2020 Q1 GLOBAL TRENDS
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GLOBAL TRENDS
THE ECOLOGICAL COMMUNITY OF MICROORGANISMS THAT ARE PRESENT ON OUR BODY AND OF THE BODY ITSELF DEFINES THE HUMAN SKIN MICROBIOME.

Brigitte Dréno, Eur J Dermatol
**CLIMATE CONTROL** GLOBAL WARMING & A DISRUPTED MICROBIOME

- **Ecobiology** is a new scientific approach based on the principle that skin is an ever-evolving ecosystem responding to its environment.

- Our climate affects various aspects of our life, especially our microbiome’s pH, moisture, salinity, and sebum levels.

- As a result, the profile of your microbiome is constantly trying to adapt, but often results in the pathogenicity of various bacteria, viruses, fungi, and other pathogens.

- Help your skin **combat** the effects of **climate change** to your microbiota with fast and effective products to battle your everyday climate.

- Climate Control examples:
  - Skin care applications with UV protection, film-forming agents, and anti-microbial properties against pathogenic bacteria.
Kiehl’s Ultra Light Daily UV Defense Aqua Gel
This gel-based formula is ideal for those living in humid climates. Made with Pollution-Protecting Technology, this product forms a protective barrier on skin to prevent oxidative stress (which may lead to inflammation, unwanted breakouts and accelerated skin ageing) caused by environmental factors. Vitamin E is also infused to neutralize skin-damaging free radicals, offer antioxidant protection and hydrate.

Clinique ID Dramatically Different Hydrating Jelly
A light weight, gel-based moisturizer is always ideal for those experiencing congestion and excess sebum production. This product contains Skin-Shield Technology to protect skin from environmental aggressors and help repair skin’s functional barrier. Choose this product to treat enlarged pores and dull, tired-looking skin, which are pretty common due to all the external stressors and pollution prevalent in the city.

Dior Capture Youth Age-Delay Resurfacing Water
This water-based formula absorbs quickly and prevents clogged pores, making it a perfect solution for those living in warmer climates. Papaya enzymes and antioxidant-rich iris florentina work together to slough away the layer of dead cells accumulated on skin’s surface due to pollution and dirt in the city air. The duo of ingredients are said to stimulate cell renewal and production of glyoxalase (a set of enzymes that carry out a detoxification process) for brighter, clearer and more resilient skin.
FSS16586 FSS Phytofuse Renew®
INCI Name: Selaginella Lepidophylla Extract
FSS Phytofuse Renew® imparts protective and moisture-retentive benefits associated with secondary metabolites produced by the Resurrection Plant. A functional, active ingredient that improves the slip and cushion in finished formulations, FSS Phytofuse Renew® soothes the skin and provides benefits such as moisturization and protection. This product enhances cellular proliferation to aid in wound healing. In hair care, FSS Phytofuse Renew® increases the sheen of the hair while hydrating and providing antioxidant protection against environmental stressors.

Applications: Antioxidant, Pollution Protection, Moisturizing
Use Level: 1.0-10.0%  
Solubility: Water Soluble

FSS10550 FSS Moringa Pterygosperma Seed Extract G
INCI Name: Glycerin & Moringa Pterygosperma Seed Extract
The regenerative ability of the moringa seed make for an ideal ingredient for applications in cosmetics designed to deeply condition the skin. As our skin is in a constant state of renewal, it is imperative to replenish it with potent vitamins and minerals. Just as a parched tree is refreshed after a rain, your skin can be equally drenched with thirst-quenching benefits designed to fortify your skin barrier. Renew the surface of the skin with increased protection from exposure to weathering elements and pollution with the help of the time-tested moringa seed.

Applications: Antioxidant, Pollution Protection, Collagen Synthesis
Use Levels: 1.0-10.0 %  
Solubility: Water Soluble
THE JAPANESE APPROACH TO BEAUTY IS MORE ABOUT TRADITION, A QUIET SERIOUSNESS, UNDERSTATED LUXURY AND PLAYED DOWN PRESENTATION REINFORCED BY A LONG HERITAGE IN BEAUTY.

Anna-Marie Solowij, Vogue UK
• One dermatologist from Muenster in Germany has backed up this claim stating that the calcium in milk can have a calming effect on the skin, as the combination of milk and oil is positive because vitamin E is fat soluble.

