

# COSSMA

COSMETICS, TRENDS, TECHNOLOGY



## PRODUCT DESIGN

News, innovations

and trends

## FACTS

Controversies in  
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# LET'S RETHINK

You probably know better than me, that the market is changing at a rapid speed: new standards, new requirements. Consumers aren't just looking for products that fulfill a certain purpose. They expect those products to be sustainable, eco-friendly, emission free, and so many more things.

More than ever it's necessary for brands to redesign their products so they fit these new standards. Whether that is just readjusting a formulation to incorporate new, more sustainable ingredients. Like cosmetics free from microplastic or active ingredients from natural sources.

Or whether that is to completely rethink an existing product, create something new and innovative – like manufacturing packaging inlays made of fungi. Lipstick packaging made of wood and mascara that doesn't need packaging at all are also perfect examples for innovative product designs.

Isn't it amazing how incredible product design ideas surface if people have the freedom to use their creativity? So I'm happy to present you in this issue some of the innovative product designs and the ideas behind them.

Sincerely yours,



Kathrin Köhler  
Editor COSSMA



# EDITORIAL

# CONTENT CONTENT CONTENT

## PERSONALITIES & PROFILES

- 6 Series: KKT Expert Talk**  
Part Two: Controversies in cosmetics law
- 10 News**
- 11 Beauty in Mind**  
COSSMA Column

## TRENDS

- 12 Market trends**  
In personal care
- 15 News**

## RESEARCH

- 16 Introducing Esterquats**  
A solution for eco-friendly conditioning

## INGREDIENTS

- 32 Ingredients**  
For cold emulsification
- 36 News**
- 37 Formulations**  
Hair care, hair colour, styling

## PACKAGING

- 38 Rethinking packaging**  
Packaging made from mushrooms
- 42 Can I get a sample?**  
Printing sample pouches
- 44 News**



# 34

Packaging solutions made  
from mycelium





## MARKET

- 46 Ingredient providers**  
COSSMA Market Survey
- 54 Cosmetics regulations in China**  
Part Two: regulations and laws
- 58 News**

## EVENTS

- 60 20<sup>th</sup> anniversary exhibition**  
Cosmoprof North America


## SERVICES

- 3 Editorial**
- 59 Events Diary**
- 62 Suppliers' Guide**
- 65 Advertisers' Index**
- 66 Preview/Imprint**

# 18

An eco-friendly  
ingredient for better  
conditioning

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# PRODUCT DESIGN CLOSE UP

- 20 Designed to fit new standards**  
Interview with Katrin Steinbach,  
Cosnova, and Ariane Saiko,  
Catrice
- 24 Leveraging nature**  
New natural hair care products
- 28 Product copies**  
The risks of counterfeits
- 31 International launches**  
Michelle Strutton, Mintel

# 20

Creating new and  
better products



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**SERIES: KKT EXPERT TALK**

PART TWO

# **LAW CONTROVERSIES IN COSMETICS LAW**

On 6<sup>th</sup> and 7<sup>th</sup> March 2023, renowned personalities and experts from the fields of cosmetics, dermatology, toxicology, law and analytics from all over Germany, Austria and Switzerland met to exchange knowledge, ideas and opinions at this year's Karlsruhe Cosmetics Day (KKT). The aim was to learn about new trends and innovations in the cosmetics market and to assess the risks associated with them. In this second part of four, Dr Karin Gromann, Harald Dittmar, Matthias Ibel and Dr Urs Hauri take a closer look at different cosmetics regulations and their difficulties.



# SPEAKER SPEAKER

## CLIMATE-NEUTRAL COSMETICS – POLITICAL STRATEGY OF THE FUTURE

The coming years are crucial for the global climate to take the necessary steps towards net zero emissions by 2050. The 'Fit for 55' package adopted by the EU Commission plays a crucial role in transforming the European economy towards clean energy systems. The EU Chemicals Strategy for Sustainability and the Circular Economy Action Plan are important elements that will pose new challenges for cosmetics companies in the future.

The aim of the EU Chemicals Strategy for Sustainability is to better protect human health in the future by creating a toxic-free environment and by banning the most harmful chemicals in consumer products such as cosmetics, toys, detergents and childcare articles. To achieve this goal, the two cornerstones of chemicals legislation – REACH and CLP – and subordinate legislation are currently being revised. An important innovation in this context is the introduction of the concepts of “one substance - one assessment” or “sustainable by design”, where the transparency of the hazard and risk assessment of chemicals as well as the toxicity of chemicals at all stages of their life are taken into account. Similarly, the extension of the generic risk management approach to risk-based prevention measures, applied in several legislative acts, leads to further restrictions. This is based on specific criteria such as the characteristics of the hazard, the risk to certain (vulnerable) population groups, uncontrollable or widespread exposure. Last but not least, the introduction of new hazard classes in addition to the existing ones foreseen under CLP may lead to further restrictions on (cosmetic) raw materials (endocrine disruptors, BT/vPvB (bioaccumulative and toxic/ very persistent, and very bioaccumulative) substances and persistent and mobile substances that do not degrade in the environment).

A first candidate is per- and polyfluorinated alkyl substances (PFAS), also known as “forever chemicals” due to their high persistence. They are used in a wide range of



**Dr Karin Gromann**

Head of the department for substance and chemical risks at the Federal Ministry of Social Affairs, Health, Care and Consumer Protection (BMSGPK), Republic of Austria

consumer products such as textiles, consumer goods and cosmetics because of their non-stick properties. 32 tonnes/year are released into the environment from cosmetics alone. Environmental contamination with PFAS has now reached alarming levels in almost all ecosystems worldwide. In particular, the dietary intake of PFASs leads to an excess of up to 25 times the weekly tolerable intake dose in humans, especially in infants and young children. On 13<sup>th</sup> January 2023,

the European Chemicals Agency (ECHA) submitted a dossier for a group restriction on PFASs, which will enter into force from 2026/2027 following a positive consultation process. According to the CosIng database, this would affect 170 PFAS cosmetic ingredients.

Other key milestones in the EU's sustainability strategy are the Circular Economy Action Plan and the Zero Pollution Action Plan. The aim is to return valuable resources to the cycle by making plastic packaging recyclable or reusable by 2030 and to reduce all sources of microplastic pollution. First drafts are already available, such as the draft regulation on synthetic microplastic particles, which foresees a ban on polymers in cosmetics with transition periods of 2-6 years, or the draft regulation on packaging and packaging waste. From 2030, all (cosmetic) packaging must be recyclable and contain a minimum proportion of recycled material.

As if that were not enough, the revision of the Cosmetics Ordinance is also imminent. The aim is to adapt the Cosmetics Ordinance to the restrictions and limitations described above in the direction of the sustainability strategy and to integrate them into the Cosmetics Ordinance. The Commission is expected to present a proposal to this effect at the end of June 2023.

Even if the implementation is still in its infancy, cosmetics companies will have to face these new challenges of implementing a sustainability strategy in the company. This can be time consuming and costly. But it is essential if you want to stay ahead of your competitors and customers. After all, it is about our health and our environment.



## SPEAKER

### BETWEEN CLP AND COSMETICS REGULATION: DO-IT-YOURSELF IN THE BORDER AREA

If products are supplied to consumers for the Do-It-Yourself sector, the question arises as to whether these are covered by the general chemicals legislation (CLP) or are subject to the regulations of the EU Cosmetics Regulation. The definition of cosmetic products according to Art. 2 (1a) of Regulation (EC) No. 1223/2009, refers to all “substances and mixtures” which are provided with a predominant cosmetic purpose, whereby such a purpose can also be expressed implicitly and taking into account the perception of the market. The definition does not contain a characteristic “finished product”.

In general, consumers use such substances and mixtures for their personal use or outside of a commercial activity, so that they, like persons who use cosmetic products professionally (cosmeticians, hairdressers), belong to the “end consumers” as defined by the EU Cosmetics Regulation and are not “manufacturers” as defined by that regulation. As a consequence, all substances and mixtures that are commercially supplied to an end user with a predominantly cosmetic purpose fall under the requirements of the EU Cosmetics Regulation. This applies to so-called “cosmetic kits” as well as to “refill products” and other separately supplied substances and mixtures. The distributors of these products must therefore also comply with the requirements



**Harald Dittmar**

Owner of the law office “Dittmar Rechtsanwälte” in Mannheim, Germany and Managing Director of the BDIH, the Federal Association of Industrial and Trading Companies for Medicinal Products, Health Food, Food Supplements and Cosmetic Products e.V.

for the responsible person, in particular ensuring proper labeling, notification, product information file and toxicological safety assessment. The latter is a particular challenge, as it needs to cover the evaluation of all intended uses, making a clear and comprehensive description of use and potential warnings essential.

Due to the regulatory situation, an entry in the “Borderline Manual” of the EU Working Group on Cosmetic Products can be misunderstood if it states that substances and mixtures that are not provided with specific instructions on how to make a cosmetic product out of them are not cosmetic products. It is not a question of specific instructions, but of whether the product has a predominantly cosmetic purpose. If this is the case, the lack of a required instruction does not lead to the inapplicability of the cosmetics law, but rather to the lack of marketability as a cosmetic product due to the application of the cosmetics law. This also applies to substances and mixtures that do not have a cosmetic effect themselves, but are intended to be used as technological auxiliaries in the “production” of do-it-yourself cosmetics (e.g. as preservatives). This also results from the definition of cosmetic products, which in other language versions than the German one expresses more clearly that all substances and mixtures are to be covered which are placed on the market “with a view to” a predominant cosmetic application.

metabolic product out of them are not cosmetic products. It is not a question of specific instructions, but of whether the product has a predominantly cosmetic purpose. If this is the case, the lack of a required instruction does not lead to the inapplicability of the cosmetics law, but rather to the lack of marketability as a cosmetic product due to the application of the cosmetics law. This also applies to substances and mixtures that do not have a cosmetic effect themselves, but are intended to be used as technological auxiliaries in the “production” of do-it-yourself cosmetics (e.g. as preservatives). This also results from the definition of cosmetic products, which in other language versions than the German one expresses more clearly that all substances and mixtures are to be covered which are placed on the market “with a view to” a predominant cosmetic application.

## SPEAKER

### DECISIONS AND OPINIONS ON THE DEFINITION OF COSMETICS

In a decision dated 13<sup>th</sup> October 2022, the European Court of Justice stated in the case of an ‘Eyelash Activating Serum’ that a classification as a functional medical product requires at least the enabling of treating a recognized disease. According to this, products for improving the appearance without such a health-promoting effect basically meet the cosmetics definition, so that the question of product safety can



**Matthias Ibel**

Lawyer and Head of the Legal Department and Head of Packaging Department at the IKW (German Cosmetic, Toiletry, Perfumery and Detergent Association)

be examined on the basis of the EU Cosmetics Regulation. A broad interpretation of the cosmetics definition was also advocated by Karlsruhe Higher Regional Court in its judgement from 28<sup>th</sup> January 2016 regarding a “wound care cream” with the indication “for sensitive and irritated skin areas”. In the court’s view, these claims do not necessarily imply a reference to pharmaceuticals. There are also cosmetic products on the market for the treatment of sore skin that focus on body care and skin protec-



tion, with healing effect just as a desirable side effect. Regarding the The Working Group of Food Chemistry Experts' (ALS) Opinion No. 2022/12 on bath tablets, it should be noted that a predominantly cosmetic purpose results from the product presentation, but contrary to the misleading presentation, not from the ingredients. As clarified in a decision of the Münster Administrative Court of August 21, 2019, a purpose for playing and thus the classification of a product as a toy does not yet result from a 'child-appealing' product design. The Working Group of Food Chemistry Experts' (ALS) Opinion No. 2022/13 on products that are simultaneously offered as detergents and

cleaning agents and as cosmetic products does not appear to be entirely accurate. Thus, if the cosmetic and non-cosmetic purposes of such a product are equivalent from the consumer's point of view, the cosmetic definition is not fulfilled. In this - probably rather theoretical - case, the product is not subject to cosmetics law, but to the CLP Regulation. If a product (e.g. because it is intended for cleaning textiles) at least also fulfills the definition of a detergent, the Detergents Regulation always applies in addition. This also applies if the product is mainly intended for cosmetic purposes, as there is no exemption for cosmetic products in this respect.

## SPEAKER

### EFFECT OR PURPOSE – WHAT ABOUT THE POSITIVE LISTS OF EU COSMETICS REGULATIONS?

Cosmetics manufacturers enjoy a high degree of freedom in the selection of their raw materials. However, they must select preservatives and UV filters from a list. These positive lists contain substances that have been thoroughly toxicologically tested and reviewed by an independent panel.

Preservatives are germicidal and often allergenic. As a result, they have a negative image among certain consumers. Clever manufacturers are replacing such substances with so-called multifunctional substances. Although these substances are biocidal, other functions are attributed to them. Examples are anisic acid and levulinic acid. While there is proof for the biocidal effect, there is a lack of evidence for the claimed masking or perfuming properties. Examples are products containing anisic acid or levulinic acid, which were not declared in one third respectively half of the findings. Dr Urs Hauri and his working group consider this as deception and it complicates the work of dermatologists in case of complaints.

UV filters protect against UV radiation. To achieve protection, up to ten grams of these substances are needed. The filters undergo electronic excitation when absorbing the radiation and can thus decay or undergo reactions, with



**Dr Urs Hauri**

Chemist and group leader of the Liquid Chromatography laboratory for Non-Food at the State Laboratory of Basel-City, Switzerland

unknown consequences for health. Photostabilizers are therefore needed. Although sufficient approved UV filters are available for this purpose, "multifunctional" substances are marketed, e.g. butyloctyl salicylate and tridecyl salicylate, two close relatives of the approved filters ethylhexyl salicylate and homosalate. Although the UV absorption is practically identical, they are claimed to be solvents, photo

boosters and stabilizers or emollients that are said to have no effect on the SPF factor, although this is easily chemically disprovable.

Dr Urs Hauri and his working group consider the misuse of non-approved UV filters and preservatives to be questionable and deceptive. The purpose of the positive lists is undermined: Intensively tested and reviewed substances are replaced by less extensively tested and not independently reviewed substances. This is despite the fact that the substitutes have the same biological and chemical functions and therefore the same need for toxicological testing.

Especially for preservatives, more good and safe substances are missing on the positive list. Raw material manufacturers should therefore carry out the necessary toxicological tests for inclusion in the positive lists and apply for inclusion.

## FURTHER PARTS

The lectures were held on the KKT organized by the Chemical and Veterinary Investigation Office Karlsruhe (CVUA Karlsruhe). More information: [www.ua-bw.de](http://www.ua-bw.de)

**Part Three:** New raw materials

**Part Four:** Trends in raw materials and active ingredients

### Bell

In the year of its 30<sup>th</sup> anniversary, Bell Flavors & Fragrances is reorganising its management team. Holger Wetzler (48) has taken over the role as Managing Director of the Leipzig-based company on 1 May 2023. As a business graduate with many years' experience in the industry, he is now responsible for all business units and international locations of Bell Flavors & Fragrances GmbH in Europe, Middle East and Africa.

[www.bell-europe.com](http://www.bell-europe.com)



Holger Wetzler

### Gerhard Schubert GmbH

Gerhard Schubert, the founder and shareholder of leading packaging machine manufacturer Schubert, passed away peacefully in Crailsheim on 4<sup>th</sup> July 2023 at the age of 84. With his passing, the packaging industry has lost a defining figure and an extraordinary personality. In 1966, he founded Gerhard Schubert GmbH.

[www.schubert.group](http://www.schubert.group)



Gerhard Schubert

### BASF

BASF has appointed Gisela Pinheiro as head of the business unit Personal Care Europe and as Managing Director of BASF Personal Care and Nutrition GmbH, effective June 1<sup>st</sup>, 2023.

Prior to her current role, Pinheiro was Senior Vice President at BASF's Care Chemicals division, leading the global key account management, the global business unit for detergent enzymes, the global strategic marketing, supply chain and IT.

[www.basf.com](http://www.basf.com)



Gisela Pinheiro

# PROFILES

Mathias Rill



### Nobilis Group

The Nobilis Group appoints Mathias Rill as Vice President Sales in June 2023. Since joining in September 2022, Mathias Rill was able to prove his outstanding sales qualities, first as Key Account Director and later as Commercial Director. In his new position, he will henceforth be responsible for and shape the entire sales structure in the DACH region.

[www.nobilis-group.com](http://www.nobilis-group.com)

Matthew North, Mark von der Becke,  
Dr Marina Crnoja-Cosic



### Kelheim Fibres

After nearly 30 years with the company, Matthew North, Commercial Director at Kelheim Fibres, will retire on July 1<sup>st</sup>, 2023. Mark von der Becke will assume the position of Sales Director and become part of the management team at Kelheim Fibres.

Dr Marina Crnoja-Cosic, who has been serving as Director of New Business Development and a member of the management team since 2020, will take on the responsibility for marketing and communications.

[www.kelheim-fibres.com](http://www.kelheim-fibres.com)

Cyrille LY



### Pure Trade

Pure Trade appointed Cyrille LY as Director of Sustainable Development, CSR and Innovation. Based in Bangkok, Cyrille LY's mission is to formalize and extend the CSR and Innovation vision of Pure Trade, internally and externally, and to manage industrial partnerships in Southeast Asia.

[www.pure-trade.com](http://www.pure-trade.com)



# BEAUTY BEAUTY IN MIND



ANTONIA  
BENVEGNÙ



ROBERTO  
VALENTE



HAGEN DÖRING, AREA SALES MANAGER,  
PROVITAL, S.A.



AMARJIT  
SAHOTA



DAGMAR  
CHOLSTA

**H**ello, there you are again! Are you familiar with this situation? Sometimes, when I'm sitting with friends and we're drinking a glass of beer or wine, sooner or later the question comes up "Hagen, what's trending in cosmetics right now?" Or also popular: "Which cosmetics brand is better – the cheap private label in the drugstore or the expensive luxury care?". At this moment, I'm on high alert and from now on only drinking non-alcoholic beverages. Because whatever I'm going to reply to this will eventually lead to the rhetorical question: "But between us, it's a lot of nonsense in cosmetics, isn't it?"

Now the ambition seizes me, because I can't accept to be seen as a fraud as a supplier of cosmetic products! Even my mother always said: "Of course cosmetics help to look better. Just look at 50-year-olds in the 1950s and compare them to the beautiful good-looking and vital 50-year-olds of today!". She's right on that point, even though of course many other parameters play a role here too (work, diet, etc.).

But where do these fundamental doubts about the seriousness of the cosmetics industry – especially skin care – actually come from? Some

## “ A lot of nonsense?”

Hagen Döring

media certainly contribute their share, because whenever there is a critical topic, our cosmetics industry is always condemned first (see preservation, microplastics, etc.). It's easy, because we do not defend ourselves. And if we actually try to set something right, this remains either unseen or they reply something like: "yes, but it's not an expert talking, it is only an industry representative." But who do they see as an expert? – Maybe their preferred influencer on social media? Maybe also the exaggerated expectations of consumers play an important role in cosmetics' bad reputation.

