

answers for the new millennium?

subtle
trends
with clout...

by rebecca james gadberry

Sometimes an ingredient trend sneaks into view without a lot of fanfare. Orchestrated by a few people or companies who want to see it succeed, an unnoticed trend often eludes the rest of us until the bandwagon is headed out of town, moneybags in tow. So here are seven subtle trends whose tunes you might have missed. That is, if you haven't already heard the band playing.

Barrier Repair. In the past, moisturizers have been described as forming an occlusive seal over the skin's surface - an activity which leads to smoother, more comfortable, more youthful skin. But these effects usually evaporate when the moisturizer is removed during cleansing or after hours of wear. Enter barrier repair moisturizers...The first group of cremes and lotions that intentionally direct epidermal cells to form the water-holding, skin protecting lipids that seem to become scarcer in the skin's only true barrier - the stratum corneum - as we age. Unlike surface moisturizers, which instantly deliver a smooth feel and quick comfort, the results from barrier repair ingredients can take several days to a few weeks to become obvious. But when they do, consumers notice they don't need as much moisturizer or don't require it as often. Plus, they feel at ease in their skin at all times, not just those moments after the product is applied. That's because the skin's own moisturizing ability has kicked in again. Highly occlusive ingredients, such as petrolatum, have been shown to seal skin so thoroughly, underlying cells start spitting lipids in response. Other substances, like ceramides, cholesterol, phytosterols, phospholids, linolenic or linoleic acid and some plant oils (among them borage, kukui, sunflower and evening primrose) are now believed by many researchers to break down into raw materials, epidermal cells need to make lipids. They may also send chemical messages, directing these cells to ramp-up lipid production, so might whey protein, gamma oryzinol, phytic acid, milk phospholipids and a stabilized form of vitamin C named magnesium ascorbyl phosphate.

Non-Sensitizing Formulas. With the success of Estee Lauder's sensitive skin line Verité, many cosmetic companies are matching barrier repair activities with surfactant-free cleansers and emulsions, formaldehyde-free preservatives, non-sensitizing sunscreens and broad-spectrum anti-irritants found in such surprising places as licorice, green tea, yeast and many forms of seaweed. All are housed in truly synergistic formulas, where less ingredients actually work better than more. This means low levels of preservatives, emulsifiers, sunscreen agents and other ingredients that could possibly pose a problem for truly sensitive skin. We're even seeing AHAs return as a "trend-within-a-trend" when these often-irritating chemicals are paired in new gentle formulas with anti-inflammatories and time-released delivery vehicles to control their entry and release into the skin.

Collagen-Boosting. Despite the fact that collagen boosting is an out-and-out drug claim, cosmetic companies are touting everything from Vitamin C to seaweed as doing just that. Collagen boosters seem to fall into two main categories: (1) fibroblast stimulators and (2) collagen amino acids. To understand how each works, you must first have a simple understanding of how collagen is made. Collagen is actually a group of fibrous proteins located throughout the dermis, some of which give flexibility to the upper dermis while others provide shape and thickness to the lower, supportive dermis. All types of collagen are made by cells called fibroblasts. Like other proteins, collagen is produced from amino acids found in the tissue surrounding the fibroblasts: in collagen's case, the amino acids are proline, glycine and alanine. When the collagen protein has completed its lifecycle, the fibroblast produces an enzyme, collagenase, to chew up the protein and release the amino acids so they can be recycled. Young fresh collagen can then take the place of the old protein. To alert the fibroblasts that more collagen must be produced, each fibroblast has receptors for Vitamin A and hydroxyproline, a derivative of proline which, when freed by collagenase, acts as a chemical messenger to activate the collagen-making process. Most forms of Vitamin A (retinol, retinyl palmitate, retinyl acetate and retinoic acid) seem to send a message directly into a fibroblasts nucleus directing the cell to increase collagen production. Other ingredients like hydroxyproline, dipalmitoyl hydroxyproline and algae peptides - bio-engineered from Hawaiian red marine algae to contain up to eight percent of the amino acid - reportedly send hydroxyproline into the dermis in an effort to trick cells into making more collagen. Vitamin C is also included in this category because it converts proline in dermal tissue to hydroxyproline. But watch out for the pure acid forms of Vitamins A and C, especially when they're in highly acidic formulations. Low pH systems - even those sporting members of the AHA family - are known to trigger

