

Innovation in the spotlight in Hamburg

Held from 1-3 April, in-cosmetics welcomed 7,260 visitors to the Hamburg Messe, making it the largest in-cosmetics outside of Paris in the show's history. The event was 2% up in terms of visitors on the Barcelona exhibition in 2012. With Germany the biggest cosmetics market in Europe, there was also an influx of local visitors keen to gain inspiration for new product development, with over 2,158 German visitors, making up 30% of the total attendance, more than double the number of German visitors at any other in-cosmetics show.

Hamburg is well-known as home to personal care company, Beiersdorf. Speaking at the show, Dr Ute Breitenbach, scouting active research & development, Beiersdorf AG, described his experience at the 2014 event: "I'm amazed at the vast amount of information on display and the opportunity for direct, personal exchange and excellent discussions. I enjoyed the show very much and am looking forward to take the inspiration I get here into my work for our skin care brands like Nivea."

A new Country Focus feature, sponsored by Beraca, provided insight into Brazil's personal care market – the third biggest world market for cosmetics and toiletries. A Brazil Product Trail guided visitors to exhibitor stands from Clarant, Chemyunion and Kobo where new products or formulations that use ingredients inspired by, or sourced from, Brazil were on display. Visitors were also able to speak directly with Brazilian suppliers to establish new business opportunities in the Brazil Exhibitor Pavilion, which was supported ABIHPEC. Dedicated sessions in the Educational Programme also equipped visitors with the know-how needed to exploit opportunities in a market which is set to be a powerhouse of innovation and opportunity in the years to come.

The in-cosmetics Educational Programme comprised Marketing Trends Presentations, Workshops and Innovation Seminars which explored the hottest topics affecting the cosmetics industry with hair care, emerging markets and future trends all under the microscope. Visitors were able



to tap into knowledge and insights from guest speakers including the likes of Daniel Oliveira, market intelligence manager at ABIHPEC, Emmanuelle Moeglin, fragrance & personal care analyst at Mintel, Andreas Clausen, manager scouting and technology Support at Beiersdorf and Bruno Bernard, research fellow at L'Oréal.

Nine workshops provided in-depth scientific analysis. Of these, sessions included a new pre-show workshop in cooperation with the IFSCC which provided invaluable insight into recent perspectives in nanotechnology with speakers including Claude Willemin, vice president of the IFSCC and Dr Robert Landsiedel of BASF; two sessions on the animal testing ban and its implication for formulation; and presentations on breaking into the Brazilian and Chinese personal care markets.

An exclusive Awards Ceremony on the show's second night saw prizes awarded to Gattefossé, who won Gold in this year's Innovation Zone Best New Ingredient Awards for the development of Emulium Mellifera, a new generation of PEG-free emulsifier, Alban Muller International who picked up the top Green Ingredient Award (in association with Organic Monitor) for its Scurvy Grass Extract, a recognised anti-ageing agent; and Silab which won the R&D Best New Ingredient Award.

Innovation Pitch

At the first ever Beiersdorf Innovation Pitch at this year's in-cosmetics, the global skin care company announced the three winners at the show's awards ceremony on 2 April. Ashland, Croda and KPT convinced the judges with their original ideas giving them a chance to market them under the umbrella of Beiersdorf's strong brands like NIVEA and Eucerin.

The Beiersdorf Innovation Pitch was an extension of the company's open innovation initiative 'Pearlfinder' that aims to further increase the company's innovation power by integrating external knowledge into its research and development. For this pitch Beiersdorf teamed up with in-cosmetics when it returned to Germany after five years, this time in Hamburg – Beiersdorf's birthplace. Of 66 online entries from exhibitors at the event, 23 were selected to go through to the finals at in-cosmetics. The ideas were evaluated by a Beiersdorf jury consisting of experienced R&D, marketing and scouting heads. Key criteria of the Pitch were uniqueness, feasibility, consumer benefit, fit with Beiersdorf brands and market potential – with the winners excelling in these areas.

The US provider of speciality chemicals and technologies Ashland has long been

one of Beiersdorf's strategic partners and is well known by the skin care giant for having its roots based firmly in creating innovative ingredients. At in-cosmetics the company was praised by the jury for a promising idea relating to the Sun Care category. The British innovator and world leader in natural based speciality chemicals, Croda impressed the judges with its unique concept which has potential for application in several categories, especially Body and Sun Care. Furthermore, the Beiersdorf judges detected high potential in the idea of the exhibitor Korea Particle Technology (KPT). This relatively young company – established in 2004 – was honoured for its innovative ingredient technology which Beiersdorf considers valuable for its selective cosmetics business.

At the ceremony, Dr Ulrich Schmidt, member of the executive board at Beiersdorf announced the winners and thanked each participant for the dedication demonstrated during the pitch process. He said: "Innovation is a key factor for our company's success. With our strong brands we want to become the number one skin care company in our relevant markets but we can only achieve this with the innovative input from external partners. We are happy to call this Innovation Pitch a great success. The overall quality and potential of the submitted ideas exceeded our expectations."

