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Anil Chopra began his career with the industry heavy weight, Tata Sons and moved on to join Hindustan Uniliver Limited, making significant contributions to the growth of the FMCG business. He has played a key role in the transformation of Lakme through its association with a premier fashion event, Lakme Fashion Week.

Words: Sandhya Chipalkatti

Q. Lakme India Fashion Week has turned 10. What are your thoughts on this event and what it has achieved in this decade?

Supporting a first time in India initiative to bring designers, buyers, media & sponsors had no parallel. Lakme took the initiative of supporting and finally developing this platform. The very fact that there are numerous fashion weeks now is a testimony of the success of Lakme Fashion Week.

Q. What made you associate your brand 'Lakme' with India Fashion Week?

Make up is as intrinsic to dressing up & looking good as great clothes/fashion. Make up is the perfect & inextricably accessory to fabulous appearance.

Q. How do you think Lakme has benefited from this association?

Fashion is young & contemporary which is what Lakme stands for!

Q. You launch a new range of eye, cheek and lip colours at every Fashion Week. How do you choose the colour palette? Do you follow the international trend, or is it local....India centric?

Lakme selects its theme for the season which reflects the mood, like 'Free Spirit', colours, textures etc. We decide the new range based on this. We are completely in touch with International trends, but don't copy it. We understand the contemporary Indian woman best & collections/colours reflect that.

Q. Who helps you select these colours? Is it an international trend or do leading make-up artistes like Cory Walia /Vipul Bhagat? Or is it dictated by the designers?

Our marketing team along with the best make up artists in India

Q. Most luxury brands are multi-dimensional (i.e. they have apparel, makeup, beauty products, accessories, perfumes etc). However Lakme has only make-up and salons. How do you benefit from an event

like the Fashion Week?

Very few brands have Salons, Lakme is multi dimensional already

Q. Lakme Fashion Week has moved from being an annual to a bi-annual event? What triggered this move? Was it competition with the Wills Fashion Week or to showcase spring-summer and autumn-winter trends?

Lakme Fashion Week announced bi annual event at the same time as Wills/FDCI, it was the need of the market.

Q. How does this association help the Lakme Salons? If so, how?

Lakme Salons started well over 30 years ago and is now a large vibrant chain with 7 Lakme Studios & 125+ Lakme Salons with Lakme Studio being the highlight at every LFW. Both Lakme Products & Salons benefit from this premier platform ■



Interview

ANIL CHOPRA

Chief Executive Officer, Lakme Lever Pvt Ltd.

Trends



BIOTECHNOLOGY IN COSMETICS

- An Overview

- Ravi Kamat

The term biotechnology was first coined in 1919 by a Hungarian engineer Karl Ereky and since then the field has never looked back and has inspired many scientists to work dedicatedly to excavate more of the treasures hidden inside the science.

Predominantly the use of biotechnology was restricted in the medical and pharmaceutical sector. But as the number of vigilant consumers buying cosmetic products increased, so did the need to find some exotic molecules which would work wonders in a similar fashion as their counterparts did in the pharmaceuticals.

Beauty is in the eye of the beholder' was aptly proved right with the marriage of biotech & cosmetics as

- formulators discovered working molecules,
- marketers found and devised conspicuous claims and
- consumers were happy with results

The emergent market of cosmeceuticals and spa products have also been benefited by this union. Products ranging from Dead sea salts, sea weeds, bacteria's, DNA stem cells, Botulinum Toxin A, plant extracts etc have been brought to the formulators domain with the aid of biotechnology. The scientific methods engaged in developing these ingredients in the lab were in sync with the biotech protocols, which not only improved the yield but also reduced the lead times for delivery of these fragile and delicate ingredients.

Biotechnology and cosmetics gelled well together as both served consumer needs in a more humane manner and reaped the benefits of nature without causing any harm. This also proved to be a boon to safeguard depleting natural resources

Cosmetics

The cosmetics and toiletries market is extremely competitive and constantly needs new materials to meet growth ambitions in specific areas. For example, consumers are searching, sometimes desperately, for products that really work and makes them look young!

The race to develop the most potent actives has had suppliers trawling far and wide, and they've plundered all the scientific disciplines from botany through pharmacy to synthetic chemistry and even particle physics

Protein and lipid substances, enzymes, and phenol derivatives are some of the many examples of cosmetic ingredients either already on the market or under development that are end-products of biotechnological processes.

Biotechnology at the formulators help !!!

