

Interview

SANDEEP KAUL

Chief Executive,
Personal Care Products Business, ITC

Sandeep Kaul the head of ITC's Personal Care Products business has good reason to be proud. The late entrant into the Rs. 30,000 crore PCP business in India has crossed Rs 200 crore with two of its four brands in this space. ITC entered the personal care market in 2008. "We intend to build on innovations to find a foothold in the already cluttered personal care market," says Kaul who has been with the company ever since he passed out of a B School in 1990.

He speaks about ITC's foray and innovations in the PCP business.

Sandhya Chipalkatti



Your Personal Care Products business caters to a wide cross section of consumers through your different brands. What are your latest launches?

India is a market with multiple consumers and multiple consumer needs. ITC's Personal Care Products Business has designed a brand portfolio that offers a unique and differentiated set of value propositions and products for the discerning consumer.

Committed to innovation and creating consumer wow, the business has launched a whole host of products. Fiam Di Wills forayed into the men's grooming segment with the Fiam Di Wills Men Aqua Pulse range of products. Crafted with the unique Active Defense Complex and exotic ingredients like Sea minerals and Blue lotus, the range offers a bathing bar and shower gel. It has recently introduced Fiam Di Wills Men Aqua Pulse Face Wash, which fights the signs of daily stress on facial skin. Fiam Di Wills has recently launched a specialized range of Hair Care products. A first from ITC's pioneering consumer interaction and product development centre, Laboratoire Naturel, the hair damage repair range comprises of shampoos, conditioners and serum. Available in 3 variants namely, Fiam Di Wills Anti Hair Fall Shampoo with Conditioner and Serum, Fiam Di

Wills Color Damage Repair Shampoo with Conditioner & Serum and Fiam Di Wills Total Damage Control Shampoo with Conditioner is enriched with rare nut oils and hair restore technology exclusively for repairing hair damage caused due to urban lifestyle. The launch of Vivel Clear '3-in-1' redefined the perception of glycerin soaps in India. With its unique offer of a threefold skin benefit - providing germ protection, moisturisation and nourishment, Vivel Clear '3-in-1' has received phenomenal consumer acceptance. Augmenting Vivel's Skin Care range, Vivel forayed into face washes with Vivel Active Essentials Purifying Face Wash and Vivel Active Essentials 3-in-1 Face Wash + Scrub.

ITC has a strong focus on innovation... Which ones are you particularly proud of?

'Innovation' is the foundation of all initiatives at ITC's Personal Care Products Business. Whether it is the new specialized hair care range from Fiam Di Wills or the recently launched Laboratoire Naturel - a world class centre for product development, the continuous endeavour and commitment to innovate has led to the creation of such products and centres of excellence.

Laboratoire Naturel is ITC Personal Care Business' first world class consumer interaction and product development center in Bengaluru. Laboratoire Naturel with

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Interview

its exclusive consumer interaction centre is doing pioneering work in understanding consumer skincare and hair care needs to create distinctive products in India. The lab provides a direct connect between the scientists, brand team and the Indian consumer, to innovate products with unique and differentiated benefits. Designed around LEED (Leadership in Energy & Environment design) requirements, Laboratoire Naturelly undertakes tests of Indian hair samples to find the best combination of exotic nut oils and ingredients from over 50 countries that are best suited for its hair. The laboratory houses state-of-the-art consumer and sensory measurement facilities to understand the various facets of human skin and hair. It is a facility where world class scientists in personal care product development, unravel unmet consumer needs to create global best products and brands for consumers.

Fiama Di Wills redefined the bath care range by offering the unique Fiama Di Wills Gel Bathing Bars to the Indian consumers. The product, developed through Liquid Crystal Freezing Technology, enables consumers to experience shower gels in a bathing bar format. The product instantly grabbed mindshare and won the coveted Product of the year award in 2010 for its unique innovation.

