

Dow innovations reflect skin, sun and hair care trends



Fabienne Bizeray

A conversation with Fabienne Bizeray,
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EURO COSMETICS: *Fabienne, at in-cosmetics in Amsterdam you've invited attendees to discover your new products and much more. What did the visitors experience and how was the response from your customers to the smart selfie booth you set up?*

Fabienne Bizeray: in-cosmetics 2018 was a great success for Dow and the feedback we received from our customers was amazing. We launched two new technologies in skin and sun care. AgeCap™ Smooth Cosmetic Ingredient is our newest skin care technology that contributes to healthy skin by softening wrinkle appearance. It allows customers to enjoy ageing as a blessing. Our groundbreaking SPF-boosting technology SOLTEX™ INO Polymer enhances the SPF performance and aesthetic qualities of sun care formulations. At the booth we also had a fun selfie tool allowing visitors to experience first-hand how AgeCap™ Smooth Cosmetic Ingredient contributes to ageing well. This was very engaging and fun. Furthermore we presented the latest version of Dow's TRENDS|LAB series. This kit contained nine inspiring formulation concepts that are aligned with the latest personal care trends from around the

world and that showcased our unique expertise in adding value to the consumers' lives. Moreover, our customers could discover a pioneering kit with four formulations for hair styling gels. In this hair styling set we leveraged our profound know-how in rheology control and demonstrated how this allows us to push the envelope of rheology modification in order to provide differentiated, memorable customer experiences.

EURO COSMETICS: *With your latest skincare technology consumers are allowed to enjoy ageing as a blessing.*

Please describe that in more detail.

Fabienne Bizeray: Dow's understanding of the multi-functional personal care benefits that consumers seek – like ageing well for example – ensures that our premium ingredients, such as the cosmetic ingredient AgeCap™ Smooth, lets the consumer positively embrace skin ageing.

EURO COSMETICS: *To deliver value to consumers around the world you introduced two novel high-performance technologies. The cosmetic ingredient AgeCap™ Smooth*

and the sun care technology SOLTEX™ INO Polymer. What makes these technologies so special?

Fabienne Bizeray: AgeCap™ Smooth Cosmetic Ingredient is a groundbreaking new facial care technology that contributes to healthy skin by softening wrinkle appearance, promoting skin radiance and delivering skin smoothing effects. This novel technology traps selectively Reactive Oxygen Species (ROS) before any damage is incurred through a non self-sacrificing mechanism for enhanced efficiency versus common anti-oxidants. The product has been tested in a double-blind randomized in-vivo study that included 100 panelists for 84 days against a placebo and two well-established ingredients in the anti-ageing facial care field. SOLTEX™ INO Polymer is an innovative technology to boost the performance of inorganic-based UV filters in sun and skin care formulations without compromising the sensory performance. SOLTEX™ INO is effective in systems using increasingly popular inorganic materials including titanium dioxide (TiO₂), zinc oxide (ZnO) and other iron oxides. The technology enables sun care formulators to utilize less mineral-based materials to achieve equivalent or better SPF protection. TiO₂ tends to partially flocculate, reducing UV filter efficiency, causing undesirable skin whitening and compromising the aesthetic experience. SOLTEX™ INO Polymer helps brand owners achieve formulations that both protect and please.

EURO COSMETICS: *Developing consumer-acceptable formulations with high sun protection is challenging and time-con-*



suming because of the sensorial attributes. How do you meet the challenge?

Fabienne Bizeray: With our Dow SunSpheres SPF Boosters we have already built a strong and innovative solutions offering in the protection space. However, with the growing trend of fully inorganic UV filters in sun care products, formulators are looking for new tools to deliver higher SPF products without sacrificing sensory performance. Our deep market, formulation and synthesis expertise is definitely an asset to first understand these new challenges, and second, bring a new solution to the market. SOLTEX™ INO Polymer presents a new to the world tool for brand owners to formulate sensorially superior high SPF products based solely on inorganic UV filters.

EURO COSMETICS: *At in-cosmetics you've also showcased Dow's TRENDSLAB series titled "Values in Motion" with four personal care industry trends and formulation concepts. What trends did you focus on and how have you implemented them?*

Fabienne Bizeray: "Values in Motion" was our overarching theme this year as we see a shift in values. We wanted to illustrate how this translates into cosmetic products that embrace this shift and meet consumers' expectations – especially the younger generations. The first trend under this umbrella is "gender revolution," exploring



younger consumers' preference to borrow from masculinity and femininity rather than being defined by a unique gender. The second trend is "digital detox," which translates consumers' needs to disconnect to reconnect, to take time for themselves and focus on what matters most in this hyper-connected environment. The third trend is "no-makeup," which reflects the trend for letting your natural beauty shine through despite a sophisticated routine to come up with a natural appearance. The fourth trend explored the observation that we should do anything to save water whereas at the same time we want to enjoy all the benefits of water.

EURO COSMETICS: *With your rheology modification expertise you've introduced new hair styling concepts. What is new and beneficial for formulators?*

Fabienne Bizeray: Dow is one of the major players in rheology modification, has a deep scientific expertise and the largest range of chemistries serving this market. Recognizing that gel and jelly textures are accounting for more than 20 % of new product introductions in the hair styling category, we presented four new hair styling product concepts at in-cosmetics which use rheology modifiers to excite consumers with new experiences such as honey-like gel, rich or melting textures and gel with memory shape behavior. The thorough understanding of the structure-benefit relationship and polymer design Dow can bring to the table is helping formulators to create new concepts by fine-tuning product texture, suspension capability, viscosity, clarity, and sensorial properties.

EURO COSMETICS: *Your LabSense™ collaboration model also plays an important role. Please explain.*

Fabienne Bizeray: Dow's LabSense customer collaboration model is all about accelerating innovation by engaging with our customers on multiple fronts to add value to the consumers' lives – through our deep scientific expertise, our understanding of the market trends and our innovative solutions and technology. For in-cosmetics, we put the emphasis on giving personal care brand owners direct access to our leading experts in rheology control and enabling formulators to craft elegant solutions and in-use experiences that are in line with their brand's personality.

EURO COSMETICS: *What – from your point of view – will be the focus of cosmetic formulation and innovation in the future?*

Fabienne Bizeray: Collaboration between ingredient suppliers and cosmetic producers will be even more important in our fast evolving environment. Affordable, safe and performing customized cosmetic products addressing a diversity of consumer needs will be critical as the size of the global middle class will grow from 1.8 to 3.2 billion people in 2020. Other benefit areas we see as focus for innovation include increasing long wear/performance upwards of 24 hours, product customization to meet the needs of a diverse consumer population, and sustainability, as it relates to personal care products on multiple levels.

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