At the exhibition

A new fixative polymer that provides all the formulating flexibility, performance and special features they will need was introduced by the Personal Care business of AkzoNobel Surface Chemistry at in-cosmetics 2014.

Balance RCF (INCI: Acrylates/Ceacareth-20 Methacrylate Crosspolymer) is an alkali swellable acrylic polymer that is specially designed to make crystal-clear hair gels. This unique polymer functions as both a fixative and a rheology modifier, allowing the formulator to replace two ingredients with one.

Balance RCF polymer features unsurpassed formulating versatility: it can be used alone, with carbomer and with other fixative polymers and rheology modifiers to achieve a wide range of textures, rheological properties and product performance benefits. Formulators will be able to use Balance RCF polymer to develop high-performance gels, spray gels, styling creams, waxes, pomades, and other styling aids thanks to a number of unique benefits, including: superior hold and humidity resistance compared to traditional gel polymers, provides both rheology modification/thickening and film formation, robust compatibility with carbomer, forms crystal-clear gels and styling formulas, excellent gloss.



Greentech had a range of new actives to promote at the Hamburg show. These included Cemily, an anti-dark circle active concealer, with the following four properties: decongestant activity, decrease in hypervascularisation, soothing activity and colour attenuation under the eyes. This active has been assessed by *in vitro* and *in vivo* tests. At 3% and 28 days after application, data showed an average reduction of 35% in dark circles and up to 65%.

Also launched at the show, Probiophyte Fresh is an anti-body odour active. It inhibits bacteria that cause odours but preserves commensal bacteria that are necessary for our skin to protect against external attacks. This active has been assessed by *in vitro* and *in vivo* tests.

At 2% and from day 1, 60% of volunteers experienced a decrease in underarm odour, with 80% after 3 days of application. In addition, at 2% and 1 week after application, 60% of the volunteers felt a foot odour reduction.

BASF showcased new ingredients for personal care products and some of them are already tailored to the needs of the different consumer archetypes the company has identified.

The new Ultrahold Power styling polymer targets the 'Energetic' archetype with its dynamic consistency for sensational looks. It provides better hold in applications such as hair spray, gel and cream, it is easy to use and provides a high level of formulation flexibility.

The demand for better hold in styling gels continues. The rheology modifier Luville Fit UP increases the performance and styling power of formulations. The polymer reduces the risk of flaking from extreme styling formulations and broadens the spectrum for bold and dynamic hairstyles that are preferred by the 'Energetic' archetype.

VibraColor Moonlight Blue hair dye is

characterised by its great colour intensity and excellent colour stability when shampooing, even at low dosage. Easy to formulate, VibraColor Moonlight Blue introduces a wide range of fashion shades – from very light to intensely dark blue, as well as brown and other dark shades. It thus appeals to the desires of individualistic and creative consumers in particular.

Natura-Tee had a Natural Cocktail Bar at their stand during the exhibition allowing visitors to test and explore an array of innovative and captivating natural formulations for skin and hair care. The latest news and technical data on their range of natural ingredients was available at the stand with particular focus on the multifunctionality of materials such as Abyssol, Plantsol L, Plantsil, Ultra O Active and Rice Starch as well as their latest innovation based on a high performance Microalgae Extract with intensive collagen synthesis stimulation.

During in-cosmetics in Hamburg, Dr. Straetmans celebrated its 30th anniversary with seven product launches. 'Going back to the roots' was the key target for the 2014 launches from Dr. Straetmans. With 30 years of experience in preservation and multifunctional antimicrobials, Dr. Straetmans expanded the Verstätt range, presenting four new blends for preservation. The Verstätt range offers economic, efficient and modern solutions for antimicrobial protection of cosmetics products without using parabens, MIT, formaldehyde and phenoxyethanol.

At in-cosmetics 2014 in Hamburg KahlWax presented new waxes that fulfil consumer demand for greater naturalness and offer the cosmetics industry attractive, effective alternatives.

Soft waxes are one of KahlWax's new highlights. They condition the skin and make it soft to the touch, giving a luxurious skin feel. Thanks to their low melting points, they are ideal for lip care, massage products, skin care and mascara.



Kahlwax 2121 offers all the advantages of argan oil without any of the disadvantages: the wax is durable and has a stable odour and colour. It revitalises and protects the skin, improving elasticity.

Used in hair applications it adds shine and conditions the scalp. Kahlwax 6237 is the new repesced wax by KahlWax. Its buttery consistency bridges the gap between harder waxes and liquid emollients. In end products it makes the skin feel soft, protects against dehydration and boosts the skin's elasticity. It also helps to diminish the appearance of skin discoloration and scars. It adds beautiful shine to the hair and conditions the scalp.

Kahlwax 6237 is ideal for massage candles. If emulsion formulations call for waxes with a higher melting point then KahlWax's water-soluble/self emulsifying waxes are the ideal solution. They provide many benefits in the end product, including a pleasantly light sensation on the skin, and they enhance the appearance of the skin.

