

As I remember it the breakthrough in product's aimed specifically at men came in the late 1950's when Old Spice was launched in Britain. However, despite press enthusiasm the only products of real interest were those for shaving and hair styling and eventually for deodorants and antiperspirants. Now, fifty years later has the situation really changed?

A quick survey of recent press articles has much conflicting information; Datamonitor predicted a 7.7% increase in sales in 2008 and said that wider availability and a better selection of brands and products will encourage more men to try out new products. However in the opinion of Mintel, men remained attached to traditional products while skin care lotions and potions are not having the impact many once predicted despite relentless marketing efforts. According to a Mintel report the average British man spent an average of £2.50 on skin care products last year, making up a total market size of £57m, compared to the women's skin care market which in 2007 was worth approximately £602m. However £57m is still an attractive sum and assuming it is an approximate average spend across the major markets there are opportunities for companies to find a comfortable niche for innovative products and there are no shortages of suggestions from material suppliers.

From **Cognis** comes a presentation entitled Men's Care Concept in which the European market for male skin care is analysed. Overall retail sales of men's products in Northern Europe approached €6,900m in 2007. One company, Procter and Gamble, had a 37.1% market share and the top ten companies accounted for 78.2% of its total vale. The strongest growth appeared to be in the skin care sector and the presentation looks at emerging trends; it divides men into six different categories ranging from classic to rebel and it suggests the type of product favoured by each type with example formulations and suitable active ingredients.

According to Cognis, Classic Man needs cosmetic products that are quick and easy to use and which concentrate on the most important things: shower, shaving and deodorants. Sporty Man loves to show other men and women how fit he is therefore wrinkles and cellulite are not part of his style and his cosmetics need to be result-oriented; he would use additional products such as sun care and body firming gels.

Stylish Man should be seen as a man who always wants to be up-to-date. He is very interested in all new products which are launched on the market. He wants to look forever young and constantly tries to achieve a perfect look and attaches a lot of importance to his appearance. That's why intensive hair care, body care and styling is vital for him and he will pay higher prices to achieve his goal. Natural Man is interested in the environment and is willing to spend more for his kind of products whereas Business Man wants straight forward products that will improve his self-confidence and he may well add skincare products and travel packs to his portfolio.

Finally Rebel Man is seen as a man who strives to be a nonconformist. He is interested in all the new cutting edge cosmetics for men. He does not follow current trends; in fact, he opens the door for new ones. In summary the Cognis presentation says every man needs individual caring and cleansing concepts according to the latest market claims for men care including appealing skin care formulas that are not sticky or oily; and mild and soft hair & body formulations.

Paroxite reports that with regard to male skincare, most active ingredients focus around shaving, anti-ageing and anti-bacterial. Under the shaving umbrella is healing, reduction of irritation and actives as anti-bacterial agents to prevent the formation of spots after shaving.

To achieve these aims **Paroxite** recommend natural oils like *Limnanthes alba* (Meadowfoam) seed oil for lubricity and *Leptospermum scoparium* (Manuka) oil for its anti-bacterial properties and broad spectrum activity against gram positive, gram negative and moulds, making it of interest for deodorant products and spot prone skin

Overly-active-sebaceous glands, blackheads, acne and spots are the curse of young men and many ideas are given to alleviate the problem but cosmetic companies must be careful not to claim a cure! Sebaceous gland cells are stimulated by the hormones; testosterone and progesterone, which is why the sebaceous glands are especially active during the growth stage of most young men. The most susceptible areas for this are the chin, nose and forehead. The formation of callous horn is stimulated at the same time so that an increasing amount of horn cells get stuck during the excretion process. Blockage of the sebaceous gland results; skin often reacts by becoming inflamed and bacterial infection adds to the problem.

Rahn publishes a brochure entitled **Seboclear** that describes the causes of spots and the use of Seboclear for reducing them. Seboclear is a mixture of natural extracts and salicylic acid described as an optimum self-reinforcing system for physical and biochemical support of the skin. The salicylic acid has a keratolytic effect and prevents blockages of the sebaceous gland and acteoside extracted from *Planago lanceolata* and berberine from *Berberis aquifolium* have antibacterial and anti-inflammatory effects.

