

Honeywell announced the launch of its Asensa line of formulated, tailored ingredients specifically designed to improve the features and performance of cosmetics and other personal care products. The Asensa line includes a range of low molecular weight polymers and copolymers specifically designed for the personal care market. These new products increase permanency, emolliency, moisture retention, water resistance and thermal stability. They also act as film formers, oil or fragrance encapsulants, and non-irritating abrasives. Asensa micronized products function as lubricants for deodorants and as suspension aids, binders and flattening or texturising agents for colour cosmetics. "With our versatile line of low molecular weight polymers, we can provide a wide variety of compositions, properties and particle sizes that meet virtually any application requirement," said Philip Orawski, marketing manager for Honeywell's personal care initiative.

Natural winners

Ubuntu Natural, a new range of African natural lipids was launched through an innovative partnership between Aldivia and PhytoTrade Africa, the Southern Africa Natural Products Trade Association. The idea is that Aldivia's lipid know-how and green technologies ensure the high quality required for cosmetic formulations and Phyto Trade Africa assures indigenous raw plant materials are sustainably wild-harvested by and for the benefit of rural people. The lipids are produced without solvents or irradiation and in accordance with clear social and environmental guidelines. "We guarantee that all Ubuntu lipids are delivered through

a fair and reliable supply chain," said Gus Le Breton, PhytoTrade Africa chief executive. "Priority is given to disadvantaged producers, and the long-term relationships we have developed with these producers means we have built up considerable trust, mutual respect and transparency." Regarding the actual lipids, Pierre Charlier, ceo Aldivia, says they have "100% natural origin, clear specifications and literature support, systematic microbiological standards and one not tested on animals.

Technoble, distributed globally by Presperse, showed three new botanicals. Beautifruit is a combination extract from mango, mangosteen and cherimoya that shows excellent fibroblast cell activation effects. Ranveil-ex is an active from the tubers of Chinese Ground Orchids and provides the skin with a protective barrier against environmental stresses such as smoke, exhaust and other air-borne pollutants. The third extract Tanosa is from the bark of the Pau d'arco tree native to the Amazonian watershed. It suppresses inflammation by reducing PGE2 production.

Gemmoblasts is a new organic range of plant extracts that is the first in a platform of products offered by Jan Dekker International produced in France, certified organic by Ecocert, harvested with respect to the ecosystem and non-animal tested. Jan Dekker has patented four plant species and carried out *in vitro* and *in vivo* tests to evaluate efficacy. GemmoSlim is made from the buds of the common fig and was found to be active for slimming. Gemmo-Drain, sourced from the buds of the service tree mountain ash, improves blood circulation. GemmoRegule is extracted from the buds of the way-

farung tree and aids the prevention of skin reactivity. GemmoCalm is produced from the buds of the European blackcurrant and treats skin damage.

Brittany is the leading area globally for developments in marine and plant biotechnologies and these were well represented at In-Cosmetics. Biotech Marine showed a new technology based on genetics using plant cell cultures. "To start the culture we take the membrane of the plant before differentiating it and growing the cell," said Eric Lefevre, international sales manager, Biotech Marine. "The first product we have used is sea fennel and the *in vivo* tests have shown strong skin lightening, anti-ageing, antioxidant and healing properties. The big advantage is the lack of side effects as it is a natural product. We will continue with other cell cultures and we can customise the claim by using different stems."

CBB Développement promotes Breton biotechnologies and many innovations were presented. These included exfoliating ingredients and high performance micronised powders for masks or spa products from partners Lessonia and Technature.

Lessonia was also involved in the highly successful In-Focus Amazonia platform at the show, offering non-refined, organic sugar cane recommended for use in place of purified sugar in body scrubs and exfoliants and enabling manufacturers to label their products as both organic and fair trade. The company was also offering guarana exfoliator, manufactured from guarana seeds. These are known for their toning properties, containing guaranin, a substance similar to caffeine. Luffa Annatto was also presented. Used traditionally as a body paint and a fabric dye, Lessonia was promoting it as an exfoliant.

The best known company currently offering ingredients from the Amazonian Rainforest is Brazil's Beraca, this year celebrating its 50th anniversary as a manufacturer and distributor of Amazon vegetal specialties and other active ingredients to the cosmetics and pharmaceutical industries. The company's new Active Performance Systems line is said to be 100% natural and comprises actives for specific applications in personal care, all *in vivo* and *in vitro* tested. Another big player is Croda with Crodamazon, supplying significant quantities of ingredients including passion fruit, babaçu and Brazil nut. Also from the Amazon, this time Peruvian and from Agipal, was Inca Inchi (*plukenetia volúbilis* Linneo), offering a high content of essential fatty acids of Omega 3 (>48%).

Ingredients sourced from the Amazon basin were highlighted at the show

