

# Shine!

Spring 2010

Welcome to the newest edition of Shine, Bronson and Jacobs's e'zine for the Cosmetic and Personal Care Industries. It's packed full of new ideas and innovations!

**noveon**<sup>®</sup>  
Consumer Specialties

## Formulations for today's consumer

Driven by cost saving pressures of the global recession, many producers have begun developing a very low surfactant concentration cleansing formulation for an economy segment. There is also a trend toward mild, sulfate-free, amide-free cleansing systems that use more exotic surfactants. In either case, these cleansing products present challenges in building viscosity, obtaining desirable flow aesthetics, and achieving formulation stability.

If you are dealing with these formulating challenges, you will want to know that Novethix™ L-10 polymer is the ideal choice of rheology modifier for these cleansing systems.

Novethix L-10 polymer is a highly efficient hydrophobically modified alkali-swelling acrylic emulsion (HASE) polymer designed for structuring most cleansing formulations containing anionic, nonionic and zwitterionic surfactants. It produces elegant, smooth flow, shear-thinning rheology and high clarity. Novethix L-10 polymer



## Tea tree oil and cancer

A report released recently by the Rural Industries Research and Development Corporation has highlighted the

positive role tea tree oil (TTO) may play in the future in

treating people with skin cancer. The identification of anti-cancer activity of TTO is an important step in the process to identify, test and implement effective treatments for skin cancer. For full article go to: [http://www.attia.org.au/read\\_more.php?id=270](http://www.attia.org.au/read_more.php?id=270)



## Surprise your senses with light and innovative textures!

Rediscover accessible W/O emulsions thanks to EASYNOV™ A liquid W/O Emulsifier from an AlkylPolyXyloside & Polymer Surfactant combination. ➡ easy to formulate ➡ cold or hot manufacturing.

Talk to your B&J Representative for more information.



### Makes Sense!

Inolex has launched a breakthrough in natural ingredients and

green chemistry. The Emulsense technology is the first cationic material that is entirely non-petrochemical, 100% renewable, and compliant with the latest standards from COSMOS, NaTrue and the NPA. The Emulsense line includes Emulsense HC, a primary cationic agent for natural hair care, and Emulsense SC, a novel emulsification and sensory system for natural skin care.

Emulsense is made from only non-GMO fermentation chemistry and the oil from brassica plants. It is produced using minimal, gentle processing and yields almost no waste - the only by-product is water. By being free of petrochemicals and palm-derivatives, **it is perhaps the most sustainable and earth-friendly cosmetic ingredient on the market today.**



### Calm down!

CLR has developed the natural active SyriCalm™ CLR, which helps to control and reduce inflammation. With SyriCalm™ CLR, the skin becomes less reactive to attacks and returns to a normal state more quickly. SyriCalm™ CLR has been proven *in vitro* to help against loss of cell

viability and maintain the cell's energy level as well as to protect the skin's cellular structure and barrier function. Further work has demonstrated a strong activity against the effects of hyperosmotic stress and photosensitivity. *In vivo* testing has shown accelerated skin barrier repair, reduction in UV-generated erythema and anti-itching benefits.

SyriCalm™ CLR is designed to be used where the skin is challenged by environmental stress, shaving, depilation, or daily hygiene. It helps the skin recover its natural balance and will be perfect for a wide range of applications such as daily protection, after-sun treatment and baby care.



### **Did You Know?**

B&J have a full range of fragrances available for Personal Care, Fabric Care, Air Care and Cleaners?



These are all now supplied under the Keith Harris Brand,

giving an ongoing assurance of quality under the Gold Badge label. From Fruity violet rose floral musk to Sandalwood earthy and Fruity nutty sweet coconut vanilla, Product manager Sue Haynes says "there is something to make anything smell better!".



### Increasing volume with VOLUFORM™

VOLUFORM™ (INCI NAME : Palmitoyl-soleucine) is a natural alternative to lipofilling, - firming the face and bust while providing volume. Its uses include: Senior anti-aging skin care, •Volumizing treatment for face, bust and bottom, •Post-pregnancy, post-breastfeeding, and post dieting treatment. *Talk to your B&J Representative for more information,*



## **IRB: Incredible New Plant Stem Cells!**

The widest range of pure plant stem cells with the highest achievable concentration, free from preservatives.



Thanks to its consolidated cell line bank, IRB offers the widest range of products based on plant stem cells available on the market, with virtually unrestricted potential.

Specialized scientific knowledge and industrial production expertise have enabled IRB to develop exclusive plant stem cell concentrates.

***Centella asiatica Stems***

***Buddleja davidii Stems***

***Echinaceaangustifolia Stems***

***Leontopodium alpinum Stems***

### **Cosmetic uses for these stem cells include:**

- Reduction in UV induced oxidative stress
- firming and restructuring body treatments
- support of anti-stretch mark treatments
- control of cellulite flaws
- support of treatments for blood vessel tone disorders
- reduction of eye contour wrinkles
- prevention of collagen loss
- prevention of post-inflammatory spots

### **New addition to the SYN-Peptides range**

SYN®-HYCAN works in two ways. It boosts the skin's own production of hyaluronan, which binds the dermal water into a gel-like form and protects and structures the skin's collagen and dermis cells. This compensates for the lower hyaluronan levels seen in older skin, which loses its ability to bind water. By boosting the amount of hyaluronan in the dermis SYN®-HYCAN firms the skin from the inside out. In contrast, when hyaluronan is applied topically, it can act only as a good humectant on the surface of the skin. This is an important quality that we offer as well with the hyaluronic acid BT in our own portfolio.

SYN®-HYCAN also increases decorin and lumican levels, which improve collagen fibers by making them thinner and stronger. Both of SYN®-HYCAN modes of action work together to reduce wrinkle formation and skin sagging – the most visible signs of aging.

Scientific trials have provided convincing evidence of SYN®-HYCAN's efficacy in remodeling facial contours. When tested in normal human fibroblasts, SYN®-HYCAN peptide was shown to increase skin-identical hyaluronan synthesis by a factor of 4, while also boosting production of decorin (73%) and lumican (66%). A double-blind study was also performed with 40 female volunteers aged 55–65 and demonstrating visible skin sagging. In addition to noticing improvements in the firmness of their skin, the participants reported that it felt softer and more hydrated. In fact, SYN®-HYCAN significantly increased tension by 3%, tonicity by 17% and firmness by 7%.



Need Formulation assistance? B&J have a team with over 60 years experience in personal care and cosmetic formulation, and we have access to some of the best technologies in the world. Call or Email us today!

[www.bronsonandjacobs.com.au](http://www.bronsonandjacobs.com.au)

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