Innovation Zone

Discover the latest ingredients and the most innovative beauty products
Innovation Zone

1. 70 Ingredient Launches
2. Live Demonstrations
3. Anti-Ageing – Innovation from Around the Globe
The Innovation Zone has a reputation for being one of the busiest and most informative features at the show. Full of creative innovation and inspiration, it is undoubtedly the best place to catch up on all the latest products and exclusive show launches all located in one convenient location.

The feature is all about the wealth of innovation and problem solving ingredients on display. If you’re looking for imaginative ideas for your next product launch or marketing campaign, then make sure you pay the Innovation Zone a visit.

**What’s on in the Innovation Zone?**
- Discover 70 new ingredients launched by exhibitors
- Attend a series of live ingredient demonstrations
- Touch, feel and try the latest anti-ageing beauty products
- **NEW “Innovation Zone Best Ingredient Award”**

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1. **70 Ingredients Launches**  
   Discover 70 new products launched by exhibitors at the show or within the last 6 months.

2. **Live Demonstrations**  
   If you’re keen to learn more about some of the new launches, then why not attend the Live Ingredient Demonstrations. This is the perfect opportunity to find out more about some of the products on display in these 30 minute informative sessions.

**Tuesday, 29 March**
- IMCD Group  12:00-12:30
- Air Products and Chemicals  14:00-14:30
- Rhodia  15:00-15:30

**Wednesday, 30 March**
- Gelita  10:00-10:30
- Cremer Care  12:00-12:30
- EPHYLA SAS  13:00-13:30
- Clariant International  14:00-14:30
- Hayashibara International  15:00-15:30
On the Innovation Zone Feature
Discover the 20 hottest finished products on the market from Europe, Asia, USA and Latin America, sourced by Mintel’s team of beauty trend spotters. Be inspired by an interactive display of the most innovative finished beauty products.

For more details about these specially chosen products, don’t miss the narrated sessions:

- **29 March**: 11:00-11:30 and 16:00-16:30
- **30 March**: 11:00-11:30 and 16:00-16:30
- **31 March**: 11:00-11:30 and 15:30-16:00

Expert-led Trend presentation
**Wednesday, 30th March: 9.45 – 10.30 (Marketing Trends Theatre)**
Mintel’s Senior Beauty Analyst Vivienne Rudd will take you through Mintel’s beauty trends and demonstrate how they can be used to forecast anti-ageing market movements, taking consumer concerns, product innovation and the latest anti-ageing actives into account.

Expert Advice
Mintel’s Beauty Innovation team will also be on hand throughout the show to offer personal advice and opinions on all the products and themes featured. What better way to keep up to date with industry developments and staying ahead of the competition.

NEW “Innovation Zone Best Ingredient Award”

In recognition of some of the outstanding entries we receive each year, in-cosmetics will present a new “Innovation Zone Best Ingredient Award”.

The winners will be revealed on **Tuesday, 29th March** (18:00-20:00) in the Marketing Trends Theatre.
Mintel Beauty Innovation  Stand T71

Mintel is an independent award-winning provider of world-leading market intelligence, delivering robust information, analysis and critical recommendations. Mintel’s trusted portfolio of proprietary industry solutions and products has been supporting high profile clients in key sectors such as FMCG, financial services, media, retail, leisure and education for over 38 years. With office locations in London, Chicago, New York, Shanghai, Tokyo and Sydney our global presence continues to grow.

Mintel Beauty Innovation offers expert in-depth analysis of new products, ingredients and trends in the beauty and personal care space. We don’t only pinpoint what’s hot now but more importantly predict what’s next – allowing you to stay one step ahead of your competitors and industry movements.

Mintel Beauty Innovation’s coverage spans eight key categories:

- Skincare
- Soap and Bath
- Hair Care
- Shaving and Depilatories
- Colour Cosmetics
- Beauty Supplements
- Fragrance
- Deodorants

Mintel Beauty Innovation will support every step of your NPD – ingredient research, cross category analysis, packaging evaluation, trend claims and historical analysis, regional research and patent identification – helping maximise the profitability of your new product initiatives.

For more information, please visit the Mintel team at stand number T71 or visit beautyinnovation.mintel.com

ISP Personal Care  Stand G28

Innovation Everywhere!

At in-cosmetics 2011, you will find ISP Innovation Everywhere. Step into our space and visit all four Innovation Pods to learn about Survivxyl® IST™ - a cosmetic ingredient designed to address the environment that is key to maintaining a healthy population of stem cells, FlexiThix™ - a novel thickener that offers greater formulation flexibility, ISP’s Ecocert compliant preservatives and our new Durable Styling platform. Additionally, we invite you to stop by the Innovation Zone where we will be featuring three more exciting technology platforms – Caspaline 14™, Lipigenine™ and Natriance™ Biofractions.

ISP Personal Care partners with our customers to commercialize innovative technologies that form the basis of ground-breaking hair care, skin care and sun care products. Our on-going research-oriented initiatives and sophisticated R&D platforms set the cornerstone of breakthrough chemistries that advance the performance parameters of personal care products, allow new categories of products and close technology gaps. Our core strengths in polymers, biofunctional ingredients, UV technology, preservative chemistry and microcapsules mean that everywhere you look ISP scientists deliver on the promise of performance and value for the personal care industry.
**Deposilk™ Q1 Polymer**

**Company:** Air Products and Chemicals  
**Stand:** T75  
**Email:** ProdInfo@airproducts.com  
**Website:** www.airproducts.com/personalcare  
**Category:** anti-ageing, anti-wrinkle, conditioners (skin/hair), film former, silicones

**Product Description:**
Deposilk™ Q1 Polymer is a new offering that empowers formulations through superior deposition of ingredients and excellent sensory aesthetics. Products will feel silky and smooth while notably improving deposition of silicone and anti-ageing ingredients on skin or hair, driving greater product efficacy and consumer delight. Formulators also benefit from several other properties, including rheology stability benefits, wide compatibility including with low pH and surfactant systems, improved emulsion stability, film formation and a mild and non-irritating nature. Enhanced deposition never felt so good.

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**STRUCTURE® CEL**

**[INCI Name: Ethyl hydroxyethyl cellulose / Hydroxyethyl Ethylcellulose]**

**Company:** AkzoNobel Surface Chemistry  
**Stand:** F30  
**Email:** Andy.girdharry@akzonobel.com  
**Website:** www.akzonobel.com/PersonalCare  
**Category:** conditioners (skin/hair), emulsifiers, rheology modifiers, thickeners, surfactants, anionic, cationic, amphoterics, nonionic

**Product Description:**
Non-ionic cellulose derivatives, such as hydroxethyl cellulose (HEC) and hydroxypropyl methyl cellulose (HPMC) have long been used as thickeners and rheology control agents in personal care products. Developments in cellulose modification for personal care have enabled a class of cellulose derivatives that provide unique new benefits to a variety of personal care formulations. Ethyl hydroxyethyl celluloses (EHEC) are made from highly purified cellulose via alkalization, ethoxylation, and reaction with alkyl chlorides. EHEC can also be reacted with higher molecular weight alkylating agents providing different properties such as associative thickening behavior. The key molecular design variables of these polymers includes molecular weight, degree of ethoxylation, degree of alkylation, and alkyl group size.

This new group of non-ionic cellulose derivatives are readily dissolvable powders of water soluble polymer. They display superior thickening efficiency in a variety of model rinse-off and leave-on hair care and skin care products such as shampoos, conditioners, and gels.
Irresistible Pump

**Company:** APTAR  
**Stand:** C70J  
**Email:** gael.touya@aptar.com; florence.roulet@aptar.com  
**Website:** www.irresistible-aptar.com  
**Category:** preservatives

**Product Description:**
Innovative packaging solution which provides absolute protection for preservative free formulae against external microbial contaminations thanks to its specific features offering the ULTRAGATE technology
1. sterilizing filters  
2. ultra tight self sealing actuator the TIP SEAL  
3. alpha pump engine: metal free way for good compatibility with the formula

Aquabeautine XL™

**Company:** Aqua Bio Technology ASA  
**Stand:** M28  
**Email:** fanny.coste@aquabiotech.no  
**Website:** www.aquabiotechnology.com  
**Category:** anti-ageing, anti-wrinkle, biological, marine extracts, biofermentation, enzymes, enzyme inhibitors, exfoliants, natural actives

**Product Description:**
Aquabeautine XL™ is a patented marine protein solution derived from the hatching fluid of salmon roe or “red caviar” as it is otherwise known. It contains a unique protease that gently removes dead skin cells without affecting living cells. Aquabeautine XL™ is thus a biospecific exfoliant, with added moisturising and anti-ageing properties, proven *in vitro and in vivo* to render comparable results to common hydroxy-acids without skin irritation. Designed by nature, Aquabeautine XL™ is 100% natural and sustainable. Colourless, odourless and active in a broad pH range, it is easy to use for various cosmetics applications, even for sensitive skins.
**Baycusan® C 1008**

**[INCI Name: Polyurethane-x (proposed)]**

**Company:** Bayer MaterialScience AG  
**Stand:** G40  
**Email:** Cosmetic@bayermaterialsce.com  
**Website:** www.bayercosmetics.com  
**Category:** film former

**Product Description:**
Baycusan® C 1008, a polyurethane dispersion offering the perfect solution to hair styling formulations. It has excellent high humidity curl retention, strong and durable hold and high flexibility. Furthermore, Baycusan® C 1008 is easy to incorporate into a formulation. No high energy input needed, suitable for a cold/cold production process, no neutralization required and high formulation versatility. Like all other Baycusan® C products, the new polyurethane dispersion is also free of co-solvents and preservatives, thus providing the cosmetics industry to develop preservative free and low VOC formulation.

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**Nicoment**

**[INCI Name: Menthyl nicotinate, menthol]**

**Company:** B.C. Cosmetic and Food srl  
**Stand:** R23  
**Email:** info@beautyandcosmetic.eu  
**Website:** www.beautyandcosmetic.eu  
**Category:** anti-cellulite, slimming, cooling and heating agents, hair growth, natural actives, oral care ingredients

**Product Description:**
Nicoment is a nature derived ester that joins the vasodilating properties of the nicotinic radical to the refreshing ones of natural menthol. Nicoment is easily absorbed, exerting an effective epidermal micro-massage to create a pleasant “cool-warm” wellness sensation.

The main characteristic of Nicoment is the very low surface reddening also at high concentrations (1-2%), with a vasodilating effect 460% greater in comparison to the traditional nicotinates. For these reasons, Nicoment is the perfect ingredient for anti-cellulitis products and for hair scalp lotions. Also of interest, are the sport applications and gum stimulation.
LATEST INGREDIENT LAUNCHES

Flanogen™ VPC 620

(INCI Name: Xanthan gum and Ceratonia Siliqua seed extract)

Company: Cargill Europe bvba
Stand: U56
Email: Marie-Laure_Roumiguier@cargill.com
Website: www.cargill.com
Category: dispersants, suspending agents, film former, moisturizers, rheology modifiers, thickeners

Product Description:
Cargill’s range of naturally sourced, skin friendly ingredients can be used in a wide variety of personal care applications. At in-cosmetics 2011, Cargill showcases Flanogen™VPC 620, a new nature-derived functional system delivering a multitude of textures. Flanogen™VPC 620 controls the rheological behaviour of personal care products and acts as a sensorial enhancer from fresh feeling to velvet sensation. It has been developed to allow the formulators to address multiple texturizing challenges from gel to sprayable milk.

U’cosmetics Competition Winner

Company: CBB Développement
Stand: D50L
Email: roland.conanec@cbb-developpement.com
Website: www.cbb-developpement.com
Category: marine cosmetics, natural cosmetics

Product Description:
The U’cosmetics competition was created by two French universities (UCO and Bretagne Sud) in partnership with cosmetics professionals. Created in Western France, this cosmetic contest is the only one in France dedicated to “Cosmetic Formulation and Innovation” and open to students from all branches of cosmetology. For this 2nd edition, 20 teams of students from training spread over all France competed. From the 4 categories awarded by a jury of professionals in Guingamp (Brittany) on March 24, 2011, two prizes will be awarded by CBB Développement in the in-cosmetics Innovation Zone: the “Marine Cosmetics” and “Natural Cosmetics” prizes.
LATEST INGREDIENT LAUNCHES

Silicalets

Company: Chongqing Pellets Techniques & Trade Co Ltd
Stand: P02
Email: yanjieyuan@gmail.com
Website: www.pellets.com.cn
Category: exfolients, press, trade show organisers

Product Description:
- Define - high quality coloured silica particles with different size and hardness
- Application - facial scrubs, body scrubs, tooth scrubs
- Innovation - hardness adjustable, broken or unbroken silicalets provide superior cleansing and minimize dermabrasion
- Nature - mineral scrubbing agent do not encourage microbial growing compared with some natural materials
- Environment - silicalets do not have the problem of degradation
- Decoration - decorative and visual effect for attracting customers

Velsan® SC

Company: Clariant Produkte (Deutschland) GmbH
Stand: N40
Email: Anne.Timm@clariant.com
Website: www.ics.clariant.com
Category: antibacterial, deodorants, antiperspirants, emulsifiers, preservatives, synergistical booster, rheology modifiers, thickeners

Product Description:
Velsan® SC (INCI:Sorbitan Caprylate) is a multifunctional, Ecocert-certified liquid ingredient. It helps to viscosify surfactant based personal care products, helps to stabilize emulsion system and at the same time boosts the performance of classical preservatives synergistically. Velsan® SC helps to reduce the overall amount of preservatives needed to prevent microbial spoilage, especially in combination with aromatic alcohols or organic acids. This heat stable, non-volatile booster can be applied within a wide pH range and is modern and multifunctional.
Citrolumine 8™

**Product Description:**
Based on liposomal-encapsulated citroflavonoids extracted from citrus fruits, Citrolumine 8™ is a safe, plant-derived cosmetic active which fades age spots, brightens skin tone and increases overall skin luminosity. It has been shown to be effective in both in vitro and in vivo studies. Citroflavonoids have also been shown in the literature to be potent antioxidant and anti-inflammatory agents, properties which are also of great interest in skin care. It has been developed for anti-ageing products and products to brighten the skin tone and increase skin radiance.

