



YOUR CHOICE,
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COSMETIC NEWSLETTER

Special IN-COSMETICS:



New "silicone crosspolymers"
from **BRB International**



ATP 23:
The next step in anti-aging

VEROCHIC:
"Chic" and performing

eWOcream®:
"Palm oil-free" vegetable origin
W/O emulsifier



Plantec CRAMBISOL:
Clever hair conditioner

Plantec OLIVE Active HP:
Effective anti-aging

Editorial

Last 31st of March the **In-Cosmetics 2011** event concluded in Milano. Once again, the leading exhibition for personal care ingredients proved to be successful both in number of visitors and number of exhibitor companies.

The team of **COMERCIAL QUIMICA MASSO** was present at the represented principal companies' stands, helping to present the novel product launches.

As usual, the **In-Cosmetics** event is an important platform utilized by majority of cosmetic ingredient manufacturers, to present their latest developments, both as new product launches or as new efficacy tests, that make possible to show new aspects, new potential uses of already known raw materials.

In the present issue of our **Cosmetic Newsletter** we will briefly summarize the **novelties** presented in Milano of some of our represented principals. We hope that this information will be of your interest and we would like to remind you that we stay at your disposal to give you more detailed information, samples etc.

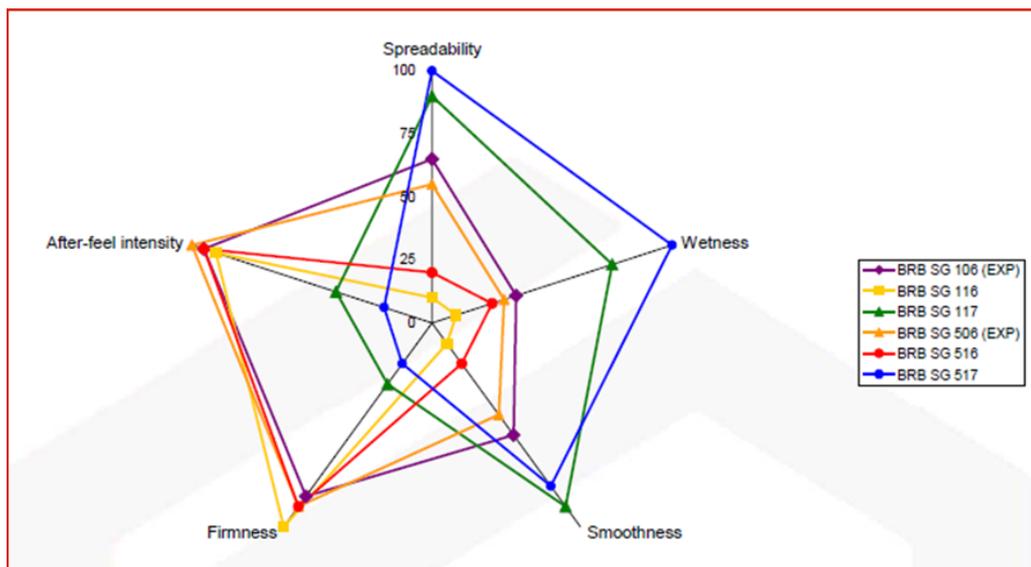
As time is passing so quickly, we are already thinking and start preparing for **In-Cosmetics 2012** that, as you certainly know, will take place in **Barcelona**. As always, when the event takes place in Spain, where our mother company headquarter is located, it is a special occasion for us. We take the opportunity hereby to invite you at this event well in advance!

Ferenc Elekes - Sales Manager

New "silicone crosspolymers" from BRB International

The silicones specialist **BRB International**, have launched 2 new silicone crosspolymers: **BRB SG 106** (INCI: Vinylidimethicone/dimethicone crosspolymer (and) cyclopentasiloxane) and **BRB SG 506** (INCI: Vinylidimethicone/dimethicone crosspolymer (and) dimethicone).

