

# Biodiversity important for South Koreans

Biodiversity awareness is particularly high among South Korean consumers, according to recent results from the Union for Ethical BioTrade's (UEBT) consumer awareness survey, the Biodiversity Barometer.

UEBT's Biodiversity Barometer is a consumer awareness study focusing on a number of important questions, such as how many people can correctly define biodiversity and how consumers view companies who are sourcing from it. The survey has been performed in a total of seven countries over the last few years (France, Germany, the UK, the US, Brazil, South Korea and Japan) and the latest results from South Korea highlight a country well informed about biodiversity and keen to know more

about how companies are sourcing their natural ingredients.

According to the 2011 South Korean survey, performed in August with 1,000 consumers, 73% of those who took part had heard of the term 'biodiversity' and 47% could correctly define it. In France and Brazil, where the survey was performed earlier this year, the amount of people who say they have heard of biodiversity is higher but fewer people can define it correctly.

"These results from South Korea, taken along with the surveys performed in other countries, reaffirm the idea that biodiversity is a global issue, important in many different cultural settings from Asia to Latin America," UEBT executive director, Rik Kutsch Lojenga, said.

## Vice president appointed

Robert Shengkui Hu has joined The HallStar Company's senior management team as vice president, research and development. He will initially report to and replace Gary Wentworth, who will retire from the specialty chemical company this year after overseeing the transition of his responsibilities.

"Robert's background makes him an ideal fit for HallStar," said John Paro, HallStar chairman, president, & CEO. "His experience with industrial coatings, photochemical science, and global markets goes a long way in easing the transition that Gary's retirement brings."

Before joining HallStar, Dr Hu served as vice president of global technology at Beckers Consumer Design Finishes (CDF), a division of Beckers Industrial Coatings/Lindengruppen, which specialises in innovative coatings for consumer electronics and household appliances. He managed a technical team of 80 people in Asia, Europe, and North America, and was responsible for the division's R&D strategy and patent portfolio.



Prior to Beckers, he held several key positions at PPG Industries, including technical director, Industrial Coatings in the Asia Pacific region. Based in China, he led an international team of 250 and established technical organisations in developing countries to support the company's global growth.

"Robert's expertise in establishing and running international technical organizations aligns with HallStar's expanding global presence," said Gary Wentworth, retiring vice president of R&D, HallStar. "He is going to help this company move into new arenas with confidence."

Dr Hu has a PhD in Photochemical Science from Bowling Green State University and has completed MBA training from the University of Pittsburgh.

## Sri Lankan office opened

DKSH's Business Unit Performance Materials opened its first sales office in Sri Lanka in January. This opening is another milestone in expanding into the Indian subcontinent and enables the Swiss-headquartered company to extend its service portfolio to Sri Lanka. Through this new sales channel, DKSH offers its existing and new clients a more extensive market coverage in Asia.

"India is a fast growing market within DKSH's chemical distribution activities, and we are committed to further strengthening our comprehensive network in this important region. With the geographical expansion to Sri Lanka, we accomplished the next step in our goal of becoming the number one specialty chemicals distributor in Asia," said Mario Preissler, global head Business Unit Performance Materials.

### COMMENT

## Halal cosmetics offer many opportunities

New trends in cosmetics refresh the market, inject new streams of products and enable old formulations to be given a new life. It is inevitable that consumer tastes will change, and it is vital that cosmetics companies adapt quickly to these changes if they want to remain at the head of the pack.

However, with Halal cosmetics, it is less a case of consumer tastes changing than neither consumer nor manufacturer really being awake to the possibilities of truly Halal cosmetics. This is set to change, and it has been widely reported that Halal cosmetics will become increasingly available to consumers in non-Muslim countries.

As the article on page 35 explains, the grey areas for ingredients in terms of what is and what is not considered Halal are

still be agreed upon and these issues will need to be ironed out as much as possible as it is important to know where the goalposts are. The use of alcohol in cosmetic formulations (and perfumes in particular) is key to this.

Ultimately, the market for Halal cosmetics is an opportunity for our industry to enable people to adhere properly to their religious beliefs while enjoying the benefits of a range of personal care products. The restriction on certain ingredients should be viewed by formulators as an opportunity to be creative while meeting the demand of a market that may soon represent 20% of the total industry.

**Richard Scott**  
Editor

## Correction

In the January issue of *Personal Care*, John Warby's article 'Impact of sensory influence in cosmetics evaluated' was incorrectly attributed to Mr Warby in his position as chairperson of the Technical Committee for the ASCC. The article was in fact written from a personal perspective and does not reflect the views of the Society.

# Award for anti-ageing active

Lonza has been awarded with the Gold Innovation Zone Best Ingredient Award for its ReGeniStem Red Rice at in-cosmetics Asia.

