

# *RIDE THE NEXT NATURAL/ORGANIC WAVE*

INGREDIENT & TECHNOLOGY CONFERENCE

**DISCOVER** THE NEXT-WAVE INGREDIENTS

3 TREND-MAKING TRACKS

*ANTI-AGING*

*SPECIAL SKIN NEEDS*

*ALL SKIN CARE/PERSONAL CARE*

40 CORPORATE EXHIBITS

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OCTOBER 21, 22, 2008  
NEW YORK HILTON HOTEL

**PLUS** - THE UNIQUE PLENARY SESSION

- MARKETPLACE DATA, NOW & FUTURE
- LEGAL, REGULATORY UPDATE
- LEADING INGREDIENTS, FUTURE INGREDIENTS
- STATUS OF ACCREDITATION, LABELING: NATURAL, ORGANIC

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# RIDE THE NEXT NATURAL/ORGANIC WAVE INGREDIENT & TECHNOLOGY CONFERENCE

## A not-to-be-missed conference that will define the future, now!

- Influential new products and trends come from outstanding new ingredients and technology - hear about them here!
- Learn about advancing technology that will set the pace for years to come.
- Exceptional speakers from the leading innovative suppliers and topics have been selected to bring you the next wave breakthroughs in new product development for three explosive markets.

## THREE ADVANCED TECHNOLOGY TRACKS ALL NATURAL

**ANTI-AGING:** Advances created by science; raising the bar in age-denying benefits.

**SPECIAL SKIN NEEDS:** Face, Eyes, Body, Hair

**ALL SKIN CARE/PERSONAL CARE:** Creams, Lotions, Fragrances, Color Cosmetics

### PLUS – Unique Plenary Session

The two-day conference starts off with a plenary session for all attendees. The four topics are of such far-reaching dimensions that they are essential to all members of the personal care industry. And, we have outstanding presentations on all four topics.

**The Current and Future Marketplace** - Kline & Company

**The Current Regulatory Climate and where it is headed** - Louis Paul, Esq.

**Ingredients Making the News - today and tomorrow** - Dr. Zoe Draelos

**Can We Call It Natural/Organic or What?** - A dual presentation by the Organics Trade Association and Aveda.

Please read the abstracts to select the right track. You may switch between tracks but you will only receive one binder of the presentations. That will be for the track for which you register.

Presented by **Grayson Associates** - long-established marketing consulting company  
[Principles: Suzanne and Robert Grayson] - [www.graysonassociates.com](http://www.graysonassociates.com)

- History of successful and innovative conference programs:
  - CosmoExpo 1972-1985
  - HBA Global Expo 1992-mid-year 2007
  - Marketing conferences in the US and Great Britain: Fragrance, Naturals, and Skincare.
  - Accelerating the future - March 2008
- Leading marketing consultants, with clients from Avon to Zotos.
- **theBrandAudit** ([www.theBrandAudit.com](http://www.theBrandAudit.com))
- **theAdAudit** ([www.theAdAudit.com](http://www.theAdAudit.com))
- The Grayson Report and **theBrand Audit** – monthly columns in HAPPI Magazine.

### FOR FURTHER INFORMATION

To register on-line: [www.graysonconferences.com](http://www.graysonconferences.com)

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### ALSO

136 East 56 Street, New York, New York 10022  
phone: 212-688-6165

## TUESDAY OCTOBER 21

9:00-9:10 **INTRODUCTION**9:10 **SESSION LEADER:** Paolo Giacomoni, Executive Director, Clinique R&D**Keynote Plenary Session**9:15-9:45 **Karen Doskow, Project Manager of Consumer Products, Kline & Company**

**GROWTH OF THE NATURAL MARKET FOR BEAUTY PRODUCTS** For a long time, natural products have been the domain of health and organic food stores--niche retailers with a core group of loyal customers. Naturals are now becoming commonplace in the aisles of national chain grocery and discount stores like Wal-Mart and Target. This will have a major impact on the competitive landscape of the personal care market. Research from Kline & Company indicates the outlook for natural personal care remains healthy throughout 2012, with double-digit growth expected to continue at a rate of 13.2% on average annually, pushing the market to \$11.7 billion in retail sales. The seminar will examine the competitive climate for natural beauty products, define what products are truly natural and identify opportunities for future growth both in the U.S. and globally.

9:50-10:20 **Louis Paul, Esq., Louis Paul Associates LLC**

What is natural? What is organic? The legal playing field has changed and will likely continue to change for the foreseeable future. At present, there is little harmonization. Different governmental organizations have different definitions. Private organizations have also issued their own definitions. In the US, responsibilities for certifying products as organic and for reviewing and, as needed, taking enforcement actions with respect to topical products and oral supplements being marketed as natural or organic are divided between the Department of Agriculture, FDA and the Federal Trade Commission. Private actions can also be brought before the National Advertising Division (NAD) of the Council of Better Business Bureaus. This presentation will provide an overview of emerging global landscape as well as the regulatory regime in the US.

10:25-10:55 **Dr. Zoe Draelos, President, Dermatology Consulting Services**

**NATURAL INGREDIENTS AND NEW DERMATOLOGIC FRONTIERS** New understandings of aging mechanisms create opportunities for consumer product development. Old ingredients are rediscovered for their role in modulating skin hydration, proteins re-examined for their role in inflammation, and new measurements are available to line cell functioning with product effects. This synergy between skin physiology and functional assessment provides formulation opportunities in the anti-aging marketplace. This presentation will investigate how dermatologic research is shaping the future of the natural/organic skin care.

