

Re: Industry Info and Marketing Tips from Health Specialty for 2010

Dear Customer,

Here's something to keep an eye on if you're looking for a niche market to get into. Market data suggests women are shelving lipstick in favor of foundation. In the UK sales in the lip market grew 2.5% last year whereas foundation sales were up 15%, according to market research firm Nielsen. A good part of the reason for this is that foundation is being marketed as a necessary tool in the defense of skin health. In recent years many foundations that contain anti-oxidants have been developed and consumers appear to be sold on them. Between 2006 and 2008 the number of new foundations containing antioxidants doubled according to Mintel's GNDP Product Database.

#### **New Product Information to Take Note Of:**

Health Specialty offers a large variety of natural products which can be packaged and labeled with your company name and logo on them. Ask about the following for your 2010 personal product lines:

**Botanisil SP-110S** is a silicone crosspolymer microsphere coated with silica. In recent studies it was shown to reduce the appearance of wrinkles by as much as 84% in some cases. Additional benefits of Botanisil include a silky-powdery feel, its use as a viscosity enhancer, its absorption of oils and fluids, its skin mattifying effect, and its ability to prevent powder agglomeration. Botanisil also hides skin imperfections and reduces shine through sebum absorption and soft focus.

**All Natural Ingredients:** Prickly pear seeds, milk extracts, snail serum, bog myrtle and grape stem cells are just a few of the more unusual ingredients that have cropped up this year. Most are being used in standard skin care creams that help prevent damage done by UV rays, but one, snail serum, has been released in a new formula designed to heal acne scarring.

**New Lip-Plumbing Formula:** A new ingredient has appeared on the anti-aging market, an extract from the plant *Portulaca* associated with a natural modified matrikine peptide. Though the formula is new, matrikine peptides have been used as anti-ageing ingredients in the past. Matrikines result from the degradation of extra cellular matrix proteins and work as cell messengers involved in wound healing and skin repair.

#### **Latest Industry News**

Here's what's going on right now in the personal products industry. New products are being developed all the time and marketing for these products is done with consumer

demand in mind. Be careful when responding to trends. They may lead to the distribution of erroneous information.

### **Drive for Paraben-Free Cosmetics May be Leading to Misinformation**

Studies have shown that parabens pose no risk to humans whatsoever, yet there is a movement in the personal product industry towards pushing “paraben-free” lines of cosmetics and health care products. This is to meet consumer demand for these products, not to suggest that there are dangers involved with those products that contain parabens. It is recommended that care be taken in the way that these paraben-free products are labeled and marketed so as not to suggest to the consumer that using anything else may be harmful to their health.

### **Twins Used in Recent Study of Photodamage**

In a recent study conducted in Ohio, twins were used to eliminate the genetic factor in a study of potential effects and aging of the skin. It was found that the use of sunscreen and the drinking of red wine could help promote healthy skin, whereas cigarette smoking and excess weight were found to be detrimental and caused premature wrinkling. In the case of excess weight it was also found that in subjects over the age of forty-five it could also mask wrinkles, a cosmetic benefit.

### **Bio-Plastics: Will they decrease environmental impact and solve the disposal problem?**

New advances in bioplastics, plastic resins that use plant carbon instead of carbon from fossil fuels, have brought about greener packaging that can be composted or biodegraded over time. The problem with recyclable resin plastics is that when they are disposed of they need to somehow get back to where they can be recycled. The new advances with bio-plastics will help somewhat with that problem but the infrastructure that determines end of life for plastics still needs significant work. Even the new packaging will take a long time to break down in a landfill, but eventually it will. We’ll be looking more closely at this new packaging in upcoming newsletters.

### **Health Specialty and You**

If you are looking to purchase one of our formulas we can develop one specifically for you and conduct stability testing to make sure it will be safe and effective. We can create cutting edge formulas using the ingredients listed above or others we have developed over the years. If you want something that is paraben free, sulfate free or mineral oil free let us know and we can accommodate your wishes in the developmental stage.

HealthSpecialty can develop a formula for you that you can own outright or we can manage a project involving development, testing, and market launch. We have years of

experience in all three of these phases and would be happy to assist you any way that we can. Many companies are incorporating these new ingredients in their skin care line. Each of these has clinical technical information if you would like to review them further. Please contact me directly and I would be happy to provide additional data for you.

Thank You,

Neil Badlani

*Neil Badlani, a Pharmacist and MBA, is the owner and chief formulating chemist for HealthSpecialty. He has over 20 years of experience in the health and beauty industry and has developed dozens of skin and hair care formulations that you see in salons and on pharmacy shelves.*