The challenge is to find natural alternatives to synthetic materials as well as to continue the development of better actives. Biotechnology is one way to achieve both these goals and is already showing signs of success. Fermentation in particular is being used to create alternatives to traditional synthetic materials

A surprisingly large number of today's actives are made by fermentation and other types of biotransformations. Molecules such as amino acids, peptides, carbohydrates including thickeners and potent molecules such as hyaluronic acid and dihydroxy acetone (DHA) are being made by biotechnology, often at more or less the same prices as their animal derived or synthetic counterparts

Biotechnology can be used to produce a near infinite number of natural actives. A single substrate can be made into a variety of very different materials simply by varying the conditions or the microbes/enzymes used.

For example, Fruit Alpha Hydroxy Acids (AHA's) can be obtained in huge amounts from citrus fruits engaging biotechnology techniques

Reaping the benefits of Biotechnology

Over the last 10 years, there has been a boom in biotechnology applied to cosmetics. Due to environmental, regulatory and ethical pressures(e.g. REACH, Ecocert, NaTrue) to avoid use of chemicals, products of animal origin, and use of animals for testing purposes, there has been a move to invent and implement new natural processes. As a result, several biotechnological processes have been included to fasten the procedures of production, simultaneously giving the best product with great quality and least toxicity.

Biotechnology has made it possible to develop DNA chips, to produce artificial skin to test active molecules, and also to make infinitely small, nano-sized vectors that improve vector stability and transport.

This technology also makes it possible for industry to create original products or improve production processes by modernizing or replacing older techniques. For example, plant cell cultures, fermentation and enzyme reactions are attractive processes for producing new active ingredients and additives like moisturizers, anti-aging agents, de-pigmentation ingredients, exfoliating

and anti-film foaming agents, emulsifiers, encapsulating agents, etc.

Bridging the novel fields

Biotechnology and cosmetics have become inextricably connected in the first decade of the 21st Century as formulators search for ingredients that are not only novel, but developed in different, more efficient ways.

The latest wave of cosmetics are based on advanced research that includes the use of biotechnology-derived ingredients, genetic profiling for individual skin-care or nutritional regimes, stem-cell-based products and therapies to regenerate ageing tissues, or cell and tissue engineering for cosmetic purposes.

The cosmetics industry during the past 10-15 years has witnessed a gradual shift in the use of ingredients towards more 'biologically derived' products of marine and vegetable origin or products of fermentation processes for eg extracts from fish, the ocean, the Dead Sea, or seaweeds. The infamous fruit acids or derivatives from the Noix de Grenoble walnut tree are examples of cosmetic ingredients of vegetable origin, as are derivative products from beer yeast or the Halomonas elongata bacteria from the salt lakes of Egypt.

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Marketed Products

Bioflavonoids are ubiquitous in the plant kingdom and as phenolic compounds flavonoids act as antioxidants and metal chelators.

As conjugated aromatic compounds they protect the plant cells against UV light and shorter wave visible light
For eg Rutinsulfate, Troxerutin, Tilioside, Isoquercetin

Tilioside is a natural bioflavonoid, showing beside its antioxidant activity a concerted anti-inflammatory effect which apparently in combination with the anti-elastase and anticollagenase efficacies, Tilioside offers a full spectrum anti-aging efficacy, not limited to, but especially suited for very sensitive skin

Ectoin is one of the miraculous molecules found in the bacteria surviving the temperature shocks & fluctuations in the deserts of Egypt. This particular molecule is obtained out of *Halomonas elongata* and is employed to protect the skin from similar problem as that the bacteria faces in the desert regions.

Marketed products

Peptides are proving particularly interesting & can be broadly divided into two classes: those that are used to condition skin, hair and nails and those with a biological activity that can stimulate changes.

Collagen hydrolysates are the basis of many prestigious anti-ageing creams which stimulate cultured fibroblasts to synthesize collagen and also act as a competitive inhibitor to several of the enzymes responsible for collagen degradation and these can be obtained not only from animals, but also derived via fermentation methods. The sheep collagen is very well replaced by the vegetable/ plant collagen in addressing the problems of premature skin aging and without letting the efficacy be compromised.

Botox (Botulinum Toxin A) is a well known and exploited product from the field of biotechnology and a familiar name in the glamour industry. Recent years have seen a steep surge in the no of consumers regularly using botox treatments to look and feel good.

