

ISSUE APRIL 2020

COSMETOPOLITAN



COS-INSIDE

Latest News
from RAHN

LAB-NEWS

Picnic for
your skin;
Cleansing
with Enzymes

AROUND THE WORLD

Male Grooming –
New trend or old
tradition?

GOOD TO KNOW

Sensory Assessment

RAHN

Your partner for excellence

Dear Readers,



Mirror Mirror on the wall ...

For the majority of us, the first glance of ourselves in the mirror in the morning is what matters most. We all want beautiful, flawless skin – after all, it radiates health and is considered a beauty standard. Stress, diet and our lifestyle can play a major role in skin health. Social media and the images we see there, pressure us into becoming over critical of ourselves.

We should compare ourselves less and strive for a positive self-image.

You alone can determine how you see and feel about yourself. #bodypositivity

Have a nice spring time.

Sandra

Sandra Gut
von Ihrem RAHN-Team



WHO IS NEW?

A very warm welcome to the new colleagues joining our team:



LEA HAHN
Function
Customer Service Cosmetics
Division
RAHN AG
Joined
1st October 2019



MORITZ MESSNER
Function
Technical Sales Manager
Division
RAHN GmbH
Joined
1st March 2020



SARAH DERRER
Function
Customer Service Cosmetics
Division
RAHN AG
Joined
1st March 2020



ISABELL STEGMANN
Function
Technical Sales Manager
Division
RAHN GmbH
Joined
1st April 2020

We hope our colleagues will settle in quickly and look forward to developing a strong and productive working relationship.

RAHN's Golden Ticket

For the last SCS Formulate exhibition in Coventry (UK), we decided to take a leaf out of Willy Wonka's book and hid four "Golden Tickets" in our RAHN chocolate. The lucky winners were delighted to receive specialities from Switzerland, France and Belgium.

Many thanks go to our sponsors from France and Belgium – Laboratoires Expanscience, Sytheon and Ajinomoto.

And the winners are ...



Laura Scougall, Tropic Skin Care with Inge Depelsmaeker, Ajinomoto

► Violaine Bargues & Laura Rudoe, Evolve Beauty & S5 Skincare with Gary Astill, RAHN



▼ Natasha Simonic, The Body Shop with Olivier Garnier, Laboratoires Expanscience



► Maddie Simmons, Reckitt Benckiser with Gary Astill & Sandra Gut, RAHN

RAHN – Behind the scenes!

Not just any team ...

Who actually works in what department and what does the department do? Meet the team ...

JASMINE ENG



Part of the team since?	January 2016
Responsible for?	<ul style="list-style-type: none"> • Customer service processing all types of orders for Germany • Quotations • Education trainee in 1st year of training
How would you describe yourself in three words?	Friendly, proactive and loyal
What are you passionate about?	I started doing CrossFit and I am really enjoying it even though it is quite strenuous. I also like spending time with my family and friends and enjoy discovering new cities. However my favourite city of all is Chicago 😊
What do you like about RAHN?	Amazing team, the outstanding social benefits, the fact your work is appreciated and the excellent working atmosphere.

MARION NÄGELI



Part of the team since?	November 2015
Responsible for?	<ul style="list-style-type: none"> • Customer service • Quotations and all types of order processing for England, Italy, Hungary, Czech Republic and distributors worldwide • Education trainee in 3rd year of training
How would you describe yourself in three words?	Friendly, helpful and able to work under pressure
What are you passionate about?	Travelling: I really love discovering new countries. I have also recently started CrossFit training which is great fun even though it is very strenuous! ☺
What do you like about RAHN?	Amazing team, general work atmosphere and tangible appreciation of your work as well as fantastic social benefits & goodies!

SIMONA APOLLONIO



Part of the team since?	November 2014
Responsible for?	Head of Operations (Customer Service and Supply Chain Management)
How would you describe yourself in three words?	Always on the go ☺ Loyal / conscientious / focused
What are you passionate about?	Travelling, scuba-diving, good food, passionate about making my own wine
What do you like about RAHN?	Benefits / Infrastructure / Social involvement / Family business

Think before you print ...

“Could you please print this page for me”? What might seem like a harmless everyday question to us has a noticeable impact on the environment. In many offices, tons of pages are being printed out daily from documents that are already stored in digital form and so do not really need to exist in printed form.

Every second tree cut down is processed to produce paper. The wood for paper products comes from forests all over the world. So the paper industry is a key industry when we think about the future of our forests.