Clariant introduced its EcoTain concept for personal care. This addresses one of the five codes in Clariant's Secret Code of Beauty by setting a more eco-friendly standard for personal care ingredients. It centres on the safety and effectiveness of its ingredients that are all sourced and produced more sustainably.

"We are very pleased to introduce our new products at in-cosmetics 2014," comments Anu Desikan, global marketing manager for personal care at Clariant. "Since its launch at last year's show, the Secret Code of Beauty has received an overwhelmingly positive response from customers and acknowledgement for its innovative approach and the specialty ingredients derived from the concept."

Silvia Ziebold, global marketing manager for Clariant, said: "Our customers are now asking what we can offer them to help their customers meet the requirements of sustainability. That is why Clariant has developed the concept, EcoTain. The connotations of what is a sustainable ingredient differ from one industry to the next, or from country to country. EcoTain defines how Clariant as a company approach sustainability and its ecological, social and environmental processes with measurable criteria."

The **Lubrizol Corporation** introduced an innovative new solution for hair colour applications. Chromapol 5 Polymer is a new technology offering five key benefits to deliver rheology and sensory innovation in hair color applications. This unique polymer allows for cutting edge product offerings such as clear gels and glossy crèmes with very pleasant aesthetics.

Chromapol 5 delivers no drip rheology,



is free from fatty alcohols and provides pleasing hair sensory, especially when combined with Merquat polymers. Its cold processing technology has the potential to improve sustainability profiles including savings in energy, batch time and amount of ingredients required.

Personal Care magazine spoke to Stewart Long, global skincare market leader for **Dow Corning**, at the show in Hamburg. Stewart Long said: "We have two new products launching at the show. One is a PET-free emulsifier, and the other is a micro emulsion for hair care which also works with sulfate-free systems." Stewart Long also discussed the Trends Lab, which was a concept launched in Paris last year, but continued to develop interest at the Hamburg show. Building upon its Trends Lab program introduced at in-cosmetics 2013, Dow Corning focused on cutting-edge formulation concepts from its new edition of Trends Lab, entitled 'Life without Boundaries'. These concepts target four important global trends identified and defined by Dow Corning:

- **Crossover:** Reflects the interplay of styles across generations, genders and geographies. Water-fee powder and primer epitomise the ultra-lightweight sensory experience that is prized in Japan and Korea, and being eagerly adopted by Western consumers.
- **Gen Z:** Expresses individualism and experimentation. Intense matte lipstick delivers dramatic, deep colour that defies convention. It glides on beautifully for a flawless, comfortable finish that is also highly transfer resistant.
- **Virtual Reality:** Showcases the possibilities to create experiences and styles influenced by trends such as 3D printing technology and holographic effects. Holographic eye shadow delivers depth, shimmer, a subtle 3D illusion and a supremely bouncy texture.

- **Great Expectations:** Reflects the shift from owning material possessions to seeking unique and unforgettable experiences in nature and being inspired by the amazing offerings the world provides. Inspired by the lotus plant leaf, a biomimetic skin cream forms an invisible shield that reduces adhesion of airborne pollutants for a clean, moisturising and healthy sensation. Additionally, a luxurious gel cream infused with kiwi and melon extracts provides a delicious sensory and visual experience.

At in-cosmetics 2014 **Düllberg**

Konzentra's focused on four key topics: Rose, Red Berries, Oud and Exotic Flowers. Rose is a classic scent ingredient. With new rose-based perfume compositions Düllberg Konzentra is offering essential ingredients for contemporary interpretations of rose fragrances. Perfume oils in the fragrance families Chypre Fruity, Chypre Floral and Floral Musky show just how light and refreshing rose can be in 2014.

"Native" fruits will also be winning over new fans in refreshing new interpretations. With the Red Berries portfolio, Düllberg Konzentra is addressing the new fruity trend with compositions created around strawberry, raspberry or pomegranate and has added a new twist by focusing on the fruity green nuances of these fruits.

Oud is one of the precious bazaar oils which until now has mainly been used in fine fragrances. Now, Düllberg Konzentra is also bringing this luxurious fragrance into the personal care segment.

A further highlight at the in-cosmetics show was Düllberg Konzentra's select portfolio of Exotic Flower Oils. The company exhibited flower oils for use in personal care, including hibiscus, frangipani, champaca and purple orchid.

Conclusion

Commenting on the success of the show's return to Germany after a five year reprieve Cathy Laporte, in-cosmetics exhibition manager said: "in-cosmetics continues to be the world's most important show for the cosmetics industry and our 2014 event has been the best attended ever outside of Paris. The feedback we've had from exhibitors and visitors has been overwhelmingly positive and we're pleased that so many people within the industry continue to benefit from the many different show features on offer.

"I look forward to seeing many of our visitors and exhibitors again next April in Barcelona," she added.

- *The next in-cosmetics takes place in Barcelona, Spain from the 14-16 April 2015.*