• “Donkey Milk” has the highest protein and the most fatty acids in there and the loss of those proteins and fatty acids is one of the biggest cause of aging.

• In addition, in Vietnam, we are able to see an entire line of Milk/Butter products at Bodysen and other cosmetics brands for skincare.
Scentio (Thailand) Milk Plus Whitening Q10 Facial Foam

Foam cleansing with a gentle formula, Co-enzyme Q10 and Hydrolyzed Milk Protein will provide skin nourishing benefits and whitening skin healthy as well as a mixture of extracts. Aloe Vera Extract is absorbed into the skin deeply restoring moisture to skin. Vitamin E and antioxidants help reduce fine lines and premature aging. Glycerin helps maintain skin's moisture balance to dry skin. Even after use. This ensures that the surface will be fully taken care of.

3CE (Korea) White Milk Cream

A one-step solution for clear, milky skin. Target blemishes and brighten dull skin for a pure complexion with this moisturizing milky cream by 3CE. Added milk protein extract, theobroma cacao seed butter, and vitamin E derivatives give the brightening formula its milky texture, moisturizing properties and oil-removing capabilities.
**FSS20575PF FSS Milk Hydrolysate PF**

**INCI Name:** Hydrolyzed Milk Protein

FSS Milk Hydrolysate PF is a product designed to provide nourishing and conditioning benefits to the skin, while increasing the shine and hydration of the hair. Hydrolyzed proteins are popular in beauty ingredients to provide benefits to the skin and hair. Hydrolyzed proteins are broken down into smaller protein pieces to increase their affinity for the skin and hair. FSS Milk Hydrolysate PF is a preservative free ingredient capable of offering rejuvenating benefits in beauty applications.

**Applications:** Nourishing, Conditioning  
**Use Level:** 1.0-10.0%  
**Solubility:** Water Soluble

**FSS11113 FSS Soy Milk Extract G**

**INCI Name:** Glycerin & Soymilk

Traditionally derived from soybeans, soy milk is a popular staple in the food industry as an alternative to animal derived milk. Soy milk is known to be rich in calcium and protein, making it an ideal ingredient for incorporation into beauty products. Known to hydrate the skin, scalp, and hair, soy milk keeps the complexion healthy and vibrant. Moisturizing products reduce the appearance of aging while protecting dry or damaged skin to promote a revitalized aesthetic. FSS Soy Milk Extract G may be used in a variety of hair and skin care applications to capitalize on the benefits associated with soy milk.

**Applications:** Revitalizing, Nourishing  
**Use Levels:** 1.0-10.0%  
**Solubility:** Water Soluble
Green Tea in skin care: a superstar ingredient with Eastern origin and Western diaspora.

Green tea was popularized during the 7th century when a Japanese monk who visited China to study Zen Buddhism returned home with their new discovery of green tea’s wonderful healing properties.

Green Tea is excellent for hydrating the body.

The main benefit is in the detoxification benefits of drinking green tea.

The liquid will help to remove toxins from the body, which improves overall health and boosts the skin health.

In the recent years, green tea has become a lifestyle for many.
Kotoshina (Japan) Green Tea Seed Oil Soap
A face care soap formulated with a base of organic tea seed oil from Uji, Kyoto, palm oil, shea butter and moisturizing green tea powder ingredients. Tea seed oil is rich with moisturizing ingredients and will leave your skin soft and moist.

Rohto (Japan) Green Tea Lip Stick
A moisture type lip cream with "moist pack“ technology that reacts with air moisture and gently melts over your lip by your body heat. It contains multiple ceramides for lip nourishment. With SPF25 PA+++ sunscreen to support against harmful UV rays, this lipstick is good for dry environments like the office, a day out in winter, or to use as a lip base primer.
Green tea is a natural defender. Air pollution, exposure to sunlight and smoke create free radicals that damage both hair and skin. Over time, the onslaught of free radicals contributes to the appearance of physical aging. Protecting ourselves from these free radicals with powerful antioxidants such as those found in green tea is vital for preventing the appearance of fine lines and wrinkles on our skin, and maintaining healthy shiny hair. Green tea contains polyphenols known for antioxidant activity, and function as reactive oxygen species scavengers against the superoxide anion; the polyphenols also scavenge hydroxyl and peroxyl radicals while inhibiting lipid peroxidation and the oxidation of low-density lipoproteins.

