



## 50<sup>th</sup> Anniversary Celebration of the SWISS SCC

»In the Name of Beauty«

14- 16 June 2007, Zürich, Switzerland

The primary goal of the SWISS SCC (Gesellschaft Schweizer Kosmetik-Chemiker) is the exchange and transfer of knowledge on all levels over and above companies and countries. Interdisciplinary broadening of experience in cosmetics and beauty has first priority. As in many conferences in recent years, this target was also achieved at the 50<sup>th</sup> anniversary celebration in Zürich.

The occasion was duly celebrated with an informal **Get-Together** the evening before the conference in the »Zunftthaus zur Zimmerleuten, located in the center of Zürich directly by the Limmat river/Zürich«.

The following day the scientific conference took place in the Marriott-Hotel in the center of Zürich under the headline »In the name of beauty«, with more than 180 participants from industry, universities, authorities and media. Founded in 1957, there have been various epochs of the SWISS SCC – and depending on the epoch different challenges. The first contribution therefore was dedicated to the history of the SWISS SCC and the 5 still living presidents were interviewed ref. their activities from 1957 onwards.

In the first interview **Dr. Philippe Auderset** commemorated the deceased *founding president* of the SWISS SCC **Kurt Pfeiffer** and reported the history: The idea to found a Swiss Cosmetic Society started in the beginning of the 50's, based on the professional contacts of **Kurt Pfeiffer**, technical director of the company »Tokalon« in Geneva, with the American Society of the cosmetic chemists/Maison G. De Navarre. This idea was realized on the 5<sup>th</sup> of April 1957: At that time, with 9 members, the SCC was officially enlisted in the trade register in Geneva.

**Kurt Pfeiffer** remained the **president** of this new society over the following 13 years. The addition of »Swiss« to the name was only integrated on the note paper of the SWISS society in 1961 and from 1989 as »SWISS SCC« in the logo. Already with the first SWISS SCC general assembly in 1960 all note papers were edited bilingually – in German and French language. At various times in the following years the international IFSCC Council meetings were also organized in Switzerland as i.e. 1963 in Geneva or 1973 in Montreux. At the beginning of 1968 the first new food legislation/ article 467 was published in Switzerland – overseas countries were astonished that Switzerland was the first country to legally embody this new legislation in cosmetics law.

At the beginning of the 70's a new committee, under the **2<sup>nd</sup> president Dr. Gustav Erlemann**, took the lead with new pep and big success. The number of members increased slowly but

steadily and in 1973 reached the number of 56. The 1979 symposium organized in Bale attracted attention because of its live-direct transmission from the lab to the big screen of the auditorium, which was very impressive at that time. On an international level, as first SWISS SCC member **Dr. Nadia Avalle** accepted the presidency of the IFSCC, only years later in 1995 was



Picture: Sun set in Zürich city



Picture: Foundation members (from l. to r.) – in front sitting: André Barbier, Mr. and Mrs. Maison G. De Navarre, Robert Brun; behind standing: Paul Desbaumes, Kurt Pfeiffer and Francois Riondel.

this function followed by another SWISS SCC member *Peter Schneider*.

The **3<sup>rd</sup> president Dr. Willy Huber** took the presidency in 1980. He integrated the society of the cosmetologists into the SCC: The number of members increased from 88 to 111. In 1982 the SWISS SCC published a poster for the IFSCC Congress in Paris, which for the first time mentioned the winter-seminar in Champfèr, created by *Dr. Gustav Erlemann*. At the end of 1984 the first from *Dr. Gustav Erlemann* and *Prof. Dr. Führer* fathered Forum Cosmoticum was organized in Bale – a Swiss-German-Austrian Conference which is established now for years and takes place every second year alternatively in another German speaking country.

The **4<sup>th</sup> president Walter Lier**, starting in 1986 already dealt intensively with »natural cosmetics«: The ref. 3<sup>rd</sup> Cosmetic Forum in Bale was extremely well attended by more than 250 participants.

In 1991 the **5<sup>th</sup> president Pierre Bottiglieri** took the presidency. In 1995, the second In-Between Congress of the IFSCC took place in Montreux supported professionally and with a younger responsible committee. Under the leadership of the president *Pierre Bottiglieri* this congress was a big success with great acceptance also on an international level.

