

“SCS Formulate will always be a special event for me,” says Robin Parker, president of the SCS. “As a member of the original organising committee 13 years ago I would have been delighted if you’d said to me it would still be a regular annual event 12 years on, let alone growing its attendance figures from 500 to over 800. So to attend in 2011 as president of the SCS was a very exciting prospect and it didn’t disappoint. The whole event was extremely successful, more exhibitors than ever before, more visitors than ever and the quality of the Knowledge seminars this year was exceptional.”

There were indeed more visitors in 2011 (up to 847 from 835 in 2010) and also more exhibitors (up to 193 from 176 in 2010), growth which exhibition organiser Step says represents an increasing representation in the UK of international companies. And that means more to attract visitors from all areas, from students to experienced formulating chemists to senior executives.

There was a definite ‘give them what they want’ attitude among exhibitors at 2011’s Formulate and in today’s time-poor environment what cosmetic chemists want, it seems, are ways to maximise increasingly tight product development deadlines.

Several exhibiting companies answered this call with ideas to reduce the ‘trial and error’ element of the formulation process. Some offered chassis systems, while others developed sample formulations to show how their ingredients may be optimised in certain popular formulations.

“The lead times to developing formulations are so short it’s very important for us to come up with ways to facilitate the work of formulators with pre-dispersed ingredients, or by offering solutions for companies. For example, I’ve been asked by a lot of customers for sample BB Cream formulations,” said Aston Chemicals’ Estelle Chevreton.

Indeed, Illuminating BB Cream was one of the sample formulations presented by Aston in the company’s Source presentation, *Formulating Novel Textures and Delivery Systems*.

To tailor the concept to western consumers, Chevreton chose an o/w rather than w/s emulsion. Aqueous dispersions of TiO₂ and iron oxides (from Kobo’s GLW8 line) were incorporated into the water phase and (as pigments are usually dispersed in the oily medium) 2% of Biogenics’ Gensil 210L, a new D5-free silicone

elastomer with added moisturising benefits, was added to counteract any ‘draggingness’.

The other two samples were Magic Touch Foundation, a beige w/s cream, which becomes a foundation upon application thanks to Magicolor encapsulated pigments from Biogenics, and o/w Sunscreen For Sensitive Skins, a formulation for daily protection containing encapsulated avobenzone (Hybrid ABOS) from Sunjin for UVA protection in the water phase, as well as TiO₂ (Kobo’s HBP50T7) in the oil phase.

“It’s a good idea when you work with sunscreens to have some sunscreens in your external phase as well as in your internal phase, because they’ll be more evenly dispersed over skin,” Chevreton explained. The Kobo TiO₂ dispersion in butyloctyl salicylate enables chemists to use less TiO₂ and get the same SPF, which means less whitening and a better skin feel.

Creating convenience

The latest SCS Formulate (15-16 November 2011) welcomed more visitors to see more exhibitors than ever before. So what’s the key to its success? SPC reports from the event

EXHIBITOR VERDICT

“SCS Formulate is very, very important. We find that so many UK customers only come to Formulate, much more so than in-cosmetics because it’s local and doesn’t interrupt their schedules too much. This is why we invest in Formulate. It’s also a social thing, which is important too.”

Estelle Chevreton, Aston Chemicals

“There are still some very important contacts here who you always hope are going to come despite any economic grumbles, but without a doubt there’s a slightly lower footfall. Although we’ve spoken to people who say they’re coming for day two, so maybe we’ll have the same number of people as last year but spread across the two days. It’s a nice intimate show, but I do hope they choose a bigger venue in the future

because we’re moving to a bigger stand next year and I know there are a lot of people looking to do the same; ultimately, what it comes down to is showing off.”

Chris Cox, Basildon Chemicals

“The show’s the best I’ve seen it.”

Alain Saintrond, Créations Couleurs

“It’s always a good, worthwhile show. It’s very specific to the UK and the people who come want to hear about new materials. The UK is very interested in naturals which is good for us.”

George Rosson, CRM

“For us it’s been a bit quieter than last year. I think with the recession people are more cautious about launching new products so they don’t require so much

testing. It could be that there is less rush to get new ranges out or it could be the decision process taking longer. But I’m not dissatisfied with the meeting – it’s a very good opportunity to meet people you only speak to by email and phone.”

Peter Dykes, Cutest

“Meeting up with existing clients is important and touching base, because often you only get to see them a couple of times a year. I think we’re meeting more existing clients rather than new clients here today. But saying that we’ve met a couple of good new clients and even one or two makes it worthwhile.”

