

# Eusolex® T-Easy – Merck's new UV-Filter

## 3 Questions to Alexander Kielbassa, Business Development Manager Global Marketing Cosmetics, Merck

**Euro Cosmetics:** *You have presented your new products at in-cosmetics in Hamburg, including your new UV Filter Eusolex® T-Easy. What is so special about this new broadband UV filter?*

**Anne-Sophie Dutailly:** Eusolex® T-EASY is a new groundbreaking broad spectrum titanium dioxide UV filter, aluminum-free and based on rutile titanium dioxide. It is first inorganically coated with silica. The special feature is a second coating with cetylphosphate. This is an effective passivation step and makes it possible to easily combine Eusolex® T-EASY with a wide range of reactive cosmetic substances that often cause difficulties in creating formulations, like sensitive antioxidants and skin-lightening ingredients. Eusolex® T-EASY is the only TiO<sub>2</sub> UV filter even being compatible with the reactive self-tanning agent dihydroxyacetone (DHA).

It helps to "crack the code" in balancing formulations and opens up new opportunities. Eusolex® T-EASY has an excellent photostability. It's the ideal "have-it-all" Titanium Dioxide have been waiting for.

**Euro Cosmetics:** *And how can this be used?*

**Alexander Kielbassa:** The properties of Eusolex® T-Easy enable manufacturers to create a wide variety of trendy multifunctional skin care and sun protection products like anti-aging moisturizers, self-tanners with SPF and skin lighteners with UV protection.

Eusolex® T-EASY is a problem solving multi-benefit Titanium Dioxide UV filter, fully compliant according to NaTrue criteria for natural cosmetics too.

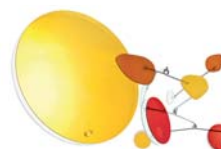
**Euro Cosmetics:** *What are the new trends in sun protection?*

**Alexander Kielbassa:** Sun screen products are first of all regulatory driven and must fulfill latest legal as well as safety and quality requirements. We are happy that a recently published re-evaluation by EU's Scientific Committee on Consumer Safety (SCCS), has

confirmed the safety of rutile titanium dioxide in its nanoform for use in sunscreen products. Innovative formulations need more than only UV protection. One upcoming need is that sun screen products should also protect skin's natural antioxidants against light-induced ROS.

As well consumers want sun protection dedicated to their special needs like protecting young and sensitive skin or being tailored for male skin. Another trend is that borders between cosmetic categories are fading more and more. Traditional claims made for e.g. face care like anti-aging and nourishing are used for sun care now and vice versa offer moisturizers high SPF claims. Of course sun

care formulations should keep skin young and healthy.



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