

ISSUE JUNE 2023

# COSMETOPOLITAN



## **COS-INSIDE**

Latest News  
from RAHN

## **LAB-NEWS**

Bakuchiol:  
What's the real  
deal?; Spotlight on  
Ajidew NL-50

## **AROUND THE WORLD**

The rise and the  
development  
of the skinification  
trend

## **GOOD TO KNOW**

New delivery system  
through Chlorophyll:  
PhytoVec®

# **RAHN**

Your partner for excellence

# Dear Readers,



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Welcome to our spring edition of the Cosmetopolitan magazine, where we dive into the enchanting world of beauty.

As the world around us emerges from the grasp of winter, it's the perfect time to embark on a journey of self-care and rejuvenation. Beauty is no longer solely defined by flawless skin or perfectly styled hair. It encompasses a deeper understanding that true beauty comes from within, from nourishing our bodies, minds, and spirits. The notion of inner beauty has become an integral part of our beauty rituals.

Let's embrace the transformative power of spring and celebrate the beauty of this season.

Wishing you a spring filled with beauty and joy.

*Sandra*

Yours,  
Sandra

# WHO IS NEW?



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



**DÉBORAH CHAZELAS**  
Function  
Technical Sales Manager Cosmetics  
Division  
RAHN France  
Joined  
1<sup>st</sup> August 2022



**PATRICIA KRIVANEK-BÜHLER**  
Function  
Customer Service 50 %  
Division  
RAHN AG  
Joined  
1<sup>st</sup> October 22



**NANCY VIANEY BLANCO DIAZ**  
Function  
International Sales Manager RCA  
Division  
RAHN AG  
Joined  
1<sup>st</sup> September 2021



**ARDIANA ZAN**  
Function  
Product Manager, 80 %  
Division  
RAHN AG  
Joined  
1<sup>st</sup> November 2022



**HANNAH GEORGE**  
Function  
Technical Sales Manager  
Division  
RAHN UK  
Joined  
1<sup>st</sup> September 2022



**KAIYA TSCHUDING-ZHANG**  
Function  
Supply Chain Management  
Division  
RAHN AG  
Joined  
1<sup>st</sup> January 2023

Welcome aboard! Excited to have you on our team. We look forward to working with you.

# RAHN – Behind the scenes!

## Not just any team ...

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

### BRIGIT SUTER



<b>Part of the team since?</b>	In August 2023, it will mark 20 years since I started working, with 10 years spent in the application laboratory and another 10 years dedicated to the RAHN Cosmetic Actives department.
<b>Responsible for?</b>	<ul style="list-style-type: none"> <li>• Quality of the actives</li> <li>• Point of contact for contract manufacturers</li> <li>• Preparation of technical documents</li> <li>• Development of new RAHN Cosmetic Actives in the laboratory</li> <li>• Planning and overseeing certifications</li> </ul>
<b>How would you describe yourself in three words?</b>	honest, direct and efficient
<b>What are you passionate about?</b>	Nature, the great outdoors, and engaging in various outdoor activities
<b>What do you like about RAHN?</b>	Midsized company and a small team that fits well. Good location on the outskirts of Zurich, easy accessibility, flexibility, and the possibility of working independently.

## LEA GREGORI



<b>Part of the team since?</b>	February 2021
<b>Responsible for?</b>	I work as a Technical Sales Manager for the southern region of Germany, and I am here to assist and advise you in all matters.
<b>How would you describe yourself in three words?</b>	Open, reliable and dedicated
<b>What are you passionate about?</b>	My family and friends.
<b>What do you like about RAHN?</b>	The absolutely outstanding team spirit. It feels like a family. You always receive support, and everyone is attentive and approachable. Moreover, a great deal of trust is placed in you, allowing for independent action and work. The wonderful work-life balance helps me to develop and thrive both personally and professionally.

## ALISSA FRONTAURIA



<b>Part of the team since?</b>	September 2019
<b>Responsible for?</b>	Northeast and Midwest US Sales
<b>How would you describe yourself in three words?</b>	Reliable, curious, level-headed
<b>What are you passionate about?</b>	Cosmetics & beauty! Traveling to experience different foods, cultures, people. Reading (shameless Harry Potter fan; see photo), gardening, and spending time with friends, family and my (very spoiled) pet rabbit.
<b>What do you like about RAHN?</b>	My role combines a lot of my personal passions, so I feel truly lucky to say that «my job is really fun!» RAHN is small enough that each person is valuable, but large enough to offer amazing products and support to our customers. The culture is really encouraging, and even though we are spread out across the globe, it was easy to feel like a part of the «RAHN Family.»