**Masks and Patches**

**Product Description:**
Cosmitaly International Srl was founded in 1984 by Prof. Dr. Calì, creator and producer of the “Masks&Patch” and is licensed to sell worldwide. Our company was the first to use a team of chemists and scientists to create and introduce a transdermic line of cosmeceuticals for the intensive treatment of skin.

In occasion of the this year’s in-cosmetics trade fair, we will launch our new “Meso-Patches” for a Mesotherapy similar effect (active ingredient: enzymes) and our “Stem-Patches” with a regenerating anti-age effect (Vegetable Stem Cells), two very innovative products in the current cosmetic sector.

**BEST TRANSDERMICITY FOR ALL ACTIVE INGREDIENTS**
CremerCOOR PG4 Coco

**[INCI Name: Polyglyceryl-4 Cocoate]**

**Company:** Cremer Care – A Division of Cremer Oleo GmbH & Co  
**Stand:** T59  
**Email:** r.stephan@cremer-gruppe.com  
**Website:** www.cremer-care.com  
**Category:** emollients, oils, fats, emulsifiers, moisturizers, solubilisers, surfactants, anionic, cationic, amphoteric, nonionic

**Product Description:**
CremerCOOR PG4 Coco Organic (Polyglyceryl-4 cocoate) is the first nonionic surfactant worldwide based on organic certified coconut fatty acids. It is the ingredient of first choice for all kinds of personal care products targeting environmentally concerned consumers. In cleansing personal care products like shower gels, shampoos or liquid soaps it contributes mildness, skin care and conditioning. It also assists in optimizing foam characteristics and builds viscosity within the formulation. Alternatively, CremerCOOR PG4 Coco Organic can be used as an efficient moisturizer and co-emulsifier in creams and lotions.

MoistureMeterSC Compact

**Company:** Delfin Technologies Ltd  
**Stand:** S92  
**Email:** aki.immonen@delfintech.com  
**Website:** www.delfintech.com  
**Category:** laboratory equipment, sensory evaluation

**Product Description:**
The MoistureMeterSC Compact is a portable, practical and extremely accurate instrument for the measurement of skin surface hydration. It also features wireless transfer of the measurement data to a computer. The MoistureMeterSC Compact is ideal for claims substantiation purposes and product R&D and formulation work.
# LATEST INGREDIENT LAUNCHES

## Dermofeel® GSC palm oil free

**[INCI Name: Glyceryl Stearate Citrate]**

<table>
<thead>
<tr>
<th>Company</th>
<th>Dr. Straetmans GmbH</th>
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<tbody>
<tr>
<td>Stand</td>
<td>L79</td>
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<tr>
<td>Email</td>
<td><a href="mailto:info@dr-straetmans.de">info@dr-straetmans.de</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.dr-straetmans.de">www.dr-straetmans.de</a></td>
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<tr>
<td>Category</td>
<td>emulsifiers</td>
</tr>
</tbody>
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**Product Description:**

Dermofeel® GSC (Glyceryl Stearate Citrate) has been in the market for many years. This powerful O/W-emulsifier is based on palm oil derivatives according to the RSPO guidelines.

In growing times of concern about the destruction of natural resources and biodiversity, we provide innovative solutions: Glyceryl Stearate Citrate as a reliable emulsifier, well known to the industry in palm oil free quality. To avoid any discussion about palm-oil, we have introduced our new **Dermofeel® GSC palm oil free** based on locally sourced rape seed oil. Reducing unnecessary transportation and at the same time respecting biodiversity.

## REGU®-FADE

<table>
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<tr>
<th>Company</th>
<th>DSM Nutritional Products Europe Ltd</th>
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<tbody>
<tr>
<td>Stand</td>
<td>F40</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:caroline.ploton@dsm.com">caroline.ploton@dsm.com</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.dsmnutritionalproducts.com">www.dsmnutritionalproducts.com</a></td>
</tr>
<tr>
<td>Category</td>
<td>anti-ageing, anti-wrinkle, antioxidants, radical scavengers, lightening, whitening agents</td>
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**Product Description:**

Skin brightening is one of the fastest growing segments in the industry. In Western countries, consumers want to diminish age spots, reduce excessive pigmentation and achieve an even skin tone. As a consequence, these markets are looking for increasingly efficient skin brighteners. At the same time, these actives must be absolutely safe for cosmetic use. **REGU®-FADE** is both high-performing and safe. It evens and brightens skin tone using pure, nature-identical resveratrol. REGU®-FADE down regulates key steps of melanin biosynthesis in vitro, resulting in noticeably brighter, younger-looking skin. DSM scientists have been able to prove that REGU®-FADE attenuates skin pigmentation via multiple mechanisms.
Frametime

Company: EPHYLA SAS
Stand: D50L
Email: contact@ephyla3.com; fabrizio@ephyla3.com
Website: www.ephyla3.com
Category: emulsifiers, consultancy / technology, encapsulation and delivery systems, formulation services, quality assurance / contract testing & research

Product Description:
Frametime is a natural emulsifier designed to stabilize O/W emulsion using a cold process. It is an organo-modified natural clay obtained using an innovative technology. Frametime is available in different grades. It is suitable for all kind of emulsion, the only limit is your imagination.

Major benefits:
- Surfactant free, which allow a better skin tolerance
- Comfortable emulsion with a soft and silky feel
- A cold process which permits considerable energy, time and cost savings
- Lower environmental imprint thanks to the energy consumption gain
- Organic compatible, Ecocert and Cosmos standard availability
- An innovation from green chemistry to simplify cosmetic formulation

VERISOL®

Company: GELITA
Stand: C75
Email: martin.walter@gelita.com
Website: www.GELITA.com
Category: anti-ageing, anti-wrinkle, moisturizers, natural actives

Product Description:
VERISOL® comprising collagen peptides is especially optimized for beauty applications. Administered orally, it substantially increases skin moisture and prevents the formation of wrinkles by stimulating skin metabolism directly from the inside. VERISOL® is produced from native collagen and has an excellent bioavailability. It can be easily incorporated into the most varied of products.
**Company:** Hebei Oxen Special Chemicals Co Ltd  
**Stand:** R01  
**Email:** helen@chinaoxen.com  
**Website:** www.chinaoxen.com  
**Category:** colorants, colour enhancers, hair dyes/colouring, pigments, glitters, nail polish ingredients, opacifiers, pearlescents

**Product Description:**
Features: Colour changing to different viewing angles; more than 60 codes with many different kinds of colours and effects.
Applications: Effective colorants for make up products and cosmetics packages including nail polish, eye shadow, and lip sticks.
Advantages: It could be used where the normal pearl luster pigments could be used, whereas it brings absolutely unique colour effects, and makes the products looked more advanced, fashionable and attractive. Oxen Dream of Rainbow pigments can inspire innovation for product designers.

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**Company:** Ichimaru Pharcos Co Ltd  
**Stand:** S80  
**Email:** info@ichimaru.co.jp  
**Website:** www.ichimaru.co.jp  
**Category:** anti-ageing, anti-wrinkle, botanicals, essential oils, plant extracts, lightening, whitening agents

**Product Description:**
Ichimaru Pharcos discovered a new approach to Stem Cell research for anti-ageing skin care by way of activating Transit Amplifying (TA) cells. It is assumed that Extrinsic ageing process leads to premature ageing in the stem cell and/or TA cell compartments in the long term.

Our results indicated that Biocellact CHAMOMILLA BD is effective on stem cells especially on TA cells which are the major proliferating cells important for skin turnover. The extract of Biocellact CHAMOMILLA BD can be considered as potential cosmetic ingredient for anti-ageing cosmetic products development.
PrincessCare Geranium

Company: Ichimaru Pharcos Co Ltd
Stand: S80
Email: info@ichimaru.co.jp
Website: www.ichimaru.co.jp
Category: anti-ageing, anti-wrinkle, anti-inflammatory, anti-irritants, soothing agents, botanicals, essential oils, plant extracts, enzymes, enzyme inhibitors, lightening, whitening agents

Product Description:
There are several biological pathways for melanogenesis which finally leads to skin tanning or pigmented spot formation. Recent reports indicate that PAR-2 (Protease Activated Receptor-2) is one of the key receptors involved in the process of melanosome transfer. Mast cell tryptase is the main protease which activates PAR-2 in the skin. PrincessCare showed inhibitory activity of tryptase which activates PAR-2 during melanogenesis. Considering PAR-2 in two cells (Keratinocytes & Melanocytes) involving Melanogenesis, we called this “Twin Cell Whitening Theory”. Therefore, products like PrincessCare will help skin whitening efficacy product development.

SMART5

Company: IMCD Group
Stand: B60
Email: smart5.technicalinfo@imcdgroup.com
Website: www.imcdgroup.com
Category: additives, emollients, oils, fats

Product Description:
SMART5 is:
A new hydrocarbon-based alternative to cyclopentasiloxane (D5)
• A good technical substitute for D5, with similar volatility, viscosity, RI and above all excellent tactile properties when employed as an emollient
• Suitable for a wide range of cosmetics products, including colour cosmetics, face and body creams, hair care, deodorants and eye products
• Able to substitute for D5 with only minor adjustments to your formulation
• Designed as a cost effective alternative
• Ultra high purity
• Fully tested, safe, REACH compliant
• Silicon free
SilkFlo4 ECO

Company: IMCD Group
Stand: B60
Email: smart5.technicalinfo@imcdgroup.com
Website: www.imcdgroup.com
Category: additives, emollients, oils, fats

Product Description:
It is a synthetic hydrogenated olefin oligomer closely related to the well known SilkFlo362, 364 and 366 range. It shares many of their properties.

SilkFlo4 Eco has one important additional property – due to advanced molecular engineering it is also highly biodegradable.

- Using SilkFlo4 Eco will allow you to make additional ecological claims in your formulated products.
- Superb tactile/sensorial properties imparting a superior silky feel, combined with good moisturizing, spreading properties.
- Compatible with common emollients, silicones and oil phase additives, and stable over the entire pH range.
- High solids wetting power giving stable pigment pre-dispersions.

EMOLID® CC

Company: Industrial Química Lasem S.A.
Stand: Q56
Email: a.auguet@lasem.com
Website: www.lasem.com
Category: emollients, oils, fats, fillers, extenders, binders, solubilisers, solvents, carriers, wipes ingredients

Product Description:
EMOLID® CC provides multifunctional properties for high value added cosmetic applications. EMOLID® CC is a modern multi-component emollient with multifunctional activity in order to offer alternative to products based on silicones and at the same time showing high spreadability, an elegant feeling, bio-harmonic compatibility with human body, high solvency and totally sustainable. EMOLID® CC is ideal for new marketing developments looking for new sensations in all types of cosmetics and is compatible with all cosmetic formulations. EMOLID® CC stands out as one product that is 100% from a renewable source and readily biodegradable. It’s ideal to make your products greener.
Pureact SLI

[INCI Name: Sodium Lauroyl Isethionate]

Company: Innospec
Stand: F59
Email: samantha.gardner@innospecinc.com
Website: www.innospecinc.com
Category: soap bases, syndets, surfactants, anionic, cationic, amphotenic, nonionic

Product Description:
Pureact SLI (sodium lauroyl isethionate) is a mild surfactant specifically designed for personal cleansing products. It is high foaming and produces a dense, creamy lather. It is practically salt-free and resistant to hard and salt-water, retaining high foaming properties. It is compatible with soap and gives excellent lime-soap dispersibility thus retarding the formation of scum in bar soaps. It has limited solubility in soft and hard water. It is stable in formulations at near-neutral pH and at room temperature for extended periods.

Pureact SLI can be used in syndet bars and liquid systems such as shampoos, body washes and bubble bath.

