



SWISS SCC Conference and General Assembly

“True Lies – Wahre Lügen”

Pfäffikon/SZ, Switzerland, January 2009

Together with the annual conference, the SWISS SCC General assembly occurred in January 2009 in Pfäffikon/SZ. Under the title “True Lies – Wahre Lügen” presentations and discussions took place, in which illusions, and also realities the cosmetic industry were interrelated, and which innovative methods and measurements the industry can use to prove claims. The area of psychology had its say, too, regarding creativity, truth and beauty. Expectations, megatrends and counter-movements in the market field of cosmetics were analysed and interpreted. The field of natural cosmetics being an extreme dynamically developing market was given special attention.

On Friday afternoon, under the moderation of *Dr. Fred Züllli*, SWISS SCC board member being responsible for “scientific activities”, the first speaker *Dr. med. Roland Ballier* – President of the Swiss Society for anti-aging medicine and prevention (SSAAWP), Berlingen, Switzerland

(michaela.amrico@ssaawp.ch), presented his points of view on “People, do you want to live eternally?” Long living is desirable, but only if the quality of life in old age also adds up. The maximum life expectancy stagnates at about 100 years, however more and more people between 40 to 80 years become older on average. “Prevention” is the key word for remaining life expectancy and anti-aging of today’s 50 year old person as cardiovascular, liver and gastrointestinal tract diseases can be switched off. *Dr. Ballier* especially emphasizes the use of vitamin D in the nutritional sector being till now a far underestimated protection shield. His 10 laws against aging are as follows: 1) move a lot; 2) eat on a regular basis and drink a lot (water and tea); 3) avoid the continuous intake of medication; 4) laugh at least once a day; 5) maintain social contacts; 6) watch your weight; 7) listen to your body; 8) take a break every now and then; 9) live out your desires, and 10) enjoy nature.

As second speaker *Beata Hurst*, Mibelle Biochemistry, Buchs, Switzerland (beata.hurst@mibelle.ch) introduced the audience to “Current corporate mega trends and their consequences for cosmetics”.

Beata Hurst concentrated her speech on the cosmetics relevant major trends: the three mega trends convergence, emotionalism and health and the two big counter-movements, value-orientation and the neo-tribalisation. Mega trends are long-running global trends. They bring dynamics and advance the industry. To almost every mega trend a counter-movement arises, which calls for security and order.

The mega trend convergence shows the mix of markets in the food, pharmacy and cosmetic sector but the IT information technology sector also plays more and more of a role. The counter-movement of value-orientation leaves the attitude of price-orientation and turns to values and conscious consumption. The new consumer group of the LOHAS (Life Style of Health and Sustainability), looking for sustainability and still enjoying consumption, is steadily increasing. The LOVOS (Lifestyle of Voluntary Simplicity) promotes renouncement of consumption and simplicity. In neo-tribalisation moral concepts are sought. Social networks are important, especially on the Internet, e.g. Facebook. Luxury booms, status symbols are becoming important. The mega trend emotionalism and its irrationality displaces the long lasting period of rationality. Virtual values are actively sought – some people today are already building a second life on the Internet. The consumer expects miracles from nature and from science. Medicine and expectations are at the focus of the 5th mega trend, health. This trend is dramatically supported by demographic changes/increase in age



Picture: SWISS SCC board from l. to r.: *Walter Kehrle*, *Dr. Fred Züllli*, *Catherine Schneider*, *Dr. Reto Hess*, *Peter Schneider*, *Dr. Marion Fröschle*, *Jean-Daniel Walter*, *Dr. Bernard Gabard*, *Dr. Alain Béguin*, *Dr. Philippe Auderset*.

structure in 2030. Individual medicine will be requested and therefore also individually targeted prevention measurements.

As third speaker, *Armelle Bergé*, DermScan, Lyon, France (abe@dermscan.com) shared her knowledge of "Allégations cosmétiques: efficacité prouvée?" – "Claims in cosmetics: proven efficacy?" As a private and independent institute, the DermScan group offers tests regarding safety, efficacy, sensory evaluation of cosmetics, raw materials, pharmaceuticals, medical devices as well as food supplements. Tests regarding claims of hydration/moisturisation, slimming and anti-aging were presented in detailed. Permitted and gray areas – target areas of the epidermis and/or the dermis were discussed extensively. Claims are a strong marketing instrument. Official standard protocols for claims are missing – total freedom could prevail in this sector. But keep in mind, the producer is legally responsible for the limits of the product claims with regard to advertisement or status of the product. Many objective measurements to prove product efficacy are available (see also publications of the EEMCO European group on efficacy measurement of cosmetic and other topical products). Today test institutes and producers already have to, and even more so in the future, face up to challenges for *i.e.* "creative" and "preventive" claims, offering solutions.