At the beginning of 2000 the presidential team was newly assembled by the **6<sup>th</sup> president Dr. Philippe Auderset** bringing younger people in. The responsibility of each board member was specifically and clearly defined within the SWISS SCC. Besides scientifically excellent lectures during the general assembly, in the years from 2001-2007 this team also organized conferences and advanced training on a regular basis. At the beginning of 2000 the Champfèr-Winter Seminar had to battle against obsolescence and a decrease in members. Today, after conceptual repositioning, it is a formative and dominant pillar of the scientific offerings of the SWISS SCC, and is actively sponsored by the SWISS SCC board. During these years the training conferences, which offered clear and distinct topics, were actively attended by an enormous number of members. Summaries of the conferences were reg-

ularly published in English and German in different scientific papers under the slogan: »Do a good thing and talk about it«. The website of the SWISS SCC ([www.swissccc.ch](http://www.swissccc.ch)) was completely renewed and provides a clear entrance into the offers of the SWISS SCC.

Summarizing the **present president Dr. Philippe Auderset** highlighted, that today the SWISS SCC, with more than 280 members, has its feet on solid ground from scientific and financial point of view. In addition to the organization and performance of conferences, the SWISS SCC is also actively involved in educating students: members of the SWISS SCC are lecturers at the University of Wädenswil in food/cosmetics.



**Picture:** Group picture of presidents of the SWISS SCC (from l. to r.): *Dr. Willy Huber, Dr. Gustav Erlemann, Dr. Philippe Auderset, Pierre Bottiglieri, Walter Lier*

As first speaker of the scientific part *Ulrich Renz*, author in Lübeck, Germany, highlighted »Aspects of beauty – attractiveness«. Attractiveness is not only a bonus in the field of sexuality but in a much broader social territory: more beautiful employees are judged to be more intelligent and more powerful – independent of sex. The attractiveness of a face – i.e. the face of Nephrodite – is estimated as being beautiful, independent of culture and time. The form of a body however is dependent on time and culture – as i.e. the spread bodies of the Rubens' paintings or the ideal of beauty of the Twiggy models of more modern times. Women's faces have to be symmetric with a childlike high forehead, which from primeval times awaken an instinct of protection in any human being. Particularly attractiveness is the combination of childishness and maturity, as

demonstrated with *Marlene Dietrich*. One of the most important factors of beauty is smooth and clean skin, as it is connected with youthfulness and fertility.

*Dr. Roman Kaiser*, Givaudan Schweiz AG, Zürich, took the audience into the »World of perfumes – from the valleys to the glaciers and summits«. In earlier times, 4 tons of roses were needed to obtain 1 kg of rose oil. In the 70's at Givaudan, a non-invasive head-space method was developed, which allowed the intact, undestroyed scent of a living plant to be obtained in its original quality. This method has been continuously optimized and also specially adapted to extreme situations as i.e. to situation in the rain forests or to glaciers. During the last 25 years, more than 9,000 species of plants have been collected, and from these about 2,500 ref. their scents were scientifically analyzed. The scents of about 450 species were reconstituted based on the single odiferous substances. In his virtual hike, *Dr. Roman Kaiser* took the audience to the rise of the Swiss Alps. The respective typical flora and scent components were described in a very detailed way and the participants could individually experience the olfactory scent using smelling strips (i.e. ivy, violet at 600-1,000 m, moss and wild strawberries at 1,200 m or the red and black Alpine Vanilla Orchid, belonging to the family of orchids at >2,100 m). All participants contently reached the summit and entered as final station the glacier world. The red glacier ice however is not based – as commonly assumed – on sand of the Sahara, but derives from a red algae with the scientific name *Chlamydomonas nivalis*. If you walk through these glaciers you smell the scent of these algae, reminding you of water melon. This scent is based on the same scent molecules as the real scent of a the water melon.

The **edelweiss**, the national plant of Switzerland and Austria does not beguile with its scent of camomile/valerian, but offers completely different convincing qualities for cosmetics. This was the topic of *Prof. Dr. Hermann Stuppner*, University of Innsbruck, Austria. His research is into the use of biologically active compounds also in cosmetics. Already in mediaeval times the edelweiss was in popularly known as the »abdominalgia-flower«



**Picture:** Speakers (from l. to r.): Prof. Dr. Hans Hug, Dr. Markus Heidl, Dr. Hermann Stuppner, Dr. Roman Kaiser

due to its anti-inflammatory qualities ref. diseases of the airways and the gastrointestinal tract. In cooperation with the company »Pentapharm« the plant could be obtained in enough standardized quantities for phyto-chemical and pharmacological studies. The higher the location of the plant, the higher the content of the effective edelweiss-acid (Leontopodic Acid), above 1,000m the conditions for cultivation are optimal. The efficacy and safety study results are impressive and confirm edelweiss to be a supplier of excellent medically and cosmetically relevant secondary plant ingredients to reduce inflammation.