Every one of us can make a contribution to environmental protection in our daily lives and reduce paper consumption. So-called “paperless offices” are becoming increasingly common.

With this in mind, we have decided to send out our Cosmetopolitan only in electronic form from now on and so contribute to the protection of the environment.



Picnic

for your skin

Spring is here and when the sun decides to shine, there's nothing better than a picnic.

The rise of wellness over the last decade has led to unprecedented consumer scrutiny of the ingredients and products they put on and inside their bodies. While the application of food-based ingredients is nothing new, the trend has hit a new high

with the advent of clean and sustainable beauty. As a result, brands are eager to infuse their skin remedies with everything from acai to zucchini.

We combined the food and cosmetic world into a beautiful, delicious concoction. So treat your skin to a picnic today. You will love the way it makes your skin feel and look.





Raspberry Jam Lip Exfoliator

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	Organic Castor Oil	Ricinus Communis (Castor) Seed Oil	30.65	several
	Dermofeel Viscolid	Hydrogenated Vegetable Oil	5.00	Evonik, DE
	Brazil Nut Oil Refined Organic	Bertholletia Excelsa Seed Oil, Tocopherol	13.00	several
	Cremerlin PURA non-palm	Olus Oil	5.00	CREMER OLEO GmbH & Co. KG, DE
	Virgin Maracuja Oil	Passiflora Edulis Seed Oil	7.00	Laboratoires Expanscience, FR
	Eldew SL-205	Isopropyl Lauroyl Sarcosinate	7.00	Ajinomoto, JP
	Virgin Prunus Oil	Prunus Domestica Seed Extract	3.00	Laboratoires Expanscience, FR
	Dermofeel MT 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0.50	Evonik, DE
	Unipure Red LC 381	Iron Oxides	0.05	Sensient Cosmetic Technologies, FR
	HydraSynol DOI	Isosorbide Dicaprylate	1.00	Sytheon Ltd, US
	Raspberry Seed Oil	Rubus Idaeus (Raspberry) Seed Oil	5.00	Bay House Ingredients, GB
2	Summer Berries (PN802760)	Fragrance	0.30	Aromatic Flavours & Fragrances Europe Ltd., GB
3	Raspberry Exfoliator 1000	Rubus Idaeus (Raspberry) Seed Powder	2.50	Lessonia, FR
	Sugar	Sucrose	20.00	several

Who it's for: Anyone who wants soft, smooth lips.

Flavor: Sweet Summer Berries.

Directions: Apply to lips in gentle circular motions. If wearing lipstick, remove that first. Rinse with warm water and towel dry.

Natural Oat Powder Cleanser

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	Amisoft LS-11	Sodium Lauroyl Glutamate	15.00	Ajinomoto, JP
	Amisoft MS-11	Sodium Myristoyl Glutamate	15.00	Ajinomoto, JP
	Organic Whole Milk Powder	Milk	23.90	several
	Oat Silk 12	Avena Sativa (Oat) Kernel Flour	22.00	Oat Cosmetics, GB
	Sisterna SP70-C	Sucrose Stearate	22.00	Sisterna B.V., NL
	Amihope LL	Lauroyl Lysine	1.00	Ajinomoto, JP
	TN001NL Spray Dried Aloe Vera Powder 200x	Aloe Barbadensis Leaf Juice	0.10	Terry Laboratories, Inc., US
	Cappucino	Fragrance	1.00	Mystic Moments UK, GB

Who it's for: Powder – Water Activated Cleanser. Gently exfoliates and removes makeup and excess oil without leaving any irritation. Perfect for traveling and cleansing on the go.

Flavor: Cappuccino Fragrance is a comforting, soft smelling fragrance composed of dark coffee beans sweetened slightly by a touch of vanilla.

Directions: Pour small amount into hand. Add water for watery mixture & massage into face. Rinse.