## DANIELA GULDIMANN

<b>Part of the team since?</b>	27 <sup>th</sup> March 2000
<b>Responsible for?</b>	Head of Marketing, responsible for all marketing communication offline and online
<b>How would you describe yourself in three words?</b>	Optimistic, positive, creative
<b>What are you passionate about?</b>	I am passionate about my wonderful and challenging children. I find immense joy in being a dedicated hobby baker and enthusiastic cook. I love experimenting and tinkering with new recipes. I am a self-proclaimed perfectionist, and I have a fondness for all things gold, glitter, black, white, and pink. Living by the lake grants me the privilege of taking serene walks in the forest and jogging alongside Lake Zurich. For me, vacation means putting my feet in the sand, listening to the sound of the ocean waves, soaking up the sun, and collecting seashells. I cherish laughter and always embrace the opportunity for some lighthearted fun.
<b>What do you like about RAHN?</b>	Being a part of the RAHN family and having fantastic colleagues is what I truly love about working at RAHN. I appreciate the trust and confidence that my supervisor and colleagues have in me, allowing me to work independently while being part of a supportive team. Every now and then, I get to unleash my inner "crazy". I enjoy working in a professional environment and appreciate the regular exchange with other departments, which also allows for laughter, humor, and open ears. I have a fantastic marketing team, and together, we create a professional marketing experience :) What more could I ask for?

# And the «Golden Ticket»

goes to ...

During last year's SCS Formulate in Coventry (UK), RAHN decided once again to follow in the footsteps of Willy Wonka and hide multiple Golden Tickets in our RAHN chocolate.

Here are our lucky winners:



#MeetHannah



#MeetSarah

Come by one of our upcoming exhibitions and grab one of our chocolates and see if you are the next lucky winner.

# Bakuchiol, Babchi oil and Bakuchi oil ...

## What's the real deal?

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### What is Bakuchiol?

Bakuchiol is a 100 % natural active ingredient. Bakuchiol comes from the plant, *Psoralea Corylifolia*, the common name for that plant is Babchi. It is endemic to certain Asian countries such as India Himalayan regions of Pakistan and China and is a member of the leguminosae family (pulses).

It is indigenous to India where it has been an essential part of the traditional medicine for centuries. It is a wild leguminous plant that grows from 60–100 cm and takes 7 to 8 months to reach maturity. The seeds that contain Bakuchiol are wild harvested between December and January.



*Psoralea Corylifolia* plant



Babchi dry raw seeds (*Psoralea Corylifolia*)



## What about Babchi oil and Bakuchi oil?

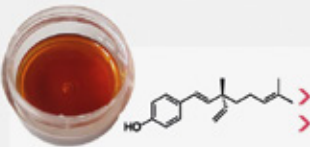
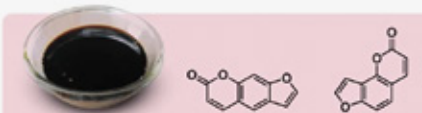
The difference between babchi oil and Bakuchiol is the method of extraction. Babchi oil is produced by cold pressing the babchi seeds, just like other seed oils. Babchi oil does contain Bakuchiol, but in order to isolate the pure chemical, a different chemical process is needed. It is obtained through a monomolecular extraction from the Babchi seeds, which means there is only a one extract molecule.

Once babchi seeds are cold pressed, you have *Psoralea corylifolia* seed oil. If the seeds or leaves are macerated in oil or extracted with a solvent (i.e. ethanol), you have *Psoralea corylifolia* seed/leaf extract. Again, these might be referred to as babchi oil or bakuchi oil, but they represent an unrefined carrier oil and not the pure chemical form of Bakuchiol that is sought after.

According to one study that analysed babchi seed carrier oils, these extracts will contain some Bakuchiol (1.6% – 12%). However, there is no standardisation. This means there could also be irritating or undesired chemicals, like psoralens, which can be harmful to the skin in high concentrations.