10:55-11:15 **BREAK/EXHIBITS**11:20-12:00 **Tim Kapsnew, Senior Research Scientist, Aveda Corporation/Tom Hutcheson, Regulatory and Policy Manager, Organic Trade Association**

**ORGANIC AND NATURAL COSMETIC STANDARDS: MOVING FORWARD** Today's organic food industry, with similar standards throughout the world, is reaping the benefits of about 40 years of struggle to arrive at satisfactory standards. The cosmetic industry, by contrast, is in the early-to-middle stage of the standards development process. This presentation will cover the current status and recent history of organic cosmetic standards and identify the various "competing" organizations. Private trade groups, even private food certifiers around the world, have developed their own standards for natural and/or organic cosmetic product claims. In the US and in Europe, OASIS, Ecocert, NSF, NPA, NaTrue, BDIH and other organizations are using or working to create a standard that will gain recognition and support from the industry. Reviewing and comparing these efforts will help sort out the rapid change that this important part of the cosmetic industry is currently undergoing.

12:00-1:00 **LUNCH/EXHIBITS**1:00 **SESSION LEADER: NEED SESSION LEADER**

1:00-1:30

**Tatiana Drovetskaya, Sr. R&D Specialist. Dow Wolff Cellulosics/Amerchol Corporation**

**NAVIGATING THE WORLD OF CELLULOSTIC INGREDIENTS:** Naturally for Optimum Performance Cellulosics and their derivatives are produced from renewable natural raw materials - primarily, wood pulp and cotton. The face of cellulose in the personal care industry has changed significantly over the years. Their transformation from "generic" thickeners and conditioning polymers into highly customized ingredients that are fine-tuned for specific formulations, needs, hair/skin types, etc. will be discussed, with a focus on hydroxypropyl methyl cellulose and cationic cellulosic polymers. Varying structural parameters in cellulosic derivatives was shown to boost, control and direct their performance. In addition, varying molecular weight, cationic charge and hydrophobic substitution in cationic cellulosic conditioning polymers enables "dose-in" conditioning, adjusted for different performance requirements and hair types. Today's cellulose offers a unique opportunity of achieving customized premium performance from naturally-derived materials.

1:35-2:05

**Dr. Ratan K. Chaudhuri, President & CEO, Syntheon Ltd.**

**PLANT DERIVED MEROTERPENE: Protecting Skin from Sun-Induced Damage** Sunscreens - the current gold standard of photo-protection - are useful, but their protection is inadequate against long wave UV-A light because UV-A is especially efficient at generating Reactive Oxygen Species (ROS). UV-A is being recognized increasingly as an important cause of photo-aging and skin cancer. Photo-protective products combining sunscreens and antioxidant or antioxidant mixtures have been touted to provide increased efficacy and safety of such products. In-vitro studies and preliminary studies in humans, meroterpenes ameliorate many of the adverse effects of sun-induced skin damage triggered by multiple pathways. Topical formulations that include meroterpenes are likely to lead further improvements in the way we protect and repair our skin from overexposure to the sun.

2:10-2:40

**Ed Matson, VP-Sales & Marketing, Carrubba Inc.**

**NATURAL AROMATICS FOR PERSONAL CARE** Increasing consumer demand for alternatives to synthetic fragrances has driven the demand for natural aromatics in personal care. These are the topics we will cover:

- Why natural aromatics are important.
- How natural aromatics are a key element in the product's positioning.
- What is a natural aromatic.
- The key differences between natural and organic aromatics.
- What the different natural and organic standards permit: USDA NOP, NPA, NSF, OASIS. **EXHIBIT**

2:45-3:00

**BREAK/EXHIBITS**

3:05-3:35

**Yelena Loginova, Director of Mascara Lab, Coty, Inc.**

**THE AGING OF HUMAN LASHES AND ITS IMPACT ON MASCARA PERFORMANCE** Long eyelashes are considered to be a sign of femininity and beauty. Therefore, some women seek to enhance the appearance of their eyelashes artificially with mascara or other available lash extensions to appear more feminine and sexually desirable. The mascara market is rapidly growing driven by a diverse consumer population. Ultimately consumers' expectations to lash beauty are high in any age group, but the aspects of the natural aging of the lashes and mascara performance are not widely presented in periodic materials. Unlike the aging of human skin and hair, the aging of human lashes is a more difficult subject to study due to the variety of human lashes and individual criteria of lash beauty. The study is a first attempt to investigate the mascara performance in the aspect of lash aging. Study was conducted on 90 female panelists belonging to the four age categories from ages 18 to 65. Results were discussed based on panelists' self-evaluation and an analysis of lash images.

3:40-4:10

**Ellen Kamhi, Ph.D., RN, Bio-Botanica**

**FRUITANICALS: The "New Super Fruits"--Goji, Mangosteen, Acai--Add Zest to Skin/Personal Care** Consumers are looking for fresh and exciting products that contain naturally derived ingredients. Fruits and fruit acids are coming up on the horizon as a wonderful enhancement for cosmetic formulations. Fruits are 'succulent' and 'juicy'. Fruit ingredients have been established to be 'safe' due to their long term use as foods. They bring an aura of enchantment to the name and label of a product, while providing real benefits, such as exfoliation, vitamins, minerals, increased antioxidant protection and the allure of a beautiful natural color. Tropical fruits have the added appeal of the 'exotic', as well as providing ample opportunity for attractive and creative label designs. In this presentation, we will discuss the use of the extracts of Guava, Papaya, Mango, Pomegranate, Grape Seed and other fruits, as ingredients for the cosmetic industry, including:

- The New Buzz about ORAC ("Oxygen Radical Absorbance Capacity")
- Specific active constituents
- Parts of the fruit used (such as peel and seeds)
- Scientific studies validating 'healing' actions and components of specific fruits
- Practical formulating and application information
- Specific functional ingredients for topical applications