One of the most interesting and promising applications of biotechnology concerns encapsulating ingredients. Currently, biotechnology answers consumer's ecological aspirations through the production of bio-surfactants (more easily biodegradable). These are used, for example, to get two immiscible molecules like Retinol and vitamin C to cohabitate.

Dual use Ingredients

The benefits of Patchouli is being harnessed by the perfumer fraternity for its warm, delicate and relaxing aroma, while the therapeutic values were tapped in by spa professionals.

Patchouli was cultured and perpetuated by tissue culture methods.



The plant which was on the verge of extinction due to torment forest fires in Indonesia, was exclusively treated with utmost care and propagated to preserve it.

Use of Biotech products in Spa Industry

The requirement of the spa industry encompasses raw materials with the maximum safety and efficacy. Excipients and actives used in the formulation need to be from a reliable source. Biotechnology promises these attributes to the raw materials and thus proves to be beneficial.

The yield of the products obtained via biotech ways and means is amplified to a much higher level.

The Sea weeds, Phaeophytes and other bio derivatives can be perpetuated by biotech means. It can serve two purposes generate high quality cosmetic nature like ingredients as well as preserve the nature's wealth. This can be a reference point for developing other raw materials of similar stature.

Biotechnology helps address many Regulatory Concerns

Putting a new ingredient on the market requires testing its innocuousness (eye and skin irritability, absorption through the skin, toxicity, etc). Biotechnology also offers other possibilities for demonstrating the effectiveness of ingredients and for carrying out studies on toxicity and product tolerance.

Tissue culture techniques keep batch to batch variations under control.

Seasonal variability could also be kept at bay since these ingredients were cultured and manufactured anywhere and under controlled conditions

Regulatory concerns will continue to trouble the global cosmetic regulations but the industry at large can efficiently manage the perceived and / or real concerns by using new and scrupulous validated testing methods like biopsies and bioinstrumentation.

The use of biotechnology is not limited to ingredients obtained through biotechnology but also plays an important role in claim substitution. It helps in generating in vitro models system which mimic the physiological processes in vivo and once these models are validated can be used as an acceptable testing tool.

Way Forward

'Well begun is half done ' is pertinent to the union of biotechnology and cosmetics. This is just the beginning and the road ahead is wide and of full of opportunities. The way forward will only be bright if these efforts are focused, well directed and in sync with the demand of the market. The regulatory concerns if addressed with adequate back up data can be reversed as marketing tools to promote products which can be endorsed as Eco-cert & NaTrue certified ones ■

RESEARCH TRENDS

SOFT FOCUS OPTICAL ILLUSION COSMETICS

- S.M. Shanbhag

Feeling good and looking great is a present day mantra for an elite population of high performers with a higher desire to succeed. There are various means of achieving this.

Yoga and Ayurveda the holistic approach of linking mind and body have become a craze all across the globe.

Desire to look younger immaterial of age is a challenge for cosmetic scientists. This has led to various cosmeceutical products based on intense research in the branch of dermatology. Hugely successful Anti aging products currently in market are based on this type of research.

A botulinum toxin (Botox) injection for wrinkle reduction was a unique proposition couple of years back. After so much of experience gained this has gained wide spread acceptance. There are also stray reports of toxic side reactions of Botox which has raised question marks in consumer mind even though it is a medical treatment and consumers were warned of chances of side reactions. Many other anti aging products put in market by reputed companies are based on meticulous study of safety and efficacy and there are no such adverse reactions.

Another approach for looking good is to go to the diametrically opposite side and not to really interfere the physiological aspects.

Many cosmetic compositions have been developed for the purpose of attempting to hide skin defects or imperfections such as, for example, wrinkles, fine lines, pores, roughness, etc. Such attempts have included incorporating ingredients into the compositions which reflect and/or diffuse light to de-emphasize the defects and

imperfections. This is termed as Soft Focus effect. This is rather a sort of optical illusion to create a perfect look.

A lot of research is happening in this direction. Basically it is a complex composite of different materials with high and low refractive index. The composite material could be a mixture of platelets and spherical powders or coated particles. It could encapsulated pigments or hollow spheres or solid beads. The materials used are diverse like PMMA polymethyl methacrylate (Ganz pearl) or spherical silicas coated micas.



These hybrid materials are used in speciality cosmetic makeups. There is a phenomenon of minimal internal reflection of light leading to a brightening effect resulting in skin appearance that looks younger and healthier. It will hide blemishes and has some kind of matt ness with glow.

