

kosmetikos*

By Steve Herman

WILL ROGERS REDUX

**"All I know is what I read in the papers."
— Will Rogers¹**

For hard core technical information on TEWL and prostaglandin, consult the reputable scientific journals. To see what is really happening, one might well take a hint from Will Rogers and dip into the newspapers. The press reports can be revelatory for those mired in the trenches of an R&D lab, giving a glimpse of where technology leads to dreams.

Almost every personal care item has a "hook," a marketing position which can assume many guises, generic, technical, or a flight of fancy. We will examine three approaches to creating unique product identity, selected simply due to their recent journalistic materialization.

The attempt will obviously be made to examine these items with a little more pro-bity than characteristic of the popular press.

Cherub's Secret™ is an imaginative twist on the use of lipids in skincare products.

A local newspaper account² takes the "discovery" back to the inventor's Lamaze class. There, David Shanni encountered the Vernix Causeosa, the barrier between the baby's skin and the amniotic fluid—described by the instructor as "nature's moisturizer." It was off to the races, with a website³ and patent⁴ based on a molecular replication of this white cream. The analytical duplication of the vernix was dubbed Lipidex™. A line of cosmetics incorporating the Lipidex was created, in addition to a related line of nutritional supplements including skin vitamins with vernix nutrients, creating a broad program dubbed Nutritional Cosmetology™.

Steve Herman is Director R&D of AFF International. He has 28 years experience in the industry, primarily in fragrance application. He serves as an Adjunct Professor in the FDU Masters in Cosmetic Science program, and has been active in numerous capacities with the SCC. He may be reached by phone, (973) 244-5880, or by e-mail at GCISteve@aol.com.

*Greek kosmEtikos, skilled in adornment or decorating.



**Cherub's Secret
Nutritional Cosmetology**

Lipids are an extensive family of biologically produced organic materials. They are characterized by their solubility in non-polar solvents, and consequently their insolubility in water. A broad division exists between "saponifiable" and "unsaponifiable" groups (Figure 1). The skin's surface naturally contains a complex mixture of lipids. A lipid composition from the Cherub's Secret™ patent, based on the analysis of Vernix Causeosa, is shown in Figure 2.

The importance of lipids for healthy skin is well known in cosmetics, and blends have been developed over the years. None, however, were created with newborn skin in mind. Since

(continued on page 30)



Figure 1 LIPIDS⁵

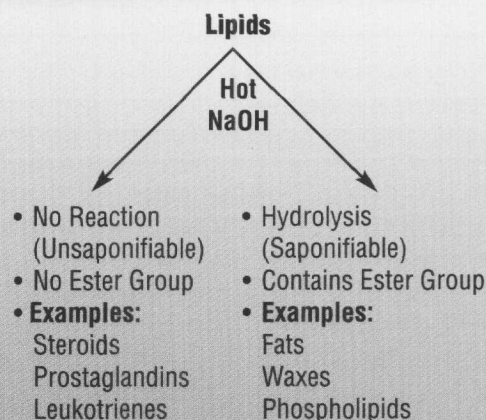


Figure 2 VERNIX BLEND

1 Part	Mixed Saturated Fats (e.g. Palmitic Acid)
1 Part	Mixed Monounsaturated Fats (e.g. Oleic Acid)
0.25 Parts	Mixed Polyunsaturated Fats (e.g. Linoleic Acid)
4 Parts	Phospholipids
2 Parts	Glycolipids
Trace	Waxes and Aminolipids

kosmetikos

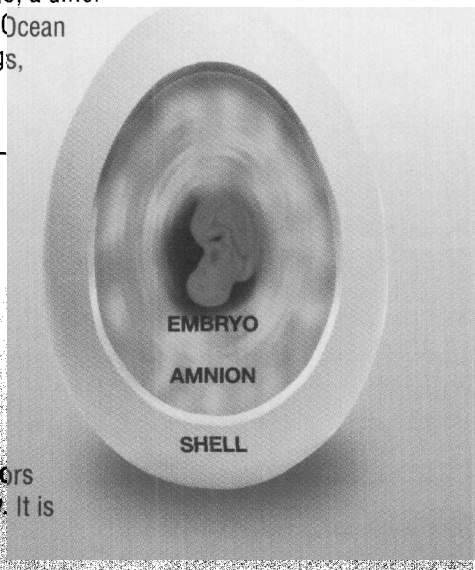
(continued from page 28)

Sidebar The Rise of Amniotes

When animals colonized land 310 million years ago, a different form of reproductive process was required. Ocean dwellers can lay eggs in water. The fertilized eggs, coated with a moist, gelatinous material, easily retained their moisture in the marine environment. On dry land a new protective system was needed. The amnion, a water-tight membrane surrounding the embryo and filled with fluid, kept the egg from drying out. This is a common feature of humans, reptiles, birds, and dinosaurs (ah, the company we keep!).