Vivel Active Fair, ITC's first fairness cream with SPF 15, is a result of in-depth understanding of the Indian skin and the environmental conditions affecting the skin. The product has been crafted with specially chosen fairness actives, SPF 15 and comprises of vitamins and minerals that takes total care of skin in all climatic conditions.

Vivel Luxury Crème soap brings with it a packaging innovation that is the epitome of consumer convenience and is a first in the personal care industry. The soaps are packed in a well crafted double layer packing, with a flip top carton. The packaging has been designed after thorough consumer research. The double layer packing helps in preserving the freshness and the fragrance of the soap. The innovative hinge lid attached on the soap carton has been designed to enhance consumer convenience and ease in opening the carton as opposed to the conventional method of having to tear open the package. Fiama Di Wills Face and Body Talcum powder redefines 'usability'! The dispensing mechanism has two options of a single hole

and a double hole and a built-in slider. It is an innovative departure from the regular twist-and-dispense mechanism. This was driven by the insight that consumers may want to use the product using one hand, instead of pouring the powder onto the second hand before application.

Tell us about the Liquid Crystal Freezing Technology in your shower gel bars which won the A.C. Nielsen Product of the Year Award.

Fiama Di Wills Gel Bathing Bar with its innovative Liquid Crystal Freezing Technology in the highly competitive and crowded personal care market achieved success by changing the rules of the game. The Fiama Di Wills Gel Bathing Bar is a result of six long years of research and development, where through the use of an innovative liquid crystal freezing technology Fiama Di Wills has developed a mild and transparent gel bathing bar which gives the consumer not only the exquisite experience of a shower gel but also the convenience of a bathing bar format. The consumer verdict of Fiama Di Wills Gel Bathing bar as the winner of the Product of the year soaps category, a Consumer Survey for Product Innovation conducted Neilson among over 30,000 consumers is testimony that the Indian Consumer is looking for true product innovations that carry with it a real consumer benefit and not just a cosmetic change.

What made you launch Laboratoire Naturel?

Let's put India and the Indian Consumer First! In line with this philosophy, ITC's Personal Care Business has created Laboratoire Naturel, a world class consumer interaction and product development center in Bangalore. Spread over an area of 10,000 sq.ft. Laboratoire Naturel, a pioneering creation, provides a 'direct connect' between R&D scientists, brand teams and the Indian consumer, to innovate products with unique and differentiated benefits. Laboratoire Naturel enables consumers to be a part of the development of the products and co-create the same. This will eventually help in enhancing product innovation and meet the consumer's stated and innate needs.

What other consumer interfaces do you currently use?

Brand Ambassadors like Deepika Padukone

for Fiama Di Wills Soaps and Shower Gels, Kareena Kapoor for Vivel soaps, regional brand ambassadors like Mahesh Babu and Dev for Vivel Ultra Pro Shampoo and Trisha Krishnan for Vivel Soaps have helped establish a symbiotic relationship between the brand and consumers. With Brand Ambassadors consumers have been able to relate to the brand philosophy and its sensibilities with ease. Marketing communication initiatives engaging consumers help in brand experience.

In an endeavour to engage the young and suave Indian men with an active lifestyle, Fiama Di Wills Men has conceived and initiated an innovative social media campaign. Built around the theme of Aqua Adventure, the Fiama Di Wills Men community on Facebook clocked 1.7 lakh fans, with 3.7 million post views and over 19,000 feedback posts; all within just 30 days of its launch. The Fiama Di Wills Men Aqua Pulse Australian Adventure on the digital platform received over 4000 entries and over 40,000 friends were invited to participate.

Vivel Active Fair Riders epitomized the Vivel proposition of "Choo Lo Asmaan". This initiative in association with UTV Bindass marked a first ever all-women odyssey to the highest motorable pass in the world, Khardung-La. It is a dream-come-true for all biking enthusiasts. Vivel Active Fair Riders chronicled the journey of courage, passion and overcoming fears with confidence of 11 women from different walks of life. Vivel gave the opportunity to these women enthusiasts to fulfill their desires of a lifetime. This led to an appropriate illustration of Vivel Active Fair's brand ethos.

