DOW JONES

Bobbi Brown Debuts Wellness Product Line Evolution_18	2
BillerudKorsnäs launches new dissolvable D-Sack cement packaging	4
BioLogiQ Launches Three New BioPolymers That Enhance Packaging and Product Sustainability	5
Beraca to launch natural alternative to silicones	7
Palladio Turns to Influencer for Limited-Edition Launch	8
Procter & Gamble; Gillette Launches Latest Innovations and Upgrades with a Strong Declaration That "One Does Not, in Fact, Fit All Men	
S. C. Johnson & Son Inc. Patent Issued for Thermoplastic Bottle with Valve Cup Retaining Protrusions Method of Crimping a Valve Cup o	
L'Oreal; Patent Issued for Method for Providing a Customized Skin Care Product to a Customer (US 9918931)	



Products - Beauty

Bobbi Brown Debuts Wellness Product Line Evolution_18

Allison Collins 819 words 3 April 2018 WWD WWD English

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Bobbi Brown is tackling beauty from a new angle — the inside.

The makeup mogul is launching her new supplements line, Evolution_18, on air with QVC April 20. The line contains four products: Afternoon Chocolate, a chocolate whey protein powder, \$60; Overnight Vanilla, a collagen, hyaluronic acid, coconut oil powder blend meant to be consumed in the evenings, \$48; Probiotic, with 10 billion live cultures, \$32; and Strengthen, a supplement with a new active ingredient, Cynatine, to give stronger hair, skin and nails, \$33.

"They're not supplements, they're wellness products," Brown said. "The chocolate is not really a supplement and it's not really just a protein powder — it's a blend, it's a mix, it's an infusion. It's similar to what I did in my cosmetics [business] where I would create new formulas based on a makeup artist's understanding texture, I've created some blends here as a foodie health nut, basically."

Afternoon Chocolate, a version of a drink Brown has continually made for herself, is the star product, she said.

"Every afternoon at work I got really tired," Brown said. "Instead of eating dark chocolate or something to give me a boost, I started mixing these things in the kitchen, which was chocolate whey protein powder, some kind of a fiber, chia or flax to fill me up, coconut oil, cinnamon, red pepper, a little bit of black pepper, coconut oil and coconut milk, and I'd make this shake and it gave me amazing brain energy and also stopped me from eating the bread basket at dinner."

The "second star product" is Overnight Vanilla, Brown said — it's meant to be a soothing, calming, post-dinner treat. (It has 60 calories.) "You won't need dessert," Brown said. "It tastes like cake batter."

Brown's lemon-flavored probiotic comes in Pixi Stick form and is meant to be poured directly on the tongue. According to Dr. Amy Shah, who helped Brown with the formulations, the body has strong absorption under the tongue, while gut permeability varies.

The name Evolution_18 came from a combination of Beauty Evolution, Brown's parent company for all her new lifestyle ventures, and her studio, 18 Label. (Plus 18 is good luck in the Jewish faith, she noted.)

The products were intended to be mixed into water but can also be used in food. "We're working on a muffin," Brown said. I have a few of my chef friends helping create different things."

For Brown, Evolution_18 is a natural move after her exit from the Estée Lauder Cos. Inc.-owned makeup brand in 2016. "I've always considered myself a lifestyle expert because even when I was teaching women about makeup....I was always talking about health and wellness, how to take care of yourself, how to fit exercise in," Brown said.

Unlike the makeup brand, which now has a broad offering of makeup and skin-care products, Brown intends to keep the assortment for Evolution_18 relatively small. She also intends to keep it, period — "I did not create this to sell it," Brown said.

In addition to QVC, Evolution_18 will sell direct-to-consumer online, and potentially eventually through other retailers. The target consumer is "anyone who is looking to be healthier," Brown said. Industry sources said Evolution_18 is likely to do more than \$3 million in sales in year one.

"It's been a while since I've been on QVC," Brown said. (She has appeared before, for the cosmetics line.) "I know they're excited because they're really building their wellness profile and they know their consumer knows me and likes me."

"Everything we do here is about trust, but in this space, the nutraceutical, ingestible space, it's amplified," said Rich Yoegel, QVC's vice president of merchandising. "Bobbi's reputation has always been as a health conscious person."

QVC is still a newcomer to the beauty-wellness universe, Yoegel acknowledged. "We haven't done a lot in this space, with beauty people getting into the nutrition world," Yoegel said. "We're hoping it's going to be the start of something big."

Evolution_18 has three or four more products in the "hopper," Brown noted. "There's one in particular I'm excited about that we held for launch and we'll release it in the near future."

But those products don't include topical ones, she said.

"There are no topical things," Brown said. "I'm not creating a skin-care brand, I'm really doing it from the inside out. Yes, would I like nothing better than to put some Vitamin C cream on my body so that I don't have to take it? But that doesn't exist yet."

So, would she make it? "Well, we'll see," Brown joked.

