

## EDITORIAL

Dear customer,

London has hosted the In-Cosmetics edition this year. As always, a success! The number of visitors exceeded by 2% Barcelona 2015, the busiest after Paris, which is always the most attractive destination.

**COMERCIAL QUIMICA MASSO** has promoted its own range of products: the already recognized **MASSOCARE**, the sensorial agents **WARMFEEL** and **ICEFEEL** and the newest active ingredients **EFFICACTIF** with their recent **clinical tests**. You will receive detailed information about this very soon.

And this year's workshop, **WATERFUL & BEAUTIFUL, touch moisturization**, has been inspired by **K-Beauty**. An experience made by 9 **extremely hydrating** (and more) formulations with unique & surprising **watery textures**. The efficacy of the products is transmitted to the consumer through their texture. Do not hesitate to contact your nearest office to have the opportunity to go through that amazing workshop!



And as always, our **principals** have taken advantage of the In-Cosmetics platform to present their **latest releases**. In this newsletter we present them briefly, and we encourage you to request more detailed information of those that are of your interest. The **efficacy** of the ingredients, their **innovation** in both manufacturing processes and mechanisms of action and their approach to **natural cosmetics** from different angles are a constant in the novelties of this year.

We wish you a good reading and we remain at your disposal to provide you with more detailed information.

**Ferenc Elekes - Commercial Manager**

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**TURMERIA ZEN** PRGF

Relax the stress of the

brain-skin connection

## BIO.ACETUM

### The beauty vinegars

Vinegars have been traditionally used and are still used in hair care. **Aqia** offer **BIO.ACETUM**, a range of 3 vinegars specially developed for hair care applications.

- ◇ **Bio.Acetum Apple** (INCI Name: Vinegar, Pyrus Malus (Apple) Fruit Extract, Water, Fructose, Glucose, Gluconic Acid, Gluconolactone, Caesalpinia Spinosa Gum).
- ◇ **Bio.Acetum Balsamic** (INCI: Vinegar, Vitis Vinifera (Grape) Fruit Extract, Water, Fructose, Glucose, Gluconic Acid, Gluconolactone, Caesalpinia Spinosa Gum, Commiphora Myrrha Resin)
- ◇ **Bio.Acetum Fruits Acids** (INCI: Vinegar, Pyrus Malus (Apple) Fruit Extract, Water, Fructose, Glucose, Gluconic Acid, Gluconolactone, Caesalpinia Spinosa Gum, Citrus Limon (Lemon) Fruit Extract, Tamarindus Indica Fruit Extract)

**BIO.ACETUM** products have a balanced composition of **fruits vinegars** combined with other **high performant actives**. They are rich in fructose and glucose, gluconolactone (new generation of AHAs) and Tara Gum.

In hair care products, they **rebalance pH** and **seal the cuticles**, help a gentle and effective **cleaning with reduction in oiliness**, allow for a gentle **cleansing of the scalp**, assist in **hair loss**, treat **dandruff** and **seborrhea** and **hydrate**.

**BIO.ACETUM** can be used in shampoos, conditioners, intensive masks, leave-in treatments and finishers. Recommended **use level: 1% - 5%**.

## GENENCARE™ OSMS MI

### Protect and energize the skin



Nature has designed our skin to adjust to external stress factors by maintaining the water balance within skin cells with osmolytes. As an active osmolyte, Dupont's **GENENCARE® OSMS MI** (INCI: Inositol), is a strong **osmoprotectant** and **moisturizer**, but that's not all! This vitamin-like ingredient is a precursor molecule for important cell messengers and is proven to increase the skin cell metabolism, increasing **skin oxygenation** and **skin elasticity**.

