



SWISS SCC 28th Winter Conference Champfèr 2010

*"Cosmetics and Ethics
a question of upright attitude"*

In the current time of finance crashes, global warming and economic crises in many areas people try to fill the word „ethics“ again with comprehensible values. Global and local aspects are in focus. The topic of ethics concerns, at its core, all parts of industry, politics, and also the public life and attitude of each individual person. This year's SWISS SCC winter conference „cosmetics and ethics a question of upright attitude“ highlighted this topic: 25 speakers shared their general or specific scientific point of view with the participants.

The plenary lecture was opened by Prof. Dr. Giovanni Maio, Albert Ludwigs Universität D-Freiburg (giovanni.maio@uniklinik-freiburg.de) with the topic **“ethics in medicine”**. Prof. Dr. Giovanni Maio asked to reflect on the following information: the physician converts the „patient“ towards becoming a „client“, the primary „welfare promise“ under the oath of the physician gets lost. These insights about the function and the professional status also have worldwide effects for the cosmetic industry. Profit optimization should not be the objective of the physician, but being credible, targeting the causes, offering help and concentrating on the health and wellbeing of the sick should or, better, must be offered. The physician of the future has to guarantee the confidence and the integrity of the medical sector.

Prof. Dr. Anna Maria Pircher-Friedrich, institute for sense-oriented personality - and company development, I - Meran (pircher.friedrich@dnet.it) motivated

the audience to **“abandon dictate – become architects of one's own life”**. The economic crisis is more than just an economic or financial crisis, it is a crisis of our attitude. Healthiness, success and fulfilment are epi-phenomena, the consequences of our acts. Her presented model is based on the 4 pillars of physical, psychological, social and existential health. The model clearly instructs how each person can optimally use their own potentials and capabilities, free of fear.

Marc Roesti, Ultra Sun AG, CH-Zollikerberg (marc.roesti@ultrasun.ch) took a firm stand with the topic **„sustainability and ethics in trade“**. The company Ultra Sun can maintain ground in the strongly competitive market of sun-protection products by marketing and claiming unique, not exchangeable and authentic products with an upright, straight philosophy. Target groups are high-performance – and water – athletes and sportsmen. In his function as CEO Marc Roesti targets a healthy balance with adequate financial results, 10% EBIT as a realistic target to be able to invest into the brand on a long-term basis. The exaggerated neo-capitalistic mentality in the public is challenged.

Dr. Christian Springob, P&G Service GmbH, D-Schwalbach am Taunus, (springob.c@pg.com) presented the **„misleading advertising – the (ad-) world at the ridge“**. From a legal point of view regarding advertising claims, the new/revised EU legislation is not so critical but more the paragraph 3 of the law against dishonest



Picture: Rosseggtal, Engadin CH



Picture: Impressions St. Moritz / Champfèr

competition (UWG). In the cosmetics advertising world claims traps are widespread. Legal advice should be already asked before marketing the product and not only when there are issues in contentious grey areas.

Dr. Uli Osterwalder, BASF (ex Ciba), CH-Basel (uli.osterwalder@basf.com) demonstrated that the **„skin protection factor against free radicals (RSF) correlates with the UVA protection factor (UVA-PF)“**. His contribution is based on the results of the Gematria Test LAB, Berlin. Healthy skin possesses a rich anti-oxidative defence sys-

tem to inactivate free radicals, which is diminished in elder skin or during oxidative stress. Adding antioxidants (topically or systemically) can help in long term to avoid or to reduce skin aging and UV induced skin damage. Standardised measurement methods to protect against free radicals should be established analogous to UV protection.