Marrubium vulgare Stems G™

[INCI Name: MVSGX]

Company: IRB SpA
Stand: H36
Email: f.melandri@irbtech.com
Website: www.irbtech.com
Category: anti-inflammatory, anti-irritants, soothing agents, antioxidants, radical scavengers, biological, marine extracts, biofermentation, botanicals, essential oils, plant extracts, natural actives

Product Description:
A new green biotech cosmetic ingredient specifically designed to maximise the self protection of the skin from external stresses.

Containing 20% of Marrubium vulgare cultured stems cells, this product is characterized by forsythoside B, a potent inducer of skin endogenous defence mechanisms by activation of Nrf2 transcription factor.

Forsythoside B belongs to phenylpropanoids, natural substances physiologically designed to protect the plants from environmental stresses and can be sourced for cosmetic applications only by “in vitro” cultivation of plant cells. This fully eco-sustainable process ensures a superior level of standardization of the plant ingredient and a maximized end-user safety.
LATEST INGREDIENT LAUNCHES

Caspaline 14™

[INCI Name: Water (and) Propanediol (and) Hexapeptide (proposed)]

Company: ISP
Stand: G28
Email: jmantelin@ispcorp.com (Joel Mantelin)
Website: www.ispcorp.com
Category: anti-ageing, anti-wrinkle

Product Description:
Because UV exposure can be highly destructive to cell DNA, protection against this radiation is key to minimizing the signs of premature aging. Studies have shown that skin deficient in caspase-14 exposed to UVB radiation experiences significantly more damage than normal skin. This is in line with the theory that caspase-14 is an important component in the skin’s natural defenses. Caspaline 14™ is a synthetic peptide designed to target and boost the expression of caspase-14.

Lipigenine™

[INCI Name: Aqua (Water) (and) Glycerin (and) Linum Usitatissimum (Linseed) Seed Extract (proposed)]

Company: ISP
Stand: G28
Email: jmantelin@ispcorp.com (Joel Mantelin)
Website: www.ispcorp.com
Category: anti-inflammatory, anti-irritants, soothing agents, botanicals, plant extracts, moisturizers

Product Description:
Lipigenine was designed to help the skin optimize lipidic homeostasis and support the barrier function. In-vivo testing, as well as expert evaluation, demonstrated the ingredient’s ability to help skin boost lipid synthesis, help restore lipid content in the stratum corneum following detergent damage and overall beautify the skin. This protective property makes Lipigenine ideal for skin care products positioned for consumers with dry and sensitive skin and in products to counteract the drying effects of daily exposure to detergents and soaps.
Natriance™ biofractions

Company: ISP
Stand: G28
Email: agripp@ispcorp.com (Anna Gripp)
Website: www.ispcorp.com
Category: anti-ageing, anti-wrinkle, antioxidants, botanicals, plant extracts, moisturizers

Product Description:
The Natriance™ line of biofractions are innovative skin care ingredients derived from nature for use in global mass market products, offering consumers desired benefits such as anti-aging, brightening and moisturization. The line includes Natriance Hydrator (pea-derived); Natriance Brightener (yeast-derived); Natriance Detoxifier (corn-derived); Natriance Protector (flax seed); Natriance Destresser (rice bran-derived); and Natriance Antioxidizer (soy-derived). Aimed at boosting skin cell markers, these ingredients deliver a host of unique benefits for helping consumers achieve younger-looking and better protected and moisturized skin. They can be formulated in various products, from skin care and sun care products to colour cosmetics and shaving preparations.

GoldCosmetica Gold Leaf 999 (24 K)

Company: J.G. Eytzinger GmbH
Stand: N94
Email: gold@eytzinger.com (Dagmar Bratenstein)
Website: www.gold-cosmetica.com
Category: anti-ageing, anti-wrinkle, anti-cellulite, slimming, moisturizers, natural actives, safety standards

Product Description:
GoldCosmetica Gold Leaf 999 for Facial & Body Treatment is made from very thin especially for cosmetic purposes produced gold in 24 carats.

Science based test results: increasing skin moisture, skin elasticity, skin firmness and reduces skin scaliness and skin micro wrinkles.

Luxury massage and proven performance - turns gold into beauty.
Sangelose

Company: KISCO LTD
Stand: N18
Email: Takumi-y@kisco-net.jp
Website: www.daido-chem.co.jp/business/kasei.html
Category: rheology modifiers, thickeners

Product Description:
SANGELOSE is a water-soluble, high polymer which added an alkyl chain of an oleophilic group (C18: stearyl group) to non-ionic polymer “Hydroxy propyl methyl cellulose (HPMC)” with water solubility. It is a water soluble thickener that is surface-active and can be mixed in a wide level of pH.

KARIPUR

Company: Laboratoires Bioessence (KARIPUR)
Stand: U27
Email: mkdiene@yahoo.fr, mkdiene@bioessencelabs.com
Website: www.karipur.ca
Category: anti-dandruff, botanicals, essential oils, plant extracts, emollients, oils, fats, hair growth, moisturizers

Product Description:
“Bringing the magic of natural African cosmetics to the world”

For generations, African women have been soothing and nourishing their skin with shea butter. The KARIPUR body milk is formulated with shea butter integrated seamlessly with other natural ingredients such as aloe vera, baobab, jojoba oil and mango extracts.

Enriched with unique emollient properties, it moisturizes, revitalizes and nourishes the skin when applied to the body. Daily use of this rich and light body milk protects, hydrates and smoothen the skin without it feeling greasy.
**PRODHYDERM® GREENSPIRIT CE**

**Company:** Laboratoires PROD’HYG  
**Stand:** L50  
**Email:** prodhyg@prodhyg.com  
**Website:** www.prodhyg.com  
**Category:** anti-ageing, anti-wrinkle, anti-cellulite, slimming

**Product Description:**
The PRODHYDERM® GREENSPIRIT CE is a hydro glycerinated extract of spirulin. This blue-green alga comes from the culture ponds of Burkina Faso. Spirulin is hand-made: cultivated and extracted by qualified employees.

The spiruline has a lot of cosmetic properties. The most known are the anti-ageing and remodelling ones. The highlight of its cosmetic properties is the possibility of increasing the production of alga and potential economical independence within the area. With the success of this launch, Laboratoires PROD’HYG has built a sustainable commitment in a commercial exchange with an African company.

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**Esaderm 10**

**Company:** LAMBERTI  
**Stand:** T28  
**Email:** roberto.ortica@lamberti.com  
**Website:** www.lamberti.com  
**Category:** anti-ageing, anti-wrinkle

**[INCI Name: aqua (water), hydroxypropyl guar]**

**Product Description:**
Esaderm 10 is a new anti-age product derived from the natural polysaccharide guar gum, having excellent elasticizing properties on the skin.

The use of a cream containing Esaderm 10 greatly improves the biological elasticity of the skin, correlated to the quantity and the quality of the elastic fibers, and therefore finds application in anti-age facial care and firming body care products.

Esaderm 10 is a patent pending liquid solution of low molecular weight hydroxypropyl guar.
LATEST INGREDIENT LAUNCHES

**Liposhield™ HEV Melanin**

**[INCI Name: Melanin]**

**Company:** Lipo Chemicals Inc  
**Stand:** D40  
**Email:** cgehres@lipochemicals.com  
**Website:** www.lipochemicals.com  
**Category:** anti-ageing, anti-wrinkle, antioxidants, radical scavengers, natural actives

**Product Description:**
Liposhield™ HEV Melanin is a novel, patent-pending ingredient designed to shield the skin from high energy blue/violet visible light that may induce premature ageing according to recent scientific studies. It is derived from a vegetable source. Liposhield™ HEV Melanin is tailored so that red visible light that is deemed to be beneficial can be transmitted to the skin. Liposhield™ HEV Melanin is recommended for use in the following cosmetics applications: daily wear moisturizing creams and lotions; anti-ageing treatment products; sunscreen products; foundation make-ups and hand creams.

**PHOSAL® 40 IP**

**Company:** Lipoid  
**Stand:** N30  
**Email:** info@lipoid.com  
**Website:** Lipoid.com  
**Category:** emollients, oils, fats, emulsifiers, enzymes, enzyme inhibitors, solubilisers, solvents, carriers

**Product Description:**
PHOSAL® 40 IP is a highly concentrated liquid phospholipid compound. It contains Non-GMO phospholipid, controlled organic sunflower oil, bio-ethanol and mixed tocopherol of natural origin.

PHOSAL® 40 IP acts as a powerful emulsifier and stabilizer and can be directly incorporated into:

- Emulsions
- Creams and
- Lotions
hyadisine™

Company: LIPOTEC
Stand: H40
Email: commercial@lipotec.com
Website: www.lipotec.com
Category: anti-ageing, anti-wrinkle, biological, marine extracts, biofermentation, moisturizers, natural actives

Product Description:
hyadisine™ is an exopolysaccharide achieved through biotechnological processes from a marine bacterium that inhabits the Bay of Douarnenez, in Brittany.

hyadisine™ demonstrated in vitro to have a water retaining capacity higher than hyaluronic acid, both rich in the same monosaccharide (glucuronic acid). The long-lasting moisturising and immediate anti-wrinkle properties of hyadisine™ showed in vivo the efficacy of this marine-based active ingredient to improve the skin overall appearance, with significant reduction of lines in only two hours.

silusyne™

Company: LIPOTEC
Stand: H40
Email: commercial@lipotec.com
Website: www.lipotec.com
Category: anti-cellulite, slimming

Product Description:
Cellulite is an anti-aesthetic condition which involves the adipose tissue. In subcutaneous adipose tissue adipocytes differentiate from surrounding preadipocyte, in a process known as adipogenesis. In adult life adipocyte number is constant and this is achieved by a tight balance between adipogenesis and adipocyte death. Therefore, slowing down adipogenesis will result in a lower amount of adipocytes, leading to a reduction of cellulite.

silusyne™ is a peptide selected from a combinatorial library of 49,521,980 hexapeptides to specifically reduce adipogenesis.

silusyne™ offers a new mechanism to improve orange peel-like skin appearance which innovatively modules the expression of a transcriptional of coactivator involved at the differentiation process.
**ECOGEL™**

Company: LUCAS MEYER COSMETICS  
Stand: K80  
Email: info@lucasmeyercosmetics.com  
Website: www.lucasmeyercosmetics.com  
Category: emulsifiers, rheology modifiers, thickeners

**Product Description:**
ECOGEL™ is a "green" gelling agent with emulsifying properties due to the presence of lysophospholipids, especially designed to create sensorial gel-creams. It allows the increase in viscosity and stability of formulas and provides a cool, light, ultra-soft and non greasy skin feel.  
Registered by Ecocert, this new ingredient is the solution to combine “nature”, skin sensoriality and performance.

**LIPerfection**

Company: Mibelle Biochemistry  
Stand: E70  
Email: info@mibellebiochemistry.com  
Website: www.mibellebiochemistry.com  
Category: botanicals, essential oils, plant extracts, natural actives

**Product Description:**
Spicy Shoots for Voluminous, Luscious Lips  
Plump, red lips symbolize youth and health.  
Shoots are phyto-chemicals that promote a youthful and healthy appearance.  
LIPerfection boosts the volume of lips thanks to sinalbin, a pungent flavor compound extracted from yellow mustard shoots.  
LIPerfection increases the capillary blood flow, creating both redness and a feeling of warmth when applied to lips.  
LIPerfection  
• plumps and instantly hydrates lip  
• reduces appearance of fine lines  
• provides the lip area with a fuller and firmer look

LIPerfection is an ECOCERT certified active that delivers an innovative 3 in 1 solution: Volume, hydration and definition.
Defensamide™ - Skin AMPs (antimicrobial peptides) stimulant

[INCI Name: Methyl caprooyl tyrosinate]

Company: NeoPharm Co Ltd
Stand: U30
Email: susan@neopharmus.com; kurt peter.zoch@neophar meurope.com
Website: www.neopharm.co.kr
Category: anti-acne, anti-ageing, anti-wrinkle, anti-inflammatory, anti-irritants, soothing agents, antibacterial, emulsifiers

Product Description:
Anti-microbial peptides (AMPs) are known to be crucial constituents for skin’s natural anti-microbial barrier function. Recent advances in dermatological researches also suggest that these AMPs are also important for permeability barrier functions. Thus, boosting the AMPs in damaged skin can provide accelerated restoration of skin barrier functions. Based on these academic achievements, Defensamide™, a skin AMPs stimulant, was developed. And the beneficial effects of Defensamide™ were proved in atopic eczema patients, through clinical trials. As a natural amino acid derivative, Defensamide™ is a safe and effective ingredient for therapeutic moisturizers for sensitive skin and atopic eczema patients.

ExpertGel

[INCI Name: Bis-Methoxy PEG-13 PEG-502/PPG-57/SMDI Copolymer]

Company: PolymerExpert SA
Stand: D50E
Email: contact@polymerexpert.fr
Website: www.polymerexpert.fr
Category: Additives, dispersants, suspending agents, film former, rheology modifiers, thickeners

Product Description:
PolymerExpert has developed water soluble polymers which are able to reversibly change their physical state upon a change in temperature. At low concentration in water, they behave as a liquid at ambient temperature and gel when temperature increases. This phenomenon is completely reversible.