Reducing inflammation and sebaceous gland activity is the claim of several other materials offered for male skin care. **Braxicina**, from **Vevy** is an extract of the wild cabbage *Brassica botrytis* in glycine soja oil that is said to normalise sebum production by the competitive action of sterols from the brassica unsaponifiables on the formation of non-esterified skin cholesterol. **Beracare Triple A System** is an acne treatment product from **Beraca**. The brochure is very informative on the causes of acne and the system comprising *Copaifera officinalis* (balsam copaiba) resin, *Carapa guaianensis* seed oil and *Euterpe oleracea* fruit oil is shown to significantly reduce sebum production and the formation of comedones in clinical trials.

Oily Skin Complex from **Greentech** comprises hydroglycolic extracts of *Arctium lappa* (Burdock) root, *Nasturtium officinale* (Watercress) and *Salvia officinalis* (Sage) leaf. Burdock is present for its anti-acne and skin softening properties, sage shows a softening action, which improves the general state of skin after treatment, and the stimulating and firming action of cress strengthens the epidermal elastin due to the presence of sulphur in its composition. Also from Greentech, **Seborilys** is a mixture of *Epilobium angustifolium* extract and *Terminalia chebula* extract with algae extract, guar hydroxypropyltrimonium chloride, tocopheryl acetate and lecithin in aqueous-alcoholic solution. It is said to regulate sebum production through inhibiting the 5-alpha-reductase mechanism and this effect is reinforced by the astringent activity of *Terminalia chebula* and the cleaning effect of zinc obtained from cultured microalgae.

Regu-Seb from **Pentapharm** contains natural polyphenols from *Serenoa serrulata* fruit extract and *Sesamum indicum* (Sesame) seed extract in *Argania spinosa* kernel oil. Its polyphenol formula, consisting mostly of lignans and phytosterols, helps to control and reduce sebum production, especially in the T-zone area of the face. **Trikenol** from **Provital** is claimed to be a synergistic complex containing manuka concentrate and willow extract

designed for acne prone skin treatments. It is said to reduce sebum production, to soothe irritation and act as a comedolytic, thereby unblocking pores and reducing blackheads.

Returning to the different types of men, **Crodarom** also suggests six categories; in this instance the Ubersexual, the Sportsman, the Businessman; the Adventurer; the Chameleon and the Happy-Boomer! The Ubersexual is manly and virile; he is the main user of cosmetics, self-confidently developing his own personal style. The Sportsman cares about his appearance and looks after his body and his health while the Businessman is rational, demanding and ambitious; he copes with the stress of modern life by treating himself to moments of relaxation. The Adventurer is independent, bold and in touch with nature, he looks for simplicity and new horizons whereas the Chameleon is young and carefree, he reinvents himself along with the latest trends and juggles various identities. As with Cognis, Crodarom are pleased to suggest products and ingredients that meet these descriptions.

Men who wet shave need never worry about using facial exfoliants but it can cause skin damage. The use of hydro-alcoholic aftershave lotions is a macho-thing favoured by young men for sterilising minor razor cuts with alcohol, and they smell nice. The addition of allantoin helps speed healing prior to the next assault but the use of a lotion with more gentle astringent properties and anti-inflammatory, soothing and healing additives is less of a challenge to the system, especially first thing in the morning, and it can still smell nice.

For healing purposes **Peptide Vinci O2 IS** from **ISP** is a patented synthetic biomimetic fibronectin peptide homologous to a 6-amino acid-sequence present in the type III unit of the fibronectin molecule. Fibronectin is a skin matrix glycoprotein providing a structural framework and biochemical signals that control cellular functions such as adhesion, differentiation and migration and the peptide reinforces cell adhesion to the extracellular matrix and thereby promotes matrix remodelling and skin repair.