The speaker *Dr. Christoph Carlen*, research institute Agroscope Changins-Wädenswil ACW, Forschungszentrum Conthey, CH-Conthey (christoph.carlen@acw.admin.ch) committed to the **„breeding and culture of alpine plants for sustainable utilization of our nature“**. Mediplant, a private organisation, supported by Agroscope ACW and the canton Wallis, acts on confidential basis and breeds species for high earnings with good profitability for all involved parties. The focus of Mediplant is the breeding of medical and aromatic plants, small fruits, optimal fruit-growth and greenhouse-culture. The quality evaluation takes place along the delivery chain from the field to the extraction as well an optimization of the culture techniques with interdisciplinary cooperation. Specifically concerning the positioning of „Swiss made“ there are new interesting markets for alpine plants also in the cosmetics field.



Picture: Dr. Fred Züllli and Dr. Christoph Carlen

Dr. Thorsten Clarius, Cognis D-Düsseldorf (torsten.clarius@cognis.com) shared his knowledge of **„pure nerve case: a path to appease allergic, highly sensitive skin“**. According to Yokota the classification for sensitive skin

occurs in III types. The selection of products is still very limited as neurocosmetics is a relatively young research sector. *Dr. Clarius* presented the search for substances to appease the skin type III with the target to reduce the augmented stimulation of free nerve ends. The payout of CPRG served as measuring parameters. Two suitable effective ingredients have been identified. *In-vitro*- and clinical *in-vivo* studies assured the validity of the results.

The final speech of the first conference day was held by *Dr. Dirk Lenz*, DSM Nutritional Products AG, CH-Basel (dirk.lenz@dsm.com) with **“on the way to a perfect self tanning product“**. He introduced the audience to qualitative market research and demonstrated how innovative ingredients have led to a target consumer relevant product improvement in the field of self tanning products. Qualitative and quantitative consumer research showed requirements for optimization in the three dimensions of spotting, natural colouring awareness and the unacceptable hand colouring after use. The active ingredient Erythulose is superior to DHA in all aspects.

In his contribution **„the long march of an investment banker“** *Rudolf Wötzel*, CH-Klosters (rudolf.woetzel@gemsli.ch) asked the audience to stop for a moment in life and to deal with the central question: „who am I, am I doing what suits me, do I determine my life by myself“? In his autobiography *Rudolf Wötzel* described his conscious exit as investment banker in 2007, despite the still booming market. His dream was to reach the Mediterranean Sea crossing the Alps only by walking: He realized his dream and succeeded. During this kind of pilgrimage he changed internally. He will stay devoted to the mountains and lead a mountain cottage during the summer months above Klosters/Davos called Gemsli (details see also book *„Über die Berge zu mir selbst“* ISBN ISBN 978-3-7787-9208-7, in german).



Picture: Rudolf Wötzel and Catherine Schneider

Petra Huber, ZHAW Zürcher Hochschule für Angewandte Wissenschaften, CH-Wädenswil (petra.huber@zhaw.ch) tied to the world of the mountains the question: **„Project Wallis – Wädenswil (ZHAW) – Varen (VS) retour – a chance for sustainable regional (cosmetic) products?“** Her model offers the possibility to mountain regions of producing new products, using native raw materials and of creating new local jobs. This project, based on the think – tank of the students of the ZHAW 2010, clearly demonstrated, that people without knowledge of cosmetics can be supported by the ZHAW Wädenswil with arising synergies. You can actively contact the ZHAW in Wädenswil / CH to ask for further projects.

The Swiss mountainside and local business was also in the focus of the presentation of *Walter Hunkeler*, CH-Castasegna (hunkeler@soglio-produkte.ch) with SOGLIO – products of the **„Bergeller cosmetic company SOGLIO“**. SOGLIO in capital letter is a brand, which can not be separated from the location in the Bergell / in the South of Switzerland. *Walter Hunkeler* founded this brand SOGLIO in the mid 70s. His target was / is, to define and develop products on a scientific and economic basis, which were / are adequate for the valley in the mountains. The firm SOGLIO offer a cosmetic-product range primarily containing ingredients from Soglio or nearby surroundings. As much as possible is produced and filled in their own factory. *Walter Hunkeler* has received various awards and prizes for his SOGLIO work.

