JUNE 2023

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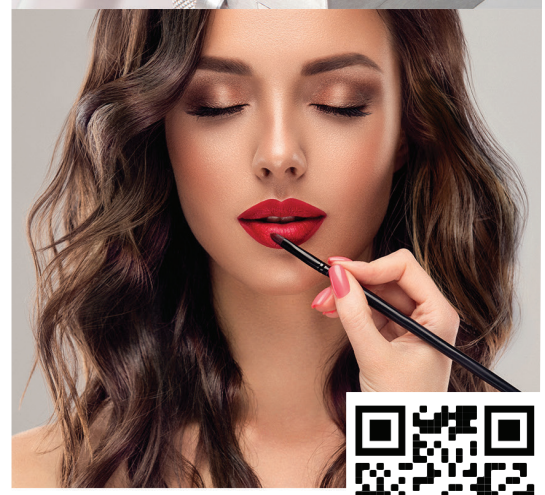
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BeautyGPT



This month's cover photo was created by generative AI.

November 30, 2022. That day, the ChatGPT prototype launched to the public, allowing casual users to plug absurd combinations of textual requests into a simple interface to generate astonishingly nimble (if not always accurate) results. Want a vegetarian menu in the style of an Eminem verse? How about a wedding announcement in the vein of Emily Dickinson? Done and done. Just six months later, we've already got "Fake Drake" AI songs popping up on Spotify.

More than a year earlier, January 5, 2021, DALL-E did something similar for AI-generated imagery, leading to all sorts of horrifying, hilarious and misleading content flooding social media feeds. Not to mention hordes of aggrieved human artists.

Yes, AI has been percolating in the beauty sphere for several years now. Suppliers and brands have leveraged AI and machine learning to invent virtual team members, launch AI-powered "smart" perfumes, assist perfumers in the formulation process, enhance demand forecasting and inventory optimization, create personalized consumer experiences such as tone-perfect foundations or lipsticks, analyze skin and advise shoppers, extrapolate clinical results to visualize long-term effects of product usage, and much more.

But generative AI platforms have made usage of this powerful technology easy and relatively cheap. Looking ahead, these tools could disrupt the ways in which marketing, product development, business planning, consumer engagement and more are handled.

No one can say for certain what that will mean for the future of the industry. I've heard generative AI compared to the invention of electricity or the internet, technologies for which the ramifications took years to manifest. I suspect AI will not take quite so long to make its impacts felt.

Given this velocity, I can only predict that this column will be outdated by the time I type the final word, much less by the time you, the reader, reads it. But that's what makes this moment so anxious and thrilling all at once. No one can say what's next. But whatever it is, it will be different in ways we likely cannot fully imagine.

This comes with risk, but also with immense possibility. We'll be here to track it all.





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FRUSTRATION!

COMMUNICATION CHALLENGES FOR BEAUTY BRAND OWNERS & PRODUCT DEVELOPERS WITH FACTORIES

When embarking on new product development, brands often face questions from factories like, "What exactly do you want? How many do you need? Can you give us more details?" or "I need to know exactly what ingredient you want." It's frustrating, especially when you don't have all the answers yet. Brands need more than just a factory that produces products; they need a partner who understands their vision and helps them stand out in the fiercely competitive market.

Enter XJ BEAUTY, a game-changing beauty manufacturing company that goes above and beyond to provide comprehensive turnkey solutions for brands looking to make their mark. With 15 years of experience, XJ BEAUTY's approach is refreshingly innovative: their expert team works hand-in-hand with brands to understand their market positioning and develop standout products with unique selling stories.

With XJ BEAUTY, you won't get those frustrating questions. Instead, you'll hear, "Ah, we have a great idea! What do you think of this or that?" or "We think this story about your product will truly help sales. What do you think if we create a video like this? It's a great way to demonstrate the product's benefits, and it might go viral on TikTok!"

Imagine having a dedicated team that not only helps you create exceptional beauty products but also supports you in brainstorming product marketing strategies and even social media campaigns. XJ BEAUTY does exactly that, ensuring your brand is primed for success in today's competitive landscape.

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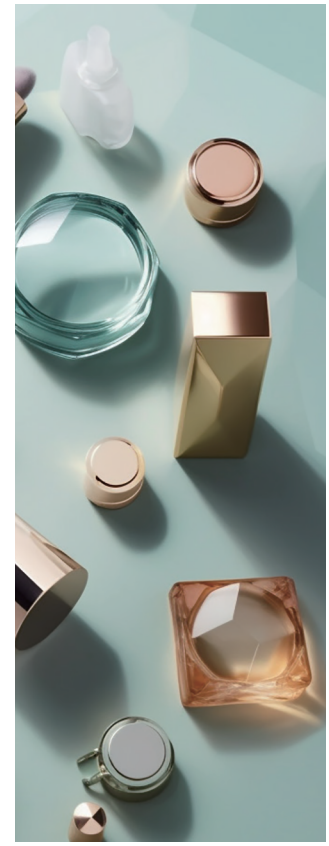
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MORE THAN JUST A FACTORY





INSIDER INSIGHTS:
Packaging & Skin Care Ingredient Trends

Sustainable packaging is matched with ingredients that target skin sensitivity.



Featured insiders…

- CrossChem Limited
- Epopack
- Lombardi

There is an increasing desire for skin care ingredients that do not cause irritation.

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Global Cosmetic Industry spoke with beauty insiders to highlight recent skin care and packaging trends, as well as launches in these spaces. ■

SUSTAINABILITY IS AT THE FOREFRONT OF BEAUTY PACKAGING

Amber MacDonald, customer success specialist at Epopack, says, "Trends are always pulling the beauty packaging space in different directions. The most notable trends we see are always sustainability and accessibility. With our new launches, Epopack is trying to combat these issues and bring new options to the market for everyone."

MacDonald continues, "In this industry trends come and go, but what always stays consistent is wanting products made faster and more efficiently, while still maintaining the high quality. With a wish list like that it's hard for some manufacturers to keep up. We are happy to have found a solution that makes premium packaging available quicker without compromising on quality, and makes buying premium packaging more accessible to smaller brands or start ups, as this program also has no MOQ. Welcome Epopack's new spring 2023 'Ready-to-Go' sets. These two starting sets contain eight different items, covering a range of styles and functions. Another ever popular trend is sustainability. At Epopack in 2023 we are trying to bring more sustainable and premium options to the market, and have them available to everyone, not just the bigger players. In previous years PCR has always been associated with cloudiness and small imperfections which would turn people away from choosing a more sustainable option. Epopack is now able to offer PCR that has the same properties as new material. Forget the limitations of the past and welcome more options for everyone when it comes to PCR."

Jack Albanese, new business development, Lombardi, says, "Sustainable resins are a highly desirable trend in the beauty packaging space. A main discussion point is what resins are recyclable, recycled, or both. Lombardi has created a line of mono-material components for our stock line. Our mono PP airless range and single stream PET deodorant stick fall within this category. Having become ISCC+ certified, Lombardi is also utilizing chemically renewed resins in our custom parts. Our PET fragrance and jar caps are the best illustration of this."

Albanese continues, "In the past six months, Lombardi has launched a single stream deodorant stick, made domestically with 80% renewable energy, and is available in both chemically and mechanically recycled PET. In addition to this, Lombardi is offering PET jars with 30% PCR content, complimenting our ocean bound PET custom caps." ■



Epopack's Ready-to-Go sets feature eight items that serve various functions.

TRENDING: SKIN CARE INGREDIENTS THAT REDUCE IRRITATION

Jeff Weeks, CEO CrossChem Limited, says, "The market is seeking smarter delivery systems and technologies to achieve maximal cellular turnover with minimal irritation. As anti-aging technologies continue to emerge, skin sensitivity has increased. This is of particular concern for women according to a study published in the Journal of Dermatological Science indicating that women on average have a 0.25 increased skin pH when compared to men. The higher skin pH can lead to stronger reactions and uncomfortable skin sensitivities for some using traditional exfoliation chemistries."

Weeks continues, "GlySmart is an amino-glycolic acid amphoteric complex utilizing a unique di-pole bond that controls free acid release onto the surface of the skin reducing irritation. Studies have demonstrated that the amino-glycolic acid complex is as effective as glycolic acid alone in spurring skin replenishment." ■

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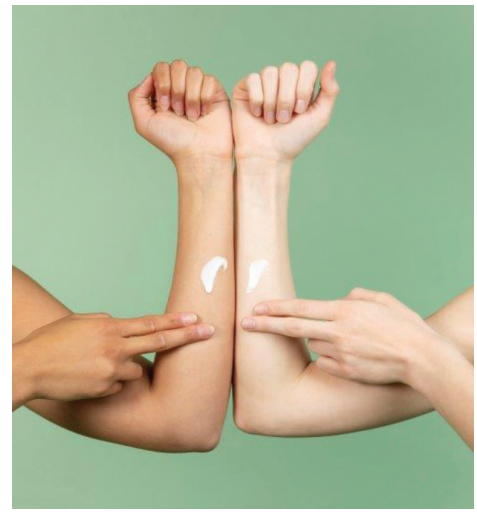


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Oleon focuses on ingredient development using enzymatic esterification. It recently launched Radia 7199ACT, a texture enhancer and emollient, and the fatty ester Jolee 7749ACT for skin and hair. ACT ingredients offer energy savings and a 60% reduction in waste products coupled with reduced greenhouse process safety gas emissions of 25%.



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Univar Solutions

Univar Solutions Discusses Genderless Beauty

How inclusive beauty presents opportunities for brands, formulators and innovation.

Genderless, unisex, gender-neutral, inclusive beauty, beauty for all, are all popular descriptions in today's product marketing. But what does this really mean for the future of inclusivity within beauty? Genderless does not equal erasing gender; it's about opening the conversation and welcoming ALL who wish to participate. There needs to be a focus on inclusion overall. If you think about beauty products, ***efficacy has no gender***, it's all about product performance and associating benefits with a consumer need. In such, we need to start changing the dialogue of our conversations to reflect more inclusivity within beauty.



The beauty industry is just starting to change and shift towards a consumer driven universal approach to defining products, categories, how we market, who we market to, and everything else that previously had a rigid gender-bound approach.

The beauty industry is just starting to change and shift towards a consumer driven universal approach to defining products, categories, how we market, who we market to, and everything else that previously had a rigid gender-bound approach. According to an NPD iGen Beauty Consumer Report, 40% of adults ages 18-22 show interest in gender neutral beauty products. Thanks to Gen Z, genderless beauty is shifting gears, moving towards gender freedom, a larger movement focused on authenticity and fluid identities. Euromonitor reports that they see ***beauty as a means to express one's true self*** (as opposed to achieving industrialized perfection), and all iterations of the TRUE SELF are acceptable. Brands should consider a new approach, hyper-personalization as a way to really connect and understand the new generation of consumers that are demanding more targeted products.

Over the past ten years, Americans have spent more than $500bn on beauty products. By 2024, the Chinese are expected to splurge more than $100bn a year according to The Economist. The beauty landscape continues to rapidly change, with more digitally native, indie startup brands launching specialized, niche product ranges. It's essential to have the right strategy and marketing in place to reach your target audience. Engagements with content mentioning non-binary, transgender, and gender-fluid beauty terms have increased by over 50% and with more than one third of Gen Zers saying they personally know someone who identifies with gender-neutral pronouns.

People like to feel pretty, ***PERIOD***, and however you translate 'pretty' is up to you. The new generations (Gen Z and Gen Alpha), helped by the development of social media and some demographic changes are redefining the rules of society in the name of new values. The days of "For Her and For Him" are over. Everyone deserves representation and the future of beauty lies in diversity. ***Gender is not a skin type***, and the reverse, genderless isn't one either. Formulators



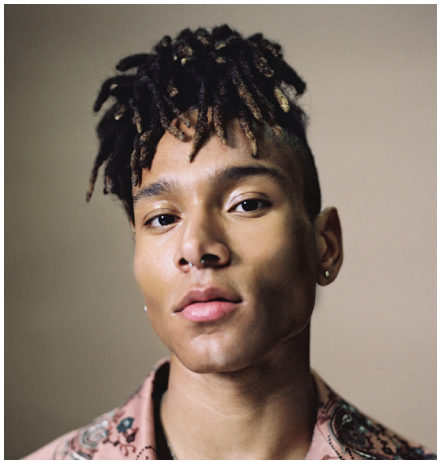
Brands must embody inclusivity—not because it's trendy, but because it's necessary and champions the new era of beauty—skin care for eczema, thin hair, grey hair, etc. shouldn't be considered atypical or abnormal, it's just a specific need to address.



Formulators should focus on creating products that solve a problem, respond to a need, spark joy and that works for all humans.

should focus on creating products that solve a problem, respond to a need, spark joy and that works for all humans. The future is about efficacy, smart packaging that is functional for those with disabilities, ingredient transparency and safety.

Brands must embody inclusivity—not because it's trendy, but because it's necessary and champions the new era of beauty—skin care for eczema, thin hair, grey hair, etc. shouldn't be considered atypical or abnormal, it's just a specific need to address. The language used to describe these products needs an overhaul for inclusivity. A shopper shouldn't feel that they are an exception, just because they need a more tailored skin care solution. Hair care brands, barbers, and salons are also joining the inclusive beauty movement, shifting towards more inclusive grooming products when it comes to salon services. Accessibility and products that reflect a lifestyle rather than a gender is the way forward.



Hair care brands, barbers and salons are joining the inclusive beauty movement, shifting towards more inclusive grooming products when it comes to salon services.