4:10-5:30

**WINE & CHEESE**

## WEDNESDAY OCTOBER 22

9:00-9:10	<b>INTRODUCTION</b>
9:00	<b>SESSION LEADER:</b> Tatiana Drovetskaya, Sr. R&D Specialist, Dow Wolff Cellulostics/Amerchol Corporation
9:15-9:45	<p><b>Dr. Joachim Roeding, Senior Vice President Life Essentials, Symrise</b></p> <p><b>COSMETIC INGREDIENTS TO FORMULATE CERTIFIED ORGANIC/NATURAL COSMETIC PRODUCTS</b>            In the context of certified natural/organic formulations, plant extracts become more and more of interest. If derived in a proper way they can both acting as an cosmetic active and increasing the countable level of organic/natural materials in the final formula. To develop a cosmetic product, formulated only by natural ingredients, but providing the same level of quality and appearance as a "traditional" formulation means challenges for the formulators. Emulsifiers, for example, an essential ingredient for cosmetics are limited for their use in natural/organic formulations, because many of them are derived from petrochemicals, which are not seen as natural and not accepted by certifying bodies and many consumers. Plant derived emulsifiers, produced by a gentle process, can be used in organic/natural products according to the criteria of e.g. Ecocert, or other certifying organizations. In this talk we introduce some samples with certified emulsifiers, which provide a pleasant skin feel and appearance of the formula. <b>EXHIBIT</b></p>
9:50-10:20	<b>Brian Jones, Jarchem</b>
10:25-10:55	<p><b>Tycho Speaker, Ph.D., President, Capsulent</b></p> <p><b>DESIGNING A FORMULATION TO AVOID INGREDIENT CONFLICTS: Beating The System</b> Learn about specific ingredient conflicts in multifunctional skin delivery systems and how to formulate to maximize benefit from each ingredient. The greening of personal care products poses new and unique challenges, limiting choices in some areas while providing too many choices in others! The focus will be on the goal of delivering actives to skin, and will include an accessible presentation of the physical structure of skin, how skin delivery systems work, and how these systems can be unintentionally shut down by hidden ingredient and formulation conflicts. Most importantly, we will discuss how to avoid these conflicts, alternative approaches, and clever formulation techniques to resolve the unavoidable ones. We will discuss some hidden "gotchas" possible when switching to "greener" ingredients. With an understanding of the mechanisms of skin absorption, products can be designed from the ground up to be maximally functional. Borrowing concepts and methods used in similar fields like pharmaceuticals, or as seemingly far-flung as paint and coatings, we will discuss innovative approaches that can help you beat the system!</p>
10:55-11:15	<b>BREAK/EXHIBITS</b>
11:20-11:50	<p><b>Art Georgalas, Senior Manager Research &amp; Applications, Kemira Specialty, Inc.</b></p> <p><b>WHAT'S BEHIND THE NATURAL FUNCTIONALITY OF SILKS FOR HAIR? EXHIBIT</b></p>
11:55-12:25	<p><b>Dr. Ulrich Issberner, Senior Market Manager, Cognis Corporation</b></p> <p><b>GREEN FORMULATING STRATEGIES FOR FACE AND BODY CARE</b> The global trend for sustainable and green products has had an impact on formulators in the Personal Care industry like not other trend before. It has dramatically changed the way a formulator views raw materials, the production process, and packaging. Studies have documented the increasing importance of this trend on the Personal Care Industry. With this permanent paradigm shift in the industry, how do formulators meet the complicated demands from the consumer, while retaining high performance at reasonable costs? Strategies for sourcing optimal raw materials as well as options for energy-reduced manufacturing that achieve a holistic approach to formulating green will be discussed. <b>EXHIBIT</b></p>
12:30-1:50	<b>LUNCH/EXHIBITS</b>
1:55-2:00	<b>SESSION LEADER:</b> Lakshmi Prakash, Ph.D., VP Innovation& Business Development, Sabinsa Corporation

2:05-2:35

**John A. Ferguson, Ph.D., Research Director-Applications, Botaneco**

**TRANSIENT EMULSIFICATION: A New Controlled Release Mechanism** Carthamus Tinctorius (Safflower) Oleosomes are efficient emulsifier systems that can emulsify and incorporate a wide variety of hydrophobic ingredients including fragrances and essential oils. Its emulsification-incorporation properties come from the highly structured, natural oleosome protein surrounding the safflower oil. Exposure to air, pressure, and a variety of other external forces re-orient the protein structure causing the micelle to collapse. This natural technology provides formulators with a new method of controlled release.

2:40-3:10

**Arnie Esperance, Technical Director, Gattefosse Corporation**

**FRAXINUS EXCELSIOR DERIVATIVE: A Natural, Active Symphony Providing Synergistic Action On Reducing Eye Puffiness** The eye contour is a unique zone, the eyes are sometimes described as being “ the window to the body” as they reflect our general state of health. Short night or early wake-up, stress, tiredness... the consequences often see under our eyes. Puffy eyes concerns 8 out of 10 women and up to 1 in every 2 men. They are the result of a complex problem, due top number of physiological mechanism. This presentation will discuss the causes of this disorder and the steps that need to be taken to avoid the appearance of under eye puffiness. Tested in-vivo, this active has been assessed by the panelist, dermatologist and by a more objective method, fringe projection analysis (silica printing). Thanks to the synergy of action of its components, FED relieves congestion of the skin and stimulates the skin microcirculation to fight against the appearance of under eye puffiness. **EXHIBIT**

3:15-3:45

**Hugues Beaulieu, M.Sc. Sales Director, Canada & U.S.A. Unipex Innovations**

**IMPROVING SKIN HYDRATION AND TEXTURE AND PROTECTING FROM ENVIRONMENTAL AGGRESSIONS: Exotic Exopolysaccharides** Urbane pollution causes disturbances of pH and hydration, and poor hyd