and drops in collagen fibers. This is why so many companies are now choosing the ester form of A and C instead of their acidic alter egos, and the industry as a whole is straying from the original low pH AHAs which sting on application. The second category of collagen boosters, collagen amino acids, can be found as an ingredient name, as can proline, glycine and alanine. Whey protein, some forms of hydrolyzed collagen and seaweeds or algae, such as the micro-alga chlorella, reportedly donate collagen amino acids to dermal tissue. Regardless of the source, some manufacturers claim that simply providing the raw materials cells need to make collagen increase the fibers' content in older skin. One thing is certain: when proline is hydrolyzed, it fools fibroblasts into thinking collagen damage has occurred, so the tricked cells go into overdrive in an effort to make healthy replacement fibers. Whether stimulating fibroblasts directly or offering cells the raw materials, they need to make new collagen. The result is usually the same: wrinkles fill out a little more, skin becomes a little firmer and clients look a little younger.

Mood Altering, Spiritual Fragrances From Nature.

Not just fragrances with heart, but scents with soul have finally made their way into the mainstream marketplace. For over a decade, estheticians and other salon professionals have valued essential oils for their mood altering, health-enhancing benefits. Now it seems the rest of the cosmetic industry is following suit as "natural" becomes the fragrance buzzword of the year, not synthetic "me-toos" like we've seen in mass marketed tutti-fruitti brands. These are the honest-to-gee-whiz real thing, even though the cost is often two to three times more than their synthetic counterparts. Just one pound of some natural oils, such as Bulgarian rose or neroli, can fetch thousands of dollars. Compare that to \$28 a pound for a really nice synthetic and you get the drift of how this natural trend could affect the price of every scented item, from bath powder and cologne to shampoo and moisturizers in the near future. Since essential oils are frequently used at higher percentages due to their supposed therapeutic effects, not only will the cost of products featuring those oils be higher than synthetic versions, but dermatologists worry that adverse skin reactions will climb since natural materials are more likely to produce allergic reactions than synthetics. Some fragrance blenders also worry that naturals won't have the same appeal as synthetics or synthetic/natural blends since true essential oils tend to offer more pungent aromas. Yet the distinction will not be lost on consumers: pleasant, partially synthetic scents that appeal to mood will come under the heading "aromachology" while purely natural essential oils will be called upon for their healing, aromatherapeutic value. Among the most popular scents for personal fragrance this year are fresh citrus or crisp green notes: rich, warm orientals, and white florals. As for mood altering aromas, which ones will be sure to sweep off shelves? Anything that reduces stress, of course.

Sunscreens in Moisturizers. Even though a new study casts a suspicious eye at sunscreens' protective ability, many consumers are finally accepting the fact that sunlight and skin are not the best of friends. This belief will become more entrenched as the cosmetic industry and medical community join forces in the next few months to set the record straight that sunscreens do work. In fact, with the American Academy of Dermatology now advising consumers not to leave the house with less than an SPF 15, anticipate time-strapped consumers to make even stronger demands for moisturizers that do double duty as sunscreens. In venues where education is the key to skin care sales (read salons and doctor offices), it may be downright impossible to move a moisturizer off the shelf by the end of this year if it doesn't offer at least some sun protection. Octyl methoxycinnamate and the benzophenone group will still provide the major source of protection, but many companies are also featuring the less irritating micronized titanium dioxide as at least a sidekick if not a key factor. Some makers are also exploring the UVA-protective benefits of zinc oxide, now available in the almost-invisible micronized form, although it has yet to be officially listed by the FDA as an active ingredient on the Tentative Final Sunscreen monograph. One final thought: while the 1985 Tentative Final Monograph revision clearly states anti-aging claims are not allowed for sunscreen products, many skin care makers are drawn to moisturizer/sunscreen combos due to their mistaken belief that a sunscreen's presence gives them license to safely make anti-aging claims. So beware. Just because the FDA isn't pursuing these violators doesn't deactivate the regulation.