When the first deep wrinkles appear, of course this has nothing to do with years of sunbathing without effective sun protection. No, they appear because the skincare products were useless.

Or is it because advertising in our industry is almost exclusively emotional and rarely scientific? However – isn't it the same with cars by now? Who still talks about horsepower (kW) or cw values when buying a car? And conversely, does that mean that emotional products can't contain an insane amount of science?

I remember a visit to the IFSCC a few years ago. If you heard the presentations on new findings in skin biology or on new mechanisms of action of active ingredients, you know that applied technologies in cosmetics research are often the same as in the pharmaceutical field. But in the product advertising the claim is often just "moisturises the skin". What a pity! Perhaps it is time to think about the introduction of the category cosmetics, also on a legal level. Because cosmetics can certainly do so much more than just moisturise.





# MARKET

# PERSONAL CARE:

# MARKET TRENDS

# TRENDS

Long regarded as a fragmented market, the value chain for personal care ingredients was expected to be worth over \$30 billion in 2021. Several commentators have suggested that the industry is ready for consolidation. Jasleen Kaur, Content Lead and Brand Manager at ChemBizR, shows, how M&A tactics and contemporary trends are influencing the personal care sector.

**T**he products of the personal care market, which are typically divided into categories such as skincare, haircare, and colour cosmetics, among others, involve complex formulations with a variety of ingredients chosen for their functions and efficacies.

A sizable portion of the active ingredients market, expected to be worth over \$5 billion in 2021, belongs to the personal care sector and is also one of the most innovative, with high margins and growth prospects.

Customers' increasing demand for products with clean labels, high efficacy, and observable results is pushing ingredient suppliers to develop a robust environment of technological competence and research, which is strongly backed by increased investments and M&A activities in the value chain.

These investments have a variety of objectives, some of which are important drivers

- Portfolio transformation to Natural Ingredients<sup>1,2,3</sup> (away from crude oil-based chemicals)
- Capabilities enhancement in novel technological areas such as- Biotechnology<sup>4,5,6</sup> (Blue, White & Green i.e.- Marine, Microbials & Plant origin), Delivery System Technologies, among others
- A "One-Stop" formulation shop with strong application expertise and customisation capabilities using a wide variety of ingredients, such as actives, surfactants, emulsifiers, preservatives, etc.
- Securing channels to the key and emerging markets of Brazil, India, China, Europe, the US and other SouthEast Asian countries.

## KEY M&A STRATEGIES

Recently, the ingredients supplier landscape, a sector that is quite significant within the global chemicals industry and one of the most innovation-driven markets for specialty chemicals, has seen increased M&A activity.

Many manufacturers have reoriented themselves as suppliers of novel and distinctive ingredients, particularly actives that foster alluring on-pack efficacy claims like "anti-ageing," "moisturising," and "anti-pollution," among others. This is due to the constantly growing consumer demand for natural products with high efficacy. Selective M&As have greatly aided in the development of a dynamic spiral of technological proficiency and research.

The players' ongoing pursuit of sustainability is just one of the many objectives they are pursuing, and it has led to a strong focus on biotechnology and natural ingredients. These M&A activities are also fueled by a number of other key strategies, such as geographic expansion into Asia's expanding markets, the ability to develop complex and customized formulations, and to conduct advanced research on active ingredients from the plant, marine, algal, and microbial worlds.

Over the past ten years, the market has been fairly consolidated, with the top ten suppliers accounting for about 40% of the market's overall value and primarily being led by European and American manufacturers.

The German Chemical Giant, the current market leader<sup>7</sup>, began its involvement in the personal care value chain in the 1900s, but it wasn't until 2010 that it completed one of the largest M&A transactions in its history by purchasing



the then industry's top manufacturer of personal care ingredients<sup>8</sup>. Through this transaction, the company gained a diversified ingredient portfolio and expanded its renewable or natural product development technologies. It almost doubled its revenue and was able to establish long-lasting partnerships and strong ties with top multinational consumer goods companies. Since then, the company has expanded its R&D capabilities in novel marine/algae and microbial technology by naturally leveraging its extensive formulation and application know-how development capabilities.

Other dominant players<sup>9</sup> adopted a slightly different strategy by making strategic acquisitions of and/or alliances

with a number of mid-sized businesses (Revenues between 10 and 1,000 Mn. US\$). The majority of these acquisitions were focused on specialised technologies or portfolio expansions, which helped these businesses build deep scientific expertise and

product development know-how in hot technologies and provide customers with distinctive, cutting-edge, and novel ingredients that serve as the cornerstone of their growth outlook.

## “ There is a trend toward incorporating local / regional ingredients.”

### TRENDS SHAPING THE PERSONAL CARE INDUSTRY

Botanicals and biotechnology are currently the fastest growing categories as consumers' preferences for more natural and sustainable products have increased over the past few years, particularly in the wake of the COVID-19 pandemic. One of the categories that is changing the fastest is ingredients derived from marine or algae. It has been noted that manufacturers, particularly those from Europe and South Korea, are aiming to market new patented blue-, green-, and white-biotechnology ingredients due to the high demand for these novel products. In order to produce high-tech active ingredients from the plant, marine, and microbial worlds, these businesses are consistently improving their fermentation-based ingredient production capabilities.

Another area that is observing strong development are system solutions offerings<sup>10</sup> (Active Ingredients + Function Ingredients + Preservatives + Delivery Systems = Ready to Use Formulations). It is so because they have a very high margin, which offers great opportunities to innovate new cosmetic ingredients with scientifically proven claims and allows the manufacturers to stand out in the existing competitive space. The existence of a sizable number of SMEs at the end of the value chain has also increased demand for such system solutions. These brand owners have to constantly reformulate their products as per evolving con-

sumer trends in as little time as possible, which is an extremely complex process. Thus, there is a rapidly increasing need for such ready-to-use innovative products. The R&D cycle for developing such solutions by many suppliers has been shortened to less than 6 months, which serves as a key point of differentiation among them.

The demand for multifunctional products enhanced with active ingredients that promise anti-aging, skin-brightening, repair, anti-inflammatory, moisturising, and other benefits is another trend that is significantly influencing the industry's future. Because of this, there have been significant R&D efforts made<sup>11</sup> to create such multifunctional ingredients.<sup>12,13</sup>

Additionally, there is a noticeable trend toward incorporating local / regional ingredients, such as Jeju volcanic ash / Ginseng from Korea, Apple cider vinegar from the US, Aloe vera / Turmeric Acid / Ayurvedic from India, and Algae / Seaweed from Japan, among others. This has a significant impact on innovations on a global level, such as the rising demand for marine-based ingredients in Europe and Ayurvedic ingredients in the US.

### THE FUTURE OUTLOOK

Globally, the market for personal care active ingredients will remain fascinating and innovation-focused. This will present ongoing chances for mergers and alliances, leading to strategic growth through the entry into new/adjacent markets or segments, expanded product offerings, and developing technologies.

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**Sanklan Chandak**

Former Consultant, Specialties, ChemBizR, Gurgaon, India, [www.chembizr.com](http://www.chembizr.com)

**EPARA**

Epara's Hydrating Crème-Gel replenishes dehydrated skin, while minimising the effects from pollution and screen light. Unlike previous moisturisers in the range – initially designed for the unique skincare requirements of women of colour – the new, inclusive cream comes not in a jar, but in a refillable bottle endowed with airless technology. While Hydrating Crème-Gel protects the skin, Quadpack's Regula Airless Refill, in turn, shields the high-end formula from external contamination.

[www.eparaskincare.com](http://www.eparaskincare.com)

**SABIC**

The company has joined forces with Stella McCartney Beauty and three renowned French plastic converters (Texen, Leygatech and STTP Emballage) to create a set of innovative new skin and eye care refill containers produced with certified renewable polymers from Sabic's Trucircle portfolio. The containers, which have already been introduced in the market in

**CLARINS**

Lip Perfector by Clarins goes ultra soft with packaging from Cosmogen:

The ultra-soft flocked and beveled applicator of the Cosmogen's D16 tube enhances Lip Perfector, by Clarins. This all-in-one lip and cheek balm glides over the lips, leaving them shiny and sparkling in just one swipe. The tube contains recycled plastic.

[www.clarins.com](http://www.clarins.com)



North America and the United Kingdom, are considered a global breakthrough in responsibly sourced and implemented cosmetics packaging.

[www.sabic.com](http://www.sabic.com)

**LUMENE**

The Nordic brand has chosen Cosmogen's patented Tense tube for its hybrid concealer Lumene, Invisible Illumination, Serum in Concealer. This innovative multi-benefits formula combines a cold massage, an eye serum treatment and the coverage of a concealer, to refresh, hydrate and illuminate the eye contour. True to the values of the brand, the tube is made of recycled PE and the applicator is detachable to facilitate sorting and recycling at the end of its life.

[www.lumene.com](http://www.lumene.com)

**RISSMANN**

The company has designed the whole packaging collection in the perfect alignment with the Sholo brand's slow fashion philosophy to offer timeless, sustainable and superior quality products, that are completely made in Europe. For both luxury boxes (1 size, 6 colours) and shopping bags (size S, M, L), Rissmann has selected the elegant leather-like Gmund Creative System paper, which has been colored twice.

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A close-up photograph of a person's hands. One hand holds a small, teal-colored jar filled with a white, creamy substance. The other hand is shown with a dollop of the cream on the tip of the index finger. The background is softly blurred, showing the person's hair and skin.

# ESTER ECO-FRIENDLY CONDITIONING QUATS

Growing consumer awareness of the environmental impact of cosmetic product choices is fuelling a rising demand for sustainable and eco-friendly options. In recent years, numerous innovations have emerged to support this trend. The evolution of the esterquat technologies is an example of an innovative solution that meets the functional and environmental needs of today's customers.



**C**ationic quaternary ammonium compounds (quats) play a significant role in cosmetic formulations, particularly in hair care, due to their ability to interact strongly with the negatively charged surface of hair fibers. Conventional alkyl quats such as cetyltrimonium chloride (CTAC) and behentrimonium chloride (BTAC) are widely used as hair conditioning agents. While they are effective at improving the sensory and manageability of hair, the negative environmental impact of alkyl quats is a growing concern, and many companies are now looking for alternative solutions that are more sustainable.

Esterquats have emerged as a promising eco-friendly replacement for conventional alkyl quats in personal care products. Esterquats are biodegradable, have excellent conditioning properties, and are less toxic to the environment. Furthermore, esterquats offer several benefits, such as reduced static electricity, improved wet and dry combing, and enhanced hair shine. With increasing consumer demand for sustainable and environmentally friendly products, the eco-friendly nature of esterquats can be leveraged as a brand value for companies.

## WHAT ARE ESTERQUATS?

Esterquats are a type of cationic surfactant that is derived from the esterification of fatty acids with quaternary ammonium compounds. They contain ester bonds that link the fatty acid molecules responsible for conditioning hair with a cationic head group derived from amino alcohol, providing a strong affinity to hair fibers. Due to their susceptibility to hydrolysis based on pH and temperature, these ester bonds offer a genuine pathway for the surfactants to degrade, making esterquats readily biodegradable. When they decompose, they form a fatty acid soap and a small water-soluble cationic moiety that is no longer surface active, making them environmentally benign, particularly to aquatic organisms, even before further degradation. Traditionally, esterquats have been derived from animal fats or tropical oils, such as palm oil, which has raised concerns about the sustainability of these ingredients. However, there are now ways to produce esterquats from

non-tropical vegetable oils, offering a more sustainable alternative. Switching to vegetable oil-based esterquats not only addresses concerns about palm sustainability, but also promotes more sustainable practices in the personal care industry. Companies that prioritise sustainability and use alternative sources of esterquats are demonstrating their commitment to reducing their environmental impact and meeting the demands of conscious consumers.

One example of a vegetable oil-based esterquat is derived from rapeseed oil, which is abundant in many regions of the world and does not contribute to deforestation or habitat loss. This alternative source of esterquats can be manufactured through environmentally friendly processes, thereby reducing the overall environmental impact.

Modern esterquats are produced using low energy, low emissions processes that minimise the environmental impact. The production process uses less energy and produces fewer emissions than the production of traditional quats. This makes esterquats a sustainable choice for manufacturers who want to reduce their carbon footprint.

## DEVELOPMENT OF DIOLEOYLETHYL HYDROXYETHYLMONIUM METHOSULFATE

Esterquats are effective conditioning agents and moisturisers for personal care products. They are widely used in hair care products such as shampoos and conditioners to improve the texture and manageability of hair. Esterquats also provide excellent detangling properties and reduce static electricity, resulting in smooth and shiny hair. Additionally, they can be used in body care products such as lotions and creams to improve skin texture which makes skin feel soft, supple, and hydrated. Although esterquats are not typically promoted as emulsifiers for their main function, their natural emulsification properties enable them to blend well with other ingredients in personal care products, resulting in a smooth and uniform texture.

While esterquat technologies already exist, it is crucial to continue enhancing their conditioning performance, cost efficiency, and compatibility with other ingredients, while also ensuring compliance with a broad range of global

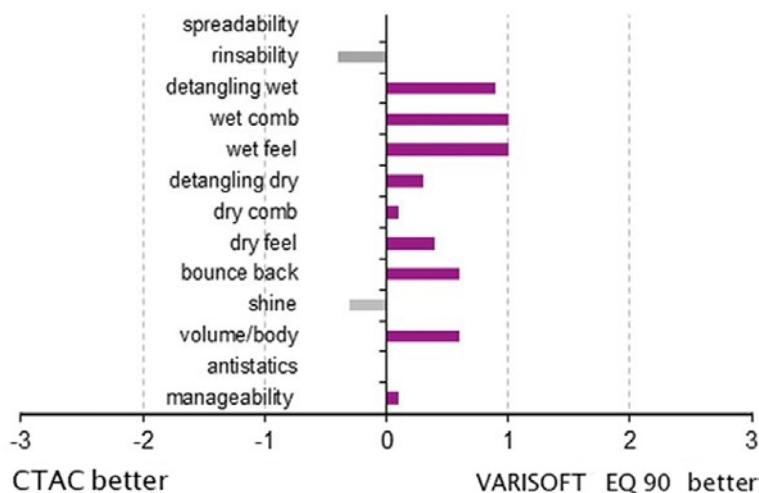
## FIGURE 1:

Esterquat technology brings meaningful progress to sustainability in personal care products



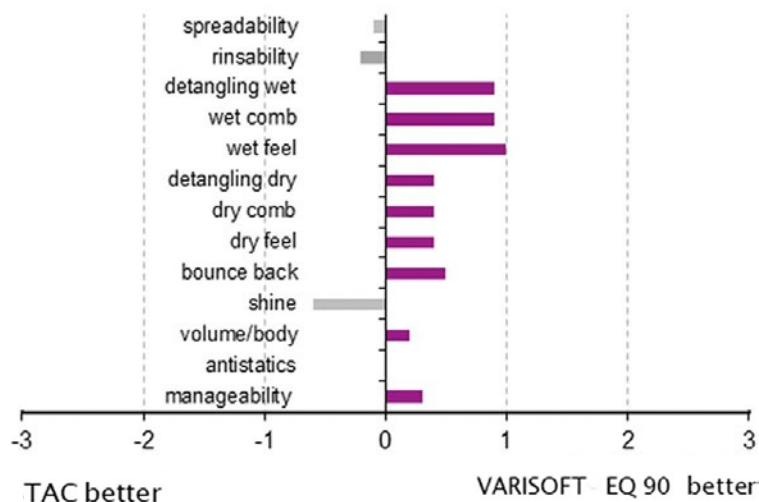
**FIGURE 2:**

Professional half-head test results vs. Cetrimonium Chloride (CTAC)



**FIGURE 3:**

Professional half-head test results vs Behentrimonium Chloride (BTAC)



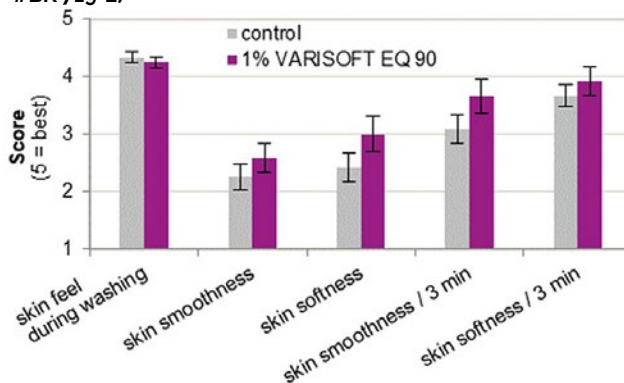
**Conditioner test formulation:** 1.0% dermofeel NC (Polyglyceryl-3 Distearate; Glyceryl Stearate Citrate); 5.0% Cetearyl Alcohol; 1% a.m. quat; ad 100.0% water; pH = 4.2

chemical registration. Evonik has recently overcome the limitation by developing Varisoft EQ 90 (INCI: Dioleylethyl hydroxyethylmonium methosulfate), which is a very cost-efficient conditioning agent with an improved sustainability profile.

Dioleylethyl hydroxyethylmonium methosulfate offers various sustainability advantages apart from being readily biodegradable. Being a 100 percent active liquid material, it eliminates the use of potentially harmful solvents and can be processed at ambient temperatures, resulting in significant energy savings compared to solid conditioning agents. Because it is derived from rapeseed oil, concerns about palm oil sourcing can be avoided. Moreover, it is

**FIGURE 4:**

Results of sensory hand wash tests (Evonik Formulation #BK 719-2)



**Hair & body shampoo test formulation:** 9.0% Sodium Coco-Sulfate 3.0% CAPB; 0.15% Hydroxypropyl Guar Hydroxypropyltrimonium Chloride; 1.0% Varisoft EQ 90; 0.8% NaCl; ad 100.0% water; pH = 5.5

versatile and can be incorporated into various formulations and application formats, such as conditioner rinses, conditioner masks, hair treatments, shampoos, shower gels, and leave-in sprays, thus simplifying the production process.

## CONDITIONING PERFORMANCE OF DIOLEOYLETHYL HYDROXYETHYLMONIUM METHOSULFATE

Dioleylethyl hydroxyethylmonium methosulfate provides very good conditioning benefits on both wet and dry hair. An external testing institute conducted professional half-head tests on ten panelists with colored hair to evaluate the effectiveness of conditioners. The tests were performed by professional hairdressers, and the results showed that Varisoft EQ 90 outperformed the two market-standard alkyl quats, Cetrimonium Chloride (CTAC) and Behentrimonium Chloride (BTAC) in the most relevant parameters (Figure 2 and 3).

## ENHANCING THE SENSORY EXPERIENCE

In hair and body wash formulations, dioleylethyl hydroxyethylmonium methosulfate enhances skin feel properties. The results of a sensory hand wash test depicted in Figure 4 demonstrate that the incorporation of 1% Varisoft EQ 90 provides an immediate improvement in skin smoothness and softness after drying the hands, as well as a sustained effect three minutes after drying.