Recent **clinical studies** have shown that in fact, **GENENCARE® OSMS MI** is a powerful skin care active ingredient, allowing not only moisturising claims, but also skin oxygenation and anti-aging activity. That is:

- ◇ A formulation with **0.4% GENENCARE® OSMS MI** increases **skin oxygenation** by **+10%** compared to placebo
- ◇ The increase of **skin elasticity** linked to the use of **GENENCARE® OSMS MI** has been evaluated comparing a formulation with **3.0%** active versus placebo. The results show that the maximum deformation of the skin decreases, the rate of elastic recovery increases by **10%** and the rate of elastic deformation significantly increases by **11%**.
- ◇ A formulation with **1% GENENCARE® OSMS MI** improves the average characteristics of **wrinkles** by **-13.4%**

**GENENCARE® OSMS MI** is ideal for all purpose skin care products as well as for colour cosmetics. Recommended **use level: 0.5% - 1.0%**. Globally approved ingredient, Ecocert and Cosmos compliant.

## PAUSEÎLE™

### A Retreat for stressed, dry and dull skin

**PAUSEÎLE™** (INCI: Bacillus Ferment) targets **stressed, dry and dull skin** for an indulging **hydrating reset**. With **PAUSEÎLE™** the skin takes a pause, a pampering retreat to recover **hydration, radiance and flexibility**.

**PAUSEÎLE™** induces **proteins** to **tight** and **reinforce skin barrier** and keep skin moisturised, soft and flexible. It enhances **filaggrin**, precursor of NMF molecules, upregulates **loricrin** and **SPRR1B** genes for a proper barrier function, induces **keratin** genes for good mechanical properties, inhibits **hyaluronidase** protecting hyaluronic acid and increases **ceramides** levels for a water sealed skin.

The moisturising and skin tonicity efficacy of **PAUSEÎLE™** has been evaluated by a **clinical test**, comparing a cream with **2%** active versus placebo, with the following results:

- ◇ **24.0%** higher **moisture** in **28 days**
- ◇ **4.5%** and **7.0%** **TEWL** and **desquamation** reduction in **24 hours**, respectively
- ◇ **7.4%** **firmer** skin in **1 month**
- ◇ **22.1%** and **46.3%** **radiance** improvement in **24 hours** and **28 days**, respectively

**PAUSEÎLE™** **pampers** the skin, resetting its **radiance**, sealing the **barrier**, boosting **hydration** and retrieving its **tonicity**. Recommended **use level: 1% - 2%**. Globally approved ingredient.

**SEADERMIUM™**  
Nourishing premium filler

Lipotrue launched **SEADERMIUM™** (INCI: Bacillus Ferment), a **marine biotechnological** active ingredient that visibly **plumps** and **smoothes** **deep wrinkles** in **mature skin**. **SEADERMIUM™** restores and strengthens **skin integrity**.

**SEADERMIUM™** has been thoroughly studied to elucidate its **mechanism of action**. In fact, it increases the dermo-epidermal junction proteins and stimulates collagen and glycosaminoglycans.

The **clinical test** has proven the **anti-aging** properties of this innovative ingredient. A formulation with **4% SEADERMIUM™** was compared to placebo during 28 days with the following results:

- ◊ Excellent **plumping** and **smoothing** efficacy in **crow's feet**, **nasolabial fold** and **marionette lines**
- ◊ Average **decrease** of **10% volume** in **marionette lines** and **6% roughness**
- ◊ Outstanding results in **golden volunteers** (60-70) in **7 days**
- ◊ **Up to 20%** and **49%** decrease of **crow's feet depth** and **volume** respectively in **1 month**
- ◊ **Up to 45%** wrinkle reduction in **4 weeks**



**SEADERMIUM™** offers a complete approach to **mature beauty**. Recommended **use level: 4%**. Globally approved ingredient.

**SIRTALICE™**  
Instant lifting and V-reshape

**SIRTALICE™** (INCI: Bacillus Ferment) offers a revolutionary **instant lifting** and a **V-reshape** of face contours in only **30 minutes**: the dream for **tired** and **urban skin**. Its long-lasting efficacy provides a more **luminous** and **firmer** skin.

**SIRTALICE™** **recharges skin energy** inducing **skin protein synthesis** and thus, improving **strength** and **contraction** (up regulation of sirtuin 3 and talin 1, increased ATP, elastase inhibition, procollagen I induction).