What made you associate your brand Fiama Di Wills with India Fashion Week? How has it benefited from the association?

Wills Lifestyle India Fashion Week is Asia's premier Fashion Trade Event. Fiama Di Wills' association with the Fashion Week is an ideal platform to engage with consumers and build on the brand's image. Beauty is intrinsic to fashion and Fiama Di Wills caters to the beauty needs of the modern Indian woman. Over the years, Fiama Di Wills has emerged as an important supporter of fashion. Brand theme based presentations every season has helped consumers to relate to the brand and its sensibilities. ■

News around the world



SUSTAINABLE PACKAGING INITIATIVES IN 2011

The year 2011 saw product and packaging companies committing to sustainability in a larger way. Environmental concerns and increasing consumer demand for green packaging is driving the industry to develop sustainable packaging solutions.

Some of the interesting eco initiatives have come from companies like Shiseido, L'Oréal and P&G.

L'Oréal teamed up with packaging specialists Gerresheimer to use re-cycled glass to create packaging as good as new glass. Using 40% recycled glass reduces the energy requirements by 9 degrees and the CO2 emissions during the production significantly, besides lowering the consumption of renewable resources.

Shiseido's packaging innovation was to use plant based containers and paper derived

from bagasse – the insoluble fibrous remnant of sugarcane. While the Shampoo and Body care products will adopt the plant based packaging made from sugarcane based polyethylene 4 at first, bagasse will be used only after 2012.

P&G's Pantene shampoo is currently encased in plant based plastic bottles in Europe. Made from sugarcane, a natural and renewable resource, this saves the use of fossil fuel by 70%, and releases 170% less greenhouse gases that conventional petroleum based plastic. P&G plans to reduce the consumption of fossil fuels by 20% by 2020. ■



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CHRONOSPHERE:

DELIVERY SYSTEM OF THE FUTURE

Renuka Thergaonkar

Today cosmetics are being formulated to achieve targeted and timed release of actives in effective concentration at the required site to enhance efficacy of the product because of the awareness among consumer. These properties are mostly seen in products like facial creams, eye serums, masks, gels, sunscreens, anti acne products, etc., where consumers expect an instant effect on the skin.

To achieve these effects a formulator has to incorporate an active along with the delivery agent. These delivery systems are preferred as it becomes easy for a formulator to preserve the stability of active and to minimize the irritation potential of the product. There are delivery systems where we can incorporate either one of the lipophilic or the hydrophilic active but cannot incorporate them in the desired cosmetic vehicle as it leads to leakages, breaking or failing of the system.

Chronospheres are a type of delivery system that can incorporate lipophilic and hydrophilic actives and deliver them on skin in diffusion controlled manner. The INCI adopted name of chronospheres is acrylates/ carbamates copolymer.

Chronospheres are made by a blend of reactive pre polymers which are polymerized by ultra violet light. The actives which can be incorporated in these are hyaluronic acid, PABA, salicylic acid, glycolic acid etc. They are biocompatible; temperature stable polymeric matrices in size range 5 to 20 microns.

The active ingredients diffuse from the chronospheres slowly because of their porous nature. This diffusion helps in giving a timed release effect to the product. Water soluble and oil soluble actives can be entrapped in chronospheres and then can be suspended in anhydrous or hydrous or solid dosage formulations.



Chronospheres are being used in deep moisturizing, skin lightening, suncreening, anti ageing and colour cosmetic products. This is especially effective in colour cosmetics where incorporation of water soluble and oil soluble actives become a problem because of the nature of the base. Hence the use of this delivery system is currently being explored in color cosmetics, powders and hair care products. ■



LYCOPENE

THE POWERFUL ANTI-AGING INGREDIENT

SM Shambhag

The rich red colour of tomatoes is due to various carotinoids. Lycopene is one of the major carotinoid found in tomatoes and some other fruits like papaya and watermelon.