The hair and grooming category is a prime space for innovation. And since 2017 when Rihanna's Fenty Beauty broke records with a 40-shade foundation line, make-up has been a go-to category for inclusive examples, although inclusive in North America is very diversity & inclusion oriented whilst in EMEA it's more focused on corporate social responsibility (CSR), both are important in the holistic approach to inclusive beauty. Inclusivity efforts should be genuine and authentic, resonating with customers. From the start, Fenty Beauty lived inclusivity principles of all genders, shapes, skin tones, and involved the community in the development/improvement of the products. Brands looking to revamp their approach should note that inclusivity starts at the beginning—the choice of ingredients (vegan, halal, upcycled etc.) and the marketing/language and product positioning for the target consumer.

Consumers increasingly have an appetite and experimental attitude towards beauty. Univar Solutions' global Solution Centers formulated inspirational prototypes aimed to help our customers on their inclusivity journey. Our marketing campaign, No Boundaries, breaks down barriers and proposes formulas for ALL beauty lovers. Beauty knows no boundaries and these formula textures, colors and benefits are perfect for anyone looking to upgrade their beauty wardrobe. Be inspired and check out our campaign for interesting prototypes, unique textures and exciting marketing concepts that connect with inclusive beauty for all. ■

Learn more at: *www.univarsolutions.com/genderless-beauty*



The efficacy of Provital's Altheostem was assessed via AI, showing that users of the technology decreased their perceived visible age by more than three years.

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AGE-HACKING BEAUTY

Emerging anti-aging ingredients bring new claims & functionality, from filler alternatives to senescent-targeting technology.

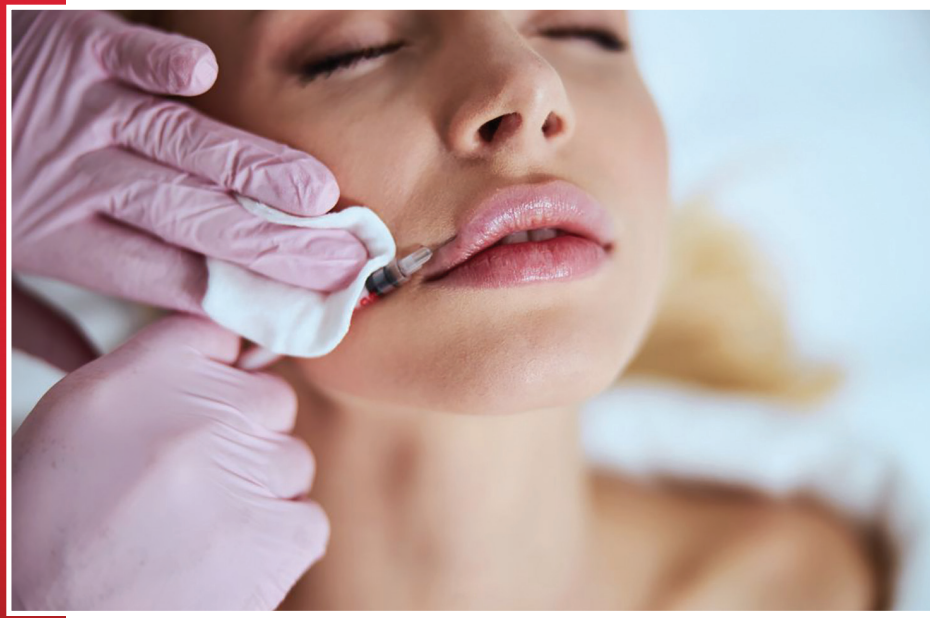
Based on the latest launches in the age-targeted sector of beauty, formulations and products are about to become more sustainable and will feature new claims and methods of function. Here, we round up a small sampling of the latest technologies that will drive future product innovation.

Filler Alternatives

Biomimetic Filler

The North American dermal filler market[a] alone is forecast to be worth $3.35 billion by 2027. However, concerns over side effects and invasive procedures are opening opportunities for topical solutions.

[a]www.marketdataforecast.com/market-reports/dermal-fillers-market



The North American dermal filler market alone is forecast to be worth $3.35 billion by 2027. However, concerns over side effects and invasive procedures are opening opportunities for topical solutions.

For instance, Bicosome's Bicosome FS (Filling-Up System) is a biomimetic filler of the inter-corneocyte spaces, working as a repairing agent of skin and lips areas. It also reportedly improves and restores skin barrier function. The technology works by reconstructing the skin lipid organization of the stratum corneum, per Bicosome. It also boosts the biological function of deeper layers, improves elasticity and firmness, and reduces water loss for a period of 7 days. Bicosome FS can be used in applications such as skin care that counteracts aggressors such as pollution and sun exposure, or chemical or physical treatments, like peelings, lasers and some dermatological therapies.

Upcycled Filler

Elsewhere, Hallstar France's Fill Oléoactif (INCI: *Olea europaea* (olive) fruit oil (and) polyglyceryl-4 oleate (and) *Myrtus communis* leaf extract (and) *Olea europaea* (olive) leaf extract) is a natural, liposoluble active ingredient that, at a 1% dose, visibly erases wrinkles for a filler effect. It also modulates genes and proteins of cell defense, stem cells, epidermal regeneration and dermal remodeling. In formulations, the technology reportedly diminishes skin roughness by 22%. The Ecocert ingredient, upcycled from olives and myrtle sourced in France, is rich in phytosides (myricitrin and oleuropein).



Lipotrue's Poptide cyclic peptide improves protein folding in the skin, disrupting the natural daily cycle of wrinkles.

Disrupting the Skin's Wrinkle Cycle

Lipotrue's Poptide vegan, halal cyclic peptide is designed to raise the levels of immunoglobulin binding protein and calreticulin in the skin's endoplasmic reticulum, thereby improving protein folding. Proper protein folding is impaired as people age, leading to increased wrinkles. The new peptide reportedly addresses the daily cycles of wrinkles, which become more pronounced over the course of a day. In fact, Poptide is said to disrupt this cycle by diminishing the appearance of wrinkles throughout the day. After



Givaudan Active Beauty highlighted the power of RetiLife in its conceptual S3D Retinight nighttime oil. In addition to the signature ingredient, a naturally sourced retinol, the formulation comprises soothing BisaboLife, nourishing apricot kernel oil, and Megassane to smooth and brighten the complexion.



Botox-free beauty: Integrity Ingredients' BGT TDP-1 disrupts the binding of acetylcholine to its receptor sites, thereby rapidly mitigating the formation of fine lines and wrinkles by keeping facial muscles in a relaxed state.

28 days, the technology reportedly reduced overall wrinkle depth by 10%.

Lipotrue conducted a study involving 20 women ages 40-60 years with slight to moderate wrinkles. Twice daily for 28 days, these women applied a cream with 3% Poptide on half their face and a placebo on the other. At day 28, the result was a 10% reduction of evening wrinkle depth, a 14% reduction in wrinkle volume, and 33% reduction in the gap between morning and evening wrinkle depth.

Fermentation-derived Retinol

Givaudan Active Beauty's RetiLife is a naturally sourced retinol produced via biotechnology. The retinol is produced in a natural carrier (sunflower oil) during a fermentation process and combined with natural antioxidants to protect it. This alternative to standard synthetic options reportedly boasts similar anti-wrinkle efficacy. In addition, the technology features no BHT/BHA or polysorbate.

Botox-like Peptide

Integrity Ingredients' BGT TDP-1 (INCI: tridecapeptide-1) is a biochemically designed three-dimensional folded, polypeptide, spherical structure. The technology reportedly quickly penetrates the skin to disrupt the binding of acetylcholine to its receptor sites, thereby rapidly mitigating the formation of fine lines and wrinkles by keeping facial muscles in a relaxed state.

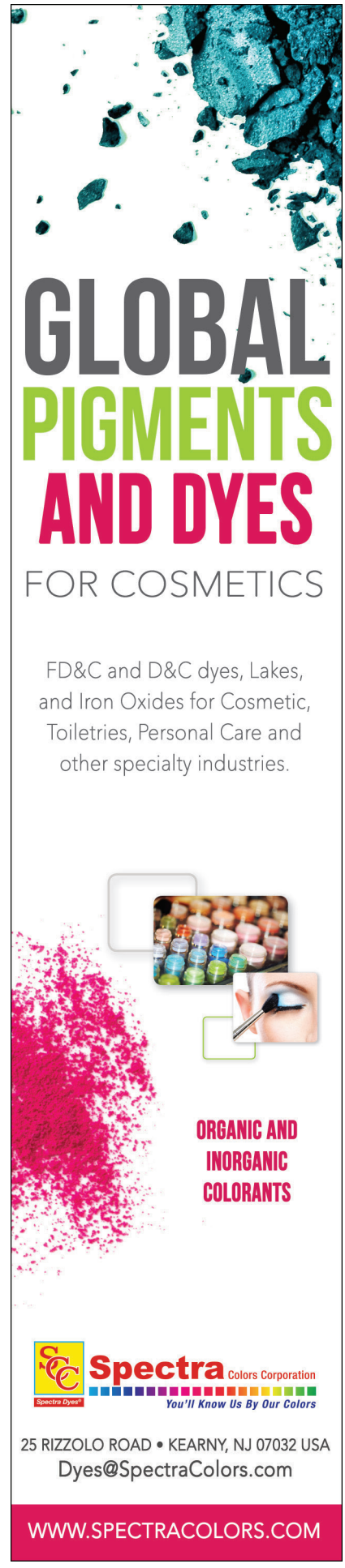
Clinical studies conducted on the TDP–1 ingredient show that there are noticeably reduced fine lines at the crow's feet eye area after 15 minutes of application, per the supplier, as well as no visible rebound after four hours. The peptide is recommended for use at 1-10% in skin care, color cosmetics and sun care.

Redefining the Facial Contour

Sharon Personal Care's Pantrofina J-Gravity (INCI: *Lavandula hybrida* oil (and) *Camellia sinensis* extract) is a natural, palm-free ingredient derived from the extraction process of bancha tea in lavender essential oils. The lavender essential oil's terpenes deliver bancha tea flavonoids to the inner layers of the skin, providing effective action against collagenolysis and elastolysis and thereby improving



Givaudan Active Beauty's RetiLife is a fully naturally sourced retinol produced via biotechnology. The retinol is produced in a natural carrier (sunflower oil) during a fermentation process and combined with natural antioxidants to protect it.



skin cohesion, per the supplier. The result is a counteraction to sagging and a reduction in gravity-induced wrinkles. The ingredient has reportedly demonstrated anti-aging properties during in vivo testing, which also found that the ingredient redefines the facial contour and decreases the depth of wrinkles in the eye area.

Meanwhile, Givaudan Active Beauty's Gravityl is a well-aging active ingredient that contains *Gigartina stellata*, a red macro alga. Gravityl fights visible signs of aging by reducing skin sagging, double-chin volume, and providing lifting benefits and efficacy on the facial contour.

Givaudan conducted two clinical tests versus a placebo on a total of 84 volunteers and established that Gravityl can relaunch the production of collagen fibers in mature skin and increase collagen content by 3.4 times while improving firmness and elasticity by up to 7x versus a placebo.



Symrise's Actipone Pomegranate GW (derived from French Punica granatum fruit extract) acts as an antioxidant and astringent.

Oil Control for Mature & Young Skin

Chemyunion's Peptid4 S-Control (INCI: propanediol (and) water (and) tripeptide-85) synthetic tripeptide reportedly reduces and controls skin oiliness while reducing the visibility of pores. The ingredient works by blocking the melanocortin 5 receptor (MC5-R), a method of action that varies from traditional oil-controlling technologies that only function with youthful skin. The vegan ingredient is 98.75% of natural origin (ISO 16128). It is recommended for use at 1% in creams, serums, gels, tonics, micellar water and makeup.

Upcycled Pomegranate Anti-aging

Symrise's Actipone Pomegranate GW (derived from French *Punica granatum* fruit extract) acts as an antioxidant and astringent. The technology reportedly possesses refreshing, anti-aging and stimulating properties. Actipone Pomegranate GW can be used in skin and hair care formulations, surfactant water-based products, emulsions, and aqueous-alcoholic products. The ingredient is produced using Symrise's SymFrequency extraction process, which leverages waste by-products to derive high levels of valuable molecules using fewer solvents and in less time than other extraction processes, per the company. Symrise has also used this tech to produce Actipone Apple Hyper GW, an anti-oxidant with skin brightening and moisturization benefits, per in vitro testing.

AI-vetted Senescence Targeter

Provital's Altheostem (INCI: propanediol (and) glycerin (and) aqua (and) *Althaea rosea* flower extract (and) xanthan gum (and) pentylene glycol (and) levulinic acid (and) glyceryl caprylate) is a lab-grown active derived from hollyhock petal stem cells. The technology's senolytic activity reportedly eliminates senescent fibroblasts, per in vivo studies. Its efficacy was assessed via AI, according to the company, which showed that users of Altheostem decrease their perceived visible age by more than three years.

Olive Oil Anti-aging

EFP Biotek's Maxi Olive 3T-Action (INCI: *Olea europaea* (olive) oil unsaponifiables) is an olive-derived lipophilic anti-aging active ingredient featuring tocopherol. The COSMOS-approved technology scavenges free radicals generated by oxygen/oxidation; protects the skin against UV- and pollution-induced lipid peroxidation; and reduces the formation of advanced glycation end products (AGEs). In formulations, Maxi Olive 3T-Action provides emollient and moisturizing properties.

Postbiotic Hyaluronic Acid Booster

Apoena Biotech's ApoBio Skin is a postbiotic active that, per in vitro tests, increases hyaluronic acid synthesis in the skin by 53%. In formulations, the technology supports smooth, firm and naturally hydrated skin. It also has a retinol-like effect and protects the skin against photoaging. This active is

suitable for formulations such as moisturizers, facial creams, eye creams and serums.

