



## Sustainability2

April 2020

Dear Precious Readers,

Our industry has long talked about “sustainability”. You know, sustainable packaging, sustainable products, etc.

I have been thinking a lot about the context of sustainability lately. We, the global humanity, are now in a fight to sustain ourselves! Sustainability has taken on a new meaning- for if we do not sustain ourselves then sustaining our cosmetic packaging and products is a mere thrust at nothing when we are not left alive.

When I first heard that soap could and would disrupt the outer membrane of the Corona Virus that seeks to wipe us off the face of the planet, I thought, surely we, the cosmetic industry; we-the-readers of this magazine, have, or can develop the technology to disrupt the invisible “creatures” attempting to attach to the skin we pay so much attention for us to look good. With all the surfactant knowledge we have; with all we know about skin, surely we can find ways to keep the nano-nasties from attaching and if they do, to have our skin surface, suitably modified that it easily rejects the virus; and, perhaps, kills it before it kills us. We can also keep our precious skin from irritation and cracking from the endless hand washing we are told to do.

I invite you, indeed, demand of us all- those skilled in the art of keeping our skin from looking older than it is; keeping it from sagging; keeping it hydrated and all the other claims we seek to validate by our technology- I ask you dig into this ultimate challenge of true anti-aging and develop, share, and let our literally connected world, to contribute across the artificial chasm regulators have developed between “medical science” and “cosmetic” science and technology.

While I have a new practical, grounded view of sustaining my paper towels, tissues, and hydrogen peroxide wipes, I ask you all to join with me and our beloved magazine, my call-to-action that we keep ourselves, we and they- young, or old, and lead us towards the science of surviving in the Sustainability2 era.

Be well  
Stay well

Meyer R. Rosen, CPC, CChE, FRSC, FAIC  
Editor-in Chief of EURO COSMETICS Magazine

