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COSMETICS, SKIN CARE AND FRAGRANCES

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TOP STORIES

REGULATORY

Proposed Spray Sunscreen Warnings A Gateway For Nano Tort Litigation?

FDA's proposed warnings for inclusion on spray sunscreen product labeling could open the door to tort litigation, according to Jennifer Quinn-Barabanov, a partner and product liability specialist at Steptoe & Johnson, LLP. 8

NEW PRODUCTS

AAD Launches Address Hyperpigmentation & Redness, "Skin's New Wrinkle"

Environmental factors, harsh topical skin products and over-exfoliation have left many consumers in need of relief, and that's where Neocutis' Peche Redness Control comes in. The product was one of several new launches designed to address redness and irritation at the American Academy of Dermatology's summer meeting held Aug. 3-7 in New York. 6

BUSINESS

Parlux Ad Blitz Behind Rihanna To Pay Off As Scent Unrolls Globally

Parlux Fragrances is filling out its business with designer licenses and international expansion while enjoying early signs of record-breaking success at the department-store level with Rihanna Reb'l Fleur. 10

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Natural, "Chemical"-Light Products Targeted To Beauty Pros At Cosmoprof

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If recent news reports have painted salon services as toxic, eye-watering experiences with chemical-laden formulas, natural-oriented products could help beauty professionals win back the public's trust.

A number of such products were on display at the Cosmoprof North America trade show in Las Vegas July 31-Aug. 2. The event is held annually by the Professional Beauty Association and SoGeCos S.p.A., a subsidiary of exhibition organizer BolognaFiere.



The professional beauty community has been slower to adopt natural products than the consumer market due to the priority put on performance and results in spas and salons.

Liquid Keratin

However, reports of adverse health effects associated with popular formaldehyde-based Brazilian keratin treatments over the past year have made many consumers wary of hair-straightening procedures in particular and beauty professionals in general.

Liquid Keratin, founded in 2008, was among exhibitors at Cosmoprof. In a brochure, the company touts its product line as "a better alternative to control unmanageable hair than the expensive, toxic and dangerous treatments being offered by salons."

Products can be purchased online and used at home, ranging in price from \$27 for shampoo to \$49 for Liquid Keratin 30 Day Straight Smooth Strong and Long Treatment. The treatments do not contain formaldehyde but do require users to

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Cosmoprof . . .

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saturate their hair with product and then blow-dry and flat-iron at high heat "to seal the keratin treatment onto the hair shaft."

The company unveiled the newest addition to its lineup at the event. Liquid Keratin Professional Restorative Smoothing Treatment, said to provide smoothing and semi-permanent relaxing for up to 16 weeks and repair hair damaged by harsh chemical styling, can be washed off 15 minutes after application, according to the firm.

The product is useful for all hair types and ethnicities and is free of formaldehyde and "other aldehydes," as confirmed by testing completed by an independent laboratory, Liquid Keratin Vice President Alisa Alice said.

In June, the Cosmetic Ingredient Review Expert Panel determined in a tentative report that use of formaldehyde and methylene glycol in hair-straightening products involving heat is unsafe ("*CIR Expert Panel On Formaldehyde Hair Straighteners: 'Unsafe,'*" "*The Rose Sheet*" July 4, 2011).

Professional Restorative Treatment is cysteine-based. Companies claim that cysteine - the major amino acid in the keratin that makes up hair - can be added to hair to remodel its structures without relying on formaldehyde and the powerful chemical processes required by earlier-generation hair-straightening systems.

The product features a Bio-Restore Complex to repair hair damaged from heat, styling and external aggressors like UV, wind and humidity.

Miami-based **De Fabulous** relies on a similar straightening approach for its new *Amazon Series* keratin treatment line exhibited at Cosmoprof.

Available through salons in Florida and select cities nationwide, the collection includes a MuruMuru Anti-Frizz Smoothing Mask, Acai Mist Keratin Strengthening Spray and Cysteine Complex Curl Softening Treatment.

