

# Preservatives – The Secret Heroes of cosmetic formulations

Yohanna Sander, Senior Global Product Manager Product Protection, Cosmetic Ingredients Division of Symrise describes the new way of thinking about formulations



Yohanna Sander

**EURO COSMETICS:** *Symrise is one of the global leaders in modern product protection: What does this mean to you?*

**Yohanna Sander:** Symrise has been a pioneer in alternative chemistries to conventional preservation technologies for the personal care market for over two decades. Our objective is to give our customers a full tool box of modern product protection options to cover the different categories of cosmetics and to satisfy regional market demands.

The evolution of the personal care market is always going faster with trends coming from all around the world. The wellbeing spirit is a must-have and the topic of product protection also evolves accordingly. As Senior Global Product Manager at Symrise Cosmetic Ingredients division, I am proud to be part of the Micro Protection team. We offer cutting edge solutions for the formulator and prove that we can bring innovation to personal care market via the product protection system. In the past 5 years, we have filed eleven patents and launched 6 new products dedicated to modern product protection.

**EURO COSMETICS:** *How do you explain the success of Symrise in the cosmetic product protection field?*

**Yohanna Sander:** Symrise has been offering antimicrobial agents for over forty years. In 1975, we introduced climbazole, an antifungal agent which is still one of the main anti-dandruff actives. We also were the first to introduce a 1,2-alkanediol into the personal care market with the launch of Hydrolite® 5 (1,2-pentanediol, INCI: pentylene glycol) in 1992. Hydrolite® 5 is a true success story. Launched at the beginning as moisturizer, we have identified many other interesting properties including preservative boosting. For Symrise, it is not just another ingredient, but a true multifunctional molecule with endless possibilities and we continue to invest in the exploration of the molecule.

Today, 1,2-alkanediols signify our formulation and chemical production expertise. Since 1992, we brought further new molecules to the market to enlarge the spectrum of technologies for personal care formulations. Apart from C5 (Hydrolite® 5), C6 (Hydrolite® 6 and 6 O), C8 (Hydrolite® CG and 8) and C10 (SymClarioI®) 1,2-alkandiols, we offer other powerful and inspiring molecules such as tropolone (used in SymDiol® 68T, SymOcide® PT), methylbenzyl alcohol (used in SymTriol®), hydroxyacetophenone (SymSave® H) and o-cymen-5-ol (SymOcide® C), which were launched at the right times to fill the void in product protection.

In addition to our internal R&D expertise, Symrise also supports external initiatives. A recent example is the sponsoring of the GC3 (Green Chemistry & Commerce Council) challenge for the development of safe and efficient preservatives.

**EURO COSMETICS:** *Instead of preservation you speak about “Modern Product Protection”. Could you give us a definition?*

**Yohanna Sander:** At Symrise, we see the “Modern Product Protection” as a complete new way to think about the formulation. It involves good manufacturing practices, appropriate packaging, low water activity and the intelligent use of preservatives, multifunctional ingredients & chelating agents.

The formulation impact of the newer ingredient chemistries is about more than just preservation of the product. We believe that modern product protection must be realized at the beginning of formulation conception. While conventional preservatives were historically added in the final stage of the formulation process at low levels, the “Modern Product Protection” ingredients need to be considered from the formulation inception because of their unique physicochemical characteristics.

It is a new field of discovery for formulators: finding the best molecules which offer the best benefits for the efficacy and aesthetics of a formula. We see this as a door to fresh opportunities, because we are not speaking just about preservation but about additional advantages our chemistries bring to formulations.





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Symrise's key competence is "Modern Product Protection". Our goal is to offer novel chemistries in terms of product protection. The regulatory environment is in a constant state of flux and moving away from traditional preservatives, leading to a decrease in viable preservation options. Symrise's objective is to introduce safe, effective molecules to the market to assist customers to formulate products that are well preserved as per the expectation of consumers. We offer a Full Service Package to support our customers.

**EURO COSMETICS:** Please elaborate on the meaning of "Full Service Package"?

**Yohanna Sander:** Symrise maintains close contact with all of its customers to better understand their formulating and preservation needs in spite of constraints. We support them with fourteen formulation laboratories around the world. We organize workshops for formulators to improve their knowledge in the proper use of these new chemistries.

In 2017 we opened a microbiology lab in the USA to support our customers and plan to open another one in Indonesia in 2018. Next year, we will enlarge the Micro Protection formulation labs in Europe and in the USA. Finally, our global product safety and regulatory team offers local support to customers.

**EURO COSMETICS:** Consumers are suspicious about the term "preservative"? How do you manage their state of mind and expectations?

**Yohanna Sander:** To identify the future trends in product protection, we work closely with our consumer market insight department. The latest studies tell us that even if consumers have a solid understanding of cosmetic products, they don't necessarily want to be beauty experts. They prefer to be trustworthy and confident of the brands they choose.

The accessibility to an enormous variety of information via the internet and social media can easily build a negative image of a group of cosmetic ingredients. In today's world, the focus is on preservatives. These ingredients are totally misunderstood. They are invaluable in consumer products. However, modern preservative systems need to be both, effective and safe. At Symrise we call them the SECRET HEROES of cosmetic formulations. A lot of factors, including consumer movements, have contributed to the overall decrease in the number of molecules available to protect formulations. We at Symrise see it as our responsibility and mission to continue to be a supplier of "Modern Product Protection" solutions. We strive to develop new, safe molecules to support our customers' preservation needs. The preservative system is vital to the formula and therefore must be considered as key ingredients. We have a responsibility to support our customers by delivering informative messages and providing the adequate tools to properly educate consumers.

**EURO COSMETICS:** How do you develop new ingredients for the "Modern Product Protection" market?

**Yohanna Sander:** Modern Product Protection is a key area of focus for our R&D. Symrise has a unique organization with experts working in various disciplines, including flavors, fragrances, aroma molecules and cosmetic ingredients all in one R&D center. This allows for the daily exchange of knowledge, concepts, and strategies between the organizational units. Our diversity is our strength and our most

recent launches are perfect examples. Molecules from the Flavors and Fragrance departments can be perfect candidates for the cosmetics market.

R&D interacts with the business unit and marketing team on a consistent basis to provide our customers with the most innovative, market-driven concepts in the personal care industry.

**EURO COSMETICS:** How do you see the evolution of the "Modern Product Protection" market today and in the coming years?

**Yohanna Sander:** As I said above, consumers want to trust the brands in which they have invested. Large retail stores also influence the use of ingredients during the development of new formulas. They established recommendations of raw materials and formulators are encouraged to adhere to those guidelines.

In the past ten years, communications around product protection ingredients involved the message "Free Of" particular ingredients. Today consumers are looking for transparency; we educate our customers on the benefits of multifunctional ingredients. We want to deliver a positive message in-line with the healthy lifestyle and well-being of the consumer. The proper question should not be "What don't we have in a formula?" but rather "What ingredients in this formula do we want because they are beneficial for the user?" Multifunctional ingredients play a key role in this arena. At Symrise, we are convinced in the authenticity and efficacy of our multifunctionals and support educating our customers on their uses.

**EURO COSMETICS:** Thank you for speaking with us. ■