

Innovative raw materials for the cosmetic industry

- Dr. Straetmans - Company profile
 - What do we offer our customers and manufacturers?
 - What do we need from our suppliers?
- The cosmetic market
- Innovation of new cosmetic raw materials
- Summary

Dr. Straetmans – Who are we?

Dr. Straetmans GmbH is a privately owned company founded in 1984 by Dr. Udo Straetmans (Chemist, Ph.D.) and located in **Hamburg**, Germany

We are the founder and market leader in **alternative preservation**.
Dermosoft® has been the first alternative preservation concept available to the cosmetic industry.



Our Business:

- **Development and Commercialisation** of cosmetic raw materials
 - Raw materials from conventional and renewable sources
 - Our raw materials are produced by manufacturing partners



Dr. Straetmans – Our business approach

Manufacturer of raw materials

- Manufacturing know-how
- Manufacturing capacities
- Manufacturing regulatory know-how

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Manufacturer of finished
cosmetic products

- Cosmetic formulation know-how
- Cosmetic marketing know-how
- Cosmetic regulatory know-how

What does Dr. Straetmans offer to its customers?

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- an interesting portfolio of high quality cosmetic raw materials, no commodities
- profound technical know-how to support the realization of modern cosmetic concepts
- reliable and service-oriented administration of customer demands
- long-term supply security due to early reaction on regulatory challenges

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What does Dr. Straetmans offer to its suppliers?

Manufacturer of raw materials

- Manufacturing know-how
- Manufacturing capacities
- Manufacturing regulatory know-how

- Realization of the cosmetic potential of the raw materials
- Creation on interesting new raw materials based on suppliers technologies
- Incorporation of the supplier's raw materials into modern cosmetic concepts
- Accomplishment of the specific regulatory demands for the cosmetic industry
- Exploration of the cosmetic potential of the raw materials through an excellent market access (worldwide distribution network)

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What does Dr. Straetmans need from its suppliers?

Manufacturer of raw materials

- Manufacturing know-how
- Manufacturing capacities
- Manufacturing regulatory know-how

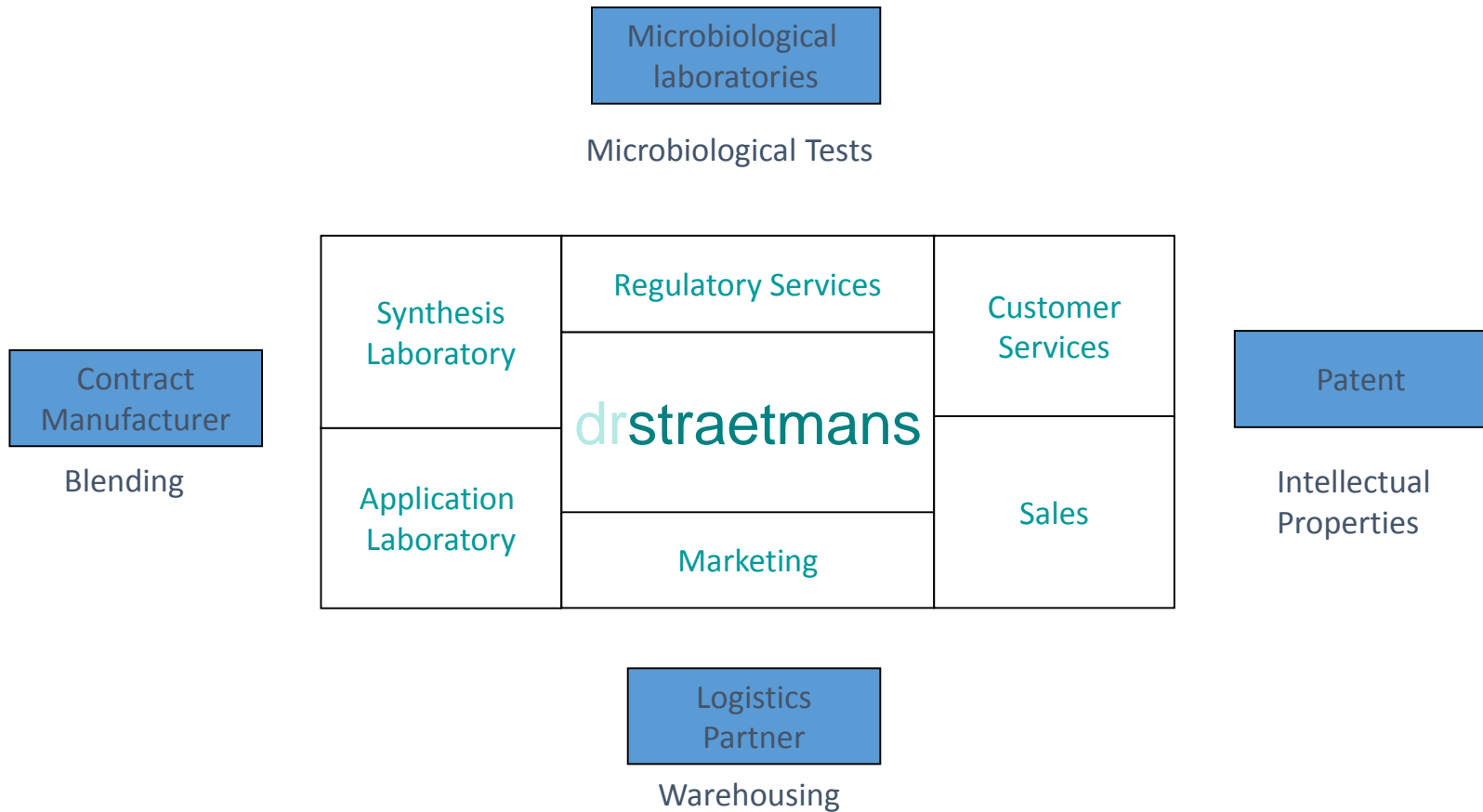
- Established know-how for high quality raw materials
- Sufficient production capacities
- Commitment to support Dr. Straetmans efforts in the cosmetic industry
 - Compliance with the specific analytical demands for cosmetic raw materials
 - Exchange of available technical, regulatory and toxicological information
 - Openness to manufacture specific cosmetic grades

