

Colour and Care: Strategy for Efficient Prevention from Photo-ageing in Foundations

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Abstract

New claims in colour and facial cosmetics can be observed in the market. With make-up claiming anti-ageing properties and lipstick with boosting and firming effects, the traditional colour cosmetic products and their claims are increasingly merging with those of the skin care segment. To differentiate a product portfolio in colour cosmetics, it is therefore no longer sufficient just to focus on colour. Creative claims and innovative ingredients borrowed from skin care technology are key to succeeding in today's colour cosmetics world.

The following article describes a new perspective on anti-ageing in colour cosmetics. It highlights new possibilities for claiming prevention of photo-ageing in foundations by using sunscreens with a strong focus on UV-A protection. The claim is supported by a study of the Radical Skin Protection Factor (RSF) and of the Skin's Antioxidative Defence System (SAP).

Additionally, formulations containing small particle sized mica-based effect pigments are proposed. The pigments provide a light feel on the skin and allow the complementing of skin colour without the undesired mask effect.

Together with an efficient protection against photo-ageing, the light foundations presented in this article create a product concept in line with global market trends.

Introduction

Facial make-up is designed to even skin tone and provide overall colour coverage in any format or texture, including powder foundations and cream-to-powder foundations.

Facial make-up is one of the most important and fastest growing applications in the decorative cosmetic market with an annual growth of 5%⁽¹⁾.

According to a market research organisation, 'It's not lipstick anymore that women are buying more of to console themselves

in these turbulent times, but foundation. More than two out of three women are reaching for foundations, suggesting that they see this product group as a necessity, not a luxury.'⁽²⁾

With this perception women nowadays tend to have other requirements of their make-up. The focus on colour is no longer sufficient to fulfill their new needs.

Women are looking for 'the one and only' caring product, which realises all aspects they expect from a skin care *and* a make-up product. A so-called multifunctional product has to correspond to a number of needs, such as balancing the skin tone, skin lightning, anti-ageing, sun-protection, pleasant feel, attractive appearance...

These are new challenges for the formulator.

In a multifunctional formulation the needs can be grouped into the following three sub-segments:

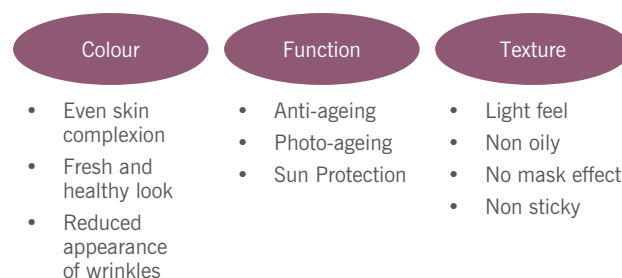


Figure 1. Sub-segments of a multifunctional formulation

The following sections will focus on the sub-segments Colour and Function.

Colour – the impact of effect pigments on skin complexion

The colour complementing the skin tone in classical make-up applications is mainly based on different types of iron oxides and TiO₂. These inorganic pigments are blended together to obtain the right colour space for the targeted skin tone.