



General Assembly/Annual Conference: »Water as Life-Elixir«

Basel, Switzerland, 20-21 January 2006

End of January 2006, the general assembly and the annual conference of the SWISS SCC took place in the highest building in Switzerland – the modern Ramada Hotel in Basel.

According to the speech of the SWISS SCC President Dr. Philippe Auderset during the general assembly, the year 2005 was overall an excellent year for the cosmetic business sector with the number of members in the SWISS SCC steadily increasing (end of 2005: 264). In 2005 the SWISS SCC was very active, holding highly appreciated seminars for its members: February 2005 the SWISS SCC winter seminar in Champfèr »Global society/individual beauty« and October 2005 »Food supplements and cosmetic care«. Summaries of these conferences are published in SOFW Journal, EuroCosmetics, IFSCC Magazine and on the SWISS SCC website (www.swissccc.ch).

There have been some changes to the SWISS SCC board: Dr. Pierre Bottiglieri, active on the board since 1989 – from 1991 until 2000 as president – has been replaced by Dr. Alain Béguin (Intercosmetica), who will be responsible for »Task forces« (Picture 1). The SWISS SCC has awarded Dr. Pierre Bottiglieri, same to Dr. Gustav Erlemann and Dr. Nadja Avalle,

with an honorary membership. All other board members have been reelected, without change for the next 2 years: Dr. Philippe Auderset (President), Dr. Hans-Jürg Furrer (Vice President), Dr. Bernard Gabard (Honorary Treasure), Catherine Schneider (Scientific Activities), Peter Schneider (IFSCC Coordinator), Dr. Marion Fröschle (PR), Dr. René Schneider (Regulatory Affairs), Jean-Daniel Walther (Social Events), and Walter Kehrlé (Cashier) (Picture 2).



Picture 2: SWISS SCC Board

Adapting the statutes of the SWISS SCC, University students can now also become members of the SWISS SCC, by paying a reduced membership fee. Under the supervision of Petra Huber, in cooperation with the University of Wädenswil (food

technology), all students enrolled for classes in the cosmetic field this year, have already been participating at the conference, to get a first impression of a possible future workplace in the cosmetic world (Picture 3).

The SWISS SCC projects in 2006 include the actualization of the membership list and the organizing of various conferences, i.e. beginning 2006 the winter seminar in Champfèr »Cosmetics between tradition and technology« and in October

2006 a conference with the theme »How safe are our products«.

The outlook for 2007 highlights the ongoing preparations of the annual conference for the 50th anniversary celebration of the SWISS SCC, which will take place in Zürich on June 14th-16th, 2007.

Following the general assembly, the annual conference was held to which about 150 members attended.

Catherine Schneider (Rausch AG) was responsible for the scientific program.

Dr. Hans-Jürg Furrer (Louis Widmer AG) und Dr. Marion Fröschle (Givaudan AG) moderated the conference »Water as life elixir« with its 4 scientific lectures.



Picture 1 (l.t.r.): Pierre Bottiglieri leaving, President Dr. Philippe Auderset, new in the board: Dr. Alain Béguin



Picture 3: Petra Huber with some students of the University Wädenswil

In the first presentation of the scientific program, Rainer Vögeli (Pentapharm AG) descriptively demonstrated the aspects of skin's hydration based on a skin model (Picture 4). Migrating within 4 weeks from the basal membrane to the stratum corneum, the corneocytes dramatically change. The terminal differentiated keratinocyte system of the stratum corneum seems to be dead at first glance; nevertheless it is still highly active from the metabolic point of view. According to new