This sustainable anti-ageing active, derived from a meristematic culture of Himalayan red rice, finds application in skin care products. *In vitro* testing showed that the functionality of the ingredient comes from its ability to influence the epigenome of several genes important to

skin barrier. *In vivo* efficacy testing proved its ability to increase moisture in the skin while enhancing its overall appearance. It claimed the top spot for its high material efficiency, sustainability and innovation.

Dr Tim Schlange, head of personal care from Lonza, said: "We're delighted to have won this prestigious award. A great deal of hard work goes into researching and developing our

ingredients and so to gain recognition for our product from leading professionals within the industry is fantastic."

The new award which was introduced last year recognises the development of a novel active or functional ingredient that combines innovative science and product features that demonstrate benefits to manufacturers and end-users.

## Cassia paper receives prestigious award

The Lubrizol Corporation's Noveon Consumer Specialties announced that four of its chemists have been chosen to receive the prestigious Des Goddard Award. The annual award, which is presented by The Board of Directors of the Society of Cosmetic Chemists, recognises the most innovative paper on the topic of polymer science related to cosmetics or personal care presented at either the Annual Scientific Seminar or Meeting. Carole Lepilleur, Wing Li, Duane Krzysik, and the recently retired John Mullay, received the award for their paper titled, 'Cationic Cassia Polymers as Efficient Naturally Derived Polymers for Providing Enhanced Deposition from Shampoo Systems'.

The paper, which was presented at the



Carole Lepilleur.

Society's 2011 Annual Scientific Seminar, examines the use of cationic cassia polymers as new and efficient aids to increase the amount of silicone deposited on hair during the shampoo cycle via the formation of coacervates. When formed during shampoo dilution, coacervates can effectively deposit silicone and other ingredients onto hair fibers. Cassia gum is a natural, vegetable-based carbohydrate extracted from the endosperm of the seed of cassia plants, which grow wild in tropical zones around the world.

Lepilleur accepted a scroll and \$2,500 on behalf of the authors at the Annual Scientific Meeting & Technology Showcase of the Society in December in New York City.

## Summit tackles range of issues

The North American edition of the Sustainable Cosmetics Summit aims to tackle some of the major sustainability issues in the beauty industry. Hosted in New York on 17-19 May, the three-day summit focuses on green formulations and sustainable packaging. Other key topics on the summit agenda are sustainability metrics and marketing innovations. For the first time, a summit will showcase popular techniques to measure the environmental footprint of personal care products.

With research showing raw materials and packaging comprise the highest environmental impact of personal care products, the summit hones in on these key areas. Dedicated sessions and plenary workshops cover green formulations and sustainable packaging. An update will be given on the palette of green ingredients available to formulators, while the gamut of sustainable packaging options will be highlighted.

## Exclusive distributor appointed for China

IMCD Group has been appointed as an exclusive distributor for BioActive Specialty Products in China.

As an exclusive distributor and agent, IMCD will represent BioActive's range of natural active ingredients in the mainland China market. IMCD China, with a strong domestic sales team in cosmetics and personal care, will be leading the promotion of BioActive products in China.

BioActive's Omega Power range, a range of natural, cold pressed and refined seed oils, with an extremely high content in omega fatty acids are the main highlights of BioActive's promotion in China. The Omega Power range is unique in the market for its sources and for its versatility in a range of applications for specialty skin care

products and will differentiate both BioActive and IMCD China in the marketplace.

The Omega Power Range is rich in omega acids, nourishing the skin and body. Using nutrients such as omega-3 fatty acids for the promotion of skin health and treatment of skin disorders is a novel concept. These bioactive fatty acids have a high safety profile and could potentially be used as an adjuvant or alternative to traditional therapy.

"We have been seeking the right partner to penetrate the China market for some time," says Solomon Matzner, managing director of BioActive. "We are confident that IMCD's team has the experience and knowledge we are looking for."



## New website

Herboram Laboratoire recently launched its new website. This new modern site offers catalogues for each of the company's various business sectors featuring a wide range of custom-built products for complementary foodstuffs. It also carries a secure, personal, space reserved for storing specific documents and profiles of the principal members of the company's staff.

The site will also be compatible with the majority of smart phones and digital tablets.

# Rejuvenating sleep-starved skin

Sleep is a simple secret of beautiful skin, but our hectic lives often rule our rest routine. The lack of sleep creates stressful conditions that raise the level of internal toxins, one of which is glycotoxin. Glycotoxins deregulate the skin's natural systems responsible for the repair and protection processes that occur during sleep; consequently, this deregulation contributes to impaired cell function, tissue disruption, damaged microvessels, etc.

With Prodzia, Sederma provides a solution that promotes a visible reduction in the cutaneous signs of fatigue: dark circles, under eye bags, dull complexion and drawn features.