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- Product synthesis know-how
- Technical product know-how
- Cosmetic formulation know-how
- Regulatory know-how

Dr. Straetmans – Our business approach

The organization around



The cosmetic market

European Market Revenue (2011) (Source: Statista)

Food/Beverage Industry
ca. USD 1285 billion



- highly price-driven market

Pharmaceutical Industry
ca. USD 204 billion



- heavily regulated
- high R&D costs

Cosmetic Industry
ca. USD 90 billion



- less regulated than Pharma
- Less price-driven than Food
- lower R&D costs

The cosmetic market

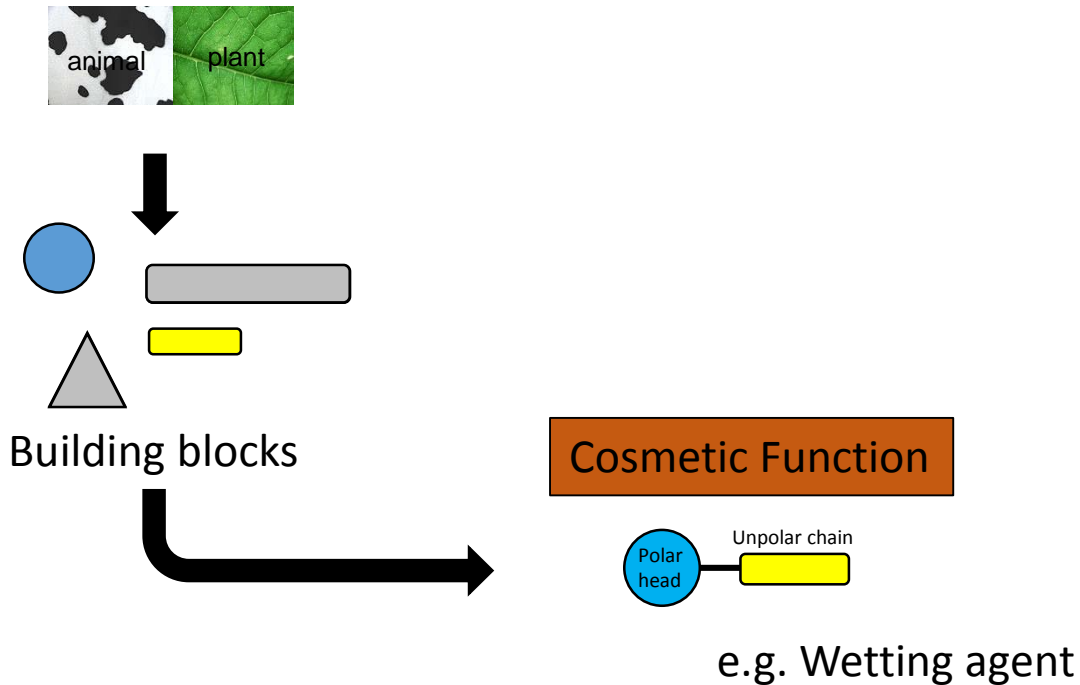
Marketing-driven Industry

- shaped by many trends
- “Natural“ is one of the most important trends



Innovation of new raw materials in cosmetics

New natural cosmetic raw materials

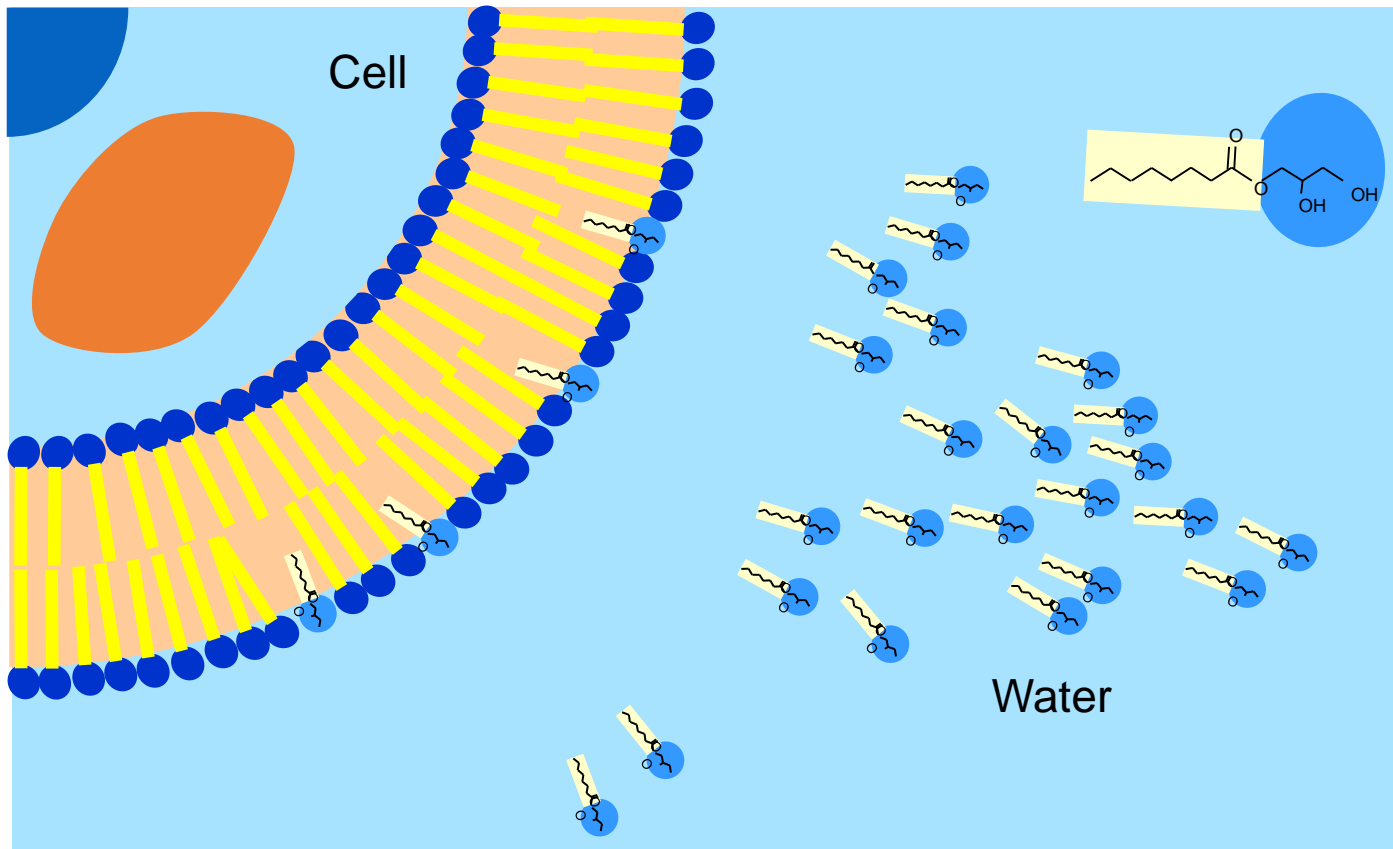


=> Capacity to lower the surface tension of a liquid and thus to increase its ability to spread across or penetrate into the skin.