Picture 4: Rainer Vögeli

scientific results there are rivet-like structures = specialized desmosomes, as most important cohesion concept. The »Brick and Mortar« model (1983) by P. Elias therefore seems only to be partially correct: flexible columns would more adequately describe the status, instead of fixed mortar and bricks. During the differentiation, proteases solve the »rivet«, initiating skin peeling. The epidermis contains a water gradient: increasing from 10% in the stratum corneum up to 20% in the stratum granulosum, 65% in the stratum spinosum and up to 70% in the stratum basale. Looking at wrinkles, a differentiation is necessary ref. facial expression lines > 100 µm, primary wrinkles 20-100 µm and secondary wrinkles 5-40 µm. The microrelief demonstrates the hydration of the skin in an excellent way. Measurements of skin hydration are possible using direct methods (*i.e.* via capacity, impedance or conductivity via Corneometer CM825, Nova Dermal Phase Meter DPM 9003 or Skicon Model 200) and indirect methods (*i.e.* via profilometry, squamometry, ultrasound, optic coherence tomography). During the investigation, cycle times (cycle ref. day – and year) have to be taken into consideration. Rainer Vögeli summarized his speech as follows: »A fool with a tool is still a fool« – an adequate method is arbitrary to obtaining valid results.

As second speaker – especially to make the francophil members of the SWISS SCC happy – Dr. Bernard Gabard, Egerkingen (**Picture 5**), answered his audience in French on the question »Peau sèche – une condition ?« = »Dry skin – a condition ?«, highlighting definitions and reason whys of dry skin. Dry skin in general lacks water and often also fat. A changed capability to bind water, especially in the upper parts

of the skin, can additionally lead to dry skin. Reasons for dry skin are known to be endogene and/or exogene based. Endogene like *i.e.* diseases are based on lack of food or on genetics. Also, the hormonal change in the menopause can lead to dry skin, which results in visibly deeper wrinkles. Exogene reasons are primarily seen in excessive bathing and/or taking showers and strong climatic factors, *i.e.* during winter time. Dry skin is extremely rough and flaky; the lack of elasticity leads to tightness. Risk factors for dry skin are the emulgation and deletion of lipids in skin's upper parts through warm water, wrong cleansing of skin/care and climatic factors (*i.e.* coldness, low moisture values, sun exposure and pollution). Especially older persons and babies are prone to having dry skin. A good moisturized epidermis contains a higher penetration coefficient than that of dry skin – the skin's barrier becomes stronger. For the treatment and the care of dry skin the following concepts should be taken into consideration: First, adding water or water-binding components *i.e.* glycerin and urea to the stratum corneum. An intact lipid film on skins' surface strengthens the occlusion and reduces the transepidermal water loss, the water stays in the stratum corneum. Additionally skin's own synthesis of water binding components as *i.e.* urea or other important lipid components should be activated – the metabolism of the keratinocytes is influenced. This is where amino acid arginine plays a key role. In addition to active components, calming substances like dexpanthenol, Aloe Vera, hyaluronic acid and oat extract can help as well. Jojoba oil and shea butter are recommended as lipid components (see also www.gd-online.de). In summary, dry skin seems to be a very complex issue, as various dry skin conditions exist based on the

cause (age, climate, care and cleansing activities, etc.).

Henning Schwinum (Chemidex Cybrary), briefly presented the advantages of the chemical raw material on-line database published by Chemidex Cybrary. The vision of Chemidex is to drastically improve the process of product formulations, combining modern Internet-, database- and search technology with the better understanding of the requirements for specialists, working in the chemical and formulation sector. There is no fee for using the database (see: www.chemidex.com).

On the second day of the conference, the lectures were also open to accompanying persons who very gratefully accepted this offer.

Dr. Thomas Kirchhofer, Kurzentrum Rheinfelden took the participants on a journey into the world of wellness. Wellness is a combination of wellbeing and healthiness, combined with elements of nourishment, care/cosmetics, sports, leisure and tourism. In the core of his speech, Dr. Kirchhofer focused on »mega trends«, that will influence us in the next 20 to 30 years. Six mega trends were specified: Individualism, health, new aging, women, spiritualism and the new mobility. The first trend, »individualism«, a new family patchwork system, in which biographies are not fixed and rigid anymore, life models are not binding, self awareness will increase. Nevertheless also, a counter movement against individualism is expected – wellness could build a bridge in between.

In the sector of »health«, the body will no longer be looked at as a shell, but as the identity, resulting in increased body culture, recognizable already at the »street parade« and »love parade«. The main basic reason for this is fear, as well as »wellness diseases« with psychosomatic symptoms. A cost explosion in the health sector will also reflect this trend, the definition of health will change from »passive« to »active«, the quality of life will be the center of all approaches.

