

nutmeg newsletter



March 2022

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CTSCC 2021 Board Members



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Employment, Golf Outing
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Beatriz Blanco
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Dan O'Neill
Charkit
Golf Outing

Inside this issue:

- Letter from the Chair
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- Ready to test your knowledge on the Global Hair Care Market?
- Continuing Education Program (CEP)
- Employment opportunity
- Up coming Webinars

Interested in joining the board? Reach out to any board member to learn more!

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Alzo

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Letter from the Chair

March 2022

Dear CTSCC Members and Friends,

Happy (almost) spring! It seems so close and yet so far away. I'm located in Litchfield County and had 3" of snow a few days ago with more snow in the forecast. There are warm days sprinkled in between and I'm confident that the milder days of spring will be upon us soon. Birds are singing outside my window as I type this.

We had a wonderful turnout for our first webinar of 2022. In January, Luciana Coutinho presented on "What is the mindset of an Indie Founder?". The insight she was able to provide us with was fascinating and useful. By the time this newsletter is published, we will have hosted the March webinar "Skinification of the Scalp" by Marcia Eichstädt Nogueira de Paula. There has been a lot of interest in this topic since our chapter's members have a heavy focus on hair care.

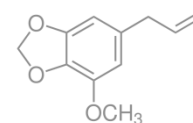
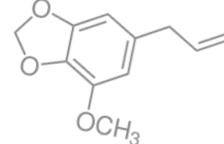
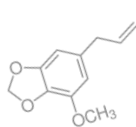
It had been announced that we would be holding a golf outing in May. The Board recently decided to change the event and we are in the midst of choosing the replacement. An announcement will be made as soon as it's decided.

We are continuing to keep an eye on the relaxing Covid restrictions and are hopeful that we will return to in-person dinner meetings soon. In the meantime, we look forward to seeing everyone at our lunch webinars.



Faith Corbo

2022 Chair, Connecticut Chapter
Society of Cosmetic Chemists



Technical Corner

Where Would The World Of Beauty Be In 2030?

Author: Dr. Sudhir Baswan

The last couple of decades has brought a myriad of technological advancements in the cosmetic world. There is plentiful of things to pick from, like - technological advancements in digital skin analyzers [1,2], 3D printing [3,4], engineered fermentation [5], extraction technology [6], delivery formats [7,8], preservatives [9], sustainability efforts [10], exotic ingredients [11], microbiome science [12] etc. If I would to pick top 3 commercial inventions based on a differentiated impact for consumers, they would be (drumroll please) – Botox, Retinol and Sunscreens. I know, some would disagree but that's the beauty of writing an opinion essay. So, where are we headed in the next 10 years? Are we on track to see some Star Trek concepts come to fruition? Please allow me to take a dig at it.

Devices: They are here to stay! In the last decade, the advancements in the skin imaging, sensor technology, 3D printing, digital apps, energy-based device technologies like laser, ultrasound, iontophoresis, sonophoresis, etc. have been phenomenal. Though the current market seems to be getting saturated with cleansing, exfoliating and energy-based devices, there's a lot of room for efficacious and miniaturized next generation diagnostic and treatment devices. The best example would be LED technology for skin/hair benefits. Some of the benefits like acne reduction (blue light) and anti-inflammation/soothing (red light) have a bit of clinical support [13,14], but in the name of differentiation, claims with other colors of the light spectrum have emerged in the marketplace [15]. Though exciting, this is the space which needs to be treaded with caution. When the claims supersede science, it could become a recipe for consumer distrust. A robust scientific approach for discovering new benefits with light treatments should be undertaken to substantiate claims and hopefully, we would see more robust research in coming years.

Ingestible Beauty (Beauty from Within): The antioxidant potential of the skin is the primary defense mechanism of the human body against oxidative stress caused by external aggressors like UV and pollution [16-20]. The concept of ingestible photoprotection offered by antioxidants like carotenoids and other natural antioxidants is slowly gaining traction in the consumer space. What does this mean for the cosmetic industry – A threat or opportunity? More opportunity than threat. The dietary interventions of antioxidant supplementation will neither replace sunscreens nor provide close enough protection that is offered by sunscreens. It's meant to boost the overall resistance of the human skin to sun exposure, complementary to use of sunscreen. In addition, some early scientific studies indicate better skin health (parameters – like hydration, elasticity, lipid composition) with the consumption of carotenoids [21,22]. The biggest challenge would be navigating the Food and Nutrition regulations across the globe, which the cosmetic industry is not poised for at the moment. Though some companies are taking a leap with new product offerings in this space [23], consumer awareness is still in infancy for this relatively new concept for photoprotection, but it has a huge potential for success.