In the next contribution *Dr. Marc Heidl*, Pentapharm Ltd., Basel tried to »Suss out secrets of nature«. The lethal poison of a snake is based on the short peptide »Waglerin«, which leads to muscle – and nerve-paralysis. Based on a thought experiment via the exchange of certain amino acids, the company »Pentapharm« succeeded to produce a similarly structured peptide SYN®-AKE synthetically. This peptide reduces the muscle contraction (principle of Botox), however, reversibly and without side effects. The *in vitro* and *in vivo* efficacy studies and safety studies are convincing. The substance is safe for use in cosmetics.

*Prof. Dr. Hans Hug*, EMPA, Zürich introduced the audience to the »Secrets of nano-science and nanotechnology«. »Nano« derives from the Greek language »dwarf« – and is the millionth part of a millimeter. The home of the nanometer is atoms and molecules. The nano-science is the study of the phenomena and the manipulation of materials on the atomic, molecular and macromolecular scale. Due to

the size of less than 100 nm, new electronic, optical and mechanical material qualities occur as well as a different chemical reactivity. Nanotechnology however addresses the design, the characteristics, the production and the application of structures and systems via control of the form and the size at the nanometer scale. Nanotechnology already played an important role in medieval times. With the invention of the tunnel-microscope in 1981 the cornerstone for further progress in nanotechnology was laid, in 1986 the Nobel Prize in physics was awarded. Using nanotechnology, molecules can be manipulated as basic rules of physics – comparably with the quantum physics – are no longer valid or only partially valid. Only marginal changes in molecules can have dramatic consequences – as i.e. known in the enantio-selective exchange of chiral molecules and ref. effects/side effects of medicines (i.e. the case of »Contergan«). Nature itself has already used nanotechnology for thousands of years – the lotus flower (*Nelumbo nucera*) i.e. shows a dirt repelling activity on its leaves. Based on this principle some dirt repelling products are already available in the textile sector. In cosmetics nanoparticles (i.e. TiO<sub>2</sub>/ZnO) are used in sun products. In the medical sector nanoscience and nanotechnology opens a broad field for diagnosis as well as for therapy, combined with chances and risks. The EMPA as an independent neutral institute explores the possible effects of nano-particles and nano-materials to humans and to environment and therefore helps to minimize known risks and to assure the safety. The industry can profit from this as, with the support of the EMPA, risks in investment and accountability can be limited.

*PD Dr. René Rüdlinger*, dermatologist in Zürich, opened the afternoon session with his contribution »Health and beauty«. His research territory is skin cancer and non surgical esthetic medicine. With use of lasers, selective photo-thermolysis, meaning a targeted heat treatment, the objective not to look younger but better is achieved. Depending on the demand, different laser types are used – to achieve smoother skin, to eliminate age pigments or sun pigments, for couperose (burst spider veins) or for permanent tattoos.

»Whoever wants to sell beauty has to prove (and show) beauty« – this was the topic of *Peter Maeschig*, Design for Business, Düsseldorf, Germany. In the current field marketing, dry skin, cellulitis and wrinkle problems are dramatically visualized, according to the theory: the more dramatic the problem, the more complicated the packaging, claims and design – the better the product should be. However the credibility of a story is also linked to the brand/originator of this brand. The field of cosmetics is changing, as successful brands show a new reality and use normal woman as models to prove their skin – and care competence (i.e. the campaign of »Dove«). Till now the established brands seem to obey the law: the more incomprehensibly the achievement is communicated, the better. This however leads to weariness for the consumer, as the person is forgotten, who very simply, only wants to look healthy and beautiful. The trade brands/private label brands take advantage of this principle: they start from the woman's point of view, which is much more uncomplicated under the motto »That is what I want to look like – therefore I buy this product«. In the sales area, the brands are increasingly offered with good cost/performance rates, which directly lead to a positive disposition towards what these products offer – and in doing so the normal person is the focus. A new amazing reality enters the beauty communication, the fashion and womans' magazines escalate however into an argumentative frenzy. Two worlds of beauty are created: one driven by repair and the other based on the simple self perception of natural beauty. Already every 4<sup>th</sup> anti-aging packaging is a trade brand and the market percentage of trade brands increased in Germany from 9 to 11% (2005).

*Dr. David Bosshart*, CEO of the GDI Gottlieb Duttweiler Institut in Rüschiikon, shared his knowledge with the audience ref. »In the name of beauty – how future trends will change markets, people and brands«. Over the last decade there has been a dramatic increase in technological development – »Google« has become the most powerful brand over the last 5 years – and i.e. from a market point of view, China with its population of 1.4 Billion will soon be totally integrated in the free market. The pressure for innovation has be-