Immune Defense for the Skin

Evonik's Skinmimics Pro MB ceramide is based on uneven fatty acids combined with a phytosphingosine base. The technology reportedly regulates the skin's anti-microbial defense and strengthens the skin's immune barrier. The result is soothed and more resilient skin.

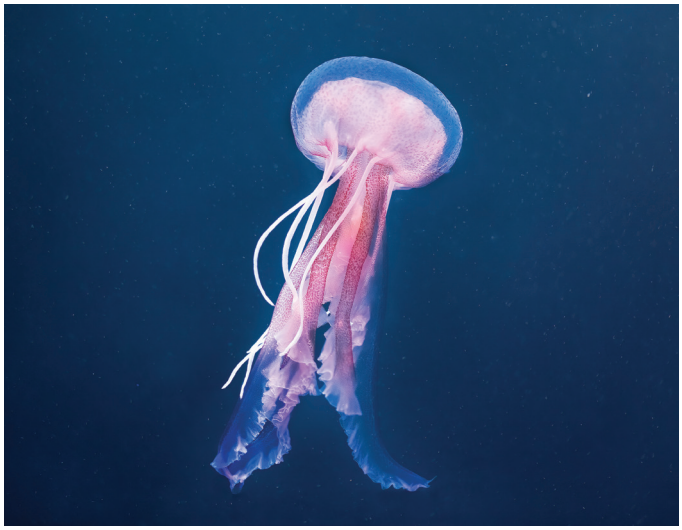
Biomimetic Tech for Smoothing Expressive Wrinkles

Lipotrue's V/W is an active ingredient obtained from the fermentation of the newly discovered marine bacteria, *Alteromonas lipotrueae*, which lives symbiotically on the surface of the *Pelagia noctiluca* jellyfish. A ferment derived from the bacteria was found to contain biomimetic compounds linked to muscle contraction. This led to the development of V/WA, which acts on neuromuscular functions to relax expression wrinkles. The effect is smoothed wrinkles in the crow's feet area, forehead, and those associated with smiling and frowning.

A 28-day study reportedly found a 9% reduction in wrinkle depth and volume, as well as 44% less wrinkle depth in the forehead within 10 minutes. After 28 days, Lipotrue reported a 35% decrease in crow's feet wrinkle depth.

Tackling the Holobiont

Greentech's new Holobiosys technology was developed using a metaproteomic study method that examines all proteins in microbial communities to consider the specific function of each cellular protein. In applications, the



Lipotrue's V/W is a biomimetic technology based on a novel bacteria discovered on the surface of a jellyfish; the ingredient addresses wrinkles associated with facial expressions.



ingredient restores skin hydration, imparts smoothing effects and invigorates the skin holobiont.

The study of the holobiont, a consortium of the body and all microorganisms present on/in it, provides a comprehensive view of the interactions between the skin and its microbial ecosystem.

This systemic method reportedly allowed Greentech to develop a technology that treats the skin to address the slowdown of skin barrier and antioxidant functions associated with aging and loss of hydration.

Holobiosys repairs conditions of dry and dehydrated skin via:

- a boost of hyaluronic acid (HA) in the epidermis and dermis via stimulation of the HA receptor CD44;
- and skin lipid synthesis in keratinocytes for a more cohesive epidermis able to lock in skin moisture.

The technology also stimulates dermal-epidermal junction marker expression for a better diffusion of water bound to HA within the skin. In addition, antioxidant cell responses are upregulated after treatment with Holobiosys both in keratinocytes and fibroblasts for protection against HA degradation by free radicals.

In clinical tests with volunteers, the ingredient purportedly increased the skin hydration index after 28 days of application at 1% vs placebo and smoothed wrinkles. It also protected the hydrolipidic film and had a lipid-replenishing effect on a sub-panel presenting dehydrated and sebum-deficient skin.



Composed of candelilla, rice bran and jojoba waxes, Gattefossé's new plant-based Emulium Dermolea MB O/W creates a skin-compatible shield to protect surface lipids from environmental stress, which can negatively impact barrier function and thereby increase transepidermal water loss (TEWL).

Holobiosys is derived via an upcycled fermentation process that applies a cold-tolerant bacteria from the French aerobiota to wild yellow gentian root extract.

Shielding Sensitive Skin from Environmental Aggressors

Gattefossé's new plant-based Emulium Dermolea MB O/W emulsifier is rich in sterols and triterpenes, which can reduce skin stress and deliver long-term soothing.

Composed of candelilla, rice bran and jojoba waxes, this sensitive skin shield creates a skin-compatible buffer to protect surface lipids from environmental stress, which can negatively impact barrier function and thereby increase transepidermal water loss (TEWL).

That loss results in dry, reddened skin that experiences a stinging sensation, as well as a burning sensation upon application of cosmetic products.

Available in pellet form, Emulium Dermolea MB's plant lipid composition is similar to that of the skin's surface and is reportedly rich in anti-inflammatory pentacyclic triterpenes and sterols.

In formulations, it can emulsify oil phases up to 40% and create everything from thin sprays to thick butters. It is thereby suitable for skin care, sun care, makeup and hair/scalp care. ■

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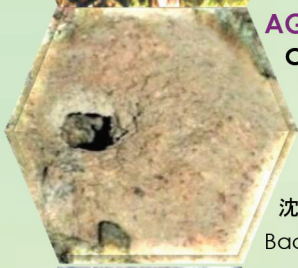
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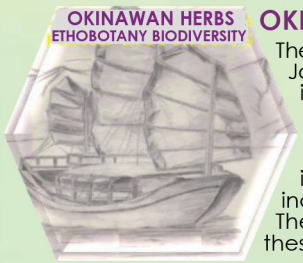
AGARWOOD RESINS מעלה (אשאן מעלה) (קטורת)

CALAMBAC key component of Japanese, Chinese Siddha, Ayurvedic Arabic, Hebrew, Greek Traditional Medicine, Aromatherapy, Religious Medicinal Incense-Fumigation and Perfumeries known by various names Calambac, Agallocha Resins., White Qi-Nam, Ky Bach, in various cultures 沈香樹脂、うじゅくこう 熔融树脂奇楠, White Qi Nan -白奇楠" Bach Ky nam الخمير لغة المبارك القديمة. www.wodeyar.org



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CALAMBAC key component of Japanese, Chinese, Siddha, Ayurvedic Arabic, Hebrew, Greek Traditional Medicine, Aromatherapy, Religious Medicinal Incense-Fumigation and Perfumeries known by various names Calambac, Agallocha Resins., Qi-Nam, Ky Bach, in various cultures . 沈香樹脂、うじゅく こう 熔融树脂奇楠, Ky Nam الخمير لغة المبارك القديمة., www.wodeyar.org



OKINAWAN HERBS ETHOBOTANY BIODIVERSITY

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CAMPO PLANTSERVATIVE™ is a series of ready to use liquids of Natural Plant obtained Green Natural Colorless Clear, Odorless Preservatives contains no parabens, from Honeysuckle Flower Buds (Lonicera Caprifolium & Lonicera Japonica).

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Lonicera Japonica Plant



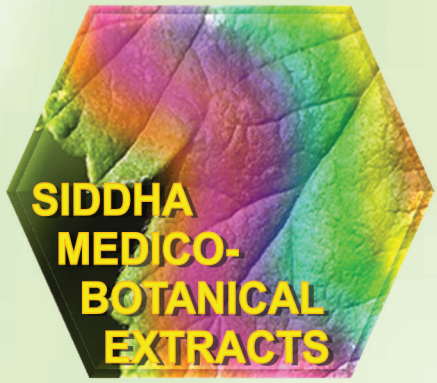
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独创的植物防腐剂(水溶性)适用于化妆品配方

CAMPO PLANTSERVATIVE WMr (Jojoba Oil)

Lonicera Caprifolium (Honeysuckle) Flower Extract
Lonicera Japonica (Honeysuckle) Flower Extract
忍冬（金银花）萃取液
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Dark Ultra Brilliant Yellow 亮黄 Yellow Light 浅黄
Dark Black 黑

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Red Light / Scarlet Red 鲜红 Ultra Sky Blue 天蓝
Dark Black 黑

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Cosmopak has developed compact designs beyond plastic, including a paper pulp compact (pictured).

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PACKAGING INNOVATION TREND TRACKER

From refillables to monomaterial designs, supplier launches are increasingly aligned with consumer desires for more sustainable options.

Sustainable packaging continues to gain ground as a purchasing driver. According to new data from ESW[a], 46% of health and beauty consumers across 16 countries consider options for environmentally friendly packaging when making purchases, while 63% have sought out products in sustainable packaging. Among top demands are options for less packaging and green delivery, including offsets and electric vehicle shipping.

Elsewhere, Trivium Packaging's "2023 Buying Green Report[b]" found that 82% of respondents overall would be willing to pay more for sustainable packaging across all categories, a gain of 8 points over the last 2 years. That number rises to 90% among respondents ages 18-24. Furthermore, 63% of consumers are now less likely to buy products with packaging that is harmful to the environment, per the report, while 71% already use reusable and refillable formats.

That said, there are hurdles to better packaging practices on the consumer end. Per the report, 46% of consumers say the biggest barrier to purchase was unclear labeling on packaging. This confusion can extend to the post-purchase phase, as consumers puzzle over the recyclability of various components, formats and materials.

One example of how the beauty industry is responding can be seen in the recent collaboration between Sephora and Pact Collective. The organizations recently announced the U.S. and Canadian launch of the Beauty (Re)Purposed collection program. The partnership is designed to simplify the often-confusing recyclability status of many beauty packaging components and thereby divert materials from landfills and oceans. Under the new program, more than 600 Sephora stores in North America will serve as collection points for consumers.

How it works: consumers clean out any residue or liquid from their packaging and then drop off components at any U.S. or Canadian Sephora store's Pact collection bin. The components that can be dropped off include everything from plastic bottles and jars to caps and closures to droppers to plastic pencil components, silicone containers, toothpaste tubes and more.

[a]*ESW's latest Global Voices consumer survey was conducted in November 2022 in 16 countries (Canada, the United States, Mexico, the United Kingdom, Switzerland, Spain, France, Italy, Germany, South Africa, the United Arab Emirates, India, China, South Korea, Japan and Australia) with 16,557 people responding.*

[b]*The 2023 Buying Green Report is based on a survey of more than 9,000 consumers across ages and incomes in Europe, North America and South America;* https://buyinggreen.triviumpackaging.com.

EYE-CATCHING & ERGONOMIC BOTTLES

Epopack's new shimmering oval bottles feature a golden color and shape featuring curved sides to enhance luxurious and upscale aesthetics. The shimmering surface is designed to catch the eye, while the ergonomic and comfortable hold provides a tactile element to enhance the overall product experience. Epopack offers inspiration to clients, featuring 100 various packaging looks—from minimalist and chic to bold and eye-catching, as seen here. Each look features a different combination of materials, colors, shapes and finishing techniques, allowing customers to choose the perfect match for their brand's identity. ■



Epopack's new shimmering oval bottles include a golden color and shape featuring curved sides to enhance luxurious and upscale aesthetics.



Cosmopak has developed a monomaterial tin compact; the durable packaging is infinitely recyclable and features a natural weight that conveys luxury.



Cosmopak has developed an array of wooden compacts.

On the supplier side, a wide array of sustainable packaging is being introduced to meet the consumer sentiments mentioned above, while also improving the ease of recyclability/reuse of components.

Monomaterial Advancements: Plastic & Beyond

Cosmopak has developed a monomaterial tin compact. The durable packaging is infinitely recyclable and features a natural weight that conveys luxury. The version pictured in this story has a polished tin interior instead of a mirror, maintaining its monomaterial status.

The company has developed other compact designs beyond plastic, including a paper pulp compact; soon, Cosmopak will extend its offerings to include a stackable paper pulp version. Cosmopak has also developed an array of wooden compacts.

These designs will be included in Cosmopak's forthcoming 2023-2024 packaging collection, which features a lineup of eco-friendly solutions in accordance with the company's new ecoforward framework. Cosmopak's ecoforward program is designed to assist clients in pulling various levers of sustainable design. From sustainable materials (glass, PCR, paper, wood, metals and biomaterial) to sustainable objectives (refillable, monomaterial, and biodegradable packaging) to offset programs (plastic and carbon offsets), ecoforward provides brands with a full survey of options, as well as guidance and support in determining the right fit for each project's objectives.



Lumson has launched a new monomaterial Eco Dropper that makes recycling easier for end-users.



Quadpack's Light Me Up refillable airless flow pen can be paired with four sensorial, cold-touch tips, offering a reusable solution for makeup and skin care.

As of August 2022, Cosmopak began partnering with Plastic Bank to remove 200 kg of ocean-bound plastic from beaches per month to cover monthly sampling programs. This service is presented to clients as an immediate and measurable action to support the environment.

"I'm extremely excited and proud to introduce the ecoforward framework to Cosmopak's clients," says the company's SVP of business development, Dan Wolfe. "There are multiple paths to creating environmentally friendly beauty packaging, and ecoforward provides a clear, honest and transparent way for brands to manufacture packaging that meets their sustainability objectives and makes a difference positive impact on the planet."

Elsewhere on the monomaterial front, Lumson has launched a new monomaterial Eco Dropper that makes recycling easier for end-users.

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Baralan's Lilibet seven-bottle series is available in smaller sizes of 6-12 ml, and larger sizes of 15-30 ml.



The Lilibet Series bottles can be combined with Baralan's accessories, including pumps for foundation or other liquid makeup and dropper accessories for small capacity skin care products requiring precise application.