Protectol from **Greentech** is a soothing mixture of extracts of *Betula alba* (Birch) bark and *Scrophularia nodosa* (figwort), claimed to reduce inflammation and the stinging sensation following wet shaving while **DSB.C** from **Exsymol** is silanediol salicylate, which combines soothing and anti-inflammatory effects with a healing action. **ACS** from **Vevy** stands for Anti-Cyclo-Stressor and this aqueous extract of *Krameria triandra* is said to have anti-inflammatory, healing, and anti-ageing properties and to improve skin cell turnover. There is evidence that ACS is active in interrupting the cycle of stress and response in the skin by inhibiting the formation of stress hormones and thereby reducing the inflammatory response.

CellActive-MEN from **Rahn** is an active ingredient complex specially designed for men's skin to increase performance and resilience. According to Rahn the active ingredient complex comprises the osmoregulator taurine, the adaptogen *Eleutherococcus senticosus* (Siberian ginseng) and Essential Cell Boost-Factor. This active bioferment of the green algae, *Chlorella vulgaris*, and proteins from white lupins compensates deficits in skin cells and the formation of cell adhesion proteins is enhanced. This activates cell migration of keratinocytes and contributes to accelerated regeneration of microcuts caused during shaving, to higher resilience in stress situations and it has a strong moisturising effect

Daily shaving makes male facial skin prone to irritation and dryness, and the use of moisturisers is extremely important to maintain it in a healthy state. Accordingly, men require more water supply into the skin than women to maintain hydration. **Ion-Moist 4Men** from **Lipotec** is a molecular film that provides natural hydration to the skin thanks to its content in

NMF ingredients, and it is especially formulated for male skin. It is described as a submicrodispersion of heteropolysaccharides obtained by microfluidising techniques with high moisturising effect that confers a pleasant feeling to the skin.

Pentapharm promotes **Iricalmin** as a soothing and moisturising additive for aftershave products. It is based on Triticum vulgare (Wheat) germ extract, Saccharomyces cerevisiae extract and sodium hyaluronate. The same company also produces **Cephalipin**; a solution of Cephalins and disodium cocoamphodiacetate that shortens blood coagulation time and contributes to the rapid regeneration of lipid layers damaged by the daily use of soaps, wetting agents, antiseptics and during shaving.

It may be difficult to sell the idea of anti-wrinkle products to men but the incorporation of active cell regeneration actives in after shave balms is acceptable. Skin injury leads to enzymatic degradation of the skin constituents and liberates many different bio-functional peptides. According to **ISP Vincience**, amongst these naturally occurring fragments are short active collagen peptides from which Collaxyl IS is derived and tests show that it stimulates new extracellular matrix protein synthesis and skin repair mechanisms.

Besides the basics of shower, shave and hair products the majority of men within any of the six categories use a moisturising body lotion. A material with a good story is **Exossine** from **Uniplex**. Moorea is a Pacific atoll near Tahiti and the shallow salt waters of Moorea lagoon are the site of the accumulation of organic matter of microbial origin that forms mats called "Kopara". Kopara are ecosystems consisting of laminated layers produced by microorganisms that grow through colourful vertical gradients according to their needs in oxygen, sulphide, and light. Kopara are mainly pure microorganisms that protect themselves from UV, pH & salinity variations by producing exopolysaccharides as a protective shield.

The organisms producing Kopara have been isolated and used to produce two active ingredients. According to Uniplex, **Exo-H**, INCI: Alteromonas exopolysaccharide extract, restores hyaluronic acid secretion in aged skin cells, stimulates lipid synthesis, supports the dermo-epidermal junction and induces fillagrin expression in the skin. It is claimed that it helps maintain an optimal skin barrier function and has excellent hydrating properties due to its action on natural moisturising factors and lipid synthesis. Exo-T, INCI: Vibrio exopolysaccharide extract, has demonstrated a higher desquamation activity than retinoic acid and it protects the collagen network, thus contributing to skin regeneration. It is also said to improve skin smoothness leading to an even skin complexion.