ExpertGel’s capability to form gels is especially beneficial in sun care applications. The gel formed by ExpertGel acts as a barrier to prevent penetration of the UV filters into the skin, leading to a corresponding boost in SPF of up to 150%.
LATEST INGREDIENT LAUNCHES

Keratrix

Company: Provital Group
Stand: P70
Email: marketing@provitalgroup.com
Website: www.provitalgroup.com
Category: botanicals, essential oils, plant extracts, conditioners (skin/hair)

Product Description:
Restorative natural multifunctional active for weakened and damaged hair Keratrix is made of oligopeptides from carob tree, incorporated in a Matrix which delivers them sequentially. It also has protecting, repairing and strengthening effects. Recommended for any hair type.

3D LifeViz

Company: QUANTIFICARE
Stand: C70B
Email: info@quantificare.com
Website: www.quantificare.com
Category: clinical / efficacy testing services, laboratory equipment, machinery rental, quality assurance / contract testing & research

Product Description:
QuantifiCare is a dynamic and worldwide imaging CRO providing preclinical & clinical phase I-IV services to the pharmaceutical industry, as well as being a quality product for specialists, to answer their patient’s needs. 3D LifeViz is the flagship product from the company; it provides 3D life-like & reproducible images and guarantees accurate quantitative measurements (volume, depth, surface) as well as simulation/comparison of before & after outcomes.

Our reliable and innovative systems are specially designed to help manage your clinical trials and ensure their success.
**SLIMEXIR®**

**Company:** RAHN AG  
**Stand:** K71  
**Email:** barcid@rahn-group.com  
**Website:** www.rahn-group.com  
**Category:** anti-cellulite, slimming, botanicals, essential oils, plant extracts, film former, natural actives

**Product Description:**
SLIMEXIR® effectively refines the silhouette, whilst fighting excessive fat. Its well-designed composition consists of X-Melt®, a synergistic blend of Methyl Xanthines, extract of Artichoke and a polysaccharide. X-Melt® prevents the uptake of fat into the Adipocytes (fat storing cells) by reducing their rate of maturation. In addition, each of SLIMEXIR®’s components activate Lipolysis, which triggers the fragmentation and decomposition of the existing fat. X-Melt® and the Artichoke extract stimulate cutaneous microcirculation and assist the transport of the broken down fat. SLIMEXIR® has a visible and measurable body-shaping effect resulting in a significant reduction of abdomen volume.

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**REFORCYL®**

**Company:** RAHN AG  
**Stand:** K71  
**Email:** barcid@rahn-group.com  
**Website:** www.rahn-group.com  
**Category:** anti-cellulite, slimming, botanicals, essential oils, plant extracts, film former, natural actives

**Product Description:**
REFORCYL® helps regenerate the weakened barrier function of mature skin. The immortality plant Gynostemma pentaphyllum activates LXR and stimulates the synthesis of epidermal lipids; the skin barrier is restored from within.

The rockrose Cistus incanus strengthens the reduced antioxidative defence system found in mature skin. Reactive oxygen species are neutralised, thus preventing further damage of the skin barrier.

The amino acid Glutamin acts as metabolic fuel and re-activates the decelerated metabolism of ageing skin cells. REFORCYL® shows a five-fold efficacy against the appearance of mature skin; hydration, firmness, wrinkle depth, elasticity and skin smoothness are all markedly improved.
PANTROFINA® WHITE

Company: RES PHARMA s.r.l.
Stand: S40
Email: k.harrison@respharma.com
Website: www.respharma.com
Category: lightening, whitening agents

Product Description:
An active whitening complex based on *Rhus Coriaria*, a native plant of the Mediterranean which is rich in antioxidants. Thanks to the components of the complex, it acts by modulating each of the phases of the melanin synthesis:
- restriction of the oxidative phase thanks to a strong antioxidant power;
- inhibition of the tyrosinase activity;
- inhibition of the transfer of melanin produced by melanocytes into epidermal keratinocytes;
- support to the metabolism of human epidermal cells, thus promoting the maintenance of healthy skin.

PANTROFINA® SLIM

Company: RES PHARMA s.r.l.
Stand: S40
Email: k.harrison@respharma.com
Website: www.respharma.com
Category: anti-cellulite, slimming

Product Description:
An active slimming complex based on *Rhus Coriaria*, a native plant of the Mediterranean which is rich in antioxidants. Thanks to the components of the complex, it has a multilevel activity:
- a preventive action on the differentiation of preadipocytes to adipocytes;
- a lipolitic action on localised accumulations already present. These characteristics make this complex an ideal ingredient for traditional body formulations (slimming, body contour, anticellulites products) and also for specific products for men (abdominal accumulations).
Miracare® SLB

Company: RHODIA
Stand: E28
Email: Sandra.catarino@eu.rhodia.com
Website: www.rhodia.com
Category: conditioners (skin/hair), rheology modifiers, thickeners, surfactants, anionic, cationic, amphoteric, nonionic

Product Description:
Hair colour protection is of growing importance among consumers. Water is known as the largest source of colour fading in shampooing. While conditioning polymers and silicones are expected to deliver colour protection, very little has been done on surfactants. Strong anionic cleansing agents such as sulfates in micellar shampoos measurably aggravate colour fading. The benefit of structuring surfactants into multilamellar vesicles is perceivable with the human eye as colour fading is reduced by nearly 48%. Structured liquids also stabilize and deposit coloured pigments. Rhodia’s structured shampoo is able to deliver red pigments successfully so that red shades are strengthened and colour becomes more vivid.

Mackine® 301®

Company: RHODIA
Stand: E28
Email: Rhodia-hpc@eu.rhodia.com
Website: www.rhodia.com
Category: conditioners (skin/hair), rheology modifiers, thickeners, surfactants, anionic, cationic, amphoteric, nonionic

Product Description:
The amidoamine Mackine® 301 provides excellent conditioning and combability when formulated in liquid conditioners, crème rinses and cream conditioners. Mackine®301 is ideal for moderate to intensive care and is a good alternative to quaternaries surfactants as it has a spectrum very close to that of CTAC and has better removability. The formulation developed for in-cosmetics is a soft and efficient quat-free conditioner.

Vitryxx® HA Serum

Product Description:
Vitryxx® HA Serum is a new, effective and easy-to-formulate Anti-Aging Ingredient. It is based on proprietary formulation of Hyaluronic Acid and Bioactive Glass.
• Highly hydrating
• Effective delivery system
• Reduces redness
• Reduces visibility of wrinkles
• pH of skin (5.5-5.9)
• Stable formulation

FHP Range

Sensient Cosmetic Technologies presents FHP coating, a new line of surface treated pigments providing both hydrophobic and lipophobic properties. FHP coated powders impart an enhanced wear resistance due to oil and water resistant nature, ideal for use in long lasting make-up resilient to perspiration and sebum. The company offers a global range with High Purity iron oxides, titanium dioxide, pearls, fillers and ingredients. FHP technology is an environmentally friendly coating meeting the goals of the U.S. Environmental Protection Agency 2010/15 PFOA Stewardship Program.

[INCI Name: Stearamidopropyl dimethylamine]
LATEST INGREDIENT LAUNCHES

SCHOTT Vitryxx® HA Serum

Company: SCHOTT Electronic Packaging
Stand: P12
Email: susanne.kessler@schott.com
Website: www.schott.com/bioactive
Category: anti-ageing, anti-wrinkle, anti-inflammatory, anti-irritants, soothing agents, antioxidants, radical scavengers, moisturizers

Product Description:
Vitryxx® HA Serum is a new, effective and easy-to-formulate Anti-Aging Ingredient. It is based on proprietary formulation of Hyaluronic Acid and Bioactive Glass.
The benefits are:
- Highly hydrating
- Effective delivery system
- Reduces redness
- Reduces visibility of wrinkles
- pH of skin (5.5-5.9)
- Stable formulation

FHP Range

Company: SENSIENT COSMETIC TECHNOLOGIES
Stand: S71
Email: contact@sensient-cosmetics.com
Website: www.sensient-cosmetics.com
Category: colorants, colour enhancers, hair dyes/colouring, pigments, glitters, fillers, extenders, binders, opacifiers, pearlescents, surfactants, anionic, cationic, amphoteric, nonionic

Product Description:
Sensient Cosmetic Technologies presents FHP coating, a new line of surface treated pigments providing both hydrophobic and lipophobic properties. FHP coated powders impart an enhanced wear resistance due to oil and water resistant nature, ideal for use in long lasting make-up resilient to perspiration and sebum. The company offers a global range with High Purity iron oxides, titanium dioxide, pearls, fillers and ingredients. FHP technology is a environmentally friendly coating meeting the goals of the U.S. Environmental Protection Agency 2010/15 PFOA Stewardship Program.
LATEST INGREDIENT LAUNCHES

SepiMAX™ ZEN

[INCI Name: Polyacrylate Crosspolymer-6]

Company: SEPPIC
Stand: T60
Email: Pascale.bernard@airliquide.com
Website: www.seppic.com
Category: rheology modifiers, thickeners

Product Description:
With SepiMAX™ ZEN, achieve ZEN even with "stress-inducing" ingredients. Most cosmetic products contain active ingredients that offer proven effectiveness. These ingredients are "stress-inducing" for the formulations, it is therefore a challenge to stabilize them efficiently.

SepiMAX™ ZEN is a powder thickening polymer with a MAXIMUM resistance to electrolytes thanks to its high associative behaviour. Stable from pH 2 to 8, it enables the creation of formulas with a specific skin feeling: rich, velvety and elegant. It is now possible to formulate clear aqueous gels, cream gels and emulsions with any kind of active ingredients. Synergy with fatty alcohols can also be observed thanks to its unique structure.

SIMULGREEN™ 18-2

[INCI Name: Hydroxystearyl Alcohol & Hydroxystearyl Glucoside]

Company: SEPPIC
Stand: T60
Email: Alicia.roso@airliquide.com
Website: www.seppic.com
Category: emulsifiers

Product Description:
Looking for something new? Would you like a new touch? Are you searching for a natural emulsifier that’s simple yet efficient? SIMULGREEN™ 18-2 was made for you! Come discover its structure and test its polyvalent emulsification properties… With as little as 2% SIMULGREEN™ 18-2 you can emulsify vegetable oils without a soaping effect upon application and it remains active over a wide pH range. The sensorial profile plays “hide and seek” - it is an invisible veil yet provides a lasting soft touch. SIMULGREEN™ 18-2 is perfect for both men and women’s personal care!
**Twin Phase PO Mask**

**Company:** Setalg  
**Stand:** R50  
**Email:** pgoossens@setalg.com  
**Website:** www.setalg.com  
**Category:** formulation services

**Product Description:**

“A sweeping change is on its way…!”

Setalg is the leading French company specialising in natural marine ingredients and private label cosmetics since 1985. Thanks to its wide range, Setalg has developed worldwide and invests heavily in R&D through permanent product innovation to help its customers stay competitive.

At in-cosmetics, Setalg will launch very innovative concepts which will revamp professional cosmetic treatments like a peel off mask which can be applied in less than 1 minute - fast and easy!

If you are interested in saving time, come and visit us on stand R50 and get a sneak preview on these new concepts.

**Pigments For Cosmetics**

**Company:** Shanghai Yipin Pigments Co Ltd  
**Stand:** B96  
**Email:** sbq@yipin.com  
**Website:** www.yipincolorant.com  
**Category:** colorants, colour enhancers, hair dyes/colouring, pigments, glitters

**Product Description:**

- Consistent colours
- Excellent wetting and dispersability
- Resistance to moisture, sunlight, alkalis and mild acids
- Chemically inert and non-toxic

**YIPIN**® Iron Oxide is highly recommended for use in face make-up and eye make-up such as foundation cream, foundation make-up, eye shadow and lipstick.

**YIPIN**® Ultramarine Blue is highly recommended for use in eye make-up. It is also used in face make-up. It conforms to FDA specifications. Its’ use in lipsticks is PROHIBITED.

**YIPIN**® Hydroxide chromium is bright green powder. It is highly recommended for use in eye make-up, it is not recommended for use in lip make-up. It conforms to FDA specifications.
**RETILACTYL D®**

**Company:** SILAB  
**Stand:** Q40  
**Email:** silab@silab.fr  
**Website:** www.silab.fr  
**Category:** anti-ageing, anti-wrinkle, natural actives

**Product Description:**  
Finalist at Cosmetics and Toiletries 2011 R&D awards, our natural active ingredient RETILACTYLD®, rich in a-glucans and rhamnogalacturonans purified from black pepper berries, RETILACTYL D® targets the reticular dermis which is particularly affected by photo-aging. It boosts the capacities of adhesion, contraction and migration and normalizes the expression of major and specific matrix proteins of this supporting tissue. RETILACTYL D® favours remodelling of the contours of the face and the density and firmness of the skin. RETILACTYL D® is recommended in all anti-ageing and firming face and body care products.

