

## Supplier Roundtable: Proxy Formulating— Using Alternative Ingredients

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As the adage goes, the only constant is change; this is true for today's personal care consumers, who increasingly demand versatile formulations that fit their lifestyles. Enter: alternative ingredients.

Alternatives to conventional ingredients come in handy when controversy strikes, or when striving to meet market trends or stay within budget. For this month's installment of the *Cosmetics & Toiletries* Supplier Roundtable, suppliers were challenged with the question of how to utilize these "proxy" ingredients in formulations. The following are their responses.

### Anne Rossignol-Castera, Oléos General Manager, Hallstar

The foundational wisdom of biomimetic natural actives is that substantiated wellness and cosmetic benefits reside within natural sources—and, if extracted effectively, are safe and sustainable proxies for comparable synthetic ingredients when used in beauty formulations. The unique and high-performance green Oléo-éco-extraction technology that was developed and patented in France by Hallstar's Oléos team was built on this idea of gathering the best from nature to cover a broad range of functions. The resulting actives are holistically developed with a combination of several plants and oil-based solvents. Thus, while they are substantiated for a given property, they can often easily be used as proxy formulation ingredients for a broader set of specific desired functions.

For example, the trierpene-rich DIAM Oléoactif (INCI: Cocos Nucifera (Coconut) Oil (and) Quercus Suber Bark Extract (and) Oak Root Extract) combats inflammation and limits TNF- $\alpha$  secretion, and thus is ideal for sensitive and rosacea-prone skin. But its ability to reduce the inflammatory reaction to sun exposure also makes it a perfect proxy ingredient for sun care formulations, as well for baby care products aimed at reducing diaper rash.

Our PROPOLIS Oléoactif (INCI: Helianthus Annuus (Sunflower) Seed Oil (and) Propolis Extract), which is rich in fatty acids and vitamins A and E, is a premium anti-wrinkle active. It can be used as proxy ingredient for anti-acne formulations as it reduces bacterial proliferation and acts on local inflammation.

LIFT Oléoactif (INCI: Carthamus Tinctorius (Safflower) Seed Oil (and) Spilanthes Acmella Flower/ Leaf/ Stem Extract (and) Astragalus Membranaceus Root Extract (and) Ubiquinone (and) Tocopherol) is highly concentrated in spilanthol, saponins, omega 6 and co-enzyme Q10. These compounds improve softness and skin microrelief, but their natural properties make LIFT Oléoactif an ideal proxy ingredient for body and slimming care as well.

BLUE Oléoactif (INCI: Glycine Soja (Soybean) Oil (and) Polyglyceryl-3 Diisostearate (and) Oryza Sativa (Rice) Germ Extract (and) Oryza Sativa (Rice) Extract) specifically offers a global anti-pollution and anti-blue light solution, but its ability to reduce inflammation by boosting the cyclooxygenase-2 pathway and the repair system of cells means that it has broad applications for sensitive skin formulations.