According to the third mega trend: »New aging«, the gap between old and young attitudes will steadily decrease, the third age will be the age of self-realization. The »adventure culture« will develop more and more into a »maintenance culture«.



Picture 5: Speakers Dr. Bernard Gabard, Rainer Vögeli, and Henning Schwinum

»Women« are the focus of the 4th mega trend: More than 2/3 of all households worldwide do not have the classical attitude of men/women any more (47% EU, 59% CH, 71% USA), our culture will become more »female« orientated (*i.e.* Madonna), wellness will also be accepted on an androgen level, the view of men will change.

»Spiritualism« – combined with individualism – will become more dominant in the next years, eastern religions will be on the increase and high efficacy will be looked for instead of truth. Old traditions as *i.e.* Hamam rituals and a revival of rituals from the Renaissance will come to the force. Finally, the sixth mega trend, the »new mobility/new work« will occur: More flexibility and cooperation will be on high demand, loyalty will decrease, outsourcing however will increase, same as part time and/or temporary job offers and being familiar with learning and performing 2 or 3 professions. Jobs will become rare and a »war for talents« will ensure – each individual person will become responsible for his own »professional development« – the margin between privacy and work will narrow.

Dr. Reto Hess (Impag AG Zürich) (**Picture 6**) gave the final scientific lecture on »Aqua vitalis«. Water is the source of life and the origin of the world, nevertheless water is not an element but a compound with its special qualities *i.e.* freezing point depression. At 4°C water has the highest density, only based on this property, ice can swim on water – and fishes and plants can survive in frozen seas. Water contains 2 »hands = Water-atoms« and 2 »feet = electrons«, therefore an extremely stable and flexible structure is possible. In 2003 scientific results ref. water received the



Picture 6: Catherine Schneider, Dr. Reto Hess, Dr. Marion Fröschle

Nobel price in chemistry for its special transport qualities, investigated also especially in the skin's cell membranes. Discussions in the alternative sector regarding water's possible memory function are increasing. The earth contains only 0.6% usable water, the water consumption drastically differentiates from that of the developed nations (*i.e.* USA 666 liter/per day/per person) to that of the developing countries (*i.e.* 0.1 liter/per day/per person). From the year 1900 up to 2000 the water consumption has increased up to 4 times – but the reservoir diminishes much faster than it is refilled. In all religions, water is holy, considered a stream of and for life. From »Marketing & Water's« point of view, the first cosmetic-claims were issued in 1928 with the brand 4711 Kölnisch Wasser, followed by the Unilever slogan in 1973 »Nothing gets to my skin, apart from water and CD« or 1986 the Beiersdorf Nivea Crème bath »Nivea & Water – the pure care«.

Dr. Reto Hess explained new claims for water based on 2 actual examples: »Spring Sea Water«, with its uniqueness as pure, clear sea water out of a natural reservoir from the Granite-Rose coast of Brittany is filtered by a thick sand layer, thereby obtaining its composition of minerals and trace elements which especially supports the natural moisture of skin. »Eau Vitale d' algue bleue« is a natural, rich water, consisting of extra cellular metabolites of the blue-green microalgae »Spirulina patensis«. More than 300 scientific publications prove the benefit of this »green« gold.

For the future Dr. Reto Hess foresees, that water will not only be looked at as water, but based on its special qualities and becoming more rare, water could become an »active ingredient«.

The social part of the event featured the Swiss Rock'n Roll band »Wilhelm Tell and the fellows« who fascinated the audience with an interesting choice of musical instruments (**Picture 7**). Dr. Philippe Auder set highly appreciated the effort of Jean-Daniel Walther (Georges Walther AG) of organizing the social part of the event in a professional and excellent manner and concluded the conference with his special thanks to all participants, as well to all persons that have supported the SWISS



Picture 7: Swiss Music

SCC physically, financially and/or conceptually.

Dr. Marion Fröschle

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