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Olive Oil Emulsifiers

Sustainable Shampoo Development

Evaluating Hair Conditioning

Naturals/Botanicals Formulary



READ THE LABEL

Burt's Bees Baby Bee Nourishing Lotion, Calming

This lotion was designed to be 99% natural, whatever that means. Formulators should realize that there is no government regulation in the United States specifying guidelines for calling a cosmetic formulation *natural*. Many companies choose to define this marketing claim as not containing ethoxylates, silicones, petrochemicals and other selected ingredients. Formulating natural emulsions are challenged by a limited choice of emulsifiers and the limited ability to control the esthetics of the formulation. That being said, the emulsifying system in the lotion is a combination of decyl cocoate, glyceryl stearate citrate, polyglyceryl-3 stearate, sodium stearoyl lactylate and cetyl alcohol. Since this is an o/w emulsion, an aqueous phase thickener (xanthan gum (and) magnesium aluminum silicate) is used.

The remainder of the formulation is a mixture of natural oils, botanical extracts, fragrance ingredients and the preservative system. The preservative system is worth noting because it is a combination of sodium benzoate, phenoxyethanol and a combination of glucose, glucose oxidase and lactoperoxidase. The latter three ingredients are marketed in the industry as a "natural protection system."

The last eight ingredients on the product's label (citral, citronellol, coumarin, eugenol, farnesol, geranol, limonene and linalool) are not commonly found on most product labels, as they are part of the fragrance. This fragrance detail is required for sale in the European Union. The 1% level probably begins at the fragrance, since fragrances are rarely used at > 1% in baby lotions.

Irwin Palefsky, CEO, Cosmetech Laboratories Inc.

The viewpoints expressed in this column are those of the author and do not necessarily reflect those of Allured Business Media.

Ingredients: aqua (water, eau), glycerin, decyl cocoate, cera alba (beeswax, cire d'abeille), helianthus annuus (sunflower seed oil), butyrospermium parkii (shea) butter, cetyl alcohol, glyceryl stearate citrate, polyglyceryl-3 stearate, cacao seed kernel oil, olea europaea (olive) fruit oil, sodium stearoyl lactylate, parfum (fragrance), magnesium aluminum silicate, vite vinifera (grape) seed oil, aloe barbadensis leaf juice, xanthan gum, sucrose stearate, lactic acid, tocopherol, calendula officinalis flower extract, chamomilla recutita (matricaria) flower extract, anthemis nobilis flower extract, zinnia cyama flower extract, hypericum perforatum extract, tilia cordata flower extract, glycine soja (soybean) oil, canola oil (huile de colza), butyris lac (butter milk powder, labouree en poudre), rosmarinus officinalis (sage) leaf extract, glucose, sodium benzoate, sodium chloride, citric acid, phenoxethanol, glucose oxidase, lactoperoxidase, citral, citronellol, coumarin, limonene, geraniol, linalool, linalool



Vitamin C Skin Lightener

David Watson, one of the founders of Philosophy, joined forces with his wife Christine and makeup artist Therese Clark to launch Mybody, a clinical skin care brand sold through medical professionals. The brand is said to utilize biomimetics to adapt biological designs from nature into improved technologies that enhance natural body functions that are diminished with age. The brand offers three skin care programs organized by skin need: aging (Reverse It), acne (Erase It) and sensitive (Calm It Down). In addition, the brand has created a line of intensive treatments to complement the three lines. As part of the intensive treatment products, Brightamin-C is a serum formulated with vitamin C to boost collagen synthesis and brighten skin tone. The serum is also formulated

with myristoyl nonapeptide-3, a peptide shown to boost a series of retinoic acid receptors to enhance the delivery and benefits of retinol. Sodium hyaluronate is incorporated to improve the appearance of wrinkles by drawing moisture into the skin. Bearberry leaf extract is included to provide an antiseptic and anti-inflammatory effect. Finally, a complex of butylene glycol, pentylene glycol and hydroxyphenylpropamidobenzoic acid is added to the serum to serve as an anti-irritant by reducing itch and redness.

Ingredients: Water (aqua), Magnesium Ascorbyl Phosphate, Glycerin, Urea, Pentylene Glycol, Myristoyl Nonapeptide-3, Hydroxyphenyl Propamidobenzoic Acid, *Arctostaphylos Uva Ursi* Leaf Extract,



Sodium Hyaluronate, Butylene Glycol, Tromethamine, Hydroxyethylcellulose, 1,2-Hexandiol, Caprylyl Glycol, Tropolone.