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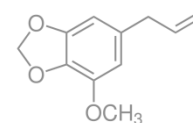
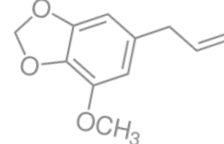
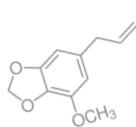
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Technical Corner

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New Mechanism of Actions and Disruptive Ingredients: Discovering new biological pathways which modulate the dermatological conditions have always been of core interest for the cosmetic companies and this research would continue to evolve over the next decade. The current hot topic of skin microbiome would continue to be of big research interest in the coming decade. The consumers are more aware of gut microbiome largely due to pre- and pro-biotics benefits from food. The skin microbiome on the other hand has poor understanding at the consumer level, primary because lack of coherent messaging and understanding at the scientific level. Though some companies have taken a leap for microbiome-oriented products, we have a long way to go before we decipher the true association between microbiome and benefits associated with modulating the skin microbiome [24,25].

Another area of upcoming research is exosomes. Exosomes have been known for a long time and were mostly perceived as tiny trash sacs tossed from cells, but the finding that some cells use exosomes to transfer mRNA and miRNA to regulate gene expression has gained traction in last decade [26]. This discovery had scientists searching for new pathways for exosomes involvement in health and diseases and even the potential to be used as delivery vehicles. The function of exosomes in dermatology is still in its infancy but is gaining foothold as evident from recent publications [27,28]. There are some more technologies like graphene-based hair dyes which could potentially have exciting future in the cosmetic industry [29].

Affordable sustainability: Let's start with a history lesson. Whether its shampoo, toothpaste or a skin cream, single use sachets format have been a gamechanger for making affordable cosmetic products for the masses in the developing countries. But the very same solution has created a recycling nightmare [30,31]. Though new packaging innovations is underway to tackle this problem, it's a bit far from affordable commercialization [31,32]. Another fiasco to remember from the recent past is the polyethylene microbeads. The cosmetic companies though were very quick to pivot from polyethylene beads to natural solutions like jojoba ester derived beads and other natural exfoliators like apricot shells, this case is the one which reminds us of environmental impact of personal care products [33]. There's another storm on the horizon with sunscreens and the coral reef, but let's leave it for some other day [34].

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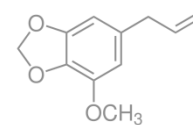
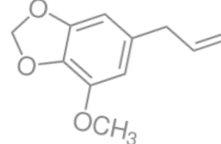
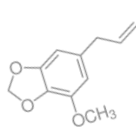
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Technical Corner

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Conclusion

With rising consumer demand for natural products combined with sustainability awareness, cosmetic companies are in high gear to deliver. The word sustainability is not just defined by sustainable packaging, but captures a lot of things like use of sustainable energy, reduced carbon footprint to carbon-neutral, sustainably sourced ingredients etc. But with sustainability comes cost, and it applies to both packaging and ingredient. From Kosher to Vegan cosmetics, products are being positioned to deliver on these growing trends. There has been movement in using sustainable energy for cosmetic manufacturing, recycled materials for cosmetic packaging, innovative and sustainable packaging design, and establishment of new recycling programs. Organizations like TerraCycle is the leading example where Consumer product companies can establish external partnerships to recycle “hard-to-recycle waste” [35]. In the coming decade, we will witness a rise in sustainably sourced products in the mainstream product offerings by cosmetic companies.

In summary, disruptive innovations in the field of microbiome, sustainability, ingestible skin benefits and devices would be able to bring meaningful changes in the consumer lifestyle in the coming decade, but it doesn't mean that it's easy. Hopefully, by 2030, we will have a better understanding of intricacies of skin microbiome leading to novel product concepts; new advancements on clinical efficacy of energy-based devices; innovation in messaging around ingestible beauty; and mainstream (affordable) launches of sustainable cosmetic products. By leveraging big data and scientific insights, new generation of personalized beauty solutions should be on horizon in the future. Though a farfetched concept in present, I would personally love to see “make up in flash” come to reality [36]. Who knows, maybe human kind will also step a foot on Mars by 2029 [37]. If that happens, I would like to try a “Martian Mud Pack”!!