come greater than ever, however the number of flops is also increasing at an even faster rate. The age of rationalism, predominating for more than 100 years, will be displaced by the era of irrationality; fantasy will again become highly appreciated in life. Those who quickly earn money, also spend this money very fast, which potentially can be very positive but also destructive. The power of every single person is increasing, nowadays a single person, using our modern communication technology i.e. Internet, has the average knowledge of a military calculator of a medium nation in the 50's. Non-conformity is the conformity of the 21<sup>st</sup> century, desire will be coupled with fear, greed will be coupled with human weakness and strengths. The human being will be in a constant battle, a battle against boredom, a battle against speed and passivity, a battle also for the contact of well informed clients, who will be formed among themselves to communicate with each other. Innovations have to show a clear increased benefit for the consumer, but at the same time be more economical for the company and more simple in terms handling and selling for the employee. The big change of the »best age« will occur: no longer the dreams but the memories will manage our lives under the motto »Not older, but becoming more complex«. The next generation will be a politically ambitious generation with money, who for opportunity reasons, is mostly decided against having children. The demographics will invert all hierarchies: people aged 50-70, the new middle age, active, healthy and good looking will shape a new more mature and detached culture. The driver of this culture will be among others: retired people, pro-retired (early retired people), DINKS (double income no kids) and singles, gays, divorced women and empty nesters (children have left home). The future will become more female, more network related, in future man will have perhaps only his significance in life as »a luxury accessory of the woman«. Humans and technology compete with each other – the homo sanitas will set new standards, the biological human must gradually be improved to become a super human being. Old luxury as i.e. the possession of a swimming pool, a VIP ticket or a party will be replaced in the new luxury by cooking and reading, voluntarily work,

slow down processes and a public transport upgrade – cities without cars and optimal, age adapted traffic connections. Beauty – as already mentioned by the first speaker *Ulrich Renz* – will remain a competitive advantage in the work and partner markets. New biological and medical technical progresses will correct blemishes more easily, better and with lower costs, the standards will increase (i.e. white teeth for considerably less money). The world will be structured in health – and life stage markets (1. age: 0-25 years, 2. age: young adults 25-60 years, young olds: >60 years, old olds: >80 years) and to become more beautiful with age is not any more an option but an obligation. Three principal scenarios to handle age will emerge: 1) The NO Age scenario: to remain always beautiful and ageless, 2) the handicap scenario, meaning to focus on deficits in the offer of i.e. reading glasses in aero planes, special incontinence pads, senior mobile phones with easiest operating manual, and 3) the Viagra scenario, to be able to do all at any time. In cosmetics and beauty trends more individualism will be recognized, as will more simplicity and more authenticity, but also more fear and an increase in protection needs. Convergence markets will develop: beauty+healing, beauty+healing+food, drinkable skin care, health drinks, beauty+kitchen, beauty+fun (i.e. deodorant as chewing gum) and perhaps also »culturally« correct cosmetics (i.e. religious based for Christians, perfumes taken of the new testaments).

**Dr. Philippe Auderset**, the present president of the SWISS SCC, closed the lecture day, the abundance of information and knowledge from the day enlarged the horizons of the participants and will continue to have an effect in the long term.

The evening event took place in the »Triibhuus«, a big market garden in Zürich. The guests/representatives from the German, Austrian, French, Italian organizations and of the IFSC brought their congratulations and exquisite gifts to the 50<sup>th</sup> anniversary of the SWISS SCC. The entertaining evening program of the group »Comedian Company – in the roles of



**Picture:** Congratulations to the SWISS SCC (from l. to r.): Lorna Weston, Prof. Dr. Johann Wiechers, Dr. Philippe Auderset (present President of the SWISS SCC)

‘Liza Minelli, Marilyn Monroe and Edith Piaf... & Co’ – and the ‘Show Sixties’ provided a very good mood and a relaxed atmosphere, and also the dancing feet could be used.

*Catherine Schneider*, Rausch AG and *Dr. Marion Fröschle*, Givaudan AG were responsible for the scientific part of the conference, *Jean-Daniel Walther*, Georges Walther AG for the social part, as well as the entire board of the SWISS SCC.

The conference was sponsored by Botanica GmbH, Sins; Cosmetochem AG, Steinhäusern; Cosnaderm GmbH, Zürich; CWK, Winterthur; Fritz Keller AG, Mönchaltorf; Georges Walther AG, Pfäffikon; Dr. W. Huber AG, Zumikon; Impag AG, Zürich; Induchem AG, Volketswil; Dr. W. Kolb AG, Hedingen; Luzi AG, Dietlikon; Mibelle AG Cosmetics, Buchs; Mimox AG, Zollikon; Pentapharm AG, Basel; Prochem AG, Zürich; Rahn AG, Zürich; Tensochema AG, Zürich; Univar AG, Zürich, and Z&S Handel AG, Kloten.

**The next annual conference of the SWISS SCC will take place on 18-19<sup>th</sup> January 2008 in Montreux.**

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