Wetting agents

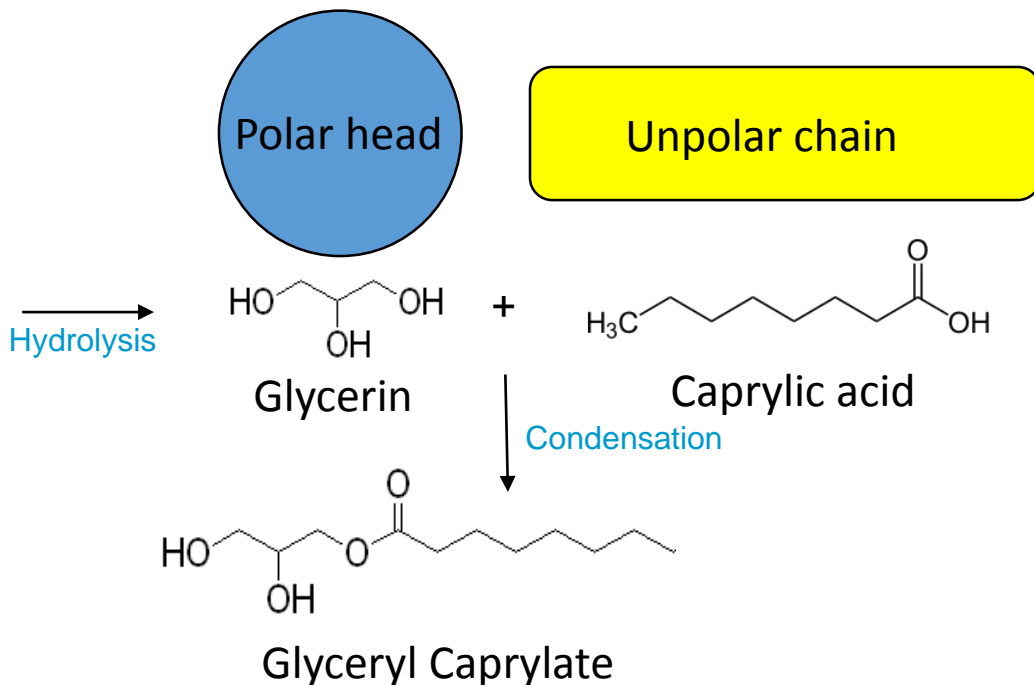
Antimicrobial mechanism

- Wetting agents interact with cellular wall of microbes
- Wetting agent destabilize microbial cell wall.