The amniote's moisture reservoir is called amniotic fluid. The vernix caseosa protects the skin of the fetus from a prolonged soak in the amniotic fluid.

Anyone with further interest in amniotes can find one book on Amazon.com, *Amniote Origins: Completing the Transition to Land*, Stuart Sumida and Karen Martin, editors (Academic Press). Don't fear a wild run on this tomorrow. It is 429,285 in Amazon's sales rank!



the film affords protection from the amniotic fluid, its origin extends back to the migration of life from the ocean to dry land (see sidebar on page 30).

The Cherub's Secret story evokes nature, the perfection of baby skin, and the evolution of life on land—not bad for a lipid mixture! It is a nice example of imaginative marketing, and while not quite the ultimate in high tech bells-and-whistles, it deserves a successful niche in the treatment area. Combining cosmetics with a nutritional program acknowledges that appearance relies on more than simply what is applied to the skin.

On to sunny Monaco, where researchers for the Lancaster group introduced magnetism into the world of skincare. To quote *The New York Times*⁶: "Skin Maximizer...contains mineral microcrystals that carry a natural magnetic charge. Iron in blood's hemoglobin is supposed to be attracted to these charged bits...they pull blood to the skin's surface, resulting in luminous skin..."

According to Tina Leeds⁷, the magnetic properties of the cream attract nutrients to the surface of the skin, eliminate toxins, and improve the texture and color of the skin.

The formulation also contains RPF (Radical Protection Factor), which one might assume performs much the same function as SOD⁸.

Often, one expects more technology-based stories to come from Europe than the United States. Lancaster seems to follow the pattern, with its new magnetic approach to skin treatment patented in Ludwigshafen, Germany and the cosmetic formulation refined in Monaco.

The ultimate inspiration for this product can be traced to the first sentence in *The New York Times*: "Magnets, used to treat everything from sports injuries to pets with insomnia, are now being utilized on complexions." In fact, the Lancaster patent⁹ refers as prior art to a magnetic wand, credited with "initiating a self-healing process and restoring firmness and elasticity to the skin." Magnetic

(continued on next page)

AMAZINGLY

Touchable

Introducing AMAZE™ starch fixative.
Feels natural because it is.

Now you can create a touchable hold in your gels, mousses and styling lotions...without losing touch with your budget. A high-performance, non-ionic hair fixative, AMAZE (INCI name: corn starch modified) is also naturally

derived, so hair not only stays in place as if you'd used a synthetic polymer: it also feels cleaner and more natural than ever before. Plus, AMAZE formulations don't leave a sticky, messy film on the hands. Use AMAZE as a low-cost,

high-performance substitute for synthetic non-ionic polymers, or blend it with synthetic cationic polymers to reduce cost without sacrificing hold, slip or shine. To feel the difference, call us today. You'll be amazed.

National Starch & Chemical

A member of the ICI Group

Feel like you need more information? **Write:** National Starch and Chemical Company, 114 Mayfield Avenue, Edison, NJ 08837
Call: 1-800-797-4992 **Fax:** 1-732-417-5696 **E-Mail:** nsta171598791@adh.com **Internet:** <http://www.nationalstarch.com>

CIRCLE #126 ON READER INQUIRY CARD

kosmetikos*

(continued from previous page)

Therapy is a well established branch of alternative treatment regimens.