If you buy and use products containing babchi seed oil or bakuchi oil, you have no way to know how much Bakuchiol is present or what other chemicals are present. There is no requirement for the brand to disclose this to you.

Bakuchiol is described as the true alternative to retinol, it presents a striking resemblances to the performances of retinoids. It is equally effective in addressing aging skin, acne & skin protection as Retinol, but is much gentler on the skin.

Sytenol® A Bakuchiol	Babchi oil / Bakuchi oil
<ul style="list-style-type: none"> <li>&gt; Bakuchiol (INCI) is minimum 99% (Sytenol® A), it is a well-defined molecule:               <ul style="list-style-type: none"> <li>• CAS # 10309-37-2</li> <li>• REACH # 01-2120113117-71-0000</li> </ul> </li> <li>&gt; Impurities &amp; solvent content &lt; 25 ppm</li> </ul> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>&gt; Antiaging &gt; Acne-prone skin</p> </div> </div> <p style="background-color: #e91e63; color: white; padding: 2px; display: inline-block;">Sytenol® A</p>	<ul style="list-style-type: none"> <li>&gt; Babchi or <i>Psoralea Corylifolia</i> oil are undefined materials that contain minor amount of Bakuchiol (from 1 to 12%)</li> <li>&gt; Activity based on Skin photosensitizers (psoralen/isopsoralen)</li> <li>&gt; Possibly high hexane residual content in refined oils. For babchi oils, INCI name must be <i>psoralea corylifolia</i> plant or seed extracts</li> </ul> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>&gt; Vitiligo treatment Psoriasis (PUVA-therapy)</p> </div> </div> <p style="display: flex; justify-content: space-around; width: 100%;"> <span>Babchi oil</span> <span>Psoralen</span> <span>Isopsoralen</span> </p>
≠	
SAFE FOR TOPICAL USE	PHOTOTOXIC AND NOT STANDARDIZED: Unsuitable for cosmetic use

### Overview Bakuchiol vs. Babchi Oil / Bakuchi Oil

**LEARN MORE**

It is important to be mindful of your choice. Let's take a closer look at it... Click the button to the left to read all about it.

# Spotlight on Ajidew NL-50

## Supercharge your Skin with the Power of PCA

**INCI Name:** Sodium PCA

**Function:** Moisturizing Agent, Anti-Static Agent, Humectant, Viscosity Modifier

Known to be abundant in human skin as a component of the Natural Moisturizing Factor (NMF), this humectant helps keep skin and hair fresh-looking.

AJIDEW® NL-50 is a natural humectant derived from L-Glutamic acid which has excellent moisturizing properties and is safe for skin and hair. Studies have shown that Ajidew® NL-50 maintains the moisture in stratum corneum longer than other humectants like sodium hyaluronate, sodium lactate, urea, or betaine. Due to its strong hydrating properties and water-retaining capabilities in stratum corneum it reduces skin tightness, refreshes, and revitalizes the skin and leaves it soft and energized.



#### Product properties:

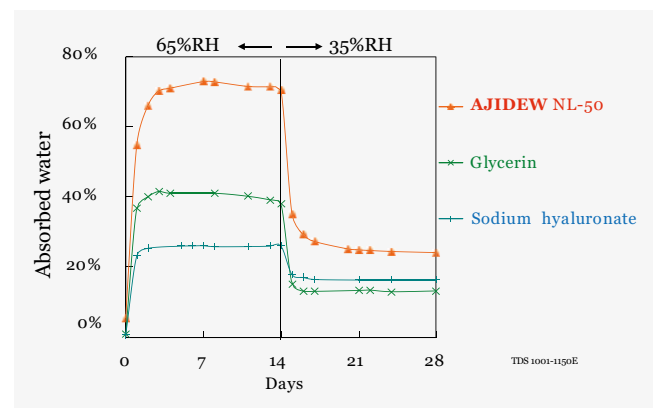
- PCA in the NMF plays a crucial role to keep a healthy skin barrier.
- PCA levels in the Stratum Corneum are reduced by our daily lifestyle and need to be rebuilt.
- Long term moisturisation without greasy feeling.
- Reduction of fine wrinkles.
- Enhancement of micro blood circulation in the cells, supporting skin renewal.
- It keeps the flexibility of skin even under low humidity and prevents hair from drying during permanent-wave treatment.
- It reduces wet hair friction, hair fly and skin tightness caused by a soap-base cleansing.
- Improvement of wet and dry combability and an increase of skin capacitance.
- Exhibits good antistatic, softening effect, smoothness, and moisture retention.