The **clinical test** has proven the short term as well as the long-term properties of **SIRTALICE™**. The active was tested at **2%** versus placebo. The results are just amazing:

- ◊ **V-reshape lifting effect in 30 min**
- ◊ **22.3%** and **32.6%** **crow's feet** and **under eye wrinkle depth** decrease, respectively, in **30 minutes**
- ◊ **23.9%** and **33.9%** **crow's feet** and **under eye wrinkle depth** decrease, respectively, in **28 days**
- ◊ **10%** and **14%** more **radiant** and **hydrated skin** in **28 days**

**SIRTALICE™** is the right active to treat **tired skin**. Recommended **use level: 2%**. Globally approved ingredient.

**NATURA-TEC MARINE CELLSHIELD AP**  
Active shield against environmental pollutants

The second algae derivative ingredient from **Natura-tec** is **NATURA-TEC MARINE CELLSHIELD AP** (INCI: Caprylic/Capric Triglyceride, Pavlova Lutheri Extract) Based on **Pavlova Lutheri** microalgae species and Rich in EPA, DHA (omega 3) and carotenoids.

**NATURA-TEC MARINE CELLSHIELD AP** assays on cell cultures has proven that this ingredient has amazing **anti-pollution** properties. At **2%**, it protects cells from **indoor dust** increasing **cell viability** to **20%**. At **0,5%**, it **inhibits completely** the pollution damage of **urban dust**.

**NATURA-TEC MARINE CELLSHIELD AP** is certainly an active that will play an important role in **anti-pollution** personal care preparations.

**NATURA-TEC PLANTSIL**  
Effective make-up remover

**NATURA-TEC PLANTSIL** (INCI: Hydrogenated Ethylhexyl Olivat, Hydrogenated Olive Oil Unsaponifiables) is a well-known and appreciated **natural replacement of volatile silicones**. Now, **Natura-tec** have proven that this ingredient is also a powerful **make-up remover**.

**Natura-tec** have run an **in-vivo** test with **NATURA-TEC PLANTSIL** at **5%** as a make-up removal agent, in comparison to a placebo formulation. That test formulation was also compared to a commercial product. The results speak by themselves: **NATURA-TEC PLANTSIL** at **5%** allows the development of **effective make-up removal** formulations.

## NATURA-TEC VEGETABLE BEESWAX

Vegetable and sustainable alternative to beeswax

Natura-tec keep their focus on the development of vegetable and sustainable alternatives to compromised ingredients. **NATURA-TEC VEGETABLE BEESWAX** (INCI: Cetyl Stearate, Rhus Verniciflua Peel Cera, Copernicia Cerifera (Carnauba) Waxis) is the perfect **alternative / replacement of animal derived beeswax**.

**NATURA-TEC VEGETABLE BEESWAX** has the same colour and melting point than animal derived beeswax. At room temperature, it is hard and brittle, whereas at body temperature it is plastic and kneadable. In emulsion, it exhibits co-emulsifying and thickening properties, and in sticks or balms it is an excellent oil binder.

Natura-tec have compared **NATURA-TEC VEGETABLE BEESWAX** with animal derived beeswax in many different formulations (standard emulsion, lip balm, lipstick). Those studies show that **NATURA-TEC VEGETABLE BEESWAX is the perfect alternative and can replace the animal one weight by weight in almost all the cases**.



### SHAROMIX AMPLIFY™

Where less is more

The main challenge of mild, “free of” preservatives is microbial contamination. Sharon is offering a new **preservative solution with amplified efficacy**. **SHAROMIX AMPLIFY™** range offers **broad spectrum, superior** activity allowing a significantly **lower level (<1%)** of use in finished product and they are **non-pH dependent**.