The dropper is reportedly as easy to use as conventional counterparts. The collar and pipette comprise PP, while the rubber bulb is polyolefin, an elastomer that is compatible with PP recycling methods. The Eco Dropper can be paired with PCR glass bottles, per Lumson.

What's Next in Glass?

As noted above, glass continues to be a favored material in sustainable design. Baralan's new Lilibet Series of glass bottles for skin care, nail polish, makeup and fragrances features a circular shape and square profile. The slim seven-bottle series is available in smaller sizes of 6-12 ml, and larger sizes of 15-30 ml.

The bottles can be combined with Baralan's accessories, including pumps for foundation or other liquid makeup and dropper accessories for small-capacity skin care products requiring precise application.

Elsewhere, Verescence has developed a Glass Score to help brands assess and reduce the weight of glass packaging without the influence of container size, thereby reducing the environmental impact of glass bottles from the design and conception phases.

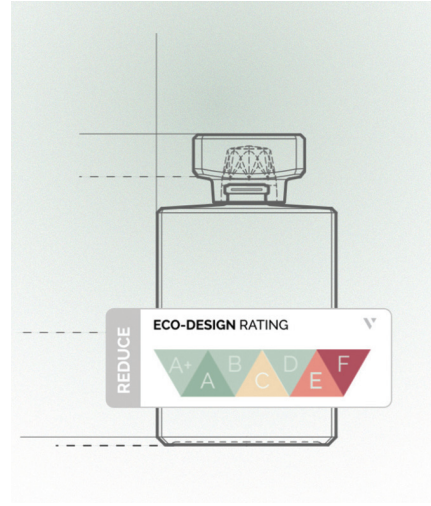
The system assigns a score ranging from A+ (the most lightweight) to F for each bottle, enabling brands to compare their products on a universal scale and develop new glass weight-reduction projects. For context, the average score of perfume and cosmetic bottles on the market is between B and C.

"Glass Score is a simple and effective tool that allows us to understand the level of weight reduction of a glass bottle or jar, propose weight reduction solutions and help our customers make informed choices in eco-design," says Samuel Joachim, director of innovation and development at Verescence. "This initiative has already generated great interest from our main customers."

Refillable Airless

Quadpack's Light Me Up refillable airless flow pen can be paired with four sensorial, cold-touch tips, offering a reusable solution for makeup and skin care. Brands can either launch a collection featuring multiple tips or choose the tip that best matches their formula.

Light Me Up's design and airless system provides users with precise application without compromising the formula. The 6.6 ml pen is reportedly ideal for liquid and low-viscosity formulations. The inner bottle can reportedly be easily removed for recycling and replaced with a simple turn.



"Glass Score is a simple and effective tool that allows us to understand the level of weight reduction of a glass bottle or jar, propose weight reduction solutions and help our customers make informed choices in eco-design," says Samuel Joachim, director of innovation and development at Verescence.

The refill is made of PP, while the full pack is available in up to 30% PCR. A lifecycle assessment of the pen reportedly has shown that the product's refillable version reduces CO_2 emissions by 50% compared to a non-refillable flow pen. Its circularity index is said to show a 5-fold improvement. ■



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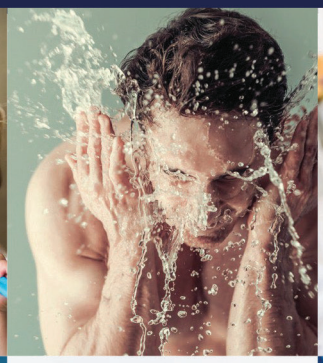
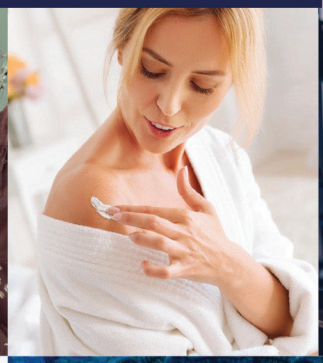




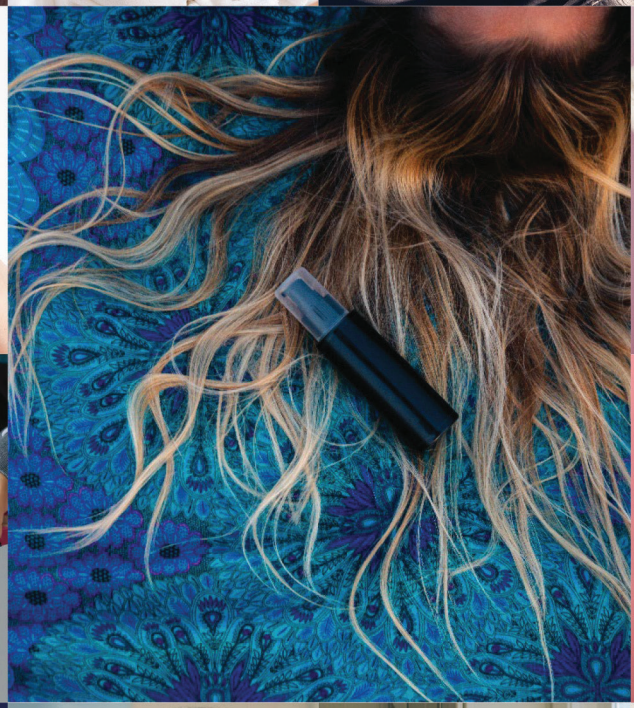

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Mibelle Biochemistry's latest launch, TiMood, is a neuroactive based on Himalayan timut pepper that is designed to improve both skin and emotional well-being.

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THE STATE OF BEAUTY INGREDIENT INNOVATION

From mood-enhancing ingredients to sustainable upgrades and microbiome-stabilizing materials, 2023 has witnessed a massive array of new ingredient technologies.

In late March 2023, in-cosmetics Global hosted nearly 11,000 attendees in Barcelona, a 33% jump year-over-year, reflecting not only a return to pre-pandemic norms but also a boom in new ingredient launches for beauty and personal care, spanning actives and functionals. Beyond the expected advancements in sustainable claims, technologies tapped into the brain-beauty axis and offered new pathways for targeted benefits. Here, we outline a range of materials that made their debut at the show **(see sidebar)**.

Beauty-brain Axis

Mibelle Biochemistry's latest launch, TiMood (INCI: *Zanthoxylum alatum* fruit extract (and) glycerin (and) pentylene glycol (and) aqua/water), is a neuroactive based on Himalayan timut pepper that is designed to improve both skin and emotional well-being. Per the company, the technology protects neurons from aging, supports a healthy and even skin complexion, improves well-being under stress, and stimulates the skin-brain connection.

In conversations at in-cosmetics Global in Barcelona, the company disclosed that the technology prevents the aging of sensory neurons in the skin, thereby improving the health of keratinocytes, which in turn boosts the release of dopamine. This release promotes microcirculation, enhances skin tone evenness and imparts a sense of emotional well-being.

Mibelle Biochemistry argues that skin that feels good can boost one's mood via a visible improvement of facial appearance and unconsciously via the skin-brain axis. TiMood has been shown to improve emotional well-being in stressed volunteers, per the company, leading to a more relaxed state.

A clinical study has reportedly shown that 2% TiMood, applied for 28 days in a face cream, improved emotional well-being as measured by Zutt & Partners' EmoCompass tool in stressed volunteers. It also improved skin tone evenness and complexion in terms of both reduced redness and enhanced luminosity.

READ OUR FULL INGREDIENT SERIES

Given the sheer volume of ingredient launches this year, *Global Cosmetic Industry* has compiled trend breakdowns across numerous issues and features. To capture the breadth of new launches (in addition to this month's feature), check out the following:

MARCH 2023

- 2023 Skin Care Ingredient Trends
- Sun Care's 2023 Glow Up
- The Beauty Ingredient Agenda: March 2023

APRIL 2023

- Hair Care's Skinification Accelerates
- Clean Makeup is Ready for the Spotlight
- The Beauty Ingredient Agenda

MAY 2023

- Skin Care Gets Democratized
- The Beauty Ingredient Agenda

THIS ISSUE

- Age-hacking Beauty (Page 16)

Access all issues and articles at *www.gcimagazine.com/magazine*

Biotic Beauty's Next Chapter

An array of pre-, pro- and post-biotics have made their debuts in 2023. Among them is an array of materials from Gobiotics, distributed by Ultra Chemical. This includes preBIULIN AGA, which helps microbiota return to their original state after UV exposure and which reportedly outperforms hyaluronic acid for improved skin hydration. Ultra also distributes Gobiotics' preBIULIN FOS (INCI: inulin (and) fructose), which decreases recovery time to return skin to its natural microbiota state and supports microbiota during harsh skin treatments.

Ultra Chemical also distributes Bicosome's Bicoalgae Omega-3, which provides targeted delivery of 2 microalgae extracts rich in omega-3 fatty acids. The technology reportedly improves barrier function and reduces melanin, among other benefits for chronically inflamed skin. It also decreases age-related inflammatory cytokines, per the company.

Meanwhile, Bicosome's Bicomide Bicomide (INCI: aqua, lecithin, niacinamide, lysolecithin) is a skin delivery system that targets the epidermis and follicles to regulate sebum production and equilibrate the microbiome of acne-prone skin. The material reportedly reduces the appearance of pores and defends against blue light.



Yarrow serves as the basis of Symrise's Supervisome EPH.

Tapping Heat Shock Proteins for Radiance

Symrise's Supervisome EPH is a bio-based, biodegradable skin tone protector based on organic yarrow. Globally approved and standardized, the water-soluble powder maintains the skin's proteome integrity by promoting small heat shock proteins in the epidermis. This allows users to achieve radiant, brightened complexions within one month of use.



Apoena Biotech screens collected microorganisms derived from Brazil's maritime space to develop new cosmetic ingredients.

Bioprospected Beauty on the Horizon

Apoena Biotech leverages biotechnological techniques to produce cosmetic ingredients based on rare natural sources. For instance, the company screens collected microorganisms derived from Brazil's maritime space to develop new ingredients. Its first collections took place in the archipelago of Fernando de Noronha in July 2022. Per the company, once isolated and cultivated, these microorganisms can be replicated on a large scale to produce cosmetic compounds.

While those innovations are forthcoming, the supplier already offers ApoBio Skin, a postbiotic active with pro-aging effects that smooths, firms and hydrates skin with a 53% increase in hyaluronic acid synthesis as reportedly shown via in vitro tests. The ingredient is produced with fermented *Astragalus membranaceus* (famous

in traditional Chinese medicine) and offers a retinol-like effect.

Its ApoBio Slim, meanwhile, is a postbiotic active produced with *Lactobacillus* that offers anti-cellulite action and skin barrier protection. The ingredient increases the lipolysis process by 45%, per the company, aiding fat burning in cells and reducing cellulite—a similar effect to caffeine.

Apoena Biotech's Ramnocare, meanwhile, is a vegan, biodegradable multifunctional biosurfactant with antioxidant (90% free radical protection on par with vitamin E analogues) and skin protective action via hydration and enhanced barrier resistance. Safe for sensitive skin, the technology features surfactant properties and greater stability at a concentration of 1% than sodium lauryl sulfate, per the company.



Givaudan Active Beauty's PrimalHyal Hydra[+] reportedly outperforms standard HA hydration benefits by at least a factor of two, offering moisturizing efficacy to both rinse-off and leave-on applications, per the company.

Biotech Hyaluronic Acid Alternatives for Rinse-off & Leave-on

Givaudan Active Beauty has launched PrimalHyal Hydra[+], a cationic hyaluronic acid (HA) crafted by white biotechnology for skin hydration. The active reportedly outperforms standard HA hydration benefits by at least a factor of two, offering moisturizing efficacy to both rinse-off and leave-on applications, per the company.

Several clinical tests versus placebo, in different application formats (shower gel, lotion, sheet masks) established that PrimalHyal Hydra[+] at 0.1% is able to:

- provide skin hydration in one application;
- bring long-term skin hydration with prolonged use;
- reinforce skin barrier function by increasing lipid and protein production and;
- maintain hydration benefits for up to 4 days.

The company also formulated two concepts to showcase the ingredient:

- S3D HydraSplash Shower, a water-activated in-shower gel designed to be applied on wet skin to moisturize, soothe and maintain hydration of the skin.
- S3D HydraSplash Mask, a sheet mask offering hydrated and brightened skin after one application.



Givaudan showcased PrimalHyal Hydra[+] in S3D HydraSplash Shower, a water-activated in-shower gel designed to be applied on wet skin to moisturize, soothe and maintain hydration of the skin.

Mushroom-based Hyaluronic Acid Alternative

Applechem's snow mushroom active, Phytocare, is a low molecular weight extract that provides hydration, film-forming and anti-oxidation properties to beauty formulations. In this way the material functions as a hyaluronic acid alternative. Its polysaccharide structure delivers long-lasting, deep-penetrating hydration and anti-oxidation benefits, promoting a youthful and radiant complexion. The technology also features anti-pollution properties that safeguard the skin from the damaging effects of environmental stressors; it also features strong tolerance to varying temperature, pH and salt levels. The complex can be used in topical and ingestible products, per the supplier.

Mushroom Skin Brightening

Campo Research's Songyi Total Extract 60% (INCI: *Tricholoma matsutake* extract (and) aqua (water) (and) alcohol) boosts skin brightness without irritation, per the firm. The matsutake-based technology can be applied to bar soap, liquid soaps, shower gels, facial foams, creams, serums and lotions.