Building blocks from biomass feedstocks

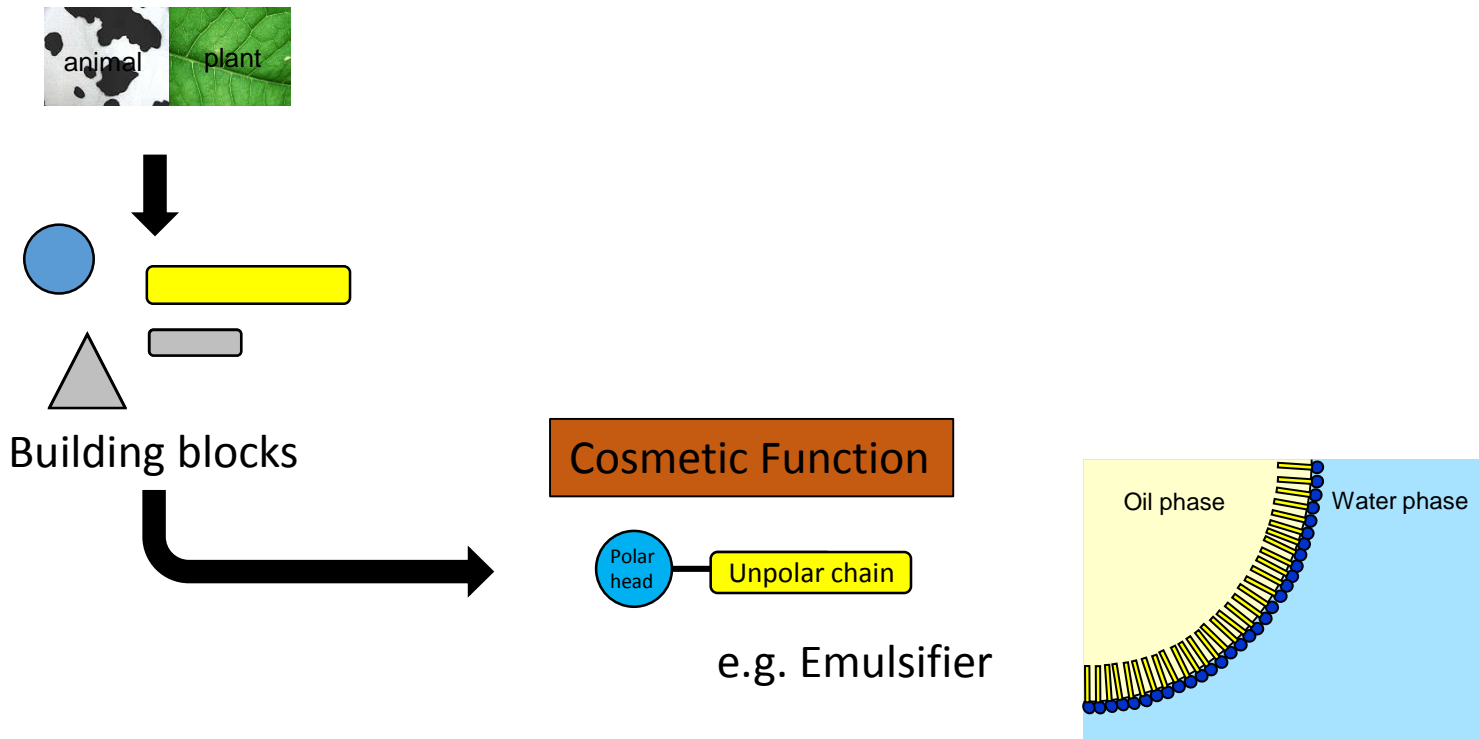
Vegetable Oil



dermosoft® GMCY

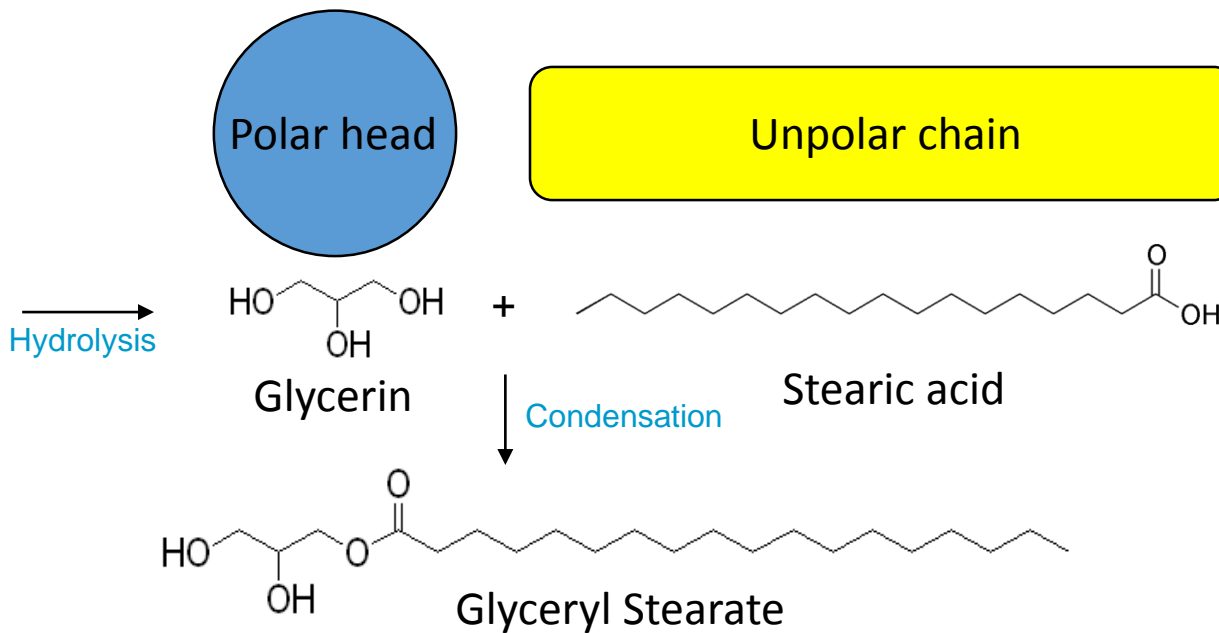
Innovation of new raw materials in cosmetics

New natural cosmetic raw materials



Building blocks from biomass feedstocks

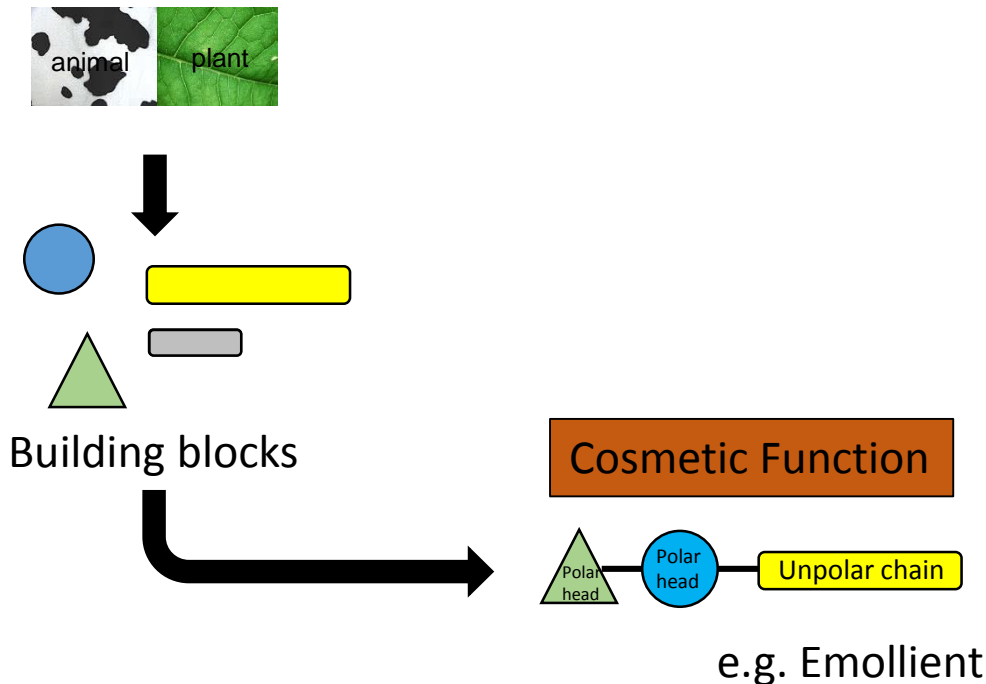
Vegetable Oil



dermorganics® GMS SE

Innovation of new raw materials in cosmetics

New natural cosmetic raw materials

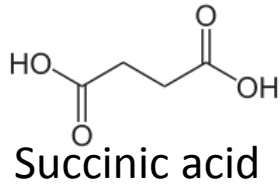
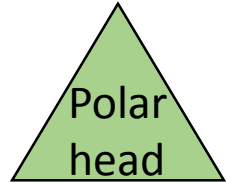


=> *Capacity to improve the sensorial properties of skin care formulations*

Light oils which enter the skin, fill in gaps in the surface skin, assist in skin repair.