**SHAROMIX AMPLIFY™** range includes:

- ◇ **SHAROMIX™ AM 11 / AM 14** (INCI: Phenoxyethanol, Ethylhexylglycerin, Ethyl Lauroyl Arginate)
- ◇ **SHAROMIX™ AM 12** (INCI: Phenoxyethanol, Chlorphenesin, Ethyl Lauroyl Arginate)

**SHAROMIX AMPLIFY™** can be used in **leave on** and **rinse off** products as well as on **wet wipes**. They are 100% **free-of parabens, CIT/MIT** and **formaldehyde**.

### LENIPHENOL®

Sustainable beauty

**LENIPHENOL®** (INCI: Pinus Radiata Bark Extract), is the perfect ingredient for a “**Sustainable Beauty**” in harmony with the environment; it’s derived from the bark of certificated industrial wood wastes in order to recycle raw wood and counteract deforestation, respecting FSC (Forest Stewardship Council) criteria.

Obtained by the combination of three perfectly balanced **polyphenols**, it matches high **anti-oxidant** properties with an outstanding **lenitive activity** for **sensitive skin**. This active ingredient **protects** effectively the skin from **UV rays** damages and **irritant** agents and **counteracts skin aging** thanks to its antihyaluronidase and anti-elastase activity.

**LENIPHENOL®** is perfect for lenitive and anti-redness formulations for sensitive and inflamed skins, anti-itching creams and anti-age products. Recommended **use level: 1% - 5%**. Globally approved ingredient.

### SHAROSENSE™

A sense of natural protection

**SHAROSENSE™** from Sharon is a bridge between **synthetic and natural**, bringing the best of nature with the safety, quality and consistency of a laboratory. This line offers **globally accepted and highly active (broad spectrum) preservative blends**, providing an innovative solution for the personal care industry.

At In-Cosmetics 2017, Sharon has added new references to this interesting range of preservation solutions:

- ◇ **SHAROSENSE™ 254** (INCI: Thymol, Phenoxyethanol, Hexenyl Methyl Carbonate)
- ◇ **SHAROSENSE™ 255** (INCI: Thymol, Phenoxyethanol, Hexenyl Methyl Carbonate, Capric Acid)
- ◇ **SHAROSENSE™ 256** (INCI: Thymol, Phenethyl Alcohol, Hexenyl Methyl Carbonate)

**SHAROSENSE™** are suitable for all product applications (**leave on, rinse off, wet wipes** and **baby care**). The level of use ranges from **0.6% to 0.8%**, the products are **non-pH dependent, high soluble** and **heat stable**.

### SUPREME®

Nature and Sensoriality

**SUPREME®** (INCI: Polyglyceryl-3 Rice Branate, Cetearyl Alcohol, Sucrose Stearate), is an **O/W emulsifier**, entirely derived from **vegetable sources**, for **light and soft emulsions**.

The **texture** obtained with **SUPREME®** and its **vegetable** origin meet current market trends by offering a pure and natural product with high **spreadability** and **absorbency**. **SUPREME®** forms particularly **light and soft O/W emulsions** that are pleasantly velvety to the touch. It allows the formulation of stable **creams with a 100% vegetable origin** without using thickening agents or specific additives. In **sun care** products, **SUPREME®** has proven to be not affected by the presence of **chemical and physical sun filters**. It is compatible with a wide range of oils. Finally, very small **SUPREME®** quantities are enough (**3-6%**) to emulsify lipophilic ingredients, even in presence of large quantities of oily substances (up to 35%).

**SUPREME®** is the next generation emulsifier: **green efficacy and light touch!** Recommended **use level: 3-4% in milks or lotions, 4-6% in creams**.

## CELLUCAP™-C Protected Vitamin C

Vitamin C is a very appreciated cosmetic active but it is challenging to formulate with, since it can easily get oxidized, leading to a loss of activity. **CELLUCAP™-C** (INCI: Cellulose Acetate Propionate, Ascorbyl Tetraisopalmitate, Pentaerythrityl Tetra-di-t-butyl Hydroxyhydrocinnamate) from **Tagra** is “green” **microencapsulated Ascorbyl Tetraisopalmitate (25%)**: the Vitamin C is protected in the formula and released upon application.