Many people must have seen scenes of splashing smashed tomatoes all over body in the fun festival of Tomatino in Spain. Tomatoes deliver nutritional benefits when consumed. But beneficial effects of tomatoes when applied on skin are not known to many.

Lycopene is a powerful antioxidant and gets easily absorbed by human tissues.

It is a 40 carbon atom, open chain polyisoprenoid with 11 conjugated double bonds.

Use of Lycopene for prevention of neurological disorders like Alzheimer's disease, Parkinson's disease has shown some promising results.

Oxidative stress is recognized as one of the major contributors to the increased risk of cardiovascular disease and cancer. Anti-oxidant potency of Lycopene is highest amongst all other carotinoids like alpha tocopherol, Beta carotene, Lutein etc.

continued... on page 06



Flavouring the Dreams



'Sacheerome' is a well-known 'Creative House' in fragrance & flavour world.

The company's proven track record of providing out-of-box tailor made international quality F&F has made it one of the primer source globally. We are equipped with R&D, QC, Application and Manufacturing facilities at par with any best international standards. The trendy and innovative F&F are produced by practising all international Safety and GMP guidelines unconditionally.



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RESEARCH TRENDS



It has been suggested that lycopene may be helpful for people with atherosclerosis or high cholesterol.

Lycopene has been extensively used as Nutraceutical as well as cosmeceutical ingredient.

There are patents issued for innovations on skin care compositions mainly containing carotinoids like Lycopene, Phytoeine, Phytofluene.

The topical application of this composition protects skin from damaging effects of UV radiation. This can be combined by encapsulated or fortified drink which provides UVA as well as UVB protection for extended periods of time.

A recent patent claims tomato pigment as an active ingredient for preventing aging. The patent claims the preparation prevents inflammation of the skin due to peroxy lipid formation. It also claims prevention of "blackening, wrinkles and sagging and has excellent skin aging prevention effect."

Lycopene has suitable characteristics to be used successfully in the prevention of cutaneous damage by free radicals. Its antioxidant ability is probably due to its high reductive power.

The activity of Lycopene as a powerful antioxidant has an integrated mechanism with Vitamin E, and Vitamin C

The Vitamin E is the first line of defense of our organism against free radicals. When this vitamin is oxidized by a radical the Lycopene intervenes reviving the Vitamin E. The oxidized Lycopene is then revived by vitamin C. This mechanism continues the electronic cascade making the free radical inactivation or scavenging more effective.

A paper read at British Society of Investigative Dermatology mentions about Lycopene reducing the mitochondrial DNA damage in the skin, which is believed to be linked to skin aging.

BASF has taken a patent on the "Use of carotinoid aggregates (Lycopene) colorants for foods and cosmetics." Carotinoid extracts are very unstable to light and oxygen. The innovation is the technology of transferring the aggregate on a resin based substrate, which keeps it stable. ■



REGULATORY AFFAIRS

Safety & Efficacy

IN-VITRO

AND EX-VIVO TESTING: AN EFFECTIVE TOOL FOR SCREENING ON SAFETY & EFFICACY

Benedict M. Mascarenhas

Abstract

Safety and Efficacy testing has become an integral part of cosmetic new product and new ingredient development and is here to stay. While on the one hand, there is greater demand for safe and efficacious cosmetics, on the other hand, the cost of conducting extensive trials on animals and human beings at the development stage in order to short-list ingredients and formulations is prohibitive. in-vitro and ex-vivo testing offers safe, cost-effective and rapid alternatives to help product developers in the initial screening and short-listing of options besides providing greater confidence in the product efficacy and safety prior to conducting in-vivo studies.

Why Safety & efficacy testing of Cosmetics?

Cosmetic product and ingredient development has seen rapid advances in the recent past. On the ingredient front, newer and novel performance based ingredients including cosmeceuticals are becoming the order of the day and the thin line between drugs and cosmetics is becoming increasingly hazy. On the product front, multi-benefit products are seeing the use of multiple actives as well as the incorporation of novel delivery formats for enhancing the penetration of active ingredients beyond the stratum corneum. Keeping in mind the complexity of ingredients as well as their interactions

in formulations, both positive and negative, cosmetic safety and efficacy testing has become a very important and essential aspect of new product development.