Building blocks from biomass feedstocks

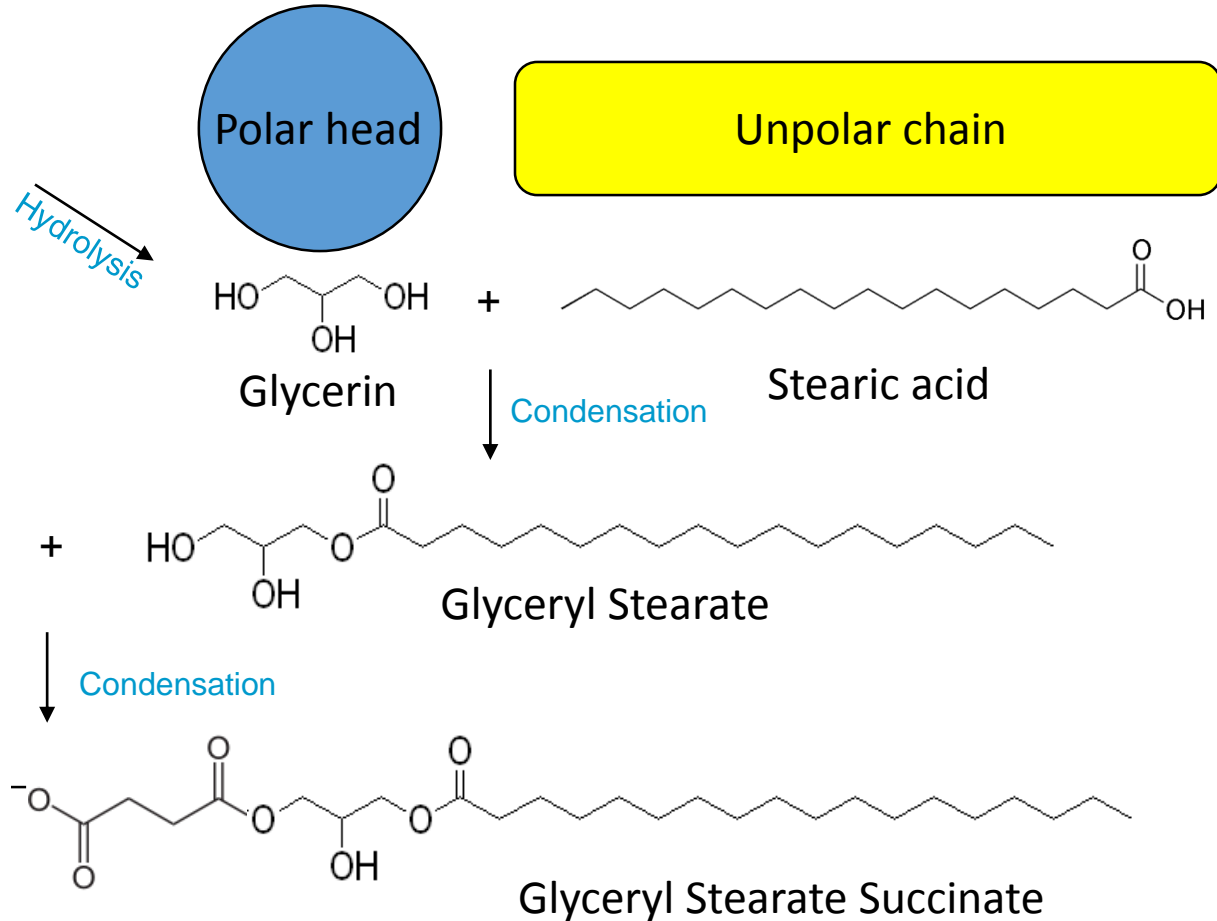
Vegetable Oil



Fermentation



starch



Building blocks from biomass feedstocks