Cysteine Complex is positioned as formaldehyde-free and "completely natural," with extracts from "many of the Amazon rainforest's amazing plants and fruits," according to a brochure. On its website, De Fabulous says the product reduces 70% curl volume in Caucasian hair and up to 60% curl volume in ethnic hair and is effective for up to four months.

Essentially, the complex helps "mold hair from the outside [without] chemically altering it," De Fabulous Vice President of Sales Jorge Freire said July 31.

He maintained that Amazon Series products are unlike some earlier versions of natural keratin treatments that failed to relax the hair as formaldehyde-based products do. Still, other so-called replacements used ingredients that "became formaldehyde when you applied heat," he said, leaving salons "jaded" from the experience.

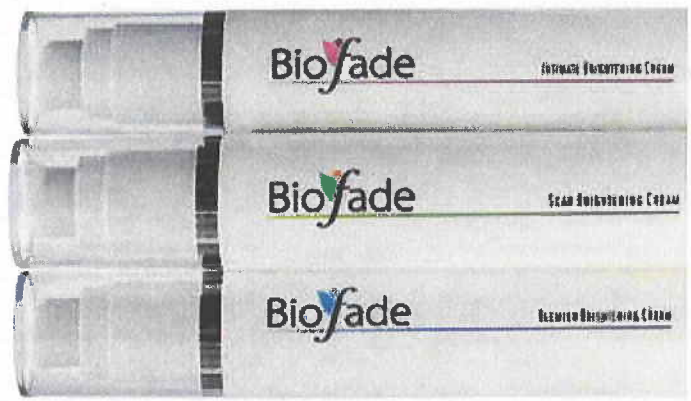
The Environmental Working Group issued a report earlier this year calling for "aggressive" regulation of formaldehyde-containing hair smoothers in professional settings and an investigation into deceptive labeling practices that conceal the presence of formaldehyde and analogous substances in products ("*Formaldehyde Frenzy: EWG Calls For FDA Action, OSHA Advises Against Use,*" "*The Rose Sheet*" April 18, 2011).

Safe Skin Bleaching, Hair Coloring Touted

FDA's 2006 proposed rule for OTC skin-bleaching drug products, which would require hydroquinone-based lighteners to undergo premarket approval via a New Drug Application, has prompted many brands to scramble for alternatives ("*FDA Proposal Classifies Skin Bleaching Products As Drugs,*" "*The Rose Sheet*" Sept. 4, 2006).

Instead of "harmful ingredients such as hydroquinone or mercury," Cosmoprof exhibitor **Biofade** incorporates kojic acid and aloe leaf extracts in its natural skin-lightening and scar-reduction creams, according to the Encinitas, Calif., firm's brochure.

Kojic acid has become an increasingly popular substitution



Biofade

for hydroquinone, although the European Commission's Scientific Committee on Consumer Products determined that its use at a maximum concentration of 1% posed risks to human health ("*CIR Expert Panel Questions Skin Whitener Kojic Acid,*" "*The Rose Sheet*" Oct. 5, 2009).

Biofade CEO Wayne Delpert insists kojic acid is a better alternative, as "hydroquinone is linked to cancer," he said.

The firm relies on botanical ingredients in its Biofade Blemish Lightening Cream to "eliminate the appearance of uneven, blotchy skin while promoting skin renewal and radiance." The cream is designed to address skin discolorations including sunspots, hyperpigmentation, melasma and birthmarks, and promises "clinical-strength results without a prescription," according to the firm.

Biofade also offers an Intimate Lightening Cream and Scar Lightening Cream.

Delpert said the company secured a booth at Cosmoprof to line up distribution partners for the U.S. market. Biofade cur-

rently is available in South Africa and online at dermstore.com, and was recently approved in Japan.

Italian firm **Philip Martin's** used Cosmoprof to showcase its professional hair-care line made with up to 90% organic ingredients. The line of shampoos and conditioners, which launched in the U.S. in January, represents an "Italian organic lifestyle," per the firm. Products are certified organic by Ecocert.