Multifunctional Wound Healer and Moisturizer

Bionap's Opuntia Biocomplex SH (INCI: *Opuntia ficus indica* extract (and) maltodextrin) is a powder extract obtained from the juice of *Opuntia* cladodes (leaflike stems). The technology reportedly generates a physical barrier on the skin for protection while also adding moisturization. Per the company, an in vitro study of wound-healing and a clinical study on skin hydration have proven the ingredient's efficacy. The ingredient is reportedly ideal for applications such as skin moisturizers, anti-aging creams and lotions, wound-healing products for the face and body, and hair care products at levels of 2-5% (w/w).



Applechem's snow mushroom active, Phytocare, is a low molecular weight extract that provides hydration, film-forming and anti-oxidation properties to beauty formulations.

Pigmentation Solutions for Dark & Light Spots

Sederma's Mel[O]stem is an active ingredient that addresses both dark and white pigment disorders for an even complexion. The ingredient is obtained from plant cell cultures of scarlet beebalm leaves, a process that uses little water and which features 100% waste recovery via biotechnology.

Solar lentigo (dark spots) and idiopathic guttate hypomelanosis (flat white spots or "white freckles") are two pigment disorders both caused by sun damage to the melanocyte, according to Sederma. Mel[O]stem's approach focuses on the melanocyte's balance for proper function, with an expert-measured 64% improvement of complexion evenness versus a placebo in a clinical study.



Campo Research's Songyi Total Extract 60% (INCI: Tricholoma matsutake extract (and) aqua (water) (and) alcohol) boosts skin brightness without irritation, per the firm.

Next-level Sun Care

Improving sun care formulations through efficiency and reducing UV filter loads has been a key area of focus.

For example, Symrise's SymEffect UV serves as a sustainable SPF booster for organic and mineral UV filters. The technology can reportedly allow brands to formulate sunscreens with lower concentrations of UV filters. It can be incorporated into the oil phase of creams and lotions, per Symrise, and is compatible with emulsion-based cosmetic products with sun protection factors, including beach products, daily face creams and care products for children.

Meanwhile, Sharon Personal Care's CapSol sunscreen oleosomes (developed by Botaneco) comprise organelles of safflower seeds, approximately 1-3 microns in size, which contain oleosin proteins, a phospholipid membrane and triacylglycerol. These components nourish skin and reduce the amount

of organic actives necessary to obtain stable, high-SPF formulas. Brands are therefore able to load a minimum of UVA and UVB filters inside the triglyceride core and on the outer shell, resulting in high-SPF daily wear formulas with up to 80% less organic UV filters than conventional commercial products. The technology also features water resistance and a consumer-preferred skin feel.

Elsewhere in sun care, Evonik recently launched the sustainable film former Tego Filmstar One MB, a natural biodegradable film former that supports cosmetic formulations that require water resistance and UV protection.

Finally, Bicosome's Bicotene Natural (INCI: aqua, lecithin, hydrogenated phosphatidylcholine, lysolecithin, *Daucus carota*, *Sativa* root extract, beta-carotene) is designed to protect DNA and cell membranes from UV-Vis and prevent collagen degradation by IR. The technology also offers anti-ROS protection before, during and after sun exposure. In formulations, the ingredient reduces dark spots and wrinkles, while also improving firmness and skin texture.

The epidermal delivery of pro-retinol by Bicotene Natural reportedly stimulates skin mechanisms that neutralize damage caused by UV-Vis and IR radiations, thereby preventing photoaging.



Fruit D'Or is a leading processor of organic cranberries and offers a number of materials derived from the fruit, including virgin cranberry seed oil, first cold-pressed.

Bio-based Polymer for Improved Skin Feel

Ingredion's Farmal AF 1100 (calcium starch octenyl succinate) is a free-flowing bio-based polymer with hydrophobic properties which can help improve sensorial properties in product formulations. The technology provides hydrophobicity, builds viscosity, stabilizes emulsions and can improve skin feel by mitigating greasiness, per the company. It is appropriate for use in both emulsions and powder formulations.



Improving sun care formulations through efficiency and reducing UV filter loads has been a key area of focus.

The Upcycling Boom Continues

At in-cos Global 2023 in Barcelona, Herbarom showcased its solid line and apple beauty concepts made with more than 80% natural, plant-based ingredients. The company utilized two key ingredients—distilled apple grains and plant oil extracted from the seeds of organic apples sourced from a Normandy-based cider brewery.

Apples offer properties which can be beneficial to the skin, including antioxidizing effects, flushing out toxins, replenishing minerals and accelerating tissue regeneration. Apples also contain polyphenols and vitamin C, vital for healthy skin, according to Herbarom.

Meanwhile, Canada-based Fruit D'Or, a leading processor of organic cranberries, presented a number of materials derived from the fruit, including virgin cranberry seed oil, first cold-pressed. The oil contains 30-35%

alpha-linolenic acid (omega-3), 35-40% linoleic acid (omega-6), 15–25% oleic acid (omega-9), vitamin E (tocopherols and tocotrienols), polyphenols, and beta-carotene.

In skin care formulations, the oil reportedly protects the moisture barrier, improves skin elasticity and prevents dehydration, relieves irritated skin, and firms the appearance of the skin by hydrating it.

Elsewhere, Innomost presented materials derived from upcycled birch, which can be used for improving preservation, antimicrobial benefits, wound healing, anti-inflammatory activity and antiseptic qualities.

The company's current product portfolio consists of birch bark powder (INCI: *Betula alba* bark powder), betulin (INCI: *Betula alba* bark extract), suberin (INCI: *Betula alba* bark extract), birch charcoal powder (INCI: charcoal powder) and azelaic acid (INCI: azelaic acid). These ingredients are used in skin, hair, body, decorative and oral formulations. Birch bark powder provides deep cleansing for skin and hair, replacing microplastics, per the company. Betulin and Suberin have reportedly shown potent anti-aging efficacy in in-vitro tests.

Innomost is scaling up with a production plant and continued collaboration with Metsä Group, a Finnish forest industry company and a birch wood processor in Europe. The production plant is designed to meet the international safety and quality standards for cosmetics and increase energy efficiency while minimizing the company's carbon footprint.



Innomost's materials are derived from upcycled birch, which can be used for improving preservation, antimicrobial benefits, wound healing, anti-inflammatory activity and antiseptic qualities.

Finally, Sensient presented its Aloe Surface Treatment (INCI: *Cocos nucifera* (coconut) oil, *Aloe barbadensis* leaf extract), a natural, hydrophobic, easy-to-disperse ingredient extracted and upcycled from discarded aloe leaves and infused with coconut oil. The technology offers high pigment load and excellent spreadability, per the company. It also improves moisturization and is purportedly ideal for long-lasting makeup formulations.

Smarter Exfoliation

CrossChem's GlySmart is an amphoteric complex consisting of 64% glycolic acid and 10% arginine. The di-pole bond of the complex controls the release of glycolic acid onto the surface of the skin, minimizing irritation. Studies have reportedly shown that the arginine-glycolic acid formulation is similarly effective to glycolic acid alone in spurring skin replenishment.

Elsewhere, Micro Powders, Inc.'s Celscrub 20 is a biodegradable 20-mesh scrub based on microcrystalline cellulose. The material reportedly exfoliates then disappears in facial and body care applications.

Sophim's PhytOlive Fine (INCI: *Olea europaea* seed) is an olive-sourced exfoliant alternative to plastic beads, which offers benefits for the skin, including cleansing, purifying and soothing. It imparts softening and cell renewal by eliminating dead skin and impurities. The technology was demonstrated in a lip scrub during in-cosmetics Global in Barcelona.

PhytOlive Fine comes in the form of a powder obtained by grinding and sieving olive stones, which contain an oil rich in tocopherol (vitamin E), oleic and linoleic acids, known for their antioxidant and nourishing properties. The ingredient does not interact with others in a formula, offering efficiency and stability to formulators, per Sophim.



Sophim's PhytOlive Fine was demonstrated in a lip scrub during in-cosmetics Global in Barcelona.

Made in the Provence region of France, the ingredient is COSMOS approved and offers a grain size of 500 microns.

Elsewhere, Lubrizol Life Science Beauty has announced the results of data for its Actizyme advanced botanical ingredient (INCI: water (aqua) (and) *Mucor miehei* extract (and) butylene glycol (and) sodium citrate (and) disodium EDTA (and) potassium sorbate (and) sodium benzoate), a botanical extract that mimics the effect of endogenous cathepsin D to produce a controlled desquamation without side effects.

In vivo efficacy testing with Actizyme advanced botanical ingredient was conducted on volunteers with darker complexions; participants reported visible brightening effects and more luminous looking skin.

When used in skin care formulations, the ingredient reportedly mimics the skin's desquamating enzymes. Previous studies have shown the ingredient mildly exfoliates to confer gentle cell turnover when compared to AHAs.

Smarter Textures: Emerging Emulsifier & Emollient Tech

High-performing and sustainable functional ingredients have been a centerpiece of recent launches in the beauty industry.

For instance, Jeen International's Jeesperse ICE-T CPCS emulsifier leverages the cationic nature of polyquaternium-37 to deliver the conditioning and nourishing properties of near-nature-identical skin and hair lipids found in rapeseed and canola. It also provides the softening and moisturization properties of cetearyl alcohol to skin care and hair care formulas. The technology boosts the body and texture of hair, supports detangling and better combability, and reduces frizz. On skin, it delivers a soft, silky cushioned after-feel without being greasy.

Elsewhere, Givaudan has reached an agreement to acquire certain cosmetic ingredients from Amyris, including Neossance Squalane, the a high-performance emollient, Neossance Hemisqualane, a plant-based silicone alternative, and CleanScreen, a sustainable sun protector. Amyris will continue to manufacture ingredients for Givaudan to use in cosmetics, as well as provide access to their innovation capabilities. Givaudan will become the commercialization partner for future sustainable beauty ingredients.



Cornelius' Cor-Sil Avance (INCI: PEG-7 dimethicone ether) is a water-in-silicone emulsifier. The technology can be applied to cosmetic, skin care and sun care formulations in which it forms ultra-light, quick-breaking emulsions with a non-pilling after-feel on the skin.

Meanwhile, Cornelius' Cor-Sil Avance (INCI: PEG-7 dimethicone ether) is a water-in-silicone emulsifier that can be applied to cosmetic, skin care and sun care formulations in which it forms ultra-light, quick-breaking emulsions with a non-pilling after-feel on the skin. All of this is achieved without the use of elastomers or additional film formers, per the supplier. Cor-Sil Avance is reportedly stable with ingredients including pigments, humectants, sunscreens and external phase thickeners. Furthermore, usage of the ingredient lowers energy usage during production, per the supplier.

Hydresia oleosomes from Sharon Personal Care comprise micron-sized spheres of emollient plant oils and vitamin E, surrounded by a phospholipid membrane and protein coat. Hydresia oleosomes consist of a 65% dispersion of oleosomes in water. As a result, Hydresia SF2 can emulsify three times its weight in oil, while Hydresia G2 can emulsify two times its weight. Hydresia Dulcé, on the other hand, can emulsify its weight in oil. The technologies can serve as dispersants and emulsifiers in inorganic sunscreens to reduce whitening and can contribute as much as 80 minutes of water resistance. The company's research has reportedly found that, compared to the traditional barrier agents with traditional emulsifiers, Hydresia oleosomes have improved the prevention of water loss over a 15-day period.

Sharon Personal Care also offers Emulpharma Mimesis (polyglycerol-3 cocoate, glycerin, lecithin, hydrogenated lecithin, aqua), a green emulsifier based on lecithin and polyglycerols capable of creating a light texture for skin care products, as well as men's grooming, hair and dermaceutical applications. The technology reportedly creates lamellar structures with high skin affinity—and therefore high penetration capacity—which enables it to transport active ingredients across the skin barrier. The active ingredients contained in the formulation can then reach sub-epidermal layers more effectively and selectively, per the company.



DayGlo Color Corp.'s new plant-based Elara Luxe fluorescent pigments for cosmetics and personal care deliver both an intense, rich color palette and clean beauty benefits.

Meanwhile, Micro Powders' Naturecel 750 is a biodegradable natural fine powder derived from microcrystalline cellulose, which acts as a talc replacement. The ingredient offers soft focus and line filling with high transmission haze and total transmittance, per the supplier, as well as silky sensorial effects in both color cosmetics and skin care products.

Reinventing Makeup

Amid a rebound in the color cosmetic category, as well as increased interest in new and more sustainable innovations, suppliers released a range of materials for the category.

DayGlo Color Corp.'s new plant-based Elara Luxe fluorescent pigments for cosmetics and personal care deliver both an intense, rich color palette and clean beauty benefits. The range of seven pigments, manufactured from rice protein, allows brands to create vivid shades that are free of microplastics. The colors include: ELX-11 Aurora Pink; ELX-13 Rocket Red; ELX-15US Blaze Orange; ELX; 17US Saturn Yellow; ELX-20 Ultra Violet; ELX-21 Corona Magenta; and ELX-37 Horizon Blue.

All pigments are reportedly renewably plant-sourced, inherently biodegradable, non-GMO, vegan, kosher and halal certified. Elara Luxe colorants can be used in oil-based or solvent- or waterborne formulations, including makeup, lip gloss and lipsticks, lotions and soaps, face paint, temporary hair color, and nail lacquer or nail polishes.



Sun Chemical's SunPrizma range of 11 silica-based effect pigments are offered in two particle size ranges; the line offers high coverage, multi-chrome effects and glittering color travel.

The pigments can be used in these applications when used in accordance with the usage and restrictions outlined in 21 CFR Part 74 Subpart C and 21 CFR Part 82 Subparts B, C, and D.

