

Laboratory cultivation technology launched

Seppic, through its subsidiary BiotechMarine, has launched Celebrity, which Seppic claim is the first technology to cultivate macroalgal cells in the laboratory in order to propose active ingredients for cosmetics.

The sea surrounding France's Bréhat archipelago has a rich biodiversity and contains hundreds of suspended species. With this unlimited potential in mind, Celebrity has made it possible to create a bank of macroalgal cells from many species whose compositions and effects on skin have yet to be explored.

Using *in vitro* macroalgal cells culture, which are found in very low quantities in the ocean, Seppic is offering a new marine source of active ingredients. Erwan Le Gélébart, R&D project manager at BiotechMarine, said: "We look for the beneficial properties contained in rare macroalgae and little-known species. Our research and development team has developed unique methods for macroalgal cell cultivation. This is a major innovation for the world of cosmetic active ingredients."

New appointment for distributor

UK distributor, Aston Chemicals, has announced the appointment of Liam Smith as business development manager for the UK and Poland. Liam brings over 15 years of experience in the European and international personal care markets with Boots, Cornelius and Croda. Liam's role supports the continued development of the Aston Chemicals business.

Aston Chemicals distributes to the personal care industry in the UK, Ireland, US, Central and Eastern Europe. Aston represents over 20 chemical manufacturers from around the world, and the company's offices and warehouse in Poland were established in 2006.

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Microbead alternatives

Worlée is launching WorléeBeads HCO, a natural alternative to plastic exfoliant particles. Based on castor oil, Worlée's new product is biodegradable and may be used in numerous cosmetic rinse-off products for facial and body care. They are odourless and colourless, free from harmful additives and derived from 100% renewable resources. Their consistently smooth surface allows a soft and gentle exfoliation – damage to the outer layer of the skin, which often happens with other products, does not with WorléeBeads HCO.

If coloured exfoliant beads are the preferred



choice for a cosmetic product, WorléeBeads Jojoba are an environmentally friendly alternative that conforms to NaTrue and Ecocert criteria and is made of jojoba wax. WorléeBeads HCO, as well as its jojoba variant, may be used together with the new rheology modifier WorléeAqua Thix to create an exfoliant product with high performance characteristics.

WorléeAqua Thix is a PEG-free liquid acrylic dispersion designed to thicken, suspend and stabilise products containing low and high levels of surfactants or electrolytes.

COMMENT

Microbeads highlight ocean's vulnerability

Over the past few months the issue of microbeads has increased its profile within the national press and we are receiving news regarding biodegradable alternatives from a wide array of ingredient suppliers. This is an excellent example of showing how quickly the industry can adapt, but also of how conscious we must be of the whole lifecycle of our products; the very essence of sustainability.

The marine ecosystem is vast but also delicately balanced and as a result, anything that is added to or taken from the ecosystem will potentially affect the balance. And while the personal care industry has been responsible for adding

plastic microbeads to the oceans, there is also a great amount of interest concerning what the seas have to offer in terms of active ingredients. However, as you will read in this issue's marine ingredients section, there is a very noticeable emphasis on ensuring that marine ingredients are harvested in a sustainable way, and that the balance of any marine ecosystem is not negatively affected in any way.

We will be on the lookout for more marine ingredient at in-cosmetics in Barcelona, and we hope to see you there too. Our Stand is 6U11.

Richard Scott
Editor

New CEO announced

Vantage Specialty Chemicals has announced the appointment of Pat Brueggman as the new senior vice president & general manager of Vantage Personal Care.

In his new role, he will have overall global responsibility for the personal care business, including the Lipo Chemicals, Desert Whale Jojoba Company, and Ruger Chemical brands, driving continued growth through new product development, geographic expansion and strategic acquisition.

Pat Brueggman's career has spanned roles in sales, business management and strategy

development. Brueggman previously held executive positions at Ashland, Hercules, GE and Betz Dearborn.

"Brueggman is a process-oriented personal care executive," stated Julian Steinberg, CEO Vantage Specialty Chemicals. "He brings a wealth of experience to the team and I'm confident that he will continue to accelerate the growth of our business. His strategic view on the specialty chemicals industry will further expand Vantage's considerable strengths as we



Pat Brueggman.

continue our expansion in the personal care market through organic growth, new international markets and further acquisitions."