#### Recommended application field:

- Skin Care: Creams, lotions, tonics, shower gels, etc.
- Hair Care: Shampoos, conditioners, hair tonics, etc.
- Sun Care: Pre- and post-sun care creams, lotions, gels, etc.
- Color Cosmetics: Foundations, lipsticks, etc.

#### Recommended use level:

- Rinse off products: around 1 – 3 %
- Leave on products: around 1 %



Ajidew NL-50 has excellent moisture absorbing and retention properties

# The rise and the development of the skinification trend



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The term 'skinification' comes from the combination of two English words 'skin', and the suffix -ification, meaning the process of becoming. Consequently, the etymology of the word 'skinification' stems from bringing the practices used in skin care into other applications.

This trend has developed because there has been a behavioural change of consumers regarding the products' purchased and their real needs: consumers have started to think about what is valuable in their lives and the same has been done from a personal care point of view. Indeed, caring for one's appearance and body has shifted from a mere aesthetic concept to a more complete focus on personal health. While it remains true that prioritizing skin health is crucial in the development of cosmetic skincare products, it is equally true that consumers, particularly in recent years, have become more knowledgeable and have a wider range of options to choose from. As a result, they now consider skin health to be a highly significant factor when making purchasing decisions.

This is particularly seen in the Gen Z consumers, i.e. those born between 1995 and 2009, indeed, they are the ones under a greater pressure than other age groups. It is precisely this generation that is, compared to the others, more focused on their individuality, the value of money, holistic well-being, genderless beauty and social support. Understanding these changes allows us to understand how this group of consumers behaves in relation to the world of cosmetics. It is precisely the focus on all-round well-being that has placed greater emphasis, as mentioned earlier, on health. Hence the search for products that focus on scalp care. In fact, the health of the hair depends on a scalp that is in good health, being considered an extension of the face. Hence, the desire of consumers to use ingredients seen and recognised in skin care also in hair care products. When the scalp is not healthy, the hair bulbs are not healthy either, thus creating problems such as hair loss, weakening of the hair and poor hair regrowth.



Consequently, for hair, consumers' choice of products that address hair loss, strengthening the hair and promoting growth are favoured. This also allows new possibilities for producers of finished cosmetic products and raw materials. Indeed, for producers of finished cosmetic products, whether they are specialised in skin care or in hair care there is a new field to explore. Firstly, the trend of bringing ingredients that are usually used in skin care entices companies specialising in skin care to extend their line into hair care or at least scalp care products. Secondly, companies that specialise purely in the development of hair care products need to extend their offering with products that target scalp care, to bring benefits to the hair through the care of the hair bulb.

Since the trend of skinification does not only concern the use of ingredients already used in skin care, but also the exploitation of rituals already present in skin care, it is necessary to create products suitable for these new steps in hair care. Facial cleansing, for example, has become a fundamental step in the daily routine, the same could develop for hair care. Hence, in offering products that act as conditioners or soothing agents for the scalp can create a routine for hair care too; one that is not limited to washing and subsequent treatment/styling of the hair but has a phase beforehand in which the scalp is nourished with conditioners or soothing agents. Instead, in terms of raw materials, the ones more touched from this trend are those who produce active ingredients.

There is a need to offer ingredients, which are usually designed and dedicated to skin care, in hair care. However, this means creating new studies on the same active applied perhaps on the scalp or hair itself so that the product can prove its effectiveness in hair products as well. This approach certainly favours the development of multifunctional active ingredients, which is generally well regarded from both the manufacturer of finished cosmetic products and the consumer themselves.

A different approach may be to create new active ingredients dedicated solely to scalp and hair care, based on ingredients already in use in skin care. An interesting point here for the future will be the development of active ingredients based on the regulation of the skin microbiota dedicated to the scalp.