Shiseido has pioneered such type of cosmetic formulations e.g. foundations which could conceal pores, small wrinkles, freckles, age spots, due to microscopic reflection characteristics provided by composite of mica coated with barium sulphate. This is correlated by colorimetry and complex computer simulation techniques

One of the supplier Grant industries Inc has developed a diamond complex called Granpowder Lumiere (INCI: Polymethylsilsesquioxane/ Benzimidazole Diamond Copolymer).It was designed to correct skin discolorations and provide depth of color. The entrapped diamond complex converts invisible UV light to blue light (photoluminescence)

Professional makeup for fashion shows and movies and television serials have become high tech. Makeup artists are

experts in dealing with makeup and creating a perfect diva look. But the advent of high definition (HD) television and high resolution digital cameras has focused the need for very high performance makeup. High definition will require products that accomplish a flawless look without the mask like appearance of more traditional cosmetics. Soft focus high performance makeup formulations are key to this type of industry ■





A magical blend

In the quest to provide the very best of new and innovative fragrances that click in the Indian market, Sachee Aromatics Limited has entered into an equity participation and alliance with a well-known name in creative perfumery –

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REGULATORY AFFAIRS

BIODIVERSITY ACT

Issues and its implications on Natural research/commercialization in products.

- contributed by Dr. Vijay Bambulkar

As a signatory to convention on Biodiversity, India enacted a Biodiversity Act, in 2002 (BDA).

- As per this act, non-Indian companies (MNCs) have to take permission from National Biodiversity Authority (NBA) to access any Bio Resource (plants, animals, & micro-organisms or parts thereof, their genetic material and by-products excluding value added products and human genetic material),
- For both R&D as well as for commercial utilization,
- Agree to have a benefit sharing agreement with NBA while patenting any use of Bio Resource (BRs)
 - o For commercial utilization, including access to Traditional Knowledge (TK).
- MNC's have to apply for access permission to access BRs (medicinal plants) for research purposes and also six applications for commercial utilization of BRs., though the "guidelines for benefit sharing" has not been notified yet by NBA.

Benefit sharing Guidelines from NBA

- In the absence of a notified benefit sharing guidelines, an expert committee on Access and benefit sharing has been approving access application of individuals, firms, research organizations from India and abroad on an arbitrary basis and have been imposing benefit sharing as below:
 - Use of bioresources only @ 2% of ex factory sale
 - Use of bioresources + TK @ 3 % of ex factory sale
 - Additionally, if IPR is transferred to third party, royalty @ 3 % of license fees
 - Export of bioresources (sale) : 5% of FOB value + permission from DGFT
 - For Govt/Public sector institutions e.g. CSIR, 0.5 – 1% lower royalty will be charged as compared to that for private institutions
 - NBA has recently asked their legal cell consultant Mr. Yeshwanth Shenoy to prepare draft guidelines for benefit sharing which will be put up on the NBA website for feedback from the various stakeholders.
- NTAC:
- The BDA has a provision where the MOEF, based on

recommendation by NBA publishes a list in the gazette giving a list of those bio resources which are normally traded as commodities (NTAC). All BRs listed in NTAC would be out of the purview of BDA and hence can be used both for research and for commercial utilization by any firm (Ref: Section-40 of BDA "Notwithstanding anything contained in this Act, the Central Government may, in consultation with the National Biodiversity Authority by notification in the Official Gazette, declare that the provisions of this Act shall not apply to any items, including biological resources normally traded as commodities").

- The Government published a notification dated 26th October 2009 giving a list of 170 materials as normally traded commodities under Section-40 of BDA. However, while notifying the gazette did not clearly state that these 170 items are NTAC but qualified it as "provided they are traded as commodities" which is contrary to the law and the requirement of the BDA, and has created more confusion to the researchers, academicians, industry and other stakeholders.
- In spite of over two years correspondence and representations from industry, the above NTAC notification did not cover all the BRs that are traded and are in day-to-day use by the Ayurvedic & Herbal Industry and naturally qualify to be in NTAC list.
- During the recent stakeholder meetings that the Hon'ble Minister had on Bt Brinjal, based on queries raised by few, the Hon'ble Minister has issued a signed clarification (attached) which is directly in contrast to the objectives and the provisions of Section-40 of BDA as above.