## FORMULATION COMPATIBILITY FOR OPTIMAL SHAMPOO PERFORMANCE

Dioleylethyl hydroxyethylmonium methosulfate is a compatible cationic conditioning ingredient for use in various shampoo formulations, including clear formulations. The

inclusion of Varisoft EQ 90 in shampoo formulations has shown improvement in all parameters related to wet hair, as illustrated in Figure 5.

## CONCLUSION

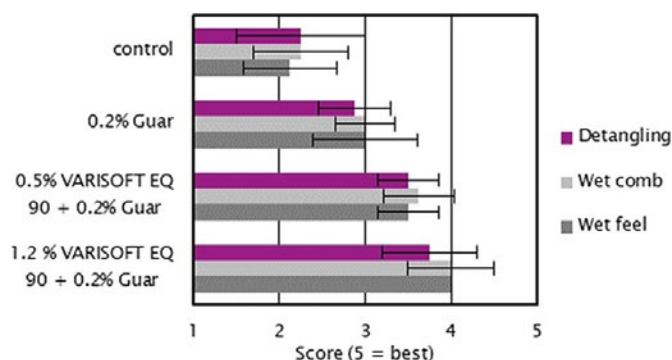
Esterquats are an excellent choice for manufacturers looking to create sustainable, functional, and high-quality hair care and body wash products. These compounds offer a range of sustainability benefits such as renewably sourced materials, biodegradability, and a low environmental impact. In addition to being eco-friendly, esterquats also offer functional benefits such as conditioning, emulsification, and, according to some studies, antimicrobial properties. Furthermore, the use of esterquats in personal care products aligns with consumer preferences for natural, safe, and effective formulations, thereby offering brand values that appeal to today's customers. Esterquats that are derived from natural and renewable sources align with the growing trend of natural and organic products.

In conclusion, the development of sustainable esterquats is a positive step towards reducing the environmental impact of the personal care and cleaning industries. These products deliver high performance, and effectiveness while reducing negative impacts on the environment and human health. Choosing sustainable esterquats is a step towards a more sustainable future for all.

graphics: Evonik

**FIGURE 5:**

Results of sensory hair wash tests (Evonik Formulation #BK 719-2)



**Shampoo test formulation:** 9.0% Sodium Coco-Sulfate; 3.0% CAPB; 0.2% Hydroxypropyl Guar Hydroxypropyltrimonium Chloride; various % Varisoft EQ 90; 0.5% PEG-7 Glyceryl Cocoate; 0.8% NaCl; 1.3% ANTIL® 171; ad 100% water, pH 5.4



**Joseph Shieh**

Global Marketing Director Hair & Cleansing,  
Evonik, Essen, Germany,  
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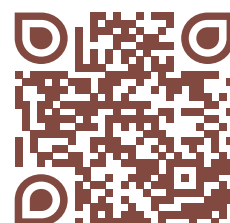
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# PRODUCT DESIGN CLOSE UP

## DESIGNED TO FIT NEW STANDARDS

They pose a threat to health and the environment: microplastics. That makes it especially necessary to develop and design cosmetic products – specifically colour cosmetics – without that ingredient. Katrin Steinbach, Technical Unit Expert Corporate responsibility of Cosnova, and Ariane Saiko, Director Catrice, talk about the difficulties and advantages of new developing processes.

“

## You must achieve a balance between sustain- ability and competitiveness

### Why are microplastics used for cosmetic products? What Are their purpose?

**Ariane Saiko:** Microplastics became a popular ingredient in the beauty industry about 15 years ago because they achieve excellent results. Most importantly, they improve the sensorial quality and visually conceal wrinkles. Some of these tiny plastic particles also create a shimmering finish or make products last longer on the skin. Others help to stabilise formulations or influence the texture, that is how creamy or smooth a cream or lotion feels. Since they are so versatile, they became such a widely used ingredient in many skincare and cosmetic products. We also used microplastics particles until our product changeover.

### Why is it necessary to abstain from microplastics in cosmetic products?

**Katrin Steinbach:** Microplastics can pose a threat to the environment when they enter the environmental cycle through wastewater. Plastic particles are not biodegradable and persist in the environment for a long time. This way they can harm marine life and potentially enter the food chain, endangering our health and that of the planet. In 2015, the German Federal Environment Agency warned of risks to the environment from the use of plastic particles in skincare products such as creams, peelings, shower gels and shampoos. Three years later, Cosmetics Europe, the European umbrella organisation of the cosmetics industry, issued a recommendation to stop using solid, non-biodegradable plastic particles in wash-off products. Although the voluntary commitment did not apply to manufacturers of colour cosmetics, we at cosnova understood we had to act and started to find alternative ingredients and released our first new products without microplastic particles in 2020.

### What makes this process so difficult and why is it still worth it?

**Ariane Saiko:** Since a 1:1 replacement does not exist, each formula has to be adapted. We had to analyse each individual texture and often develop a new one from scratch. Above all, we had to find suitable alternatives to microplas-

tics. Depending on the product, it took between six months and two and a half years to create the perfect formulation without plastic particles but the same product performance our consumers love so much. It was a very time-consuming, but important process! A dedicated project team took care of phasing-out microplastic particles from our products. In Germany, around 1,000 tonnes of microplastics enter the environment through wastewater every year just from washing off cosmetics and cleaning agents. For us, every particle is one too many: In 2019 we started to develop new products without microplastics, and since March 2023, all products from our Essence and Catrice brands are completely free of microplastic particles.

### What alternatives to microplastics are there?

**Ariane Saiko:** In recent years, many alternatives have been developed. For us, the best choice turned out to be natural substances such as starch from corn, rice, or tapioca are particularly suitable alternatives. Tapioca is derived from the cassava-root.

### How can companies stick to their sustainability claims and still be capable of competing?

**Katrin Steinbach:** We are convinced that in the future, companies will have to stick to their sustainability claims, not only to keep their “licence to operate”, but also to gain an advantage and to meet the expectations of their con-



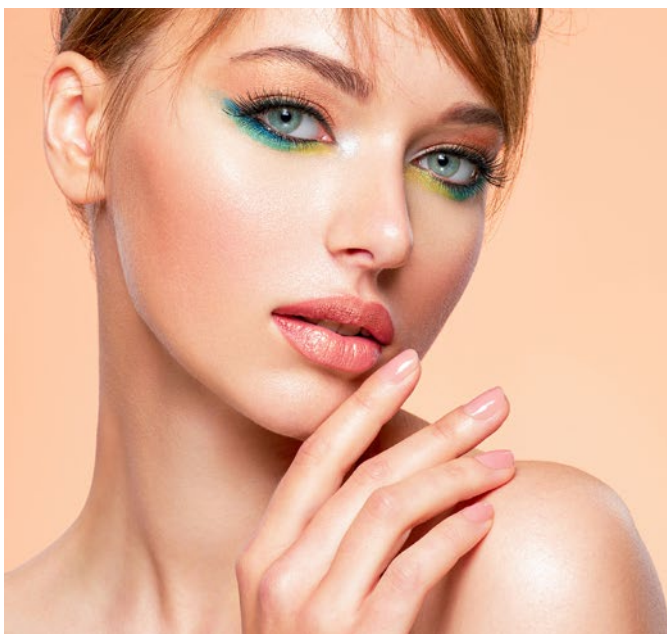
Since March 2023, all products from the Essence and Catrice brands are completely free of microplastic particles.

sumers. Sustainability is becoming increasingly important to many consumers. The products should be free of questionable ingredients – and also be produced without microplastic particles. Consumer awareness is increasing the pressure on companies, and previous standards must be rethought and further developed. And that is exactly the right way to go. You must achieve a balance between sustainability and competitiveness by integrating sustainable practices into core business strategies, driving innovation, engaging consumers, and collaborating with stakeholders across the value chain. The most important basis

for meeting sustainability goals is data. Only if we know the impact of our products and processes in detail can we set realistic goals and work efficiently to achieve them.

### ? How could ingredients develop in the future? How could even more sustainable formulations look like?

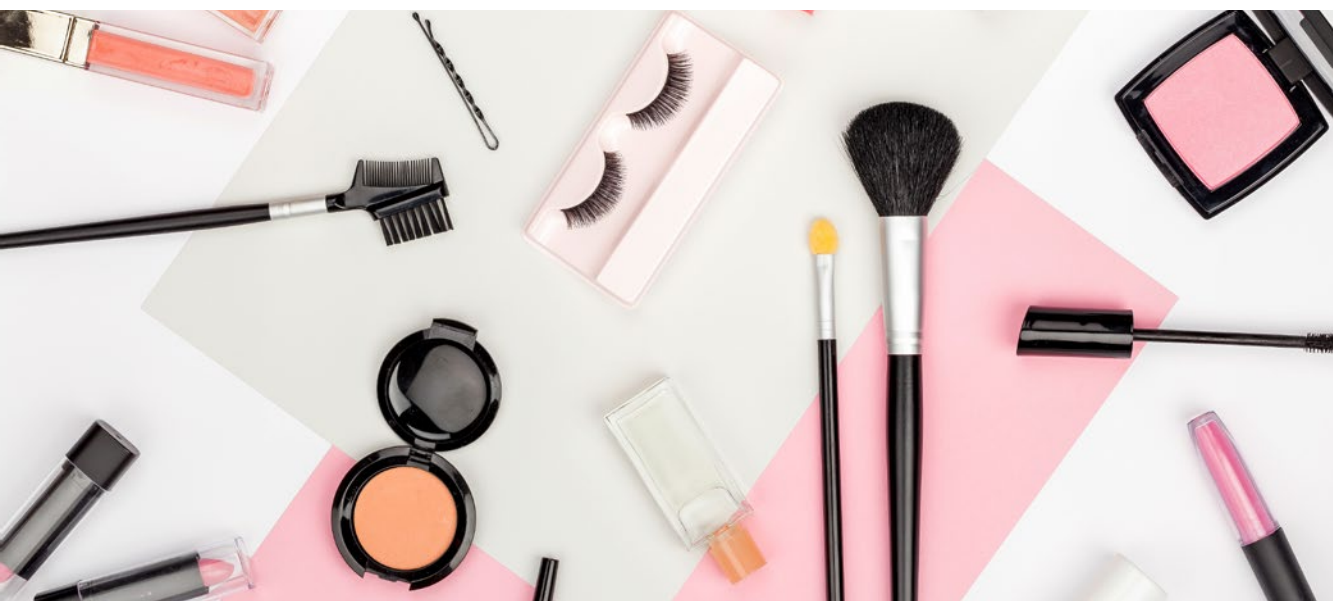
**Katrin Steinbach:** The future of ingredients and formulations in the cosmetics industry will revolve around finding a balance between efficacy, consumer preferences, and environmental sustainability, using innovations in technol-



Microplastics became a popular ingredient in the beauty industry. Some create a shiny finish or make products last longer on the skin.

photos: 1230subject, VALUA VITALY/Shutterstock.com





ogy. For example, more resource-efficient ingredients will be derived from upcycling and biotechnology, and more environmental engineering will also be integrated into development work. As the issue of sustainability becomes more prominent in consumers' purchasing decisions, sustainable product development will also be supported by formulation scoring methods in the future, such as the development of the EcoBeautyScore Consortium. At cosnova, we continuously strive to become better and more sustainable. By 2025, we will eliminate volatile silicones. Like microplastic particles, they enter the environment through wastewater and can pose a threat to the environment. We also continue to expand the number of products that meet our "Clean Beauty" standards which we have been developing since 2019. All products with this label are free from microplastics, silicones, PEG (polyethylene glycols), parabens, and certain dyes. Our "Clean Beauty" line includes a minimum of 75 percent natural substances.



**Katrin Steinbach**

Technical Unit Expert Corporate Responsibility, Cosnova, [www.cosnova.com](http://www.cosnova.com)



**Ariane Saiko**

Director Catrice, Cosnova, [www.cosnova.com](http://www.cosnova.com), [www.catrice.com](http://www.catrice.com)

**? How do you think the cosmetics market will develop?**

**Ariane Saiko:** Sustainability will continue to be one of the most important topics and challenges for the cosmetics market. To accelerate progress on sustainable ingredients, packaging, and operations beyond individual efforts, we need industry initiatives such as Cosmetics Europe's "Commit for our Planet", which we joined as one of the pioneers in 2022. At the same time, skincare will increasingly be a form of health care. An excellent performance requires multifunctional products, which combine various steps in one. Another development will be the growing fusion of beauty and digital experience, with virtual try-ons, for example, becoming the norm to discover new products, shades, and looks.

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# LEVERAGING NATURE

# NATURE



Hair care consumers today are increasingly focused on selecting products that contain natural ingredients without sacrificing performance. However, the development of naturally derived ingredients which have the same performance as synthetic ingredients is not an easy task. Redesigning products starts with their ingredients...

**C**onsumers are more eco-conscious which require all the key ethical and sustainability elements, but product efficacy and convenience in hair care applications are also critical. They are looking for performance-focused products that are attainable while addressing clean beauty concerns. To answer consumer needs, Dow developed a series of new ingredients meeting both sustainability and performance aspects, allowing consumers to enjoy a complete sustainable routine.

Dow's first cationic dextran technology is a deposition aid for shampoo for sustainable beauty care. Prepared from cane sugar via biofermentation, this bio-derived and biodegradable technology delivers benefit agents like silicones and natural oils onto the hair for lasting performance while allowing the competing cleaning action of the surfactants to remove dirt. This cationic dextran polymer has inherent, ultimate biodegradation as measured by OECD 302 and a high biocarbon content of 81% as calculated by a mass balance of its conversion from cane sugar. The polymer backbone is made from a renewable source of non-GMO

sugar cane. Additionally, because of the flexible backbone, the product is readily water-soluble and cold-processable, without ethoxylation or aldehyde-based surface treatment, which makes it easier to handle than cationic cellulosic and guar derivatives which are delivered as powders<sup>1</sup>.

## UNIQUE BENEFITS

The unique selling point of this new cationic dextran technology is that it is a very effective deposition aid for silicone. Therefore, similar benefits can be achieved using less silicone compared to cationic guar. To demonstrate the unique benefit of the cationic dextran polymer, shampoos were formulated using increasing amount of silicone emulsion from 0.5 to 1% silicone active using either the cationic dextran polymer or a cationic guar at 0.3% active. A control was formulated with 1% active silicone emulsion without any deposition aid. The silicone emulsion used is an anionic emulsion of polydimethylsiloxane hydroxyl-terminated with the INCI name: Dimethiconol (and) TEA-Dodecylben-

photo: Tanyakim/Shutterstock.com



zenesulfonate. Coefficient of friction (COF) and combing were measured on virgin brown hair and are presented in Figure 1 and 2, respectively. The cationic dextran polymer provides similar friction and enhanced wet and dry combing compared to cationic guar using half the amount of silicone emulsion, demonstrating the efficacy of the cationic dextran polymer as deposition aid.

The benefits were consumer perceivable as demonstrated by sensory panel studies (Figure 3). The shampoo containing the cationic dextran polymer provides better ease of combing and detangling on wet hair and better ease of combing on dry hair while needing less silicone.

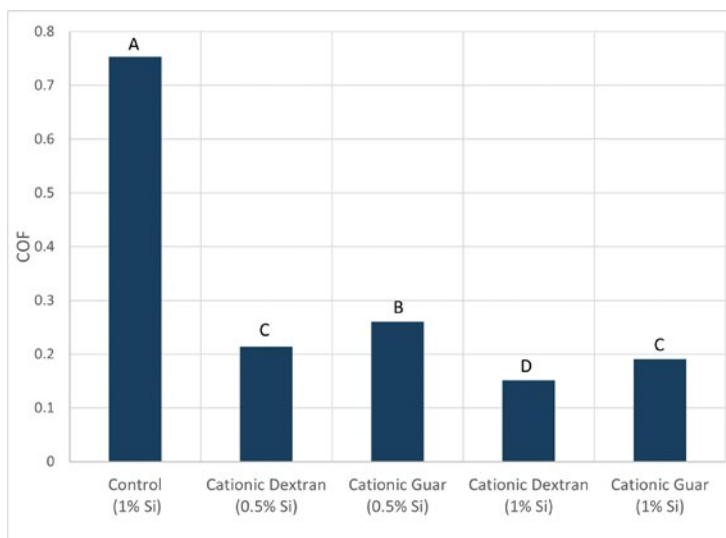
The cationic dextran deposition aid is highly effective but does not induce silicone build-up on the hair. As shown by five repeated shampoo treatments, the silicone deposition measured by FTIR after one and five washes are not statistically different (Figure 4, left). After five repeated treatments, the tresses treated with either the cationic dextran or cationic guar-containing shampoos are similar to the control tress without observable greasiness (Figure 4, right). The new cationic dextran polymer technology is one-stop shop for sustainable conditioning shampoos with a natural origin content of 85% and REACH compliance.