Hildegard Steinhauser, Lindauer Lehrzentrum of the DORN/Breuss-method, D-Lindau (info@dornmethode.com) demonstrated from practice the advantages of the „Dorn-method“. The Dorn-method is a simple, but very helpful method common for many movement and joint-problems, a further development of old natural medicine, established in rural regions.

Prof. Dr. Michael Schmidt, Dermatolan GmbH, D-Schellerte (prof.schmidt.michael@t-online.de) talked about „the concept of salutogenesis and effects on cosmetics“. The term salutogenesis, coined by Aaron Antonovsky (1970), is the complimentary term to pathogenesis. Salutogenesis refers to a person's health – and not to his / her illness. Salutogenesis, adapted to cosmetics, considers the resources to keep the skin healthy. The identification and investigation of the relevant systems are necessary: 5 internal skin circuits primarily play a role: 1) sebaceous gland regulation 2.) immune cell activity 3.) basal cell activation 4.) collagen activation and 5.) matrix-metal- proteases (MMs). Cosmetics can stabilize the balance of these skin circuits to reach the homeostasis required for healthy skin.

Dr. Werner Voss, D-Münster (dr.voss@dermatest.de) Dermatest GmbH, introduced the audience to the topic „beauty and the role of medicine“. Looking into history the criteria for beauty always differed: in Ancient China i.e. small crippled feet, in South America the lengthening of the neck and in modern times the body of Twiggy. Possibilities to influence beauty are primarily seen in diets, plastic surgery and cosmetic products and/ or cosmetic techniques. „Substantial“ cosmetics can also be used in the form of moisturisers, anti-aging or sun creams, foundations or camouflage as well as coloured make up. However, essentially everything is beautiful, that is considered with love.

The next speaker Dr. Werner Baschong, Ciba AG (now part of BASF),



Picture: Petra Huber, Dr. Ilisabe Bunge, Dr. Werner Voss

CH-Basel, (Werner.Baschong@basf.com) concentrated on „relevance and significance“, differentiated into descriptive, inductive and exploratory statistics. 3 central questions should always be asked ref. Statistics: 1.) Is the question/hypothesis (main target criteria) clearly defined. 2.) Is the statement/response clear and does it refer to the question asked/hypothesis? 3.) Does the statement refer to a reasonable number of observations? To be able to differentiate science and pseudo science the following should be asked: a) How reliable is the source regarding a statement? b) Does this source often use claims in a similar exaggerated way? c) Could the statement be validated by other groups? e) How does the statement fit into the today's level of scientific knowledge? f) Has some one tried to refute this statement? Statistics is NO magic bullet, but can clarify some questions and can lead to new conceptual approaches.

Dr. Katinka Jung, Gematria Test Lab GmbH, D-Berlin, jung@gematriat-test-lab.com, presented „innovative test methods“ based on collaboration with BASF (ex Ciba) regarding anti-aging and sun protection products. In the anti-oxidative, anti-aging cosmetic field, ESR spectroscopy is used to prove effectiveness. To exemplify, differences in the anti-oxidative effectiveness of raw materials, the activity of cosmetic finished formulas as well as the penetration capability of antioxidants and the anti-oxidative and radical inhibiting efficacy of the skin were demonstrated. The ideal general procedure to assure anti-oxidative

claims comprehends the selection of suitable antioxidants / UV filters, the determination of stability in the finished product, the penetration profile and the activity against FR / ROS in skin and hair.

The neurodermitis-specialist Dr. med. Claudia Steiner, CH-Davos (claudia.steiner@hgk.ch) resumed „dermacosmetics – accompanying – and interval therapy of neurodermitis“. Neurodermitis consitutionalis atopica is a chronic inflammable change of the skin. A main symptom of this skin disease is manifested as intensely itching eczema with extremely dry skin. The base therapy contains the following: 1) restoration of the epidermis / barrier function 2) balance of the reduced moisture retaining substances 3) replacement of the lipids of the pH acid umbrella and callus 4) reduction of the TEWL 5) inhibition of germ colonisation, 6) avoidance of products with potential to produce contact urticaria or contact allergic eczema and 7) skin cleaning with not too hot, rather lukewarm showers. Dermatosmetics in most cases are used by stigmatized patients. The use of these products gives these patients the feeling of being “normal” using “normal” cosmetics, and being same as everyone else.