# ALL SPECIAL NEEDS: FACE, EYES, BODY, HAIR

## TUESDAY OCTOBER 21

9:00-9:10

### INTRODUCTION

9:10

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### KEYNOTE PLENARY SESSION

9:15-9:45

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12:00-1:00

### LUNCH/EXHIBITS

1:00

**SESSION LEADER:** Ni'kita Wilson, Vice President, Cosmetech

# ALL SPECIAL NEEDS: FACE, EYES, BODY, HAIR

- 
- 1:00-1:30 pm **Helen Feygin, President, Intuiscent**  
**NATURAL FRAGRANCES FOR NATURAL PRODUCTS: How to Supply and Create Fragrances that are Compatible, within Budget and Smell Great.**  
At the advent of ancient perfumery natural ingredients were the only available means to create aromatic essences. 18th century brought about the invention of synthesis for novel aromatic chemicals since then, the art of perfumery has bloomed. Nowadays, with the raised social awareness of eco-friendliness and the desire to reduce the human footprint on the environment, we need to go back to natural creations. This presentation will guide you through some issues pertaining to the creation of Natural and Organic Fragrances. It will discuss some of the problems and pitfalls and provide a road map for natural creativity. **EXHIBIT**
- 
- 1:35-2:05 **John Wille, President, Bioderm Technology, Inc.**  
**A NEW NATURAL SKIN WHITENER** Over the past decade, corn tassel extracts have been prepared and examined to analyze their primary constituents and to perform biochemical and biological assessments of their anti-irritant, anti-oxidant, and anti-microbial activities, all of which are present. Here we report yet another inherent biological activity present in corn tassels, a new natural skin whitener. HPLC analyses of hydroalcoholic fractions of corn tassels, reveals many phenolic compounds among which is prominent and unusual indole compound. This compound has now been purified and its exact chemical composition determined by mass spectrometry. The observation has been made that partially purified corn tassel extracts inhibits melanization in common bread mold cultures. The latest studies demonstrate that purified indole compound is an effective inhibitor of mushroom tyrosinase enzyme, a key enzyme in the melanization biochemical pathway. Current efforts are now focused on scale-up preparation and commercialization of this prospective new natural skin whitener. **EXHIBIT**
- 
- 2:10-2:40 **Steve Dillingham, Principal, Strategro International, LLC**  
**NEW MARINE-DERIVED ACTIVE INGREDIENTS FOR SKIN CARE** The growing popularity of marine-derived ingredients in skin care formulas is proof that the market interest for natural marine actives is not a fad, and will only continue to grow in use and popularity. The question is -- what marine ingredients are positioned to become the next "big thing", and what is the industry doing on a global scale to find and develop these new up-and-comers for big commercial success? With the inside track on the marine ingredient field, the speaker will provide attendees with useful insights on what the future holds for marine ingredients in cosmeceuticals, i.e. what companies are looking for, what new active marine ingredients are set to become blockbusters, and where the market for marine ingredients is headed in the future. **EXHIBIT**
- 
- 2:45-3:00 **BREAK/EXHIBITS**
- 
- 3:05-3:35 **James A. Gall, Market Development Manager, The Dow Chemical Company**  
**THE CHANGING FACE OF SUN CARE** A The sun care industry has experienced strong growth in recent years due to expanded product claims and material innovation targeted to meet market needs. Better educated consumers continue to demand higher SPF, improved aesthetics and now "full spectrum" coverage. If keeping up with the consumer wasn't difficult enough, the FDA has now proposed a new sunscreen monograph. As written, the new monograph will require future products be photostable, undergo UVA testing and include UVA performance on the label. This presentation looks at historic and projected market growth, common product and formulation trends and the impact of the new monograph. Finally, the talk concludes with the discussion of the pros and cons of some of the options to meet the requirements of the monograph. **EXHIBIT**
- 
- 3:40-4:10 **Ed Matson, VP-Sales & Marketing, Carrubba Inc.**  
**NATURAL AROMATICS FOR PERSONAL CARE** Increasing consumer demand for alternatives to synthetic fragrances has driven the demand for natural aromatics in personal care. These are the topics we will cover:
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- 
- 4:00-5:30 **WINE & CHEESE**

# ALL SPECIAL NEEDS: FACE, EYES, BODY, HAIR

WEDNESDAY OCTOBER 22

9:00-9:10

## INTRODUCTION

9:10

**SESSION LEADER:** Jack Corley, Executive Vice President Trilogy Fragrances, LLC

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9:15-9:45

**Karl Lintner, Ph.D., Enterprise Technology, Sederma**

### OSMOREGULATION AND LAYERED MOISTURISATION FROM THE STRATUM CORNEUM INTO THE DERMIS:

**Nature as a Guide** *Platymonas subcordiformis* is a unicellular algae living in estuaries. It undergoes extreme changes in the salinity of its environment every 6 hours with the tide and has developed a system to regulate its cell water content: an unusual osmoprotectant carbohydrate/amino acid combination of sugars and betain structures, of which erythritol and homarine stand out. We investigated the potential use of this osmoregulating system for skin moisturisation, in vitro and in vivo. Human epidermal cells are stressed in hypoosmotic and hyperosmotic conditions, leading to morphological changes and cell death. Appropriate concentrations of osmolytes and ion flux monitors allow us to improve cell survival under these conditions. UV is known to induce similar effects on the ionic flux and water flow in and out of cells, which can be counteracted with these osmoregulator molecules. Clinical tests, vehicle controlled, with three different techniques (Corneometer, Moisturemeter and an adapted NIR probe) allow us to measure immediate, superficial, and significant long term, deeper layer moisturisation, including effects in the dermis. Furthermore, these results correlate with a novel quantitative technique of visual evaluation of skin dryness which – like a live investigator – scores the “squamousness” of the dry skin surface