"I am excited to join Vantage Specialty Chemicals, an established and growing leader in naturally derived ingredients," said Pat Brueggman. "I am looking forward to working with such a strong team and contributing to the company's continued growth and success."

Skin complexion optimiser

Induchem's Brightenyl is the first cosmetic active ingredient that is activated by a new functional layer of the human skin: the *stratum microbium*. This new layer acts as an active living veil converting Brightenyl in two molecules, which act on seven biological targets to obtain a perfect skin complexion.

Skin tone uniformity and skin colour optimisation (including reduction of pigmented spots) are among the leading consumer demands worldwide. Up until now, the only solutions to optimise skin complexion required several ingredients to deliver clinical benefits. Brightenyl is a SMART (Skin Melanin Active

Removal Technology) ingredient. Far from probiotics, prebiotics and other traditional skin microflora ingredients, it represents a new generation of multifunctional skin complexion optimising molecule, which is activated *in situ* by the living veil called the *stratum microbium*.

By targeting several biological pathways, Brightenyl addresses all the different causes of uneven skin tone, redness and pigmentation issues simultaneously.

Safe and China compliant, it enables the creation of new generation of products to enhance consumers' beauty, and meet their expectations.

Moisturising benefits of pure lactic acid

Corbion Purac will launch Purac UltraPure, a unique, high-quality grade of L-lactic acid with an extremely low base odour and a water-clear appearance, at in-cosmetics. Purac claim UltraPure is the purest natural lactic acid available and brings powerful moisturisation and anti-ageing properties to formulations where an exceptionally low base odour is required.

For moisturisation solutions it can be used as a powerful humectant that can support the skin's natural moisturising factor (NMF) and provides hydration for up to four hours after application. The anti-ageing effects of Purac UltraPure derive from its ability to stimulate exfoliation and cell renewal, moisturise, and increase dermal and epidermal thickness. The product is effective for all skin types, is easy to formulate and safe in use.

The ingredient is produced by natural processes with the application of innovative and sustainable technologies. It has a very low carbon footprint and is exclusively produced by the fermentation of carbohydrates.

Particle size progress for new aerosol

Salvalco Eco-Valve, a new aerosol delivery system which uses compressed air or other harmless gases as a propellant rather than a liquid petroleum gas (LPG), is set to be trialled extensively by major contract fillers, leading brands and specialist spray companies.

Using a compressed gas propellant with standard valve systems can result in a wet, dense and large particle-sized spray which is not suitable for many household sprays and personal care products. Extensive tests of Salvalco's Eco-Valves have shown that they consistently perform just as well as an LPG spray in terms of mist and density, particle size and contents exhaustion.

This like-for-like performance, combined with Eco-Valve's compatibility with most existing filling equipment, means that a significant portion of the global aerosol industry could quickly and easily switch to a compressed gas solution and reduce the need to use LPGs and other VOCs in the production of sprays.

This in turn would have a dramatic and



positive impact across the supply chain through the removal of highly volatile and flammable propellants which are costly to store and transport. Such a shift would also benefit the environment and improve air quality through a reduction in certain VOCs.

RSPO certification

Surfchem has announced the company has been certified by the RSPO Supply Chain Certification System for Purchasing, Storage, Distribution and Processing of Certified Palm Oil and Palm Oil derived Oleochemicals.

RSPO-certified products will be available across the 2M Holdings Group, with Surfchem leading the way.

Fakhara Jones, technical director of Surfchem, said: "The RSPO certification is a significant achievement for us. We are working closely with our principal suppliers and customers' technical and innovation teams to offer sustainable and ethical products as alternative sources of supply wherever possible."

Marine biodegradable biopolymers

Metabolix, an advanced biomaterials company, has announced it has entered into a global, exclusive commercial and technology alliance with Honeywell to offer new marine biodegradable biopolymers for use in cosmetics and personal care products.

Through the alliance, Metabolix's Mirel polyhydroxyalkanoate (PHA) biopolymers will be

developed as part of Honeywell's Asensa line of personal care additives to help address pending legislation in the US focused on replacing synthetic, non-biodegradable microbeads, as well as global demand for biobased and biodegradable alternatives. This technology is intended to meet increasing regulation and other requirements around the

world for personal care microbeads that biodegrade in marine and fresh water environments. Using applicable ASTM test methods, the marine biodegradability of Mirel PHA biopolymers has been shown to be similar to that of cellulose and paper, and is faster than other commercially available biodegradable polymers.