## VERSATILE TECHNOLOGY

Beyond deposition aid in shampoo, Dow functionalised polysaccharide technologies can also be expanded to rinse-off conditioner applications thanks to another Dow innovation: cationic hydrophobically modified HydroxyEthyl-Cellulose (cat-hmHEC). This versatile bio-derived and inherent primary biodegradable (according to OECD test(s) guidelines) technology has a cellulosic backbone, with 48% bio-derived content derived from non-GMO and PEFC certified wood pulp and contains a cationic functionality. This polymer is dispersible in water and can be incorporated into the formulation directly, without emulsification. While cationic charge enhances polymer deposition on hair, the hydrophobic moiety provides improved sensory benefits. Cat-hmHEC polymer provides several advantages including 1) an increase in biocarbon and natural origin; 2) inherent primary biodegradability; 3) tunable chemical structure by varying the length, level of alkyl chain substitution, and the overall charge; 4) ease of formulation due to its water-soluble nature. Cat-hmHEC polymer was evaluated at 0.3% active level in a rinse-off formulation and compared to cationic HydroxyEthylCellulose (cat-HEC) or polyquaternium-67 (PQ-67) (0.3%) and a control conditioner without silicone or cationic polymer. For the conditioner containing silicone, aminosilicone emulsions (INCI: bis-diisopropanolamino-PG-propyl dimethicone/bis-isobutyl PEG-14 copolymer (and) polysorbate 20 (and) butyloctanol or amodimethicone) were used at a 1% silicone active level. The study was performed on bleached Caucasian hair. Cat-hmHEC polymer shows a significant improvement in both dry and wet combing when compared to the control (without silicone or cationic polymer) (Figure 5, up). Compared to aminosilicone polymer, a statistic difference was

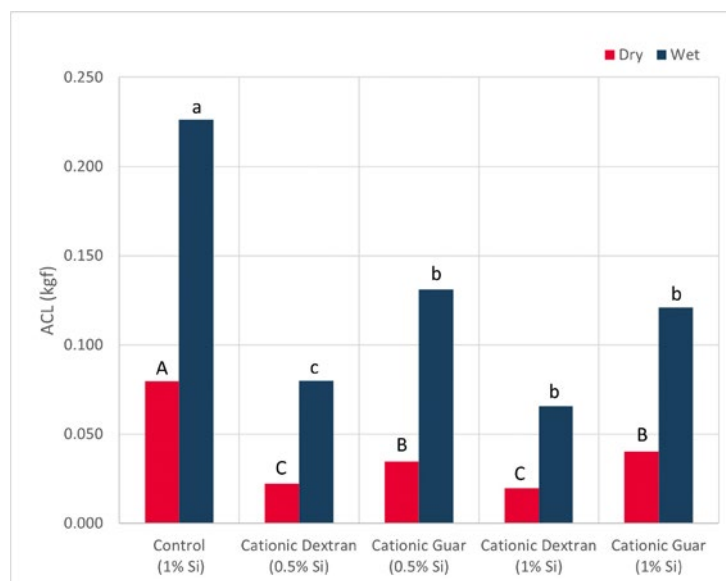
**FIGURE 1:**

COF for shampoos containing cationic dextran and cationic guar polymers at 0.3% active with 0.5 and 1% silicone active and a control



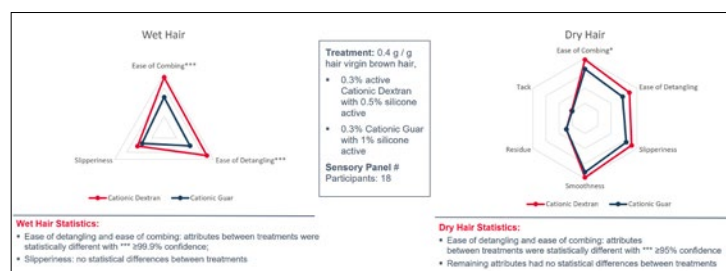
**FIGURE 2:**

Dry and wet combing for shampoos containing cationic dextran and cationic guar polymers at 0.3% active with 0.5 and 1% silicone active and a control



**FIGURE 3:**

Sensory panel studies with shampoo using either cationic dextran or cationic guar as deposition aid for silicone, left: wet hair, right: dry hair



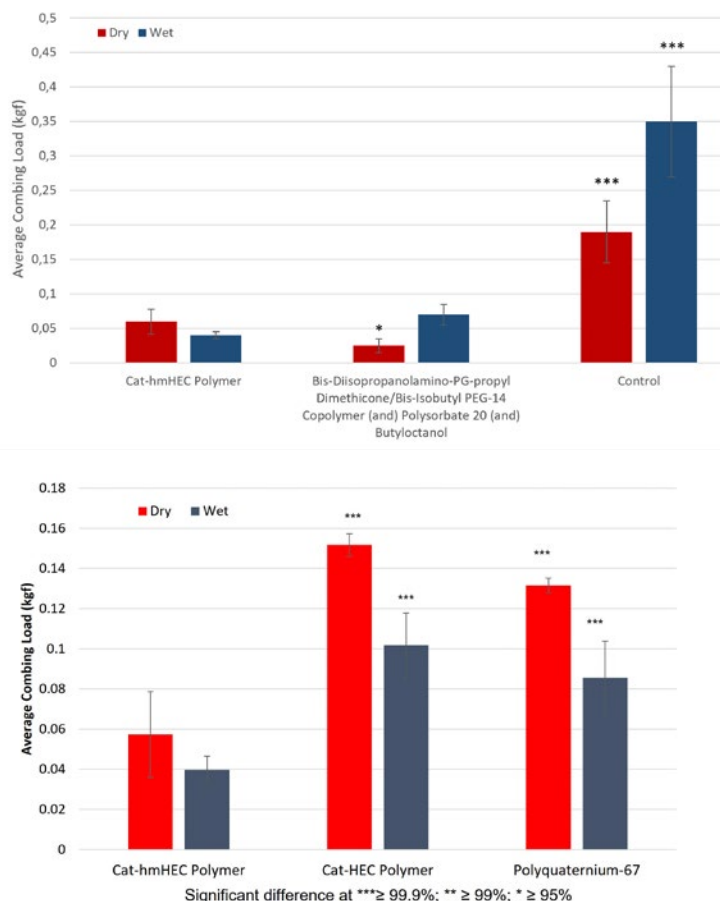
## FIGURE 4:

**Left: Silicone deposition as measured by FTIR for cationic dextran and cationic guar shampoos and a control**  
**right: Hair tresses after five wash cycles for each shampoo**



## FIGURE 5:

**Enhanced dry and wet combing of Caucasian bleached hair treated with conditioning polymers. The error bars represent the standard deviation of three measurements. Significant differences are evaluated in comparison with Cat-hmHEC**



observed in dry, but not in wet, combing. At this level, consumers may not be able to distinguish between the treatments. When compared to cat-HEC and PQ-67, cat-hm-HEC polymer performs significantly better in both dry and wet combing (Figure 5, down), suggesting that the hydrophobe plays a role in combing force reduction.

Excessive combing or brushing can contribute to significant hair breakage as a result of bending, torsion, and interfiber friction<sup>2,3</sup>. To evaluate the effect of cat-hmHEC polymer on hair breakage reduction, hair tresses were repeatedly combed 10,000 times at a speed of 20 cycles/minute (80 comb strokes/tress/minute), followed by a measurement of hair breakage. Figure 6 shows reduced breakage studies of cat-hmHEC polymers against a control (conditioner without polymer) and other conditioning polymers. Hair treated with cat-HEC shows a 60% reduction in breakage when compared to control. The appearance of tangling as a result of the breakage near the tips was evident. The breakage was reduced when the hair was treated with either Bis-diisopropanolamine-PG-propyldisiloxane/bis-vinyldimethicone copolymer or cat-hmHEC polymer with > 90% breakage reduction. These results show that higher hydrophobe content provides considerable protection against breakage caused by repeated grooming. This is due to a higher surface lubrication as a result of a higher hydrophobe content, which subsequently reduces grooming forces and prevents damage caused by mechanical stress. While the propensity for hair breakage increases with hair damage, the breakage can be reduced by depositing hydrophobic materials on the cuticle surface which resemble the lipid layer of methyl eicosanoic acid (18-MEA)<sup>4,5</sup>.

The ultimate test of performance is consumer acceptance, which can be mimicked with a trained panel test. Consumers associate “smooth” with good feel and “rough” with poor feel of the hair. The hair treated with cat-hmHEC polymer is smoother, more slippery, more aligned, less tangled, and easier to comb than tresses treated with silicone or cat-HEC polymers.

## THE BENEFITS OF CORN STARCH

After applying a rinse-off conditioner, consumers usually apply a hair styling product.

Dow has recently developed a corn-based product family which provides natural hair styling benefits while meeting consumers’ expectations in both performance and sustainability. The two newly launched hydrolysed corn starch materials are 100% bio-based, readily biodegradable, non-GMO and can provide superior stiffness to subtle styling. These polymers are 100% natural origin hydrolysed corn starch delivered in an easy-to-use powder format. They can be dispersed in an aqueous solution to form a transparent, natural film on the hair, with comparable performance to synthetic film-formers with the added benefit of being non-hygroscopic. Besides, they inhabit a lower CO<sub>2</sub> footprint compared to the incumbent synthetic hair styling polymers (e.g. polyvinylpyrrolidone (PVP)) while exceeding its performance in high humidity environments. Dow



hydrolysed corn starch materials set a new standard in hair styling performance and benefits.

Designed for use in both all-natural and high-performance traditional hair styling products, application testing indicates styling performance comparable to or better than polyvinylpyrrolidone (PVP) and other corn starch fixatives. In leave-on styling applications, this new polymer family delivers superior performance in humidity resistance, curl retention and frizz control compared to other ingredients, even at low concentrations. Compatible with a wide range of natural and synthetic hair styling ingredients, Dow hydrolysed corn starches can be formulated in a variety of formats from gels, to waxes, creams and sprays – which allows for creative textures and a customised consumer experience. One of these hydrolysed corn starch (hydrolysed corn starch 2) offers the additional benefit of creating crystal clear formulations. The test results that follow demonstrate the new bio-based ingredients offer formulators an exceptional alternative for both natural and traditional hair styling without compromising performance.

A styling gel prototype was created with hydrolysed corn starch 1 to compare performance to top synthetic and natural film-formers available in the market.

To highlight the outstanding performances of hydrolysed corn starch 1, high humidity curl retention was performed comparing My Go To Green to competitive alternatives:

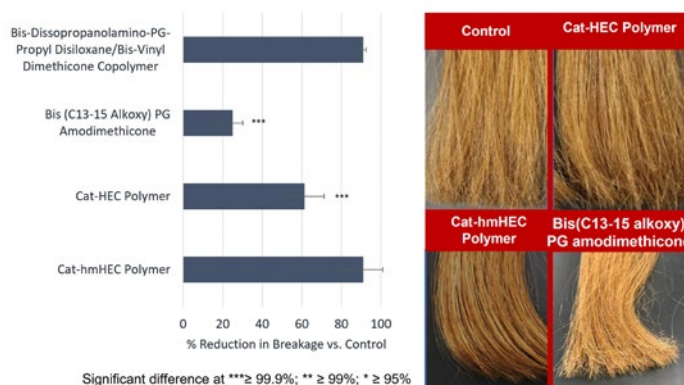
- A control gel: formula without a fixative polymer
  - My Go To Green: gel formulation containing 1% hydrolysed corn starch 1
  - A commercial benchmark containing dehydroxanthan gum (Benchmark 1)
  - A commercial benchmark containing a competitive hydrolysed corn starch (Benchmark 2)
  - Gel formulation containing 1% PVP
  - Gel formulation containing 1% hydrolysed corn starch
- My Go To Green hair tresses had the highest average curl retention, after 8 hours at 90% relative humidity, compared to the competitive alternatives (Figure 7).

## CONCLUSION

The technologies described for a complete sustainable hair care routine include ingredients that are bio-based, biodegradable with high performance. It has been demonstrated that these technologies offer significant benefits in terms of sustainability – corn derived from a certified non-GMO source, certified COSMOS by EcoCert, and 100% natural origin content ISO 16128. Sustainable hair care practices have become increasingly important in the beauty industry. Our findings suggest that the adoption of these technologies could help reduce the environmental footprint of the industry and inspire further innovation in sustainable hair care. Consumers are looking for performance-focused products that are attainable while addressing clean beauty concerns. Dow is committed to stay ahead of the latest trends and consumer needs by offering products with better performance, ease-of-use and sustainable attributes to leverage nature for a sustainable hair care routine.

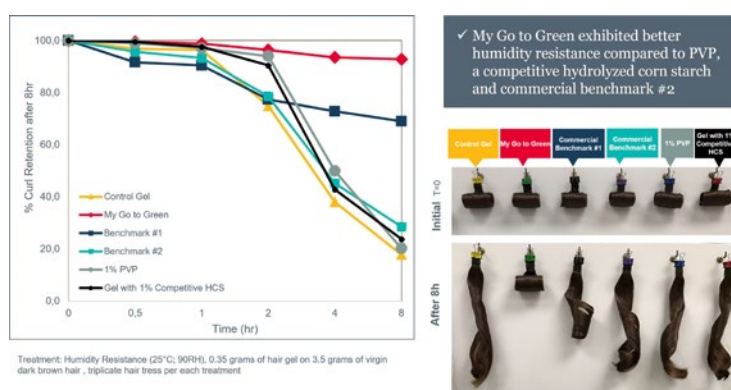
## FIGURE 6:

**Reduced breakage studies of hair treated with cat-hmHEC polymers in comparison to other conditioning polymers. The error bars represent the standard deviation of three measurements. Significant differences are evaluated in comparison with Cat-hmHEC**



## FIGURE 7:

**Curl retention performance results of My Go To Green styling gel at 90%RH for 8 hours**



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# PRODUCT **PRODUCT COPIES** COPIES

For several years, the market for counterfeit goods has been growing rapidly. Counterfeits reduce the intangible value of a company, its turnover, and competitiveness. Consumers face an increasing risk – the more counterfeit car parts, electrical components, medical products, cosmetic products, fashion or headphones, the greater the damage to society.



photo: Sergey Zaykov/Shutterstock.com



**T**he brand protection software provider Sentryc GmbH conducted a qualitative survey in 2022, in which companies from the IT sector, construction and mechanical engineering, the automotive industry and the financial services sector participated.

The annual damage caused by counterfeits is usually between one million and 50 million euros. More than 60 percent reported that copies of their products had already been in circulation, posing a potential danger to end customers. The good news: Thanks to the active use of brand protection software, victims discovered a significant portion of the plagiarisms.

## FOUR TRENDS UNDER OBSERVATION

In 2023, the real and digital world are expected to merge even further. This exposes consumers to an increasing number of online spaces. However, the further development of virtual shopping also opens up new avenues for plagiarists. This challenges brand manufacturers, industry, and stakeholders in trademark law. The following four

essential developments and resulting approaches to action summarise the trends identified by Sentryc GmbH.

### TREND 1: CREATORS WITH COUNTERFEITS: FAKES IN SOCIAL COMMERCE

With the increasing popularity of social networks like Facebook, Instagram, and Facebook, businesses are increasingly selling their products directly through these channels and implementing dedicated social commerce strategies. Hyped products promote their own shopping dynamics. Coveted products promoted via social media attract counterfeiters. The accounts of the product pirates – controlled by software algorithms called social bots – use the same hashtags as the original sellers to draw attention to their fake products and fake shops. Even superapps like WeChat or Aliplay provide room for imitators. Besides messenger functions, these apps cover e-commerce and payment features. Because of their almost closed system including payment processing, they serve as a rewarding platform for counterfeit products. Pirates exploit the complex and opaque



structure of these apps for their purposes. Superapps are so far primarily found in the Asian region, but the path to the German market is already being paved. To support this from a political side, the EU is planning a new law with the Digital Services Act (DSA). The regulation obliges platform providers to determine the identity of dealers and to ban illegal, reported products. It calls on manufacturers to take targeted measures themselves to protect their brands in all relevant countries. Brand protection software, which monitors social media and reports suspicious products, assists them.

### TREND 2: FAKES AND BRAND ABUSE IN THE METAVERSE

By now, many brands are pushing into Web 3.0 and establishing appearances on different platforms. The metaverse offers brand manufacturers enormous sales potential, but the new design spaces must be explored legally, regulatorily and socially in part for the first time. In terms of cybercrime and fraud, they are more vulnerable and prone to damage than other digital platforms. Closing security gaps is of great importance. How can the next level of the Internet be secured sustainably? Intellectual property owners should definitely seek legal advice on whether they should register their brands for virtual products and services. Likewise, monitoring of online environments for violations is recommended. Because monitoring different platforms involves considerable effort, far-sighted companies are setting aside a legal budget for Web 3.0 in addition to a marketing budget.

### TREND 3: CONSCIOUS BUYING DECISIONS FOR COUNTERFEITS

A recent study suggests that particularly 26-32-year-olds would buy counterfeit products. The reason: the lower price. By buying counterfeits, consumers accept lower quality. Even if knowledge of a purchased counterfeit is present, the complete knowledge about the phenomenon

of plagiarism rarely plays a role in the purchase decision: From the supply chain to the procurement of raw materials to distribution, people and the environment suffer from precarious conditions, and end consumers ultimately experience qualitative and health consequences. In order to counter the violation of human rights, climate protection and health and to bring about change, extensive information educates buyers. Legally, the responsibility lies with the manufacturer and brand owner. Therefore, they should incorporate detailed information about the consequences of counterfeit products into their brand communication. The information is spread through press work, articles on websites and partner online shops.

### TREND 4: RISK MANAGEMENT WILL PLAY A LARGER ROLE IN BUSINESS

In the risk field between cyber incidents, loss of reputation and fraud, brand rights violations play an increasingly large role. Companies know that counterfeits and brand abuse affect turnover. In order to avoid entrepreneurial misjudgments of risk, internal company transparency is gaining in importance. The following assumption applies here: As soon as a product is in demand on the market, there is an economic interest in copying it. Therefore, from the production stage, it is important to use a multitude of possibilities, of a technical, mechanical and procedural nature, to make counterfeiting more difficult. Distributing the manufacturing steps to different production sites, unique identification features such as watermarks, as well as software- and AI-supported monitoring of marketplaces and sales markets represent part of the methods. Companies should check whether they are doing everything in terms of security and due diligence to prevent fakes, and critically question their risk management and preventive measures. Legal departments should also increasingly focus on this topic in the future.

### CONCLUSION

To prevent losses from counterfeits, manufacturers and brand owners must actively combat counterfeits. In-house legal departments or filed criminal complaints help in retrospect, but by then the copy is already on the market. As the results of the study mentioned at the beginning show, a rethinking is currently taking place in the review of the market situation and in the enforcement of product and brand rights. Now it's about continuously monitoring the online market and new channels to stay one step ahead of plagiarists.



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# INTERNATIONAL LAUNCHES

## KALMAR

Hand and body lotion with active ingredients and ancient skin conditioners.



## ONTOP

Soothing face mask that leaves the skin hydrated and smooth.



## ROCHAS

Limited edition Eau de Toilette with soft heart notes of neroli and jasmine.



This month Mintel looks at products with specific focus on unual packaging details in their design process. Naturally, the environment plays a significant part with new packaging development.

**A**ccording to Mintel's Annual Global Outlook on Sustainability, plastic pollution remains in the top five global environmental concerns. The big focus on plastic waste over the past five years has contributed to the boom in eco-friendly package and recycling claims. It becomes part of product development to shift the focus towards currently niche eco-ethical claims.

## CARBON OFFSETTING

In the UK, Kalmar supports Forest Carbon (to offset the carbon footprint of its products). Founded by writer, dancer and spiritual healer, Karen Ruimy, Kalmar is a self-care and well-being brand founded around spirituality, inclusivity, empowerment and kindness. The gemstone-infused, sustainable, vegan and non-toxic products have not been tested on animals. The Equilibrium Hand & Body Lotion is a deeply hydrating hand and body lotion with active ingredients

and ancient skin conditioners to help stimulate collagen production, while soothing and hydrating the skin. It is fragranced with woody vetiver, warm amber and earthy moss.

## NEW FIBRES

In China, onTop Silybum Soothing Juicy Mask is described as a mask suitable for sensitive skin, with a temperature insulation effect, which can effectively increase the water content of the stratum corneum, while soothing and improving skin redness and dryness. It is also said to feature a mask made with a light, hydrophilic environmentally friendly fibre compound, which adheres to the skin, and tightens progressively during application for 15 minutes of intensive care, leaving skin hydrated and smooth. What makes this product interesting from design point of view is the novel fibres it uses for packaging. The product retails in a sustainable and light 5 x 30ml pack, featuring an outer

carton, made of "sugarcane paper" bagasse fibres, printed with environmentally friendly soybean ink to create an innovative three-dimensional molding structure without adhesives and no plastic sealing, and bearing the FSC MIX logo.

