

A conversation with Marie Ollagnier, Strategic Marketing Manager – Lubrizol Skin Essentials, Lipotec about their latest beauty news



Marie Ollagnier

EURO COSMETICS: *You've developed a new range of exfoliants, an environment friendly alternative to microplastic beads in cosmetic products, first shown at in-cosmetics in London. Please tell us more about this exciting news.*

Marie Ollagnier: Plastic microbeads have been commonly used in physical exfoliants for a long time, but recently are questioned for their contaminating effects especially in the marine ecosystem. Our commitment to nature has led us to develop ACTISCRUB™ *physical exfoliants* as an environment-friendly alternative to plastic microbeads. They encompass a range of vegetable derived scrubs from renewable and biodegradable sources, free from additives, preservatives and pesticides. Each of them is comprised of tiny particles with different sizes for the various exfoliation type desired – gentle, moderate and strong.

EURO COSMETICS: *Can you give us a short insight about the product range of ACTISCRUB™?*

Marie Ollagnier: ACTISCRUB™ *physical exfoliants* comprehend a careful selection of

green ingredients from a wide variety of sources found in nature, based on the use of renewable materials that may not be used by the food industry, like some fruit, seeds and shells. The range has been launched with six references, to name a few:



ACTISCRUB™ *chardonnay seed* comes from the mechanical separation from wholesome grape pulp in preparation of the white wine. It offers a tender exfoliation for face and body, evoking glamour of the sparkling champagne in the final formulations.



ACTISCRUB™ *cranberry seed* is a by-product from the food industry and offers a soft touch with comfortable massage along with a visually eye catching effect of the red seeds.



ACTISCRUB™ *cork* providing a moderate to high frictions for a strong exfoliation for body, hands and feet. Recyclable and reusable, cork is also able to absorb considerable amounts of CO₂, contributing to reducing greenhouse gas emissions known as the main cause of climate change.

EURO COSMETICS: *And how can it be used?*

Marie Ollagnier: Mainly organized from the light abrasive effect of seeds to the more aggressive scrub qualities of shells and fibers, this product range offers multitude of functions and possibilities to the formulator to target the different needs of all skin types. ACTISCRUB™ *physical exfoliants* fulfill trendy concepts such as natural ingredient, green substitute and environmental-friendly, being the perfect choice for an awesome experience with natural face and body scrubs.

EURO COSMETICS: *Another exciting news in your product range is a botanical shiitake mushroom-based extract for a glamorous décolleté. What's behind this ingredient?*

Marie Ollagnier: Although innovation is our main premise, we do not forget the traditional wisdom as a powerful source of inspiration. Our latest development is based on taking the most out of this knowledge, leveraging the benefits of a medicinal mushroom to offer a complete care of the

collagen lifecycle. ACTIFCOL™ *advanced botanical ingredient* is a shiitake mushroom-based extract that helps prevent carbamylation process, responsible for the deterioration of collagen, as well as boost type I collagen synthesis and enhance PLOD1 levels, which contribute to improving the quality of the protein.

As a result, a firming effect on the skin can be expected.

EURO COSMETICS: *What tests were carried out and how were the test results?*

Marie Ollagnier: The efficacy of the active has been supported by various studies carried out with very significant results. *In vitro*, the botanical ingredient showed to reduce the carbamylation-induced deterioration process by 75,9% versus control and to increase the synthesis of type I collagen by 36,6%, suggesting an improved quality of the protein. On the *ex vivo* test, ACTIFCOL™ *advanced botanical ingredient* supported the proper structure, arrangement and organization of collagen microfibrils after carbamylation.

An *in vivo* test was performed on 41–55 years old female volunteers with skin flac-

0 days



56 days



Images of a subject's neck, before and after the active treatment with ACTIFCOL™ *advanced botanical ingredient*.



idity that applied a cream with 2% ingredient on the neck, décolleté and half face and a placebo cream on the other half, twice a day for 56 days. Statistically significant results were observed at the end of the study with 14.4% firmness improvement of décolleté, 13.5% of the face and 10.1% of the neck. Moreover, a reduction of neck folds and visible tighter appearance of skin complexion were demonstrated by macro photographs.

EURO COSMETICS: *With your REPROAGE™ peptide, you've developed a further active ingredient which was honored with Bronze at this year's in-cosmetics in London. What makes this ingredient so special?*

Marie Ollagnier: REPROAGE™ *peptide* has just recently been also awarded Bronze at the ITEHPEC Innovation Awards 2017 presented within the in-cosmetics® Latin America show taking place on September 20th – 21st in São Paulo, Brazil!

Our new peptide was developed with the aim of improving epidermal regeneration in order to obtain an overall younger and more revitalized look of mature skin. It has shown a potential in stimulating cellular reprogramming in the epidermal basal layer through the modulation of epigenetic elements, helping to reactivate the self-renewing properties of the epidermis last longer and providing a rejuvenated skin complexion.

EURO COSMETICS: *Can you describe the benefits of REPROAGE™ peptide for manufacturers and end-users?*

Marie Ollagnier: This active ingredient introduces the idea of cell reprogramming, which has not been explored in cosmetics yet. It is an interesting concept and area of intensive research in the field of regenerative medicine and can now offer immense potential for cosmetic product development as it is easy to understand for the end consumer.

REPROAGE™ *peptide* offers to the users a new way to rejuvenate the skin and improve the complexion as the cellular reprogramming visually translates into increased luminosity and smoothness reducing the externally perceived age of the volunteers that applied the cream containing the active ingredient.

EURO COSMETICS: *What effect can be achieved?*

Marie Ollagnier: By supporting self-renewing ability of epidermal cells to last longer, this new peptide can boost radiance and luminance of skin complexion, as well as its overall appearance, achieving a rejuvenating effect in mature skin.

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