Phytoestrogens for Menopausal skin. Science now knows estrogen supports virtually every structure in a woman's skin. So much so that when estrogen levels drop during menopause, all areas of the skin age dramatically. Although there still seems to be no proof estrogen-like substances from plants can penetrate intact skin and go to work in the same way as a woman's own hormones, that isn't stopping makers of "plant hormone" cremes from marketing their wares in magazines, mail order catalogues, salons, health food stores and on the internet with amazing results. Within weeks, many women report moister, smoother, more supple skin, although the cause of these improvements are unknown. What is known is that word-of-mouth testimonials are causing sales of these cremes to skyrocket. In almost all instances, the magic ingredient is wild yam extract (aka Mexican yam), which lends its name as the new code-word for natural hormone replacement therapy. Most wild yam cremes feature a standardized extract guaranteed to contain at least 3% diosgenin - a phytoestrogen reported to behave much like estrogen in a woman's body and which is supposedly the hormone source for the original birth control pills of the 1950s. But diosgenin and other phytoestrogenic substances aren't only found in yams, so some manufacturers are

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expanding their plant profiles to include fennel, licorice, sage officianalis, soy, black cohosh, fenugreek, hops, chaste berry and red clover - even if the phytohormone content of these extracts is not chemically standardized. If claims for hormone-like activity continue, anticipate some form of intervention by a state or federal regulatory agency sometime this year. In the meantime, CTFA's Cosmetic Ingredient Review panel has made the use and safety of yam extracts an investigative priority.

Hair Growth Stimulators (aka "ingredients for healthy hair"...wink, wink). More than just laying down a coat of protein to artificially thicken thinning hair, these hair growth "encouragers" approach the problem of thinning or disappearing hair from a variety of angles. Some, like OTC-approved minoxidil or swertia extract - the equivalent of a nonprescription drug in Japan - rev-up circulation, rushing nutrients to the site of hair-producing follicle cells while taking away microscopic sludge that can inhibit hair growth after years of build-up. Antioxidant Vitamins C and E join polysorbate 60 and 80 - two scalp cleansing ingredients that gave birth to megamillion dollar hair revival corporations in the 1980s - as foes of hardened scalp sebum, which can block the mouth of the pore, and halt a growing hair in its tracks. If hair growth slows due to foreign invaders, antibacterial copper PCA undecylenic acid derivatives or antifungals like tea tree oil may do at least part of the trick. But the most promising ingredients seem to be 5 - alpha-reductase inhibitors, which remarkably include plant extracts from henna, mailoti and the lowly clove. These botanicals reportedly decrease early stage sebum production by blocking the enzyme, 5-alpha-reductase. Freed from the enzyme's influence, genetically predisposed hair-producing cells stop converting testosterone into dihydrotestosterone (DHT). This turns out to be a good thing for the follicularly-challenged, because DHT, which is also a cause of acne on the face, neck, chest and back, is one of the true culprits behind hair loss in both sexes.

Sources for this article include: David Ahdoot, Technical Director, D-D Chemco; Alan Anderson, Director, Cosmetic Ingredient Review committee of the Cosmetic, Toiletries & Fragrance Association; Charles Buffa, President, BioSil Corporation; Philip Chapouillie, Senior Account Executive, Intercontinental Fragrances; William Doughty, Accounts Manager, Arylescence, Inc; Annette Green, President, The Fragrance Foundation; Steven Kosann, President, Barnet Products Corp.; Mark Lees, Ph.D., President, Mark Lees Skin Care; Daniel H. Maes, Ph.D., Vice President, R&D, Estee Lauder Laboratories, representative, Roche Vitamins, Inc.

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take for you to achieve a sustainable competitive advantage over your competitors? Ideally you should have three to four key success factors that matter most. To compile a list of every factor that matters, even a little, will defeat the purpose of concentrating management's attention on the most critical factors.

Thorough industry and competitive analysis is a prerequisite for good strategy making. A competently done industry and competitive analysis will provide an understanding of your company's internal strengths and weaknesses and the opportunities and threats presented by the industry at large. Don't step into 1999 without it. It will make the difference in your success and your failure.

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legal realities cont'd

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if they stopped delivery of goods, the buyer would go out of business (and seller would never get paid). Generally, however, if a buyer is behind with its seller, its behind with others as well. It is only in your best interest to stop the accumulation of credit on the receivable early. Contact the buyer and arrange a meeting to review the buyer's financial condition, its contracts to sell goods, and so forth. If you determine that c.o.d. terms are not appropriate, consider obtaining a perfected security interest in assets of the buyer, such as its accounts receivable, inventory or equipment.

There is, of course, no guarantee on getting paid, or keeping the payments you received if your buyer files a bankruptcy case. However, careful planning and management of your receivables can serve to increase your cash flow and reduce the risks associated with a sale on credit.

- 1 California Commercial Code 2201
- 2 California Commercial Code 2204 and 2207. One exception to the rule is the case where the contract specifically provides that it is only made on the terms set forth in the contract, and its acceptance is expressly made conditional upon those terms.
3. Bankruptcy Code (11 U.S.C.) 547.

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