Those new personal care ingredients belong to the newest family of silicon specialties. They provide an **excellent emolliency** while they permit to the formulators modulating, in a very precise manner, the **sensorial properties** of skin care products, thus adapting the formulations to the consumer expectations. The below graph shows the sensorial profile of the new products in comparison with already existing similar silicones, belonging to the same generation and launched by BRB International previously.



ATP 23: The next step in anti-aging

Peptides have proven to be very effective anti-aging actives. Following that chemistry, **SINERGA** have launched **ATP 23** (INCI: Azeloyl Tetrapeptide-23), the reaction product by azelaic acid and Tetrapeptide-23.

ATP 23 has proven to be an excellent **anti-oxidant** and **anti-glycation** active ingredient.

Anti-glycation activity of **ATP 23** has been evaluated in order to determine its activity on prevention of the formation of glycosylated proteins, in particular on collagen, which lead to ageing signs. In vitro tests on keratinocytes confirm that ATP 23 is able to inhibit AGEs (Advanced Glycation End product) formation on human fibroblasts up to 50%.

Human skin is also affected by 'accelerated ageing' that result from environmental damage (mainly due to UV irradiation, thus Photoageing), mediated by the formation of ROS (reactive oxygen species) and free radicals.

VEROCHIC: "Chic" and performing innovation

SINERGA have captured once again the attention of In-Cosmetics visitors by launching an exciting and patent pending new ingredient: **VEROCHIC** (INCI: Shikimic Acid). This is a pure vegetable product, derived from *Illicium verum* (Star anise).

Shikimic acid has been used in a variety of pharmaceutical applications. Based on their high knowledge on potential cosmetic applications of that active, **SINERGA** patented its use for:

- **skin odour** control
- **acne** treatment and prevention
- **dandruff** treatment and prevention
- **exfoliating agent**

The interest of **VEROCHIC** in such applications has been proven by specific tests

• in vitro studies

→ **Anti-enzymatic activity on lipase activity, as inhibitor of fatty acids production:** **VEROCHIC** at 1% shows better performance than triclosan, piroctone olamine and triethyl citrate by showing a 98% reduction of fatty acids production after 15 min.

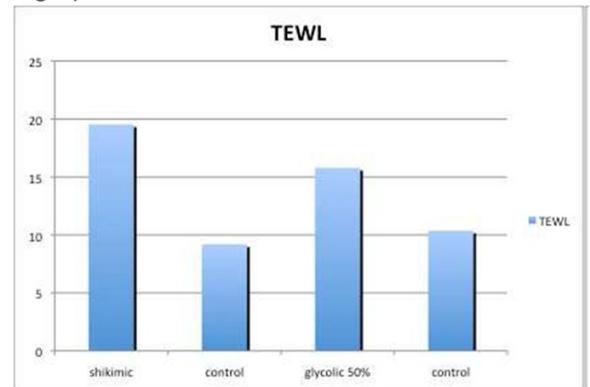
→ **Antimicrobial activity on antidandruff activity:** although its performance is below triclosan, **VEROCHIC** is able to inhibit microbial growth of *Malassezia furfur* at concentrations more than 5%.

• in vivo studies

→ **Deodorising effect:** Aim of the test was to evaluate sensorial assessment of 15 volunteers after 15 days of usage of a deo-spray containing

1% **VEROCHIC** in comparison to the product normally used. The test product was assessed by the volunteers as the product they are normally using and all of them expressed very positive sensorial evaluation. It is important to highlight that all the volunteers expressed that they would have bought the product with **VEROCHIC** again if available.

→ **Exfoliating effect:** **VEROCHIC** leads to an increase of TEWL in 1 hour due to partial detachment of stratum corneum. This peeling effect has been compared to 50% glycolic acid peel as reference standard; detailed results are shown on below graph.



Moreover, after 24 hours, the area treated with glycolic acid was irritated, dried and desquamated, while the **VEROCHIC** treated site was perfectly normal.