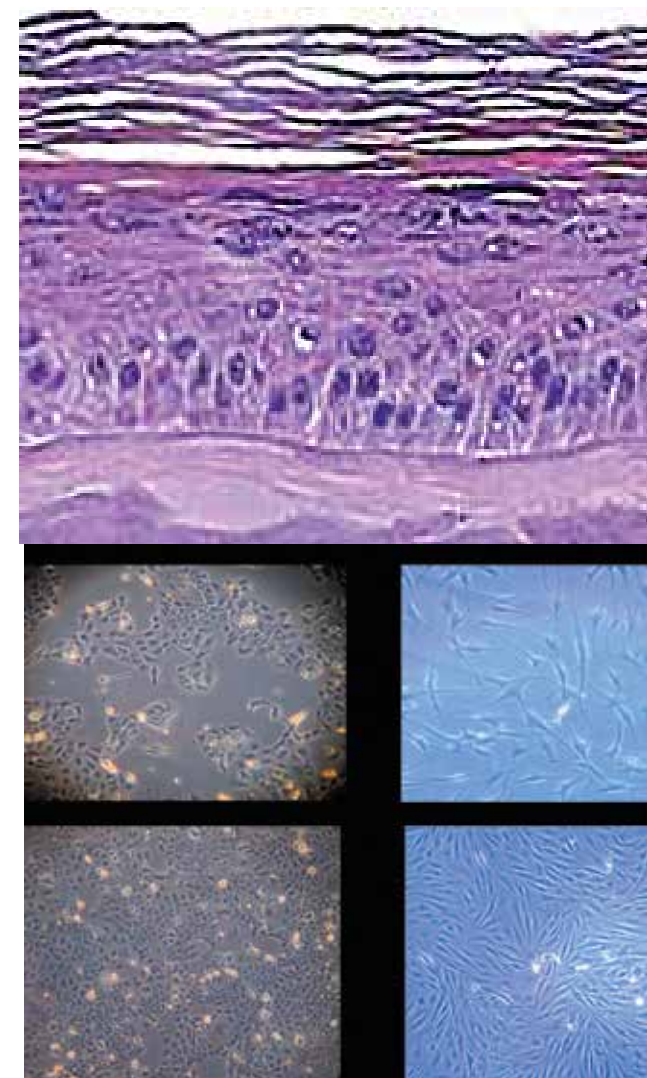
The challenges to safety & efficacy testing:

While on the one hand, there is greater demand for safe and efficacious cosmetics, on the other hand, the cost of conducting extensive trials on animals and human beings at the development and initial screening stage in order short-list ingredients and formulations is prohibitive. There is also the risk of evaluating untested or partially tested products and ingredients on animals and human beings which further adds to the complexity.

In-vitro and ex-vivo testing:

Given the challenges mentioned above, in-vitro and ex-vivo testing offers a safe, cost-effective and rapid alternative to help product developers in the initial screening and short-listing of options besides providing greater confidence in the product and its safety prior to conducting in-vivo studies.

With greater focus on developing alternatives to animal testing as well as minimizing exposure of human beings to untested or partially tested ingredients and formulations, there has been rapid development on this front. While these



REGULATORY AFFAIRS

Safety & Efficacy



techniques have not yet reached the stage where they can fully eliminate the need for in-vivo testing, they often provide an effective means for screening a large number of ingredients and/or formulations besides providing a predictive model for the expected efficacy in-vivo; thereby increasing the chances of success when one conducts an in-vivo study on the final formulation.

While there are various options that do exist with regards to in-vitro and ex-vivo testing, both – for safety and efficacy, a few of these are discussed here in greater detail.