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**Phloretin**

**Company:** Skyherb Technologies Co Ltd.  
**Stand:** R03  
**Email:** sales@skyherb.cn (Richard Li)  
**Website:** www.skyherb.cn  
**Category:** anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, (skin/hair), natural actives

**Product Description:**  
Found in the flesh and skin of apples, Phloretin is a novel ingredient for skin care. It is particularly good at getting through the skin barrier. In addition, other studies also suggest the presence of phloretin may assist the uptake of other active components applied to skin.

Skyherb is the leading producer who could provide Phloretin in commercial quantities. Our facility is ISO, HACCP, Kosher and Organic certified. Our key products include: Apple polyphenols, Red wine, Apigenin, Betulin & acid, Luteolin, Phloretin, etc.

For more information, please visit Skyherb at booth R03.
ORGANIC BIOPHYTOSEBUM®

Company: SOPHIM
Stand: R55
Email: mail@sophim.com
Website: www.sophim.com
Category: anti-ageing, anti-wrinkle, botanicals, essential oils, plant extracts, emollients, oils, fats, moisturizers, natural actives

Product Description:
Certified by Ecocert, ORGANIC BIOPHYTOSEBUM® is a natural active emollient with dry texture, composed of unsaponifiables, squalene and liquid wax-esters from organic olive oil. It restores the lipidic layer and the intercellular cement of the stratum corneum with a very dry and velvety touch like silicones.

Clear, transparent and deodorized, it is a smooth carrier for active ingredients, enhancing moisturizing and nourishing properties. ORGANIC BIOPHYTOSEBUM® is non-comedogenic, non-irritant and totally compatible with skin where squalene and esters are major components of the unhydrolyzed surface lipids. This ORGANIC grade is obtained through an eco-friendly process from sustainable and renewable raw materials.

Tara Gum GTS01

Company: STARLIGHT PRODUCTS
Stand: C70D
Email: delaunay@starlightproducts.com
Website: www.starlightproducts.com
Category: rheology modifiers, thickeners

Product Description:
Tara gum is the endosperm of the seeds of the tara tree (Caesalpinia spinosa lin). The plant is native to South America where it naturally grows as tree or bush from medium to high altitude along the Andes. Like guar gum and locust bean gum, tara gum is a galactomanan, with approximately 25% galactose. With neither any chemical modification nor any solvent, Tara gum GTS01 is produced through a high mechanical process. Being hydrophilic, it is used as a smooth and elastic texturizer just ideal for skin care products.
SunPURO® Pearlescent range

Company: Sun Chemical
Stand: F70
Email: Bart.vanderbiest@sunchemical.com
Website: www.sunchemical.com
Category: colorants, colour enhancers, hair dyes/colouring, pigments, glitters

Product Description:
Sun Chemical is pleased to announce the launch of its SunPURO® Pearlescent range.

This new range of 14 natural mica based pearlescent pigments is crafted with the most stringent heavy metal specifications. These premium pigments provide excellent sparkle and depth while giving consumers a level of assurance that can only be achieved with SunPURO®.

Take your cosmetic formulations to the highest level of quality with our new SunPURO® Pearlescents. 7 codes of the range are ECOCERT certified.

Actipone® Superveggies

Company: Symrise AG
Stand: R40
Email: manfred.axterer@symrise.com
Website: www.symrise.com
Category: anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts

Product Description:
Symrise is harnessing the power of vegetables for the new line of botanical active ingredients it has developed. Actipone® Superveggies now allows cosmetic products to take advantage of the healthy properties of asparagus, broccoli, spinach, zucchini, artichoke, beetroot and pumpkin. These liquid and water-soluble substances are perfect for many cosmetic products such as shower gels, shampoos and face creams.
SymFinity™ 1298

Company: Symrise AG
Stand: R40
Email: marielle.le.maire@symrise.com
Website: www.symrise.com
Category: anti-ageing, anti-wrinkle, natural actives

Product Description:
SymFinity™1298 is a 100% natural anti-ageing ingredient that comes from Echinacea purpurea. SymFinity 1298 strengthens the skin cells' resilience to stress, protects skin against environmental damage responsible for wrinkles and additionally prevents age spots and an uneven complexion. SymFinity™1298 has multifunctional benefits including a potent activation of the cell’s life prolonging protein: the SIRT-1, effective anti-irritant efficacy and excellent anti-oxidant properties. The natural active ingredient has shown convincing results in human ex vivo studies.

Microcare® Quat BHG

Company: THOR PERSONAL CARE
Stand: H30
Email: thor.hpc@thor.com
Website: www.thor.com
Category: conditioners (skin/hair), emulsifiers, clinical / efficacy testing services, formulation services, toxilogical assemsments (in vivo/in vitro)

Product Description:
THOR PERSONAL CARE improves its Quats’ offering with this new version of Behentrimonium chloride. The flammable solvent, isopropanol, has been replaced by glyceryl stearate and fatty alcohols (vegetable origin). This product shows excellent conditioning properties, making this ingredient, the best solution for hair care cosmetics.

[INCI Name: Echinacea Purpurea Extract]

[INCI Name: Behentrimonium chloride (and) glyceryl stearate (and) cetearyl alcohol (and) lauryl alcohol (and) myristyl alcohol]
## LATEST INGREDIENT LAUNCHES

### Microcare® Quat DEG

**[INCI Name: Dipalmitoylethyl Dimonium Chloride (and) Lauryl alcohol (and) Myristyl alcohol]**

<table>
<thead>
<tr>
<th>Company</th>
<th>THOR PERSONAL CARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand</td>
<td>H30</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:thor.hpc@thor.com">thor.hpc@thor.com</a></td>
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<tr>
<td>Website</td>
<td><a href="http://www.thor.com">www.thor.com</a></td>
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<tr>
<td>Category</td>
<td>conditioners (skin/hair), emulsifiers, clinical / efficacy testing services, formulation services, toxilogical assessments (in vivo/in vitro)</td>
</tr>
</tbody>
</table>

**Product Description:**

Microcare® Quat DEG is a naturally derived and biodegradable based conditioning esterquat with no petrochemical solvents. With 80% of its composition from vegetable origin, it will be the “green” solution to formulate highly effective skin care and hair care formulations.

### Sunsafe Complex A9

**[INCI Name: Octocrylene, Avobenzone, Ethylhexyl Ethylhexyl ethylhexanoate]**

<table>
<thead>
<tr>
<th>Company</th>
<th>Uniproma Chemical Co Ltd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand</td>
<td>S23</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:info@uniproma.com">info@uniproma.com</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.uniproma.com">www.uniproma.com</a></td>
</tr>
<tr>
<td>Category</td>
<td>anti-ageing, anti-wrinkle, antioxidants, radical scavengers, UV filters, consultancy / technology, contract manufacturing, formulation services</td>
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**Product Description:**

Sunsafe Complex A9 is a unique photostable combination of UVA and UVB absorbers in inert solution. Being free of VOC, AOX, CMR substances or preservatives, the complex can be easily formulated fitting local regulations. With innovative formulation, the complex would improve spread ability and skin absorption. It does not contribute to the oily feeling; meanwhile it protects the skin against UV radiation. In combination with other ingredients it helps to form a water resistant and protective film. Sunsafe Complex A9 is perfect for both transparent and non transparent oils on base of various emollients and common emulsions, sprays or lotions.
**Eternal Exotic Tattoo**

**Company:** UNIVAR EUROPE  
**Stand:** M30  
**Email:** Sandra.leonard@univareurope.com  
**Website:** www.univar.com  
**Category:** botanicals, essential oils, plant extracts, colorants, colour enhancers, hair dyes/colouring, pigments, glitters, silicones

**Product Description:**
Eternal Exotic Tattoo, developed by Univar’s personal care laboratory, provides make-up formulations with the many benefits sought by consumers. The intensity of the colour, durability and glamorous look and feel, enhanced by the use of silicone elastomers and a novel silicone resin technology, sets a new standard in long-lasting benefits. Dow Corning® MQ-1640 Flake Resin. These are combined with botanical ingredients bringing nutritive properties (Murumuru Butter from Brazil) and natural source of antioxidants (Cherry Kernel Oil). Visit us at the Univar stand M30 and discover this amazing formula.

**Avogelia**

**Company:** VARIATI S.R.L.  
**Stand:** N28  
**Email:** annamaria.motta@variati.it  
**Website:** www.variati.it  
**Category:** emollients, oils, fats, emulsifiers, natural actives, solvents, carriers

**Product Description:**
Avogelia is a multifunctional product, entirely of plant origin, in the form of a semi-transparent gel. It mainly consists of lipo-amino acids and lipo-proteins obtained from rice and coconut, a triglyceride and a high percentage (approx. 70%) of avocado oil. It can be used as it is to produce gel or, in varying percentages, to produce emulsions of varying consistency. It is compatible with both cold and hot processing techniques and, thanks to the combination of avocado oil and the lipo-protein, it is possible to obtain no-greasy products in gel or soft emulsions with a silky texture, capable of forming a thin, hydro-lipidic film on the skin, extremely similar to the skin itself. The bio-mimetic structure of the emulsifying component provides the product with particular sensorial features, in addition to its cosmetic properties, suitable for wide application.
Jarocol® Blue 15

Company: Vivimed Labs Ltd
Stand: F28
Email: info@vivimedlabs.com
Website: www.vivimedlabs.com
Category: anti-ageing, anti-wrinkle, colorants, colour enhancers, hair dyes/colouring, pigments, glitters, conditioners (skin/hair), lightening, whitening agents, natural actives

Product Description:
When formulating hair colour, blue dyes are one of the most important components because of their ability to provide depth of colour. Vivimed Labs introduces Jarocol Blue 15, a unique direct blue colorant for semi-permanent and permanent hair dyes. Jarocol Blue 15 is stable over a wide pH range of acidic and alkaline media and shows outstanding light and wash fastness. In addition, it provides exceptional vibrancy and uptake of colour at low concentrations compared to other direct blue analogues. Easy to work with and excellent solubility characteristics, Jarocol Blue 15 is the superior choice when formulating hair colour.

Rayshine™ Pigment

Company: Zhejiang Coloray Technology Development Co Ltd
Stand: F94
Email: info@coloray.cc; changyan@coloray.cc
Website: www.coloray.cc
Category: colorants, colour enhancers, hair dyes/colouring, pigments, glitters, nail polish ingredients

Product Description:
Rayshine is the latest product from Coloray company, coated with Silver. It has a sparkle, real silver shining appearance; it will create a brilliant, star like glitter, a strong feeling of depth, providing a elegant and noblest colour design for your colour cosmetic products.
LIVE INGREDIENT DEMONSTRATIONS

SMART5, a solution for formulators seeking D5 replacement

Company: IMCD Group
Stand: B60
Email: smart5.technicalinfo@imcdgroup.com; smart5.commercialinfo@imcdgroup.com
Website: www.imcdgroup.com
Category: additives, emollients, oils, fats

Demonstration Description:
SMART5, manufactured and distributed exclusively by IMCD, is a new hydrocarbon-based alternative to cyclopentasiloxane (D5).
In response to customers’ requests for a viable high performance D5 replacement, IMCD have gained an excellent understanding of formulators’ technical and practical needs. Through a collaborative research programme with several Italian universities, IMCD have designed a high quality yet cost effective D5 alternative.
SMART5 has been successfully trialed for a variety of cosmetics applications, and in most cases can substitute D5 with only minor modifications to the formulation. Come to touch cosmetic formulations with SMART5.

Deposilk™ Q1 Polymer

Company: Air Products and Chemicals
Stand: T75
Email: ProdInfo@airproducts.com
Website: www.airproducts.com/personalcare
Category: anti-ageing, anti-wrinkle, conditioners (skin/hair), film former, silicones

Demonstration Description:
Come and feel Deposilk™ Q1 Polymer! One of the key benefits of Air Product’s new Deposilk Q1 Polymer offering is its sensory feel properties. As a visitor to Air Product’s demonstration of this new material, you will have the unique opportunity to experience the silky and smooth aesthetics that this material provides across several different skin care formulation systems. You will be surprised by the feel that one can achieve, along with the superior deposition effectiveness of this material. Enhanced deposition never felt so good.
Smart solutions to build viscosity in challenging systems

Company: RHODIA  
Stand: E28  
Email: Sandra.catarino@eu.rhodia.com  
Website: www.rhodia.com  
Category: conditioners (skin/hair), rheology modifiers, thickeners, surfactants, anionic, cationic, amphoteric, nonionic

Tuesday 29 March 15:00 – 15:30

Demonstration Description:
How to build viscosity in sulphate free systems? How to build viscosity without adding salt? How to build viscosity with a high concentration of oil? The answers could lie in Miracare® SLB, Miranol®, Mackadet® SFC1 or a synergy of Jaguar® HP and Rhodicare®. Rhodia will showcase some formulations to show the efficiency of these products.

