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, petroleum chemicals 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 cetyl steareate, glyceryl stearate citrate, polyglyceryl-3 stearate, sodium stearyl lactylate and cetyl alcohol. Since this is a w/o emulsion, an aqueous phase thickener (xanthan gum and magnesium aluminium 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 laccoperoxidase. 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, geraniol, linalool and linalool) are not commonly found on mass 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 2-3% in baby lotions.

Irwin Palefsky, CEO, Cosmetic Technologies Inc.

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

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 antioxidant and anti-inflammatory effect. Finally, a complex of butylene glycol, pentylene glycol and hydroxypropyltrimethoxycarbonyl 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, Hydroxypropyl Propamidobenzoic Acid, Arctiastaphylea Urs Urs Leaf Extract, Sodium Hyaluronate, Butylen Glycol, Tromethamine, Hydroxyethylcellulose, 1,2-Headiol, Caprylyl Glycol, Tropolon.