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9:50-10:20

**Oliver Kromer, MD, Imperial-OEL-Import Handelsgesellschaft Mbh**

**LANOLIN ALCOHOL EP PLUS: A Natural Classic for Hypoallergenic Formulations** Many natural materials are being squeezed into cosmetic jars today. Functionality though often steps back behind the ingredients' mere marketing appeal. Very few of nature's substances offer both: a green image and technical excellence. A perfect example for such is Lanolin. Produced in the sebaceous glands of sheep's skin, Lanolin is a complex mixture of more than 1.500 single components, designed by evolution'S Main goal: To protect the animal's skin and keep it healthy. Among Lanolin's components Lanolin Alcohols are the most powerful surface actives, providing very powerful emollient and emulsifying properties. Now available is a highly purified grade that opens new doors for this raw material, particularly in natural cosmetics: Lanolin Alcohol EP Plus. Due to dedicated removal of potentially allergenic components Lanolin Alcohol EP Plus is aiming at natural formulations for baby care and very sensitive skin. Practically odourless and of extraordinarily light colour LANOLIN ALCOHOL EP Plus is the first Lanolin Alcohol to meet the EU's rigidly low contaminant level requirements for foodstuff which is vital for natural formulations: The product can be supplied free from stabilisers, approved for BDIH's "Certified Natural Cosmetics" standard. **EXHIBIT**

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10:25-10:55

**Marc Micozzi, MD, PhD., Signature Supplements**

### PROMOTE HEALTHY SKIN, HAIR, NAILS THROUGH INDIVIDUALIZED NUTRITIONAL FORMULAS FROM THE INSIDE

The New Beauty Wave will not only combine health with beauty but also work from the inside out. This combination, lead by individualized nutrition, will help create deeper beauty benefits. Individualized beauty products to match personalized skin tones and skin textures have already been developed. Current individualized bio-testing and future genetics will determine the precise nutrients needed to assist the body in creating healthy, youthful, and beautiful hair, skin, and nails. Leading edge nutritional testing is available now and it does not have to be expensive or invasive. Current computerized symptom-based testing can already determine if consumers have too much or too little of the nutrients that can affect hair, nails and skin conditions. Acne, oily skin, psoriasis, brittle hair, dry skin, cracked nails, are just some of the symptoms associated with nutrient imbalances. Two serious questions remain:

- [1] When? Answer--sooner than you think and
  - [2] Who? Answer--maybe you.
- 

10:55-11:15

## BREAK/EXHIBITS

11:20-11:50

**Yoichiro Sugimura, Director of Business Development, Kyowa Hakko USA**

### NEW AMINO ACID TECHNOLOGY TO ENHANCE COLLAGEN SYNTHESIS

L-Hydroxyproline, an amino acid and a primary constituent of skin collagen, acts beyond just being a building block of skin, but as an effective collagen enhancer. A recent topical application study conducted with L-Hydroxyproline on the skin has shown considerable reduction of fine lines and wrinkles after seven weeks of treatment (32.7% reduction vs. placebo). Mechanism of action involves the growth of the epidermis and synthesis of collagen, thus enhancing the skin's ability to hold water. In order to achieve maximum skin penetration of L-Hydroxyproline, an acetylated form of L-Hydroxyproline (i.e. N-Acetyl-Hydroxyproline) has been developed and tested for its skin penetration ability and its topical effectiveness on skin health. In addition to topical applications, new findings with oral delivery of L-Hydroxyproline indicate a significant increase of facial moisture content and increased perception of improved facial skin conditions, such as reduction of dryness and wrinkles, after eight week of intake, as compared to the placebo group (4.9 times higher vs. placebo). In view of these new studies, for optimal efficacy, a combination of topical N-Acetyl-Hydroxyproline application and oral L-Hydroxyproline supplementation (Beauty from Within) is recommended.

# ALL SPECIAL NEEDS: FACE, EYES, BODY, HAIR

11:55-12:25

**Lorne Caplan, Director, AgeMedica**

## **HORMONE THERAPY IN TOPICAL PRODUCT: Using Natural Products To Optimize Your Endocrine System**

Many applications that formulators and marketers of topical therapies could successfully apply hormones to, using centuries-old smaller molecule natural have been ignored or steered clear of due to fear or simply a lack of knowledge. Specific biochemical constituents will be introduced and discussed. During this session, we will review which applications have scientific support and what type of hormones are best suited for topical uses in the various indications that are in demand and will support the highly complex and fragile endocrine system. We will discuss the major functional hormones such as Human Growth Hormone and the various conflicting issues, headlines and scare tactics used by both supporters and detractors of this "master hormone". Indeed, any discussion of hormones would not be complete without discussing human sex hormones such as testosterone, estrogen, progesterone and a set of pseudo-hormones that fall into the Pheromone category

12:30-1:55

**LUNCH**

2:00

**SESSION LEADER: Steve Herman, Technical Sales Director, J&E Sozio Inc.**

2:05-2:35

**James J. Varani, Ph.D., Professor, University of Michigan Medical School**

## **USE OF EX VIVO APPROACHES TO ASSESS SKIN IRRITATION AND SENSITIZATION USE OF HUMAN SKIN IN ORGAN CULTURE TO ASSESS CORROSIVITY, CONTACT IRRITATION AND CONTACT SENSITIZATION**

Agents formulated as cosmetics or skin pharmaceuticals need to be evaluated for detrimental effects on the skin. Safety assessment is still based on animal models developed decades ago. Alternatives to animal testing are currently being evaluated. In part, these efforts to eliminate or reduce animal use in testing are based on ethical considerations, but in addition, results obtained in animal tests are not always predictive of problems in human skin. To date, no alternative has proven capable of achieving all of the requirements needed to replace testing in animals. Here we show using a combination of histological and biochemical endpoints with human skin in organ culture and human skin cells in monolayer culture that corrosive agents (i.e., agents that are directly cytotoxic to cells of the skin) can be distinguished from contact irritants (agents that produce irritation by acting directly on the cells of the skin at sub-toxic concentrations) which, in turn, can be distinguished from the agents with known allergenic potential (agents that engage the immune system as part of their effect). The use of organ-cultured skin in conjunction with cells skin cells may provide an animal-free approach to pre-clinical screening of agents for deleterious changes in the skin.