VERISOL® - Stimulates healthy skin from inside

Company: GELITA  
Stand: C75  
Email: martin.walter@gelita.com  
Website: www.GELITA.com  
Category: anti-ageing, anti-wrinkle, moisturizers, natural actives

Wednesday 30 March 10:00 – 10:30

Demonstration Description:
The visitors will discover how easy it is to handle VERISOL® collagen peptides for Beauty from Within. They will experience the neutral taste, the easy dissolution and how these collagen peptides can be incorporated in a variety of liquid and solid products (liquid dietary supplements in vials, pharmaceutical-like capsettes, tablets or even chocolate). Several application samples will be available on site for tasting.
**LIVE INGREDIENT DEMONSTRATIONS**

**CremerCOOR PG4 Coco**

**[INCI Name - Polyglyceryl-4 Cocoate]**

**Company:** Cremer Care – A Division of Cremer Oleo GmbH & Co  
**Stand:** T59  
**Email:** r.stephan@cremer-gruppe.com  
**Website:** www.cremer-care.com  
**Category:** emollients, oils, fats, emulsifiers, moisturizers, solubilisers, surfactants, anionic, cationic, amphoteric, nonionic

**Demonstration Description:**  
CremerCOOR PG4 Coco Organic is the first example of a group of nonionic surfactant based on organic fatty acids and a polyglyceryl-moiety. We will show how these molecules can be incorporated in cleansing personal care products to increase their organic content and to impart properties like mildness, skin-conditioning and moisturizing.

**Frametime**

**Company:** EPHYLA SAS  
**Stand:** D50L  
**Email:** contact@ephyla3.com; fabrizio@ephyla3.com  
**Website:** www.ephyla3.com  
**Category:** emulsifiers, natural actives, rheology, modifiers, thickeners, consultancy / technology, encapsulation and delivery systems, formulation services

**Demonstration Description:**  
Attending the Frametime presentation will allow you to discover live how it is possible to re-imagine emulsion formulation in a very interactive way. Frametime is a natural emulsifier approved to formulate organic products and design to create emulsion using a cold process. With the Ephyla staff supervision you will have the opportunity to create different formulations from cleansing milk to face cream through eye contour. Just a couple of minutes are needed to create a silky cream in a very simple, fast and eco-friendly way. A green chemistry innovation to simplify cosmetic formulation.

Don’t miss it!
**Aristoflex® TAC – Diamonds and Pearls for your formulation**

**Company:** Clariant Produkte (Deutschland) GmbH  
**Stand:** N40  
**Email:** Anne.Timm@clariant.com  
**Website:** www.ics.clariant.com  
**Category:** dispersants, suspending agents, rheology modifiers, thickeners

**Demonstration Description:**
If you want to stabilize air bubbles, wax beads or glittering particles in your rinse-off formulation adding visual effects the first choice polymer is Aristoflex® TAC. This already pre-neutralized, 100 % active polymer creates a very high yield force within a wide pH range. This helps you to not only work at reduced concentrations, but also to use organic acids for a safe but economic preservation. Aristoflex® TAC shows on top an excellent synergism with natural gums yielding a smooth and nice, non-jelly texture. Add the specific effect to your water-clear formulation by using Aristoflex® TAC.

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**Luxurious Secrets**

**Company:** Hayashibara International  
**Stand:** T54  
**Email:** gwong@hayashibara-intl.com  
**Website:** www.hayashibara-intl.com  
**Category:** anti-inflammatory, anti-irritants, soothing agents, film former, moisturizers, natural actives, oral care ingredients

**Demonstration Description:**
Hayashibara will give a practical demonstration on using its natural multifunctional starch derived carbohydrate syrup, MG-60 [Maltooligosyl glucoside/ Hydrogenated starch hydrolysate], to provide a luxuriant feel to shampoos and body wash products. It will also demonstrate how MG-60 can be used to improve the texture of skin care creams by replacing glycerin.

Hayashibara will also demonstrate how pullulan, its natural starch based polysaccharide can deliver silicone-like smoothness when used in lotions and can be used to formulate innovative portable cosmetics.
INTRODUCTION: ANTI-AGEING AROUND THE GLOBE

Despite anti-age discrimination legislation, the pressure on women to look as good as possible for as long as possible is greater than ever.

For many women, this desire to look good is equated to looking young, and for those who can’t or won’t head down the surgical route, anti-ageing skincare is an attractive option. While many women surveyed cited the general fine lines and wrinkles or the entire face as their chief anti-ageing concern, the eye area, sagging chins and jowls and age spots are also high on the list of insecurities.

Manufacturers are taking two approaches to anti-ageing: prevention for younger consumers, and repair for those who are already noticing the effects of time and the environment on their skin.

When it comes to prevention, moisturisation and UV protection is no longer considered enough. Some brands have been focusing on extending the life of the skin cells. One route is sirtuins, so-called longevity proteins that are said to protect and energise the skin cells. DNA protection is another approach, along with the sourcing and manipulation of stem cell ingredients.

Repairing anti-ageing products have even more technologies at their disposal. Neuropeptides, for example, are claimed to help minimise expression lines and ward off the effects of stress on the skin. Work is also continuing on anti-glycation actives, with bay cedar just one of a host of new ingredients appearing in formulations. Stimulation of collagen and elastin are other common goals.

Surgical references also abound – whether implied in the product name, mentioned in the claims or a feature of advertising imagery. Many such products offer high doses of hyaluronic acid as an alternative to fillers. Others promise to mimic the effects of laser therapy, face lifts and botox. The ultimate expression of this trend is Givenchy’s Vax’In, which actually positions itself as an inoculation against age itself.

Discover the 20 hottest finished products on the market from Europe, Asia, USA and Latin America, sourced by Mintel’s team of beauty trend spotters. Be inspired by an interactive display of the most innovative finished beauty products.

For greater details about these specially chosen products, don’t miss the narrated sessions:

29 March 11:00-11:30 and 16:00-16:30
30 March 11:00-11:30 and 16:00-16:30
31 March 11:00-11:30 and 15:30-16:00
Sales in the Big 5 (France, Germany, Italy, Spain and the UK) hit €2.2bn in 2009 and the segment is set to grow exponentially over the next decade, fuelled by a raft of new extracts, molecules and delivery systems. Europe’s baby boomers are now in their 60s, and by 2013, the number of people aged over 55-64 and 65+ will grow substantially. Use of anti-wrinkle and anti-ageing facial skincare products tend to drop off noticeably once consumers hit their mid-60s, so the challenge for the industry is to make their products relevant and appealing to these women. Fine lines and wrinkles are the top concern for women when it comes to the ageing process, with the eyes or entire face cited as the chief areas of anxiety.

New Cells Creator Anti-Wrinkle Firming Light Cream

**Company:** Laboratoires SVR  
**Brand:** Laboratoires SVR Spécllif 35+  
**Category:** Skincare  
**Country:** France  
**Price in local currency:** €26.00  
**Price in US Dollars:** $34.44  
**Source:** Mintel Beauty Innovation (stand T71)

**Product Description:**
The Laboratoires SVR Spécllif 35+ range is based on patented Spécllif, which combines phytospheres of vegetal pro-retinol with plant active ingredients to act on the cellular renewal and cohesion. Spécllif both stimulates the creation of new cells whilst protecting and promoting DNA repair and activates collagen synthesis and fibroblasts to tighten the dermal network. Skin is said to be left firmed and toned, with wrinkles, elasticity, dullness and signs of cutaneous ageing improved. The dermatologically-tested range includes Crème Légère Soin Créateur de Nouvelles Cellules (New Cells Creator Anti-Wrinkle Firming Light Cream), formulated for normal to combination skin. The non-comedogenic formula is free from paraben and dermatologically-tested range includes Crème Légère Soin Créateur de Nouvelles Cellules (New Cells Creator Anti-Wrinkle Firming Light Cream), formulated for normal to combination skin. The non-comedogenic formula is free from paraben and

**Ingredients:**
- Aqua (Purified), Cyclopentasiloxane, Isomonyl Isononanoate, Isohexadecane, C12-15 Alkylbenzene Sulfonic Acid, Caprylyl Caprylyl Glycol, Caprylyl Glycol, Hexylene Glycol, Methoxy Acrylate, C10-30 Alkyl Acrylate Crosspolymer, Butylene Glycol, Glycerin, Butyrospermum Parkii Butter, Dimethicone, Hydrogenated Palm Kernel Glycerides (Hydrogenated), Cassia Alata Leaf Extract (Extract), Spilanthes Acmella Flower Extract (Extract), O 75130, Triethanolamine, Palmitoyl Proline, Methyl Stearate, PEG-100 Sterate, Paraffinum Liquidum (Liquid), Hydrogenated Palm Glycerides (Hydrogenated), Acrylates/ C10-30 Alkyl Acrylate Crosspolymer, Carbomer, Magnesium Palmitoyl Glutamate, Palmitic Acid, Sodium Palmitoyl Sarcosinate, Maltodextrin, Silica, Helianthus Annuus Seed Oil (Seed), Acacia Senegal Gum, Tocopherol, Disodium EDTA, Pentylene Glycol, Pentaerythritol Tetra-di-β-hydroxyhydrocinnamate, Phenoxethanol, Dehydroacetic Acid, Chlorphenesin, Parfum (Perfuming)
### Day Cream

**Company:** Q-Med  
**Brand:** Restylane Skincare  
**Sub-Category:** Face/Neck Care  
**Country:** Germany  
**Price in local currency:** 54.50  
**Price in US Dollars:** 71.74  
**Source:** Mintel Beauty Innovation (stand T71)

**Product Description:**
The Restylane Skincare range is a topical anti-ageing line said to deliver balanced hydration and a protective skin barrier, to provide healthy and glowing radiance to the skin. The range utilises proven technologies and scientifically proven active ingredients, with all products containing a unique form of stabilised hyaluronic acid produced by patented NASHA technology. This hyaluronic acid is said to tone skin, increase collagen production and hydrate. The range comprises six different products (see relevant records), including Day Cream to protect and long-lastingly hydrate the skin daily, whilst restoring the skin barrier. The product is elaborated with the DMS lipid structure, which features a high bio-compatibility with human skin. This builds up the skin’s natural protective barrier to reduce water loss, durably hydrate and withstand premature ageing. The product is also formulated with niacinamide, creatine, acetyl carnitine, piperine and ceramide 3; fatty substances said to improve the skin cell metabolism and make it work as a younger cell. Skin is claimed to regain its balance, with increased hydration, smoothness and beauty.

**Ingredients:**  
Aqua, Olus Oil, Caprylic/Capric Triglyceride, Glycerin, Pentylene Glycol, Niacinamide, Hydrogenated Lecithin (Hydrogenated), Hyaluronic Acid (Stabilized), Butyrospermum Parkii Butter, Squalane, Hydroxyethylcellulose, Carbomer, Sodium Carbomer, Creatine, Ubiquinone, Acetyl Carnitine HCl, Tetrahydropiperine, Ceramide 3, Parfum (Perfuming)

### Diamond Peel & Reveal

**Company:** NB Labs  
**Brand:** NuBo  
**Category:** Skincare  
**Country:** UK  
**Price in local currency:** 65.00  
**Price in US Dollars:** 102.69  
**Source:** Mintel Beauty Innovation (stand T71)

**Product Description:**
NuBo Diamond Peel & Reveal is a transformative two-step treatment designed to provide the results of an in-office microdermabrasion. It is claimed to visibly reduce the appearance of fine lines, age spots and enlarged pores, eliminate dead skin cells and impurities, clear a pathway for effective delivery of bio-actives, and illuminate skin. The set includes: Diamond Peel & Reveal Step 1 The Exfoliator (80ml); and Diamond Peel & Reveal Step 2 The Activator (80ml).  
**Step 1** is formulated with dry micro-sponges and diamond dust to gently exfoliate and eliminate dead cells, revealing a radiant, rejuvenated complexion. Diamonds are believed to affect the chakras and enhance brain function, dispelling negativity, purifying and enhancing the full spectrum of energies.  
**Step 2** allows the micro-sponges to create a micro-vibration to lift and absorb remaining impurities, stimulate cell renewal and further the peeling action thanks to fruit enzymes and lactic acid. The product is free of parabens, SLS, irritating petrochemicals, synthetic colours and fragrances, and has not been tested on animals. The brand is claimed to deliver instant visible results and long-term anti-ageing benefits.

**Ingredients:**  
Step 1: Propylene Glycol, Sodium Bicarbonate, Sodium Cocoyl Glutamate, Sodium Polyacrylate, Silica, Cetearyl Olivate, Calcium Aluminum Borosilicate, Papain, Polyethylene/Adipic Acid/Eicosanedioic Acid/Trimethyloctadecylammonium Chloride, Hydroxyethylcellulose (Olefin Copolymer), Rosa Damascena Flower Oil, Citrus Grandis Peel Oil (Peeled), Parfum (Perfuming), Geranium, Citronellol, Limonene, Tin Oxide, CI 77891.  
Step 2: Aqua, Lactic Acid, Hydroxyethylcellulose, Phenoxethanol, Ethylhexyglycerin
60+ Pronounced Ageing Signs Cream

Company: Natura Europa
Brand: Natura Chronos
Category: Skincare
Country: France
Price in local currency: 34.00
Price in US Dollars: 44.99
Source: Mintel Beauty Innovation (stand T71)

Product Description:
Natura Chronos 60+ Signes Prononcés (60+ Pronounced Ageing Signs Cream) is aimed at women aged 60 or over to prevent and reduce pronounced signs of ageing. The cream is elaborated to hydrate, firm the skin, protect against external stress, strengthen the cutaneous barrier, and increase skin resistance. It is formulated with botanical glycerin; COA, an antioxidant complex (with vitamin E, coffee extract and lycopene) to protect against UVA and UVB with an SPF 15 filter that is photo stable for eight hours, soja protein, dermoglucide, maracuja ceramides, chestnut extract and elastinol R.