## MOSTLY RECYCLED

In Germany, Rochas Girl Blooming Eau de Toilette features fruity top notes of bergamot, mandarin and blackcurrant bud; soft heart notes of neroli and jasmine; and sensual base notes of sandalwood, cedarwood and musks. Made with 90% of natural-origin ingredients, the limited edition, eco-conscious, vegan fragrance spray retails in a 40ml pack, with a delicate floral covering. The product was created to use lots of recycled material, for example for the cap or a bottle made from 40% PCR recycled glass, obtained from collected household glass, to reduce the carbon footprint of production and lower water usage.



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### PART ONE

# INGREDIENTS FOR COLD EMULSIFICATION

EMULSI

Cold process emulsions are possible with a selection of suitable ingredients. Prof Andrea Wanninger and her co-authors monitor emulsifiers, rheology modifiers and multifunctional blends. This first part of two focuses on O/W emulsifiers and their ingredients.

FICATION





**B**enefits and limits of cold process emulsification have been discussed in a previous article (published in COSSMA 6/2023). To develop interesting skincare products that are well accepted and fulfil the intended claims, the selection of suitable cosmetic ingredients is limited and has some preconditions, especially when natural cosmetics are the aim.

In this article, the variety of suitable basic ingredients, which is nevertheless still huge, will be presented, focusing on emulsifiers, emulsifier blends, and rheology modifiers.

## O/W EMULSIFIERS

There has been a remarkable shift and development of emulsifiers in the past ten years. Some time ago, emulsifiers were based either on polymer chemistry, silicone chemistry, or contain alkoxylated alcohols and phosphorous compounds<sup>1</sup>.

### O/W Silicone emulsifiers and Phosphates

Silicone surfactants are based on polyether functional silicones, known as dimethicone copolyols. These are typically water-soluble and display a way of formulating clear-aqueous-based compositions. Silicone emulsifiers are liquid at room temperature<sup>2,3</sup>.

Bis-PEG/PPG-16/16 PEG/PPG-16/16

Dimethicone and Caprylic/Capric Triglyceride is a silicone based nonionic O/W emulsifier. The silicone character enhances a long-lasting feeling of smooth skin.

It can be used as a primary emulsifier with a use level of 1.5 – 3.0%. In cold emulsions a viscosity enhancing and stabilising system is needed. The emulsifier can be





applied for sun care products, lotions, skin care creams and sprayable emulsions<sup>4</sup>.

There is another silicone-based emulsifier which is interesting for cold process O/W emulsions. A blend consisting of Bis-PEG/PPG-20/5 PEG/PPG-20/5 Dimethicone, Methoxy PEG/PPG-25/4 Dimethicone and Caprylic/Capric Triglyceride delivers formulations leading to a smooth and velvety-silky skin feel. The product has a use level from 2.0 – 3.0%. A co-emulsifier is not necessary. Like for the former emulsifier, a viscosity enhancing and stabilising system is needed. Possible applications are sun protection as well as eye, face, neck, hand and foot care<sup>5</sup>.

Potassium Cetyl Phosphate is an anionic O/W emulsifier with applications in sun and skincare, colour cosmetics such as mascaras or foundations as well as hair care and cleansers. Used as main and co-emulsifier the use level is 0.5% as secondary and 1 – 2% as main emulsifier<sup>6</sup>.

## Sugar emulsifiers

Sucrose esters provide an excellent touch and improve smoothness, emolliency and moisture level of the skin<sup>7</sup>. They have an interesting cooling effect. 2-3% Sucrose Stearate or Sucrose Palmitate can be used as primary emulsifier.

O/W emulsifier blends based on glycerin, Sucrose Laurate and Water with use levels of 2-10% function as natural oil thickening additives and cold emulsifiers. Caprylic/Capric Triglyceride (product 1), Caprylic/Capric Triglyceride and Sucrose Stearate (product 2) or Prunus Amygdalus Dulcis (Sweet Almond) Oil (product 3) may also be present in the blend. It is recommended that the O/W formulations are shaken or stirred before use<sup>8</sup>.

## O/W Polyglyceryl Esters

The market offers quite a lot of polyglyceryl-based O/W emulsifiers. They include blends of Polyglyceryl-4 Laurate and Polyglyceryl-6 Laurate or Polyglyceryl-4 Laurate/Succinate and Aqua as well as Polyglyceryl-6 Oleate and Potassium Olivinate, which are used in emulsions at 2 – 6%. These emulsifiers are palm oil-free and based on olive oil and sunflower oil<sup>9</sup>.

The palm-free O/W emulsifier consisting of Polyglyceryl-4 Laurate and Polyglyceryl-6 Laurate is used in low viscosity lotions, sprayable or superfluid emulsions. It shows good compatibility with one-pot emulsions, liquid phases of different polarities as well as synthetic and naturally obtained thickeners. Furthermore, stable emulsions can be produced in a wide pH spectrum<sup>10</sup>.

When using the O/W emulsifier of Polyglyceryl-4 Laurate/Succinate and Aqua in cold emulsification, the use of a co-emulsifier which is liquid at room temperature such as Sorbitan Laurate, Sorbitan Oleate or Sorbitan Isostearate is highly recommended. That co-emulsifier should be added to the oil phase in a ratio of 2:3 to 3:2 to the actual O/W emulsifier, whereby the total use level of the emulsifier blend in the emulsion should be between 3% and 8%. The emulsifier is highly compatible with oils of a wide polarity spectrum, is extremely electrolyte, pH and temperature tolerant and can be found in sunscreens and BB creams<sup>11</sup>.

The O/W emulsifier made of Polyglyceryl-6 Oleate and Potassium Olivinate is also used in low viscosity emulsions and can also be used in cold emulsification without any loss of efficiency. The emulsion is stable, fresh and offers a pleasant feeling of lightness when applied to the skin – even when large amounts of emollients are present. The best performance of the O/W emulsifier can be ensured at medium or high polarities. Another advantage is that remarkably simple stirring and homogenisation equipment can be used for production<sup>12</sup>.

The pure anionic, natural O/W emulsifier Glyceryl Citrate/Lactate/Linoleate/Oleate is applicable as main emulsifier with a use level from 1 – 3% or as co-emulsifier with at 0.5 – 2%. It can form a variety of product textures from a low viscosity milk for sprayable applications to lotion-like emulsions to high viscous creams depending on the applied concentration. Cold emulsions can be easily produced by preparing each phase separately and mixing the phases afterwards. After homogenisation only a check of the pH is necessary and the emulsion is ready to use<sup>13</sup>.

Another interesting O/W emulsifier is a mixture of Glyceryl Citrate/Lactate/Linoleate/Oleate, Polyglyceryl-4 Cocoate, Polyglyceryl-3 Caprate, Glyceryl Caprylate. It is 100% natural, produces stable emulsions for oil phases ranging from 5 – 40%, processable at room temperature and low shear rates without viscosity build-up. The typical dosage is 1 to 8%. If applied in lower concentrations, the emulsifier forms a liquid milk with many possible applications e.g. as hair conditioner, and products for body and face care. Furthermore, it works well in sprayable natural cosmetic applications, but also in wet wipes solutions<sup>14</sup>.

The mix of Glyceryl Oleate Citrate and Caprylic/Capric Triglyceride is an easy processable liquid emulsifier applicable for O/W skin and sun care creams and lotions. Used with a typical dosage of 2 – 4%, the emulsifier is able to stabilise emulsions with low and high oil content ranging





from 10 – 40% of both polar and non-polar oils. In the emulsifying process it is possible to add it to the aqueous phase first but preferably to the oil phase of the emulsion. The emulsifier has various applications. It is recommended for sensitive skin and is also approved as food emulsifier<sup>15</sup>.

In addition, a mixture of Sorbitan Laurate, Polyglyceryl-4 Laurate and Dilauryl Citrate is a suitable O/W emulsifier for lotions and sprays. The suggested use level is between 1.5 – 2.5%. This mild emulsifier is based on vegetable raw materials. The emulsion can either be processed using a homogeniser or by intensive stirring. Considering both options, it is suggested to add the emulsifier to the oil phase, followed by combining the aqueous phase and the oil phase. When using this blend, no further co-emulsifier is needed<sup>16</sup>.

The emulsifier consisting of Lauryl Glucoside, Polyglyceryl-2 Dipolyhydroxystearate and Glycerin offers a wide range of applications in the field of skin care emulsions. It is especially suitable for low-viscous lotions and sprays. The ingredients are based on naturally occurring raw materials. Typical use levels are 2.0 – 4.0%<sup>17</sup>.

### Acyl Glutamates

Sodium Stearoyl Glutamate, a solid anionic emulsifier, is used in 0.5 – 1%. Sodium Cocoyl Glutamate (and) Disodium Cocoyl Glutamate, a mild anionic surfactant, can be applied at 2%.

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- 17 Eumulgin VL 75 (BASF)

## PART TWO

follows in COSSMA 9/2023



### Prof. Dr. Andrea Wanninger

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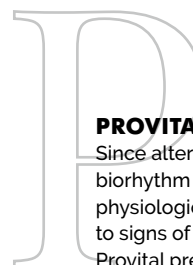
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## SEDERMA

The company introduces the first active ingredient addressing both dark and white pigment disorders for an even complexion and sun capital preservation, Mello|stem also contributes to environment preservation. The adaptive ingredient offers a holistic approach ensuring proper protective function of the melanocyte, with an expert-measured 64 % improvement of complexion evenness vs placebo (clinical study). [www.sederma.com](http://www.sederma.com)

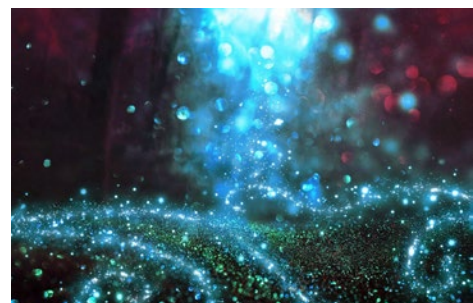


## PROVITAL

Since alterations in our circadian biorhythm can affect the skin's physiological metabolism, leading to signs of skin fatigue and aging, Provital presents Circanblue: a natural biotech ingredient that truly 'resets' the paradigm of the effects of digital stress on the skin to achieve an integrated well-aging.

## BASF

BASF Personal Care is releasing a revised version of its active ingredient Laricyl® that features a more sustainable cultivation of the raw material while offering proven enhanced efficacy. For 20 years, Laricyl, an extract from the *Fomes officinalis* mushroom, has been a tried-and-tested component of BASF's portfolio of cosmetic active ingredients for pore refinement. In an effort to align its actions towards more sustainable practices, the company now uses a method to cultivate the mycelium, the vegetative part of the fungus, by solid-state fermentation. This replaces the harvesting of the mushroom from the wild. [www.basf.com](http://www.basf.com)

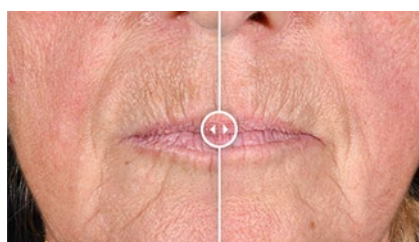


Circanblue is a biotechnological cosmetic ingredient obtained via a plant-based fermentation of *Lactococcus lactis*. The resulting lab-grown lysate of this probiotic bacterium is both a vegan and a postbiotic active with a 100% Natural Origin (ISO16128). [www.weareprovital.com](http://www.weareprovital.com)



## CRODA

PhytAura has been developed with Croda China team to address sensitive skin, by soothing the skin quickly, maintaining hydration and strengthening the skin barrier, from natural and effective raw materials, inspired from Chinese Traditional Medicine. It is a combination of botanical extracts, designed to stimulate the body's own restorative mechanisms, thanks to the synergy of 4 plants taken from an ancestral prescription: skullcap root, liquorice root, peony root and jujube fruit. Its optimised manufacturing process combines heritage and modern science. [www.crodapersonalcare.com](http://www.crodapersonalcare.com)



## CODIF

Codif Technologie Naturelle (CTN) solution to gravity comes from a plant that grows out of the ground and rises more than 2m towards the sky. This plant is the *Isodon japonicus* also called Enmei-so, meaning "the plant that prolongs life". Inspired by this plant, CTN obtains an anti-gravity active ingredient, J-DERMIST, which stimulates the synthesis of collagen fibres and smoothes wrinkles with that. [www.codif-tn.com](http://www.codif-tn.com)



# HAIR CARE, COLOUR & STYLING

Beautiful curls, healthy scalp, heat protection, less breakage... The tasks of hair care have changed. The expectations are a lot higher – not just for daily care products but also for colouring products and styling products. Here you will find a selection of formulations and ingredient suppliers that reflects those trends.

**Pinkberry Sulfate Free Shampoo**  
BASF

**ScalpXpert**  
Biesterfeld

**Crazy Curly Girls Gel**  
C.H. Erbslöh

**Soft Hydrate Hair Mist**  
CLR

**Curl Repair Mask**  
Colonial Chemical

**Refresh-Me Hair and Scalp Refresh Spray**  
Croda

**Texturizing Hair Stick "Warm Brown"**  
Eckart Altana

**We love nature – naked Shampoo powder**  
GfN Salco

**Root Touch-Up (Light)**  
KOBO

**All-Purpose Serum**  
MMP

**Natural-based Silky Hair Oil**  
NRC

**Micro-Exfoliating Shampoo**  
Roelmi HPC

**Authentic hair shield leave-on spray**  
Sederma

**BODY & HAIR SUN PROTECTION OIL SPF 50**  
Seppic

**Scalp Cleansing Shampoo with Organic Hemp Oil**  
Worlée

## MORE INFORMATION ONLINE



You can access the details of each formulation at [www.cossma.com](http://www.cossma.com) webcode 100790

The next issue is focussing on formulations for body care. In October, formulations for anti-aging for skin and hair will take centre stage. All of the information published here has been carefully assembled. Neither the publishers nor the developers of these formulations can accept responsibility for their safety or accuracy.



# RE RETHINKING PACKAGING THINKING







Grown bio's sustainable packaging solutions are made from mycelium, a remarkable natural material sourced from the root structure of a fungus. The biodegradable packaging is not only eco-friendly and highly functional, but also visually stunning, leaving the customers with a good feeling, even when they dispose of it.

**T**he cosmetic industry has been undergoing a significant transformation in recent years, with a strong emphasis on natural ingredients, ethical production, and individualised products. In light of these changes, packaging has become a crucial aspect of the industry, with topics such as minimalist design, reduced impact, and increased use of biobased materials and a better end-of-life becoming increasingly important.

Sustainable packaging is critical for the cosmetic industry's future. That's why Grown bio offers packaging solutions that align with the values of the industry. Sustainability is at the core of everything the company does, from the products and packaging to the entire supply chain.

“

**The cosmetic industry has been undergoing a significant transformation in recent years**

### **GROWN, NOT MANUFACTURED**

Different than most other packaging forms, Mushroom packaging isn't manufactured. It's grown into the unique shapes: the innovative approach relies on the natural process of mycelium growth to create the packaging products. At the facility in the Netherlands, the mycelium is the star of the show, quietly and efficiently doing its work. Once filled in a growth form, the mycelium creates a rigid shape in only 6 days. At the 6<sup>th</sup> day, the shapes are taken out of the growth chambers and moved into the drying chambers. In those ovens, the mycelium is killed in two stages. First, at a moderate temperature the products are dehydrated. The outcoming water is later reused in the factory.

The last hours of the drying phase are at a temperature of 80°C which kills the mushroom and renders the shape inert: ready to be used as packaging.

So, what does a mycelium factory look like then? It is a spacious place filled with many growth and drying cham-





The mushroom packaging offers superior protection for different products.

bers, and a central area where the growing forms are filled and prepared for the mycelium to work its magic.

### SUSTAINABLE AND STYLISH: PACKAGING FOR MILLENNIALS AND GEN Z

Today's consumers are more demanding than ever, taking a closer look at the world of packaging and selecting brands based on their commitment to sustainability, not just the quality of their products. As a sustainable brand, the focus is on creating appealing and protective packaging that values the intrinsic emotional quality and sustainability of materials.

Today's consumers, particularly Millennials and Gen Z, seek purpose-driven brands that prioritise environmental impact reduction. Therefore, more and more natural materials are used, and low impact production technologies are

“

**By adopting sustainable packaging solutions, a brand can reduce its environmental impact**

continuously explored to create high-quality, premium-looking products that are accessible at affordable prices.

### FROM FOSSIL FUELS TO FUNGI: THE FUTURE OF SUSTAINABLE PACKAGING

The most recent European packaging legislation has become even more stringent with regards to packaging materials and its devastating effect on the planet. This effect is felt at different stages of the production of packaging, but two stages stand out.

First, during the collection of raw materials: extracting fossil fuels to make plastic, cutting trees to make cardboard, or using toxic inks for colourful brand messages, often with silver or gold-coloured, varnished lacquers. All of these activities use raw materials that are not renewable, or at a considerable cost.

The second climate impact of packaging is during end of life, since many packages do not make it to the reuse or recycling phase. For example, less than 15% of plastic is actually recycled.

Luckily, more and more brands in the cosmetics industry are going beyond the new European packaging legislation and set themselves objectives that are more ambitious. Reuse of shampoo or soap bottles is gaining popularity. A shift from plastic to paper is seen. Increased focus on the recyclability of packaging, and last but not least, clear communication to end-users about recycling.

In this light, mushroom packaging is a giant step forward. The only raw materials are mycelium and organic waste fibers. This guarantees that the “beginning of life” has a minimal footprint. Many of the mycelium packaging products made by Grown bio are reusable, which means there is less packaging waste. And if a mycelium product must be discarded, it can be done in nature. All elements of a mycelium packaging are home and marine compostable.

“

**The only raw materials are mycelium and organic waste fibers.**



## STEPPING UP THE PACKAGING GAME

Sustainable packaging has become an important topic for many companies in recent years, and the cosmetic industry is no exception. Many companies are transitioning to sustainable packaging to reduce their environmental impact and promote their commitment to sustainability. Grown bio offers sustainable packaging solutions that are environmentally friendly and promote a circular economy. mushroom packaging is an example of a material that is gaining popularity due to its exceptional protective and functional properties, while also being eco-friendly.

Reasons how mushroom packaging helps to reduce the environmental impact and delight customers:

- Made with nature's intelligence: The packaging is made from mycelium and upcycled agricultural waste, providing a natural and eco-friendly solution.
- Customisable & eye-catching designs: The packaging is customisable, with a range of shapes to choose from, and can provide excellent protection for a huge variety of products.
- Protection and functionality: It offers superior protection for different products, ensuring they arrive safely.
- Eco-friendly and zero waste: 100% home-compostable, making it a sustainable alternative to plastic and Styrofoam.

- Brand booster: A great way to promote a brand's sustainability initiatives and to make a positive impact on the environment

## FUTURE OF PACKAGING

The cosmetics industry is increasingly moving towards sustainable packaging solutions, reflecting a growing demand for more environmentally friendly products

By adopting sustainable packaging solutions, companies can significantly reduce their environmental impact and contribute towards a more sustainable future. These solutions are designed to meet the needs of brands looking to make a positive impact on the environment while still maintaining the functionality and aesthetic appeal of their products.