For example, in RAHN-Cosmetic Actives, we have products that can meet the trend of skinification. Thinking about AQUARICH®, CELLACTIVE® and PROTEOLEA®, products that are used in skin care, they have shown their abilities in hair care too, with great results on damaged hair, on scalp and on dandruff. Furthermore, HARVIVINE®-PRO, our new active, that it is designed to reactivate the autophagy mechanism on the hair follicles to prevent hair loss. Again, here the topic is of a healthy scalp to avoid problems in the hairs.

Overall, the skinification trend is not an end in itself, but fits in well with other broader cosmetic trends, such as the general quest for wellness for body and mind, the convenience of cosmetic products with multifunctional claims and the quest for self-care. It will come as no surprise if this trend remains in the cosmetics industry for a long time, as we are only at the beginning of the evolution towards new routines in hair care, sun care and make-up.



NO HAIR

SKINIFICATION

# HAIRVIVINE<sup>®</sup>-PRO

## Discover the secret of en'hair'gising

### Scientifically confirmed effects

- Improves density of hair by 14.5 %
- Reduces hair loss by 32 %
- Enhances eyelash and eyebrow length and volume
- Improves numerous hair parameters

### INCI

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Propanediol, Water, Cucurbita Pepo (Pumpkin) Seed Extract, Citric Acid

### Use Level 1-5 %

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# The RAHN-Cosmetic Actives:

## A Team in Expansion

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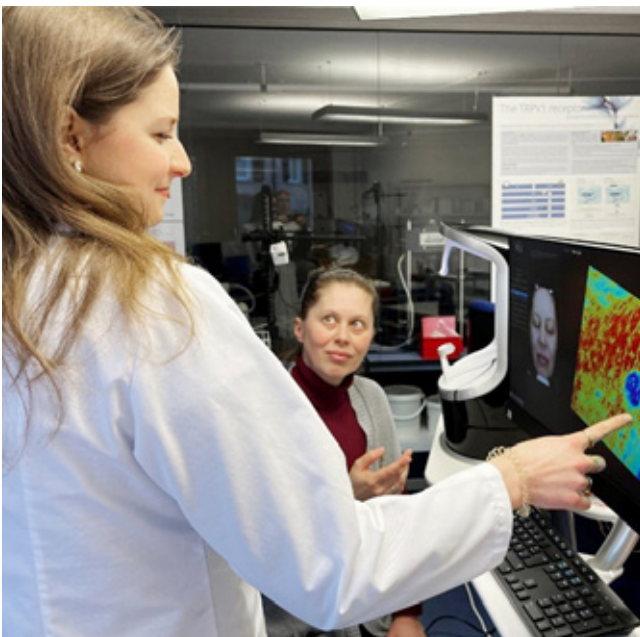
The **RAHN-Cosmetic Actives** is now an independent standing brand and its team is increasing in number. In the recent times, different new positions have been created and a now it is time to unveil the people behind them.

### #MeetChiara

I have already appeared in the past in the Cosmopolitan magazine but this time I do it from a different role. In fact, from the beginning of this year I have decided to take a new working opportunity in RAHN, leaving my sales position, in which I took care of different countries worldwide in the last 8 years, to embrace the challenge of product management in hair care. Hair care is the newest application for our RAHN-Cosmetic Actives, and I am responsible for the positioning of new actives in the market, the overall internal and external communication through different tools, social media platforms and exhibition worldwide. Furthermore, I am also responsible for the creation of a valuable partner network in different fields and aspect of an active ingredient development. I am now more behind the scenes, but you can still recognize my style and attitude!







### #MeetLoya

I started my position at the RAHN AG as an R&D Lab Manager Cosmetic Actives on the 1<sup>st</sup> of April 2021. As part of the RAHN-Cosmetic Actives Team, I participate in the research and development of our new haircare and skincare actives, mainly in the claim substantiation part of it. The core of my job concerns claim substantiation and takes place in our „in-vivo lab“, where the magic happens. This is where I can perform clinical studies for skincare and haircare, either on volunteers or on ex-vivo hair tresses. Those kinds of studies are aimed at exploring the potential efficacies of our RAHN-Cosmetic Actives as well as providing additional information on their already established efficacy. To do so, the lab is equipped with various instruments, including Courage&Khazaka skin probes and the VISIA high-performance camera (shown on the picture). I am always looking forward to the next exciting efficacy study and I find purpose in contributing to the development of our ingenious actives.