„Test methods for skin stem cells“ was in the focus of Dr. Daniel Stangl, La Prairie Group, CH-Volketswil, (daniel.stangl@laprairiegroup.ch). Without stem cells the functioning of the skin is not possible. Stem cells are undifferentiated, pluri-potent as embryonic stem cells or uni-potent, as intra-follicular epidermal stem cells. Stem cells are niche-fixed and are drawn out by their rest phases. Stem cells possess a lifelong proliferation potential. A lot of the products offered in the market already activate stem cells. The difference is that new scientific explanatory models and first test methods exist, to support claims of stem cells. Looking to the future, Dr. Stangl foresees possibilities in the protection of the stem cell niche, in

the optimization of the skin's environment or in the systemic supply of the stem cells.

Xenia Petsitis, Merck KGaA, D-Darmstadt (xenia.petsitis@merck.de) showed the participants a colourful world with her contribution „colour cosmetics“: The eye eats too. Pearlescent pigments support the required visually targeted product concept. *Xenia Petsitis* has already made a name for herself having published the „**Wörterbuch der Kosmetik**“. Versatile in all cosmetics, pearlescent pigments additionally create optical inducements via colour and increase the optical value of products. Marketing claims are visibly emphasized.

Bernhard Bauhofer, Sparring Partners GmbH, CH-Wollerau (bauhofer@sparringpartners.ch) shared his knowledge of „**reputation und ethics as competitive advantage**“ with the audience. Image and reputation have to be differentiated. Image influences – or buys – the perception of clients. Image is targeted in share value companies to achieve short term material success for the shareholders. Reputation in contrary forms the attitude of all stakeholders, i.e. each targeted group, business interested party or

company member in the long term. Stakeholder value companies integrate each stakeholder into a „win-win“ relationship in the creation of value. According to *Bernhard Bauhofer* from the 80's until the year 2010 the business world changed from the patron to the CEO, nobody can be held responsible anymore. A faithful person of integrity is missing, who is able to integrate all demanding parties (see Fig. below). *Bernhard Bauhofer* offers 7 basic pillars to enable a company to change.

Dr. Joachim Röding, Symrise, (joachim.roeding@symrise.com) F-Clichy-la-Garenne took on the topic „**sustainable bisabolol**“. Bisabolol, an anti-inflammatory ingredient, is chemically synthesised (artificial / nature identical bisabolol) or can be obtained from natural sources (natural bisabolol). The extraction from nature occurs in traditional cultivation of wild collection or even from sustainable wild collection, i.e. controlled biological cultivation. The natural and standardized bisabolol on the one hand comes from the camomile flower. These however contain only 1/10 = 0.1% bisabolol. The second source, Candeia wood from Brazil, contains much more bisabolol, na-

mely 1%. *Dr. Joachim Röding* demonstrated how complicated a valid sustainable production and the certified distribution, in this case in Brazil, can be. This expensive, valuable ingredient clearly is limited in nature itself by uncontrollable weather conditions and by partly arbitrary regulatory issues of Brazil. The responsible handling of nature will also secure the future of this excellent effective ingredient, used widely in cosmetics and oral hygiene.