2:40-3:10

**Milana Knowles, Vice President, SpaFinder, Inc.**

## **SUCCESSFUL STRATEGIES FOR PLACING--AND SELLING--YOUR NATURAL PRODUCTS IN THE MOST EXCLUSIVE SPAS**

For natural product companies, there may be no bigger retail opportunity than getting your product on the shelves (and in the treatment rooms) at spas. It's not only a vast \$60+ billion global industry, with over 15,000 locations in the U.S. alone—but spa-goers, a health and wellness obsessed demographic, are an extraordinary 'natural fit' for natural beauty products. And with spas more aware than ever that building a strong retail business is the path to profitability, every natural product company needs a sound spa strategy. For product developers and marketers this market is a whole different ballgame than doing business with a department or retail store. This session will provide attendees with true 'insider secrets' for getting luxury natural products into the spa, as well as strategies to keep them flying off the shelves. Attendees will come away with an understanding [attack plan] for the booming spa market—a mission-critical retail avenue for today's natural/organic marketer.

3:15-3:45

**Ron Cummings, Founder, AminoGenesis**

**SPF'S: Are Consumers Really Protected?** This discussion will focus on a variety of misconceptions regarding SPF and what the term "broad spectrum" in sun care products really mean—versus what the consumer is typically getting. [1] UVA and UVB rays, and why/how the various sun care products do or do not protect from these harmful rays will be a feature of this presentation: including, but not limited to how current labeling may be completely misleading the average consumers relative to their fears of skin cancer and pre-mature aging. [2] In formulation, improper mixing of sunscreen products can actually make the sun's rays more dangerous. [3] How the current method of testing products fall short of accurate determination of a given products protection qualities. [4] What the latest testing methods are, and how they will help ensure safety for the consumer in future products.

## TUESDAY OCTOBER 21

9:00-9:10 **INTRODUCTION**

9:10 **SESSION LEADER: Paolo Giacomoni, Executive Director, Clinique R&D**

### KEYNOTE PLENARY SESSION

9:15-9:45 **Karen Doskow, Project Manager of Consumer Products, Kline & Company**

**GROWTH OF THE NATURAL MARKET FOR BEAUTY PRODUCTS** For a long time, natural products have been the domain of health and organic food stores--niche retailers with a core group of loyal customers. Naturals are now becoming commonplace in the aisles of national chain grocery and discount stores like Wal-Mart and Target. This will have a major impact on the competitive landscape of the personal care market. Research from Kline & Company indicates the outlook for natural personal care remains healthy throughout 2012, with double-digit growth expected to continue at a rate of 13.2% on average annually, pushing the market to \$11.7 billion in retail sales. The seminar will examine the competitive climate for natural beauty products, define what products are truly natural and identify opportunities for future growth both in the U.S. and globally.

9:50-10:20 **Louis Paul, Esq., Louis Paul Associates LLC**

What is natural? What is organic? The legal playing field has changed and will likely continue to change for the foreseeable future. At present, there is little harmonization. Different governmental organizations have different definitions. Private organizations have also issued their own definitions. In the US, responsibilities for certifying products as organic and for reviewing and, as needed, taking enforcement actions with respect to topical products and oral supplements being marketed as natural or organic are divided between the Department of Agriculture, FDA and the Federal Trade Commission. Private actions can also be brought before the National Advertising Division (NAD) of the Council of Better Business Bureaus. This presentation will provide an overview of emerging global landscape as well as the regulatory regime in the US.

10:25-10:55 **Dr. Zoe Draelos, President, Dermatology Consulting Services**

**NATURAL INGREDIENTS AND NEW DERMATOLOGIC FRONTIERS** New understandings of aging mechanisms create opportunities for consumer product development. Old ingredients are rediscovered for their role in modulating skin hydration, proteins re-examined for their role in inflammation, and new measurements are available to line cell functioning with product effects. This synergy between skin physiology and functional assessment provides formulation opportunities in the anti-aging marketplace. This presentation will investigate how dermatologic research is shaping the future of the natural/organic skin care.

10:55-11:15 **BREAK/EXHIBITS**

11:20-12:00 **Tim Kapsner, Senior Research Scientist, Aveda Corporation/Tom Hutcheson, Regulatory and Policy Manager, Organic Trade Association**

**ORGANIC AND NATURAL COSMETIC STANDARDS: Moving Forward** Today's organic food industry, with similar standards throughout the world, is reaping the benefits of about 40 years of struggle to arrive at satisfactory standards. The cosmetic industry, by contrast, is in the early-to-middle stage of the standards development process. This presentation will cover the current status and recent history of organic cosmetic standards and identify the various "competing" organizations. Private trade groups, even private food certifiers around the world, have developed their own standards for natural and/or organic cosmetic product claims. In the US and in Europe, OASIS, Ecocert, NSF, NPA, NaTrue, BDIH and other organizations are using or working to create a standard that will gain recognition and support from the industry. Reviewing and comparing these efforts will help sort out the rapid change that this important part of the cosmetic industry is currently undergoing.

12:00-1:00 **LUNCH/EXHIBITS**

1:00 **SESSION LEADER: NEED SESSION LEADER**

# ANTI-AGING TRACK

1:00-1:30 pm

**Navin Geria, VP R&D, Spa Dermaceutical Group**

## **COSMECEUTICALS THAT COUNT**

The way our skin ages depends on several factors. The most controllable factor of all is “photo-aging”. Excessive exposure to the sun results in coarse, pebbly, rough, and wrinkled skin. Furthermore it also causes irregular pigmentation due to ultraviolet radiation. The Time Clock also plays a major role in skin aging. Suddenly skin acquires spots, lumps and bumps. Some spots also known as age or liver spots, are very annoying to consumers and they want to get rid of them and wrinkle skin. This is due to an abnormal increase in the amount of melanin in the epidermal layer of the skin. Tyrosinase enzyme present in the skin, stimulates the production of melanin. The goal therefore of a pigment lightening cosmeceutical, is to decrease the activity of this enzyme in order to provide efficacy and make consumer happy. This presentation will discuss clinically tested cosmeceuticals such as antioxidants, growth factors, peptides, anti-inflammatories, botanicals, polysaccharides and pigment lighteners.