Ingredients:
Aqua, Cyclopentasiloxane, Glycerin, C12-15 Alkyl Benzoate, Ethylhexyl Methoxycinnamate, Bis-ethylhexyloxyphenol Methoxypalmitate Triazine, Caprylic/Capric Triglyceride, Dicaprylyl Carbonate, Phenybenzimidazole Sulfonic Acid, Cetyl Lactate, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Stearyl Alcohol, Stearic Acid, Glycine Soja Protein, Cetyl Alcohol, Peg-100 Stearate, Diethylamino Hydroxybenzyl Hexyl Benzoate, Sodium Hydroxide, Phenoxyethanol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Dimethicone, Polysorbate 60, Passiflora Edulis Seed Oil/palm Oil Aminopropanediol Esters (Seed), Xanthan Gum, Castanea Sativa Seed Extract (Extract, Seed), Theobroma Grandiflorum Seed Butter (Seed), Tocopheryl Acetate, Parfum (Perfuming), Glycerin Distearate, Glyceryl Stearate, BHT, Disodium EDTA, Tristearin, Sorbitan Isostearate, Biosaccharide Gum-2, Biosaccharide Gum-3, Biosaccharide Gum-5, Coffee Robusta Seed Extract (Extract, Seed), Methylisothiazolinone, Lycopene, Potassium Sorbate, Sorbic Acid

Hyaluronic Age-Defying Conditioner

Company: La Vie d’Anu
Brand: d’Anu Gareth James
Category: Hair Products
Country: UK
Price in local currency: 23.00
Price in US Dollars: 36.34
Source: Mintel Beauty Innovation (stand T71)

Product Description:
d’Anu Gareth James Hyaluronic Age-Defying Conditioner is claimed to restructure and repair damaged hair. It is formulated with a low polymer hyaluronic acid designed to penetrate deep into the hair and lock in moisture where it is most needed. The conditioner is said to be 98% natural, non-toxic, chemical free and suitable for all hair types. It retails in a 200ml pack. All products in this range are made using ethically and sustainably sourced ingredients.

Ingredients:
Aqua, Cetearyl Alcohol, Distearoylethyl Dimonium Chloride, Punica Granatum Seed Oil (Seed), Leptospermum Scoparium Oil, Butyropermum Parkii Butter, Terminalia Arjuna Bark Extract (Extract), Hydrolyzed Hyaluronic Acid (Hydrolyzed), Potassium Sorbate, Silver Citrate, Citric Acid, citrus aurantium (neroli) oil
The US anti-ageing facial skincare market has suffered mixed fortunes in 2010. While prestige sales have picked up to near pre-recession levels, mass market sales have been far less buoyant, putting on just 2.9% to reach $804m. Mass sales have been held back by a 9.4% unemployment rate, the rise of private labels and a tendency for consumers to get more bangs for their bucks by making their products last longer. There are three expanding targets manufacturers of anti ageing products should consider; 65-74 year olds (37% between 2005 and 2015), Hispanic and Asian communities (30%). One in four US women cite the entire face as their chief ageing concern, while just under four in ten are bothered about their eye area, and three in ten were worried about sagging jowls and chin. The maturity of the US market and the relatively high disposable income of its ageing population mean that it accounts for more than 80% of product launches in the Americas.

Laser Effect Face Cream

Company: Bottega Verde
Brand: Bottega Verde PeptidAge
Category: Skincare
Country: USA
Price in local currency: 44.90
Source: Mintel Beauty Innovation (stand T71)

Product Description:
Bottega Verde PeptidAge Laser Effect Face Cream is said to be a 24 hour face cream, formulated with peptides and cornflower for an intensive repairing, plumping, brightening, moisturising and anti-aging action, with an effect similar to a laser for immediate and long lasting benefits. It is also claimed to have a direct effect on the skin’s collagen while reducing the appearance of wrinkles. The hypoallergenic and easy to use product has not been tested on animals.

Ingredients:
Aqua, Caprylic/Capric Triglyceride (Huile Marguerite), Glyceryl Stearate, Cetearyl Alcohol, Stearyl Alcohol, Cetearyl Alcohol, Cetyl Alcohol, Glycerin, Propylene Glycol, Ethylhexyl Palmitate, Prunus Amygdalus Dulcis Kernel (Sweet Almond) Oil, Hydrolyzed Sweet Almond Protein (Sweet, Hydrolyzed), Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Propylene Glycol, Caprylyl Glycol, Polyacrylate Crosspolymer-6, Potassium Sorbate, Carbomer, Phenoxyethanol, Tridecyl Salicylate, Disodium EDTA, Caprylyl Glycol, Xanthan Gum, Linalool, Linalool, Citronellol, Tocopherol, Ascorbyl Palmitate, Hydrolyzed Soy Protein (Hydrolyzed), Lecithin, Tocopherol, Ascorbyl Palmitate, Alpha-Isomethyl Ionone, Tin Oxide, Citric Acid, Coumarin, Triethanolamine
### Exfoliator

**Company:** Native Remedies  
**Brand:** Native Remedies SkinSave  
**Category:** Skincare  
**Country:** USA  
**Price in local currency:** 54.95  
**Source:** Mintel Beauty Innovation (stand T71)

#### Product Description:
The Native Remedies SkinSave line features all-natural skincare and anti-aging products, which are free from damaging chemicals, parabens, animal products, gluten, artificial colours, sodium laurel sulphate, petrochemicals and artificial fragrances. The cruelty-free products are said to help the epidermis hold onto water longer, promote a healthy glow, and achieve a youthful and long-lasting effect. The hydrating formula includes the following essential oil and herbal extract ingredients: olive seed oil granules, a natural abrasive; apricot kernel; jojoba oil, which is rich in protein and flavonoid compounds to neutralise free radicals and deliver anti-aging properties; bulbinella to support skin health and condition and support the skin throughout the day; patchouli to deliver antioxidant properties; neroli, a relaxing essential oil; and vitamin E to protect from free radicals. The benefits of the product are claimed to be noticed within the first few minutes.

#### Ingredients:
- Tocopheryl Acetate, Prunus Armeniaca Kernel Oil, Simmondsia Chinensis Seed Oil, Pogostemon Cablin Oil, Citrus Aurantium Amara Peel Oil, bulbinella (aerial parts)
- Olea Europaea Fruit, liquid cream base
- Citrus Grandis Seed Extract

### Night Time Firming and Nourishing Face Cream

**Company:** Raw Beauty  
**Brand:** Raw Essentials by Carol Alt  
**Category:** Skincare  
**Country:** USA  
**Price in local currency:** 25.00  
**Source:** Mintel Beauty Innovation (stand T71)

#### Product Description:
The Raw Essentials range of 100% natural skincare is based around raw ingredients, and has been formulated under 115°F to maintain the integrity of rawness. The easily-absorbed products only contain raw ingredients that have been manufactured according to strict uniform standards; contain no synthetic chemicals/preservatives, parabens, GMO or irradiation; are traceable; and are subject to periodic on-site inspections. The products are said to allow the skin to absorb antioxidants, vitamins, minerals and essential fatty acids that are necessary for healthy, glowing and younger-looking skin. The product is enriched with antioxidants that help fight environmental aggressors, giving a healthy glow and moisture. The product contains aloes to hydrate, moisturise, soothe and firm; squalane to hydrate and prevent free radical damage; virgin coconut oil to keep connective tissues strong; and liquorice root extract for its anti-inflammatory and soothing properties.

#### Ingredients:
- Aqua, Glycerin, C12-15 Alkyl Benzoate, Glyceryl Stearate, Isocetyl Stearate, Cetyl Alcohol, Butyrospermum Parkii Butter, Propylene Glycol Stearate, Caprylic/Capric Triglyceride, Dimethicone,
Elixir

Company: Sue Devitt
Brand: Sue Devitt Microquatic Marine Crystal Collagen
Category: Skincare
Country: USA
Price in local currency: 130.00
Source: Mintel Beauty Innovation (stand T71)

Product Description:
Sue Devitt Microquatic Marine Crystal Collagen Elixir is a powerful age-defying treatment designed to stimulate the groundbreaking results of a non-surgical micro-lifting procedure. The cruelty-free product is formulated with a unique Bio-Mineral Crystal Complex to deliver essential nutrients to the skin; matrixyl and marine collagen to reduce the appearance of fine lines and wrinkles; and ceramides and hyaluronic acid to restore the protective function of the skin and offer lasting moisturising effects.

Ingredients:
Aqua, Cyclomethicone, Glycerin, Squalane, Butylene Glycol, Dimethicone, Caprylyl Methicone, Helianthus Annuus Seed Oil Unsaponifiables, Methyl Gluceth-20, Caprylyl Glycol, PEG-10 Dimethicone, Stearyl Dimethicone, Distearidimonium Hectorite, Montmorillonite, Illite, Kaolin, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Hydrolyzed Collagen, Ceramide 3, Ceramide 6 II, Ceramide 1, Phytosphingosine, Cholesterol, Sodium Lauroyl Lactylate, Magnesium Aspartate, Zinc Gluconate, Copper Gluconate, Sodium PCA, Sodium Hyaluronate, Panthenol, Adenosine, Dipotassium Glycyrrhizinate, Tocopheryl Acetate, Silica, Bis-vinyl Dimethicone/Dimethicone Copolymer, Dimethicone/ Vinyl Dimethicone Crosspolymer, Cetyl PEG/PPG-10/1 Dimethicone, Magnesium Sulfate, Silica, Polysorbate 20, Xanthan Gum, Citric Acid, Disodium EDTA, Hydroxyethylcellulose, Sodium Citrate, Phenoxyethanol, Parfum

Crème

Company: Peter Thomas Roth
Brand: Peter Thomas Roth Un-Wrinkle
Category: Skincare
Country: USA
Price in local currency: 110.00
Source: Mintel Beauty Innovation (stand T71)

Product Description:
Peter Thomas Roth Un-Wrinkle is described as an innovative wrinkle fighting range formulated with an exclusive patent-pending blend of nine powerful active wrinkle relaxing and anti-aging peptides and neuropeptides, in order to reduce the appearance of deep wrinkles, fine lines and expression lines. It additionally helps to increase collagen production and improve firmness from the first application. It contains a powerful patent-pending blend of nine wrinkle relaxing and anti-aging peptides and neuropeptides, highly concentrated at an unprecedented 29%. The intensive moisturising Crème features the new BoNT-L peptide, which works in synergy with the Un-Wrinkle blend to reduce the depth of expression and fine lines while increasing youthful elasticity and bounce. It also contains vitamins A, C, E and provitamin B, and is said to increase skin firmness and tone, repair environmental damage, restore moisture and revitalise the skin.

Ingredients:
Asia has often led the way forward in anti-ageing skincare, blending high tech ingredients and delivery systems with traditional sciences and botanicals. Pressure on certain economies has created a new generation of multifunctional but highly technical products.

However, the anti-ageing category has a way to go before it can catch up with the more established whitening category in the region. Even so, it has carved out a significant position in the leading markets of Japan and South Korea, and is also making great strides in China, where domestic players are starting to take on the multinationals with their own take on anti-ageing products.
Perfect Age Lift Cream

Company: Nanoegg Research Laboratories
Brand: Marianna
Category: Skincare
Country: Japan
Price in local currency: 4599.00
Price in US Dollars: 54.24
Source: Mintel Beauty Innovation (stand T71)

Product Description:
Marianna is a skincare brand developed from the joint research of Asahi Breweries R&D centre and Nano Egg, a venture company created by St. Marianna University’s School of Medicine. Focusing on boosting skin’s homeostasis, the brand features Nano Egg’s anti-ageing Nanocube to regulate skin’s cell turnover and the company’s original apple polyphenol to maintain a healthy moisture balance for a youthful look. New to the range is Perfect Age Lift Cream, which works on the stratum corneum. It contains European ash bark extract, an EGF-mimic peptide and a film forming polymer to make the jaw line firm and leave skin moist, plump and radiant. This fragrance and colourant-free cream was launched on 12 October 2010 with an RRP of 4,599 yen.

