

# COSMEGRAM

MARCH 2020 • VOL 50 | ISSUE 3



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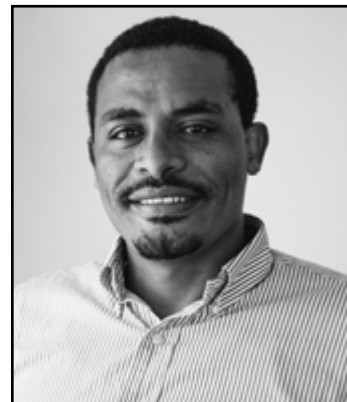
## EDUCATIONAL HOUR



### **SUPERCRITICAL FLUID EXTRACTION TECHNOLOGIES: THE PAST, PRESENT, AND FUTURE**

*Aaron Feigelman & Henok Belayneh  
Fluid Extraction Specialists*

Extraction technologies are fundamental to the cosmetic and food ingredient supply chains. Applied to ingredients ranging from botanical extracts to vegetable oils, modern extraction technologies allow for precise conversion of natural materials into valuable chemicals.



*...continued on page 2*

## DINNER HOUR



### **SKIN MICROBIOME: SELECTIVE ACTIVITY OF PROBIOTIC BACTERIAL METABOLITES AND POTENTIAL PREVENTATIVE SOLUTION TO UV-INDUCED DNA DAMAGE**

*Sanam Fazilova  
Technical Marketing Associate - Active Concepts, LLC*

Global research on skin microbiome explores the effects of environmental factors on epidermal microbial communities and the association with carcinogenesis. Skin cancer is commonly related to harmful UVA and UVB rays' exposure, which is mainly due to the immunosuppressive and genetically damaging effects of the UV radiation.

*...continued on page 2*

## MESSAGE FROM THE CHAIR : MARCH MEETING CANCELLED

CA SCC March meeting CANCELLED. Based on the current travel restrictions and meeting restrictions, the CA SCC must CANCEL the March meeting. Travel restrictions, meeting restrictions from all local, state, federal and companies within our industry must be followed as much as possible.

The CA SCC board will be monitoring the situation in regards to COVID-19 and our future events. As of today the possibility of postponing the April CEP course is high. Dinner Dance is moving forward as scheduled. Please keep an eye out for emails and check our website for current information.

Stay safe and healthy!  
Cheers,

Jennifer Lee Curtis  
CA SCC Chair 2020

## EDUCATIONAL HOUR *...continued from page 1*

Mechanical methods, such as cold-pressing, date back to the early 1800s, while chemical methods, such as solvent and supercritical fluid extraction, came to industry in the early and late 1900s, respectively.

In this talk, we'll cover the basics of extraction and dive into the details of supercritical fluid technologies, paying close attention to its recent popularity for use in cannabis, hemp, and upcycled materials.

### ABOUT THE SPEAKERS



Trained as a mechanical engineer at UCLA, Aaron conducted research at UCLA's Pasarow Mass Spectroscopy Laboratory. His current research focuses on using supercritical fluid technology to transform waste from the coffee industry into valuable products for skincare and food. Having previously worked on engineering systems at Tesla,

Aaron is focused on using technology to mitigate climate change and food waste.



Henok currently manages the R&D processing team at TerViva, an oil seed startup in Oakland CA. Henok is an expert on the nutritional benefits of seed oil, proteins and other bioactives, and on different processing techniques. Henok received his masters degree from Ghent University, Belgium and PhD from the University of Nebraska, where he focused

his thesis on supercritical fluid extraction technologies.

## DINNER HOUR *...continued from page 1*

A brief review of academic research relating to skin microbiome and UV radiation will be presented, mainly focusing on the mechanism of UV damage concerning bacterial diversity and the resulting morphological changes on the skin. A detailed review of the potential preventive effects of a healthy microbiome against skin cancer will be discussed based on data collected from scientific studies.

### ABOUT THE SPEAKER



Sanam Fazilova, Technical Marketing Associate of Active Concepts, LLC, received a Bachelor of Science in Biochemistry from Queens University of Charlotte. Since 2012, Sanam worked with various cosmetic brands as a makeup artist to promote cosmetic and skincare products that meet customers' needs. She began her career at

Active Concepts in 2017. Sanam focuses on conceptualizing and executing strategies for brand development and product development with collaboration from R&D while keeping up with industry trends and materials to forecast consumer product needs and desires.



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Companies interested in providing in-depth technical information to their employees can contract an education day in a location of their choosing.