Elsewhere, Sun Chemical's SunPrizma range of 11 silica-based effect pigments are offered in two particle size ranges; the line offers high coverage, multi-chrome effects and glittering color travel. The





Givaudan's Geogaia delivers the scent of petrichor, which is defined as the smell that comes from the ground when rain falls after a dry period.

pigments allow formulators to create chromatic color shifts with effects in color cosmetics.

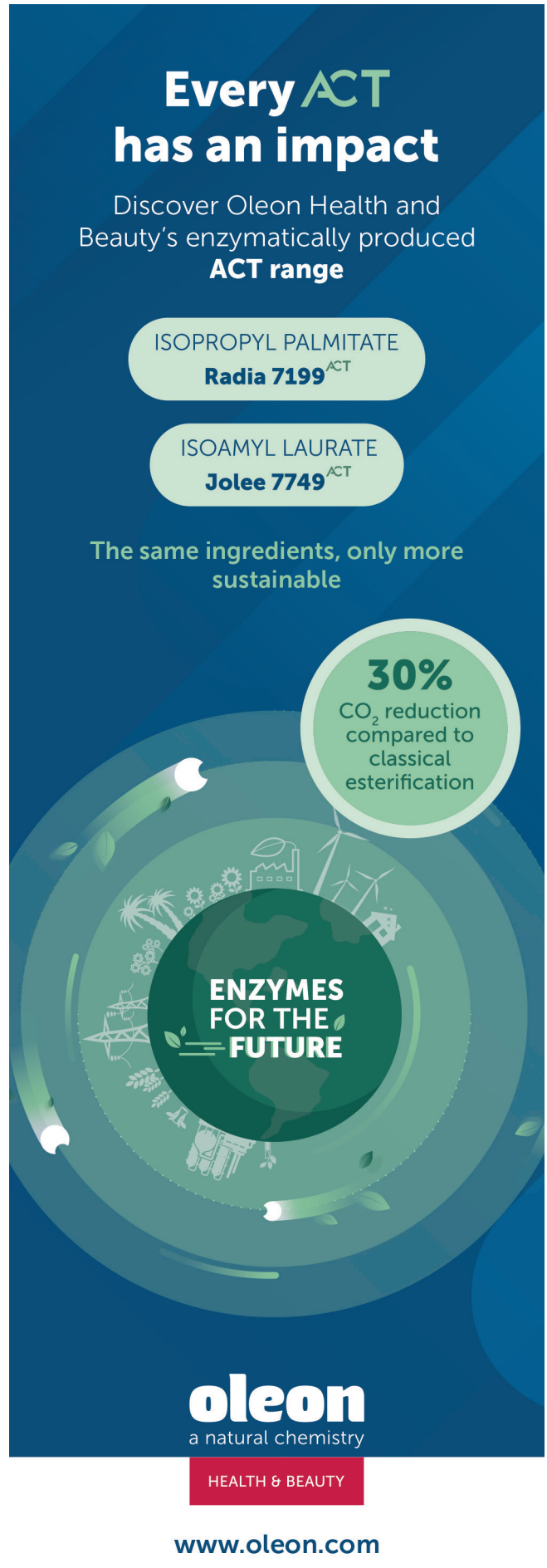
Bart Vanderbiest, global director of cosmetics, Sun Chemical, commented, "Today's cosmetic customers have a strong desire for bold colors without compromising on the naturality and sustainability of the ingredients in their makeup and personal care formulations."

Sun Chemical offers Reflecks Dimensions Platinum G13CD, a silver, sparkling, metallic-like effect pigment based on borosilicate. The pigment is produced by embedding the absorption colorant into the coating layers. This reportedly allows formulators to simplify their product development and accelerate commercialization timelines.

Meanwhile, Univar Solutions has developed an array of concept formulas highlighting its ingredient distribution portfolio and formulation acumen. Its Glowin' Up Rosy Highlighting Cream, for instance, is a rose gold shimmery gel-cream for the cheekbones. It features a soft texture and easy glide while being formulated with <0.1% D4, D5 or D6, in line with EU regulations. Key ingredients include the Dowsil EL-9341 DM Silicone Elastomer Blend for a smooth and silky feel, Dowsil EP-9608 Cosmetic Powder for a rich, moist sensory texture and easy dispersion, Dowsil FA PEPS Silicone Acrylate for film elasticity with sebum and wear resistance, Spectrastat PHL for a preservation system, and Tris Amino Ultra PC for a high-purity buffer, solubilizer and neutralizer with superior color stability.

The Future of Fragrance

Prestige fragrance sales grew 15% in Q1, according to Circana, while mass fragrance grew 13%. Top performers included gift sets, including a 31% jump in prestige sets. Circana attributes this bump to more shelf space and value-seeking consumers.



Almost 40% of prestige unit sales were attributed to fragrance sizes less than 1 oz, reflecting a desire for on-the-go behaviors and, again, value-seeking shopping patterns (owning a prestige product for a low price point).

Amid this scent boom, suppliers have advanced the sophistication of sustainable and technology-forward resources for formulators and brands.

Enabling Fragrance for Indies

Making fragrance easy for indie brands has been an industry challenge for years. Now, Scentmate by Firmenich, launched in 2021, leverages AI to develop fragrances for small and medium-sized companies.

The platform reportedly simplifies and streamlines the fragrance creative process by offering a digital briefing process that defines parameters. This briefing is then assessed via AI to generate an array of recommended fragrances. In this way the platform reportedly shortens the process from weeks to minutes.

Unlocking the Scent of Petrichor

Givaudan's Geogaia delivers the scent of petrichor, which is defined as the smell that comes from the ground when rain falls after a dry period. The biodegradable formula imparts green, earthy and watery tonalities to fragrances. Geogaia was validated via Givaudan's Mood Portraits 2.0 testing approach and InSituScanz brain imaging system.

Previously, Givaudan launched Phytogaia, which was created to capture the well-being benefits of molecules emitted by forest trees, and Thalassogaia, which mimics the composition of the marine environment.

Biodegradable Malodor Neutralizer

Iberchem's VernovaPure, is a biodegradable malodor-neutralizing technology designed for all fragrance applications, including air care and fabric care, and is said to be effective for a wide range of malodors such as sweat and cigarette smoke.



Scentmate by Firmenich simplifies the briefing and development process for indie brands.

VernovaPure reportedly complies with the Organisation for Economic Co-operation and Development (OECD) standards of readily biodegradable, degrading ≥60% within 28 days, with further degradation afterward.

Alcohol-free Fragrance Solvent

OQ Chemicals' TCD Dimethanol is a solvent molecule used in fragrance formulations and perfume oils. The specialized diol acts as a non-alcoholic secondary solvent, viscosity modifying agent, thickener and retardant activating scent molecules while increasing their tenacity. As an odorless molecule, TCD Dimethanol does not interfere with the fragrance odor itself.

TCD Dimethanol can carry long-lasting warming amber base notes and strengthens heart notes. It is also suitable in Arabic mukhallats, which are composed of rose, musk, sandalwood, amber attar oils and oudh. These scents provide a warming effect, especially in winter and autumn seasons.

Because it is non-alcoholic, TCD Dimethanol is frequently used in non-alcoholic, 1-phase, long-lasting, concentrated perfume oils ideally suited for sensitive skin. Due to its low evaporation rate and condition as a viscosity modifier, TCD Dimethanol reportedly provides release of fragrance over an extended period.

Mass Balance Vanillin

Solvay has announced that the production of Rhovanil vanillin at Saint-Fons in France has been accredited to comply with the mass balance accounting regime of the International Sustainability and Carbon Certification (ISCC) PLUS system.

Solvay's Rhovanil is designed to be primarily used in food and flavor applications as well as within home and personal care fragrances. The ISCC PLUS certification confirms the controlled use and traceability of renewable feedstock in the company's vanillin, which is said to help brand owners meet the growing demand for more sustainable and circular ingredients as they strive to minimize their environmental impact, reduce fossil-based raw materials consumption and carbon footprints. ■

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3 KEYS to Increasing Conversions with First-Time Beauty Buyers

Part 1 of a 4-part series[a]: How the right combination of trust, intrigue and education can be leveraged to increase conversion rates with first-time buyers.

| BY SHERI L. KOETTING, MSLK

Converting a sale with a buyer for the first time can be a challenging task. It requires a deep understanding of the consumer mindset and the ability to effectively communicate a brand's value proposition. In today's market, customers have more options than ever before, and their attention is harder to capture.

I believe it is crucial to establish trust, intrigue and education, or TIE, with potential customers, which will motivate them to purchase from an unfamiliar brand. In this article, I will explore these three key areas of communication. And I will explain how the right combination of TIE incentives can be leveraged to increase conversion rates with first-time buyers.

[a]*Follow the rest of the series in our July/August, September and October editions;* www.gcimagazine.com/magazine.

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Trust can be established through what is in a product and what is not, highlighting proven patented ingredients or statistics from clinical trials.

1. Trust

The first of the TIE incentives, Trust, is a critical component of successful storytelling and marketing. Trust is a binary factor—either a person trusts a brand or they don't. Without trust, no other marketing efforts will matter, as the customer simply won't make a purchase.

Trust can be built through a variety of tactics. A brand could showcase endorsements from doctors, celebrities and influencers, or utilize user reviews from real people who are part of the brand's target audience. Additionally, trust can be established through what is in a product and what is not, highlighting proven patented ingredients or statistics from clinical trials. Brands like Olaplex have effectively established trust by featuring clear and compelling clinical results that prove its products work.

Finally, trust can be confirmed through seals and certifications from third parties, such as those for vegan and cruelty-free products. This explains the recent boom in brands using third-party seals and certifications to confirm their trustworthiness to consumers. Building trust with consumers creates long-lasting relationships and fuels business growth.

2. Intrigue

Intrigue is the second of the TIE incentives, serving as the *je ne sais quoi* that draws audiences in and sets a brand apart from the competition. It encompasses the brand's vibe and speaks to its tribe.

One brand that does an excellent job of leveraging intrigue is Pattern, the hair care brand founded by Tracee Ellis Ross. Pattern's packaging is a blend of bold color and an illustration of textured hair that is both beautiful and meaningful. Attractive packaging, limited edition sets and innovative delivery methods all contribute to the intrigue that sparks the prospect's interest.

Today's beauty consumers are more knowledgeable than ever before and yet still yearn to know more about the products they use.

Luxury beauty brands must have intrigue to build brand value and worth without using words to tout their luxury. Intrigue also involves interactive and engaging tools such as product finders, quizzes and virtual try-ons that help customers visualize themselves using the product. And let's not forget beautiful imagery and cause marketing that aligns with customer values—these are all key components that create intrigue and can make a brand stand out from the crowd.

3. Education

Education is an essential aspect of the beauty industry, and it is the third TIE incentive. Today's beauty consumers are more knowledgeable than ever before and yet still yearn to know more about the products they use. They crave information on product ingredients, concentrations, usage, tips and tricks. When consumers love a product, they will be guided to expand usage into other SKUs if you have clear brand architecture and product regimens.

Brands that provide education and product guidance create a sense of loyalty and trust. By showcasing how to use your products and what to use next, you can build a strong relationship with your customers.

People also believe in people, so sharing your founder's story and the people behind your brand can help build your tribe. Paula's Choice is a great example of a brand that provides transparency on ingredients and quality. The brand also offers extensive product education, establishing a reputation as a trusted authority in the beauty industry.

Finding the Right Combination of TIE Incentives

As a brand uncovers its own unique mixture of stories in its toolbox, it is important to ensure that all three of the TIE incentives listed above are covered by each media that a brand touches. Stories and tools work better on some media than others, but each of the three pillars must be met for a first-time buyer to convert to purchase.

What's Next

Over the next three articles in this series, we will explore how to best leverage these incentives in packaging, e-commerce and digital marketing. In next month's article, part 2, we will dive deeper into how to incorporate the TIE incentives on packaging, and the best ways to use visual design tools to tell your brand's story efficiently in the limited space on packaging. ■



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Beauty brands have a competitive advantage in gamification strategies because beauty is personal and consumers are always looking for recommendations based on their specific needs.

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A COOKIELESS WORLD IS GOOD FOR BEAUTY BRANDS

Brands that know their customer better than their competition will win. Which is why beauty brands that embark on a conversational commerce (or, as I like to call it, "mecommerce") strategy can create the strongest competitive advantage.

BY PAMELA ERLICHMAN, chief evangelist officer, Jebbit

For consumers, beauty is personal and so is their data. But much of the data that brands have relied on for years is going away or getting weaker with increasing data privacy regulations, Apple IDFA tracking changes and the impending cookie deprecation by Google.

While this makes it more challenging for marketers, these changes put the control in the hands of the consumers. And while others will argue this is bad news for the industry, it's my opinion that the industry is being forced to right the wrongs it created.

So, why is this good news for beauty brands?

Almost everyone agrees that the answer to these challenges is first-party data—and that brands need to form direct relationships with their consumers to survive the cookiepocolypse.

One of the fastest and most accurate ways to do this is through "conversational commerce," or "gamification." This isn't gamification for gamification's sake; these are strategic interactive engagements that provide value to consumers and capture first-party data.

Beauty brands have a competitive advantage in this strategy because beauty is personal and consumers are always looking for recommendations based on their specific needs:

- Which skin care regime is right for you?
- Which new fall color should be your go-to?
- What hair care product is best for your hair type?

Inspiration and discovery is at the heart of beauty. A quiz that lets the user answer a few questions to get a personalized recommendation is not only something beauty consumers want to engage with, they love to seek these experiences out.

These engagements can also be used across the beauty journey, from upper funnel awareness and lead capture to conversion and loyalty. They not only drive immediate metrics and lifetime value but also capture critical zero-party data about the consumers' preferences, interests and needs.