The **technical advantages** derived of the use of **CELLUCAP™-C** instead of the non-encapsulated active are clear. However, **Tagra** have run **in-vivo** studies in order to evaluate the performance of the microencapsulated active; the results are excellent:

- ◇ Significant **wrinkle reduction** after 7 days (-43.36%) and 14 days (-39.06%) using **2% of CELLUCAP™-C**
- ◇ Significant **roughness reduction** and significantly improved skin **moisturization** after 14 days using **2% of CELLUCAP™-C**
- ◇ **3% CELLUCAP™-C** demonstrated increase in **skin brightening**: decrease of **melanin content** and increase of skin **whitening index**

**CELLUCAP™-C** is a **stable** and **effective vitamin C**. Recommended use level: 0.5% - 3.0%.

## BUTTERPLUS™ Moisture and emolliency

**TC USA** launch **BUTTERPLUS™** (INCI: Octyl dodecanol, Euphorbia Cerifera (Candelilla) Wax, Isostearyl Isostearate, Stearyl Behenate, Polyhydroxystearic acid, Olea Europaea (Olive) Fruit Oil, Stearyl Alcohol, Behenic Acid, Stearyl Stearate, Cetyl Stearate), a new **Natural Structured Butter Complex™**, designed to provide superb **barrier** qualities, combined with great **moisturization** and excellent **emolliency**.

**BUTTERPLUS™** is a soft and creamy paste, that begins to liquefy on skin contact, its melt profile provides outstanding spread and play time with excellent skin feel, without greasiness. **BUTTERPLUS™** is also an excellent delivery system for incorporating essential oils into skincare preparations, providing extended oxidative stability, and aids in fragrance longevity. It's an elegant natural alternative to conventional type butters for a wide range of other skin and sun care applications.

**BUTTERPLUS™** can be used in all types of personal care products. Recommended **use** level: **1.0 - 10.0%**. This ingredient is globally approved (including China) and COSMOS compliant.

## TURMERIA ZEN<sup>PRCF</sup> Relax the stress of the brain-skin connection



**TURMERIA ZEN<sup>PRCF</sup>** (INCI: Glycerin, Curcuma Longa (Turmeric) Callus Lysate, Pentylene glycol, Phytic acid), is the concentrated **metabolome** of **totipotent** cells from Curcuma longa rhizome. This metabolome is rich in **stress related cell factors** specially designed to act synergistically against **brain-skin connection induced stress**.

The most affected elements in this brain-skin connection are the **epidermal barrier** and the **skin hydration**. **TURMERIA ZEN<sup>PRCF</sup>** is the **emotional hydration manager** that avoids the immediate emotional damages (**dryness, inflammation** and **desquamation**) and prevents the accumulated damages (**wrinkles, elasticity loss**, failure of **epidermal barrier** and decrease in skin **defences**).

**TURMERIA ZEN<sup>PRCF</sup>** is a multi-active ingredient with anti-inflammatory, wound healing, soothing and protection properties. All those functionalities have been thoroughly proven in-vitro.

The clinical assays have been done with a cream containing **1% TURMERIA ZEN<sup>PRCF</sup>** vs placebo. The volunteers, subjected to psychosocial stress and with no dry skin conditions, used the product twice per day during 4 weeks. The results demonstrate that:

- ◇ **TURMERIA ZEN<sup>PRCF</sup>** significantly increased the average cutaneous **hydration** by **13%**, **4.3-fold higher** than placebo.
- ◇ **TURMERIA ZEN<sup>PRCF</sup>** significantly reduced the **depth of deep wrinkles** by **9%** with **14%** difference from the mean value of placebo.

**TURMERIA ZEN<sup>PRCF</sup>** is an “**emotional active**” to treat stress-related skin problems, so perfect for anti-stress skin treatments. Recommended **use level**: **0.5% - 2.0%**. It is globally approved (including China) and Ecocert and Cosmos compliant. Preservative-free.