DEVELOPING NATURAL & ORGANIC COSMETICS

Challenges and Opportunities

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In Cosmetics Asia 2011

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how do chemists and producers, like myself, deliver natural cosmetics in a way that works for the consumers, the environment and for the manufacturers?
AGENDA

- Strengths of Naturals
- Weaknesses of Naturals
- Threats
- Opportunities
- Strategies
STRENGTHS OF NATURALS

- Nature is powerful and far more intelligent than humans
- Aspirin - Willow Bark Tree
- Taxol - Pacific Yew Tree
- Azadirachtin - Neem Tree
STRENGTHS OF NATURALS

More treasures waiting in the Forests

- More natural botanicals to discover
- Forest is like the top chemistry lab
- Forests are precious
STRENGTHS OF NATURALS

Natural essences are sophisticated

- Synthetic fragrances try to imitate nature
- Natural fragrances are a must to achieve fresh notes
- Eau de Colognes would not exist without naturals
STRENGTHS OF NATURALS

- Your body is **natural** not synthetic
- Naturals suit our body
STRENGTHS OF NATURALS
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- Thousands of years of unofficial toxicological in vivo testing on humans and selection of naturals

- Long history of use - Chinese Herbal Medicine (2700 BC), Ayurvedic Medicine (1900 BC), Western Phytotherapy (Hippocrates, Galenus).
STRENGTHS OF NATURALS

- Most naturals biodegrade easily once in the environment
- Naturals suit the environment too
STRENGTHS OF NATURALS

- Consumers want Naturals
WEAKNESSES OF NATURALS

Naturals are more expensive

Higher production costs and limited availability
WEAKNESSES OF NATURALS

Price fluctuation

Example jojoba oil, sandalwood oil and beeswax
WEAKNESSES OF NATURALS

Unpredictable nature

- Batch to batch variation (specs and organoleptic properties may vary)
- Crop yields vary
- Plants require specific conditions for growth
- Some plants take years before they give a crop (for example, jojoba tree takes 8 years to give a crop)
WEAKNESSES OF NATURALS

Biodegradable nature of ingredients

- Sensitive to light, air and heat
WEAKNESSES OF NATURALS

Naturals and environmental damage

- Over exploitation of naturals without thinking long term effects can cause environmental damage
- More raw materials coming to market with palm oil free claim and fair trade ingredients
WEAKNESSES OF NATURALS

- Natural is not cheap!
THREATS

Green wash of fake natural products

- High percentage of cheap synthetics (EDTA, Propylene Glycol, formaldehyde releasers, etc.) blended with naturals
- Misleading marketing claims
- Unfair competition

No official stringent definition of what natural is
THREATS

Different private standards

- Europe is flooded with Organic certification bodies.
- At least 2 or 3 per country
- How can one certification work for International export?
THREATS

Consumers are confused and vulnerable

Image: Andy Newson / FreeDigitalPhotos.net
THREATS

Regulatory challenges for naturals

- Genuine Natural cosmetics tend to be produced by smaller producers
- Costs and criteria to assess their safety is not designed for them
THREATS

I love pesto!

Image: piyato / FreeDigitalPhotos.net
BREAST CANCER CELLS

incubated with **0.00019%** Butylparaben, allowed at **0.19%**

(by courtesy of Dr P Darbre)
THREATS

Controversial Parabens safety

- Clarification on Opinion SCCS 1348/10 states “rat model is of limited value when predicting the toxicokinetics of parabens in humans” and “relevant human data regarding the metabolism of parabens is missing so far.”
Absence of evidence is not evidence of the absence of the bad effect

Methyleugenol has to prove to be safe, whereas parabens need to be proven to be unsafe
THREATS

Uneven play field

- Parabens are still allowed (0.19-0.4%)
- Methyleugenol restricted at 0.0002% in leave on applications versus 0.004% in eau de toilette
OPPORTUNITIES

New ways

- Educate the consumers
- Sustainable approach
- Authentic relationships
OPPORTUNITIES

Create market opportunity

- Educating and informing the consumer
- Internet and the democratisation of information leading to fragmented market
- Relationships via the web
- Consumers can be great source of ideas and information
OPPORTUNITIES

- Be original
- Try to lead the market with new trends
STRATEGIES - BRANDS

- Adopt new roles

- Educator

- Campaign to protect wild habitat and the use of naturals
Position yourself on quality

- Invest more in the product content
- Check supply of raw materials
- Use specialist formulators
STRATEGIES - BRANDS

Be wary of certification

- It has to be recognised by your market
- Cost
- Do they campaign?
- IP
OPPORTUNITIES

New markets

- Asian markets
THREATS

Ethical and legal dilemma

- Animal testing to register products in the PRC where validated alternatives exist
CONCLUSIONS

- The future is natural, constant growth
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- Natural is hard work and it involves a sensible approach to natural resources
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- The future is natural, constant growth
- Natural is hard work and it involves a sensible approach to natural resources
- Great opportunities
LINKS AND THANKS
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in-cosmeticsasia.com and Reed Exhibitions
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Tony Burfield at www.cropwatch.org
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ForestSecretsSkincare.com
Merry Christmas
Thank you for listening