References upon request



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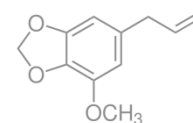
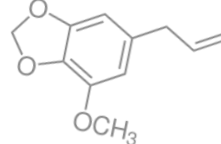
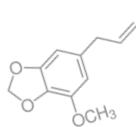
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Technical Corner

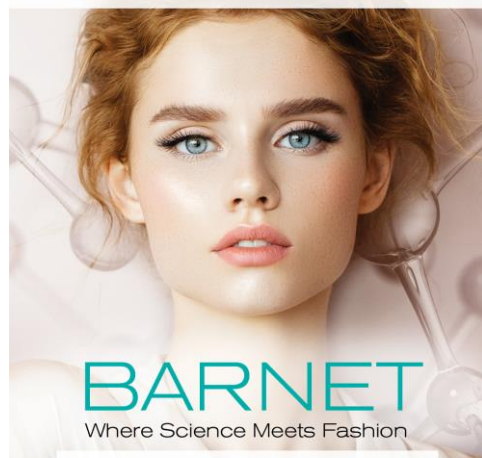
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About the author



Dr. Sudhir Baswan is a senior research scientist in the open innovation group at Amway corporation, Michigan, USA. In his current role, he evaluates new, adjacent, and disruptive innovations in the health and wellness categories (nutrition, beauty, and beyond). He is also the founder for www.foodforskin.org, a website focused on bringing scientifically sound, consumer-friendly content for beauty and wellness enthusiasts. Dr. Baswan's expertise in cosmetic and pharmaceutical sciences brings a unique and rare blend of perspectives for the beauty industry. He received his Ph.D. in pharmaceutical sciences (cosmetic science focus) from the University of Cincinnati, Master's in cosmetic chemistry from Fairleigh Dickinson University, and bachelor's in pharmacy from Institute of Chemical Technology, Mumbai. He has extensive experience in scientific research and publications on topical bio-membranes along with 10+ years of industry know-how on beauty trends and technologies

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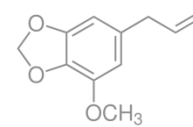
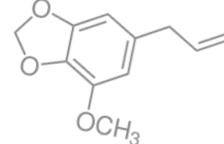
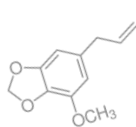
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Ready to test your knowledge on the Global Hair Care Market?*

1. The Global Hair Care Market grew 8% from 2015 to 2020 in value share

Correct

Incorrect

2. Procter & Gable has the largest global share in hair care

Correct

Incorrect

3. During the most recent 5year period China led the way in hair care growth

Correct

Incorrect

4. Brazil will be the fastest growing major hair care market in the world during the next 5 years

Correct

Incorrect

5. Unilever has the largest share of the hair care market in Brazil

Correct

Incorrect

* Source: *Happi Magazine, November 2021, Page 38*
Check page 8 for the answers 😊

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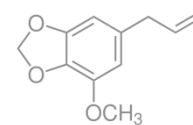
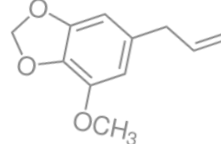
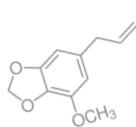
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Answers to the Global Hair Care Market Questions*

1. Incorrect: The global hair care market grew 14.6% from 2015 to 2020 in value share
2. Incorrect: At a global level, L'Oréal group is the number one hair care company in the world
3. Correct: During the most recent five-year period China led the way as sales rose 22.4% to top \$18.52 billion
4. Correct: Brazil will be the fastest growing major care market in the world during the next five years
5. Correct: In Brazil, Unilever takes first place with 24.1% share

* Source: *Happi Magazine, November 2021 Page 38*

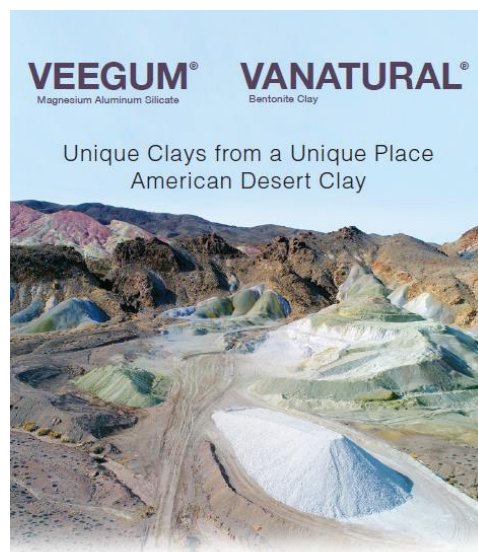


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Thursday & Friday, March 31 & April 1, 2022 (9:00am - 5:00pm PT) | Manhattan College

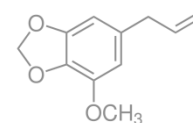
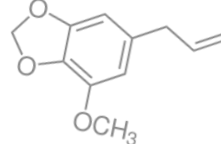
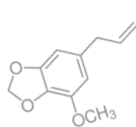
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Webinars

Date & Time: 3/15/2022 (3:00PM ET) | Event Name: [Enhancing Cosmetic and Therapeutic Ingredient Development Through Fermentation Technologies](#)

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Do you have an **employment opportunity** in the Connecticut area or beyond?

Is there a **technical article**, raw material insight, relevant writing, or other piece you'd like to share with the community?

Have you captured **photos** at CTSCC events?

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