## New delivery system through Chlorophyll:

# PhytoVec®

### What is it?

The PhytoVec technology is an innovation, on the chlorophyll molecule. This new delivery system offers high protection against external aggression factors, largely superior to that of liposomes. It was established to protect sensitive or unstable molecule, like vitamins or polyphenols.

It guarantees a high stability in the active molecule as well as its high penetration through the skin thus improving performance and effectiveness in creams, serums, etc.

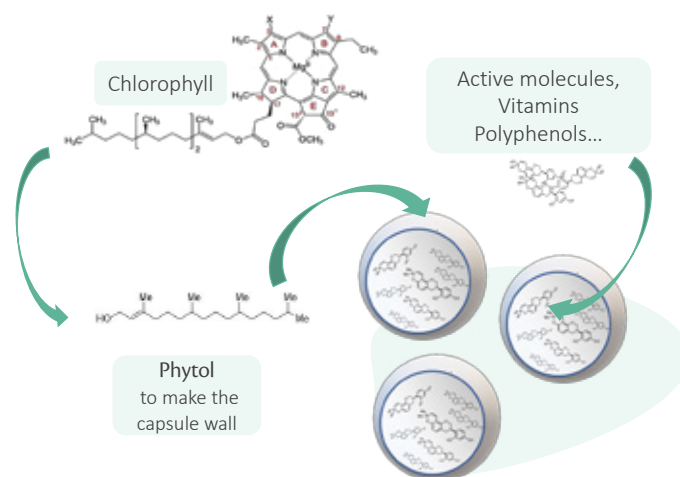
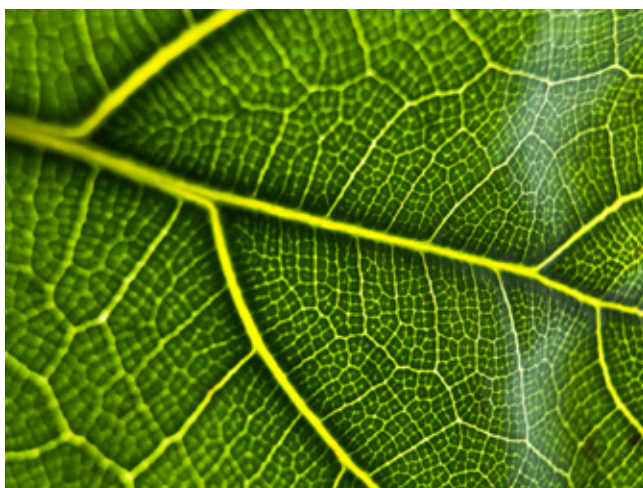
Penetration, protection against UV and a high efficiency has been demonstrated and controlled by studies using Retinol as a reference molecule.

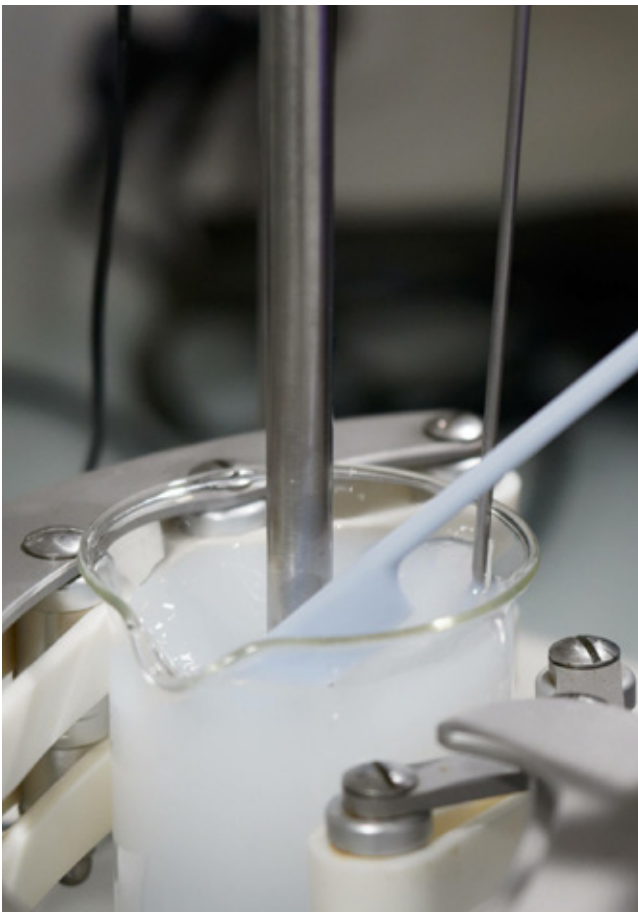
### How does it work?