- ▶ **SOCIETY** covers the costs of booking the instructor and all of the instructor's traveling expenses (including hotel, flight, car, etc.)
- ▶ **COURSES** can be scheduled for 1 or 2 days on any topic of particular interest to the company
- ▶ **COMPANIES** can choose the instructor if they seek a specific knowledge expert

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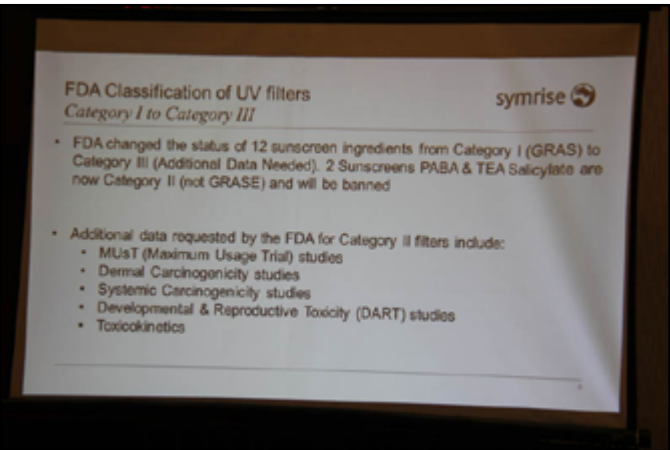
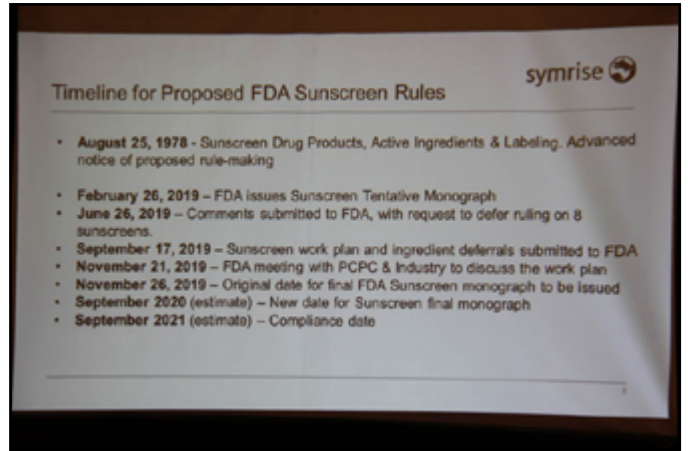
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# GREEN BEAUTY NIGHT LA RECAP

*Mason Montgomery*

On February 1st, key players in the California Beauty & Personal Care industry gathered for an event focused on a phrase you may have heard of lately: “Green Beauty”. The Eco Well, a Canadian-based organization dedicated to the spread of accurate information on sustainability in cosmetics & beauty, hosted the first Green Beauty Night on US soil in front of a full crowd in Downtown LA’s Arts District.



The event consisted of a two-hour panel presentation featuring a range of industry experts and scientists, in addition to a small marketplace-style showcase of a selection of brands and suppliers who are active and leading in the sustainability front. The panel covered a range of topics centered around what “green” beauty really means to consumers, brands, and scientists, and what issues those varied perceptions can create in an industry with a myriad of companies, influencers, certifications, and regulatory bodies all vying for influence. Key conversations included how “natural” does not necessarily equal sustainable (and vice versa), and how novel and sustainable raw material production from sources like genetically modified bacteria fermentation can be met with considerable resistance when it comes to recognition from international certifying bodies.

Even within a room full of like-minded scientists from the B&PC industry, it was clear that the range of perspectives couldn’t have been wider — the panel was followed by a Q&A session which spurred on a noticeably passionate discussion from the crowd on various topics. While a clear consensus on individual talking points may not have been reached, there was one recurring theme that all panelists and attendees could agree on: on the subject of “green” beauty and so many other hot button topics in our industry, there is a clear communication & education gap between scientists and consumers that remains to be bridged.

When it comes to defining terms like “green,” “clean,” and “sustainable” in the face of lacking international standards and complex product lifecycle footprints, it’s our responsibility as scientists and product advocates to clearly define in a consumer friendly way what the terms we use mean in the context of each of our brands. My biggest takeaway from Green Beauty Night was that the fight against misinformation ultimately starts with our own products and marketing voices, and that ongoing conversations like the ones had by the panel must continue frequently within the industry community if we hope to ever communicate to consumers in a unified voice.

You can find the full video of the panel discussion here:



<https://youtu.be/jOjg-vx3o-I>



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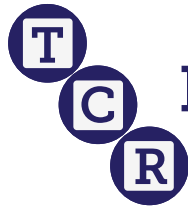
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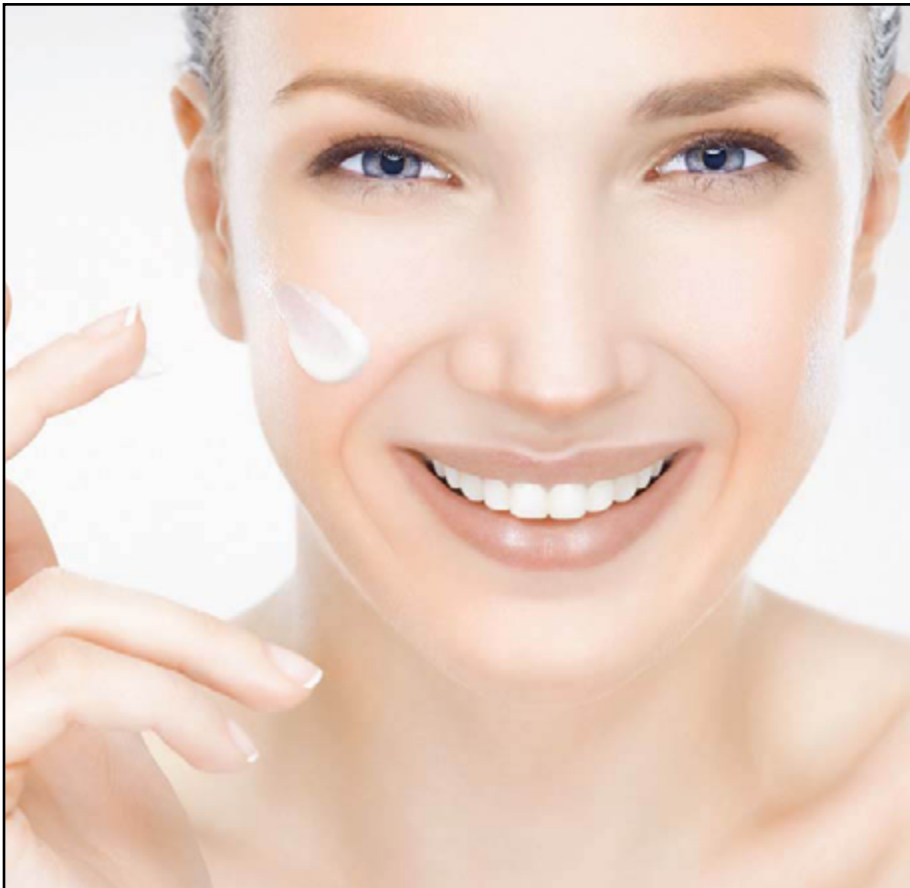
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# HISTORIAN ARTICLE

## DON'T SLEEP ON THE SCIENCE

As people become increasingly more conscious and aware of what they are putting in their bodies, people have also become progressively savvy about what they put ON their bodies. The two polarizing topics in skincare and cosmetics currently are natural products versus synthetics. Let's be honest, natural just sounds better, but does it give the people what they want?

In recent news, the FDA has finally defined the word "natural" in beauty products. The formula must contain at least 70% natural substances (other than water and salt) with no fragrance ingredients other than a naturally derived ingredient. The other 30% must contain naturally derived ingredients except to the extent that a natural derived ingredient is not available for a specific function. The FDA went on to define "naturally derived ingredient" as well, stating this is a substance starting out as a mineral, plant, microbe or of animal origin not being chemically processed. Luckily, this definition will eliminate a large amount of fake news advertising schemes in the market today, but the main question is, do natural products trump efficacy? Also, do natural products function equally or better than synthetics products?

*Kendall Johnson*



Multiple surveys say that the majority of consumers seeking skincare and cosmetics products will choose efficacy over natural. On the other hand, consumers are also seeking efficacious products that have a clean origin. The concern is more for the planet's sustainability. Until there was a formal definition, the grey area of "natural" existed around ingredients of natural origin but processed chemically for efficacy. This formal definition eliminates that grey area entirely. For example, essential oils have also divided the industry. With essential oils being so highly concentrated, they have been known to cause skin reactions. They are also a major source of antioxidants and nourishing skin food and align with the defined natural requirements for aroma in products.

On the other side of the spectrum, synthetics are necessary to create many of the ingredients we love in skincare. SPF's, retinol, glycolic acid, hyaluronic acid, vitamin c derivatives, etc. function in an extremely lucrative and efficacious skincare space. Due to sustainability awareness, there has been an extreme shift away from chemical sunscreens, Oxybenzone and Octinoxate, that are toxic to coral reefs and a rise in physical sunscreens. Both physical sunscreen formulas and chemical sunscreen formulas have the ability to achieve high SPF values to eliminate sun damage. Again, this SPF dilemma circles back to environmental awareness, not functionality of the ingredients.

As skincare professionals, we know just because an ingredient is natural does not necessarily mean it is always better and just because an ingredient is made in a lab does not always make it toxic or environmentally unfriendly. Since everyone's skin reacts differently to various ingredients, the answer to the million-dollar question of natural versus synthetic is simply personal preference and experience. Unethical sourcing is rampant in both natural products and synthetic. It is our responsibility to provide a product that functions as it claims and protects the environment at the same time. It is also our responsibility to provide the knowledge to educate consumers to not always follow trends but trust what works. My advice would be to find an ethical brand, don't smoke cigarettes, stay out of the sun and finally, don't sleep on the science.

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