Campbell Walter, Earthoil Plantations

“It’s been great for us. This year we’ve deepened our relationships with

In the New Year, Innospec will be launching a range of sulphate-free surfactant blends, designed to simplify the switch for formulators. "Formulating sulphate-free products can be quite a challenge and we want to give people a helping hand and take away some of the learning curve," said Innospec's Sam Gardner. "The chassis thing has been done in the past, but a sulphate-free chassis is what is new here." Two blends will be launched later this month, a sulphate-free base and a structured liquid base, which will help "make the incompatible compatible" so formulators can use higher levels of oils, for example.

Also smoothing the path for formulators was Symrise, which used the event to launch its updated search tool SymSelect. The online portal is designed to help both R&D and marketing customers and uses a search tool, which finds ingredients tailored to specific criteria and marketing concepts. For example, a customer could discover ingredients from a certain region, which are free of ethanol and which are suitable for use in anti-ageing products.

The beauty of the system, according to Symrise, is that it opens R&D's minds to new possibilities, enabling them to discover invaluable ingredients, which may not initially have been on their radar.

Cost is always a major consideration and some suppliers are tailoring their offering to help cosmetics companies achieve certain effects without going into the red.

Evonik updated TEGO Smooth, a three-in-one concept of topical biopolymers,

companies we already deal with and we've made more contacts within those companies. And with this being a UK show they're likely to send more people. At in-cos you may get the head honcho, but here you get to see the people you really want to see, the guys on the bench doing R&D. People aren't just coming to you to talk about price; they're interested in the novelty of what you're doing."

Sam Gardner, Innospec

"We've had the best second day since we've been in Coventry. There's a nice atmosphere, particularly considering the doom and gloom the media has been knocking out. I think everyone's still a bit worried but when you're doing the real thing it's not so bad."

Jack Walkey, Wilfrid Smith



keratolytic substances and osmoprotectants to protect skin and reduce roughness. The product is now paraben-free and Evonik also presented new data about its effect in different, lower concentrations.

As Jennifer Schild of Evonik Industries told **SPC**: "Active ingredients are normally not that cost effective and we try to create active ingredients that are cost effective when using low concentrations. If you want to have the high tech activity you can use them in higher concentrations. It depends on what price you're asking consumers to pay."

Equally, for companies looking to limit the levels of surfactants in their products, to reduce cost and/or irritancy, Rhodia has introduced Rheomer 33, a thickening agent boasting good suspension properties and superior clarity.

Antioxidant testing specialist Knight Scientific and nutritional ingredients supplier Cambridge Commodities, meanwhile, offered exhibitors a range of antioxidant ingredients, where each batch has had its antioxidant score pre-tested using ABEL-RAC (analysis by emitted light – relative antioxidant capacity) testing. This can help save companies money and hassle, according to Jan Knight, md, Knight Scientific.

According to Knight, the best way to ensure the antioxidant efficacy of a product is to measure all its active ingredients. However, this is expensive. So what Knight Scientific tends to do is measure the finished product, the downside being that if this score is not ideal, you have to backtrack and start testing different

ingredients to find out which ones may be interacting.

"We came up with the idea that if Cambridge were to sell batches of its antioxidant ingredients pre-tested, then we [Knight Scientific] could help customers with their formulation, then measure the finished product and if it is lower than predicted, we can say 'well let's optimise it even more'. We might go back and say 'let's look at the interaction between those ingredients', or we might say 'perhaps we should try a different ingredient'," she explained. "We've had a good response for the idea. This is the first time we've tried this joint procedure and we're trying to get people out there to recognise its value."

CONSUMER RECOGNITION

Consumers are far savvier when it comes to what is in C&T products than in the past, which Croda has taken advantage of by promoting its ingredient brand names directly to end users and giving its clients the opportunity to use these brand logos in their marketing. Following the introduction of Croda-owned Sederma's 'Matrixyl inside' branding programme, Croda used SCS Formulate to promote its educational consumer website Solaveil.com, named after its Solaveil range of sunscreen actives, and to encourage manufacturers to put the Solaveil logo on their pack.

Croda also promoted KeraDyn HH, a new conditioning agent designed to increase the movement of damaged hair, while subsidiaries Seatons and Sederma launched Seatons Prickly Pear Seed Oil (rich in linoleic acid and said to impart a

velvety skin feel) and anti-fatigue active Prodigia (see p65) respectively.

And while it may be a while before other suppliers try a similar tactic, Croda isn't the only company noticing consumer curiosity. "People know what SLS- and SLES-free means now," said Innospec's Sam Gardner. "You look at big brand products with our ingredients in and they're almost talking about our surfactants in there on the front of the bottle, which is very interesting."

Other finished product trends include a preference for clear, colourless products, according to Gardner. "Consumers are still after clear and colourless products and that's because people associate clarity with naturalness, purity and cleanliness. Those shampoos that say deep cleansing are always the clear ones and those that say moisturising are opaque," she noted. "Also, with shampoos for coloured hair the blonde versions are bright purple and ones for redheads are a vivid red; it's almost as if we need that colour association."