Picture: Lecture room with participants – Europa Hotel Champfèr

„**Sustainability from a totally different perspective**“ was described by *Dr. Marion Fröschle*, Givaudan Schweiz AG, CH-Kemptthal (marion.froeschle@givaudan.com). Sustainable development is a development which ensures the life quality of the existing generation but at the same time assures the possibility to choose their life for future generations. From 2005 – 2014 the UNO (United Nation Organization) has declared a global program, the world's decade „culture for sustainable development“. Each product, each material, each organism, each person has a product life cycle. The topmost level is the „super-organism of the human race“, the sum of every single person, which has further developed as total on the system earth. Based on the exponential acceleration of population increase in the last 150 years and the exploitation of non-renewable raw materials, the system earth is at a near chaotic stage: without active counteracting a collapse is foreseeable. Concrete actions are required. The mental force of each

reputation management

CEO change over time

	Era	Management-Focus	Role
80's	Costs & produktivity	Restructuring and reorganisation	Cost Cutter & Turnaround Manager
90's	Global expansion	Growth by company-acquisition / take-over	Conquistador
Millenium change	New economy	Shareholder Value Paradigma	STAR
2003	Regain confidence	Corporate Governance	The grey mouse
2004+	Sustainability, reputation & ethics	Stakeholder Value	Reliable persons of integrity

The Patron as role model for integrity and responsibility

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individual perhaps is a small one, the mental force of the super organism human race is / can be big. This mental force offers a potential for network solutions, as well as a rational way of acting, and the establishment of an upright attitude and ethics for today's and future generations.

Roman Urech, IMPAG AG, CH-Zürich (roman.urech@impag.ch), talked on the topic **“APG: An Evergreen – Green forever”**. Alkylpolyglucosides (APG) are successful due to their very mild tenside surfactant quality, their excellent foam performance and their production of renewable raw materials. APGs are standardized based on their quality, colour, aroma, stability, performance and increasingly also by their ecological conformity. The next generation of APGs will be various anionic, cationic und amphotere derivatives with high performance, excellent stability and compatibility, very good price – efficacy quotient and high ecological conformity. For the megatrends wellness and sustainability, APGs will stay an evergreen with their excellent “green” formulas.

Andrea Weber, Dr. Babor GmbH & Co KG, D-Aachen (andrea.weber@babor.de), made the audience ware of the **„sustainability of a cosmetic company”**. Sustainability is emerging as an important differentiating factor of brands also in the field of cosmetics. Using the example of the company „BABOR“ Andrea Weber very descriptively demonstrated how the topic is implemented within a company. The ecological sustainability refers to topics such as energy and water or materials and littering. For economical sustainability great importance is attached to durable and reliable activity with all partners, to assure service, health and safety. The aim of the social sustainability refers to socially balanced economic development: offering job positions with fair working conditions, the ensured qualification of employees and clients and social engagement for non profit facilities and organisations.

Birgit Haemel, S&D Chesham GmbH, D-Bergisch Gladbach (birgit-heamel@sdchesham.de) went about the question **„a benchmark for an upright attitude”**. From a subjective point of view the universal benchmark for a fulfilled life for each person is connected to: 1) health 2) wealth and 3) friendship/love. Today's culture/education system basically has not contributed a lot to fulfil these targets. A holistic education with body-spirit-soul establishes a benchmark for a fulfilled life and should be implemented.

Summarizing very responsible thoughts, intentions and actions ref. ethics were recognizable and brought to life in all speeches. Clear possibilities exist, to develop, produce, market and claim products in an ethical manner in cosmetics: it is only a question of how these possibilities concretely are used and realized.

With some sadness, after 10 years, *Catherine Schneider* together with *Dr. Marion Fröschle* will leave the organisation of this winter conference in Champfèr. The aim of this unique conference is and will remain to impart scientific knowledge, as well as joy, life wisdom and a „looking beyond the boundaries“ attitude, to strengthen the participants with new life energy into the working world. Starting 2011 *Dr. Fred Züllli* will take the leadership of the winter conference together with a new team. Life means change and alterations, for the SWISS SCC winter conference there is no exception.

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Next SWISS SCC conferences:

- **Annual convention / general assembly**
21th / 22th of January 2011
in Zürich
Topic will be published
summer 2010
- **Winter conference Champfèr 2011**
29th January –
5th of February 2011
topic will be published
summer 2010

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