Applications: Conditioning, Nourishing
Use Level: 1.0-10.0%  Solubility: Water Soluble

FSS10344PF FSS Japanese Green Tea Extract BG PF
INCI Name: Butylene Glycol & Water & Camellia Oleifera Leaf Extract
Green tea has been consumed in eastern Asia for over 500,000 years and has been utilized in traditional Chinese and Ayurvedic medicines as a stimulant, diuretic and astringent. Green tea has also been observed to regulate body temperature and blood sugar while promoting digestion and improving mental processes. It is believed that the consumption of green tea also prevents atherosclerosis, cancer and liver disease while improving diabetes and high cholesterol. The polyphenols of green tea are often used to provide protection to the hair follicles and reduce split ends to help maintain shiny, voluminous hair. Green tea also quenches the skin by providing long lasting hydration to revive dry, dull skin.

Applications: Conditioning, Nourishing
Use Levels: 1.0-10.0 %  Solubility: Water Soluble
“MUSHROOMS ARE THE NEW ‘IT’ SKIN-CARE INGREDIENT – BELIEVE IT: FUNGI IS GOOD FOR YOUR FACE”

Anna-Marie Solowij, Vogue UK
Mushrooms are surrounded by an air of mystery but rare mushrooms are becoming more and more mainstream for their superfood benefits and medicinal properties.

Paul Stamets, one of the world’s most revered mycologists, has been studying the magic world of mushrooms for over 40 years. He discusses that “an avalanche of new scientific discoveries of the power of mycelium, the mother cellular network of fine fibers that birth mushrooms, has produced many new molecules of significant medicinal benefit”.

Research shows that mycelium has the ability to break down toxins including chemical pollutants. This ability to detoxify the environment may make mushrooms effective enough to clean oil spills, purify rivers and absorb radiation.

Mushrooms are at the forefront of an environmental and medicinal revolution, making them essential for the future of the planet as well as health and innate immunity.
Hifas da Terra Mico-Lift

*Mico-Lift* stop time with the antioxidant and anti-fatigue properties of Reishi and Cordyceps mushrooms. This innovative anti-wrinkle cream also contains argan oil, aloe vera, thyme and hyadisine™, a natural alternative (of marine origin) to hyaluronic acid.

Lumene Nutri-Recharging Intense Moisturizer

Our nutri-recharging cream acts as a moisture balance skin guardian. Revitalizing skin deeply with Nordic Chaga and Arctic spring water, it delivers a constant and optimal hydration, while helping reduce discomfort and redness due to dryness.

S[AÈ]VE Sérum Botanique Anti Âge Fermeté

Difficult to get an anti-aging shot as effective as sensory? Firming Anti-Aging Botanical Serum sets the record straight by combining its milky texture with a highly concentrated formula that redensifies and improves the structure of the skin to help restore volume. Its powerful patented repairing agents, antioxidants and boosters of the skin's immune defenses protect the skin from the effects of weather and external aggressions. The skin is firm and looks refreshed. The complexion is brighter and wrinkles installed are less deep.
MUSHROOM RECOMMENDATIONS

FSS10963PF FSS Mushroom Blend PF
INCI Name: Algae Extract & Lentinus Edodes Extract & Ganoderma Lucidum (Reishi Mushroom) Stem Extract
Mushrooms are naturally high in antioxidants, which can provide protection against free radical damage, often leading to the increased appearance of aging by creating and accentuating fine lines and wrinkles. Mushrooms are known to hydrate, brighten, tone, and increase firmness when used on the skin. Hair care products can also benefit from mushrooms using the detoxification and moisturization properties. Mushrooms are believed to provide protection for hair follicles by strengthening and hydrating to reduce damage caused by daily exposure to UV, chemicals, heat, and mechanical damage. FSS Mushroom Blend PF can provide benefits in a variety of hair and skin care formulations by capitalizing on the benefits of mushrooms.