Cherry Body Yoghurt

St	Substance	INCI name USA	% [w/w]	Manufacturer	
1	Water demin.	Water	66.38	several	
	Dermofeel PA-3	Sodium Phytate, Water, Alcohol	0.10	Evonik, DE	
	Glycerin 85 %	Glycerin, Water	3.00	several	
	Dermosoft 1388 ECO	Glycerin, Water, Sodium Levulinate, Sodium Anisate	3.00	Evonik, DE	
2	Keltrol CG-SFT	Xanthan Gum	0.50	CP Kelco, US	
3	Dermofeel GSC	Glyceryl Stearate Citrate	2.50	Evonik, DE	
	Tegin M Pellets	Glyceryl Stearate	2.00	Evonik, DE	
	Dermosoft GMCY	Glyceryl Caprylate	0.30	Evonik, DE	
	Sunfloweroil deodorized, winterized, organic	Helianthus Annuus (Sunflower) Seed Oil	6.00	All Organic Trading GmbH, DE	
	Coconut Oil refined, organic	Cocos Nucifera (Coconut) Oil	4.00	All Organic Trading GmbH, DE	
	Cupuacu Butter Refined	Theobroma Grandiflorum Seed Butter	2.00	Laboratoires Expanscience, FR	
	Dermofeel Sensolv	Isoamyl Laurate	4.00	Evonik, DE	
	AO002 Aloe Vera Oil Extract	Glycine Soja (Soybean) Oil, Aloe Barbadensis Leaf Extract	5.00	Terry Laboratories, Inc., US	
	Dermofeel MT 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0.20	Evonik, DE	
	Unipure Red LC 381	Iron Oxides	0.03	Sensient Cosmetic Technologies, FR	
	4	Citric Acid solution 10 %	Citric Acid, Water	0.50	several
	5	Red Cherry (PN801518)	Fragrance	0.40	Aromatic Flavours & Fragrances Europe Ltd., GB
6	Agenajel 21.387	Zea Mays (Corn) Starch	0.10	Agrana Stärke GmbH, AT	

Who it's for: Suitable for all skin types. This Body Yoghurt leaves the skin soft and smooth. It is easily absorbed leaving no greasy layers.

Flavor: Red Cherry Fragrance has a strong and vibrant scent identical to a tub of ripe cherries, retaining all the sweetness.

Directions: Apply on clean and dry skin. Massage it all over your body, using circular motions.



Apple-a-day Protecting Stick

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	Beeswax yellow	Beeswax	18.00	Kahl GmbH & Co. KG, DE
	Sytenol A	Bakuchiol	2.00	Sytheon Ltd, US
	Lipocire A SG Pastillen	C10-18 Triglycerides	6.00	Gattefossé Schweiz, CH
	Sisterna A10E-C	Sucrose Tetrastearate Triacetate	10.00	Sisterna B.V., NL
	Cupuacu Butter Refined	Theobroma Grandiflorum Seed Butter	9.50	Laboratoires Expanscience, FR
	Coconut Oil refined, organic	Cocos Nucifera (Coconut) Oil	9.50	All Organic Trading GmbH, DE
	Cacao Butter Pellets	Theobroma Cacao (Cocoa) Seed Butter	5.00	Henry Lamotte Oils, DE
	Candelilla Wax	Candelilla Cera	9.50	several
	Virgin Maracuja Oil	Passiflora Edulis Seed Oil	9.50	Laboratoires Expanscience, FR
	Joboba Oil, organic	Simmondsia Chinensis Seed Oil	5.00	All Organic Trading GmbH, DE
	Dermofeel Toco 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	1.00	Evonik, DE
	Alpine Apple Seed Oil	Pyrus Malus (Apple) Seed Oil	10.00	Bay House Ingredients, GB
	2	Apple Blossom Natural Fragrance	Fragrance	5.00

Who it's for: Provides nourishing hydration and protective oils to anyone with dry skin.

Flavor: Fresh tart green apples scent.

Directions: Glide onto dry and clean skin.



Coffee Scrub Stick

St	Substance	INCI name USA	% [w/w]	Manufacturer	
1	Tego Alkanol 1618	Cetearyl Alcohol	27.60	Evonik, DE	
	TEGO Feel C 10	Cellulose	1.00	Evonik, DE	
	Sisterna A10E-C	Sucrose Tetrastearate Triacetate	2.50	Sisterna B.V., NL	
	Dermofeel Sensolv	Isoamyl Laurate	3.00	Evonik, DE	
	Coconut Oil refined, organic	Cocos Nucifera (Coconut) Oil	3.00	All Organic Trading GmbH, DE	
	Cacao Butter Pellets	Theobroma Cacao (Cocoa) Seed Butter	2.00	Henry Lamotte Oils, DE	
	Tego SMO V	Sorbitan Oleate	0.20	Evonik, DE	
	Virgin Prunus Oil	Prunus Domestica Seed Extract	5.00	Laboratoires Expanscience, FR	
	Organic Cold Pressed Coffee Bean Oil	Coffea Arabica (Coffee) Seed Oil	2.00	Biopurus, GB	
	Dermosoft GMCY	Glyceryl Caprylate	0.50	Evonik, DE	
	Dermofeel Toco 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0.20	Evonik, DE	
	2	Amisoft GS-11P	Sodium Palmoyl Glutamate	20.00	Ajinomoto, JP
		Elfan AT G	Sodium Cocoyl Isethionate	30.00	Akzo Nobel Chemicals GmbH, DE
FOSSIL PEELING POWDER		Diatomaceous Earth	1.00	RAHN AG, CH	
3	Cappucino	Fragrance	2.00	Mystic Moments UK, GB	

