

News from America: the 2019 NYSCC Suppliers' Day review

By Julia Wray 14-May-2019

INGREDIENTS

Cosmetics Business rounds up new materials and leading trends from the 40th birthday edition of the New York-based trade show



For East Coast beauty materials trade event NYSCC Suppliers' Day, 2019 was a big anniversary year as it marked its 40th birthday. This year's show took place from 7-8 May at the Javits Convention Center in Manhattan and Cosmetics Business was there on the hunt for new cosmetic ingredients and standout trends from across the US market. What follows is our edit of our most interesting finds:

Some herbal refreshment

The skin care benefits of topically applied CBD are being widely extolled by the beauty industry and at this year's NYSCC Suppliers' Day Hallstar Beauty launched Biochemica CBD Hemp Butter. Built on a rich butter base of shea and kokum butters, almost half of Hallstar's new ingredient comes from the hemp plant in the form of moisturising hemp seed oil and full spectrum hemp extract. In a 100g formulation, 5% of Biochemica CBD Butter provides 15mg of CBD and Hallstar provides information about customising formulations to the level required. It is also on hand to help with the regulatory landscape surrounding CBD.

"We're not coming out with claims around anti-stress, anti-anxiety and the whole world of pharmaceuticals. However, there is a lot to be said for CBD's reputation in terms of relaxation and anti-inflammatory," Marie Paro, Hallstar Beauty's Head of Marketing Communications, told Cosmetics Business.

“One of the biggest pieces of our value proposition is that we really took the time to find the right supplier – somebody who’s reliable, consistent, quality based and who sources from US farms. With that partner, we’ve been able to get deep into the regulations that are constantly evolving country-by-country and (in the US) state-by-state, so we can give customers that helping hand. We’re trying to be really careful and be someone customers can come to, talk with, explore CBD and make careful decisions with. Besides that, it’s a beautiful product!”

For brands seeking to introduce *Cannabis sativa* into their products’ INCI deck and utilise its skin care benefits without going the CBD route, Croda introduced Crodarom Hemp NP. The water-soluble extract of organic, France-grown hemp seeds boasts soothing, calming and moisturising properties but has ultra-low cannabinoid levels, meaning “you can go state-to-state”, said Bridget Peabody, Croda’s Marketing & Communications Coordinator.



America's favourite anti-ager evolves

Launched to coincide with NYSCC Suppliers’ Day was an exciting advance for anti-ageing super ingredient retinol from Givaudan Active Beauty.

“Our big launch is Spherulite R10, which uses our Spherulite invisible microencapsulation technology – and here we encapsulate retinol at 10%,” explained Pauline Martin, Givaudan Active Beauty’s Global Communications & Events Manager.

She noted: “We chose to launch Spherulite R10 at NYSCC Suppliers’ Day because the US is a good market for retinol – it has a good reputation with consumers here. But we also have high expectations for this product in South America, especially Brazil. It’s a global launch, but we wanted to leverage on the US event because it is important for this market specifically.”

Givaudan’s technology allows for a high load of retinol to be protected in multi-layered crystalline microcapsules, providing both stabilisation and slow release.

“Because Spherulite R10 is layered like an onion, it takes approximately eight hours for the retinol to infuse into the skin layer-by-layer. As a result, we can avoid any negative side effects of retinol such as

skin irritation. This will increase consumer access, as some people avoid using retinol at present because they think it will be bad for their skin.”

Givaudan’s microencapsulated version also accelerates the penetration of retinol into the epidermis, to depths of 150µm as compared with 30µm for free retinol.

Hair lets loose

The trend for poker straight hair may have lost ground to textured tresses, but for consumers who want their curls as manageable as possible, Lubrizol introduced Fixate Renew at NYSCC Suppliers’ Day.

The styling treatment is a one-component system that may be applied at home, left for 30 minutes, rinsed, blow-dried and then thermally activated using a flat iron. However, dead straight hair is not the end result.

“What it helps with is hair manageability; it’s not a straightening product,” noted Amanda Rehker, Global Marketing Communications Manager, Lubrizol. “It’s about manageability: less frizz, the ability to run your fingers through your hair, elongated curl patterns, tighter curl patterns. It also lasts up to ten washes depending on hair type.”

Another brand new launch, this time from Sensient, is Sensistyle Curl Relaxer, which again presents a method of curvature reduction as opposed to straightening, in this case thanks to papaya and pineapple enzymes: a technique inspired by a traditional Brazilian method of tenderising meat.



Commenting on Sensistyle Curl Relaxer, Sensient’s Marketing Manager, Timothy C Duzick, said: “We’ve taken the enzymes that you get from papaya and pineapple and combines that with hydrolysed yeast protein to make a natural and safe means of relaxing hair curl.”

The ingredient can be formulated into a 30-minute rinse-off mask treatment that “can be done either in salons or at home”, which offers two levels of curvature reduction per application with a relaxing effect that lasts for up to 21 washes.

An additional benefit? “Because it’s gentle, natural and a neutral pH you can combine it with basic dyes that are used to semi-permanently colour hair, so you can relax curls and colour in one step,” Duzick told Cosmetics Business.

Another fresh-to-market hair care ingredient is the new conditioning agent from Illinois-based Stepan Company. Available to the Americas markets, Stepanquat Helia is an 88% bio-based, environmentally friendly behentrimonium chloride and cetrimonium chloride alternative.

