



Welcome!

We proudly present the Fifth Edition of “**Cosmetic Industry Connects,**” the official newsletter of the Cosmetics and Personal Care Ingredients Initiative (C&PCI), a collaborative effort led by Alberta Agriculture, Food and Rural Development, which includes local industry, research institutions, industry organizations, growers, major industry players and service providers.

\$100,000 in Industry Collaboration Projects Result from Trip to U.S.

Cosmetic and Personal Care Ingredient Initiative team members Tim Keating, John Schaw and Kathy Lowther completed a highly successful trip in May to Minnesota, New Jersey and New York State. The purpose of the trip was to:

- Continue to build relationships with potential collaborative partners
- Determine which cosmetic ingredient companies could use Alberta plant based ingredients
- Identify companies interested in Alberta as a place to do business
- Determine industry trends and this years new ingredients

The C&PCI team returned with agreement on collaborative projects totaling almost \$100,000 with \$50,000 provided by industry partners for research and development projects within the C&PCI Initiative. Four additional potential collaborative projects are currently in various stages of discussion.



Kathy Lowther and John Schaw visit **Estée Lauder Research Park.**

.... Photographer – Tim Keating

Team members met with 15 senior executives and scientists during visits to Estée Lauder Research Laboratories on Long Island, NY, AVEDA world headquarters in Blaine MN, and Lipo Chemicals in Paterson, NJ. The team also met with the C&PCI's International Strategic Advisors from Natunola Health and Gattefossé Canada.



16 additional meetings to discuss project collaboration with companies were conducted during the New York Society of Cosmetic Chemists Suppliers Day in Edison New Jersey. This is the premier North American trade show for both North American and off-shore manufacturers and marketers of cosmetic ingredients.

The show encompasses a wide range of suppliers including raw material, fragrance, packaging, testing labs, equipment, and attracts hundreds of attendees from around the world.

“There is no excellent beauty that hath not some strangeness in the proportion.”

.... *Sir Francis Bacon*

The FAQ's Ma'am,
only the FAQ's!

In each issue we'll publish "Frequently Asked Questions" (FAQ) as part of our ongoing effort to ensure those interested in our project are provided with as much information as possible.

How can I keep up to date on what your group is doing?

Our team is committed to open communication and we produce this Newsletter, which provides information on our progress. If you would like to be added to our distribution list, please send an email to Maxine.Hutt@gov.ab.ca or call toll free 310-0000 and dial (403) 948-8538.

How do you select the plants you conduct research on?

The Cosmetic and Personal Care Ingredients team uses a structured process to prioritize and validate the ingredients it will investigate.



St. John's Wort (*hypericum perforatum*)
Photo credit: Dan Tenaglia,
www.missouriplant.com.

In order to focus our efforts and complete our research in order of priority, we have developed a multi factor system to access potential ingredients.



Red Clover (*Trifolium pratense* flower)
Photo credit: Dan Tenaglia,
www.missouriplant.com.

The process, which we continually strive to improve, includes the use of a specially developed matrix screening tool, reference to a previous market study, discussions and validation with our advisors, literature searches and utilizing the knowledge and experience of team members.

The six plants on the 2006 short list were selected from an initial database of over 100 possible plants.

"I'm tired of all this nonsense about beauty being only skin-deep. That's deep enough. What do you want, an adorable pancreas?"

..... Jean Kerr



Maxine Hutt,
Project Coordinator
Cosmetics & Personal Care
Ingredients Initiative
AAFRD

How do you keep a team running at peak efficiency? How do you ensure the many different pieces are coordinated and that the team is held together through communication and order? The answer is simple – you hope you are fortunate enough to have Maxine Hutt as your team's Project Coordinator!

Maxine makes sure all of this happens and more. Working from AAFRD's office in Airdrie, Alberta, Maxine is the glue that keeps everything together.

Maxine was born in Bobcaygeon, Ontario (before the Tragically Hip wrote a hit song about it!) and has enjoyed a successful career in communities in Ontario, Saskatchewan and Alberta. Maxine's dry sense of humor

and willingness to take on any challenge make her an important part of the Cosmetic and Personal Care Ingredient team and a pleasure to work with.

“Maxine is a key contributor to our success and an individual that we simply cannot be without. Her ability to develop innovative concepts and keep our team focused is recognized and appreciated by everyone on the C & PCI team” says Kathy Lowther, Team Leader for the C & PCI Initiative.

And your humble editor would be remiss if he didn't acknowledge one last, but significant contribution by Maxine. She takes an accumulation of articles, pictures, quotes and information and works her magic on them so they are presented in an appealing and easy to read format. The result is this “Cosmetic Industry Connects” Newsletter!

.....Corey Keith, President,
Keith & Associates
corey@keithandassociates.ca
403.225.4129

Related Industry Links:

Household & Personal Products Magazine:
www.HAPPI.com

Interactive European Network for Industrial Crops & their Applications: www.ienica.net

Bioproducts Alberta
<http://www.bioproductsalberta.com>

From the Natural Marketing Institute's 2006 list of the “Top Ten Health and Wellness Trends”.

“The growing market for natural and organic personal care products joins forces with an increasing number of consumers seeking premium personal care products and benefits beyond their traditional use. Watch for more upscale natural and organic product introductions from all market sectors.”

“Rarely do great beauty and great virtue dwell together.”

.....Petrarch

Cosmetic Corner

Trends of the 1980s

Make up came back into fashion. It was a natural lighter look, but in truth strong red lips, which matched the many tomato red jackets, which abounded, were not very natural at all. Make up was quite defined to match power dressing, but the main feature was the emphasis put on skin care, anti ageing and beauty treatments or therapy. Skin cancer was talked about and a big issue was to tan or not to tan. Many people spent hours under sun beds. Fake tans were improved and bronzing gels and bronzing face powder beads were popular.

A favorite product of the era was Clarins' Beauty Flash instant facial pick me up.

Hair was almost more important than make up. Hair was big and blousy and uplifted with mousse in true Dynasty and Dallas style.



Cosmetics & Personal Care Ingredients Initiative Newsletter

Editor: Corey Keith,
Corey Keith and Associates Inc.

Design and Layout: Maxine Hutt
AAFRD



LET US KNOW.....

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