**Christina Thurner**

Sales & Marketing, Grown bio, Heerewaarden, Netherlands, [www.grown.bio](http://www.grown.bio)

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# GET A CAN I GET A SAMPLE?

Product samples are a great way to test how well new products, different variants or mixtures are received by consumers. DTM Print is introducing a new label printing system for cosmetic samples.

**E**specially – but not exclusively – the cosmetic industry benefits from giving out product samples at the store, at trade shows or as part of deliveries. Other industries include coffee, tea, artisan food, confectionery and sweets. It's a win-win for both sides – the consumer gets that nice little “extra” and they can try out new products for free and the producer uses it for market research, (test) marketing and prototyping.

### PRODUCING SAMPLES IN-HOUSE

Well-known sample packaging for cosmetic products are stand-up, flat-bottom and flat pouches. A brand or manufacturer of cosmetic products can order such pouches for example at printing houses where they are produced the way the brand prefers including their trademark designs. This process however takes time and is quite expensive. Additionally, more and more manufacturers migrate from outsourcing labels to bringing the production “home” again. In that context a printing solution that can print directly on flat pouches is needed. Because producing not only the products but also the product labels in-house

comes with a lot of benefits like less stock, less wastage and print on demand as needed. And overall less timescales from design to the printed label. All of that allows companies to be independent from external suppliers and flexible to market changes.

### PRINTING ON DEMAND

DTM Print is an international OEM and solution provider for specialty printing systems. They offer a wide range of label printers for a fast and flexible on-demand label production – including the DTM CX86e Colour Tag Printer. The CX86e is a very compact solution with a footprint of just 20 x 38 cm and a height of 19.5 cm. Because of its small size and low weight of just 9.5 kg the printer can be used almost anywhere and is easy to transport. With this LED dry toner printer high-quality full-colour prints can be produced within seconds directly in production, at the point-of-sale or at various places of use.

The CX86e uses the latest digital LED technology. Meaning the printed output is pin sharp, waterproof, UV- as well as chemical-resistant and therefore very durable. With the

photo: Ekaterina\_Klishevnik/Shutterstock.com



Any design the brand favors can be printed



The special pouches allow easy printing and filling

ability to print on small pouches, the printer allows manufacturers and brands to be extremely flexible with their production of samples. Giving them more freedom and allows them to stay capable of competing in a fast changing market with growing customer expectations.

Using flat pouches cosmetic products are packaged hygienically, safely and sustainably, but above all in an eye-catching way. The company offers a large variety of print materials including labels, tags, wristbands and pouches. The DTM Poly Flat Pouches can be printed like any other label material. The flat pouches can be printed like any other label material. Meaning businesses use the CX86e to print photos, illustrations, graphics, text and bar codes in full-col-

our on both sides of the pouch and therefore produce a packaging in the way that best suits their brands. In addition, flat pouches offer a high hygienic protection against oxygen, moisture and UV radiation. After printing, the flat pouches can be sealed with a foil sealer and used for handing out right away.



**Katrin Hoffmann**

Public Relations, DTM Print, Wiesbaden, Germany, [www.dtm-print.eu](http://www.dtm-print.eu)





## PUJOLASOS

Pujolasos Wood & Pack and The Body Shop have collaborated to create the cap the crowns the Full Flowers range. The cap is based on patented innovation by Pujolasos, this innovation was designed to respect the environment at its best, it does not contain glue in the assembly of its components. Made only with ash wood and certified cork The Woork stopper allows the packaging to be completely recycled. [www.pujolasos.com](http://www.pujolasos.com)

## FASTEN

The company won a prestigious Gold Award for its Goodloop refillable jar concept at the 2023 German Innovation Awards, presented by the German Design Council. The German Innovation Award recognizes products, technologies, and services that break new ground and offer solutions that shape the future, provide added value for users, and may also have a positive impact on the environment. Fasten's Goodloop refillable jar concept combines innovative design, sustainability, and luxury. The concept serves as a powerful example of how beauty brands can meet lofty sustainability goals while maintaining their brand identities. [www.fasten.nl](http://www.fasten.nl)



## COSMOGEN

GA-DE Cosmetics' Lift and Firm Sculpting Serum is already sold out! It owes its success to the richness of its revitalizing anti-aging formula combined with the stimulating effect of the patented Cosmogen textured silicone roller. A new original version of the Squeeze'n Roll, with on/off rotary



closure, allowing the formula to be distributed (ON) then to be applied, to revitalize the epidermis thanks to the soft spikes of the roller, and to rinse it (OFF). Its tube is made of recycled PE. The textured applicator is available in a removable version to be reused on a new tube, then recycled separately at the end of its life. [www.cosmogen.com](http://www.cosmogen.com)

## RISSMANN

The company pushes the limits of the E-Com Box by offering a unique box whose inner height is adjustable, thanks to one or more flexible dividers, to accommodate one or more products, in different sizes. Notches make it possible to fix and maintain the product(s) with ribbons or rubber bands during transport, without additional cushioning material (chips, crumpled paper, etc.). [www.rissmann.com](http://www.rissmann.com)



## QUADPACK

Technically sound, beautiful and tactile, wood has grown from being an experimental to now mainstream material for cosmetics packaging, embraced by some of world's largest beauty brands. Quadpack proofs with its Woodacity line, that the material is a stunning combination of sustainability and design. Now lipstick packages and caps for fragrance bottles widen the range of available products. [www.quadpack.com](http://www.quadpack.com)

### FLEXIBLE PACKAGING EUROPE

Following the first signs of cooling prices for flexible packaging materials seen at the end of 2022, the first quarter of 2023 saw a drop across the basket of materials, with only aluminium foil ticking up further (from 179% to 187% v Q4 2020)\* due to higher conversion costs. Only 60gsm one sided coated paper remained stable at 170%, v Q4 2020. Other materials such as 15-micron BOPA film at 147%, 12-micron PET film at 145% and 20 micron BOPP film at 140% remain well above Q4 2020 price levels.

[www.flexpack-europe.org](http://www.flexpack-europe.org)



### ADAPA

The company is taking the classic drawstring bag for hygiene and cosmetic products to a new level: the enhanced EcoString bag contains 80% post-consumer recycled (PCR) content, making it more sustainable than regular drawstring bags. This innovative single-material solution, in which both the bag and the drawstring are made of easily printable polyethylene, enables full recyclability and the use of recycled material.

[www.adapa.com](http://www.adapa.com)



### LUMSON

The company has "revolutionized" the concept of luxury with its paper airless packaging with a pouch, putting paper in the spotlight. XPaper takes sustainability to the next level. It's consistent with the principles of the circular economy (Reduce, Reuse, and Recycle) because once the product inside is finished, the plastic components can be separated from the paper components, making recycling and material recovery easier. In addition, the paper bottle is also much lighter than an equivalent PET bottle, uses less plastic and reduces CO<sub>2</sub> emissions.

[www.lumson.com](http://www.lumson.com)



UNICOM INTERNATIONAL offers high-quality packaging for cosmetics, pharmaceuticals, food, chemicals, etc.

## Glass Cream Dispenser



### Series COMO

Capacities: 15 ml, 30 ml, 50 ml  
 Diameters: 31 mm, 31 mm, 38 mm  
 Dosage: 0,15 ml

UNICOM INTERNATIONAL  
[www.unicompackaging.eu](http://www.unicompackaging.eu)

**MADE IN EUROPE**  
[info@unicompackaging.eu](mailto:info@unicompackaging.eu)

# MARKET **MARKET SURVEY: INGREDIENT PROVIDERS** SURVEY

Ingredients play an important role for formulations. They differ depending on their use and intended effect. This survey gives an overview about which provider offers which type of ingredients. Additionally you will find information of the speciality of the providers as well as their contact information.





This market overview represents only a part of the service providers and makes no claim to completeness. The information is based on manufacturer's data.

○ no  
● yes

company, e-mail, website

	Actives	UV Filter	Colorants	Fragrances	Thickening agents	Vitamins	Liposomes	Surfactants	Preservatives	Hair Styling	Ingredients	Others	
<b>A</b> AAK Sweden AB Personal Care, lipid@aak.com, www.aak.com	●	○	○	○	●	○	○	○	○	○	○	○	traceable shea, sustainably sourced and botanically-derived emollients
Aakon Polichimica SRL, maurizio.girardi@aakon.it, www.aakon.it	○	○	○	○	○	○	○	○	○	○	○	○	waxes
Active Micro Technologies, infoeurope@activemicrotechnologies.com, www.activemicrotechnologies.com	●	○	○	○	○	○	○	○	○	○	○	○	antimicrobials, fermentation
Adeka Europe GmbH, info@adeka.eu, www.adeka.eu	●	○	○	○	○	○	○	○	○	○	○	○	natural, biotechnology, fermentation, cosmos, vegan
ADP Cosmetics, sales@ad-particles.com, www.adpcosmetics.es	○	○	○	○	○	○	○	○	○	○	○	○	UV filter
Agrana Starch, tanja.MOSER@agrana.com, www.agrana.com	●	○	○	○	○	○	○	○	○	○	○	○	starches
Ashland Industries Europe GmbH, lheiderr@ashland.com, www.ashland.com	●	○	○	○	○	○	○	○	○	○	○	○	personal care + household ingredients
Augustus Oils Ltd., ops@augustus-oils.ltd.uk, www.augustus-oils.ltd.uk	○	○	○	○	○	○	○	○	○	○	○	○	essential oils
Azeco Cosmeceuticals, marketing@azeco-cosmeceuticals.com, www.azeco-cosmeceuticals.com	●	○	○	○	○	○	○	○	○	○	○	○	azelaic acid
<b>B</b> BASF Personal Care, personal-care-eu@basf.com, www.personal-care.basf.com	●	○	○	○	○	○	○	○	○	○	○	○	biodegradable alternatives and holistic sustainable solutions
Bell Flavors & Fragrances GmbH, info@bell-europe.com, www.bell-europe.com	○	○	○	○	○	○	○	○	○	○	○	○	fragrances, botanical extracts, aroma chemicals
Beraca, alan.tristao@beracasabara.com.br, www.beraca.com.br	●	○	○	○	○	○	○	○	○	○	○	○	sustainability
Berg + Schmidt GmbH & Co. KG, cosmetics@berg-schmidt.com, www.berg-schmidt.com	●	○	○	○	○	○	○	○	○	○	○	○	smart delivery systems, natural multifunctionals
Biesterfeld Spezialchemie GmbH, beauty@biesterfeld.com, www.biesterfeld.com	●	○	○	○	○	○	○	○	○	○	○	○	formulation support, sustainable and functional ingredients
BioAktive Specialty Products GmbH, rwillmann@bio-aktive.com, www.bio-aktive.com	○	○	○	○	○	○	○	○	○	○	○	○	natural alternatives to silicones & petrolatum
Bio-Gate AG, karen.bebensee@bio-gate.de, www.bio-gate.de	●	○	○	○	○	○	○	○	○	○	○	○	MicroSilver BG
Biolie, stephanie.alves@biolie.fr, www.biolie.fr	●	○	○	○	○	○	○	○	○	○	○	○	natural ingredients
bitop AG, cosmetics@bitop.de, www.bitop.de	●	○	○	○	○	○	○	○	○	○	○	○	bitop Ectoin natural & Glycoin natural
Botanica GmbH, administration-botanica@evonik.com, www.botanica.ch	●	○	○	○	○	○	○	○	○	○	○	○	bitop Ectoin natural, Glycoin natural & ECTOinOIL
BRB International BV, hhlmm@brb.com, www.brb-international.com	○	○	○	○	○	○	○	○	○	○	○	○	silicones
Brenntag GmbH, cosmeticsdach@brenntag.de, www.brenntag.com	●	○	○	○	○	○	○	○	○	○	○	○	emulsifiers, oleochemicals, propellants, silicones, plant oils, butters, extracts; customer support via own application laboratory
<b>C</b> C.H. Erbslöh GmbH & Co. KG, lifesciences.de@cherbsloeh.com, www.cherbsloeh.com	●	○	○	○	○	○	○	○	○	○	○	○	natural active ingredients, emulsifiers, emollients, (fermented) extracts
Campo Research Pte Ltd, sales@campo-research.com, www.campo-research.com	●	○	○	○	○	○	○	○	○	○	○	○	botanicals
Cargill Beauty, beauty@cargill.com, www.cargillbeauty.com	●	○	○	○	○	○	○	○	○	○	○	○	nature derived ingredients (texturizers, emollients, emulsifiers,...)
CFF GmbH & Co. KG, sensocel@cff.de, www.cff.de	○	○	○	○	○	○	○	○	○	○	○	○	Sensocel
CHT Germany GmbH, alexander.selig@cht.com, www.cht-silicones.com	○	○	○	○	○	○	○	○	○	○	○	○	new: sugar modified recycled silicones
Clariant International AG, marketing.ics@clariant.com, www.clariant.com/personalcare	●	○	○	○	○	○	○	○	○	○	○	○	specialty chemicals f. skin care, skin cleansing, hair care
CLR Chemisches Laboratorium Dr. Kurt Richter GmbH, info@clr-berlin.com, www.clr-berlin.com	●	○	○	○	○	○	○	○	○	○	○	○	actives
Codif Technologie Naturelle, b.marec@codif-tn.com, www.codif-tn.com	●	○	○	○	○	○	○	○	○	○	○	○	anti-ageing actives
Cornelius Group Ltd, caroline.sharp@cornelius.co.uk, www.cornelius.co.uk	●	○	○	○	○	○	○	○	○	○	○	○	actives, vegan, organic, personalisation, premiumisation or sustainability requirements

no yes company, e-mail, website													
	Actives	UV Filter	Self Tanning Agents	Colorants, Pigments	Fragrances, Aroma Chemicals	Thickening agents, texture enhancers	Vitamines, Nutraceuicals	Liposomes, Delivery Systems	Surfactants, Cleaning Agents	Preservatives, antimicrob. Substances	Hair-Styling Ingredients, Polymers, Film-formers	Ingredients for Hair Colours	Others
Corum Incorporated, lisa.lien@corum.com.tw, www.corum.com.	●	○	○	○	○	●	○	●	○	○	○	○	Epi-on
Cosphatec GmbH, marketing@cosphatec.com, www.cosphatec.com	●	○	○	○	●	○	●	○	○	○	○	○	natural multifunctionals, antioxidants
Covestro Deutschland AG, delphine.nistri@covestro.com, cosmetics.covestro.com	○	○	○	○	○	○	○	○	○	●	○	●	biodegradability, bio-based, water-based & ethanol-based polyurethane
CPL Group Ltd./ CPL Aromas, global.sales@cplaromas.com, www.cplaromas.com	○	○	○	●	○	○	○	○	○	○	○	●	fragrances, aroma chemicals
Croda GmbH, angelina.gossen@croda.com, www.crodapersonalcare.com/en-gb	●	●	○	●	○	○	○	○	○	○	○	○	skin peptides, botanical extracts, mineral UV filters, hair peptides, emulsifiers, emollients
Deutsche Lanoline Ges. Parmentier, info@parmentier.de, www.parmentier.de	●	○	○	○	●	○	○	○	○	○	○	○	raw materials for cosmetics
DKSH GmbH, personalcare.de@dksh.com, www.dksh.com	●	●	●	●	●	○	○	○	○	○	○	○	specialties, NATRUE + COSMOS/ ECOCERT approved ingredients
dsm firmenich, edson.barros@dsm.com, www.dsm-firmenich.com	●	●	○	●	○	○	○	○	○	○	○	○	peptides
Düellberg Konzentra GmbH & Co. KG, C.Lueke@duellberg-konzentra.de, www.duellberg-konzentra.de	○	○	○	○	○	○	○	○	○	○	○	○	fragrances, aroma chemicals, essential oils
DuPont Tate & Lyle Bio Products Company, LLC, www.duponttateandlyle.com/personal-care	●	○	○	○	●	○	○	○	○	○	○	○	Zemea® propanediol; versatile, 100% plant-based humectant
Eckart GmbH, Paloma.MoyadelValle@altana.com, www.eckart.net	○	○	○	○	○	○	○	○	○	○	○	○	pigments
Elementis, tiffany.schoendube@elementis.com, www.elementis.com	●	○	○	○	○	○	○	○	○	○	○	○	rheology modifiers
Essentially New Zealand Ltd., info@essentiallynz.com, www.essentiallynz.com	●	○	○	○	○	○	○	○	○	○	○	○	Totarol
Eurofragrance S.L.U., smarze@eurofragrance.com, www.eurofragrance.com	○	○	○	○	○	○	○	○	○	○	○	○	fragrance boutique company
evident ingredients GmbH, sales@evident-ingredients.com, www.evident-ingredients.com	●	○	○	○	○	○	○	○	○	○	○	○	natural antimicrobials, emulsifiers & functional ingredients
Evonik Operations GmbH, personal-care@evonik.com, www.evonik.com/personal-care	●	○	○	○	○	○	○	○	○	○	○	○	actives, emulsifier, conditioning agents, surfactants
Exsymol S.A.M., mmollet@exsymol.com, www.exsymol.com	●	○	○	○	○	○	○	○	○	○	○	○	organic silicium derivatives, peptoids, natural actives
Flavex Naturextrakte GmbH, info@flavex.com, www.flavex.com	●	○	○	○	○	○	○	○	○	○	○	○	natural plant extracts
Gelita AG, oliver.wolf@gelita.com, www.gelita.com	●	○	○	○	○	○	○	○	○	○	○	○	
Gencor , maggie@gencorpacific.com, www.gencorpacific.com	○	○	○	○	○	○	○	○	○	○	○	○	botanicals
Genomatica Inc., khuston@genomatica.com, www.brontidebg.com	○	○	○	○	○	○	○	○	○	○	○	○	Brontide natural butylene glycol
GfN Herstellung von Naturextrakten GmbH, info@gfn-selco.de, www.gfn-selco.de	●	○	○	○	○	○	○	○	○	○	○	○	actives, natural extracts, peptides, collagen, hyaluronic acid
Givaudan Active Beauty, agathe.parent@givaudan.com, www.givaudan.com	●	●	○	○	○	○	○	○	○	○	○	○	
GloryActives GmbH, info@gloryactives.de, www.gloryactives.de	●	○	○	○	○	○	○	○	○	○	○	○	premium actives
Gräfe Chemie GmbH, info@graefe-naturchemie.de, www.graefe-naturchemie.de	○	○	○	○	○	○	○	○	○	○	○	○	AMYLOMER™ liquid additive made from natural potato starch
Greenaltech Algaktiv, jtarraaga@greenaltech.com, www.greenaltech.com	●	○	○	○	○	○	○	○	○	○	○	○	microalgae biotechnologie
Greentech GmbH, office@greentechgmbh.de, www.greentechgmbh.de	●	●	○	○	○	○	○	○	○	○	○	○	Cosmos, Natrue, anti aging, wellbeing, microbiom
Grolman Group, personalcare@grolman-group.com, www.grolman-group.com	●	○	○	○	○	○	○	○	○	○	○	○	specialties
H. Erhard Wagner GmbH, info@wagnerlanolin.de, www.wagnerlanolin.de	○	○	○	○	○	○	○	○	○	○	○	○	wool wax derivatives
Harke Chemicals GmbH, personalcare@harke.com, www.harke.com	●	●	○	○	○	○	○	○	○	○	○	○	Co2 extraction, cell engineering, fermentology, melabolome
IFF, bifen.lee@iff.com, www.bioscience.iff.com/solutions/personal-care	●	●	○	○	○	○	○	○	○	○	○	○	GENENCARE actives, AURIST, functionals
IMCD Deutschland GmbH , nora.schiemann@imcd.de, www.imcd.de	●	○	○	○	○	○	○	○	○	○	○	○	distribution of personal care ingredients



