

## 2nd COSSMA VIP Summit

# Discussing current trends face to face

What can we expect in 2010 following the now infamous crisis? And what new products can we be sure to see? These and other questions were discussed by 6 representatives from companies in the cosmetics manufacturing sector at the 2nd COSSMA VIP SUMMIT\*, where the principal theme was "Trends and Innovation". The general view was that the opportunities look good for 2010, especially in view of the exciting new developments that are due to come on the market soon.

The representatives from BASF, Bayer Material Science, Dr. Rimpler, Faber-Castell Cosmetics, Lipotec and Merck were all agreed: 2010 gives us cause for optimism. Dr. Matthias Lergenmüller of **Merck** made the point succinctly: "2009 was a very challenging year but in 2010 the pendulum will swing the other way – in the direction of growth. The demand is in fact even higher as companies try to come to market with more differentiated products". Stefano Castelletti of **Faber-Castell Cosmetics** conformed that, "There are positive signs coming from the market".

"We are increasingly combining pigments with functionality and will soon launch some products of this type. We also see a trend towards synthetic substrates, and expect to launch products in this category," added Dr. Matthias Lergenmüller of **Merck**, summarising the new products that he expects to see this year.

**Bayer Material Science** have something new up their sleeve in the sun-care category, as Dr. Steffen Hofacker explained: "In the area of sun-care we will be showing that with our products the formulator can achieve not only a pleasant skin feel and waterproof formulations, but can also achieve a genuine and demonstrable boost to the efficacy of the UV filter".

According to Stefano Castelletti **Faber-Castell Cosmetics** has something

new in almost every area in the pipeline. "Our new launches reflect the sustainability theme, colour combined with a high level of care and efficacy, products with a faster boosting action, and technical innovations in surface decoration for better tactile and sensory properties".

**BASF** will be launching new products in three areas, as explained by Heike Kohm: "The new developments in sun-care are in the area of UV filters, but also have an aspect that goes further than just UV filters. Alongside the New Trends show in the autumn on the subject of special effect pigments the product range, which is already extensive, will be increased. In addition there are products on the way to adjust the rheology of formations for different

types of personal care products, including hair care".

Dr. Jörg Schmitz of **Lipotec** told us that "After the first active concerned with anti-glycation as a trend in anti-ageing is presented in 2010, there will be three major peptides made ready for the market. In addition we will be announcing our first active substances from marine sources".

And last but not least, Dr. Christian Rimpler of **Dr. Rimpler** explained that, "After the discovery of nanolipid carrier systems we will be looking in 2010, in the high-tech field, at logical extensions of the encapsulation of lipophilic actives. And, in line with the second megatrend - natural products - and in the UNESCO year of biological diversity, we will be launching a natural cosmetics range based on ingredients used by indigenous peoples. AM

\*The 2nd COSSMA VIP Summit was held in parallel with the first BEAUTY FORUM day for manufacturers and suppliers for the beauty business, where an attractive programme of presentations gave the participants a "peep behind the scenes". In our next issue you will be able to read how the innovation process stood up to the crisis and which future visions are currently being worked on. Further information on the 2nd COSSMA VIP Summit can be found on page 9 and you will find photos and videos on our web site at [www.cossma.com/web-tv](http://www.cossma.com/web-tv).



Talking about current trends: Dr. Matthias Lergenmüller of Merck, Heike Kohm of BASF, Dr. Steffen Hofacker of Bayer Material Science, Dr. Jörg Schmitz of Lipotec, Dr. Christian Rimpler of Dr. Rimpler, Angelika Meiss of COSSMA and Stefano Castelletti of Faber-Castell

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## VIP of the Month

### VIP des Monats

Dr. Raymond Mathis  
of Cognis talks about  
textiles as carriers for  
cosmetic actives