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A Conference and Exhibition Review

by

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Introduction

The weather was uncharacteristically warm, the venue as imposing, as magnificent and as hideously inspiring as it had been two years ago. The major difference was that the show previously put on by Step Exhibitions was now organised by Reed and had a quick slick registration desk and authoritative calm that one finds with their other events like In-Cosmetics.

This summary is based on the time spent by the author, who used a major part of the time attending the excellent conference programme, which was well attended.

The Exhibition

The show was as fascinating as always and the IFSCC event in Osaka, Japan had clearly stimulated a number of new ideas and products. The things that caught our attention were mainly natural.

Roeper, a German company, had a small booth and a vast number of potential ideas from raw materials that seem to have come all the way from the 19th century. There were hydrocolloids that were thought to be no longer available and some never seen before. Alginates, kibbled Arabic and Arabic pieces, Arrow root from West India “St. Vincent”, Carob flour available as kernels and even as pods. Carrageenan, Cassia powder, Gellan gum, Ghatti, Guar gum, Karaya and Konjac powder all were tempting to a chemist looking for ways to thicken his emulsion, but then we saw Locust bean gum, Apple and Citrus Pectins, Tamarind and Tara seed powders and natural Tragacanth. These are materials that usually are only seen in the old Victorian Pharmacopoeias and were thought extinct, but which to an innovative “naturals” chemist would be a tremendous find.

Then there was whole Guarana and Psyllium seeds which were worthy of investigation. A choice of mastics, resins, Sandarac and balsamic tears would have been exciting enough, but the mysterious listing of incense mixtures held our attention.

However, the excitement was not to end there, because this company had natural colours as well - Annatto seed, Bixin / norbixin, Brazil wood extract powder, Carmine, Carminic acid, Cochineal black from the Canary Islands, Cochineal silver grey,

Curcumin, Dragon's Blood Balls, Fustic, Guttae and Henna powder. The one thing only seen in the literature (and not made in the UK since 1932) was genuine Indigo from India, and they also had Logwood, Madder, Paprika oleoresin and Red Sandalwood extract.

Cosmetochem had some excellent ideas on the theme of spa and well-being and something that really surprised me was that the word "Spa" is an abbreviation for *Sanus per aquam* or "health by water"

Spa forms an important part of our current 21st century lifestyle where the pace of life is fast and people need a way to step aside from technological progress, feel closer to nature and to pamper themselves. This summary represents a flavour of some of the new ideas on offer.

Plants form an important part of spa therapies, with the message from nature they carry and their close association with traditional and holistic medicine - there are a vast number of spa treatments from different regions of the world. Cosmetochem had looked at all the various countries around the world and come up with a series of themes that were extremely useful to marketing colleagues.

Ayurveda & India was based on Sanskrit for "science of life", where three universal forces or "doshas" govern our body, namely vata – air, pitta – fire and kapha – earth, The Ayurveda therapies aim to achieve harmony between the doshas. Gotu kola (*Centella asiatica*) or "brahmi", balances the doshas and stimulates the circulation, Holy Basil (*Ocimum basilicum*) is soothing, anti-inflammatory and anti-irritant, as well as a circulatory stimulant and antibacterial. Amla or Amalaki (*Phyllanthus emblica*) is astringent, tonic, aphrodisiac, antioxidant, anti-inflammatory and diuretic. One of my favourite would be Indian Blue Lotus (*Nelumbo nucifera*) for its calming, skin softening, anti-inflammatory and astringent, diuretic, tonic properties

Traditional Chinese Medicine would suggest Goji Berry or Wolfberry (*Lycium barbarum*) for its antioxidant, anti-ageing, skin protectant and anti-irritant properties. Chrysanthemum (*Chrysanthemum morifolium*) has cooling properties, is anti-inflammatory and enhances skin tone, Ginkgo (*Ginkgo biloba*) is a circulatory stimulant, antioxidant and stimulates collagen production and skin regeneration. Scutellaria / Huang Qin (*Scutellaria baicalensis*) is an antioxidant, anti-inflammatory and is relaxing as it stimulates collagen and protein production. Chinese Ginger / Ginger Lily or Galangal (*Alpinia* spp.) is a circulatory stimulant and warming. Antioxidant. Freshwater pearl (used extensively in Chinese skin care) has anti-ageing and anti-wrinkle properties while being a gentle skin polish to detoxify, smooth and soften the skin.