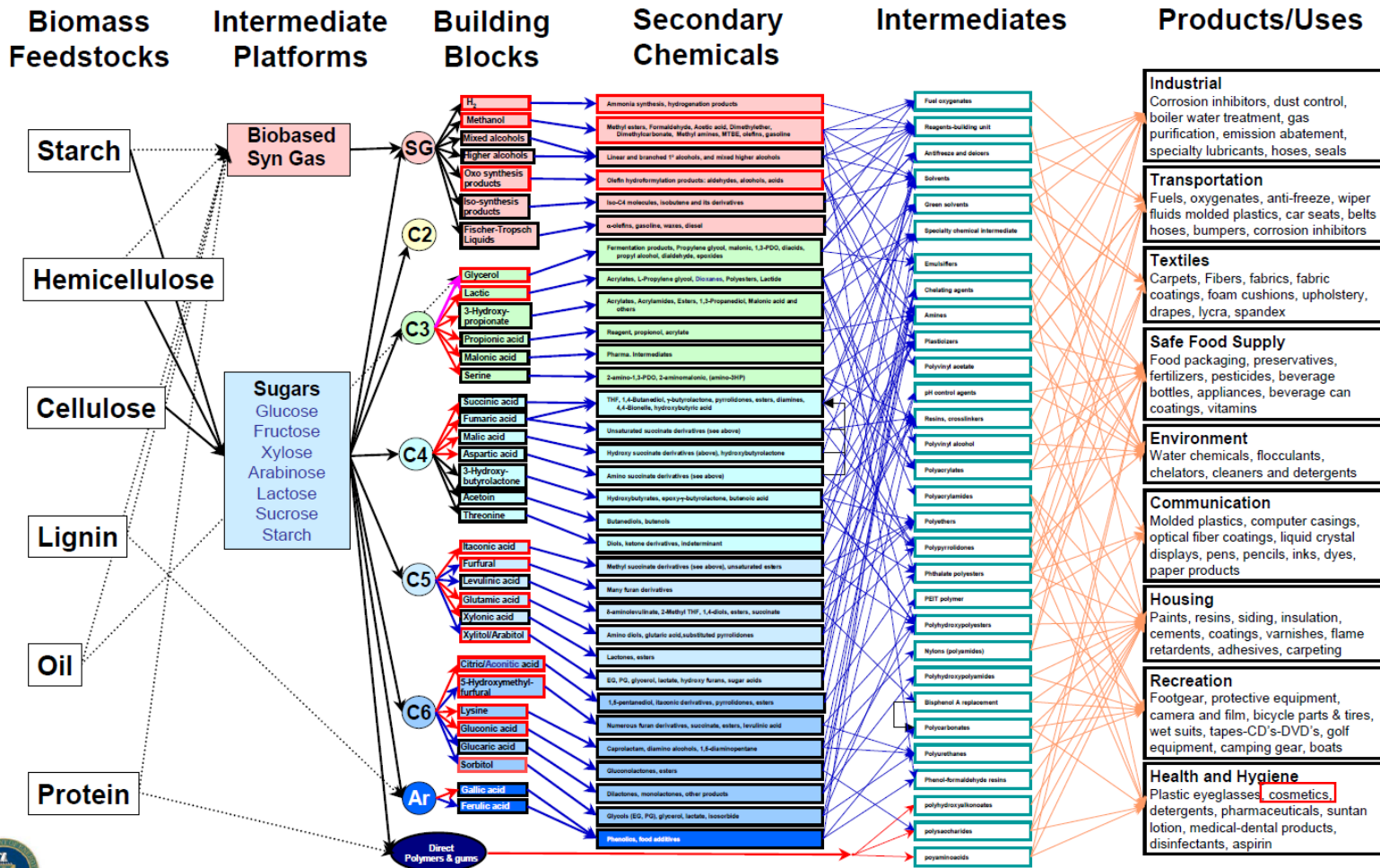


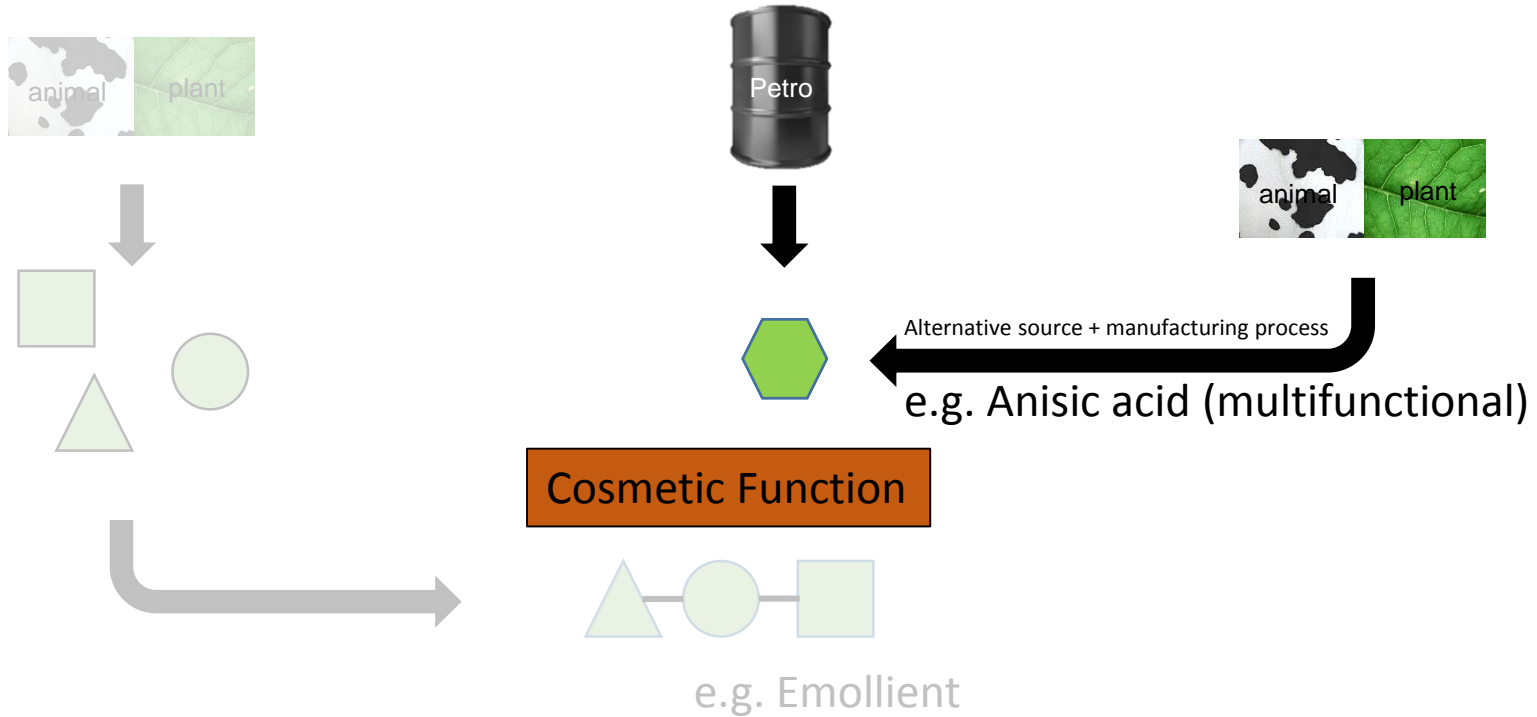
Figure 3 – Analogous Model of a Biobased Product Flow-chart for Biomass Feedstocks