Preliminary toxicity studies:

a) Percutaneous absorption – For evaluating percutaneous absorption, while studies on humans are the ideal; contemporary ethical standards may prevent the use of potentially toxic or radiolabelled compounds in such studies. Studies with animal skin (e.g. porcine or rat) or human skin provides the alternative.

b) Mutagenicity/Genotoxicity - A combination of 2 tests, namely a) Bacterial Reverse Mutation Test (or in vitro mammalian cell gene mutation test for specific chemicals, for which a scientific justification must be provided) and b) in vitro Mammalian Cell Chromosome Aberration Test provides in general sufficient evidence of mutagenic and/or genotoxic potential.

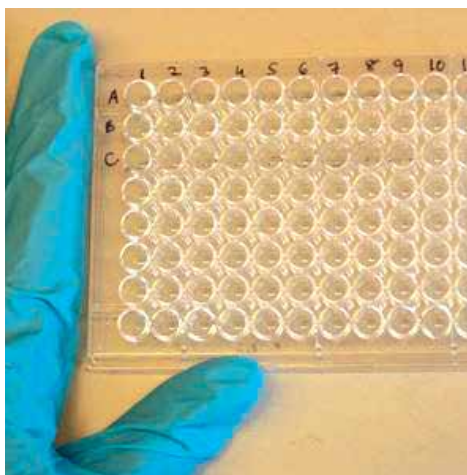
This approach has been applied for some time in evaluating the safety of cosmetic ingredients and cosmetic formulations. Use of in-vivo tests are limited to confirmation of a mutagenic activity already observed in vitro.

c) Cytotoxicity and Cell-Proliferation Studies – Various models for establishing Cytotoxicity, Cytocompatibility, Cell Proliferation, etc. exist involving the use of keratinocyte and

fibroblast cell lines. These help in predicting whether the ingredient or formulation is cytotoxic or proliferative as a predictive tool to safety and efficacy.

d) Phototoxicity – The 3T3 NRU (neutral red uptake) test or alternately, the RBC Haemolysis Assay is useful as a pre-screening tool for evaluating photo-toxic effect of chemicals, thereby reducing the number of animals required for phototoxicity testing.

e) Skin Irritation Testing- The Scientific Committee on Consumer Products (SCCP) of the European Commission has considered “The EPISKIN™ Method” to be a reliable and



relevant stand-alone test for predicting rabbit skin irritation, when the endpoint is evaluated by MTT reduction, and for being used as a replacement for the Draize skin irritation test (OECD TG 404 & Method B.4 of Annex V to Directive 67/548/EEC) for the purposes of distinguishing between R38 skin irritating and non-skin irritating substances.”

Efficacy testing:

a) Anti-wrinkle Efficacy – Various methods include Evaluation of the inhibition of Matrix Metalloproteinase (MMP-9), use of Collagen Assay Kit, Determination of Total Cellular Protein Formation, Elastin Formation and Collagen Type IV formation on reconstituted skin as well as the Inhibition of Acetylcholine Receptor Clustering in cultured, differentiated Myoblasts.

b) Skin Lightening- Tyrosinase is a key enzyme that catalyzes melanin synthesis in melanocytes. Tyrosinase inhibition can

be studied using guinea pig and human skin tissues. Tyrosinase activity can also be assessed using Normal Human Epidermal Melanocytes.

c) Moisturization- In establishing moisturization efficacy, determination of keratinocyte desquamation using a Human Epidermic Keratinocyte model is a method of choice.

d) Anti-oxidants – In-vitro techniques include DPPH Assay, SOD Assay, DFCDA Assay as well as the Inhibition of Lipid Peroxidation using the Thiobarbituric Acid Assay. Antioxidant activity can also be established by assessing expression level of Phase II antioxidant enzymes using RT-PCR.

Discussion:

With rapid developments in the area of cosmetics, the need for safety and efficacy testing has become increasingly important. It is recommended that one carry out preliminary in-vitro tests as a screening and product development tool prior to conducting other in vivo and human volunteer studies. This will reduce the overall cost and development time while ensuring higher success rate when one proceeds to conduct in-vivo testing as the final proof of safety and efficacy.