Wait, didn't I say first-party data? What the heck is zero-party data?

Zero-party data is a term Forrester coined several years back. It's a form of first-party data that is willingly and directly given to a brand from a consumer. The core difference is that, unlike transactional and behavioral data, which are inferred sources, zero-party data is explicit and therefore more accurate than almost all other data sources.

- What is your skin type, skin tone, skin sensitivity?
- How much makeup do you like to wear?
- How many products do you want in a skin routine?
- What is your hair type?

These questions and many more provide critical data for a brand to provide relevant, personalized product recommendations and communications that help build trust and loyalty between the consumer and the brand.

Brands that know their customer better than their competition will win. Which is why beauty brands that embark on a conversational commerce (or, as I like to call it, "mecommerce") strategy can create the strongest competitive advantage. Beauty brands following this strategy have the highest engagement rates, lead capture rates and conversions than any other industry.

These experiences are proven to drive results across any channel and for any marketing objective. Whether it's trivia about the benefits of an ingredient, a product or personality quiz to drive sales, or an interactive lookbook to showcase colors, the ideas for beauty marketers are truly only limited to the imagination.

At a minimum, you have to admit it beats pushing "buy now" or "shop now" buttons, right? ■



Sixty-two percent of survey respondents note they use more than three products daily to improve or maintain hair health.

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INSIDE CONSUMERS' GROWING AWARENESS OF HAIR & SCALP HEALTH

New survey data uncovers top concerns, product usage habits, unmet needs and more.

BY DENISE HERICH, The Benchmarking Company



Achieving that perfect hair day—when hair looks fuller, shinier, more youthful and effortlessly holds a style all day—is a goal of many women. Consumers now understand that good hair and scalp health is the means to attain that goal.

In recent years, hair care buyers have become significantly more concerned about hair and scalp health, and beauty brands have responded *en masse* to help solve some of her most pressing concerns. With promises of mending, repairing and bonding hair, women are flocking to products that give them healthier, smoother, shinier, and more moisturized looking and feeling hair.

In a recent primary study of 3,200-plus U.S. female hair care buyers, The Benchmarking Company's latest research reveals how consumers define hair and scalp health, what hair and scalp concerns top their list, which products they use, and the results they expect from these products.

What She Knows About Her Hair

Ninety-seven percent of U.S. women surveyed say that hair health is important or very important. But does she understand that hair comprises dead cells into which life cannot be infused? Does she understand that, consisting of keratin and protein, strong bonds are what give hair a healthy appearance and feel?

In this study, the majority of respondents correctly indicated that each hair strand is made of dead organic matter or cells, just like fingernails. However, hair can still appear either healthy or unhealthy, with 98% saying the use of hair care products can make hair look and feel healthier.

Her Definition of Unhealthy Hair

Brittleness, excessive shedding and strand fraying are all visible signs of unhealthy hair according to 98% of women surveyed. Other visible and tactile signs of unhealthy hair include:

- hair that breaks/snaps when brushing (79%)
- loss of shine or luster (65%)
- frizz (55%)
- hair thinning (53%)
- lack of volume (29%)

Ninety-eight percent of respondents agree that healthy-looking and -feeling hair begins with the health of the scalp. According to 99% of those surveyed, she believes that hair health

can be impacted by stress, nutrition and underlying health issues. She recognizes that scalp health is a critical component of having a healthy-looking head of hair.

Issues with the scalp are thought to cause rough hair, lack of shine and hair breakage, according to 94% of those surveyed. Ninety-seven percent agree that scalp inflammation affects the growth and health of hair, while 96% agree that poor scalp health can cause premature hair loss.

What She's Using

Taking care of her hair is not a one- or two-step process. Sixty-two percent of survey respondents note they use more than three products daily to improve or maintain hair health. The usual suspects top the list with 94% using shampoo and 85% using a rinse-out conditioner. But, her hair care regimen is more comprehensive than just a wash-and-go.

Products Used to Improve Hair Health/Reduce Damage

- 94% shampoo
- 85% rinse out conditioner
- 60% leave-in conditioner
- 54% wide-tooth combs
- 47% moisturizing hair treatments
- 44% hair masks
- 42% hair oils
- 41% heat protectant products

Sixty-five percent of women surveyed purchase products specifically marketed to address hydration and moisturization concerns.

Products designed to combat frizzy ends grace the carts of 57% of women surveyed, while 41% purchase products to smooth the appearance of split ends. She is also concerned with the damage caused by heat styling. Heat damages the structure of the hair and separates the chemical bonds that make hair look and feel smooth[a].

In an effort to improve hair's healthy appearance, this consumer purchases



Sixty-five percent of women surveyed purchase products specifically marketed to address hydration and moisturization concerns.

products marketed as damage repair (69%), strengthening (58%), volumizing (54%) and bonding (20%).

Expectations of Bonding and Repair Products

Many bonding and repair products work to fix broken chemical bonds that occur in the hair shaft. Products formulated to include amino-acids, the molecules that combine to create proteins, can chemically strengthen hair by operating much like keratin, the predominant protein in the hair shaft. When these chemical bonds occur, hair appears smoother, silkier and less frayed—or, in the mind of the consumer, healthier-looking[b].

Ninety-five percent of respondents in the study say they expect a product marketed as a repair or bonding treatment to change the look and feel of her hair.

The top reasons she purchases hair care products marketed as "repair," "bonding" and "strengthening" are to reduce the appearance of damaged hair (79%), leave hair looking healthier (78%), feel healthier (72%), feel more moisturized and less dry (75%), appear smoother (73%), and feel softer (72%).

She also understands these benefits won't last forever.

Eighty-eight percent of those surveyed believe a bonding or repair treatment is temporary. "Wash and wear" is how she describes the length of time she expects the results to last, with 63% expecting the product to work only until the next wash or the product washes off. Eighty-six percent of respondents noted they would still purchase a mending, bonding or repair product that indicated the results would only be temporary.

She Cares About Her Scalp

According to a study documented by the National Institutes of Health (NIH[c]) "scalp care is essential because it determines the health and condition

[a]https://koreascience.kr/main.page?&lang=ko

[b]www.allure.com/story/bond-building-hair-care-products

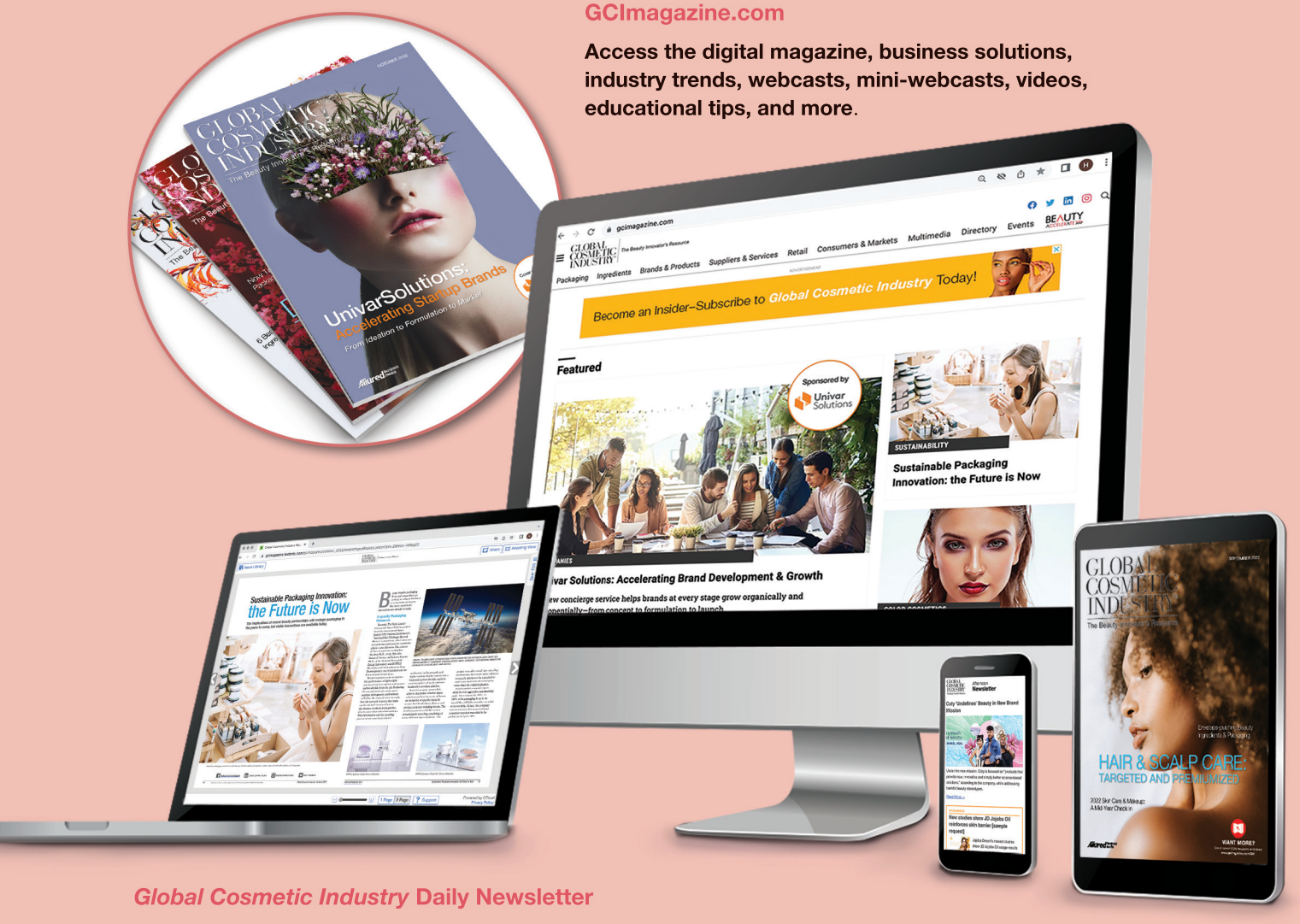
[c]https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5551307

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of the hair and prevents the diseases of scalp and hair."

Study respondents agree. Ninety-six percent of respondents note that it is just as important to take care of the skin on your scalp as it is to take care of your facial skin, and 82% are currently purchasing products designed for scalp health.

Her Scalp Care Beliefs

- 96%: poor scalp health can cause premature hair loss
- 97%: the health of your scalp can be impacted by diet and stress
- 97%: scalp inflammation affects the growth and health of hair
- 92%: scalp health affects hair health

Scalp Care Awareness is Growing

Scalp conditions were once stigmatized, whether it was dandruff, alopecia, or red, flaky bumps associated with eczema or psoriasis. But no longer: these conditions are now diagnosed with more frequency. Women today suffer from a range of scalp conditions, including itchy scalp (42%), dry scalp (40%), dandruff (26%) and oily scalp (23%).

The past three years have witnessed a double-digit increase in consumers' interest in caring for the scalp.

During the past three years, 23% of respondents have begun purchasing (for the first time) products designed especially for her scalp; 24% have bought more scalp-specific products than she did three years prior; and 34% have purposely reduced the number of times per week she washes her hair and scalp.

Today's consumer is more aware of ingredients that may be harsh to her delicate scalp, with 39% noting she reads labels more now to ensure that the product is free of harsh ingredients.

A gentle shampoo is what is best for your scalp health according to 92% of those surveyed. Sixty-eight percent believe washing away excess oil on the scalp is important to maintaining a healthy scalp, while 89% indicate that more washing does not equate to a healthier scalp.

T-1. Hair and scalp products consumers currently use or would like to use

	Currently use	Would like to use BRAND OPPORTUNITIES
Calming treatment	5%	72%
Scalp serum	10%	70%
Scalp detox treatment	7%	70%
Scalp cleanser	15%	69%
Scalp tonic	4%	68%
Hair growth scalp treatment	10%	67%
Soothing serum	16%	67%
Mud mask	3%	66%
Scalp exfoliator/scrub	12%	65%
Scalp lotion	4%	64%
Scalp massager	25%	62%
Omega 3 supplement	20%	62%
Hydrating treatment	33%	59%
Scalp sunscreen	4%	59%
Dry oil treatment	13%	59%
Itch relief treatment	6%	46%
Gentle shampoo	49%	43%
Dandruff shampoo	21%	24%

Her Scalp Care Favorites

As awareness of the importance of scalp health continues to rise, the myriad of products on the market designed to resolve even her toughest scalp issues will see higher adoption rates. Given the extensive interest in newer scalp products, including calming treatments, serums, detox products, cleansers and tonics, we can expect to see scalp care as its own defined step in her health and wellness routine.

She's using a number of products now, with an eye toward trying other scalp scare solutions. (**T-1**).

Shining the Spotlight on Your Hair and Scalp Care Products

Survey respondents offered some advice for brands to successfully market their hair and scalp products.

Seventy-five percent expect brands to clearly detail what the product does and state the benefits on the package. Sixty-nine percent suggest engaging real consumers in pre-product launch research, and most expect to see themselves reflected in brand marketing—women of all ages and ethnicities, with a variety of hair and scalp issues.

Consider consumer focus groups and consumer perception studies for hair and scalp products pre-launch. Buyers want to see proof that the product is effective in the form of consumer claims from women like themselves, with 86% saying these claims are important to very important to her purchase decisions. ■



Based in sun-seared San Diego, **DENISE HERICH** is co-founder and managing partner at The Benchmarking Company (*www.benchmarkingcompany.com*). The Benchmarking Company provides marketing and strategy professionals in the beauty and personal care industries with need-to-know information about its customers and prospects through custom consumer research studies, focus groups, its annual PinkReport, and consumer beauty product testing for marketing claims.