Japan is one of the best places to look for bathing ritual and has many suggestions. Japanese pagoda tree (*Sophora japonica*) decreases capillary fragility, reduces skin redness, is an anti-inflammatory, anti-irritant and antioxidant. Japanese honey suckle

(*Lonicera caprifolium*) is a cutaneous tonic, astringent and anti-inflammatory. Green Mandarin (*Citrus reticulata*) which sounds fabulous is tonic, dermo-purifying, antioxidant and anti-inflammatory. A new extension to their portfolio is Fruit Blossoms to offer gentle and delicate nuances of cherry, quince, apple, plum, apricot and peach.

Thailand is influenced by Ayurvedic medicine and the idea suggested here were an astringent from pomegranate & rhubarb, or sweet humours from coconut, honey and fruit or bitter from green tea and chrysanthemum. Sour influences could come from citrus fruits, or hot and spicy affinities from anise, basil, cayenne, cloves, ginger, lemon grass, peppermint or turmeric. The aromatic & cool affinities could come from jasmine tea, edible flowers or the beautiful lotus. Other suggestions included Lemon Grass for its analgesic, astringent and tonic properties that are utilized in Thai massage. Tamarind for its astringent, antioxidant, good for muscular pain & poor circulation or sesame for its skin conditioning. Hibiscus spp (red & white flowers) have astringent, tonic, demulcent, softening and cleansing properties.

EXOTIC FLOWERS AND PLANTS

Laserson have a Sakura Leaf (*Prunus speciosa*) - The Japanese culture is always a fascinating source for new materials and the Sakura leaf (*Prunus speciosa*) from Ichimaru Pharcos may be an idea worthy of investigation. It is permitted for use as a quasi-drug in Japan and is used to treat damaged skin, where it also has anti-inflammatory effect and skin whitening properties as well as protection of the skin from UV stress.

Crodarom have a very traditional Caribbean plant called Noni or Indian Mulberry (*Morinda citrifolia*) which has moisturizing, conditioning, antioxidant and tonic qualities.

Orchid – in addition to the **S. Black** orchid oil, there is a rare Amazonian Black Orchid that was special made by **Greentech**. **Crodarom** say it is a mysterious flower, shrouded in feminine myth and symbolizing absolute beauty, the orchid represents the image of Woman and her perfection. Orchids are suitable for seductive cosmetics, where the use of a flower as a symbol of sensuality and exceptionality drives the marketing concept. The purple orchid (*Orchis mascula* L.) is native to an area stretching from Europe to Asia Minor. It grows in humid grasslands, at forest edges and up to alpine mountains. Decoctions of orchid bulb were traditionally used for inflammations and have been drunk as an energizer since the Middle Ages. The active ingredient spectrum of *Orchis mascula* is composed of cyanidin pigments from the blossoms, phenolic acids and flavonoids from the leaves and the blossoms and glucomanan polysaccharides from the bulbs. This makes the whole fresh plant a valuable ingredient for phytotherapeutic uses. Mucilages, polysaccharides give emollient action for smoothing fine lines and the polyphenols (approx. 400 ppm) give bio-protective properties and the inhibition of matrix tissue-degrading enzymes.

Edelweiss (*Leontopodium alpinum*) – this is a very rare and specially cultivated Swiss plant from **Alpaflor** (part of **Pentapharm**)

Blue Lotus (*Nymphaea cearulea*) is full of mystique and symbolism. **Crodarom** have just launched a new extract of this plant. It is a symbol of immortality that also has antioxidant, anti-inflammatory, detoxifying, moisturising and veinotonic properties. I have a full data file on this plant as well.

Inchi or Inca peanut (*Plukenetia volubilis*) – this is very new and is an oil very rich in EFAs especially GLA and others which is newly launched by **Greentech**.