Who it's for: A multipurpose hydrating and cleansing stick. Ideal for on-the-go use. This convenient stick deeply cleanses and refreshes the complexion in one simple swipe.

Flavor: If you're a coffee lover like us, you'll love the combination of coffee oil and the hint of Cappucino Fragrance.

Directions: Apply to wet skin in gentle circular motion. Rinse with warm water and towel dry.

Poppy Shower Butter

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	Water demin.	Water	15.00	several
	Glycerin 99.5%	Glycerin, Water	38.80	several
2	English Poppy Seed Oil	Papaver Somniferum Seed Oil	10.00	Northstar Lipids (UK) Ltd, GB
	Cupuacu Butter Refined	Theobroma Grandiflorum Seed Butter	10.00	Laboratoires Expanscience, FR
	Keltrol CG-SFT	Xanthan Gum	1.00	CP Kelco, US
	Verstatil PC	Phenoxyethanol, Caprylyl Glycol	1.00	Evonik, DE
	Beeswax white	Beeswax	4.00	Kahl GmbH & Co. KG, DE
3	Elfan AT G	Sodium Cocoyl Isethionate	10.00	Akzo Nobel Chemicals GmbH, DE
	Lamesoft PO 65	Coco-Glucoside; Glyceryl Oleate	6.00	BASF, DE
4	CLEOMILK®	Sesamum Indicum (Sesame) Seed Oil, Water, Glycerin, Sucrose Stearate, Glyceryl Caprylate, Nigella Sativa Seed Oil, Xanthan Gum, Aloe Barbadensis Leaf Juice Powder, Citric Acid, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, p-Anisic Acid	2.00	RAHN AG, CH
5	Red Fusion	Fragrance	1.20	Aromatic Flavours & Fragrances Europe Ltd., GB
6	Poppy Seeds Blue	Papaver Somniferum (Poppy) Seed	1.00	Bay House Ingredients, GB

Who it's for: For everyone with dry skin. This rich, creamy shower butter gently cleanses, moisturises and conditions your skin.

Flavor: Red Fusion is a wonderful floral and warm fragrance.

Directions: Scoop a small quantity out of the tub and replace the lid. Smooth the product over your body under running water and rub to a rich creamy lather. Rinse product as normal.

Cleansing with Enzymes

Do you know our Zymo Clear MD already?

Zymo Clear MD is made of the enzymes Lipase and Protease combined with maltodextrins.

Due to their chemical activity, lipase and protease can be applied to the skin to carry out a keratinolytic and a lipolytic action and therefore they can help in gentle cleansing products.

What are Lipase and Protease?

Both are enzymes which belong to the class of hydrolases. Hydrolases insert the components of a water molecule, H and OH, in a specific bond of substrate to break the same bond. The class of hydrolases is extremely broad and includes important sub-classes, such as the lipases that hydrolyze the triglycerides in fatty acids and glycerol and the proteases that hydrolyze the peptide bonds of protein. The protease and lipase in Zymo Clear MD are able to catalyse breaking of most bonds in lipidic and proteinic molecules, reducing them to small easily soluble molecules and thereby facilitating the cleaning process. Furthermore the keratolytic activity of the protease accelerates the natural process of exfoliation, favouring removal of dead cells on the surface of the skin.



How does Zymo Clear MD work?

As it is well known, the epidermis, the outermost layer of the skin, is a constantly changing blanket of millions of individual skin cells. It divides into a basal germinating layer and a superficial horny layer. New cells are continually being formed deep within the epidermis. These cells migrate to the surface as they grow and develop, producing a fibrous protein called keratin; this causes the cells to stop their metabolic activity and form the horny layer.