Accessing Traditional Knowledge:

- MNCs need to take access permission as well as agree to a benefit sharing model in all those cases where MNCs may use a bio-resource and also use associated knowledge e.g. Brahmi is known for metal development and improvement in memory, Ginger is known for improving digestion, metabolism and also for anti-inflammatory and immunity benefits.
- The government has just now published a draft of a regulation through which they wish to manage traditional knowledge associated with BRs.

Actions required:

- Influence the government to review the discriminatory approach of BDA which discriminates Indian and non-Indian companies which is not in consonance with TRIPS agreement and international conventions where a level playing field is provided.
- Internal agreement with the business about access of BRs and associated knowledge for our innovations and agreement for benefit sharing.
- Work with NBA-MoE&F in developing pragmatic and transparent benefit sharing models (Monitory and non monitory)
- Influence the government to rectify the interpretations related to NTAC to be in line with the original intention of BDA and also in line with similar laws in other countries ■

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The organizers reserve their right to change dates or to cancel part of or the entire event.

HPCI CONGRESS

Date: 16 - 17 December 2010
Venue: Grand Hyatt Mumbai, India.

HPCI EXHIBITION

Featuring international and local suppliers and trading companies, the HPCI Exhibition is the most comprehensive show taking place in India for home care, personal care ingredients for formulators and suppliers alike. The HPCI Exhibition offers the unique chance to learn about new ingredients, the progress in formulation techniques and concepts offered by global and local suppliers. It allows communication with peers on the basis of reasonable budgets. Definitely a not-to-be-missed event for the cosmetic and detergent industry in India and beyond.

Whether you attend the show as an exhibitor or as a visitor, HPCI India will make your participation a success. It is the only event in India to concentrate exclusively on producers of personal care, home care and cosmetic products.

The HPCI Congress offers all visitors and delegates the important opportunity to communicate with fellow experts and to connect names with personalities.

The HPCI Conference features scientific and technical aspects in home and personal care production. Topics include: skin aging, new actives, bioavailability, nanotechnology, green cleaners, detergents, legislation, REACH, formulation techniques and sensory. A major focus will be the presentation of new ingredients for innovative products. The HPCI Conference will focus on the demonstration of science application and give practical advice for the formulators and buyers alike.

The HPCI Conference will be co-organised by the Indian Society of Cosmetic Chemists (ISCC).

Exhibitor List

Ajinomoto, Japan AMA Laboratories, USA Ambuja Solvex Pvt Ltd, India Anshul Agencies, India Arch Personal Care Products, India Arihant Trading Co. India B&T Srl, Italy BASF India Ltd, India Campo Research Pte Ltd, Singapore Chemidex, Germany C.L.A.I.M.S Pvt Ltd, India Clariant Chemicals (India) Ltd, India CLR Chemisches Laboratorium Dr. Kurt Richter GmbH, Germany Codif Recherche & Nature, France Cognis GmbH, India Connell Bros. Co. (India) Pvt Ltd, India Courage & Khazaka, Germany CRM International, France Croda Chemicals (I) Pvt Ltd Mumbai, India DKSH India Pvt. Ltd. India Dow Chemical International Pvt Ltd, India DSM Nutritional Products Asia Pacific, Singapore EAC Industrial Ingredients (I) Pvt Ltd, India Exsymol, Monaco Gattefossé India Pvt Ltd, India Greentech SA, France Hayashibara International Marketing India Pvt. Ltd. India IFSCC Magazine, Germany Ila Bio, India Inolex Chemical Company, USA INTERPOLYMER GmbH, Germany ISCC – Indian Society of Cosmetic Chemists, India Kamani Oil Industries Pvt. Ltd., India KCI Limited, Korea KL-Kepong Oleomas Sdn Bhd, Malaysia Laboratoires Sérobiologiques, France Lipo Chemicals Inc.USA Lubrizol Advance Material India Pvt Ltd, India Mascot Engineering Company, Mascot Universal Pvt Ltd, India Mascot Engineering Company, Mascot Universal Pvt Ltd, India Momentive Performance Materials,USA MPOC,Malaysia NV Organics Pvt Ltd,India Pharmacos,India Pioma Chemicals,India Riddhi Enterprises,India Rockwood Additives Limited,USA Salvona,USA Schülke & Mayr GmbH,Germany Skin Essenz,India Skinethic,France SOFW,Germany Strahl & Pitsch Inc. ,USA Takasago, Singapore Technico Flor, France Textron Tecnica, S.L. Spain Vimal Intertrade Pvt. Ltd, India WCC – Western Commercial Corporation, India Yasham Bioscience Pvt. Ltd., India

ISCC NEWS



Monisha Mullick accepting the award

The Indian Society of Cosmetic Chemists has been awarded the prestigious Lester Conrad Education Prize 2009 by the IFSCC during the annual conference in Melbourne. Monisha Mullick, Jt. Hon. Secretary of the Indian Society accepted the award from Ms Anne Hunt, IFSCC Secretary. The Prize carries a sum of 8000 Swiss Francs and is presented every alternate year at the IFSCC Conference, to an eligible Member Society.