	<input type="radio"/> no <input checked="" type="radio"/> yes company, e-mail, website	Actives	UV Filter	Colorants	Self-tanning Agents	Fragrances	Pigments	Thickening agents	Aroma Chemicals	Vitamins	Liposomes	Texture enhancers	Surfactants	Delivery Systems	Preservatives	Cleaning Agents	Hair-Styling Ingredients	antimicrob. Substances	Polymers	Film-formers	Others
	IMPAG Import GmbH, gaelle.surateau-kunisch@impag.de, www.impag.com	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	sustainability
	Imperial-Oel-Import, info@imperialoel.com, www.imperialoel.com	●	○	○	○	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	lanolin, fish oils, oleochemical specialties
J	J. Rettenmaier & Söhne, personalcare@jrs.de, www.jrspersonalcare.de	○	○	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	sustainable, natural + biodegradable ingredients
	Jojoba Desert, adva.ambar@jojobadesert.com, www.jojobadesert.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	jojoba oils + derivatives
K	K.-W. Pfannenschmidt GmbH, info@pfannenschmidt.de, www.pfannenschmidt.de	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	ingredients, dietary supplements, organic-halal-kosher
	Kahl GmbH & Co. KG, info@kahlwax.com, www.kahlwax.com	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	natural waxes
	Kao Chemicals Europe SLU, marketing@kao.es, www.kaochemicals-eu.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	range of hair, skin and oral care formulations, exceptional fragrance know-how
	Klusenberg Rohstoffhandel GmbH, klusenberga@the-cosmeticbox.com, www.the-cosmeticbox.com	●	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	treated pigments
	KPT Korean Particle Technology Starpheres, jinjoo057@starpheres.com, www.starpheres.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	visual carriers, emulsion pearls
	Kraeber & Co GmbH, info@kraeber.de, www.kraeber.de	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	ingredients for skin- and haircare
	Kumar Organic Products Europe GmbH, sales_gmbh@kumarorganic.net, www.kumarorganic.net	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	skin care, hair growth, emollients
	Kuncai Europe B.V., customerservice@kuncaieurope.com, www.kuncai-pigments.com	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	synthetic mica based effect pigments
L	LanEsters GmbH, andrew.kawalec@lanesters.com, www.lanesters.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	Veggilanol range of fully certified Lanolins
	Lanxess Distribution GmbH, michael.bader@lanxess.com, www.purolan.com	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	preservatives
	Lehmann & Voss & Co. KG, cosmetics@Lehvoss.de, www.lehvoss-cosmetics.de	●	●	●	●	●	●	●	●	●	●	●	●	●	○	○	○	○	○	○	innovative, effective and natural ingredients
	Lessonia, info@lessonia.com, www.lessonia.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	exfoliating particles and flowers' petal
	Lipoid Kosmetik AG, info@lipoid-kosmetik.com, www.lipoid-kosmetik.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	natural actives, plant extracts, phospholipids
	Lipotrue, info@lipotrue.com, www.lipotrue.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	most important actives: Munapsys, Col-Frag remastered, Sirtalice
	Lubrizol Advanced Materials Europe BVBA, www.lubrizol.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	solutions for skin care, hair care and bath and shower
A	MC Beauty Science GmbH, customerservice@mcbeauty-science.com, www.mcbeauty-science.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	actives
	Merck KGaA, elena.nunno@merckgroup.com, www.merck4cosmetics.com	●	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	perlescent effect pigment, functional fillers, sunscreens, DHA, active ingredients
	Mibelle Biochemistry, info@mibellebiochemistry.com, www.mibellebiochemistry.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	plant stem cells
	Milliken Europe BVBA, eurochem@milliken.com, www.millikenchemical.com	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	antimicrobial, carpet cleaning agents
	Mosselman SA, info-deutschland@mosselman.be, www.mosselman.be	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	emulsifiers
N	NAOLYS, naolys@naolys.com, www.naolys.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	vegetal species, anti-aging, hydration, brightening...
	Naturamus GmbH, info@naturamus.de, www.naturamus.de	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	organic natural ingredients as vegetable oils, waxes, essential oils + hydrolates
	Naturex SA, a.lavaud@naturex.com, www.naturex.com	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	natural ingredients
	Naturochim SAS, c.coumanne@naturochim.com, www.naturochim.com	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	premium organic butters, specialty oils
	NCD Ingredients GmbH, cosmetics@thencd.eu, www.thencd.eu	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	natural ingredients

	no yes	company, e-mail, website	Actives UV Filter, Self Tanning Agents Colorants, Pigments Fragrances, Aroma Chemicals Thickening agents, texture enhancers Vitamines, Nutraceuticals Liposomes, Delivery Systems Surfactants, Cleaning Agents Preservatives, antimicrob. Substances Hair-Styling ingredients, Polymers, Film-formers Others												
N		Nordmann, Rassmann GmbH, personalcare-de@nordmann.global, www.nordmann.global	●	●	●	●	●	●	○	●	●	●	●	●	application laboratory, ingredients for cosmetics & personal care
		Norevo GmbH, contact.waxes@norevo.de, www.norevo.de	○	○	○	○	●	○	○	○	○	●	○	●	natural waxes, wax/oil dispersions, wax/water emulsions and hydrogenated oils
C		Nouryon, PersonalCare.Marketing@nouryon.com, www.nouryon.com/personalcare	●	○	○	○	●	○	○	●	●	●	●	●	sustainable + efficient polymers, biopolymers + specialty surfactants
		novoclon GmbH, info@novoclon.com, www.novoclon.com	●	●	○	○	○	●	○	○	●	●	○	●	Vytrus
O		oceanBASIS GmbH, twalter@oceanbasis.de, www.oceanbasis.de	●	○	○	○	○	○	○	○	○	○	○	○	algae
		Omya International AG, info.cosmetics@omya.com, www.personalcare.omya.com	○	○	●	○	●	●	●	●	●	●	○	●	pure natural minerals for personal & oral care
P		Oqema AG, david.lupp@oqema.com, www.oqema.com	●	●	○	●	●	○	○	●	●	●	○	●	specialties
		Oriel Marine Extracts, info@orielmarineextracts.com, www.orielmarineextracts.com	●	○	○	○	○	●	○	○	○	○	○	○	magnesium, liquid minerals
P		PHARMORGANA GmbH, info@pharmorgana.de, www.pharmorgana.de	○	○	●	○	○	○	○	○	○	○	○	○	food and cosmetic colourants
		PolyNeo GmbH, info@polyneo.eu, www.polyneo.eu	●	○	○	○	○	●	●	●	●	○	○	○	vegan collagen, encapsulation-systems, organic certified ingredients
P		Praan Naturals, sales@praannaturals.com, www.praannaturals.com	●	○	○	●	●	●	○	○	●	○	○	○	naturals
		Premium Organic GmbH, office@premium-organic.com, www.premium-organic.com	●	○	○	○	○	●	○	○	○	○	○	●	Alpin Heilmoor Extract
P		Protameen Chemicals Inc., protameenj@ao.com, www.protameen.com	○	○	○	○	●	○	○	○	●	○	○	○	custom manufacturing
		ProTec Ingredia GmbH, mail@protec-ingredia.de, www.protect-ingredia.de	●	○	○	○	●	○	○	○	○	○	○	○	actives
Q		Provital, S.A.U., marketing@weareprovital.com, www.weareprovital.com	●	○	○	○	○	○	○	○	○	○	○	○	actives
		Qimica San Diego, www.qsd.global	○	○	○	○	○	○	○	○	○	○	○	○	
R		RAHN AG, cosmetics@rahn-group.com, www.rahn-group.com	●	○	○	○	●	○	○	●	●	○	○	○	
		Regeron Inc., info@regeron.com, www.regeron.com	●	○	○	○	○	○	○	○	○	○	○	○	awakening skin stem cells
S		ROELMI HPC, stefania.zanzottera@roelmihpc.com, www.roelmihpc.com	●	○	○	○	●	●	○	○	●	○	○	○	sustainability
		Sabinsa Europe GmbH, www.sabinsa-europe.com	●	○	○	●	○	○	○	○	○	○	○	○	formulation development, patentet products
S		Safic-Alcan Deutschland GmbH, cosmetic@safic-alcan.de, www.safic-alcan.com	●	●	●	●	●	○	○	●	●	●	●	●	innovative solutions
		Santanol Pure Sandalwood, emilie.bell@santanol.com, www.santanol.com	●	○	○	●	○	○	○	○	○	○	○	○	pure + natural sandalwood oil f. ethical + sustainable supply
S		Sasol Wax GmbH, personalcare@de.sasol.com, www.sasolwax.com	●	○	○	○	○	○	○	○	○	○	○	○	synthetic waxes
		Schill + Seilacher GmbH, helga.fiket@schillseilacher.de, www.schillseilacher.de	○	○	○	○	○	○	○	○	○	○	○	○	amino-acid based surfactants, emulsifiers, odour absorbers
S		Sederma, sederma@sederma.de, www.sederma.com	●	○	○	○	○	○	○	○	○	○	○	○	cosmetic actives
		Selco Wirkstoffe Vertriebs GmbH, info@gfn-selco.de, www.gfn-selco.de	●	○	●	○	○	○	○	○	○	○	○	○	actives, natural extracts, peptides, collagen, hyaluronic acid
S		Seppic, germany.seppic@airliquide.com, www.seppic.com	●	○	○	○	○	○	○	○	○	○	○	○	emulsifiers
		Shenzhen JYMed Technology Co., Ltd, june@jymedtech.com, www.jymedtech.com	●	○	○	○	○	○	○	○	○	○	○	○	peptides
S		Sigmund Lindner GmbH, benecke@sigmund-lindner.com, www.sili.eu	○	○	●	○	○	○	○	○	○	○	○	○	biodegradable glitter
		Silab, silab@silab.fr, www.silab.fr	●	○	○	○	○	○	○	○	○	○	○	○	natural active ingredients
S		SLI Chemicals GmbH, thorsten.goergens@slchemicals.com, www.slchemicals.com	●	●	○	○	○	○	○	○	○	○	○	○	starches
		Solabia, contact.cosmetics@solabia.com, www.solabia.com	●	○	○	○	○	○	○	○	○	○	○	○	Fucogel, the S.M.A.R.T. reference
S		Soujanya Colors, sumedhganu@gmail.com, www.soujanya.com	○	●	●	○	○	○	○	○	○	○	○	○	pigment dispersions, largest pigment dispersion plant in Asia



	no	yes	company, e-mail, website	Actives	UV Filter	Colorants	Fragrances	Thickening agents	Vitamins	Liposomes	Surfactants	Preservatives	Hair Styling	Ingredients	Others
				Self-tanning Agents	Pigments	Aroma Chemicals	texture enhancers	Nutraceuticals	Delivery Systems	Cleaning Agents	antimicrob.	Polymers	Film-formers		
			Stearinerie Dubois, c.royet@duboisexpert.com, www.stearinerie-dubois.fr												emollient esters
			Stockmeier Chemie GmbH und Co. KG, personalcare@stockmeier.com, www.stockmeier.com												silicones
			Sudarshan Europe B.V., eu@sudarshan.com, www.sudarshan.com												effect pigments, iron oxides, organic pigments
			Symrise AG, Melissa.Lerma@symrise.com, www.symrise.com/de/												modern product protection, UV filters, skin & hair actives, botanical extracts
			Sytheon, marie@sytheonltd.com, www.sytheonltd.com												Bakuchiol
T			Tagra Biotechnologies, emmanuelle@tagra.com, www.tagra.com												microencapsulation (actives, pigments, UV filters, essential oils) and water-soluble technology (biotin, salicylic acid)
			TER Chemicals, kontakt@simon-und-werner.de, www.terchemicals.com												surfactants, function & care ingredients, emulsifiers, actives
			The Innovation Company, sainttrond@theinnovationcompany.fr, www.theinnovationcompany.fr												emollients
U			Unifect Ltd Vege Tech, info@unifect.com, www.unifect.com												botanical extracts, delivery systems
			Univar Solutions, personal.care@univarsolutions.com, www.univarsolutions.com												premier technical application development and support
V			Vantage Leuna GmbH, leuna@vantagegrp.com, www.vantagegrp.com												emollients, stabilizers, mild surfactants, pearling agents
			VAV Lipids Pvt. Ltd., girija@vav.in, vav.in												emulsifiers, skin lipid matrix, micelles, humectants
			Venator formerly Huntsman, www.venatorcorp.com												titanium dioxide
			VMP Chemiekontor GmbH, michael.seimetz@vmp-chemiekontor.de, www.vmp-chemiekontor.de												actives & essential basic ingredients
			Vytrus Biotech, info@vytrus.com, www.vytrus.com												biotech-actives
V			Wacker Chemie AG, infoservices@wacker.com, www.wacker.com												silicones
			WeylChem Performance Products GmbH, consumer.care@weylchem.com, www.weylchem.com/products-personal-care.html												actives, emulsifiers, rheology modifier & preservative booster
			woresan GmbH, sales@woresan.com, www.woresan.com												ferments
			Worlée-Chemie GmbH, shausmann@worlee.de, www.worlee.de												bio-based suspending agent, natural film formers, aloe vera, scrubs
Z			Zschimmer & Schwarz GmbH & Co.KG, care@zschimmer-schwarz.com, www.zschimmer-schwarz.com												natural ingredients

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# INGREDIENTS SUPPLIERS



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ADEKA offers natural Retinal, natural antioxidants and Majime Bio Pre-biotics fermented fruit extracts. Our antioxidant active Halorubin shows aniradical activity, for DNA protection and to fight the effects of blue light. Halorubin is vegan, ecofriendly and is manufactured with biofermentation. Halorubin is COSMOS approved.



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beauty@biesterfeld.com  
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Biesterfeld Spezialchemie is one of the leading international distributors of specialty chemicals. As solution provider we offer:

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info@flavex.com  
www.flavex.com

FLAVEX has been specialized in the production of lipophilic plant extracts using supercritical CO<sub>2</sub> extraction technology for more than 35 years. The private and independent company supplies

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## STOCKMEIER CHEMIE GMBH & CO. KG

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www.stockmeier.com

As a chemical trading firm, our product range includes more than 26,000 standard and specialty chemical products. The distribution of chemicals has been an important element of our business since the beginning. Over the past several years, we have been steadily expanding our business in specialty chemicals, and have become an established name on the market. With reliable quality and customized advice, we deliver tailor-made solutions for our customers. An expert team of application technicians and tradespeople is always ready to help.



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www.vmp-chemiekontor.de

Der Fokus unseres Portfolios liegt auf innovativen & natürlich zertifizierten Produkten sowie auf unseren „Essential Cosmetics Actives“, bestehend aus bewährten Feuchtigkeitsspendern, Antioxidantien und effektiven Anti-Aging-Produkten, die in kosmetischen Formulierungen nahezu unersetzlich sind.



CutiFine CLR™ is the first active ingredient which addresses all cell biological processes, which contribute to skin pores becoming more conspicuous. Discover at: [www.clr-berlin.com](http://www.clr-berlin.com)



# FORGET CONSPICUOUS PORES

Join the PoreVolution™ with CutiFine CLR™ – the all-in-one skin refiner

**A** growing number of consumers is concerned about irregular skin texture and visible pores. Skin which has refined structure and even complexion is a much sought-after trait which is not easy to obtain. Most people associate enlarged visible skin pores with oily and combination skin, but also with age skin pores become more visible, making them also the latest anti-aging skincare goal for consumers and brands alike.

There are many reasons why skin pores become more conspicuous. One obvious and patently true reason is their size. But there is yet another important and until now mostly overlooked feature of pores which makes them more visible: the contrast between the color of the pores and the surrounding skin.

Color contrast related to pores can originate from different biological processes with different outcomes such as skin shine, inflamed pores, dark pores and glycation, but can all be of significance when providing a solution to the problem of conspicuous pores. A smart and goal-oriented active ingredient should address all involved cell biological processes and provide a sustainable solution.

## WE THINK IT'S TIME FOR A POREVOLUTION!

CutiFine CLR™ is the first ingredient which addresses all cell biological processes, which contribute to skin pores becoming more conspicuous. In clinical studies, with the AEVA HE technology, it was shown that the number of detectable pores, their surface area, circumference and volume

were clearly reduced. The effectiveness of CutiFine CLR™ could also be confirmed by the volunteers who took part. After only 28 days, more than 80% of the volunteers reported a reduction of conspicuous pores.

CutiFine CLR™ is based on a synergistic combination of two potent natural extracts. Vaccaria Segetalis has a long tradition in TCM while the pulp of baobab fruit is rooted in centuries of routines in Africa.



**CLR Chemisches Laboratorium**  
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Sperenberger Str. 3  
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Germany  
[www.clr-berlin.com](http://www.clr-berlin.com)



# CHINA

PART TWO

## COSMETIC REGULATIONS IN CHINA



photo: 220 Selfmade Studio/Shutterstock.com





With the implementation of Cosmetic Supervision Administration Regulation (CSAR) since 1<sup>st</sup> January 2021, the Chinese cosmetic market has begun a new epoch. In the following second part, Rong Mei Hui-Drobnik, specialist for Chinese cosmetic regulations, gives an update on the new developments.

**T**he Inspection Points and Evaluation Guidelines entered into force from 1<sup>st</sup> December 2022. It shows the control of quality management in China is getting stricter. An inspection on-site happens not only in China but also abroad. There were only few inspections abroad in the last three years because of pandemic. We estimate the inspection on-site out of China will be more frequent in the future.

In accordance with the CSAR and the “Measures for Supervision and Administration of Cosmetic’s Production and Operation”, NMPA has formulated the Inspection Points and Evaluation Guidelines for Cosmetics Production Quality Management Standards.

There are two types of inspections according to the type of production:

1. The notifier or registrant is the manufacturer at the same time. The inspection points have 81 items totally, of which 29 are key items and 52 are general items.
2. The notifier or registrant has an entrusted manufacturer. A total of 24 items are inspected, including 9 key items and 15 general items.

We take several important inspection points from the production of entrusted manufacturer and have a look.

#### **Article 55 of Cosmetic Production Quality Management Standards**

The commissioning party (the notifier or registrant) shall establish and implement a product release management system, on the basis of the completion of the factory release of the entrusted production enterprise, to ensure that the product has passed the inspection, the relevant production and quality activity records have been audited and approved before releasing and placing on the market.