Keratin, skin oils and phospholipids in the epidermis form a barrier to outside substances. The main task of this layer is to protect the deeper-lying skin from surface damage by mechanical or chemical means.

Since keratin is part of dead cells forming the horny layer, the keratinolytic activity of protease accelerates the natural shedding process helping the removal of the tiny scales at epidermis

surface, which in large numbers can make the skin appear dull and lifeless. At low concentrations lipase and protease are useful in products designed for a deep skin cleaning and in particular, for cleansing of seborrheic skins, where the over production of oil in the sebaceous gland and subsequent clogging of the pores and inflammation is usually aggravated by increased keratin production by the horny layer.

This makes Zymo Clear MD is the ideal addition to skin cleansers and makeup removers which ensures faster exfoliation and making your skin feel brighter and smoother.

Applications:

Recommended use level: 2 – 4 %

Soluble in: Water

Any association with glycolic, azelaic or salicylic acid increases the product's efficiency.



Cleansing Powder Sprinkler

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	Amisoft LS-11	Sodium Lauroyl Glutamate	17.00	Ajinomoto, JP
	Amisoft MS-11	Sodium Myristoyl Glutamate	17.00	Ajinomoto, JP
	Mannitol	Mannitol	12.00	several
	Talc	Talc	25.00	several
	Agenajel 21.387	Zea Mays (Corn) Starch	23.50	Agrana Stärke GmbH, AT
	Amihope LL	Lauroyl Lysine	1.00	Ajinomoto, JP
	Keltrol CG-SFT	Xanthan Gum	0.50	CP Kelco, US
	Zymo Clear MD	Maltodextrin, Protease, Lipase	3.00	I.R.A, IT
	Fragrance Happy XP2	Fragrance	1.00	Huber the Nose, CH

Production:

Mix all ingredients until the powder is homogeneous.

Male Grooming –

New trend or old tradition?

“Honey, can I borrow your makeup?”

... that’s not a question you may hear men asking their wives or girlfriends very often. But, if recent evidence is any indication, it may soon be.

Men have begun to spend more money on male-specific cosmetics other than shaving products. More and more men are putting more effort into looking good. It’s about and the desire to feel more attractive, more successful, and increasingly, more youthful.

With thicker, tougher and oilier skins than women (in general), men face a distinct set of challenges when it comes to their skin health. Add shaving as a skin sensitizing activity, and you have a “tough” job on hand.

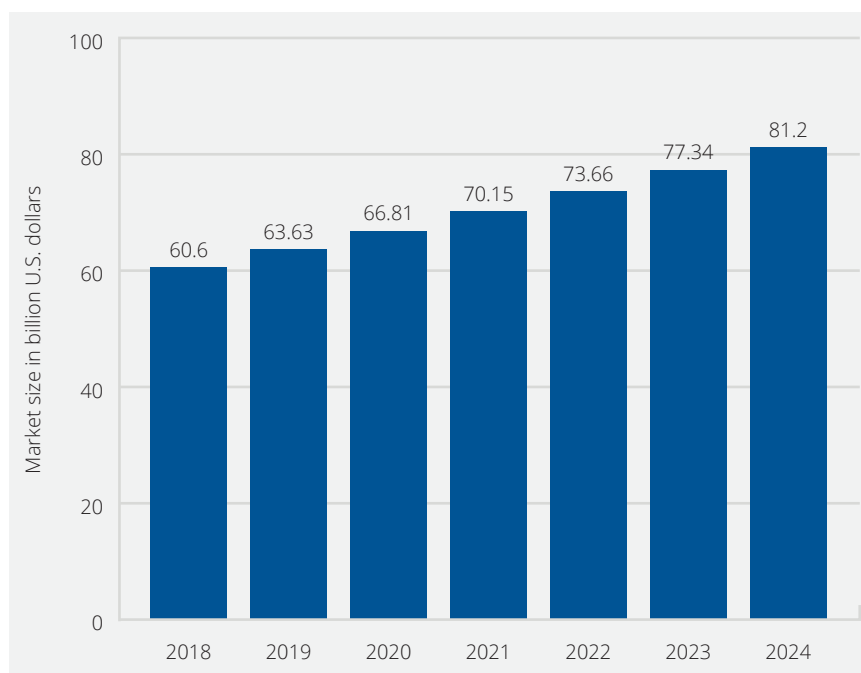


Male grooming market size worldwide 2018 – 2024

The following statistic shows the estimated size of the global male grooming market from 2018 to 2024. By 2024, the global male grooming market is estimated to be worth about 81.2 billion U.S. dollars.

