



# Anti Aging Cosmetics Trends

## A Manufacturers View

Guangzhou, October 13, 2014

**weckerle**cosmetics  
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# Weckerle China – The Company

- Weckerle Cosmetic (Hangzhou) Co. Ltd. established in China in 2009
- Subsidiary of Weckerle Group (Germany), 100% family owned company with facilities in 6 countries world wide
- Full service OEM contract manufacturing, filling of color cosmetics
- Manufacturing for the China domestic market and APAC/ ASEAN markets
- Production on Weckerle machines with a strong background of engineering and development of filling techniques

## Trends and Market Growth Drivers



# What is Driving Growth in the Cosmetics Industry?

Economic Growth in China

Global Trends

**Changing Lifestyles**

**Disposable Incomes**

Environmental Impacts

Fashion

**Growing Customer Maturity**

Innovation in Packaging

Innovation in Formulations

**Urbanization**

**Focus on Specific Customer Needs**

What's the best  
anti aging advice?



Wear  
sunscreen!



# Top Anti Aging Agents in Color Cosmetics

- Antioxidants
- Vitamins
- Peptides
- Collagen
- SPF Agents



# Anti Oxidants

- Currently a very hot subject
- Efficacy in cosmetics disputed
- Natural ingredients a key selling criteria: Examples
  - ❑ **Pterostilbene** (as in Blueberries) related to protect against UV mediated damages
  - ❑ **Coffee Berry** (extracted from the fruit of the coffee plant), it can result in significant improvement of hyper pigmentation, fine lines, wrinkles, and overall appearance
  - ❑ **Green Tea** possess not only antioxidant activity, but they also act as anti-inflammatory and ant carcinogenic agents
  - ❑ **Pomegranate** extract is available in various skin care products. The fruit extract shown to ameliorate UVA-mediated damages, and protect against the effects of UVB radiation





# Vitamins

- ❑ **Vitamin E** (Tocopherol): It protects the skin from environmental pollution, protecting action against UV radiation – although it cannot be classed as a sunscreen. It is a good moisturizer and contains powerful anti-inflammatory action
- ❑ **Vitamin A** (Retinol Palmitate): Often conflicting with blacklists, initially used against acne and skin conditions. Anti aging properties are well proven). As Retinol is photosensitive, use at night is recommended, hence conflicting with color cosmetics applications
- ❑ **Vitamin C** might delay the signs of aging due to free radical damage. Help with wrinkles and less skin dryness

# Peptides

- ❑ Amino acids that represent a major building block of Collagens – **hot topic**
- ❑ Pentapeptides
- ❑ Hexapeptides
- ❑ Palmitoyl Oligopeptides
- ❑ Palmitoyl Tetrapeptide 7
- ❑ Copper Peptides
- All the above are targeted at supporting Collagen production, increase skin elasticity and firmness, stimulate skin regeneration or counter inflammation sources in different areas or layers of the skin
- Peptides are water soluble but not heat stable, therefore not applicable to many color cosmetics products filled at high temperatures

# Collagen

- Collagen has great tensile strength, and is the main component of fascia, cartilage, ligaments, tendons, bone and skin. Along with soft keratin, it is responsible for skin strength and elasticity, and its degradation leads to wrinkles that accompany aging
- Still very popular, but considered a bit old fashioned
- Good applicability in color cosmetics as it is oil soluble and heat stable

# SPF Agents

- Comprehensive cover only with UVA/ UVB filters
- Most relevant filter: UVA
- UVB filters linked to vast environmental damages after use
- **Zinc Oxide:** best efficacy; in moderate concentration not “whitening” after application on skin; conflicting with Blacklists and in some countries prohibited to use (Nano)
- **Titan dioxide:** most frequently used together with 23 other organic filters
- Challenge in the industry: ever growing claims of SPF (e.g. SPF 70, etc.); easily misleading consumers as each SPF filter wears off and might also deteriorate through thermic destruction during prolonged sun exposure
- Australia’s national science agency (CSIRO) is currently developing a natural UVA/ UVB filter, mimicking the filter of corals in the sea

# Natural Chinese Anti-Aging Ingredients



# Natural Chinese Anti Aging Ingredients

- **Lucide Ganoderma:** Skin protection and delay in the aging process of human body, retains and adjusts the water component **help keeping the skin to be elastic and smooth.**

## Example: Yue Sai

- ❑ Vitalize Ganoderma Moist Liquid Foundation
- ❑ Vitalize Ganoderma Gradation Glowing Blush
- ❑ Vitalize Ganoderma Moist Glow Lip Gloss



# Natural Chinese Anti Aging Ingredients

- **Ophiocordyceps Sinensis** is a fungus that produces a fruiting body valued as a herbal remedy. Helps to reduce the wrinkles and have firm skin.

