

## 2017/18 Male Grooming

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Despite being a male the author was unclear about what is meant by Male Grooming! For him it is all about shaving, showering, deodorising and having tidy hair. For enlightenment **Croda** has published a presentation entitled “Grooming Essentials for the Modern Man”. Using data supplied by Euromonitor it claims that Asia Pacific is expected to see the largest absolute growth in male grooming products, expanding at a forecast CAGR of 8.1% to \$11.5 billion by 2020 from US\$7.8 billion in 2015. China and Japan account for more than 50% of total market share with skin care, shaving and hair care accounting for 89% of total market value. It appears that men still want simple routines that are quick and easy but women play a very important role by buying men's grooming lines as gifts, or on behalf of partners.

The presentation by **Croda** emphasises that care of scalp and hair is still an important part of male grooming and suggests various ingredients and formulations to provide strong and healthy hair and various styling ideas, including specific examples for Asian men. Male skin care is about providing lasting moisturisation, excess oil absorption and protection of skin against environmental pollution.

A presentation by **Alfa Chemicals**, “Trends in Male Grooming” identifies two key product types as hygiene, health and well-being, and physical appearance and vanity. Physical appearance and vanity is about self-tanning, anti-aging, fragrance and hair and beard care including stimulating hair growth and covering grey hair. As with the Croda presentation, Alfa believes that the prime stimulus for male grooming is from Asia and it suggests product ideas and the ingredients to provide the claims that can be made. For skin care the principal requirements are a reduction in skin oiliness and pore size to noticeably improve skin texture. There is also a need to enhance skin barrier function as male skin is chronically irritated and has a higher TEWL than female skin due to shaving. A more recent requirement are products specially designed to soothe, moisturise and support natural recovery of tattooed skin.

A “Male Grooming Trends” presentation from **Cornelius** claims 65% of men are interested in taking care of their skin; 74% attach importance to how their hair looks and 40% make time to take care of their appearance. However, it suggests that men are less likely than women to shop for toiletries and in many households grooming products are bought by women. Men look for multi-functional products with light textures claiming moisturisation, energising and anti-wrinkle properties for the face and slimming, firming and toning properties for the body. Anti-Pollution with its link to faster ageing is also of interest. Hair and beard care and shaving products still dominate the male grooming market and Cornelius suggests products and ingredients to fulfil these needs.

Having defined what male grooming is all about the following ingredients have been suggested to fulfil those needs. For males that wet shave a smooth glide, a close shave and a lack of irritation are prime requisites. The choice of razor is important but shaving compositions are necessary to soften the beard and reduce irritation. Shaving gels, creams and foams are all designed to wet the beard and reduce friction. They achieve this through a mixture of surfactants and emollients including esters and silicones and shaving gels usually have a high glycerin content and are thickened with cellulose derivatives that also have emollient properties. Of interest are additional ingredients that heal razor nicks, provide a cooling sensation, moisturise and have soothing activity. The same materials are also added to post-shaving products, where they may be left on the skin and be more effective.

Mediacalm [INCI: Boerhavia diffusa root extract] from **Silab** reduces inflammation by limiting the activity of inflammation markers and soothes skin after single or repeated stresses restoring normal skin sensitivity. In trials, after 7 days of application Mediacalm significantly reduced erythema caused

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by shaving and participants in the study reported a rapid soothing of razor burn. Calmiskin from **Silab** is a phenolic fraction of mint leaves, *Mentha piperita* (peppermint) extract, that improves cutaneous comfort by reducing the inflammatory cascade and stimulating the synthesis of pleasure neuropeptides. At the end of a 4-week study on 129 men significant improvements versus placebo were reported for soothing razor burn and skin felt more hydrated and fresher.