By supporting specific detoxifying systems



(glyoxalase and proteasome), Prodzia can both protect and repair the proteic structures damaged by glycation. Furthermore, Prodzia

helps regulate melatonin levels of glycation-stressed skin cells, ensuring an optimal repair process during sleep. This, along with its ability to help fight against glycation during the day and repair proteic structures damaged by glycation during the night, makes it perfect for a 24-hour treatment.

An *in vivo* two-month study clearly demonstrated that the volunteers themselves noted a significant reduction in the visibly tired look of their face after just 10 days of applying a cream containing Prodzia; and by the end of the study there was an overall 44% reduction.

Thanks to Prodzia, the skin looks prodigiously refreshed just like after a good night's sleep.

## Wood extract range

Symrise has established a new branch within its Botanicals range – Actipone Woods. It comprises extracts from ash wood, honey locust wood, sweet cherry tree wood and walnut tree wood. Cosmetic products such as face creams, after-shave balms and shampoos benefit from their anti-ageing and smoothing properties.

Many people treasure wood for its aesthetic qualities. Beyond this, it also provides an amazing source of healthy constituents for beauty. Some woods contain anti-oxidant ingredients, such as tannins, flavonoids and phenolic acids. These can help to bind free radicals in our cells and thus show smoothing and anti-ageing properties. That makes them very beneficial for cosmetic products, since among other things they counteract the premature ageing of the skin.

Symrise now uses these properties for a new branch of its botanical extracts – Actipone

Woods. The series offers ingredients from ash, honey locust, sweet cherry and walnut. The latter also helps protect hair colorations. To prove their activity, all these ingredients have been *in vitro*-tested. Beyond this, they are easy to use in cosmetic formulations, soluble in water and compatible with usual cosmetic raw materials. This makes them interesting for cosmetic products such as creams, after-shave balms and shampoos.

To discover the power of woods the new collection presents various concepts matching each type of wood. Candy Wood uses the nourishing, rich, caring and luscious characteristics from honey locust. Holy Wood, alias ash, highlights skin force, tonic and strong bark. Fairy Wood conveys radiant beauty based on the attributes of sweet cherry. And Caring Wood is supposed to restore, protect, care and regenerate the skin with walnut.



## Consumer-relevant innovation award presented

Dow Home & Personal Care received the 'Best Innovation Contributor 2011' award from Henkel Laundry & Home Care at the 2012 American Cleaning Institute (ACI) Annual Meeting and Industry Convention in Orlando, Florida.

Every year Henkel recognises an external partner for delivery of outstanding, consumer-relevant innovation. This year Dow received Henkel's award for its innovation in personal care technologies.

In presenting this award, Thomas Förster, corporate vice president R&D cosmetics at Henkel, commented how strong business partners play a decisive role for Henkel in developing innovative products.

"The Dow Chemical Company has made excellent contributions to the launch of two successful innovations in our hairstyling product category in 2011," said Förster. "Due to the development of a shine polymer for Henkel's shine hairspray lines and a styling polymer technology for highest hold levels, we are able to meet the consumers' needs even better and to set new standards in the market."

## New training seminars

FormulaCare is continuing to offer a new way of delivering training to formulators. Three training sessions have been held to date. These theoretical training sessions are in the format of 'webinars'.

The first webinar held on 6 December 2011 was entitled 'Reducing Age Spots' and was presented by John Staton. It also included training on understanding how to test the efficacy of marketing claims.

The second webinar was held on the 13 December 2011 and was entitled 'Formulating for Maximum Efficacy'. The presenter was Rick Williams and covered topics such as how to deliver actives for skin whitening and how to optimise the formulation. A two-part article version of

the webinar starts in this issue of *Personal Care*.

The third session was held on 14 February by Professor Dr Karl Lintner and was called 'Age spots: causes and cosmetic treatments'.

Training sessions will take place every six weeks and is free to anyone who wishes to register and follow the training on his or her computer.

An added bonus to formulators in India is that during HPCI in Mumbai on 16 March, FormulaCare will be running practical workshops for webinar attendees (see [www.formulacare.com](http://www.formulacare.com)).

For attendees from Asia, FormulaCare will run laboratory practical sessions in October. These will be held as a final summary of the series of theoretical training throughout South East Asia.



## New results for actives

Greentech has announced new results for Silidine and Setiline. Silidine, a marine active, has a proved efficiency in vascular tonicity enhancement. Two new and particularly positive clinical tests show that Silidine decreases rosacea thanks to its vasoconstrictive action.

The results show that the use of Silidine on one of the volunteers during 28 days decreased face redness by 26%. In mean, the application of Silidine induced a significant decrease of 19% of rosacea on 86% of the volunteers.

It is important to mention that Silidine, an active for vascular tonicity in general, also has

an interesting action on heavy legs syndrome.