Tahiti is also the source of Calophyllum inophyllum seed oil, also called Tamanu oil, which is claimed to have healing, anti-inflammatory and anti-bacterial properties. The beneficial effects of the oil are associated with polyunsaturated fatty acids, especially calophyllic acid, and with lactone which has some antibiotic activity.

Whether reducing the rate of beard growth is a worth-while concept is debateable unless it significantly reduces shave time however several ingredients are offered that are claimed to inhibit hair growth. Incorporating these materials in an after-shave balm is said to result in softer and finer hair that is less stubbly between shaves and easier to remove when shaving.

It is possible to destabilise keratin using amino acids like proline. The high natural proline content of Epilobium angustifolium extract and the anti-androgenic action of Serenoa serrulata fruit extract and Cucurbita pepo (Pumpkin) seed extract in **ARP 100** from

Greentech is claimed to retard hair growth. **Pilisoft** from **Laboratoires Sérobiologiques** is an extract from the leaves of *Gymnema sylvestre* that also inhibits hair growth. Research demonstrated the inhibitory effect of gymnemic acids on phosphodiesterase activity and this inhibition leads to an increase of the level of cAMP that results in hair-growth inhibition.

Other hair growth retardants include **Telocapil** from **Provital**, **Capislow** from **Sederma** and **AC HFCI** from **Active Concepts**. This latter material is a combination of flavones isolated from cocoa through a proprietary fermentation process yielding lactobacillus/theobroma cocoa (Cocoa) extract ferment, and a decapeptide. It inhibits hair growth by stimulating the onset of the catagen phase of the hair cycle, bringing the anagen or growth phase to an end. The decapeptide mimics the action of Fibroblast Growth Factor-5, reducing the amount of time the hair follicle remains in the anagen phase, thereby limiting the possible window for hair growth. At the same time the flavones present in the cocoa limit ornithine decarboxylase activity, slowing the rate at which growth may occur.

If acne is the curse of the young man middle-age spread and an ever-increasing waistline is the problem for the more mature: **Abdoliace** from **IMCD**, INCI: Sucrose palmitate (and) Polysorbate 20 (and) Glyceryl linoleate (and) Paullinia cupana seed extract (and) Maltodextrin (and) Prunus amygdalus dulcis (sweet almond) oil (and) Lecithin (and) Aqua (and) Citrus aurantium amara (bitter orange) peel extract (and) tocopherol is said to be the first male specific slimming active. As men age levels of testosterone decrease, causing an increase in abdominal fat but **Abdoliace** maintains testosterone levels and thus prevents fat storage. According to **IMCD** up to a 4.5cm reduction in waist size can be achieved in just 1 month when used at the recommended level of 1-2%.

IMCD has other products with innovative marketing appeal. **Abyssine 657** is *Alteromonas* ferment extract developed from a polysaccharide that is synthesized by micro-organisms living 3000m below the surface of the sea. In the very hostile conditions of hydrothermal deep vents, this molecule forms a protective film around all living matter, enabling life to continue. **Abyssine 657** soothes and reduces irritation of sensitive skins against chemical, mechanical and UVB aggressions.

Granpowder PSQ-Pt from **IMCD** is colloidal platinum carried by a spherical polymethylsilsesquioxane powder with an average particle size of 3 – 10 microns. It allows for the preparation of oil-based liquid or solid applications that deliver colloidal platinum, which has anti-aging properties and enhances the skin's natural defence against photo and chemical attacks. **Granpowder PSQ-Pt** releases the colloidal platinum through contact with skin sebum and other available mediums.

Finally, for a way-out marketing story it is worth looking at **Xanthe** by **BeautyLab Ltd**. These products contain meteorite material, which is said to contain complex organic chemicals which can be used to make self-replicating molecules of DNA and RNA that are the essential genetic ingredient of all known life forms. According to its web site **Xanthe** combines in their meteorite scrub and mask material from outer space with natural earthly ingredients to give the consumer unrivalled skincare products in ingredients and performance. The meteorite dust is available from **IMCD**.

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