

Male Grooming 2019

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John Woodruff

Men's personal care products include a diverse range dedicated to personal hygiene and enhancing one's personality. These products include, perfumes, deodorants, hair gel, mouthwashes, hair conditioning and facial products among others, which are used by male consumers to look and feel good [Ref 1](#). According to **Euromonitor** the global market for male grooming products is projected to reach US\$60.7 billion by 2020, [Ref 2](#). **Statista** records that the total male skincare market in the UK was worth approximately £119.3M in 2017. Of this, shaving preparation products accounted for a value of approximately £57.7M and aftershave added a further £15M. Facial care and moisturising were worth £33M and facial cleansers £13.5M [Ref 3](#). This feature will focus on the new ingredients available to improve performance, aesthetics and marketing claims for products marketed specifically towards men.

Before looking at male skin care it is worthwhile looking at the differences between the skin of males and females. This has been the subject of much research and it is generally recognised that TEWL is higher for men, sebum secretion is either independent of gender or slightly higher in males and the sweating rate is 30%-40% higher in males. It appears that there is not a clear relationship between gender and thickness of the stratum corneum, although the cellular epidermis is slightly thicker in males. There are no clear and statistically significant differences between the elastic properties and pH of the skin for the same anatomical sites and any relationship between gender and skin hydration seems to be outweighed by individual factors [Ref 4](#).

Signs of ageing may appear later in men but once the changes are underway, they develop more quickly. It leads to a loss of skin elasticity and tonicity in older men which, when combined with bags under the eyes and lax lower eyelids, makes them appear tired. Versican is a large chondroitin sulfate proteoglycan that is part of the skin cellular matrix. With age, versican loses its functionality in men's elastic fibres. This results in slacker skin, including looser cheeks, under-eye bags and a more prominent nasolabial fold. **BASF Care Creations** has developed Speci'Men, a baobab leaf extract [Hydrolyzed Adansonia digitata extract] that reduces the accumulation of non-performing versican and skin appears refreshed, skin tonicity is improved and signs of fatigue around the eyes are reduced.

Products for facial shaving and beard care are exclusively a male category and despite the increase in popularity of beards, wet shaving is still a daily routine for most Western men. The shaving challenge arises in effectively removing stiff, individual terminal hairs, whilst not impacting the soft, flexible supporting skin. This can be thought of as a technical contradiction, whereby many of the requirements to improve hair removal will likely also result in increased damage to the surrounding skin [Ref 5](#). This reference is an in-depth study of razor design and makes fascinating reading.

For a close and comfortable shave, the prime requisites are a good quality razor allied to products that soften the beard and provide a smooth glide. Additional benefits are imparted by soothing and anti-inflammatory ingredients and materials to heal razor nicks. 4MAN, developed by **Chemyunion**, comprises a synergetic combination of hop, liquorice, red algae extract, Gallic rose, panthenol and menthol, designed to meet the needs of male skin. In trials it provided a 67% reduction in TNF-alpha inflammatory mediator; it stimulated cell renewal by up to 59%, improving microrelief appearance and skin healing potential. It increased skin superficial moisture by 46%, compared to placebo and reduced skin oiliness by 31% compared to placebo and these effects were retained for 24 hours. In addition, it increased skin firmness and elasticity by increasing the production of collagen type I and elastin, promoting an anti-aging action. Its full INCI listing is aqua, glycerin, Glycyrrhiza glabra (licorice) rhizome/root extract, rose extract, hydrolyzed rhodophyceae extract, humulus lupulus (hops) extract,) menthol and panthenol.

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Abyssine from **IFF/Lucasmeyer** is a biotech exopolysaccharide [Alteromonas ferment extract] from an extremophile living in deep sea hydrothermal vents that is claimed to protect and soothe sensitive and sensitised skin from external aggressions, including shaving. Skin sensitivity is mainly caused by alterations to the barrier function that allows the penetration of irritant triggers. This causes a complex immuno-inflammatory response and the release of inflammatory mediators leading to cutaneous reactions. Abyssine is said to improve cell renewal and to reinforce the barrier function, thus protecting the Langerhans cells that initiate the pro-inflammatory response. A trial based on 77 men who wet shaved every day and then applied a balm containing 3% Abyssine for two weeks showed it provided a significant soothing effect, better healing of micro-cuts and an improvement in skin condition.

