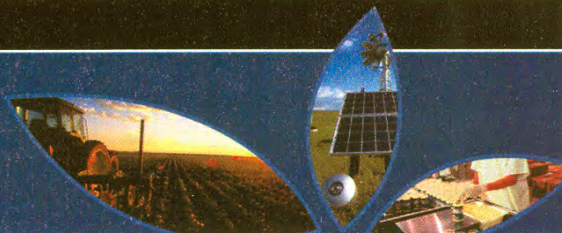


## COSMETIC INDUSTRY CONNECTS NEWSLETTER

Issue 7

February 2007



*Specialty Chemicals for the cosmetic & personal care ingredients industry*

### Welcome!

We proudly present the Seventh Edition of “Cosmetic Industry Connects”, the official newsletter of the Specialty Chemical Ingredients initiative, a collaborative effort led by Alberta Agriculture & Food, which includes local industry, research institutions, industry organizations, growers, major industry players and service providers. **You will note we have changed the name of our initiative to the Specialty Chemical Ingredients initiative to better align our name with terms used by the industry. Our goal remains the same:**

**“Helping to build a globally competitive natural cosmetic and personal care ingredient industry in Alberta”**

### How Does the SCI Team Collaborate With Companies?

The Specialty Chemical Ingredients (SCI) Team defines a collaborative opportunity as a chance to collaborate for the mutual benefit of both parties. The SCI team’s goal is to develop natural cosmetic ingredient processing in Alberta while a companies objective is to generate sales and returns for its shareholders. If we can help each other reach our goals it is an excellent collaboration.

We collaborate with companies by:

1. Partnering on projects (R& D, Applied Research, Commercialization, Market Development, Investment Facilitation, Opportunity Analysis)
2. Assisting in project facilitation
3. Allocating staff time towards mutually beneficial projects
4. Connecting the cosmetic industry to opportunities in Alberta
5. Assisting in feasibility analysis or business planning
6. Assisting with product development
7. Connecting industry to Alberta’s resources and funding programs

(Source: Tim Keating, Senior Development Officer, AF)

### Stephen Greenberg of Lipo Chemicals Inc. Visits SCI Team

Dr. Stephen Greenberg, Senior Vice President with Lipo Chemicals Inc. took time from his busy schedule to travel to Alberta and meet with the SCI team. Lipo is one of the top 10 cosmetic ingredient companies in the world.

“There are a lot of interesting projects underway in Alberta and I wanted to see firsthand what was happening there,” said Greenberg. “The SCI initiative has developed a number of interesting ingredients and has made excellent connections to the industry and I congratulate the team on the great progress they have made.” stated Greenberg. “Lipo is definitely interested in further discussions regarding some of these ingredients and we will continue to explore those possibilities over the next few months.”

Dr. Greenberg has been an International Strategic Advisor to the SCI team since the group’s inception and has made a strong contribution to the team’s success. He travels the world looking for new and novel ingredients and was very complementary about the SCI team’s efforts.

Kathy Lowther, SCI Team Lead stated, “It’s very gratifying to look back on all of our hard work and realize we have met virtually every goal we set. Having Stephen as an advisor has been an important part of that success and we can’t thank him enough.” Lowther commented “We anticipated interest in collaboration from some of our advisors because they understand better than anyone what we are trying to accomplish. Stephen’s visit and desire to work with us helps validate the strategic direction we have taken,” Lowther, said.

During his visit Dr. Greenberg met with a number of industry companies and individuals. “It was a very worthwhile trip and I look forward to the next time I am able to visit Alberta” commented Dr. Greenberg.

Lipo Chemicals Website:

<http://www.lipochemicals.com/>

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Burdock: Arctium minus

Photo credit: Dan Tenaglia,  
[www.missouriplant.com](http://www.missouriplant.com).

**The FAQ's Ma'am, only the FAQ's!  
Each issue we will publish FAQ's as part of  
our ongoing effort to ensure those  
interested in our project are provided with  
as much information as possible.**

### What are your strategic imperatives?

The SCI team has five strategic imperatives:

1. Collaborate with major industry players.
2. Research and Development of existing and new opportunities.
3. Consistent Internal and External Communication
4. Address the needs of the industry in Alberta and Western Canada.
5. Develop team skills in relation to dealing with Intellectual Property.

### Will we soon have companies like Estée Lauder or Avon making cosmetics in Alberta?

This project is in the early stages of developing the industry and is focused on plant based natural *ingredients*. We hope to attract new, and expand existing, companies that process and create the ingredients used by cosmetic companies. This would result in Alberta based ingredient suppliers processing Alberta crops and selling them to the cosmetic companies, such as Estée Lauder or Avon. We are very pleased to be in discussions with a number of major Cosmetic companies as part of our efforts to build awareness of Alberta's capabilities.