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ISCC EVENTS

SEMINAR - OCTOBER 2011

“SUSTAINABILITY – Our Commitment to the Future: Opportunities and Challenges”

Speaker – Aniket Gandhi, Global Sustainability Program Leader, Hindustan Unilever Ltd.

This lecture focused on “sustainability” and how companies work towards saving natural resources and reduce carbon footprint.

ANNUAL SCIENTIFIC SEMINAR “PICASA 2011”



The ISCC held its Annual Scientific Seminar “PICASA 2011” and student poster showcase in collaboration with perfumery and cosmetic department of KET’s V. G. Vaze College, Mumbai. The theme was “New Age Cosmetics and Fragrances”. It was organized to promote student research in the cosmetic industry.

The Scientific Seminar opened with the key note lecture of Dr. Anupama Wagle (Deputy Director, Scientific Research Centre, Mumbai) on “Substantiation of cosmetic benefits”. The other presentations in the session included “Neurocosmetics” by Prof. Sheela Kulkarni (HOD, Cosmetic Technology, LAD College, Nagpur), “Marketing trends for new age cosmetics and fragrances” by Priti Mohile (MD, Media Medic Communications Pvt., Ltd., Mumbai) and “Natural molecules and biotechnology in new age fragrances” by Ramakant Harlalka (M.D., Nishant Aromas). The sessions were well attended by over 250 delegates.

The Poster Competition received an overwhelming response from students. A total of 95 posters received, 45 were in the post graduate category, 15 in the industry category and 35 in the undergraduate category. The colleges represented included Institute of Chemical Technology, KET’s V.G.Vaze College, St. Xavier’s College, Smt. C. H. M. College and Bhavan’s College all from Mumbai and Department of Biophysics, Mumbai University. Colleges from Nagpur included LAD & Smt.R P College for Women, Nikalas Mahila Mahavidyalaya, and Kamala Nehru Mahavidyalaya. The posters submitted by the industry were from S H. Kelkar & Company, GC Chemi Pharma, Dow Corning, Chem House Marketing, KET’s Scientific Research Centre, Ila Bio, Dupont etc.

The posters were judged by the eminent people from industry and the winners were awarded with a cash prize and trophy. ■



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Indicative product list

- Skin care, Hair care, Body care, Dental care, Herbal Cosmetics
- OTC & Dermaceuticals

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NAIL REPAIR SERUM

Nails are made up of the protein, keratin, and their function is to provide protection for the finger tips. Weak and brittle nails are a common problem affecting both men and women, which is often a result of poor diet. However, treating brittle nails is not that difficult as you might think.

RonaCare® Biotin Plus acts as a CO₂ carrier in regulation of various essential processes such as GLYCOGENESIS, fatty acid and amino acid synthesis. It improves the thickness and brittleness of nails thanks to the high elasticity provided due to increased lipid synthesis. The product can be applied twice a day, especially after the usage of a nail lacquer remover.

Apart from nail repair function, Biotin Plus also provides elasticity to hair and helps against premature hair loss and greying. It also improves the natural barrier function of the skin, the anti-wrinkle effect and the overall improvement in skin morphology.

HYDROLAST SERUM

Hydration can be defined as the amount of water found in something (in our case, skin). To hydrate, or moisturize, is to restore or maintain fluid balance. When skin is properly hydrated, it is smooth and plump and somewhat bouncy to the touch. When it is not, it can be tight, flaky and dull. Prevailing wisdom dictates that everyone, no matter their skin type, should moisturize – even those with oily skin. Though oil can help the skin retain moisture, oily skin does not necessarily mean hydrated skin.

RonaCare® Ectoin is an excellent answer to the extra moisture challenge. Not only does this ingredient trap the natural skin moisture, but it is also one of the best options to stimulate the cells' protective properties such as immunisation, protection from harmful radiation and mitochondrial DNA safeguard.

RonaCare® Ectoin is very easy to process and lends itself to the whole spectrum of cosmetic applications from facial and general skincare to caring for baby skin and also as part of sunscreen.



