

SOFW eVENT Personal Care – SpringTIME to innovate



SOFW eVENT „SpringTIME to innovate“ presented the latest beauty developments of the personal care industry

On **April 15**, our first virtual personal care event took place with the motto „SpringTIME to innovate“. In six presentations and interviews, the latest product developments and trends of the exhibitors – **CLR Berlin, MC Beauty Science, ProTec Ingredia, Provital, Roelmi** and **Woresan** – were presented.

In addition, in the keynote speech, **Dr. Alex Föller, General Secretary at TEGEWA e.V.**, talked about the „**European Green Deal**“, a set of policy initiatives which sets ambitions to make Europe climate-neutral by 2050, and explained how the chemical industry should contribute to a toxic-free environment.

The following is a brief overview of the presentations and interviews with the exhibitors:

More and more consumers are getting inspiration from beauty bloggers on Instagram and in magazines about the latest beauty trends. Together with **Birgit Gertchen** and **Norbert Trage** from **ProTec Ingredia**, **beauty blogger Julia Keith** presented the latest innovations: Especially in demand are products for mature skin, which are designed to give a beautiful healthy pink complexion and reduce wrinkles, as well as emotional products to simply feel good. In keeping with this, the active ingredient EPS Seaglow from **CODIF** was looked at in detail. CBD and hemp products are also experiencing a demand boom. Lipobelle™ Pino C from **Mibelle Biochemistry** was examined more closely.

Mr. Ralf Kuschnerit, Director Global Sales/Customer Service at **CLR**, talked about Annona Sense CLR™, a product development based on the Annona Cherimola fruit extract, which is upcycled from food waste. It is an awarded new product with anti-inflammatory effects on the skins ECS / EVS system, reduces the sensitivity of the skin as well as the long-lasting and frequent itching. It rebalances the skin.

MC Beauty Science GmbH presented the first agebiotic for the cosmetic market. Agebiotics are the metabolism of probiotics which keeps the microbiota and skin healthy. Aeonome™ from **Lipotruue** is a prebiotic which produces postbiotics to keep our probiotics in healthy

balance and at the same time Aeonome™ is the first approach to combine a healthy microbiota with anti-aging properties. This raw material perfectly meets **Lipotruue's** high sustainability standards.

Woresan GmbH, specialized in the development and production of fermented cosmetic ingredients for a healthy and balanced skin, talked about their WORESANA® ingredients that contain parabiogenic, non-viable microbial cells as well as the postbiotic mixture of metabolites. These para- and postbiotic properties are complemented by the strong prebiotic environmental conditioning properties.

Mrs. Maria Giovanna Bruno, Product Manager Personal Care Actives at Roelmi HPC SRL presented TechnoHYAL HyaPearl – the synergy between dermo-mimetic triglycerides coming from non-edible olive oil fractions and 2.0 Hyaluronans spectrum combining optimal skin penetration, excellent skin-feel together with moisturizing properties. The easy-to-manipulate pearl form is perfect for skincare and color cosmetics anhydrous formulas, such as butters, oily serums, lip balm, lipsticks and mascaras.

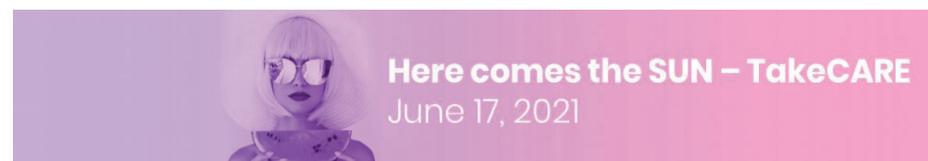
Mr. Hagen Döring, Area Sales Manager at **Provital S.A.U.** talked about Senseryn™, which is based on a variety of hops grown with a focus on ethical and responsible cultivation. Study results showed an improvement in all symptoms associated with reactive skin: reducing intense itching, neutralizing the burning sensation, preventing and reducing redness, reducing the frequency of inflammatory reactions and restoring hydrated, comfortable and soft skin.

Did you miss the event? The interviews and presentation of the exhibitors are still **available on demand** on the platform **until April 29, 2021**.

Register now to view the content:
<https://sofwevent2021-pc2-visitor.sofw.com>

Join us for the next event “**Here comes the SUN – TakeCARE**“ on **June 17, 2021** and don't miss out on the latest trends!

To stay up to date, **register** to our **eVENTs newsletter**:
<https://lp.constantcontactpages.com/su/lw5lkW3/sofwevents>



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