## Example : Yue Sai

- ❑ Rejuvenate Cordyceps Renewed Cream Foundation
- ❑ Rejuvenate Cordyceps Two Way Powder Foundation
- ❑ Rejuvenate Cordyceps Pure Color Cream Lipstick



# Natural Chinese Anti Aging Ingredients

- **Anogeissus** works in the same area in skin that prescription wrinkle medications. It penetrates deep within skin to block destructive enzymes that weaken **skin's elasticity**.

## Example: Origins

### ▣ Plantscription Anti-aging Concealer

Claims: 98% felt it left a smoother appearance.

89% felt it softened the appearance of fine lines and wrinkles.





# Conclusion

Generally, the “arms race” of new ingredients to support the anti aging claims and prove effective is predominantly based on the clinical studies supporting and proving the characteristics.

As these are costly and time consuming, it is foremost the major brands driving the ingredients market entry and the respective marketing campaigns

Solutions to  
combine:

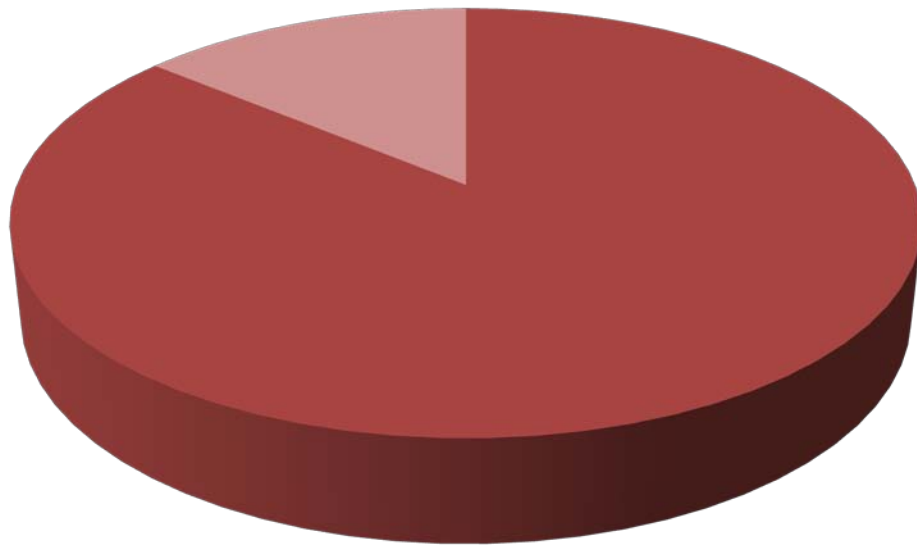
Color Cosmetics &  
Skin Benefits





# Popularity of Multifunctional Products

- Make Up In-Depth Consumer Report confirms 86% of women say they use make up products with skin care benefits
- Consumers perception of getting more value in one product



86 % women uses make up products with skin care benefits

# Internal Technology & Filling Expertise



- Innovative Products
- Combining internal technology (Weckerle Machines) & Filling expertise (Weckerle Cosmetics background)

# Twister

## Twister Products



# Triple Core



**Triple Core**



**Triple Core Heart**



**Apple Design**

# Core Fillings with Special Design



Design Core



Halfmoon

# Clear Lipstick and Clear Core Lipstick



**Weckerle Clear Core LS**



**Weckerle Goldrain LS**



# Lip Care Products

- 12,1 mm standard and chapstick shape for lip care products.
- Various formula variations (flavors) available.



# Twinstick



# The Hybrids - Chubby and Mini Chubby

- Eyeshadow, Concealer, Primer or Lipstick/ Butter/ Gloss formulas can be filled.



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