Raw materials range on show in Barcelona

Berg+Schmidt will showcase its latest functional raw materials for the cosmetics industry at this year's in-cosmetics in Barcelona. One highlight will be the GlyAcid range by Crosschem, for which Berg+Schmidt is the exclusive European distributor. This is a high purity glycolic acid that is free of formaldehyde and formic acid.

The Berg+Schmidt stand will feature the new BergaCare SB Organic variant from its shea butter range. In cooperation with sister company, Sternchemie, this shea butter has been certified by the respected certification body Ecocert Deutschland GmbH as Bio/Organic (DE-ÖKO-024).

Berg+Schmidt is addressing the growing market demand for mildness and naturalness with the BergaSoft series. These modern surfactants are sulphate-free, non-ethoxylated and have good foaming properties.

The new environmentally-friendly BergaScrub series is Berg+Schmidt's answer to conventional microplastic peeling beads. BergaScrub enables



manufacturers to produce ecological exfoliation formulations. A special manufacturing process gives the particles a smoother surface, for painless exfoliation.

Polish distribution agreed

AAK Personal Care has appointed Nordmann, Rassmann Polska as sole distributor in Poland.

"Poland is an important market for the European cosmetics industry. The local cosmetic formulators are well educated, technically skilled and know how to develop quality products. We have been present in Poland for many years and have established a good platform for further growth. We are confident that Nordmann, Rassmann with their professionalism and market approach will be an ideal partner for this purpose," said Minna Dam, global director at AAK Personal Care.

Nordmann, Rassmann Polska, has been present on the Polish market for almost 25 years. The company is a part of Nordmann, Rassmann (NRC) – a leading distributor of raw materials and specialty chemicals. AAK Personal Care and NRC have a long and successful partnership on several European markets including Switzerland, Austria, Germany, Scandinavia and the Baltic countries.

Ingredient offers immediate moisturising

TRI-K Industries has announced the arrival of a new product that provides immediate and intense long-term moisturisation. Fision Hydrate is a solution containing specific ingredients targeting long-lasting hydration and overall skin wellness.

When tested, Fision Hydrate proved to have immediate and long-term moisturising properties based on *in vivo* studies. Additionally, there was a reduction in TEWL compared to the placebo showing increased barrier function. Based on a consumer perception study, Fision Hydrate left skin instantly feeling smoother and better moisturised when compared to a commercial lotion and the placebo. Consumers also felt Fision Hydrate improved absorbance while limiting perceptions of tackiness and greasiness.

Transfer of peptide manufacturing

DSM Personal Care has announced the transfer of the manufacturing process of its SYN-Peptides portfolio from DSM's multipurpose plant in Aesch, Switzerland to its larger manufacturing facility at Village-Neuf (France).

Last year SYN-AKE and SYN-HYCAN peptides were listed in the Inventory of Existing Cosmetic Ingredients in China (IECIC), alongside the SYN-COLL peptide indexed earlier. This decision makes the portfolio even more attractive for personal care players focusing on a fast-growing Chinese market. New scientific data and applications tailored to specific customer needs have significantly expanded the demand for these actives.

The transition is expected to be completed in the course of 2015. The larger capacities of the Village-Neuf site make it possible to scale up production of new and existing peptides while maintaining service quality.

Wilfrid Gambade, president DSM Personal Care, commented: "This is a significant step towards achieving our growth ambitions. Peptide competence for the personal care is instrumental in developing breakthrough innovation for customised and also global solutions. Our R&D investments into this key technology along with our activities on the supply chain will help fuel the growth of our skin care business."

Summit focus on green alternatives

Green alternatives to some of the most contentious chemicals in cosmetics and personal care products will be featured in the upcoming Sustainable Cosmetics Summit. Taking place in New York City on 14-16 May, the summit focuses on sustainable ingredients, marketing, social and consumer impacts.

For the first time, the summit will discuss the social and safety issues of personal care products in the context of sustainability. With rising consumer interest in product formulations, there are growing concerns about the ecological and health impacts of ingredients.