Defensil Soft [INCI: Propanediol, Albatrellus ovinus extract, citric acid] from **Rahn** is described as a neurosoother obtained from the edible mushroom *Albatrellus ovinus*. It blocks TRPV1, a key mediator for pain and itch sensation, and calms overstressed skin. It is said to delay intrinsic and extrinsic skin ageing as well as thermal ageing induced by IR and heat. It can be added to post-shaving compositions to soothe razor burn and the adverse effects of potentially irritant cosmetic ingredients. **Phenbiox** supplies Hydropuntil [INCI: Opuntia Ficus-indica stem extract] with moisturising, skin protecting and anti-redness properties, and GSH-Defense [INCI: Hydrolyzed Eruca sativa leaf] from rocket salad that has a lenitive and anti-redness action to soothe irritated and stressed skin.

**Symrise** offers various ant-irritant materials derived from oats, for example DragoCalm [INCI: Aqua, glycerin, Avena sativa (oat) kernel extract] is described as anti-allergenic, anti-irritant, anti-itching, anti-oxidant and free radical scavenging and Actipone Oats with similar properties is based on Avena sativa (oat) straw extract. **IFF/Lucas Meyer** provides Tazman Pepper, a glycolic/alcohol extract of *Tasmannia lanceolata* fruit that inhibits TRPV1 activity to reduce inflammation and soothe troubled skin. Also from IFF/Lucas Meyer, Abyssine [INCI: Aqua, butylene glycol, Alteromonas ferment extract] reduces skin reactivity and discomfort from shaving as well as providing protection against UV-damage and allergic reactions.

**Croda** suggests a number of ingredients that may be added to shaving, post-shave and male skin care products to improve skin feel and condition. DuraQuench IQ SA [INCI: Cetyl alcohol, isostearyl isostearate, potassium cetyl phosphate, cetyl stearate, stearic acid] forms a structural bilayer on the skin surface, helping to reinforce its natural barrier and giving long-lasting skin hydration. Evermat [INCI: Butylene glycol, Enantia chlorantha bark extract, oleanolic acid] controls shine by absorbing excess oil and visibly reduces pore size. Citysystem [Glycerin, Marrubium vulgare extract] protects skin against environment pollution by blocking pollutants from entering the cells and prevents skin dehydration and Crodamol W [INCI: Stearyl heptanoate, stearyl caprylate] is a water repellent emollient that melts on skin contact, creating a cooling effect.

Glycosnail VEG from **CR&D srl** is an enriched mucopolysaccharides complex [INCI: Aqua, glycoprotein, glycerin, sodium hyaluronate, hydrolyzed glycosaminoglycans, copper gluconate, sodium PCA] that shows all the healing and cosmetic properties of snail slime but, with a complete respect of vegan claims. Glycoproteins extracted from red ginseng stimulate the renewal and regularisation of keratinocytes and, consequently give smoothness and lightening to the skin surface. It is recommended for irritated, exfoliated and generally sensitive skin and is ideal for after-shave and other male facial products.

Growing facial hair, otherwise known as a beard, does not relieve the owner from a duty of care! Firstly, it needs cleansing and **Ajinomoto** suggests that Amilite GCS-12K [INCI: Sodium cocoyl glycinate, aqua] may be used to create a creamy paste that is very suitable for beard washes as the foaming level is low but it still gives a deep cleansing feel.

The modern male wishes to retain his youthful skin as long as possible. His skin is subjected to the same environmental factors as his female counterpart and suffers from pollution, UV and free radical damage in the same way. **EG Active Cosmetics S.L** uses the science of epigenetics to explain

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the workings of Oliveactive Maslinco, which is maslinic acid extracted from olive fruit. According to AG Active Cosmetics, ageing depends on three decisive factors: genetics (30%), lifestyle (50%) and stress management (20%). The last two are known as epigenetic factors and variations like alteration of the chromatin structure or microRNA deregulation accumulate over time, undermining the correct functioning of cells. Genes lose the capacity to respond to our needs and therefore, to repair damage. Decoding the language of these small chemical alterations that regulate the correct expression of genes is key to avoid or even revert aging. It is claimed that maslinic acid is a natural epigenetic compound capable of rejuvenating cellular epigenome. It is a powerful antioxidant and free radical scavenger and reduces cellular aging at basal conditions and under aggressive oxidative stress. Experiments by its supplier show that maslinic acid increases the expression of the structural genes associated with collagen, elastin, and extracellular matrix through epigenetic mechanisms. It was also shown to stimulate fibroblast and keratinocyte growth, resulting in an improvement in skin density and thickness.