"I love quotations because it is a joy to find thoughts one might have, beautifully expressed with much authority by someone recognized wiser than oneself"

**Marlene Dietrich (1901 - 1992)**

## AVNet (The Agri Value-Added Investor Network) [www.avnetonline.ca](http://www.avnetonline.ca)

### A New Kid on the Investment Block

There's a new kid on the block in Alberta's investment community. It's called AVNet, short for Agri Value-Added Investor Network. And, it wants to make some new friends.

If you are an investor looking for a deal or an agrivalue entrepreneur or company looking for investment, AVNet will be a good fit for you. AVNet's goal is to present a steady stream of agrivalue deals to a network of investors wanting to grow their money in this hot industry sector.

Alberta's agriculture industry has been producing value-added products for a long time. They are mostly known by other names, like cosmetics and biofuels or breakfast, lunch and supper. Sometimes we call them fast foods, vitamins and even construction materials.

For investors, AVNet takes the legwork out of finding deals. AVNet's efforts can be a big help to your bottom line. If you are seeking investment, it is in your best interest to have your project proposal presented to a large group of investors at the same time. AVNet makes this happen!

Helping—that's what friends are for. Visit [www.avnetonline.ca](http://www.avnetonline.ca) or call Corey Keith, President at 403-225-4129 to get acquainted with all the AVNet has to offer.

Two surgeons and a dermatologist were having lunch when the surgeons began to laugh hysterically. "What's so funny?" the dermatologist asked. "Sorry, you wouldn't understand," was the reply. "It's an inside joke."

*Specialty Chemicals for the cosmetic & personal care ingredients industry*

"People often say that "beauty is in the eye of the beholder" and I say that the most liberating thing about beauty is realizing that you are the beholder. This empowers us to find beauty in places where others have not dared to look including inside themselves"

Salma Hayek

### Alberta Strategic Advisors Group Meets:

The Alberta SCI Advisory group met in Edmonton Alberta on November 8<sup>th</sup>, 2006 as part of the SCI team's ongoing efforts to connect with industry and maintain a market focus. The strategic advisors volunteer their time to help grow the industry in Alberta and their advice and perspective is invaluable.

We sincerely thank all of our advisory group members for donating their time and for so clearly demonstrating their commitment to growing a specialty chemical ingredient industry in Alberta.

#### RELATED INDUSTRY LINKS:

AVNET (Agri Value-Added Investor Network)  
[www.avnetonline.ca](http://www.avnetonline.ca)

BioProducts Alberta  
[www.bioproductsalberta.com](http://www.bioproductsalberta.com)

Household & Personal Products Magazine:  
[www.HAPPI.com](http://www.HAPPI.com)

In-Cosmetics  
[www.in-cosmetics.com](http://www.in-cosmetics.com)

Cosmetics & Toiletries REACH Summit  
[www.cosmeticsandtoiletries.com/summit](http://www.cosmeticsandtoiletries.com/summit)

## Cosmetic Corner

### Trends of the 2000's

#### Body Art

Permanent body art such as tattoos and more adventurous body piercing are popular with adolescents and adults in their twenties and thirties. An article in 2001 in The Sunday Times suggested that if a female did not have a tattoo, she might well be of a certain generation and probably marked as being over 50.

Tattooing is seen as a rite of passage in some circles. Once it was putting up the hair, then having ears pierced and then the audacity of other body piercing. Now the latter are so normal that individuals seek to establish personal identity by individual body markings. Nothing unusual about that in some parts of the world, but formerly frowned upon by a western society that now embraces tattoos.

When recent films with beach scenes were made the producers found it difficult to find nubile young teenage girls without tattoos on their shoulder lines, navels, thigh lines, backs or breasts. The girls were required as extras for a beach scene set in the 1950s and it seems that even the best make up does not give adequate coverage in film close-ups.



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Alberta Agriculture & Food

LET US KNOW: If you were forwarded this newsletter from a colleague and would like to be added to our list **OR** if you don't want to receive this newsletter please send an email to [Maxine.Hutt@gov.ab.ca](mailto:Maxine.Hutt@gov.ab.ca) or within Alberta call 310-0000 and dial (403) 948-8538.

Aussi disponible en français

Canada

RENEWAL

The Agricultural Policy Framework (APF)  
A FEDERAL-PROVINCIAL-TERRITORIAL INITIATIVE

Alberta