The sustainable ingredients session begins with details on the growing array of green emulsifiers and surfactants for personal care applications. Sustainable alternatives to squalene and microplastic exfoliants will also be featured; both materials have come under scrutiny because of their high environmental footprints. The risks and opportunities provided by nanomaterials will be debated, while other papers cover sustainable palm oil, and safety of natural materials. Organic Monitor will conduct a dedicated workshop on paraben-free preservative

systems. Details will be given of novel green materials used for preservation, as well as 'self-preserving' formulations.

The social and customer impacts session looks at the various ways cosmetic and ingredient firms can add social value and engage with customers. Shannon Hess from Burt's Bees will state how the natural cosmetics brand is making a social difference with its 'greater good' business model. Dara O' Rourke, co-founder of the GoodGuide will discuss the use of mobile apps to engage with customers. Find out more at www.sustainablecosmeticssummit.com

Sales and marketing appointments

Croda has recently appointed Joe Matt and Susan Shapiro to the company's sales and marketing teams in its North American Headquarters and Innovation Center, located in Edison, New Jersey.

Joe Matt has accepted the position of account manager – Personal Care. He holds a BS in Chemistry from Penn State University and an MBS – Chemistry from Rutgers University. Matt joined Croda in 2007 as part of the company's Graduate Trainee programme. After completing several rotations within the programme, he took a position as a research scientist in synthesis where he was subsequently promoted to lead research scientist. In 2012, he took a new position as a technology development specialist in Croda's Technology Innovation Group. In his new role as account manager, he will be supporting Croda's Personal Care Sales business with a focus on customers in the Eastern part of the United States.



Joe Matt.



Susan Shapiro.

Susan Shapiro joins Croda as marketing manager – Communications, and will develop and oversee Croda's marketing communications programme in North America. Shapiro brings 10 years of experience from Benjamin Moore, where she worked in various marketing and management roles, including brand development and content marketing. She has a BS degree in Business Administration with a concentration in Marketing from University of Rhode Island and an MS degree in Management from Stevens Institute of Technology.

GMP certification

The Lubrizol Corporation was awarded the Good Manufacturing Practice (GMP) certification according to the European Federation for Cosmetics Ingredients (EFFCI). EFFCI is a European trade association that brings together manufacturers of synthetic and natural ingredients for the cosmetics and personal care industry. Their GMP certification is based on very strict guidelines of maintaining product quality and industry hygiene during the manufacturing process. Lubrizol received the certification for its manufacturing of acrylic acid polymers including Carbopol Polymers and Pemulen polymeric emulsifiers in Lubrizol's facility in Kallo, Belgium.

"We are extremely proud of this achievement," said Jeff Carey, global product management director for Lubrizol personal and home care. "Lubrizol's team of experts in R&D, manufacturing, logistics and customer service all take quality seriously. We develop each and every product to meet the high quality standards that our customers demand. It's all part of our growth strategy to provides solutions to the personal care global market."

New personal care division

UK manufacturer and distributor, Lansdowne Chemicals, is now operating in the personal care market. With well-established aroma and nutrition divisions, it was a natural step for the business to expand into personal care. The new division is able to take advantage of the current distribution network with warehousing and staff in Dubai, The Netherlands, New Jersey and Shanghai.

Lansdowne Personal Care offers technical expertise and a range of ingredients sourced from global manufacturers for skin care, hair care and colour cosmetics, along with a comprehensive portfolio of synthetic and mineral-derived ingredients.

Rapid microbial screening

Celsis has introduced the Celsis Accel system, a robust and easy-to-use rapid microbial screening system for small and medium-size manufacturing companies.

Utilising Celsis' proprietary reagent technology, the Celsis Accel system reduces time necessary for quality control assessment of microbial contamination. This shortens production cycle times by lowering quarantined inventory levels awaiting quality control release and reduces working capital requirements. Faster quality control results also provide an earlier indication of contamination allowing a faster and more effective investigation and corrective action,

thereby reducing the economic impact of the event.

Using its Financial Impact Assessment (FIA), Celsis works with hundreds of manufacturing facilities around the world to evaluate the cost savings of implementing a Celsis system.

The Celsis Accel takes the robustness and ease-of-use of the widely-adopted Celsis Advance platform packaged into a compact system specifically designed for small and medium-size manufacturing facilities. Straightforward software makes the Celsis Accel ideal for home, beauty and pharmaceutical product manufacturers' busy microbiology labs.