Moving from the depths of the Pacific Ocean to the heights of the mountains of South-eastern Australia, the berries of Tasmanian pepper have been processed by **IFF/Southern Cross Botanicals** to yield an active ingredient called polygodial. It is an anti-inflammatory agent effective in reducing vasodilatation and oedema, calming skin discomforts and with anti-allergic and broad antimicrobial properties. The berry also contains anthocyanins to protect cells from oxidative damage and rutin, an anti-inflammatory mediator to strengthen capillaries. The material is marketed as Tazman Pepper [Tasmannia lanceolata fruit extract] and claims to instantly decrease itching and burning sensations and the appearance of skin redness caused by shaving.

Ingredients obtained from botanical sources surviving under extreme conditions appear to be particularly suited to male skin products. AquaCacteen from **Mibelle Biochemistry** is from Opuntia ficus-indica (prickly pear cactus) that grows in hot, arid areas of Mexico. After enzymatic digestion and extraction, the resulting filtrate is rich in polysaccharides, vitamins and flavonoids plus minerals and piscidic acid. This latter is described as the lead material in providing anti-inflammatory properties. Clinical studies showed that AquaCacteen was exceptionally soothing and firming for the skin, had good skin-hydrating properties and was very beneficial in post shaving products.

The cooling sensation of menthol has always been popular in shaving and after-shave preparations with the added advantage of it being slightly anaesthetic, however not every user appreciates the peppermint odour. Various alternative cooling agents are available with menthyl lactate perhaps being the best known. This is a widely available from various suppliers including **Cosphatec LLC** that offers it as iCool ML and **Symrise** that offers it as Frescolat ML. Other alternatives from **Symrise** are Frescolat X-Cool [Menthyl ethylamido oxalate] and Frescolat MGA [Menthone glycerin acetal]. Questice Liquid is Menthyl PCA which is also included in Evercool Skin [INCI: Menthyl PCA, lactamide MEA, menthane carboxamide ethylpyridine], both from **Givauden**. **Minasolve** offers Fresh'in Green [Methyl diisopropyl propionamide] that is said to give a similar cooling intensity to menthol but with more gentle activation and a longer perception time. For natural alternatives Actiphyte of Spearmint from **Active Organics** is Mentha viridis (spearmint) extract or for an encapsulated version of menthol, there is Ecocaps-Menthol [Aqua, polyurethane crosspolymer-1, caprylic/capric triglyceride, menthol] from **Ecopol Tech**.

According to a presentation by **Crodarom**, "Man, the new seducer", beards are a trend born of a desire to affirm one's personality and reveal the soul. As a fashion accessory, men wear their beards with pride and take special care of them, resulting in the emergence of new types of care dedicated to the beard. It requires hydrating, softening, detangling and coloration. The presentation divides men into five categories and suggests additives for male toiletries for each category.

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Active Concepts claims that its AquaSeal Coconut [Cocos nucifera (coconut) fruit extract], is a sterol extraction that contains a high concentration of medium chain triglycerides that help to seal in moisture and deliver macronutrients to the hair and skin. When applied to the beard at 2% in a shampoo or conditioner it seals the cuticle, resulting in a smooth and softer beard that is easier to manage. It has a similar result on scalp hair and 2% in an O/W emulsion has good skin hydrating properties.

Beards that are going grey may not be the fashion statement required: Greyverse from **IFF/Lucas Meyer** is a patented a-MSH biomimetic peptide, tetrapeptide-20, said to stimulate the natural pigmentation process to recover a natural hair colour. This is achieved by Improving melanogenesis and reducing oxidative stress in the bulb. Serums and oils for beard care are popular. An oil of interest may be Cosm'oil KD-S from **Cosmact**. It is deodorised Pongamia glabra seed oil obtained from the crushing and pressing of the seeds of Pongamia glabra. It has natural antimicrobial and UV protection properties and the pure oil is said provide SPF25 protection. It is also recommended for softening the beard and to provide anti-inflammatory properties.