AGE BLOCK FOR 40+

The ageing process of the human skin is influenced by both intrinsic and extrinsic factors such as pollution, UV rays which causes the thinning of dermis thus resulting in deterioration of the skin. The reduction and alteration of the natural collagen support skin layer beneath the dermis causes facial lines and wrinkles. It is possible to get rid of all the above problems with Ronacare® ASC III – the collagen III amplifier system. When RonaCare® ASC III is added to human Keratinocytes, it appears to express in mediators in Human Fibroblast especially induced in collagen III synthesis.

RonaFlair® EFX lets you go further through the perfection of radiance for that inner glow that everyone will talk about. A functional filler with such an extraordinarily creamy feel and radiance you will want to add it to any formulation to create the feeling of luxury cosmetics. It offers a touch of luminescence with a velvety feel that glides over the skin. The silky texture combined with the superior skin adhesion provides natural, all day coverage, without a heavy made up look.



ANTI AGEING SERUM FOR EXTRA SENSITIVE SKIN

Sensitive skin can be defined as skin that is highly reactive to certain products or environmental conditions which result in redness and allergies. Sensitive skin often accompanies dry skin with a tendency to be rosier than usual. However, the characteristics of sensitive skin may appear with all skin types. For sensitive skin the treatment has to be very natural.

RonaCare® Tiliroside, a specific bioflavonoid, is found to be accumulated in epidermal hairs and young leaf cells of certain plant species, and acts as a protective shield against multiple environmental aggressions. RonaCare® Tiliroside's unique mechanism helps minimize cascade inflammation processes and helps reduce the release of histamine – an internal messenger that may cause the nasty itching feeling on the skin. Overreactions may lead to further skin conditions which will be mitigated, assuring users who will feel comfortable in their own skins. The product should be applied twice a day for better results.

EFFECT PIGMENTS FOR COSMETICS

Go no further when looking for effect pigments. Merck's innovative and trendsetting range of Effect Pigments viz., Xirona®, Timiron®, Colorona® have expanded the possibilities for the cosmetic industry. Our constant research and development has enabled us to produce innovative products which cosmetic manufacturers can benefit from.

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

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

INSTANT WRINKLE HIDING ANTI WRINKLE SERUM

A wrinkle is a fold, ridge or crease in the skin. Skin wrinkles typically appear as a result of ageing processes such as glycation. Wrinkling in the skin is caused by habitual facial expressions, ageing, sun damage, smoking, poor hydration, and various other factors. Encapsulated in and delivered through the RonaCare® VTA, liposome active ingredients show complementary anti-enzymatic, antioxidant, and protecting activities resulting in substantial protection of hyaluronic acid and other essential compounds of the extra cellular matrix.

RonaCare® VTA supports the ECM to fulfil its most crucial task i.e. secure skin moisture turgescens and tonus and to regulate the bioavailability of the growth factor. RonaCare® Cyclopeptide 5 is the first cyclic and homodetic peptide for cosmetic application working with ultimate precision with its anti ageing benefits like wrinkle reduction, firmness and skin elasticity improvement.

RonaFlair™ LDP is a small sized multitalent. Its spherical particles create an extraordinary ball bearing effect combined with a velvety skin feel, while its light diffusing properties lead to smoother and more natural looking skin.

EXTRA LASTING LIPSTICK

Lipstick is a cosmetic product containing pigments, oils, waxes, and emollients that applies color, texture, and protection to the lips. There are many problems associated with lipsticks like lack of adhesion, uneven application, poor gliding properties, too tacky to be worn etc

RonaFlair™ Fines is the answer to all such problems. With its property to give uniform skin feel, good skin adherence and significantly smooth appearance, it is used for the creation of long lasting products.



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In the last 3 years we have seen some significant changes. A change of leadership, accompanied by international acquisition have now made S. H. Kelkar and Company a multinational organisation with greater reach and a broader product portfolio.

This is the dawn of a new period.



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