Univar's Louisa Pretorius added that there is growing demand for curious textures. "A lot of people are asking us how to create interesting textures not associated with the personal care industry," she said. "Someone has just asked us how to create a jam-like texture, while a lot of customers are looking for products with a waxy feel."

SUSTAINABLE PROGRESS

In all its guises, sustainability was once again the word on everyone's lips at 2011's event. Continuing the trend towards vegetable derived materials, Evonik launched Tegolon Eco 10-10, fully vegetable-based polyamide particles. Nylon 10-10 is historically petrochemical-based, but this version is derived from castor oil and boasts mattifying properties said to be ideal for use in colour cosmetics for oily skin.

Similarly, Stephenson Personal Care unveiled two new ingredients, one natural and the other naturally derived. Durosoft is a patent-pending line of polyglycerol esters made from vegetable oils and glycerine, described as a multifunctional natural ingredient.

"There are five of them and what we've proved is that, for example, with omega 3, the omega 3 in the flax oil product is also in the ester, so any benefits from the oil are carried into the ester," said Stephenson Group's Ken Jones. As well as acting as emulsifiers, co-surfactants, rheology modifiers and solubilisers, the products are cold processable and, unusually, may be added to the oil phase, water phase, or both.

The oil-based Duroclens range of naturally derived concentrated cleansing ingredients for rinse-off products, meanwhile, includes flax, borage, olive, palm kernel and sunflower oil concentrates.

And new from Sensient Technologies (represented at SCS Formulate by Adina) is Natpure Feel-M Eco, a multifunctional blend of sustainably sourced esters and fatty acids derived from coconut, described as an excellent alternative to silicone for skin and hair care formulations.

Several exhibitors were involved with community trading initiatives, interest in which is growing among consumers, according to Earthoil Plantations' Campbell Walter. "What we're seeing now is that the consumer wants to know about a product's roots. Performance is still number one, but 'the story' is getting bigger and if you've got both, it's even better," he told SPC.

Blue Sky Botanics on the Jan Dekker stand was one such company, introducing its organic and fairtrade hibiscus flower extract (*Hibiscus sabdariffa*), grown by a small co-operative in Burkina Faso and claimed to stimulate cell renewal.

Earthoil Plantations meanwhile recently drilled 27 bore holes for the communities growing its mint in Utta Pradesh, India, as existing wells were too shallow and polluted with runoff from bad farming.

"We're going to make more noise about our work in the community," said Walter. "The big thing is our clients can be part of it; 10% of the money they spend is going directly into a project or community initiative like this. When they buy this product they're partnering with us on this project. And we're trying to relay that more. The more they buy they become the inner circle of that project."

UK FOCUS

Recent acquisitions and collaborations could prove advantageous for UK C&T manufacturers. Paroxite has been part of Lehvoss UK (itself part of Lehmann & Voss & Co) for a few years. Now, together with Lehmann & Voss & Co's cosmetics division in Hamburg, the company has entered into a collaboration with Italian distributor Biophil, called IDEA, which has enabled Paroxite to extend its range around the whole of Europe.

"The three companies have come together to find synergies and work together, and we now have exposure to 17 countries, seven offices and several warehouses," commented Ruth Borner, Paroxite division, Lehvoss UK. "Our premise is to work together like the big



guys do, but to offer a local service. We're able to offer that service level, but we can offer small quantities and in-depth local market knowledge. Our concept is to develop a business model that is only focused on cosmetics."

Meanwhile, the acquisition of Basildon Chemicals by Korea's KCC in April 2011 should yield some interesting benefits for Basildon's local customers shortly, according to the company's Chris Cox: "We're going to be doubling the size of the company and a lot of the work KCC will be doing in Europe will be run out of the Abingdon office.

"From Basildon's point of view, we are now going to be able to very competitively offer the basic silicone fluids and it means there is now a UK base for basic silicones, which will help those companies manufacturing in the UK like Boots or Avon."

KCC products in the pipeline include organic products combined with silicone for those who want to be more natural but retain the aesthetic benefits of silicone.

This focus on providing the best for local players, tailored to the needs of the UK market is part of Formulate's DNA.

"I know I would say this but the SCS Formulate formula really does seem to work and the feedback I was getting during the two days was very positive," says SCS president Parker. "Step Exhibitions has to take a great deal of credit for this success and I thank them for their hard work.

"And I can't finish without mentioning the SCS Annual Dinner, which has become a tradition for the middle evening. Over 400 people attended this year and it was a fabulous night of entertainment. Thank you to everyone who supported the event and I hope it didn't affect business on the stands too much the following day!" **CB**

SCS Formulate will be back at Coventry's Ricoh Arena in from 13-14 November 2012, but this time in the slightly larger Jaguar Hall 1.

www.scsformulate.co.uk