It is perhaps ironic that while most men find it very easy to grow hair on the face and most other body parts a significant number suffer hair loss on the head. There are numerous materials that claim to improve hair growth but if baldness is accepted **DSM** has created a formulation that protects the scalp. It includes a synergistic blend of sun filters for UV protection without the oiliness associated with traditional UV filters. Valvance Touch 210 [Silica] helps to reduce any oily sensation while Tilamar Fix A1000 [Acrylates copolymer] gives film forming properties and Pentavitin, Saccharide isomerate and panthenol, provide a soothing effect. Full details are available in a presentation entitled "Men's scalp protection, where care meets style" available from **DSM** and its distributors.

If the preference is to maintain a head of hair for as long as possible then Hairgenyl from **Silab** is an anti-hair loss active ingredient, which supports the biological activity of the dermal papilla and stimulates hair follicle growth to re-normalise hair development. Obtained from the yeast *Pichia minuta*, [INCI: Yeast extract, maltodextrin], it is rich in biopeptides with low molecular weight. Tested over 8 months on a group of male volunteers, Hairgenyl increased hair density by 24.9%, hair growth (anagen/telogen ratio) by 112.7% and limited hair loss by 34.0%. 85% of volunteers considered their hair was thicker and that the scalp was more densely covered.

SymHair Force 1631 from **Symrise** is an award-winning hair loss preventive extracted from *Isochrysis galbana* that increases the length of the anagen phase, increases cell proliferation and strengthens the hair, making it more resistant to fall-out. Also said to promote hair growth is an extract of Korean red ginseng trade-named Planoxia-RG by **Radiant Inc.** and in trials it induced earlier telogen to anagen conversion than minoxidil

Aluminium salt-based antiperspirants are the favoured means of combatting body odour between showers, however they are not popular with everyone and with the adverse publicity surrounding triclosan and triclocarban alternatives are being explored. Zinc complexes are widely used to neutralise odours caused by hydrogen sulfide, mercaptans, thioethers, isovaleric acid and ammonia. RevCare MC [Sodium zinc polyitaconate] from **Itaconix** is a water-soluble fixating complex that traps and absorbs these odorous substances and it will not constrict pores or inhibit perspiration and has no effect on the skins own natural microbiome. Zinc ricinoleate is the basis of Polyfix ZRC from **Schill+Seilacher** that helps to control body odour by forming odourless complexes with the molecules responsible. Its INCI listing is Zinc ricinoleate, aqua, tetrasodium glutamate diacetate and

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propanediol and it does not interfere with the natural bacterial flora of the skin or inhibit natural transpiration. SymDeo B125 [2-Methyl 5-clohexylpentanol] is a patented aliphatic alcohol from **Symrise** that supports long lasting protection against body odour by skin microbiota regulation and clinical sniff-test data shows that 0.3% SymDeo B125 performs as good as 0.3% of triclosan.

Finally, concurrent with the rise in popularity of the beard, tattoos now decorate a significant proportion of both males and females. Linked to this is the need for topical after care to repair the skin after tattooing, provide cleaning and soothing during the healing process, to maintain the tattoo colour and provide protection from UV and other environmental stressors. Phytofuse Rejuvenate from **Active Concepts** comprises Isolated polysaccharides from the *Salvia hispanica* seed mucilage bio-transformed into high molecular weight polysaccharides that are capable of wound healing following tattooing or shaving. A presentation by **Active Concepts**, simply titled "Tattoo", describes this and many other ingredients to care and protect the tattoo and the person tattooed in greater detail.

Note: Where shown the INCI names are usually only the principal ingredient of propriety mixtures and those interested are urged to contact the supplier for full information.

1. <https://www.alliedmarketresearch.com/men-personal-care-market>
2. <https://www.funglobalretailtech.com/research/deep-dive-global-male-grooming-market/>
3. <https://www.statista.com/statistics/806972/male-skincare-market-value-by-product-united-kingdom-uk/>
4. Dąbrowska AK, Spano F, Derler S, Adlhart C, Spencer ND, Rossi RM. The relationship between skin function, barrier properties, and body-dependent factors. *Skin Res Technol.* 2018;24:165–174.
5. Cowley K, Vanoosthuyze K. The biomechanics of blade shaving; published on line May 2016 by the International Journal of Cosmetic Science, <https://doi.org/10.1111/ics.12330>

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