The second day was moderated by *Catherine Schneider*, Vice-President of the SWISS SCC. The first presenter was *Dr. Jürg Theiler*, depth psychological research and consulting, Zürich, Switzerland (juergtheiler@sunrise.ch), with the topic "Creativity, beauty and truth in cosmetics". The psyche is an abstract system of information, based on desires and functions. The structure of the psyche is divided into four part-systems, which complement, correct, fight and contradict each other: The instinctive, the affective, the instrumental and the empathetic intelligence system. The youngest of these four systems is the empathetic system, developed about 5 thousand years ago. It is reflecting language and the search for sense and beauty, creativity and truth. *Dr. Theiler* consulted the Roman-Greek fairy tale "Amor and psyche" from the 2nd century AD to explain the different levels

of the psyche. In the field of cosmetics he discussed these psychological connections highlighting various advertisement campaigns of big cosmetic companies and brands.

Each of us should follow empathic intelligence much more, actively dreaming or walking in the wood. A CONCIIOUS reallocation of the four intelligence systems is necessary. To be open for receptive impulses, meaning to accept unconscious feelings and knowledge on conscious level, is mandatory for creativity. Each cosmetic producer determines the psyche of its cosmetics via its own basic tenor – its own attitude of the psyche.

Dr. Moritz Aebersold, Weleda AG, Arlesheim, Switzerland (MAebersold@weleda.ch), introduced the audience to the natural market: "Natural and biocosmetics fully in trend – chances and risks". A broad definition of natural cosmetics exists, open to most diverse interpretations: "Biocosmetics", "natural cosmetics", "of natural ingredients"... Natural cosmetics pioneers have a long tradition, starting in 1920 (Weleda), various other vendors followed in waves. Especially in the last 10 years a lot of products have arisen. Key Player brands such as Weleda, Dr. Hauschka, Lavera and Primavera, as well as newcomers such as Sanoflore (L'Oréal), Jurlique, Alverde, Origins Organic, Yves Rocher Bio (2008) play a role in this strongly growing, and also in the meanwhile hugely fragmented market with different distribution channels. A green lifestyle can be recognized as global trend, caring for health, society, the climate change and increased social responsibility. The new consumer groups are urban metropolitans, the LOHAS (Lifestyle of Health and Sustainability). The natural cosmetic market leaves the local niche markets and moves towards the main stream market with classical market structures. Challenges and big chances can be seen in this increasing sales market on an international level with the according certification. In longer term the target is to reach a cross national recognition of certification. Criteria of success for natural cosmetics rely on professionalism, sustainability, holistic mental activ-



Picture: *Dr. Philippe Auderset, Dr. Lucio Laserna, Dr. Theiler, and Dr. Aebersold.*

ities and consistent strategic brand management. This refers to the sector of R&D innovation and creativity and also in the marketing communication and respective transparency and authenticity. Cross national boundaries alliances are required. The label NaTrue should not be considered to be only a geographic but companies' comprehensive network. NaTrue constitutes a platform of all natural cosmetic companies, working according to the same high ethical and ecological fundamentals. The target is to achieve worldwide harmonisation of "natural cosmetics", "bio" and "organic", assuring the consumer expectations ref. product benefit and product quality.

The declared target is to create transparency of certification in the industry based on clear, traceable processes. NaTrue is planned to represent also the interests to authorities in Germany, an enlargement to EU and worldwide is planned. NaTrue is open for all companies, membership is not necessary. All existing "natural cosmetic circles" work closely together with the classical cosmetic industry. NaTrue offers a three-part responsibility: a scientific board exchange, a label management organisation and an independent certification organisation. A three stage label establishment is aimed



Picture: *Dr. Marion Fröschle, Honour member Dr. Nadia Avalle.*

at: natural cosmetics, natural cosmetics with certain level of biological material and biocosmetics. The first certified products will be available to trade starting from February 2009. Coherence and acceptance of trade and the consumer will be crucial for the establishment of NaTrue.