#### **Checking Point 13**

1. Whether the notifier or registrant has established and implemented a product release management system.
2. Before a product is released to the market, does the notifier or registrant ensure that the product is inspected

and passed the inspection items, including at least the manufacturer inspection items; does the notifier or registrant ensure that the relevant production and quality activity records are reviewed and approved by the respective head of QS.

## **Article 56 of Cosmetic Production Quality Management Standards**

The commissioning party should establish and implement a sample retention management system.

### **Checking Point 16**

1. Whether the notifier or registrant has set up a special area for retention of samples; whether the storage conditions conform to the relevant regulations and the requirements stated on the labels.
2. Whether the notifier or registrant has retained samples of finished products which are placed on the market batch by batch in accordance with the regulations; whether the quantity of samples retained and the packaging conform to the regulations; whether the retention period is not less than 6 months after the expiry of the product use period.
3. Whether the notifier or registrant keeps records of the retained samples as required and whether the quality of the retained samples is recorded within the expiry date.
4. Whether the notifier or registrant regularly observes the retained samples in accordance with the sample retention management system; whether the notifier or registrant promptly analyses the causes when the retained products are found to have deteriorated within the expiry date and recalls the cosmetics with the same batch no. that have been put on sale, so as to eliminate safety risks on its own initiative.

## **Article 58 of Cosmetic Production Quality Management Standards**

The notifier, registrant, and entrusted manufacturer of cosmetics shall establish and implement a product sales record system, and ensure that the sales records and shipping documents of the products sold are consistent with the actual goods.

The product sales record shall include at least the product name, number of special cosmetic registration certificate or general cosmetic notification, expiry date, net content,

quantity, sales date, price, as well as the purchaser's name, address, and contact information.

### **Checking Point 19**

1. Whether the notifier or registrant has established and implemented a product sales record system
2. Whether the product sales records include the product name, registration certificate number of special cosmetic or notification number of general cosmetic, expiry date, net content, quantity, date of sale, sales price, and the name, address and contact details of the purchaser
3. Whether the delivery documents and sales records of the products sold are consistent with the actual products.

## **NATIONAL COSMETIC ADVERSE REACTION MONITORING PLATFORM**

National cosmetic adverse reaction monitoring platform is online from 1<sup>st</sup> October 2022. The official website is <https://caers.adrs.org.cn/adrcos/>.

Cosmetics notifier or registrant, entrusted manufacturer, cosmetics operator, medical institution in the discovery or knowledge of adverse reactions of cosmetics, should report the reverse reaction through the national cosmetic adverse reaction monitoring system. Cosmetic operators and medical institutions who are not available to report online should report to the local competent authority via paper statements, which will submit the reports online on their behalf.

Other companies and individuals can report cosmetic adverse reactions to the cosmetic notifier or registrant, the responsible person, or to the local competent authorities as well.

## **THE ELECTRONIC REGISTRATION CERTIFICATE FOR COSMETICS**

From 1<sup>st</sup> October 2022, electronic registration certificate was issued in accordance with the "Administrative Measures for Registration and Notification of Cosmetics" for special cosmetics, new cosmetic ingredients and special cosmetics that have been approved for change or renewal of registration certificates. Previously issued paper registration certificate will continue to be valid until expiry date. Notification number has also replaced paper certificate for notification of general cosmetics.

## **THE OPTIMISATION OF TESTING MANAGEMENT FOR GENERAL COSMETICS NOTIFICATION**

Cosmetics applying for notification or registration in China should be tested for chemistry, physics and microbiology in designated labs.

China NMPA issued a notice, further optimising the management measures for the notification testing of general cosmetics in January 2023.

“

**The relevant production and quality activity records have been audited and approved before releasing**



If the cosmetics are low risk general cosmetics, the Chinese notifiers or entrusted manufacturers have production license for cosmetics and qualified personnel as well, own the related and appropriate equipment and devices for testing, then they are allowed to conduct the above-mentioned tests in accordance with the “Code of Practice for Registration and Notification Inspection of Cosmetics” and submit the test reports as part of notification dossiers. However, this notice applies to Chinese notifiers or entrusted manufacturers only.

## CHINA'S FIRST CLEAN BEAUTY STANDARD RELEASED

In July of 2022, the Guangdong Cosmetic Association released the first clean beauty standard – “Clean Beauty Code”. It defines 6 criteria of clean beauty including raw material, formulation, production, packaging and recycle.

“Technical definition and calculation guide for natural ingredients in cosmetic products” was published by Shanghai Household Chemicals Association in May 2022.

From 2021 the most popular cross-border e-commerce platform Tmall has set up a special section for clean beauty cosmetics. At the beginning, among over 70 brands, all were from abroad. However, more Chinese brands have

## “Including raw material, formulation, production, packaging and recycle

now claimed their cosmetics as clean beauty. For the Chinese consumers, few of them know the difference between certified natural cosmetics, natural inspired cosmetics, vegan cosmetics and clean beauty cosmetics, etc. It might be a big chance for natural cosmetic brands in Europe which want to enter the Chinese cosmetic market.



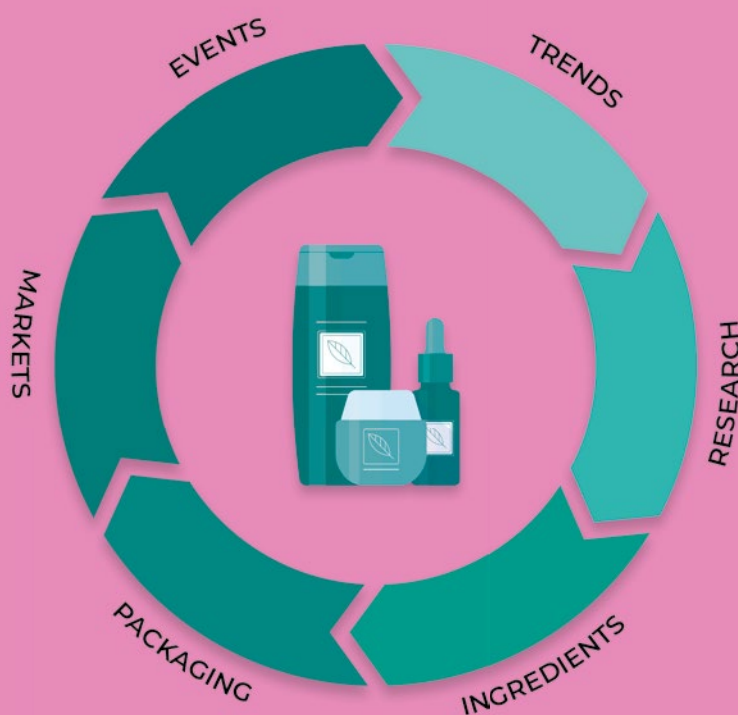
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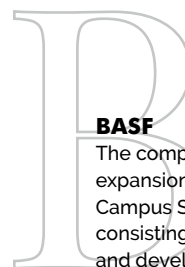
We cover the full supply chain – trends, ingredients, production, sales – read more in COSSMA!





## BEIERSDORF

The company pursues a strategic approach to promoting innovation culture. In this context, there is an important milestone for the company as of 1 July: the founding of a Joint Innovation Lab with the German Cancer Research Centre (DKFZ). The motto of the scientists working together at Beiersdorf and the DKFZ is: "Rejuvenate skin - prevent skin cancer!" The researchers are taking a close look at the "epigenetic clock" of the skin cells to minimize the risk of skin cancer. [www.beiersdorf.de](http://www.beiersdorf.de)



## BASF

The company is inaugurating the expansion of its Innovation Campus Shanghai, China, consisting of two new research and development (R&D) buildings. The company has invested a total of €280 million since 2012 to its Innovation Campus Shanghai, thus enhancing its innovation capabilities and better support its customers in China and across

## CONSTANTIA FLEXIBLES

The company is pleased to announce the successful completion of its acquisition of Drukpol Flexo, a renowned packaging company based in Poland. Drukpol Flexo, known for its exceptional printing and converting capabilities, has built a strong reputation for delivering high-quality packaging solutions in the food and HPC markets for local and international customers. The acquisition of the company by Constantia Flexibles strengthens both companies' global reach and more sustainable product portfolio by investing in the growth of the European flexo printing platform. [www.cflex.com](http://www.cflex.com)



Asia. The Innovation Campus Shanghai, which opened in 2012, is BASF's largest R&D site in Asia. It has completed two expansions in 2015 and 2019, enhancing its role as an innovation powerhouse for BASF and its partners in the region. [www.basf.com](http://www.basf.com)



## NOBILIS

With immediate effect, Nobilis Group GmbH will take over the exclusive distribution partnership for the fragrances of the Brunello Cucinelli brand. Brunello Cucinelli once again complements the Nobilis portfolio with a renowned brand from and fashion sector from the house of Euroitalia. [www.nobilis-group.com](http://www.nobilis-group.com)



## EVONIK

Evonik has acquired Novachem, an Argentinian sustainable cosmetic actives innovator. Novachem offers a strong, innovative portfolio of biotechnological, natural and sustainable cosmetic active ingredients with scientifically proven claims that will boost Evonik's portfolio of System Solutions. The company is based in Buenos Aires in Argentina and has 20 employees. Signing and closing took place on 30<sup>th</sup> June 2023, subject to official approval by the authorities. [www.evonik.com](http://www.evonik.com)

# 2023/24

## FAIRS, CONFERENCES AND SEMINARS

### BEAUTY FORUM & HAIR WARSAW

9–10 September 2023  
Warsaw, Poland  
[www.health-and-beauty.com](http://www.health-and-beauty.com)

### IN-COSMETICS LATIN AMERICA

27–28 September 2023  
São Paulo, Brazil  
[www.in-cosmetics.com](http://www.in-cosmetics.com)

### BEAUTYEXPO MALAYSIA

27–30 September 2023  
Kuala Lumpur, Malaysia  
[www.beautyexpo.com](http://www.beautyexpo.com)

### FORUM DE L'ESTHÉTIQUE ET DU SPA

8–9 October 2023  
Paris, France  
[www.beauty-forum.fr](http://www.beauty-forum.fr)

### WHITE LABEL WORLD EXPO EUROPE

11–12 October 2023  
Frankfurt, Germany  
[www.whitelabelworldexpo.de](http://www.whitelabelworldexpo.de)

### COSMOBEAUTÉ INDONESIA

12–14 October 2023  
Jakarta, Indonesia  
[www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)

### SEPAWA CONGRESS

25–27 October 2023  
Berlin, Germany  
[www.sepawa-congress.com](http://www.sepawa-congress.com)

### BEAUTY FORUM BUDAPEST

27–28 October 2023  
Budapest, Hungary  
[www.health-and-beauty.com](http://www.health-and-beauty.com)

### BEAUTY FORUM MUNICH

28–29 October 2023  
Munich, Germany  
[www.health-and-beauty.com](http://www.health-and-beauty.com)

### IN-COSMETICS ASIA

7–9 November 2023  
Bangkok, Thailand  
[www.in-cosmetics.com](http://www.in-cosmetics.com)

### COSMOPROF ASIA

14–18 November 2023  
Hong Kong, China  
[www.cosmoprof.com](http://www.cosmoprof.com)





# 20<sup>TH</sup> ANNIVERSARY EXHIBITION

Cosmoprof North America will host its highly anticipated 20<sup>th</sup> edition at the Las Vegas Convention Center (LVCC) in Las Vegas, NV, from 11<sup>th</sup> to 13<sup>th</sup> July. It will offer special products and innovations, focus on trends and give a glimpse into the future of the beauty market including every participant of the supply chain.

**A**s the premier platform for new beauty brands, supply chain innovations, and product launches setting industry trends, Cosmoprof North America celebrates two decades of excellence. The event has established a reputation for connecting brands with top retailers, distributors, suppliers, and media professionals. In 2023, the beauty industry continues to thrive, attracting 44 % of first-time attendees to Cosmoprof North America, eager to expand their business networks and explore collaboration opportunities.

The beauty business has never been bigger and better, and Cosmoprof North America stands at the heart of this dynamic industry. It is undeniably the place to be. The 20<sup>th</sup>

edition will return to a one-hall format (the West Hall in LVCC) to ease navigation between different product sectors.

Cosmoprof will feature finished products for retail in the following categories: Hair Care, Skin Care & Makeup, and Nails in addition to Country Pavilions and special areas, including Discover Beauty, Discover Beauty Spotlights, Discover Black-Owned Beauty, Discover Green, and The Beauty Vanities.

Cosmopack, the only event that features solutions for the entire beauty supply chain, will include raw materials and ingredients, private label and contract manufacturing, primary and secondary packaging, machinery, and other solutions.

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11<sup>th</sup> to 13<sup>th</sup> July 2023  
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photo: Cosmoprof North America



## ATTENDEES CAN LOOK FORWARD TO SEVERAL EVENT HIGHLIGHTS, INCLUDING:

### Education and Trends:

CosmoTalks features a series of seminars and panels on various topics in the beauty industry.

Highlights include a state of the business presentation by Circana's Larissa Jensen and the "Disrupted Beauty Retail Part 1" panel featuring beauty retailers and disruptors SpaceNK, Thirteen Lune, and CVS Health and moderated by WSL Strategic Retail's Wendy Liebmann.

Entrepreneur Academy focuses on workshops that center on product creation, marketing strategies, and winning approaches for budding beauty entrepreneurs, while Cosmopack Education offers complimentary sessions exclusively on the beauty supply chain.

### Press, Influencers, Social Media, and Marketing:

Free for attendees and exhibitors alike is the CosmoTalks panel "The Evolution of Influencer Marketing on Social." The discussion, moderated by CEW's Andrea Nagel, features prominent influencers such as Jasmine Nguyen (@jasmineNguyen), Ian Michael Crumm (@ianmcrumm), and Monica Ravichandran (@monicas\_makeuptips). They will share valuable insights on successful marketing strategies across multiple platforms, helping brands build awareness and achieve next-level success.

### The Cosmoprof North America Anniversary Soiree:

The Soiree, hosted on the first day of the event, will celebrate two decades of bringing the beauty industry together and will feature a presentation of the Cosmoprof North America & Cosmopack North America Awards winners.

For the first time, this year's winners, along with all global Awards winners, will be presented and displayed at Cosmoprof Bologna in March 2024.

### CosmoTrends:

Also, in strategic partnership with BEAUTYSTREAMS is CosmoTrends, which highlights the latest trends and cutting-edge innovations in the beauty market and will be supported through a CosmoTalks session and an onsite installation.

## RETURNING PARTNERSHIP WITH CITY OF HOPE

Cosmoprof North America is delighted to announce the return of its partnership with City of Hope, one of the country's top ten comprehensive cancer centers, ranked by U.S. News and World Reports.

City of Hope will co-locate its renowned Beauty Industry Spirit of Life Celebration with Cosmoprof North America, kicking off the biggest week in beauty at Resort's World on July 10<sup>th</sup>.

The event will honor long-time Cosmoprof North America partner, Dr. Farouk Shami, Chairman & Founder of Farouk Systems, inc..



Cosmoprof will feature finished products for retail in the following categories: Hair Care, Skin Care & Makeup, and Nails.

This years exhibition is the 20<sup>th</sup> installment of Cosmoprof North America.



# SUPPLIERS' GUIDE

On the following pages you will find a selection of suppliers to the cosmetic industry. The listing is in alphabetical order based on the section headings.

You can also find a full overview, with a search function, at [www.cossma.com/guide](http://www.cossma.com/guide)

Should your company be listed here?

Send an e-mail to [dorothea.michaelis@health-and-beauty.com](mailto:dorothea.michaelis@health-and-beauty.com)

We will be glad to send you details of terms and prices.



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COSMETICS, TRENDS, TECHNOLOGY

Book your 4 colour layout entry in COSSMA's Suppliers' Guide (see following pages) under the heading of your choice (40 x 43 mm, CMYK). This is available for just € 160 net per month (minimum entry period: 6 months). Check the available headings in the list to the right.

Alternatively: You will get your company logo in your Premium Suppliers Entry for just € 80 net per month (minimum entry period: 6 months). For details, check page 67 of this print issue.

By booking one of these entries, you will automatically be included with your basic free entry in the relevant COSSMA-market survey "Process & laboratory technology" (COSSMA 5), "Ingredients" (COSSMA 7-8), "Packaging" (COSSMA 11) or "Services" (COSSMA 12).

Your non-layouted entry in this COSSMA's Suppliers' Guide, consisting of your company name and your website URL is also **free of charge** to you. To book, please send your data via e-mail directly to [beate.bantzhauff@health-and-beauty.com](mailto:beate.bantzhauff@health-and-beauty.com)

Keep in mind: We can only publish your free entry in COSSMA's market survey as well as the non-layouted text entry in COSSMA Suppliers' Guide if we have your written permission to do so!

### Heading

Actives	Ingredients for Hair Styling
Aerosol Mixing Balls	Labels, Sleeves, Coding
Aerosol Packaging	Laboratory Equipment
Aluminium Seal Closures	Lanolin (Adeps Lanae)
Applicators	Lip Balm Full Service
Biodegradable Glitter	Measurement + Control
Business Consultants	Mixing + Homogenizing
Cardboard + Paper	Nutraceuticals
Carrier + Delivery Systems	Packaging
Closures, Pumps, Dispensers	Packaging Machines
Colour Consulting	Pigments + Colourants
Consultants	Plastic, Foils, Laminate
Contract Filling	Process Technology
Contract Manufacturing	Promotional Items
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Filling + Crimping Machines	Thickeners, Rheology Modifiers
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# INDEX

## ADVERTISERS' INDEX

### BAV INSTITUT FÜR HYGIENE UND QUALITÄTSSICHERUNG GMBH

[www.bav-institut.de](http://www.bav-institut.de) p 30

### BB MED. PRODUCT GMBH

[www.bb-kalkar.de](http://www.bb-kalkar.de) p 35

### CLR CHEMISCHES LABORATORIUM DR. KURT RICHTER GMBH

[www.clr-berlin.com](http://www.clr-berlin.com) p 53

### HEALTH AND BEAUTY GERMANY GMBH

[www.cossma.com/shop](http://www.cossma.com/shop) p 57  
[www.cossma.com](http://www.cossma.com) p 65

### KHK GMBH

[www.lipcare.de](http://www.lipcare.de) p 23

### MC BEAUTY SCIENCE GMBH

[www.mcbeauty-science.com](http://www.mcbeauty-science.com) p 19

### SEPAWA

[www.sepawa-congress.com](http://www.sepawa-congress.com) p 2

### SEPPIC SA

[www.seppic.com](http://www.seppic.com) p 68

### UNICOM INTERNATIONAL

[www.unicompackaging.eu](http://www.unicompackaging.eu) p 45

### VIROSPACK EXPORT S.L.U.

[www.virospack.com](http://www.virospack.com) p 41

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*Spotlight:*

## REDUCING (PACKAGING) WEIGHT

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