Applications: Conditioning, Nourishing
Use Level: 1.0-10.0%  Solubility: Water Soluble

FSS11471 FSS Chaga Extract SNO
INCI Name: Helianthus Annuus (Sunflower) Seed Oil & Inonotus Oliquus (Mushroom) Extract
Chaga mushroom, Inonotus obliquus, is a parasitic fungus growing on birch trees near the Arctic and has been used in folk medicine for centuries. The Chaga mushroom is able to absorb and concentrate many enzymes, nutrients and healing compounds that are bioavailable to the human body. Chaga mushrooms have the highest antioxidant levels in the mushroom kingdom and are a dark, hard mushroom that is traditionally taken internally as a tea. They contain many health benefits such as balancing blood sugar levels, boosting energy levels, anti-aging, and anti-inflammatory. Chaga mushrooms are also known as a great source of B vitamins, flavonoids, minerals, and enzymes.

Applications: Conditioning, Nourishing
Use Levels: 1.0-10.0%  Solubility: Water Soluble
**Skinification, Hair is the New Skin**

- Skinification is the haircare trend of the moment. It refers to the increasingly sophisticated formulas and ingredients used in haircare products that have traditionally only been found in skincare.

- This results in optimal hair health and beautifying benefits. Haircare rituals are no longer limited to the traditional line up of shampoos, conditioners, and masks.

- An increased knowledge in hair and scalp health has seen the advancement of ingredient quality and type used in haircare formulas.

- This has lead to the emergence of a new sub category of products focusing primarily on scalp health.
The scalp can be damaged by a variety of factors, including stress and pollution.

To defend itself against oxidative stress, the scalp starts to produce more sebum which will make hair greasier as a result. Elisabeth Bouhadana from L’Oréal Paris explains several scientific studies have shown that fine particles might interfere with the oxygenation process which could lead to inflammation.

Like the skin, the scalp has a delicate balance of microflora that needs to be kept in homeostasis for it to function at its best, feel comfortable and keep hair looking healthy.

The scalp requires the same care as the skin and can even be considered as an extension of the face.
**SKINIFICATION IN ACTION**

**Yves Rocher Gommage Oxygénant Anti Pollution**
*This Oxygen Scrub with Moringa seeds gently exfoliates the scalp and allows it to re-grease less quickly. And since beautiful hair begins with a healthy scalp, we have integrated in the heart of each formula the fructans of Agave.*

**Garnier Masque Hydratant Hair Food Fructis**
*The new nutrition of hungry hair. Discover the first multi-purpose mask, 98% natural, enriched with goji berries to revive the radiance of your hair color. Its melting texture is immediately absorbed, as if your hair was devouring it. 3 ways to use it - for detangling, mask or rinse care - for one result: glowing hair!*

**BioBalance Organic Pomegranate Shampoo**
*This Anti-Oxidant Rich Organic Pomegranate and Plant Keratin Complex restores your strands to optimal health and seals in color for a long-lasting shine and rich texture. Nourishes and strengthens hair against UV, chemical, heat and mechanical styling damage. Leaves damaged and color-treated hair smooth, manageable, and radiant.*
SKINIFICATION RECOMMENDATIONS

FSS10550 FSS Moringa Pterygosperma Seed Extract G
INCI Name: Glycerin & Moringa Pterygosperma Seed Extract
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Applications: Pollution Protection, Conditioning, Antioxidant
Use Level: 1.0-10.0%  In-vitro / In-vivo  Solubility: Water Soluble

FSS20440PF FSS Modified Pomegranate Enzyme PF
INCI Name: Lactobacillus/ Punica Granatum Fruit Ferment Extract
Chaga mushroom, *Inonotus obliquus*, is a parasitic fungus growing on birch trees near the Arctic and has been used in folk medicine for centuries. The Chaga mushroom is able to absorb and concentrate many enzymes, nutrients and healing compounds that are bioavailable to the human body. Chaga mushrooms have the highest antioxidant levels in the mushroom kingdom and are a dark, hard mushroom that is traditionally taken internally as a tea. They contain many health benefits such as balancing blood sugar levels, boosting energy levels, anti-aging, and anti-inflammatory. Chaga mushrooms are also known as a great source of B vitamins, flavonoids, minerals, and enzymes.

Applications: Exfoliation, Cellular Renewal
Use Levels: 1.0-10.0 %  In-vitro /In-vivo  Solubility: Water Soluble
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