As guest from far abroad *Dr. Lucio Laserna*, Argentina participated at the conference. He presented his country Argentina in fascinating pictures indicating the program of the IFSCC congress, which will take place in Buenos Aires, Argentina, under the headline **"Innovation and Responsibility: Cosmetics for Ever"**, 20-23 September 2010. Deadline for application of the abstracts is **2nd of November 2009**. The best post will be awarded with 2,000.– CHF, the best paper with 7,000.– CHF – a very good reason to apply.

At the General Assembly 2009, which took place before the conference, about 100 members of the SWISS SCC were present. According to statements of the SWISS SCC President *Dr. Philippe Auderset* the SWISS SCC development was positive: The number of members has increased in 2008 to 291. The brochure, based on the 50th anniversary of the SWISS SCC is newly positioned as an information brochure and will also emphasize the occupational image of the cosmetic chemist as well as the integration of the SWISS SCC in the IFSCC platform or other related associations. Photos of conferences of the SWISS SCC are newly available for all members via password on the SWISS SCC homepage. In November 2008, the Italian society SICC celebrated its 50th anniversary, *Dr. Philippe Auderset* participated. His host gift, a Swiss cow bell, was highly appreciated. The winter conference Champfèr 2008 "Cosmetics in the hands of science and art" was a big success. This conference is intentionally offered without fees due to contributions from sponsors. Also the advanced training November 2008 "Directions in the jungle of the current cosmetics relevant legislation" showed a high participation rate with more than 80 members. The SWISS SCC board and both examiners, *Jean Pierre Riedo* and *Guy Vogel*, were officially renewed. The membership fee of the SWISS SCC stays unchanged. The correct recording in the trade register as "SWISS

SCC" in German, French and English was officially accredited. The **Kurt-Pfeiffer** regulation was adapted, in order for the design and allocation of this prize to be more attractive. For financing a special fund is opened, administered independently from the SWISS SCC. The SWISS SCC board awards the **Kurt-Pfeiffer Prize** to legal or non legal persons/bodies. A newly established proposal committee will suggest possible prize winners. This continuous committee is appointed by the board (with 1 member of the board *Dr. Fred Züllli*), *Pierre Bottiglieri* takes over the chairmanship together with *Peter Schneider* and *Dr. Hans-Ueli Gonzenbach*. The **Kurt-Pfeiffer Prize 2009** with the amount of 5,000.– CHF was awarded equality to the Department of Life Science and Facility Management of the ZHAW/ University of Zürich, Switzerland, cosmetics sector and the directive instructor of this sector *Petra Huber* based on extraordinary contribution to the development of cosmetics. The cosmetics programme at the HSW/ZHAW, until today is unique as an educational offer in Switzerland, has existed since 2001 on the basis of an initiative of the SWISS SCC together with the responsible institute directors at that time. The various offers for academics in cosmetics are highly appreciated and very successful, due to intensive links with training contacts from the industry. Since 2001 more than 100 students of food technology took this cosmetic education as an elective module with active exchange and contacts to the cosmetic industry. Additionally, observers of the cosmetic industry are heartily welcome to profit from this educational training as well. During the gala dinner *Dr. Philippe Auderset* und *Pierre Bottiglieri* ceremonially presented the **Kurt-Pfeiffer Prize 2009** to *Petra Huber*.



Picture: Kurt-Pfeiffer Prize 2009 for *Petra Huber*, ZHAW, *Dr. Philippe Auderset* (l.), *Pierre Bottiglieri* (r.).



Picture: Petra Huber and ZHAW Students.

At the end of the conference *Dr. Philippe Auderset* expressed his thanks to all board members for their enormous involvement and to all SWISS SCC members for their loyalty.

The next SWISS SCC Educational Training 2009 will take place **10th November 2009** in Olten, Switzerland: "Naturkosmetik versus Cosmeceuticals".

Winterseminar **30th January - 6th February 2010** in Champfèr, St. Moritz, Switzerland: "Kosmetik und Ethik: Eine Frage der aufrechten Haltung".

The next SWISS SCC General Assembly/ Conference will take place **5-7th May 2010** at the Forum Cosmeticum in Interlaken, Switzerland: "Kosmetik – quo vadis?"

Conference's language is German.

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