Ingredients:
Aqua, PVP, Squalane, Dipentaerythrityl Hexa hydroxystearate/Hexastearate/Hexacosinate, Pentapeptide-1 Tetraethyhexanoate, Glycerin, Behenyl Alcohol, PEG-150, Dimethicone, Di pentaerythrityl Tri-polyhydroxystearate, PEG-60 Glyceryl Isostearate, Glyceryl Stearate, Macadamia Ternifolia Seed Oil (Seed), Cera Alba, Ammonium Acrylates Copolymer, Stearyl Alcohol, Trime thylisiloxysilicate, Cyclomethicone, Octyldodecyl Isononanoate, Butyryl Alcohol, Phenoxethanol, Methyl paraben, Xanthan Gum, Inulin Lauril Carba mate, Hydrogenated Lecithin (Hydrogenated), Niacinamide, Hydroxypropyl Cyclodextrin, Propylparaben, Fraxinus Excelsior Bark Extract (Extract), PEG-60 Hydrogenated Castor Oil (Hydrogenated), Cholest erol, E thylhexylglycerin, Tocopherol, Isododecynyl Butyl carbanate, Glycolic Acid, Glycine Soja Extract (Extract), Potassium Citrate, Silanetriol, Tannic Acid, Dextran, Caprooyl Tetrapeptide-3, Pentylene Glycol, Hydrolyzed Collagen (Hydrolyzed), Polyglutamic Acid

Placen Milk Essence

Company: Bb Laboratories
Brand: Bb Laboratories
Category: Skincare
Country: Japan
Price in local currency: 5775.00
Price in US Dollars: 69.51
Source: Mintel Beauty Innovation (stand T71)

Product Description:
Bb Laboratories Placen Milk Essence is designed to promote skin’s natural self-moisturising property through helping maturation of the stratum corneum. The smooth texture is smoothly absorbed into skin without feeling sticky, softening skin. It is enriched with placenta extract, salix alba bark extract, glycosyl trehalose and jojoba seed oil to heighten moisture levels, leaving skin healthy, stable and trouble-resistant. This product is suitable for sensitive skin, and was launched on 13 October 2010 with an RRP of 5,775 yen.

Ingredients:
Aqua, Butylene Glycol, Glycerin, Olea Europaea Fruit Oil, Cyclopentasiloxane, Triethyhexanoin, Simmondsia Chinensis Seed Oil (Seed), Phytostereryl Macadamiate, Sorbitan Stearate, Placental Protein, Salix Alba Bark Extract (Extract), Hydrolyzed Royal Jelly Extract (Extract, Hydrolyzed), Dipotassium Glycyrrhizar, Glycosyl Trehalose, Hydrogenated Starch Hydrolysate (Hydrogenated, Hydrolyzed), Glucose, Soy Sterol, Glycogen, Sodium Hyaluronate, Hydrolyzed Collagen (Hydrolyzed), Maltodextrin, Tocopherol, Sodium Polyacrylate, Hydrogenated Lecithin (Hydrogenated), Dipalmitoyl Hydroxyproline, Carbomer, Behenyl Alcohol, Polysorbate 20, Stearic Acid, Glycerol, Stearate SE, Sodium Hydroxide, Phenoxyethanol, Methylparaben, Propylparaben
Silk Protein Serum

Company: Beijing Yamei Daily Chemical Factory
Brand: Miqi Miracle
Category: Skincare
Country: China
Price in local currency: 128.00
Price in US Dollars: 19.48
Source: Mintel Beauty Innovation (stand T71)

Product Description:
Miqi Miracle Silk Protein Serum is a specially designed limited edition product, released for the 23rd anniversary of the brand. It is formulated with shea butter, silk protein, hyaluronic acid, trehalose and moisturising ingredients to instantly penetrate into skin and long-lastingly moisturise, promote the production of collagen and elastin, and reduce the appearance of fine lines. It is said to leave skin white, firm, plumped, tender and smooth. The product is suitable for all skin types.

Ingredients:
Sericin, Hyaluronic Acid, Butyrospermum Parkii Butter, Trehalose

Plus Prismizer Enriched

Company: Zotos Zhong Xin Cosmetics
Brand: Za Future Defense
Category: Skincare
Country: China
Price in local currency: 138.00
Price in US Dollars: 21.00
Source: Mintel Beauty Innovation (stand T71)

Product Description:
Za Future Defense Plus Prismizer Enriched is a moisturising lotion for youthful skin, which is formulated with a Multi Hyaluronic Acid Complex (containing sodium hyaluronate, rosa canina fruit extract and blackberry kiky rhizome root extract), a Prism Enhancer, antioxidant vitamin E and minerals (calcium and magnesium). It is claimed to improve the appearance of fine lines and roughness; leave skin soft and smooth; effectively and long-lastingly lock in moisture; improve dullness whilst leaving skin bright and luminous; help increase skin’s absorption ability for further cosmetic products; and leave skin toned, plumped firm and elastic. The allergy-tested product is non-comedogenic.

Ingredients:
Aqua, Glycerin, Alcohol, Dipropylene Glycol, Methyl Gluceth-10, PEG-60 Hydrogenated Castor Oil (Hydrogenated), PEG/PPG-14/7 Dimethyl Ether, Betaine, PEG-90M, Sodium Hyaluronate, Tocopherol Acetate, Magnesium Chloride, Rosa Canina Fruit Extract (Extract), Calcium Chloride, Belamcanda Chinensis Root Extract (Extract, Root), Polyglyceryl-2 Diisostearate, Caprylic/Capric Triglyceride, Butylene Glycol, Disodium EDTA, Carbomer, Potassium Hydroxide, Silica, BHT, Phenoxyethanol
The retail environment in Latin America is undergoing change, with the entry of new operators and consolidation. At the same time, multinationals view the region as a major source of future growth, and are steady introducing more brands and products to the market. Domestic players are fighting back by increasing their own NPD programmes and fostering increasing segmentation. Together, these factors are helping to add both value and variety to the region’s anti-ageing market.

**Cream**

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<tr>
<th>Company</th>
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<tbody>
<tr>
<td>Brand</td>
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**Product Description:**
Capibell Cream (Cream) contains extract of snail slime and is said to restructure and firm skin whilst providing an anti-ageing effect. According to the manufacturer, the cream also protects, tones, nourishes, moisturises and softens skin. This product retails in a 50ml pack.

**Ingredients:**
Aqua, Glycerin, Ceteareth-12, Isopropyl Myristate, Cetearyl Alcohol, Dicaprylyl Phosphate, Ceteth-10 Phosphate, Glycosaminoglycans, Propylene Glycol, Cetyl Alcohol, Stearyl Alcohol, PPG-3 Benzyl Ether Myristate, Triticum Vulgare Germ Oil (Germs), Chamomilla Recutita Extract (Extract), Tocopheryl Acetate, Hydrolyzed Collagen (Hydrolyzed), Panthenol, Phenoxyethanol, Methylparaben, Ethylparaben, Butylparaben, Propylparaben, Isobutylparaben, Carbomer, Triethanolamine, Snail Secretion Filtrate, Parfum (Perfuming)
### Age Spot Vanishing Cream

**Company:** Millanel Cosmética  
**Brand:** Millanel Futura Mamá  
**Category:** Skincare  
**Country:** Argentina  
**Price in local currency:** 15.99  
**Price in US Dollars:** 4.04  
**Source:** Mintel Beauty Innovation (stand T71)

**Product Description:**
Millanel Futura Mamá Crema Desvanecedora de Manchas (Age Spot Vanishing Cream) contains natural plant extracts and is to be applied in the morning and the evening. According to the manufacturer, the effective combination of natural plant oils is claimed to act in the whitening of the skin, working on the gradual disappearance of spots and freckles. This product does not contain hydroquinone, and is said to be formulated with extracts that do not harm the skin. It is available in a 45g pack.

**Ingredients:**
- Aqua (Deionized), Cetearyl Alcohol, Ceteareth-20, Propylene Glycol, Paraffinum Liquidum, Cetyl Alcohol, Aqua, Glycerin, Sucrose Laurate, Polysorbate 20, Pismum Sativum Extract (Extract), Dimethicone, Dimethiconol, Propylene Glycol, Diazolidinyl Urea, Iodopropynyl Butylcarbamate, Parfum (Perfuming), Sodium Polyacrylate, citrus limonumBHT, Citric Acid, CI 16185, CI 19140

### Cleansing Cream

**Company:** Genomma Lab Internacional  
**Brand:** Teatrical  
**Category:** Skincare  
**Country:** Mexico  
**Price in local currency:** 58.00  
**Price in US Dollars:** 4.74  
**Source:** Mintel Beauty Innovation (stand T71)

**Product Description:**
Teatrical Leche Desmaquillante (Cleansing Cream) contains an anti-aging cleansing system, enriched with rose and chamomile extracts. The product is claimed to clean and remove make-up and impurities in a delicate way without drying out skin. Its soft and hydrating formula is said to be ideal for sensitive or dry skin. The dermatologically tested product is claimed to leave skin looking 73% cleaner and rested and is available in a 220ml pack. The packaging carries the ESR (Empresa Socialmente Responsable) logo, to show that the company meets social, economic and environmentally responsible standards.

**Ingredients:**
- Aqua, Polysorbate 20, ethylene glycol stearateauto-emulsifier waxCera Alba, Sodium Lauryl Sulfate, Glycerin, Sodium Hydroxide, Parfum (Perfuming), Isododecane, Carbomer, Methylisothiazolinone, Iodopropynyl Butylcarbamate, Allantoin, Tetrasodium EDTA, Rosa Centifolia Flower (Extract), Chamomilla Recutita Extract (Extract)
### Instant Action Filler Complex

**Company:** MedCell  
**Brand:** Cluny LiftAction  
**Category:** Skincare  
**Country:** Chile  
**Price in local currency:** 5990.00  
**Price in US Dollars:** 12.26  
**Source:** Mintel Beauty Innovation (stand T71)

**Product Description:**
Cluny LiftAction Complejo Rellenador de Acción Directa (Instant Action Filler Complex) is formulated with hyaluronic acid, which is said to increase collagen production, and a concentrate of active peptides. According to the manufacturer, this moisturising cream restores skin’s volume and visibly reduces fine lines and wrinkles, instantly revealing a smoother and younger-looking complexion. The product is retailed in a 30ml pack. Also available in this range is Noche Tratamiento Antiarrugas Rostro y Cuello (Face & Neck Anti-Wrinkle Night Cream), which is formulated with a blend of Proteasyl, retinol and antioxidant vitamin E, which feature repairing and protecting qualities. According to the manufacturer, this moisturising cream improves elasticity and firmness and visibly reduces the appearance of fine lines and wrinkles to reveal a smoother, luminous and younger-looking complexion. The product is available in a 50ml pack.

**Ingredients:**
- Aqua, Cera Alba, Cetearyl Ethylhexanoate, Stearyl Alcohol, Stearyl Heptanoate, Cetyl Palmitate, Steareth-10, Steareth-7, Stearyl Caprylate, Myristyl Alcohol, Dimethicone, Paraffinum Liquidum (Liquid), Isopropyl Myristate, Caprylic/Capric Triglyceride, Glyceryl Stearate, PEG-100 Stearate, Propylene Glycol, Aqua, Pseudoalteromonas Ferment Extract (Extract), Hyaluronic Acid, Protetox, Retinol, Tocopheryl Acetate, Carbomer, Xanthan Gum, Hydrolyzed Rice Protein (Hydrolyzed), Propylparaben, Parfum (Perfuming), Disodium EDTA, Xanthan Gum, Propylparaben, Carbomer, Sodium Lactate, Ethylparaben, Polyacrylate 20, Sodium Hyaluronate, Tremella Fuciformis (Mushroom) Extract (Extract, Seed), Palmitoyl Tetrapeptide-7, Hydrolyzed Rice Protein (Hydrolyzed), Hydrolyzed Yeast Protein (Hydrolyzed)

### Crema de Noche Anti-arrugas Ecollagen

**Company:** Oriflame  
**Brand:** Oriflame Ecollagen [3D+]  
**Category:** Skincare  
**Country:** Columbia  
**Price in local currency:** 69999.00  
**Price in US Dollars:** 37.28  
**Source:** Mintel Beauty Innovation (stand T71)

**Product Description:**
Oriflame Ecollagen [3D+] Anti-Wrinkle Night Cream has been re-launched, with a formula that includes the patented Tri-Peptide Complex and hyaluronic acid. The Tri-Peptide Complex (containing energetic peptide, collagen peptide and anti-oxidant peptide) is said to enhance natural collagen production, firm the skin, and re-plump wrinkles from within. Hyaluronic acid also hydrates and re-plump wrinkles from within.

**Ingredients:**
- Aqua, Glycerin, Butylene Glycol, Hydrogenated Polyisobutene (Hydrogenated), Cyclopentasiloxane, Isethedicane, Cetearyl Olivate, Cyclohexasiloxane, Sorbitan Olivate, Pentaraetheryl Tetraisostearate, Sodium Polyacrylate, Phenoxyethanol, Cetearyl Alcohol, Perfuming (Perfuming), Methylparaben, Disodium EDTA, Xanthan Gum, Propylparaben, Carbomer, Sodium Lactate, Ethylparaben, Polysorbate 20, Sodium Hyaluronate, Triticum Monococcus Seed Extract (Extract, Seed), Palmitoyl Tetrapeptide-7, Hydrolyzed Rice Protein (Hydrolyzed), Hydrolyzed Yeast Protein (Hydrolyzed)
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