Only the young Member Societies of IFSCC are eligible for this prize. Their proposal to the IFSCC has to elaborate on how they will utilize this money to further the cause of cosmetic science education in their country.

The ISCC's winning proposal specified that the society would use the funds for two purposes:

- To set up a Library of Cosmetic Science books, journals and papers which could be used by students and professionals from the Industry so that they can keep up with the latest happenings in Cosmetic Research.
- To institute upto 3 prizes which would be presented to students and young

IFSCC Awards Lester Conrad Prize to ISCC

The Indian Society of Cosmetic Chemists has been awarded the prestigious Lester Conrad Education Prize 2009 by the IFSCC during the annual conference in Melbourne. Monisha Mullick, Jt. Hon. Secretary of the Indian Society accepted the award from Ms Anne Hunt, IFSCC Secretary. The Prize carries a sum of 8000 Swiss Francs and is presented every alternate year at the IFSCC Conference, to an eligible Member Society.



L-R: Ajay Vashi, Dr Sheela Kulkarni, SM Shanbhag & Renuka Thergaonkar

The new Chapter was announced open during the National Seminar on "Personal Care-from Nature to New Technology" co-organised by LAD College and ISCC, by Mr. Ajay Vashi, Secretary ISCC and Head, Lakme Innovation Centre, HUL.

Announcing the new Central Zone Chapter open, Mr. Ajay Vashi said that the office of the new chapter would be at LAD College. The function was attended by faculty and students from Cosmetic Technology colleges in the region.

Dr Sheela Kulkarni Head, Dept. of Cosmetic Technology, LAD College, was declared *President, Central Zone Chapter*. ISCC members from Mumbai - Mr. SM Shanbhag, Consultant, Ms. Renuka Thergaonkar, Lecturer and Consulting Scientist - Kelkar's Vaze College Mumbai, presented papers at the seminar. Ms. Thergaonkar who spoke on 'Herbal Cosmetics' and Mr. Shanbhag on 'Colour Cosmetic Trends' while Mr. Vashi's presentation covered 'Deodorants and Anti Perspirants' Dr. Akhani, Secretary and Director, Women's Educating Society presided over the function.



OBITUARY

Mr. Govind Kelkar

Mr. Govind Kelkar - Founder President of Indian Society of Cosmetic Chemists, passed away after brief illness on March 02, 2010 at age 79.

A renowned industrialist, and doyen of the Indian Perfumery Industry, GD, as he was affectionately called, was a visionary par excellence. He was responsible for many social welfare initiatives apart from establishing India's largest and most respected Perfumery House – S.H. Kelkar & Co Ltd. He was the first Indian to be certified by the French Perfumery Council and also an expert on the UNIDO panel.

Mr. Kelkar was responsible for founding the Kelkar Education Trust's Vaze College in Mumbai that today is one of the most sought after educational institutions, and which offers among others, a PG course in Cosmetics and Management.

At the Indian Society of Cosmetic Chemists, his contribution has been immense right from guiding the fledgling society, to generously offering it an office premises for which the society will remain indebted to him.

ISCC Seminars

August 2009

Topic: "Cosmetic and Personal Care Regulatory Environment - India and the Region"

Presented by: Mr. Saswata Dhar, Regional Category Counsel, (Home, Personal Care and Foods), Hindustan Unilever Ltd.

November 2009

Topic: "Hydracire S from Gattefossé Ltd."

Presented by: Ms. Myriam Abderrachid, Gattefossé SAS France

January 2010

Topic: "In Vitro techniques on determination of SPF "

Presented by: Mr. Vikrant Mahajan of Labsphere inc., U.S.A.

January 2010

Topic: "Overview of Sun Screens"

Presented by: Mr. Virendra Ligade, Lecturer, Manipal University.

April 2010

Topic: "Amino acid based ingredients for Personal care"

Presented by: Mr. Tatsuki Ueyama, Sales Chief, Speciality Chemicals Department, Ajinomoto, Japan.