Cosmetic products needs for men – Same, same but different...

- Products specifically designed for men
- Keeping men's skin biological needs in mind
- Straight-forward advertising and branding
- Safe ingredients and ethical practices
- Selling on digital platforms
- Hassle-free convenience products
- „Technical“ design



Source: <https://www.statista.com>

Male Cosmetic History



Tribal Cosmetics

- Cultural make-up of many societies exists since the beginning of time.
- Tribal make-up plays a key role in many of the various groups.
- The make-up, often in the form of face paint, is used for many different reasons and can signify many different things such as hunting, religious and traditional reasons, military purposes or to scare an enemy.
- It also functions as social markers, distinguishing boys from men, men from older men, men from women and members of the tribe from outsiders.
- Face painting indicates status and they convey a strong cultural meaning.



Ancient Egypt

- Masculinity was important in ancient Egyptian culture, and makeup actually played a big role in that. Men used black pigment to create cat-eye designs, lip and cheek stains made from red ochre were also popular.
- The purpose was not what it is today, to look more attractive. Black or green eyeliner was for example worn to communicate wealth and a status of power.



Ancient Rome

- Roman men were known to apply red pigment to their cheeks, lighten their skin with powder. They believed that fair and white skin represents wealth and high position.
- Roman men also painted their heads to disguise premature baldness.



Elizabethan England

- During the rule of Queen Elizabeth I, makeup was wildly popular among men, who valued ghost-white powdered skin.
- This was also the era when face makeup was dangerously cakey and made with lead, which often caused serious health problems, including-but-not-limited-to premature death.



18th-Century France

- It's no secret that King Louis XVI partook in the extravagance of makeup and hair products. Louis went bald at the age of 23 and subsequently forced the aristocracy of France into an obsession with wigs.
- Men of the royal court also painted on beauty marks, which paired nicely with their high heels and fur muffs.



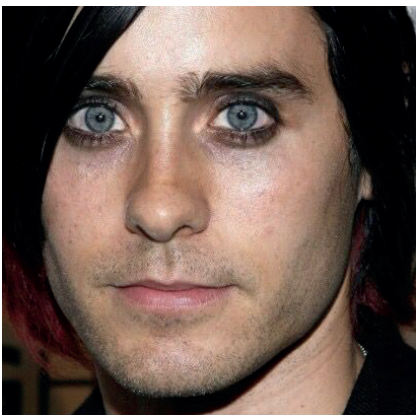
1930's Hollywood

- A turning point in male cosmetics was the arrival of the cinema. A side-parted Clark Gable encouraged the vanity of young males. Elvis Presley and John Travolta were rarely featured in a film without a comb and grease to fix their hair.
- Advertisers cottoned onto this opportunity pretty quickly and male-specific branding emerged, bolstering the male half of the cosmetics industry.



1970's & 1980's

- Makeup for men was hardly mainstream. Instead, it was reserved for the fringe: Artists and Rock 'n' Rollers like Steven Tyler, David Bowie and Prince.
 - Around this time many of the most legendary male makeup artists began working in the field.
-



Early 2000's

- As American pop culture figures began to embrace past subcultures in the early to mid-2000s, we were introduced to the concept of "guyliner." This look was most popular among pop-punk bands and their followers.
- The concept of "metrosexuality" also entered the cultural consciousness at this time and beauty brands began to release targeted "makeup for men."



2010's

- Social media has allowed male beauty gurus to share their artistic expression on a large scale, helping to break down centuries-old stereotypes.
- Major beauty companies like Covergirl and Maybelline took notice and announced the first male faces of their brands.



Today

- Skincare is much less stigmatized.
- Gender presentation becomes more and more flexible, makeup continues to slowly infiltrate some men's everyday life routine.

... let's see what comes next!

Sensory Assessment

The customer's acceptance of a cosmetic product is based on its tactile properties, i.e. how the product feels on the skin. These are always subjective and cannot be verified with objective measuring methods.

The term "Sensory Assessment" represents a test method which records the sensory effects of a cosmetic product. This method requires a panel of testers who are trained in sensory evaluation and who can assess cosmetic formulation as precisely as possible with reproducible results using reference samples and exact test instructions.



Assessment criteria for emulsions:

Application: How easy is it to remove the product from the packaging? How easy is it to apply the product to the skin?