1:35-2:05

**Alexandre Rio, Marketing Manager, BASF Beauty Care Solutions**

**LATEST ADVANCES IN SKIN ARCHITECTURE: Face and Body Volume from Natural Origins** The development of anti-age products has taken some new turns in the past few years. Deep wrinkles, age spots, loss of radiance, loss of firmness and resilience, and face and body architecture have become stronger preoccupations than fine lines. As we evolve in our aspirations, sustainable development has turned from a recurrent fad to a basic philosophical belief in the consumer’s mind. As consumer activism has arisen, government regulations have increased and as a result new R&D approaches regarding the biology of healthy skin have developed products that are more effective and safe for use in cosmetics. This presentation will describe part of our research strategy and several examples of clinical results on new product concepts achieved with this approach that result in improved appearance of face and body architecture using natural sources of materials.

2:10-2:40

**Lakshmi Prakash, Ph.D., VP Innovation& Business Development, Sabinsa Corporation**

**HARNESSING THE MULTIFUNCTIONALITY OF NATURAL ACTIVES: An Effective Approach to Riding the Next Natural Wave** Innovative natural ingredients work harmoniously from the inside and out, and offer multifunctional “anti-aging” benefits. Examples of three new well researched natural ingredients and formulation guidelines for these, in nutraceutical and cosmeceutical compositions, with a view towards optimal delivery of actives, will be discussed. In addition to healthful properties, these ingredients also offer functional benefits in formulations, and improve their stability and efficacy. Challenges faced in ingredient innovation will be outlined, and strategies to enhance the utility and usability of natural in nutraceutical and cosmeceutical compositions will be highlighted. Two working examples will be presented, along with guidelines to address emerging regulatory requirements for natural actives, and non-animal testing methods for evaluating their safety and efficacy. **EXHIBIT**

2:45-3:00

**BREAK/EXHIBITS**

3:05-3:35

**Geoffrey Brooks, VP Health & Wellness, Solazyme, Inc**

## **A NATURAL, SUSTAINABLE GREEN PROCESS FOR MAKING SKIN PROTECTIVE ANTI-AGING BIOSACCHARIDES**

Micro-algae, primordial plant like unicellular organisms, have evolved a sophisticated defense system that consists primarily of a complex exo-saccharide which has cell wall like functions, exists as a highly hydrated “system” that provides lubricity, protection from desiccation, allows the micro-algae to modulate its highly adaptable defensive cellular mechanisms and permits quorum sensing to occur with adjacent organisms. Extensive in-vitro and in-vivo testing in a cosmetic vehicle have shown that the micro-algal exo-saccharide has retained its natural protective qualities by helping to protect the skin from UV caused DNA damage, reduce inflammation, help fill in wrinkles whilst promoting a rejuvenation of the dermal layers within the skin (promoting the formation of collagen and elastin, whilst down-regulating the production of hyaluronidase. Topical human clinical testing has shown that the natural protective qualities of the exo-saccharide will produce a younger looking, clearer looking, and softer feeling skin in 14 days. **EXHIBIT**

3:30-4:10

**Anthony Sawyer, President, Colorado Synthetics, Inc.**

**GREEN AND NATURAL BIOACTIVES: Delivery Options** New green and natural cosmetic ingredients are easily formed into salts via metathesis reactions. Rather than using expensive microspheres, liposomes, or cyclodextrins for delivery, the salts themselves exhibit slow release properties. Their efficacies are dependent on the solubility product constant and on the pH of the formulation. In general these salts are not affected by charged species in the formulation. Most charged species can be utilized to exhibit slow release, including antimicrobials, antioxidants, and GRAS food ingredients.