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THE INGREDIENTS DRIVING THE HAIR HEALTH REVOLUTION

From skin care-inspired claims to enhanced sustainability, emerging ingredient technologies are reshaping the hair care category.



Mielle's Sea Moss Anti-Shedding Scalp & Hair Oil, designed to boost hair retention and nourish the scalp, has been dubbed "food for the hair and scalp."

Hair health is driving category premiumization, opening the door to further innovation opportunities for standout functions and claims.

Prestige hair care sales increased 11% in Q1 2023[a], according to Circana (formerly IRI/NPD), while mass grew 7%. Though prestige sales grew faster, mass hair care still represents 3/4 of total hair sales volume.

Notably, hair health continued to be a major growth driver in the sector, particularly targeted treatments, heat protectants, leave-in treatments, scalp care and hair thinning solutions. These product types outgrew the general hair category, per Circana.

These treatments have driven the highest year-over-year average price increase across all beauty categories. In particular, this growth was led by an increase in sales of products priced above $30.

Ingredients Drive Differentiation & Premiumization

Ingredients have been front-and-center in this premiumization trend. To illustrate, Mielle was single-handedly responsible for a massive spike in online searches regarding rosemary and hair care due to the virality of the brand's Rosemary Mint Scalp & Hair Strengthening Oil, now reportedly the top hair oil in the U.S. market (per the brand).

Mielle is now continuing its ingredient-forward mission with its new Sea Moss Anti-Shedding Scalp & Hair Oil, designed to boost hair retention and nourish and feed the scalp. The formulation, dubbed "food for the hair and scalp," comprises Atlantic European sea moss, of course, as well as saw palmetto. The moss is in line with the rise of algal technologies in skin care and comprises amino acids, magnesium, calcium, zinc and protein, as well as vitamins A, B, C, D and E, to hydrate the hair and scalp and enhance shine. The saw palmetto, meanwhile, is rich in fatty acids, which can reportedly support a balanced scalp and promote stronger, healthier-looking hair, particularly in the area of hair retention. The SKU retails direct from the brand, as well as at Target.

Spate[b] recently noted that, in addition to the durable interest in rosemary oil in hair care online searches, clinical and scalp health interests are being reflected in rising keywords such as minoxidil and ketoconazole, as well as caffeine, pumpkin oil, and flaxseed. Caffeine is an interesting case. In March, Spate noted that caffeine is one of the fastest-growing keywords searched alongside the term "shampoo" in the United States. Though evidence is limited, consumers appear to be responding to the notion that caffeine can have a positive effect on hair growth. In fact, a common search pattern is "caffeine shampoo for hair loss," per Spate.

Elsewhere, peptides have also become popular in hair searches, reportedly driven by The Ordinary Multi-Peptide Serum for Hair Density.

Given the prominence of ingredients in premiumized product innovation (as seen above), *Global Cosmetic Industry* surveyed the latest hair care functional and active ingredient technologies and claims to surface future opportunities for product development, R&D and marketing.

Managing the Transition to Greater Biobased & Low-carbon Content

Inevitably, brands' push toward greater hair health includes an enhanced level of biobased content and lower carbon footprints, which can create formulation challenges.

Univar Solutions illustrated several strategies for overcoming these hurdles with its creamy, butter-based Every Fiber Hair Renew Mask concept



Peptides have become popular in online hair care searches, reportedly driven by The Ordinary Multi-Peptide Serum for Hair Density.

formulation, which is designed to nourish and restore hair fibers. Stabilizing this natural-based emulsion formula required specialty ingredients to ensure the mask coalesced.

To make this happen, Univar tapped Dow's Ecosense APP 5000 formulation aid, derived from wood biomass and fatty alcohol that is RSPO mass-balance-certified. The non-GMO, 100% renewable carbon content technology can be dispersed in the oil phase at low use levels to create PEG-free, low viscosity emulsions. The formulation also includes Dow's HydroxyShield polymer, which conditions the surface of damaged hair. In applications, the polymer restores hair's hydrophobic state, reduces hair breakage and provides ease of styling benefits.

Other key ingredients in the hair mask include Inolex's Lexgard MHG Natural MB, which has strong efficacy against bacteria and yeast in products designed to be self-preserving. The technology also controls odor and soaping during rub-in of emulsions. Finally, DSM's Quali E - DL-α-

[a]www.npd.com/news/category/blog/

[b]https://hubs.la/Q01snlKM0



Bicosome's Bicohair HP (heat protection) is designed to protect the hair from heat tool damage and other thermal procedures.

tocopheryl acetate provides the formulation an oil-soluble antioxidant and free-radical scavenger. The vitamin E enhances moisturization and strengthens the skin barrier. It also helps counteract the appearance of inflammation linked to oxidative processes through downregulation of its mediators.

Univar Solutions has also generated a natural hair gel featuring significant levels of renewable carbon content.

"The Renewable Carbon Index (RCI) measures sustainability by dividing the number of carbons derived from renewable sources by the total number of carbons in an active ingredient," says Claudia Barba, technical services manager, global Solution Centers, Univar Solutions. "For example, the high renewable carbon content of the natural hair gel (95% RCI) contains a high percentage of carbon atoms from plant-based sources. Less than 5% of the carbon content is derived from petroleum sources."

The key ingredients in the formulation include Dow's MaizeCare Clarity Polymer, a corn-based, non-GMO ingredient and biodegradable polymer used as a high-performing fixative that offers curl retention and hair stiffness in crystal clear formulations. Inolex's cold-processable Spectrastat GHL Natural, meanwhile, comprises several multifunctional ingredients to achieve self-preserving formulations.

The formulation also includes Jingkun Chemistry's Guarsafe JK-101, a nonionic polymer derived from natural guar gum, which generates a synergistic gel in combination with Jungbunzlauer's Xanthan Gum FNCS-PC. Finally, the formulation includes hydrating materials such as aloe vera gel, panthenol and sodium hyaluronate.

Barba explains, "For consumers looking for sustainable, plant-based formulas, the Natural Hair Gel replaces typical synthetic polymers used as gelling agents (such as carbomer) and hair fixatives (such as polyvinylpyrrolidone) with plant-derived alternatives without compromising performance—good hold, humidity control, non-tacky and no flaking."

Rebalancing the Scalp Biome

Bicosome's Bicobiome (INCI: aqua, phosphatidylcholine, niacinamide, *Lactobacillus* ferment, salicylic acid) is designed to regulate oily scalps,

remove dandruff resulting from *Malassezia* spp. and the rebalance of fungal microbiomes on the scalp. Niacinamide acts as an anti-inflammatory agent and sebostatic to regulate oil and inflammation in the follicle. The postbiotic *Lactobacillus* ferment rebalances the microbiome of the top layers of the skin. Salicylic acid, meanwhile promotes mild desquamation to remove dandruff and thereby improve scalp function. In vivo tests reportedly showed that the technology cut sebum by 28%, dandruff by 47% and desquamation by 67% after 28 days of use. Usage also reportedly led to a decrease in the total of *Malassezia* spp., *M. globosa* and *M. restricta*, reflecting a healthier scalp.

Oat-based Hair Restoration

Symrise's Symprot'in Oat (INCI: water (aqua) (and) *Avena sativa* (oat) peptide (and) 1,2-hexanediol (and) caprylyl glycol) is a biotech-derived hair care active designed to repair and protect the hair and prevent breakage. Comprising oat peptides, the technology adapts to the user's hair to penetrate deep and link into the hair fiber, thereby restoring hair structural integrity. It can be applied to formats such as shampoos, conditioners, pre-treatments, serums and leave-in products.

Cuticle Heat Protection

Bicosome's Bicohair HP (heat protection) is designed to protect the hair from heat tool damage and other thermal procedures. The technology adheres to the hair cuticle to add a barrier to the direct contact of the heat. It thereby improves hydration, elasticity and breaking stress, and promotes an anti-flyaway effect. It can be applied to non-sulfate-based shampoos, conditioners, hair masks and leave-on formulations.



Nutrition21's Lustriva beauty-from-within ingredient comprises a complex of bonded arginine silicate and magnesium biotinate to boost hair and skin health.

Hair Health from Within

In April, Spate reported that the top supplement trend on TikTok, based on month-over-month growth, was "hair growth smoothies." The interest reflects an interest in holistic solutions, as well as easy-to-ingest formats. Concerns related to the smoothie trend include hashtags such as #damagedhair, #hairloss, #oilyscalp, #oilyhairtips, #postpartumhairloss and #lowporosityhair, per Spate.

Similarly, "hair growth supplements" searches are also on the rise alongside hashtags such as #hairgrowthproducts, #hairgrowthjourney, #hairtransformation, #hairbeforeandafter and #haircareroutine.

There have been a number of ingestible hair health products launched in recent years. Among them is Nutrition21's Lustriva beauty-from-within ingredient, which comprises a complex of bonded arginine silicate and magnesium biotinate to boost hair and skin health. The ingredient's biotin solubility is purportedly 40 times greater than that of commonly used D-biotin.

In a clinical study, women who received Lustriva experienced thicker hair and a nearly 20% increase in hair growth in as little as three weeks. Participants also experienced improved skin texture and a 10% reduction in the appearance of wrinkles in just 12 weeks, per Nutrition21.

The ingredient is appropriate for dietary supplements, functional foods, gummies and gels, and ready-to-drink beverages in a clinical dose of 160 mg.

Biodegradable Conditioning Agent

Evonik's Varisoft EQ 90 (INCI: dioleoylethyl hydroxyethylmonium methosulfate) is a biodegradable ester quat that reportedly improves the conditioning properties of wet and dry hair. The cold processable and readily biodegradable technology features low aquatic toxicity and can be used as an alternative to conventional conditioners in applications such as conditioning shampoos, conditioners and masks, leave-in sprays, and solid formats.

A New Bond-builder

According to Data Bridge[c], the hair bond multiplier market is expected to expand at a compound annual growth rate of 7.80% between 2021 and 2028. With many brands and ingredient suppliers moving into the space, CrossChem has debuted a new molecule.

CrossChem's keratin bond-building technology, GlyBond, is set to launch this year. The molecule reportedly incorporates polymatrix engineering to cross-link axes across keratin cortex structures to significantly improve hair strength and quality, per the supplier.

Self-emulsifying Bases Cut Energy Usage in Waterless Hair Care

Vantage Personal Care's Jeesperse NoLo is a range of self-emulsifying bases for hair care applications, which were featured in waterless blue tablets dubbed Concentrated Conditioner Drops at in-cosmetics Global 2023. The Jeesperse NoLo range includes two powder products, Jeesperse NoLo N1 and Jeesperse NoLo C2, which use no or low mixing energy in the emulsion process due to their self-emulsification properties.

The base compositions are reportedly optimized for quick wetting, easy dispersion and the creation of stable emulsions, even when using low shear mixing equipment or following room-temperature processes. They also contain conditioning ingredients that contribute to the efficacy of the hydrated formulation.

Upcycled, Biodegradable Silicone Alternative

Normactive's Tri-Mea imparts gloss, split end and cuticle repair, and anti-frizz and easy combing in hair care applications. This silicone alternative is upcycled via supercritical CO_2 from wheat germ pulp extract and can be applied in shampoos, serums and conditioners. Wheat germ pulp comprises vegetable proteins, healthy fats, and fibers, magnesium, zinc, thiamin, folate, potassium, phosphorus, and vitamin E. Its anti-inflammatory oleic and linoleic acids and vitamin E are positive for skin moisturization and skin barrier strength, per the supplier.

Moisturizing Plant Oils

Sharon Personal Care's recent agreement with Calgary, Alberta Canada-based Botaneco added Hydresia (INCI: *Carthamus tinctorius* (safflower) oleosomes (and) water (aqua)) to the former's portfolio. Hydresia oleosomes are natural, micron-sized spheres of emollient plant oils and vitamin E found in plant seeds. When applied to hair care, the oleosomes collapse, thereby releasing their moisturizing oils and vitamin E content onto the hair and scalp. An independent half-head study comparing a natural shampoo with 5% Hydresia SF2 and the same formulation without Hydresia SF2 reportedly found that the Hydresia oleosome-containing formula had statistically significant improvement in body of the hair, as well as dry combing, softness and dry feel.



Vantage Personal Care's Jeesperse NoLo is a range of self-emulsifying bases for hair care applications, which was featured in waterless blue tablets dubbed Concentrated Conditioner Drops at in-cosmetics Global 2023.

[c]www.databridgemarketresearch.com/reports/global-hair-bond-multiplier-market



Bicosome's Bicohair UP (urban pollution) protects the hair from pollution particles (exhaust, cigarette smoke, etc.) and UV exposure, while also diminishing color loss.

The presence of the Hydresia SF2 technology also had no negative impact on foaming, rinse-out or dispersion.

Pollution Defense for the Hair

Bicosome's Bicohair UP (urban pollution) protects the hair from pollution particles (exhaust, cigarette smoke, etc.) and UV exposure, while also diminishing color loss. The technology adheres to the hair cuticle and features a particle-repellent charge to effectively shield the hair. In this way, Bicohair UP prevents oxidation and the degradation of structural proteins. The ingredient an be applied to hair conditioners, leave-on serums, masks and non-sulfate-based shampoos.

Solvent-free Hair Growth Stimulation

Sabinsa's Proscalpin is a solvent-free hair care blend featuring Cococin (*Cocos nucifera* (coconut) liquid endosperm), Saberry (*Emblica officinalis* fruit extract), and PeptiSeLect (γ-L-glutamyl-L-selenomethionine (GGLSM)). In formulations, the technology enhances the proliferation of human follicle dermal papilla cells and protects against UV stress to promote hair growth and density, while also preventing hair loss. ■

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