News Around the World

Health and Beauty advertising masterclass tackles new UK rules

The British Advertising Standards Agency (ASA) and Committee of Advertising Practice (CAP) holds masterclass on advertising health and beauty products and treatments in light of the new UK codes coming into force in September.

According to the organisers, its aim was to help marketers of health and beauty products and therapies understand current codes for print and broadcast media, how the ASA applies them and provide an overview of the changes to be put in place later this year.

UK advertising regulations are known for being some of the most stringent in the world, and the changes coming into force were devised following a two year review of existing standards.

The new codes continue to be based on the enduring principals that all adverts should be 'legal, honest, decent and truthful' although they are designed to be clearer, easier to use and more consistent.

Mumbai's Vaze College gets FDA Approval for Testing

Approval has been granted to the Scientific Research Centre (SRC), Vaze College for carrying out tests to identify purity, quality and strength on drugs/cosmetics and raw materials for used in the manufacture of cosmetics.

The Approval will be valid from 03/2010 till 03/2015.

L'Oreal family fortune saga now implicates French politician

The on-going saga surrounding Liliane Bettencourt and the L'Oreal family fortune has taken on a political edge with accusations that the heiress may have evaded taxes with the help of the wife of a French politician.

French press reports suggest that she may have been evading taxes on a certain section of her fortune. In addition, the possible involvement of Florence Woerth - wife of France's then employment minister Eric Woerth, who works for a company charged with helping Bettencourt manage and invest her fortune.

Liliane Bettencourt's personal fortune has been estimated to be around \$20bn (€16.3bn) and her daughter Francoise has claimed that her mother is not in full mental health, and unable to look after her finances.

New flavor and fragrance factory in Brazil to act as Bell's headquarters in region

Bell Flavors and Fragrances has extended its footprint in the fast-growing Brazilian market with a production facility scheduled to open next month.

The factory, which will produce both flavors and fragrances, is designed to allow Bell to tap into domestic growth opportunities, as well to improve market access for its international customers, the company said.

According to Barros, Bell's general manager for Brazil, the factory will contain around 15,000 sq feet of manufacturing space, and is designed to be the headquarters for Bell's South American operations. Over the last two years, the company has seen 'great opportunities' for continued growth in the Brazilian cosmetics market.

Plan to turn Kenyan weed into cosmetics wins global award

A team of students from Kenya has bagged the Global Enterprise Experience award for a project that proposes to develop cosmetics from the Amaranth plant.

The seeds from grain Amaranth can be used to create a useful oil that contains lipid compounds with a high degree of unsaturation that can be used in both food and personal care products to provide a wide ranging temperature stability.

The business concept proposed that the oils could be sold for cosmetic and personal care products, where margins for ingredients are generally higher than in other market segments. In total there were 68 international teams that entered the competition.

Marico acquisition opens up South East Asia region

Indian personal care products company, Marico, has acquired the aesthetics businesses of Singapore-based Derma Rx Asia Pacific through its skin care solutions subsidiary, Kaya. The acquisition, which Marico says gives it access to a range of skin care products and a strong sourcing network, establishes a presence for Kaya in the South East Asia region.

Derma Rx has a customer base of around 37,000 people and generates an estimated annual turnover of Rs 500m (€8.57m). According to Marico, the acquisition will significantly boost Kaya's portfolio, and is expected to enhance shareholder value.

Kaya also plans to introduce Derma Rx products

to its own clinics across India and the Middle East, which according to the company would increase Kaya's market share in this area from 13 per cent to more than 20 per cent.

Cognis opens APG surfactants factory in China, records best ever profit in Q1, 2010.

German chemicals giant Cognis, has opened a new production facility for its alkyl polyglucoside (APG) surfactants in Jinshan, China.

APG surfactants are renewable and plant-derived, and are obtained from raw materials such as vegetable oils and starch. In cosmetics and personal care, the surfactants can be used in cleansing lotions, shampoos and oral care products, among others.

The factory was established as a result of increasing environmental awareness and consumer demand for such ingredients in the high growth Asia-Pacific region.

Cognis has turned in its best ever Q1 operating profit as sales exceeded 2008 pre-financial crisis volumes in 2008 for the first time - fueling ongoing buy-out speculation. Sales in the care chemicals division increased 10 per cent over last year, reaching a figure of €407m. The company attributed this to increased sales in the home and personal care markets with the Asia-Pacific region recording growth of almost 30 per cent across all divisions as against 10 per cent in Europe, and 2 per cent in North America.