“It’s a conditioning agent and we’re touting it as a replacement for BTAC and CETAC – the two traditional conditioning agents out there,” said Jaclyn Tinerella, Market, Trade & Promotions Specialist, Stepan Company.

“First of all there are the consumer benefits. It’s non-irritating, hypoallergenic, has a smoothing effect, and the wet and dry combing force is lower; we’re right on par with the best-in-market conditioning agent, which is BTAC.”

Tinerella added that Stepanquat Helia is “made from non-GMO sunflower oil – a renewable, sustainable feedstock native to North America”.

“We also have a better ecotoxicity profile than BTAC and CETAC, so we don’t have to use the GHS hazard labels,” she explained.

As the INCI name (INCI: Disunfloweroylethyl dimonium chloride, sunflower seed oil glycerides, lauryl lactyl lactate) is a brand new one, Stepanquat Helia is only available in North America and Latin America, but Tinerella told Cosmetics Business that Stepan’s European team is working on a variety that would be both China compliant and listed on REACH.

Smart new surfactants

A common theme at NYSCC Suppliers’ Day 2019 was for ingredients providing versatile, more consumer-friendly, sustainable alternatives to traditional materials while maintaining (or even improving) efficacy.

Colonial Chemical, for example, showcased two new mild surfactants derived from sustainable oils: ColaTeric BBS and ColaTeric HBS.

“We have developed a few more sultaine products – specialty surfactant amphoterics – based on some of the new trending oils that different personal care companies are incorporating into their products. Two of those are babassu oil and hemp seed oil – and ColaTeric BBS and ColaTeric HBS are sultaine products built up from those oils,” Daniel McCaul, North American Sales Manager at Colonial Chemical told Cosmetics Business.

“ColaTeric BBS is a mild surfactant, sustainably grown and harvested from oil in Brazil, and it gives enhanced foaming and viscosity building compared with traditional coconut or palm kernel products. Palm kernel, of course, is getting a very bad name based on sustainability issues.”

The babassu variant “can be incorporated into luxury shampoos, body washes, facial cleansers – anywhere someone wants to make a sustainable claim”.

The hemp oil-derived version, meanwhile, is an extremely mild surfactant with a superior skin feel.

“This is one where we’d supplement it [ColaTeric HBS] alongside the coconut hydroxysultaine, as opposed to using it as a replacement – it’s more of a secondary surfactant,” said McCaul. “Again, it has superior viscosity building and allows for reduced salt usage. Then, of course, you get that hemp seed INCI name in your product.”

Lonza, meanwhile, promoted its new Syneth line of versatile, naturally-derived, non-ionic emulsifiers and surfactants; the range is said to answer demand for innovative, mild solutions for quick-to-market cosmetic and personal care products.

“They are our naturally-derived polyglycerol esters,” explained Laura M Szymczak, Head of Americas Marketing, Home & Personal Care at Lonza.



“There are eight different versions with different HLBs [hydrophile-lipophile balance] from three all the way up to 15, which allows for a lot of diversity when formulating: different aesthetics, different textures and different types of formulas can be created.

“They each have their own standout characteristics, which means they’re really effective when used in synergy,” she added. “You have the low HLB versions, which can help reduce foaming, versus something with a high HLB that enhances foaming and helps flash foaming.”

Investing in America

With the US frequently at the forefront of innovation in the beauty and personal care worlds, international ingredients companies are continuing to invest in the region.

Swiss specialty chemicals company Clariant, for example, is poised to open a 1,333sqm Consumer Care Innovation Center in New Providence, New Jersey in July, incorporating a demonstration room, an application and claims laboratory and a testing centre.

“We feel it will bring us closer to our customers. We have many customers based in the tri-state area, both on the brand ownership and the formulation side, and we believe we can now more quickly respond to them by being in closer proximity,” said Michael Haspel, Head of Industrial & Consumer Specialties, North America at Clariant. “We can bring them into the centre discuss their needs, and how we can support them with our innovations and new product developments.”

Commenting on evolving customer needs, Haspel added: “These are very exciting times. A lot of new trends – both macro and consumer trends within the personal care space – include more waterless formulations, greater focus on natural ingredients and of course the ever-present actives portfolio, where people want higher functionality and the ability to make substantiated claims.”

On the subject of substantiation, Haspel’s colleague Dr Catherine Breffa, Head of Competence Center Personal Care, Global Application Development, added: “In this centre we have facilities for formulation, but also for claims substantiation, which really demonstrate what our products can do in the customers’ products.”



Brazil's Chemyunion is also further establishing its US presence. The company's New Jersey-located New Business Vice President, Cristiane R da Silva Pacheco, tells Cosmetics Business Chemyunion has enjoyed a rapidly growing US presence since entering the region three years ago and that its major local aim is to "Americanise whatever [Brazilian] biomass is given to us and adapt to the realities [of the US market]".

"The next stage is for us to have a lab. We are inaugurating two labs: one is in New Jersey and is a 2,000sqft office and lab, which will be functional in one or two months, maximum. Also, in California, there is a company called Beautiful Disruptions, which Chemyunion is supporting – and we will be making formula prototypes in its lab as well," said da Silva Pacheco.

She pinpoints the 'clean' trend, "which can range from sustainability to minimalist formulas" and superfoods as two key US-driven trends that Chemyunion is well positioned to meet.

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