Texture / Surface / Appearance: What is the first visual impression made by the product? Shiny or matt? Structured or smooth? What colour is the product?

Viscosity: Describe the viscosity/consistency of the product? Does it have low, medium or high viscosity? Does it have a runny consistency? Creamy? Is it thick in consistency? Or is it paste-like?

Spreadability / Distributability: How easy is it to spread or distribute the product over the skin? Does the product leave a white film on the skin (whitening effect) when it is distributed?

Absorption properties: How well is the product absorbed into the skin? Slowly, moderately or quickly?

Skin sensation directly after application: How does the skin feel after applying the product? Velvety, smooth, soft, moisturised, dry, richly nourished? Cooling or warming effect? Does the product leave a sticky or oily/greasy or occlusive film on the skin?

Smell: What olfactory impression does the product leave in the jar / on the skin? What do you think about the perfume – is it too weak, pleasant, intensive, too overpowering, dominant? Can you smell the product base? Do specific raw materials/active substances determine the smell of the formulation? Are there any smells resulting from interactions in the formulation?



Oil components have a major impact on the sensory profile of a cosmetic formulation. Depending on their viscosity, molecular weight and structure, these components lead to differing results in how the product is distributed on the skin and how fast it is distributed which in turn has a significant impact on the perception of greasiness, absorption and the resultant feeling on the skin.

For example, oils that spread quickly give a distinct feeling of smoothness immediately after application. Slowly spreading oils on the other hand, lead to a less pronounced feeling of smoothness but one that lasts longer. The combination of quickly, moderately and slowly spreading lipids leads to a sort of cascade of spread which achieves an ideal smoothing and nourishing effect and so guarantees the cosmetic acceptance of the product.

Assessment criteria for surfactant systems:

Application: How easy is it firstly to remove from the container / secondly to apply to the skin?

Texture / Surface / Appearance: What is the first visual impression made by the product? Shiny or matt? Smooth or structured?

Viscosity / Flow properties: Describe the viscosity / flow properties of the product? High or low viscosity? Low or moderate flow rate or thick in consistency?

Foam formation / Foam volume: How does the foam develop on distribution of the product? What is the average pore size distribution in the foam? Even or uneven?

Foam quality? How long does the foam last?

Spreadability: How easy is it to spread the product over the skin/ in the hair? Easy, moderately easy or not very easy?

Ease of removal from skin/hair: How easy is it to remove the product from the skin/the hair with water? Easy, moderately easy or not very easy?

Cleansing effect: Describe the cleansing effect of the product? Good, moderately good or inadequate?

Skin and hair sensation directly after application: How does the cleansing product make the skin feel after application? To what extent does the cleansing product dry out the skin after application? How does your hair feel?

Smell: What smell does the cleansing product itself have? Can you smell the product base? Do specific raw materials/active substances determine the smell of the formulation? Are there any smells resulting from interactions in the formulation? What smell does the cleansing product leave on the skin and hair? What do you think about the perfume – is it too weak, pleasant, intensive, too overpowering, dominant?