VEROCHIC may be solved in water, in doses ranging between 0.1 - 2%.

eWOCREAM®: "Palm oil-free" vegetable origin W/O emulsifier

Thanks to the innovative and original manufacturing process **M.O.R.E. (Microwave Oven Reaction Enhancement)**, by microwave irradiation, **SINERGA** produce **EWOCREAM®** (INCI: Polyglyceryl-3 sorbitan Linum usitatissimum (linseed oil), a fluid and versatile **W/O emulsifier** agent solvents-free and PEG-free. It is ideal for formulations for sensitive and delicate skin, as it has also the hydrating and emollient properties derived from Linseed oil.

The emulsions based on **EWOCREAM®** can be prepared through **cold process**; they may have a **wide range of viscosity**, a **light, not greasy** texture with **fast adhesion** and **excellent stability** without needing any co-emulsifier or thickener.

In terms of applications, the products based on **EWOCREAM®** are suitable for **all kinds of skin care products**. Marketing wise, it will support sustainability claims such as **carbon footprint, PEG-free, natural...** It is **ecocert** approved.

Recommended dosage ranks from 2% to 5%.

Plantec CRAMBISOL: Clever hair conditioner

Developed by CRM International, **Plantec Crambisol** (INCI: Crambe Abyssinica Seed Oil Phytosterol Esters) is a new intelligent, efficient, conditioning agent, with a unique skin feel when introduced in formulations. It combines and accentuates the positive effect of Crambe Oil with the bio-active effects of Phytosterols. Besides its well known properties when used in skin care products, such as **Extreme Skin Comfort**, **Skin Rejuvenation** and **Velvet Skin Feel**, it is also a very interesting active for hair care applications.



In **Hair Care**, **Plantec Crambisol** is used as an active providing **Soothing** effects, **Nourishing** and **Protecting** actions and **Repairing** properties. CRM International have just announced the results of very recent studies proving that **Plantec Crambisol** is **The Natural Solution for beautiful hair**. Those studies compare an after-shampoo formulation with 5% of the active with the corresponding placebo; the measured parameters are elasticity, combing, electrostaticity and filming properties. The results show that under normal conditions of use, **Plantec Crambisol** at 5% provides to the formulation:

- + 50 % brightness
- +191% elasticity
- +180% film forming
- Improvement of hair combing
- No effect on electrostaticity

Those results prove the interest of incorporating **Plantec Crambisol** to your hair care formulations. Feel free to request more details and samples of that exciting natural active.

Plantec OLIVE ACTIVE HP: Effective anti-aging

Plantec Olive Active HP is the valuable liquid fraction of olive oil unsaponifiables. It is totally natural (Ecocert approved) and provides in an active concentrated form, the beneficial part of olive oil.

Before In-Cosmetics 2001, the **cosmetic interests** of that ingredient were described as follows:

- significant **anti-ageing activity**, reduce skin damage caused by UV light and lend suppleness to the skin
- gives **excellent skin slip** with a **non greasy after feel**
- helps the **regeneration** of aged or damaged skin and restores **skin suppleness and flexibility**
- **Inhibits the propagation of skin lipid oxidation**. Olive unsaponifiable contains a high proportion of **Squalene** and **tocopherols** which have been shown to inhibit up to 85% of linoleic acid peroxidation
- has a **SPF booster activity** (In-vivo test results: 6 points SPF value with a use at 20%, defined by The COLIPA methods)
- gives **protection and conditioning** to the hair

CRM International have gone deeply investigating which are the anti-aging properties of **Plantec Olive Active HP**. During In-Cosmetics 2011, they have launched the results of new efficacy assays which prove that it is **The Natural Solution against Skin Aging**. **Lipid peroxidation** and **glycation** are the main reactions which have important consequences in the skin ageing process. Two in-vitro tests demonstrate that **Plantec Olive Active HP** slows both processes and therefore, shows an important anti-aging activity.

- **Action against oxidation:** The strong antioxidant capacity by scavenging radicals provides very good protection against lipid peroxidation
- **Role in glycation:** By inhibiting the AGE formation in glycation reaction, it protects the structural organisation of dermis

Both tests details are available upon request. Do not hesitate to request additional information and samples of this **natural and highly performing anti-aging active**.



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