For the technology only part of the chlorophyll is used (molecule). Chlorophyll is a group of liposoluble green pigments that allow plants to absorb light energy. For the PhytoVec products the green color is removed and only a specific terpen molecule is used which is called Phytol.

### What are the main advantages?

- It's a natural technology. BHT-BHA, preservative, and antioxidant free.
- The size of encapsulation doesn't exceed 200 nm, which is controlled and analysed by a Nanosizer.
- The PhytoVec products are hydro-soluble, ready to use.
- Possible to use in cold process formulation.
- It guarantees a better bioavailability of actives.





#### What about tailer-made products?

Great news! It is possible. The process is as follows:

**Feasibility test phase:** A quick test will be done to check the stability of the encapsulation. Depending on the result the project will go ahead or not.

**Development phase:** Scale up the active concentration in the encapsulation and continue to check stability for around 6 months minimum.

**Industrialization phase:** At this step there will be a pilot trial, and all technical and regulatory document will be built.

**i MORE INFO**

#### How many PhytoVec products are available?

10 different PhytoVec for skin care applications are available, promoting claims such as: anti-aging, antioxidant, brightening, anti-acne, whitening, moisturizing.

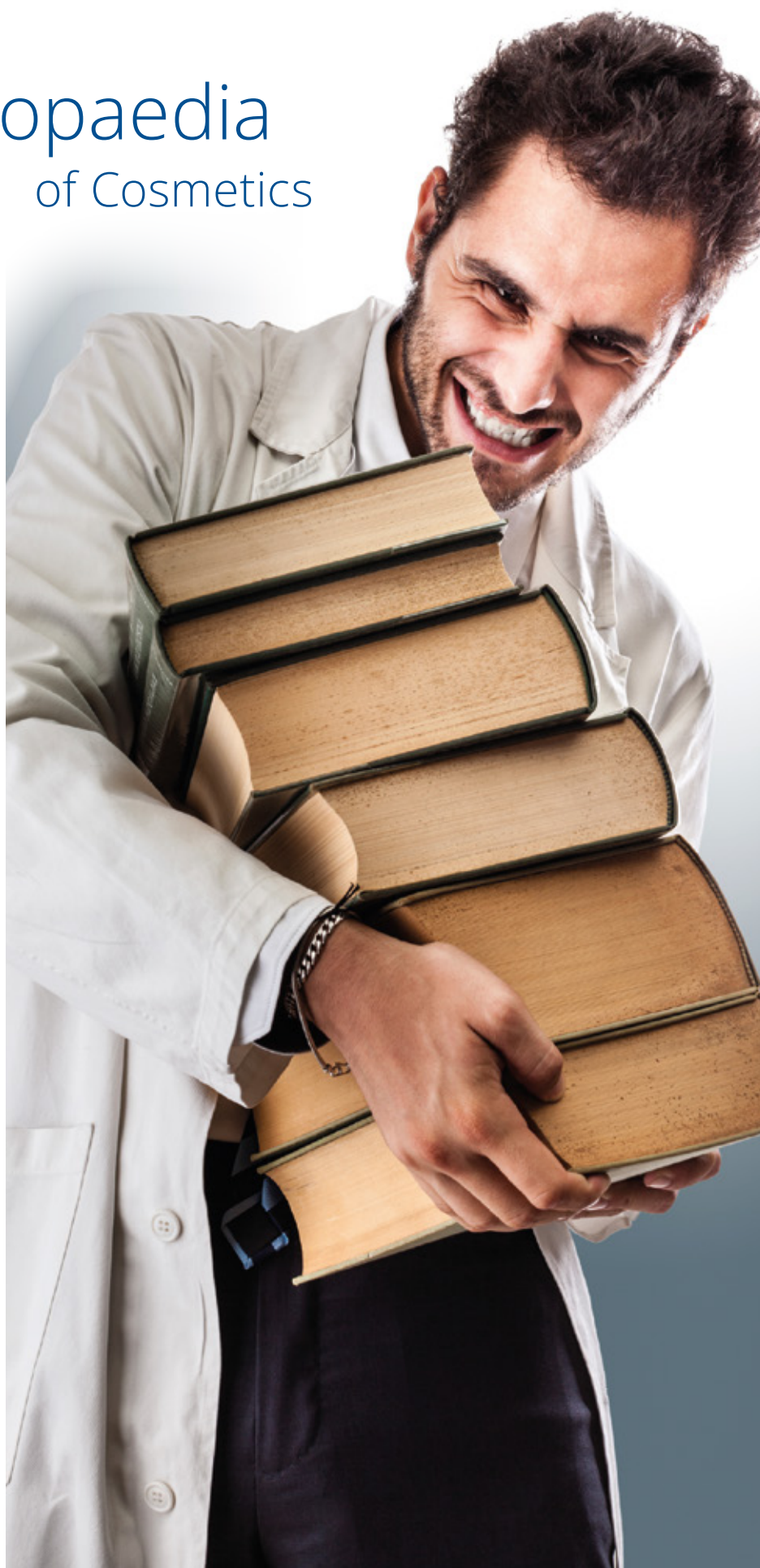
Stay tuned new PhytoVec options are coming.