Leopard Lily (*Bellamcanda chinensis*) – it is supplied by **Ichimaru Pharcos** through **Laserson** and is rich in plant sterols and isoflavones, excellent for wrinkles and ageing skin conditions. Full data available.

Atrium had some new and novel materials from which we have highlighted three. Abyssine® 657 is made from a very novel marine source. In the deepest abyssal zones there are exceptional micro-organisms that live 3,000 metres down. In this very hostile environment where life conditions are unbearable, chimio-synthesis seems impossible, but resistance and adaptation abilities are translated in the heart of this new material, which is a real ‘survival molecule’. It is synthesized by a micro-organism located in hydrothermal deep vents and it has been proven to soothe and reduce the irritation of sensitive skins.

Aldavine is a highly potent cosmetic active ingredient scientifically crafted together from the unique polysaccharides derived from two algae: *Ascophyllum nodosum* and *Asparagopsis armata*. The pollutant-free environment protected by UNESCO offers optimal growth conditions for the harvest of these high quality algae. The biotechnological process makes it possible to create outstanding and biologically active polysaccharides that clinically demonstrate effectiveness in the protection of microcapillary integrity. The inhibitory action on the VEGF pathway is certainly one of the most innovative features of this new material.

Drieline is a highly purified extract of *Saccharomyces cerevisiae*, a yeast used in a multitude of common fermentation processes such as the making of beer, alcohol and bread. The polysaccharide obtained by biotechnology is composed of β 1-3 glucopyranoses repetitive units. Via mimetic action, this “sentry molecule” reinforces the natural skin defense system as well as the cell renewal.

Greentech were promoting Protectol which is a *Betula alba* bark in combination with *Scrophularia nodosa* extract that reduces the inflammation mediators enzymes Production, decreases inflammation due to UV rays, soothes the epidermis and decreases many of the stinging feelings.

Vincienc were showing Achromaxyl a patented, botanical extract, designed for anti-aging, lightening and anti age spots skin care products. Achromaxyl is a Brassicaceae extract. The protein fraction of the Brassicaceae extract is hydrolyzed and then submitted to a controlled fermentation process. These hydrolyzed and fermented proteins are responsible for a remarkable lightening efficacy.

They also were showing Thymophytane which is a patented vegetal active ingredient for anti-aging and sensitive skin care products. Thymophytane is obtained by selective extraction of the protein fraction of rice (*Oryza sativa*) grains. Thymophytane provides skin with rice peptides mimetic to thymic peptides that normalize skin immune defenses, protect skin structure and integrity and reinforce skin barrier function.

The portfolio of new ideas was impressive. Signaline was a patented active ingredient mainly composed of 1,2-Diacylglycerol (1,2-DAG) extracted from olive oil (*Olea europaea*) and of fatty alcohols extracted from jojoba wax (*Simmondsia chinensis*). Signaline activates signaling enzymes, increases cellular energy, and promotes epidermal and dermal regeneration.

Phytoquintescine is a patented botanical anti-aging active ingredient. Einkorn (*Triticum monococcum* L.) is the ancestor of modern cereals, very close to wheat. Phytoquintescine prevents oxidative damages, improves cell functions and tissue integrity and helping delay premature aging.

The most interesting concept and probably the hardest to understand in one quick presentation was Orsirtine which is a patented anti-aging active ingredient resulting from the latest research in the area of longevity, calorie restriction and sirtuins activation. Orsirtine is botanical extract of rice rich in SIRT-modulating peptides that activates SIRT1 expression in human skin, increases cellular longevity and increases skin repair and protection. All of these activities contribute to increase skin longevity. This is a unique cellular metabolism and pathway and deserves a good study of the presented data available.

Last but not least **Crodarom** presented a White Truffle with tonifying, invigorating, moisture balancing, smoothing properties. This had to be one of the most luxurious, exclusive, gourmet and prestigious idea of the show as they said “*A Diamond in Prestigious Care*”

Conclusions

Apologies to the many exhibitors who are not included in this report, but most of the time was spent in conference on this visit. Please contact Reed to make an appointment for the author to visit your stand at their next event to be sure of a mention in the published report.