

## With natural peptides against facial sagginess

**Mary Beth Comerford,**  
Head, Global Digital Marketing, TRI-K Industries, Inc.  
about new products



Mary Beth Comerford

*metics in London. What was the response from customers?*

**Mary Beth Comerford:** The response was great. The idea of natural peptides for skin care, especially from an exotic superfood, was really exciting to our customers. Due to the global shift in consumers' demand for natural products, NaturePep® Sacha Inchi created a lot of buzz with new customers too. We featured it in the innovation zone and had a technical seminar, which sent people to our booth for more information. They were really interested in our patent-pending technology and eager to learn more.

**EURO COSMETICS:** *And what can you tell us about the test results?*

**Mary Beth Comerford:** NaturePep® Sacha Inchi was tested for gene expression in a full thickness skin model and in vivo for skin sagginess, dermis tissue gaps, wrinkle volume and skin roughness. In the gene expression analysis, NaturePep® Sacha Inchi upregulated the critical anti-aging genes CTFG and FOXO3. In clinical testing, it reduced facial sagginess by up to 45% for more contoured skin, increased dermis density and restructured skin by decreasing tissue gaps up to 50%, decreased skin roughness by 29% and reduced wrinkle depth and volume by 30% for smoother skin.

**EURO COSMETICS:** *Who should use, NaturePep® Sacha Inchi?*

**Mary Beth Comerford:** Any skin care formu-

lator can use NaturePep® Sacha Inchi. We recommend using it for hard to achieve benefits relating to firming, sculpting or contouring the jawline and cheek bones and to counteract sagging skin, wrinkles and roughness. It is a non-GMO, small natural peptide from a sustainable source, so it is great for use in natural formulations looking for powerful performance.

**EURO COSMETICS:** *What distinguishes this product from conventional anti-aging products?*

**Mary Beth Comerford:** Just the fact that NaturePep® Sacha Inchi is a plant derived, natural peptide is unique. Compared to synthetic peptides, NaturePep® Sacha Inchi has a unique composition of amino acids. This helps the product give a broader range of activity, making it a multi-functional anti-aging active. The natural source and our process also allows for the formulator to create effective products that have vegetable derived, sustainable claims.

**EURO COSMETICS:** *Last year at the Sustainable Cosmetics Summit in Paris you won*

*the Sustainable Beauty Award in the category Sustainable Ingredient with your Baobab Tein NPNF®. What makes this product so special?*

**Mary Beth Comerford:** The story for our Baobab Tein NPNF® is really one of my favorites. Based on substantial in vivo testing, Baobab Tein NPNF® has been proven to offer novel benefits to hair and skin care formulations. More importantly, Baobab Tein NPNF® offers TRI-K the op-



portunity to support the social and environmental vision behind this product and the raw material from which it comes. It provides TRI-K the chance to give back by helping to enrich the lives of others, assist societies in gaining economic stability and growth, and ensuring the existence and sustainability of Baobab trees for generations to come. Through TRI-K's partnership with a local South African organization, Baobab Tein NPNF® empowers women in underprivileged communities with opportunity to make a living by cultivating Baobab saplings and selling the fruit to the market. Our manufacturing process honors this cognitive consciousness to support and maintain the integrity, respect and care that is given to the Baobab fruit from germination to collection.

**EURO COSMETICS:** *What trend do you see for anti-aging products and how do you react to the needs of consumers?*

**Mary Beth Comerford:** At TRI-K, we continually strive to be ahead of the curve and proactive in our development process. We are constantly attending seminars, doing trend treks in different regions, going to beauty events, and reading industry and consumer magazines to identify trends and predict their future needs. We are continually innovating and developing new products so we can launch them to the market before the trend hits, giving our customers time to create products to bring to consumers.

In 2017, we are seeing a shift in the needs of the consumer. Past years were all about strobing and contouring with makeup to achieve a defined jawline and cheeks. Now, with the no makeup or barely there looks, consumers are turning to high quality skin care products to achieve the same look overtime. This is why NaturePep® Sacha Inchi is a great option for skin care products. It can be used in a wide variety of formulation types, gives great benefits and is a natural option to some of the harsher synthetic peptides or anti-aging actives on the market.

**EURO COSMETICS:** *Thank you for the conversation.*