The active, Setiline, demonstrates anti-ageing properties thanks to its regenerating action on facial skin. Setiline keeps skin biomechanical properties as firmness, elasticity and flexibility. It also improves the global skin architecture and helps reduce wrinkles.

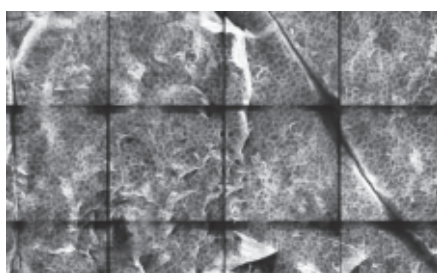
The latest clinical tests, as skin resistance measurement by cutometer, show that Setiline improves skin firmness in mean by 19% and elasticity by 28%. These results confirm that Setiline is a particularly recommended active in anti-ageing and regenerative skin face cares.

## Active ingredient acquisition

The industrial gas producer Air Products has acquired ROVI Cosmetics International, a developer and manufacturer of innovative active ingredients for the cosmetics industry from Schlüchtern in Germany.

ROVI Cosmetics currently has 18 employees and is a developer and manufacturer of innovative, science-based ingredients for the cosmetics industry. The active ingredients are used in hair and skin care products.

"We are pleased to have completed the acquisition of ROVI Cosmetics, thus reinforcing our 'care' portfolio. With this acquisition we reach critical mass in order to develop our business with a diversified supplier of specialty ingredients for the personal care industry," commented Pam Matti More, vice president and general manager, Performance Materials at Air Products.



## Active repairs skin barrier

The skin is subjected to various stresses on a daily basis which lead to a deficiency in its barrier function. To accommodate epidermal restructuring, Silab developed Nachyline, which is rich in purified *Torulaspora delbrueckii*. This active ingredient regulates epidermal homeostasis by controlling calcium inflow into keratinocytes via the nicotinic acetylcholine receptor (nAChRs).

Nachyline stimulates the formation of adherens junctions, boosts keratinocytes differentiation, reinforces the cohesion and stratification of the epidermis, and contributes to the organisation of the *stratum corneum*. It can be integrated in all repair treatments.

## Natural oil and petrolatum blends

Calumet Penreco announced the launch of its new hybrid petrolatum products. These four new hybrid petrolatums combine Snow White Petrolatum USP with one of four natural oils: macadamia nut oil, avocado oil, safflower oil, and olive oil.

These new hybrid petrolatums allow formulators to incorporate higher percentages of renewable resources while maintaining the beneficial properties of the Snow White Petroleum. The key attributes of these innovative new hybrid blends include moisturisation and skin barrier protection and repair. Their rich feel and added smoothness make these blends especially suitable for skin care formulations. Potential applications include: skin care, lip care, sun care, hair care, ointments, bar soaps and bath products.

"We recognised that consumers ask for products that are natural or naturally derived but above all are effective and overall efficacy appears to be an issue with natural products. It is well documented that the moisturisation that petrolatum brings to the table is unsurpassed by any (natural or otherwise) product. Now with the new Calumet Penreco Hybrid Petrolatum blends, customers can have the best of both worlds – a natural product that offers the best moisturisation properties," Rich Callahan, global sales manager for Calumet Specialty Products Partners LP, explained. "And we are very confident that our new products will live up to the expectations of consumers as well as formulators," he added.

Combining petrolatum with natural ingredients like macadamia nut oil is the natural step to creating the best possible skin care products that still promote moisturisation; the most sought-after product requirement.

## Study confirms efficacy on mature skin

To further support the prominent activity of Skinmimics, Evonik has performed a new study. Skinmimics is a unique, multi-lamellar delivery system based on high-tech biomimetic ingredients for improved bioavailability. It is a skin-identical composition made up of specific long chain ceramides, non-animal derived cholesterol and free fatty acid.

This composition is combined with unique signalling molecules (Sphingokines). The various ceramides contained in Skinmimics are based on Evonik's advanced and deep knowledge in this technology.

Earlier *in vitro* and *in vivo* studies have already shown that Skinmimics displays a three-in-one benefit, especially on mature skin. It provides protection by correction of membrane defects in the *stratum corneum* by topical application of skin barrier lipids.

Prevention, the second benefit, is shown by the induction of skin lipid synthesis and epidermal differentiation for improved barrier function from within. Finally, Skinmimics stimulates and supports the epidermal renewal by activation of the skin's natural water management system. This leads to skin regeneration.

Now, an additional *in vivo* study using confocal Raman Spectroscopy fosters the previous findings. It could be shown that Skinmimics significantly replenishes the skin's own protection barrier. Furthermore, this active is able to revitalise normal to dry skin by optimising the total epidermal moisturising system. Taking all study results into account, Skinmimics is an attractive ingredient for skin barrier protection formulations, skin regeneration and nourishing products. It fits very well with market concepts developed for mature skin.