The brand's hook is that its Organic Base hair color is free of p-phenylenediamine (PPD) and 97% organic, a representative said.

Hair dyes, and PPD, have long been associated with sensitization and allergy issues ("*Natural' Hair Dye Technique Limits Use Of Contact Allergen PPD*," "*The Rose Sheet*" Dec. 15, 2008).

Philip Martin's product, which comes in 64 shades and is sold through both organic and mainstream salons in 14 countries, contains vegetal bio olive oil, aloe, cocoa butter, vegetal Monoi de Tahiti oil, lotus flower and vitamins C and B5. The color lasts four to six weeks, according to the company.

The firm is cautiously optimistic of the product's adoption in the U.S., as Americans have not been as eager to embrace natural and organic hair color as consumers in Europe, a Philip Martin's rep suggested.

In an interview with "*The Rose Sheet*," Carrie Mellage, director of Kline & Company's consumer products practice, cited **L'Oreal** Professional's INOA ammonia-free hair color as a game-changing product that helped get the ball rolling for natural hair care in salons.

INOA debuted in the U.S. in September 2010, marketed as providing relief from the irritation and "chemical" odor of other hair dyes ("*L'Oreal's Non-Smelly, Non-Ammonia INOA Touted As Hair Color Game-Changer*," "*The Rose Sheet*" Sept. 6, 2010). As of Aug. 12 the hair color had garnered 48,343 "likes" on Facebook.

The "launch of INOA last year with ammonia-free hair color kind of sparked a new movement in the professional industry," Mellage said.

She noted that as consumers become more educated, their product preferences are evolving. Regarding ammonia-based colorants and harsh straightening agents, "consumers are aware that these might not be good for [them], so marketers are responding with some more natural-type options."

Nailing The Green Theme

A growing number of natural nail product marketers are emerging, based on the turnout at Cosmoprof.

Piggy Paint, LLC is one such example. Marketed as "Natural as Mud" and aimed at young, "fancy" girls, the company's nail polish comes in a variety of "fun, vibrant colors" and is free of formaldehyde, toluene, phthalates, Bisphenol A, ethyl acetate and acetone, according to the brand's website.

Piggy Paint's "non-toxic, hypoallergenic formula makes it safe to use on all piggies," and it "dries to a hard, durable finish that can easily be removed with our eco-friendly, low odor Piggy Paint nail polish remover," the company says.

"My daughter is always wanting me to do her nails," remarked Kline's Mellage. However, the analyst has had concerns about the safety of nail products, much like many other mothers, she said.

Tiara Nails showcased its Style On Nails at Cosmoprof in a range of designs including Punky Doll, French Chic and Fly Venus, designed with glitter, flowers and lace for "those special nights out," according to a firm brochure.



Piggy Paint

Its "eco" collection, Urban Groove, "pays homage to natural good health and nature" with designs evoking an "ethereal vision of wild flowers and grass," the firm says. Housed in a biodegradable nail tray, the line is targeted to "urban neo hippies living a green life of self-awareness."

Instead of acrylic, Tiara Nails uses biodegradable ABS engineering-grade plastic for its nails, according to Hugo Cifuentes, senior sales executive for distributor JC Horizon Ltd. While "acrylic allows fungus to grow," Cifuentes said, Tiara's antibacterial nails are certified to kill 96.63% of microorganisms.

In any case, the firm faces challenges in Asian markets, including China, where its products are manufactured. "Asian women don't like fake nails," as they are considered a distraction and unsanitary for women who do a lot of cooking and cleaning, Cifuentes suggested. Generally, "for a homemaker, these would be hubs of germs," he said.

Tiara expects its biggest opportunity will be in the U.S. The U.S. has been a hot market for nail products recently, with nail polish outpacing all other product categories in 2010, growing 20.4%, according to Kline & Company ("*Beauty Resurges In 2010; Kline Reflects On Winning And Losing Categories*," "*The Rose Sheet*" July 25, 2011).