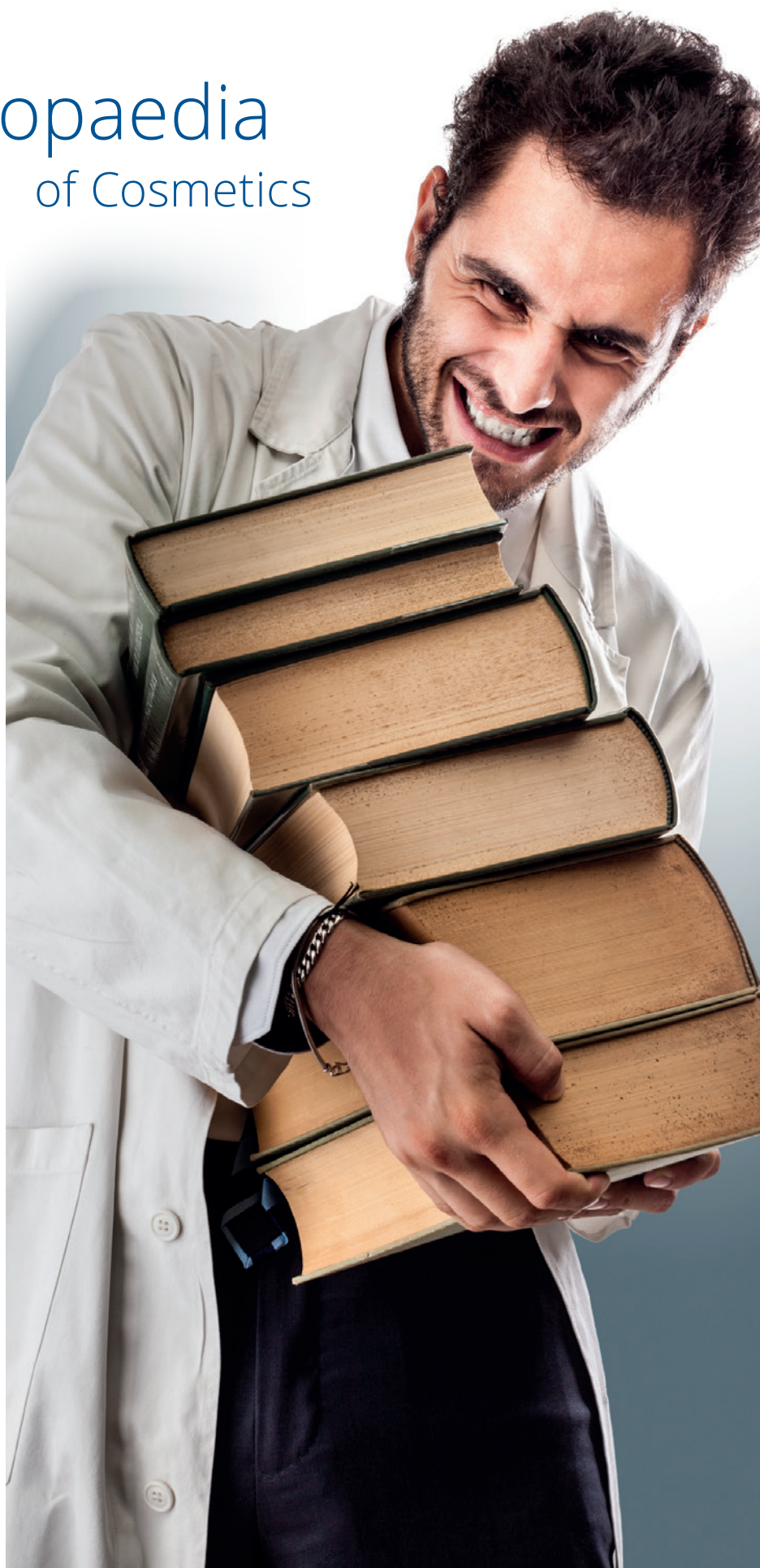
Have you ever heard about the surfactant handwash test? To assess the foam properties, sensory properties and skincare performance of a surfactant, we recommend carrying out a hand-washing test first. You'll be surprised ...



The Encyclopaedia of Cosmetics

M for ...

- ...**M**attifying
- ...**M**elanin
- ...**M**erkel tactile discs
- ...**M**ethanol
- ...**M**ica
- ...**M**icelles
- ...**M**ikro emulsion
- ...**M**oisturising Factor
- ...**M**ultiple emulsions
- ...**M**usculus arrector pili



Mattifying

= making the skin less oily or shiny using cosmetics

Melanin

= Natural colour pigments bound to proteins that are responsible for the colour of the skin, hair and eyes. Melanin is formed in the melanocytes. The skin colours of various races result from the differing activity levels of the melanocytes.

Merkel tactile discs

= or Menisci tactus. These are specialised tactile sensory nerve endings found in the lower levels of the epidermis.

Methanol

= Also known as methyl alcohol. This is a colourless liquid whose properties are similar to that of ethanol.

Mica

= This refers to any member of a group of minerals from the class of layered silicates.

Micelles

Micelles (Lat. mica = crumb) are tiny molecules that have hydrophilic and hydrophobic parts. They basically belong quite unspectacularly to the group of surfactants.

Micro emulsion

= special form of emulsion with especially small drop size distribution.

Moisturising Factor

= This covers a group of substances whose chemical composition allows them to bind water. They prevent the skin from drying out and keep it smooth and supple. Natural Moisturising Factors (NMFs) are constantly renewed in the skin's regeneration process.

Multiple emulsions

= Emulsions of the type W/O/W or O/W/O. These are complex oil-plus-water systems in which further small droplets of the outer phase are in the inner phase of two intermixed liquids.

Musculus arrector pili

= Hair erector muscle

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