4:10-5:30

**WINE & CHEESE**

## WEDNESDAY OCTOBER 22

- 9:00-9:10 **INTRODUCTION**
- 9:10 **SESSION LEADER:** Navin Geria, VP R&D Spa Dermaceuticals
- 
- 9:15-9:45 **Art Georgalas, Senior Manager Research & Applications, Kemira Specialty, Inc.**
- FORMULATING NATURALLY FROM AN ETHNOBOTANICAL PERSPECTIVE** Success in identifying good lead candidates for phytochemical actives in skin care can be magnified by relying on the body of knowledge developed by indigenous peoples that have used plant based concoctions over many generations. This ethnobotanical information can be supplemented by simple folklore and anecdotal reports. Even in the base formulation the emolliency of natural butters and oils used on the skin and hair by a native population adds aesthetic benefits and lends a natural aura to the finished product. **EXHIBIT**
- 
- 9:50-10:20 **Stephanie K. Clendennen, Technology Associate, Eastman Chemical Company**
- A BIOCATALYTIC GREEN PROCESS FOR NEW SKIN INGREDIENTS:** By carefully controlling conditions, reactions can be run at low temperatures and without added solvents. By working solvent-free, this unique process avoids even trace levels of undesirable solvents in their products and eliminates the environmental impact of disposing of process solvents as waste. To achieve high conversion of the biocatalyzed reactions, any by-products produced (usually water or ethanol) are removed by sparging with nitrogen. This modification drives the esterification to completion with high efficiency, after which the supported biocatalyst pellets are easily filtered from the product, facilitating catalyst re-use. In many cases, the single-step, solvent-free biocatalytic esterification reaction yields product that is essentially pure without further downstream processing, saving time, energy, and reducing material use. A variety of ingredients produced by this process will be discussed. **EXHIBIT**
- 
- 10:25-10:55 **Sylvia Nefkens, Product Manager, Laboratoires Serobiologiques**
- BIOMIMETICS AS AN APPROACH TO THE DEVELOPMENT OF NATURAL ACTIVE INGREDIENTS: LEARNING FROM NATURE** Nature has developed highly sophisticated survival and protection systems, from which we can learn and, using a biomimetic approach, develop high performing active ingredients. Biomimetics is the concept of applying biological methods and systems found in nature and implementing them in another technology such as engineering, design, computing, etc. A well-known example is the development of coatings, paints, roof tiles, fabrics and other surfaces with water-repellent and self-cleaning properties, resulting from the observation that practically nothing sticks to the surface of the leaves of the lotus flower, which is also known as the lotus effect. This principle may be extended to cosmetics: proteins extracted from the Moringa tree (*Moringa oleifera*) have properties resulting in a lotus effect on skin and hair. Promising components for moisturizing active ingredients may be derived from the so-called "resurrection" plant, *Myrthamnium flabellifolia*, which shows an amazing rehydration capacity.
- 
- 10:55-11:15 **BREAK/EXHIBITS**
- 
- 11:20-11:50 **Ron Cummings, Founder, AminoGenesis**
- BARRIER FUNCTIONS OF THE SKIN: Treating The Adverse Conditions** The presentation will focus on the latest information on what science has learned about the outer protective barrier of the part of the skin known as the Stratum Corneum. This layer is now recognized as a very important bio-sensor constantly regulating what gets in and out of the body through this semi-permeable organ. Unfortunately, many accepted treatments actually compromise the Stratum Corneum rather than help it. Special emphasis will be devoted to the aging effects of dry, flakey dermatitis and the treatments that can be used to normalize the skin so effected.
- 
- 11:55-12:25 **Ameann DeJohn, DermaTrends,**
- DELIVERY SYSTEMS AND NATURAL SKINCARE** Delivery of performance active ingredients is critical to the success of great formulations. However, delivery systems are the key to results-oriented and clinically-proven products. This presentation will explain the multitude of delivery systems and how each one works. In this forum we will delve deeper into the types of delivery systems available today, how the different technologies work with ingredients, and which are applicable and most beneficial to natural skin care products. Not all delivery systems are alike, and not all will produce the results you are looking for in a natural formulation. Learn how to advance your natural skincare business, achieve the desired results from your natural products, and compete in the marketplace with delivery system technology by knowing your options and choosing the right one. **EXHIBIT**
- 
- 12:30-1:55 **LUNCH/EXHIBITS**
- 
- 2:00 **SESSION LEADER: NEED SESSION LEADER**

2:05-2:35

**Karl Lintner, Ph.D., Enterprise Technology, Sederma**

**BEYOND FIRMNESS: A New, Non-Invasive Technique to Measure Age-Correlated Deep Layer Skin Tissue Cohesion** "Firming" the skin is a claim often made for anti-age skin care products; it also appears in connection with anti-cellulite formulas, breast firming creams and the like. The parameters of "elasticity", "tonicity", "extensibility" are measured with techniques such as the Cutometer™, Twistometer™, Ballistometer™. A new instrument, which allows us to measure these, as well as a number of new skin elasticity parameters, has two added advantages: compressed air is directed to the skin surface to create a depression WITHOUT the instrument or investigator touching the skin, and a laser beam follows the high frequency dynamics of the skin indentation and creates a three dimensional image of the deformation, from which items such as volume and width, springiness, and tissue cohesion can be extracted and related to the skin's age. This latter aspect is based on the study of a large panel of different age groups. "Firming" active ingredients that act either at the surface [skin tightenors] or in depth [tissue repair] can be evaluated more precisely and with new, easily understood, claims.

2:40-3:10

**David Pollock, President, Hydron Technologies, Inc.**

**PRODUCT PERFORMANCE: Nature Impacting Nature** Choosing the right natural ingredients is one challenge, delivering them is another. This presentation will provide the keys to unlocking the next generation of natural cosmeceuticals. Discover new types of emulsion systems and methods for improving delivery of key ingredients, and improving overall product performance. **EXHIBIT**

3:15-3:45

**Isabel Imbert, Ph.D., Technical Manager, ISP**

**BIOPRODUCTS AND BIOLOGY: Natural Products Working In Harmony With The Nature Of Our Skin** There is now an interesting opportunity to develop natural molecules focusing on the replacement of skin compounds that naturally decrease with aging or other exogenous stresses. In more detail, this strategy focuses on the analysis of molecules of the different layers of the skin that are less produced or differently produced under various stress conditions. The objective is to develop natural ingredients to help replenish the skin. These ingredients have biological activation properties in harmony with the natural skin responses. This strategy can be applied to cover the major cosmetic applications. This presentation will focus on the biological skin targets for ingredients considering the following major cosmetic areas: anti-aging, pigmentation, and moisturization. Beside that, natural products containing a wide range of molecules working in synergy offer an interesting opportunity to target several biological pathways and to increase the potential skin benefits. Indeed, natural products are of particular interest in areas involving complex signal transduction networks such as anti-aging and pigmentation. Finally, a few examples of innovative botanical ingredients developed to give skin benefits from the nature will be presented. **EXHIBIT**

# REGISTRATION FORM

**RIDE THE NATURAL/ORGANIC WAVE**  
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Tuesday, October 21st - Wednesday, October 22nd, 2008

- Early Bird (Until September 15th) **\$1,295**
- Standard Registration (After September 15th) **\$1,595**
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## METHODS OF PAYMENT:

- \$1,295 Prior to September 15th, 2008
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- Table Top Exhibit \$750
- Table Top Exhibit & Conference \$1,795

### Check/Money Order

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Refundable to your credit card until October 15th with a **\$100** processing fee. (Bank charge if credit card is used.)  
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## HOTEL INFORMATION

**Before February 6th**, special hotel discount rates are available through Expo Travel, Inc. <http://www.expotravel.com>. If you wish to speak to the travel agency you may call between 9am and 5pm E.S.T. 201-722-9733

## MORE INFORMATION

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