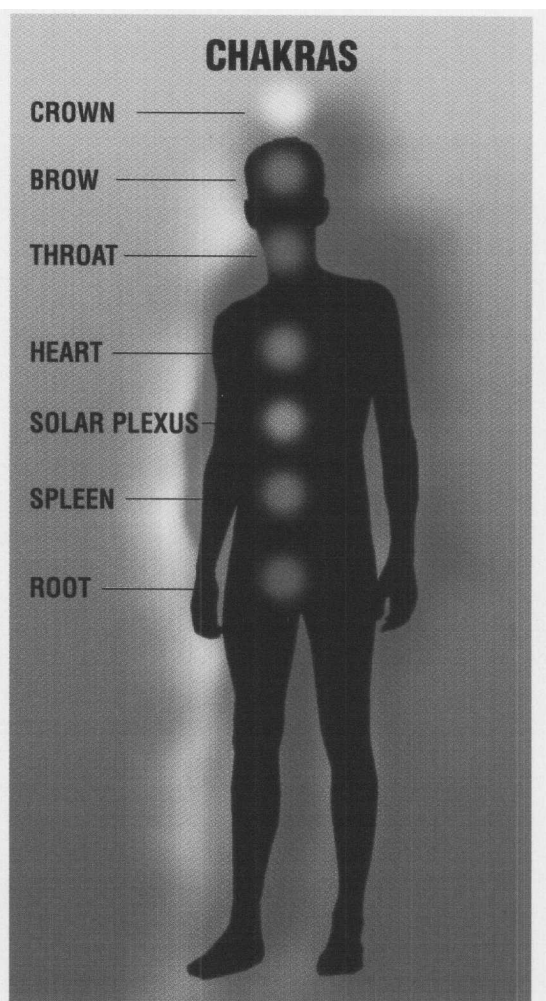
The magnetic field is produced by barium or strontium hexaferrites with a particle size range of 600 to 1200 nm. The invention implies that the magnetic particles do not aggregate. In fact, the product development process led to the incorporation of the crystals in a liposomal shell. The patent discloses the use of asymmetric lamellar aggregates such as lecithin in the delivery system. With the addition of fluorocarbons, the cosmetic vehicle has enhanced penetration properties. The net result is claimed to be an increase in microcirculation in the capillary region, bringing more nutrients to the skin and removing toxins. Lancaster has surely taken the high tech road to skin treatment.

Another article, "Spiritual Cosmetics. No Kidding."¹⁰ takes us to a new Weltanschauung. "I don't have wrinkles anymore. I've got chakra blockage." Chakra entered cosmetics as a trademarked term with Aveda in 1989, recently acquired by Estée Lauder. Another mainstream company, Shiseido, has an "emotional" product line dubbed 5S. But it is more enjoyable to step away from the giants and visit the entrepreneurs, like Tony and Tina.

It is time for Chakra 101¹¹. Chakra is Sanskrit for spinning wheel or vortex. The major chakras are points of convergence of power and energy. There are colors associated with the different chakras, which can be related to color therapy. Tony and Tina¹² embrace "Vibrational Remedies" including color therapy, aromatherapy, and audio stimuli. Thus, they provide a lipstick with a blueberry color, which corresponds to the throat chakra, and a glossy cherry lipstick for the base chakra.

In addition to color relationships, the lipsticks contain aromatherapy essential oils, and St. Johns Wort as a homeopathic anti-depressant. To sum up their position: "Fantasies, dreams and wishes are the catalyst in the field of infinite possibilities that shape our world and therefore our reality."

Three spectacularly different product concepts have been explored. The intent has been to appreciate them as ideas rather than to critique them as technologies. The patents, websites and press interest can speak for themselves, and each reader can go to the internet and make



an informed individual judgement. What is clear is the wide range of ideas being drawn upon, and the variety of consumer desires to be sated. ■

References

To examine the patents cited in this column, see <http://www.patents.ibm.com>.

Special thanks to Tina Leeds of Lancaster and David Shanni of Cherub's Secret for the time they generously provided for phone interviews.

1. Will Rogers (1878-1935) was an American humorist, still alive on the web at <http://www.willrogers.org>.
2. Father very protective of his Cherub, *The Star Ledger* (Newark, NJ), Dec. 14, 1998.
3. <http://www.cherubsecret.com>.
4. US 5631012, May 20, 1997.
5. <http://www.chem.wsu.edu/chem/02/102-LipFatSoap.html>.
6. *Creams With Pull*, NY Times, Jan. 3, 1999.
7. Tina Leeds, phone interview, February 8, 1999.
8. Herman, S., *There's SOD in your SMEC!*, DCI, Dec. 1998.
9. US 5800835, Sept. 1, 1998.
10. *Spiritual Cosmetics. No Kidding.*, NY Times, Jan. 10, 1999.
11. <http://pages.prodigy.net/processor/chak3.htm>.
12. <http://www.tonytina.com>.