**i LEARN MORE**

# The Encyclopaedia of Cosmetics

## S for ...

- ...Salicylic Acid
- ...Saponification
- ...Sebaceous glands
- ...Sebocytes
- ...Seborrhoea
- ...SLS
- ...SLES
- ...Superoxide anion
- ...Superoxide Dismutase
- ...Sweat glands



## Salicylic Acid

Is an organic acid naturally present in willow bark. It belongs to the BHA (beta-hydroxy acid) family. Salicylic acid is widely used in the cosmetics industry for its exfoliating and antiseptic properties. It is recommended by dermatologists in the treatment of acne and warts. It is found in some anti-dandruff products. It is also used as a preservative, to protect formulas against the growth of micro-organisms.

## Saponification

During the soap-making process, saponification is the process of combining plant oils (triglycerides) with a strong base (e.g., sodium hydroxide) to generate fatty acid metal salts. The triglyceride-structured plant oil separates into glycerin and three free fatty acids, the latter of which is present as a salt (e.g., sodium stearate = soap).

## Sebaceous glands

The sebaceous glands are holocrine glands that produce sebum, which is a semiliquid mixture of glandular cell debris made up of glycerides, free fatty acids, wax esters, squalene, cholesterol, and cholesterol esters. The largest and most numerous sebaceous glands are found on the face, scalp, chest, and back.

## Sebocytes

Sebocytes are the major cell type in sebaceous glands. The primary role is to produce lipids that lubricate and protect the skin.

## Seborrhoea

Excessively oily skin is known as seborrhoea (or seborrhea). Both males and females can be affected by hyperactive sebaceous glands.

## SLS

Sodium Lauryl Sulfate (SLS) is a cleansing foam that can be found in a variety of everyday health and cosmetic products. SLS is responsible for the foamy properties of many hand soaps, face cleansers, shave creams, and even toothpaste.

## SLES

Sodium Laureth Sulfate (SLES) is derived from SLS through a process called ethoxylation (where ethylene oxide is introduced to change the compound). SLES is an anionic surfactant which is widely used in rinse off products as a primary surfactant.

## Superoxide anion

Superoxide anion is the most reactive and harmful free radical for the cells of the human body.

## Superoxide Dismutase

SOD (Superoxide Dismutase) is an antioxidant that occurs naturally in the body. The dismutation of superoxide into oxygen and hydrogen peroxide is catalyzed by SOD. Because of its ability to reduce free radical damage in the skin, SOD is used in cosmetics and personal care products as an anti-aging ingredient and antioxidant to prevent wrinkles, fine lines, age spots, aid wound healing, soften scar tissue, protect against UV rays, and reduce other signs of aging.

## Sweat glands

Sweat glands, also known as sudoriferous or sudoriparous glands, from Latin sudor (sweat), are small tubular structures of the skin that produce sweat. Exocrine glands, of which sweat glands are a subtype, are glands that generate and secrete substances onto an epithelial surface by way of a duct. Sweat glands are located in the dermis, which is the outermost layer of the skin.

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