Unilever's Sara Lee acquisition expected to be completed in Q4 2010

Anglo-Dutch consumer giant, Unilever, has announced it expects its acquisition of Sara Lee's personal care and European laundry business to be completed by Q4 2010. Back in September last year, Unilever agreed to buy the Sara Lee businesses for €1.275bn, although the deal is subject to approval from various regulatory authorities worldwide, as well as European works councils.

The acquisition concerns a portfolio of more than 90 brands that span 19 countries, including the personal care brands Sanex, Radox and Duschadas. ■

Upcoming Events

- 26th IFSCC Conference, Buenos Aires 20-23 September 2010, www.ifsc2010.com
- Beyond Beauty, Paris 12-15 Sept. 2010, www.beyondbeautyparis.com
- HBA-Health & Beauty America, New York 28th - 30th September 2010, www.hbaexpo.com
- HPCI India, Mumbai 16-17 December 2010, www.hpci-congress.com

BEAUTY LIES WITHIN

All the beauty in the world can't match the beauty within. Years of research, proficiency and innovation have helped us unveil the best kept secrets ever. Our every formation holds a secret that brings out the real charm.

Discover the beauty within with Merck's exclusive offerings.

Mineral Cosmetics

See beauty at its best with Merck's eco-friendly and safe cosmetic range - Ronaflair™. It includes products such as Ronaflair™ M Sphere, Ronaflair™ Silk Mica, Ronaflair™ LDP and Ronaflair™ Extender W, designed especially for sensitive skin, containing only pure minerals derived from Mother Nature.

Here are some of the advantages Mineral Cosmetics offer:

- Easy to use • Light textured and comfortable to handle • Fragrant and preservative free
- Allows skin to breathe even after make-up • Effective coverage with skin correction
- Provides natural, fresh and a youthful look • Suitable for all skin colours and types

Instant Optical Skin Correction

Merck's multifunctional Ronaflair fillers provide instant influence on optical properties. Ronaflair™ Balance Colour brings out the perfect skin correction - its interfering Red, Blue and Gold create a number of shades suitable for any skin tone. Uniformity in skin complexion, great skin feel and mattifying natural look are all the more attractive with Ronaflair™ Softshade. Texture improvement and natural soft focus effect are no more a dream with Ronaflair™ White Sapphire.

Effect Pigments for Cosmetics

Go no further when looking for Effect Pigments.

Merck's innovative and trendsetting range of Effect Pigments viz., Xirona®, Timiron® and Colorona® have expanded the possibilities for the cosmetic industry. Our constant Research and Development has enabled us to produce innovative effects from which cosmetic manufacturers can benefit.

Along with colour and luster effects such as pearlescent pigments, formulation enhancing ingredients such as functional fillers are also being used in cosmetic applications. They improve skin feel, application properties, skin adhesion and processing characteristics of finished products.

Our persistent efforts to deliver safe products have won for us the industry's trust. All our cosmetic pigments and fillers comply with NATRUE criteria. Also Merck/EMD pigments comply with REACH certifications, while part of our pigments and fillers are in compliance with ECOCERT.

Packaging

Creating an attractive packaging is always a big challenge, as customers expect colours and material that radiate individuality and exclusivity.

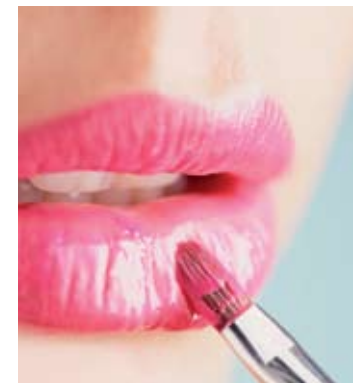
Packaging enhanced with effect pigments has an appeal that suggests high product quality and encourages the all-important decision to purchase. Surface effects are certainly a suitable way to communicate the properties of the product through its packaging and draw attention to it. A study by the Facit Market Research Institute has shown that shiny or shimmering colour and surface effects emphasize the precious nature of the product.

Merck effect pigments can impact a Soft Touch look to the container and create strong eye appeal. In addition, Merck also provides anti-counterfeiting, brand protection and lead-free solutions.

With such innovative offerings at the heart of your products, bringing out true beauty isn't a challenge anymore!

To know more call

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