim levels. Here we have some interesting formulae, such as combining sulfate-free with natural oils in clear conditioning shampoos. In conditioners, we have now developed formulations that use novel emollients that provide hair conditioning benefits and can replace high molecular weight silicones. Some of these were developed by Solvay for skin care and there is a natural synergy in the ingredients and the formulations.

Is skin care a major new market for you?
Skin care is a new entry for Solvay, until now, Solvay was mostly involved in surfactants through its Rhodia and McIntyre heritage. We see it as a strategic growth area in the personal care industry and we cannot ignore it. The new products are emulsifiers and rheology polymers, all under the Rheomer SC+ brand, that adjust viscosity and help in sensory modification. Customers are showing interest because of its superior ability to suspend pigments in sunscreen formulations – not many polymers, for example, can stabilise O/W emulsions that contain zinc oxide.
Andreas Maier, Weylchem Group

Dr Andreas Maier is Head of Consumer Care at the WeylChem Group of Companies. Established in 2005 as the Fine Chemicals platform of International Chemical Investors Group, the group consists of nine operating companies in four different countries across Europe and the US, serving multiple industries.

WeylChem is not best known for personal care products. What is the nature of your presence in this market?
The Consumer Care business was established within the WeylChem Group in September 2015 and had a small booth at In-Cosmetics in 2016. We have already a Home Care product line and have know-how in personal care space as well, in addition to our large fine chemicals group. The consumer care business is the personal care market interface, selling the know-how and technologies into personal care, with a new team and a new approach.

Are you launching new products here?
Yes, there are two new products, both under our WeylCare brand name, which we established just last week. WeylCare ATBS is a thickener based on a polymeric sulfonic acid. We are offering it mainly for applications in skin care, where it gives a very soft and silky feeling on the skin. It is superior to the carbomers and acrylic acid-based thickeners that are typically used and these are what we are mainly competing with. The thickening properties are superior, the pH range is a little bit wider but most of all it is about the sensory feeling: it simply melts away from the skin, so a moisturising cream containing it is still very light, feels very rich and is easy to spread on the skin.

And the other one?
WeylCare CetylP is the potassium salt of cetyl phosphate. There we saw a need because it is quite a useful emulsifier for heavy sunscreen formulations with high SPFs. Sunscreen is a very ‘in’ topic at the moment and we saw some opportunities because there are some similar products but not that many and secondly this provides better usability than other products. Both of the new launch products are based on chemistries we master already. We have had good interest in both products here and confirmation of what we see as their advantages, particularly for the thickener.

Both also go into quite a wide range of applications: skin care, body care, sun care, make-up...
A third product we have manufactured for quite some time is Allantoin. It has an even wider range of applications. This is a natural ingredient but the natural form is not used on the market as widely. This is more of a legacy product within our Group, that we manufacture for decades.

WeylChem is known as an industrial chemical firm, which is not the norm at In-Cosmetics now. Do you find any resistance to the name?
No, we didn’t get any of those comments or any questioning why there is the phrase ‘chemical’ in our name. I think a lot of people realise that the basis for many formulations is still polymer chemistry or phosphate esters or other chemistry. What we are looking at now is whether we can apply our chemical know-how to use more bio-based materials. For a company of our size, it is most likely to be about applying good chemistry to bio-based raw materials, more than inventing new actives and additives. That will probably be our next step. We aim to add at least one new product per year under the WeylCare brand.
From Concept to Consumer

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