Polyphenols are phytochemicals, that are compounds with antioxidant properties found abundantly in natural plant foods. There are over 8,000 identified polyphenols divided into four categories; phenolic acids, flavonoids, stilbenes and lignans. Lignin is the generic term for a large group of aromatic polymers deposited predominantly in the barks and walls of trees, which make them rigid and impervious. Leniphenol [INCI: Pinus radiata bark extract] from **Sinerga** is a specific blend of three balanced lignans obtained from recycled raw wood with pleiotropic properties for the skin. It is claimed to increase superoxide dismutase activity and protect the skin from oxidation damages caused by UV radiation. It also reduces inflammation and counteracts itch with a dose-dependent effect and it inhibits the activity of hyaluronidase and elastase enzymes that are responsible for skin-ageing.

Male skin care is mainly about post-shave creams and moisturisers. Traditional after-shaves were high-alcohol content lotions that sterilised the small razor nicks caused by shaving, and it stung! The rapid evaporation of alcohol has a cooling effect, which can be obtained without the sting by using menthol or methyl lactate. Another cooling ingredient is Frescolat X-Cool [INCI: Menthyl ethylamido oxalate] from **Symrise**, which describes it as a powerful cooling agent for topical applications providing an instant and long-lasting sensation of freshness. It is odourless and tasteless and is significantly stronger than menthyl lactate.

Salsphere SalCool from **Salvona** is a multi-ingredient material that provides users with a refreshing and soothing sensation. Nicoment from **CR&D** provides a different sensation: described as an innovative liposoluble ester, it combines the stimulating properties of nicotinic acid with refreshing natural menthol to provide a feeling of wellness created by a simultaneous “hot-cold” effect. For a mild warming sensation **Cosphatec** offers Cosphaderm VBE [INCI: Vanillyl butyl ether] that can be used to replace Capsaicin (red Pepper). The warming effect of Cosphaderm VBE is directly linked to its ability to increase the local blood flow and vasodilation.

All the trends presentations stressed that men like light, fresh-feeling products, which generally means high water-content emulsions and gels. Lecigel from **IFF/Lucas Meyer** [INCI: Sodium acrylates copolymer, lecithin] is a gelling agent with emulsifying and cooling properties offered as an alternative to menthol and alcohol. It is suitable for both cold and hot processes and when used for the formulation of gel-creams, it provides a cool, soft and non-greasy skin feel. Aqua Keep 10SH-NFC [INCI: Sodium acrylates crosspolymer-2] from **Kobo Products** consists of spherical polymer particles that can absorb a large amount of water, causing water to thicken and gel. It forms gels with a light texture, low yield strength and high shape retainability under low shear. Gels have high viscosity at pH 7-9, which drops sharply upon application to the skin, imparting a fresh, light skin feel.

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BioGenic Gensil-210L [INCI: Dimethicone, Aqua, dimethicone/vinyl dimethicone crosspolymer, butylene glycol, sodium hyaluronate, hydroxypropyl bispalmitamide MEA] from **Biogenics** is a silicone elastomer gel which contains water, hyaluronic acid and pseudo-ceramide to provide a silky soft skin feel as well as an excellent moisturising effect. **Alchemy Ingredients** recently introduced HIPEgel Aqua [INCI: Isopropyl palmitate, polyglyceryl-3 oleate, sorbitan sesquioleate, coco-caprylate/caprate] and HIPEgel Oleo [INCI: Glycerin, isopropyl palmitate, aqua, sucrose stearate, sucrose laurate] as two new and unique ways to create cream-to-oil or gel-to-oil emulsions with an internal phase up to 90%. HIPEgel aqua creates water-in-oil emulsions with a rich initial feel but very light after- feel and HIPEgel Oleo creates oil-in-water emulsions which break quickly on the skin.

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