Source: US Department of Energy (2004) Top Value Added Chemicals From Biomass

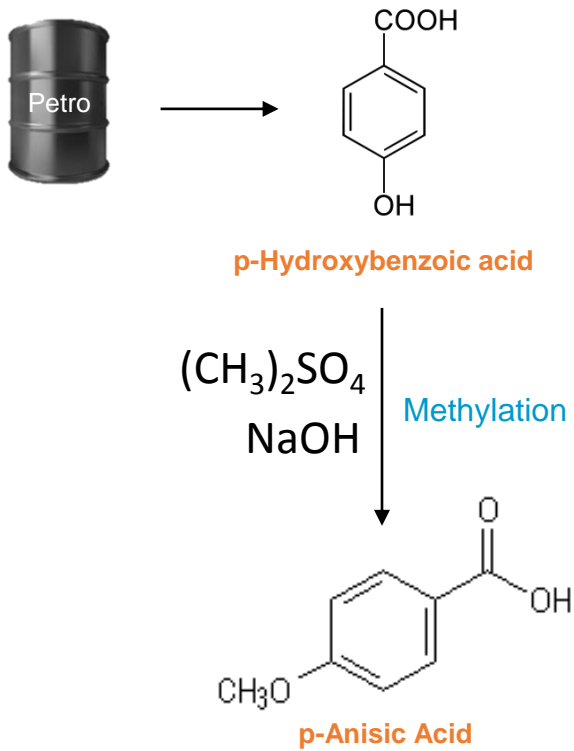
Innovation in cosmetics

New natural cosmetic raw materials

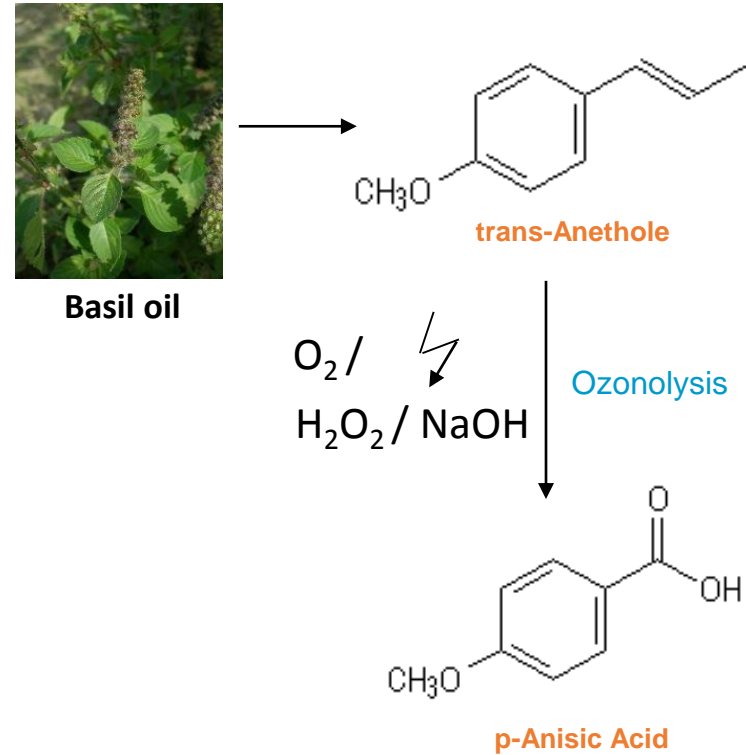
Natural cosmetic raw material alternative



Natural cosmetic raw material alternative



dermosoft® 688



patented process since 2007

dermosoft® 688 eco

Summary

- Dr. Straetmans is always seeking for new partners in manufacturing
- Consumers demand for “greener” cosmetic products (Source + Processes)
- Personal Care:
 - Ideal Market for innovative new raw materials
 - Low volumes + Wider price ranges
- Large potential of new building blocks from biomass