Document WWD0000020180403ee430002z

M BillerudKorsnäs launches new dissolvable D-Sack cement packaging

Cemnet.com, 13:33, 3 April 2018, 142 words, (English)
BillerudKorsnäs has launched its first climate-positive packaging, D-Sack,
co-developed with Swiss manufacturer LafargeHolcim. D-Sack is a dissolvable sack
that can be dissolved in a conventional mixer and the bio-based carbon in the paper
...



BioLogiQ Launches Three New BioPolymers That Enhance Packaging and Product Sustainability

569 words 3 April 2018 20:36 PR Newswire PRN English

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Specific Grades Targeted at Reduction, Recycling, Composting/Biodegradation

IDAHO FALLS, Idaho, SHYApril 3, 2018 /PRNewswire/ -- BioLogiQ, Inc., a bioplastic resin manufacturing company specializing in environmentally friendly plastic products made from renewable resources, announced today that it is launching three new grades of its plant-based plastic, NuPlastiQ(R) BioPolymers. The new grades are: NuPlastiQ XP High Performance BioPolymers for packaging applications; NuPlastiQ XD High Durability BioPolymers for durable goods applications; and NuPlastiQ BC Biodegradable/Compostable BioPolymers for foodservice and other packaging applications.

Using a proprietary process, BioLogiQ produces NuPlastiQ GP BioPolymers (GP) from natural, renewable resources - plants. GP resins contain 100% USDA Certified Biobased Content, and are ASTM D6400 and EN 13432 certified for compostability. When combined with traditional plastics to produce the new XP, XD, and BC grades, the resulting resins are stronger and more durable; reduce fossil fuel-based plastic usage and greenhouse gas generation; and maintain the recyclability, compostability, or biodegradability of that traditional polymer (i.e., HDPE, LLDPE, LDPE, PP, TPE EVOH, PLA, PHA).

Brad LaPray, president and founder of BioLogiQ explains, "Simply put, we make polymers from plants by turning polysaccharides, or plant starch, into plastic. This polymer actually forms an alloy with its partner polymers to produce new compounds that are stronger than the partner plastic would be by itself. It's like combining copper and zinc to make brass, an alloy that's more durable than either of its ingredients are by themselves."

NuPlastiQ XP High Performance

When GP is combined with traditional packaging plastics such as polyethylene (PE), polypropylene (PP), and polystyrene (PS), the strength of NuPlastiQ XP leads to down-gauging and reductions in the use of fossil fuel-based plastics. Applications include flexible bags & pouches, jugs, handle bags, grocery sacks, and trash bags. The recyclability of the partner resins is maintained or potentially enhanced.

NuPlastiQ XD High Durability

For durable goods, NuPlastiQ XD BioPolymers made with ABS, recycled HDPE, TPE or similar resins maintain or improve the physical properties of these resins and reduce the use of fossil fuel-based plastics. Depending on the application, they may also allow for the reduction of materials used. Applications include casings for mobile phones and other consumer electronics, hand tools, footwear, rigid containers, and power tools.

NuPlastiQ BC Biodegradable/Compostable

NuPlastiQ BC BioPolymers are made by compounded NuPlastiQ GP and other biodegradable or compostable resins such as PHA, PBAT or PLA. They are designed to maintain or increase biodegradation levels in industrial compost conditions and to meet ASTM D6400 standards. The resulting compounds also provide opportunities for light-weighting and/or cost reduction. Applications include bags & sacks, agricultural films, and foodservice products such as cups, lids, utensils, plates and containers.

About BioLogiQ

Founded in 2011, BioLogiQ, Inc. of Idaho Falls, makes polymers from plants. It was established to create a useful plastic from the excess starch produced (and usually discarded) during potato processing. The company's goal is to help build a world free of pollution caused by fossil fuel-based plastics. For more information, visit www.biologiq.com or www.nuplastiq.com.

View original content with multimedia:

http://www.prnewswire.com/news-releases/biologiq-launches-three-new-biopolymers-that-enhance-packaging-and-product-sustainability-300622301.html

SOURCE BioLogiQ

/CONTACT: Bob Lilienfeld, Robert Lilienfeld Consulting, bob.lilienfeld@gmail.com | 1-586-747-1620

/Web site: https://www.biologiq.com

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Document PRN0000020180403ee43000m9

Beraca to launch natural alternative to silicones

Lucy Whitehouse 382 words 3 April 2018 WRBM Global Cosmetics GCOSM English

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Beraca, a major ingredients player for the personal care, cosmetics and pharma industries, it is set to launch an natural alternative to silicones at this year's in-cosmetics Global event.

Beraca's Tucumã Butter is a 100% natural, clean and efficient alternative to silicones in skin care formulations, the company says.

"The Tucumã Butter is in line with Beraca's vision to develop active ingredients suitable for plant-based formulations and to replace chemical compounds with natural and sustainable solutions," says Juliana Checon, P&D Manager at Beraca.

Synthetic silicones are crucial functional ingredients for many personal care products, but often get a bad rep in consumer-facing beauty blogs and press, despite being widely considered as safe by regulatory groups and scientific communities.

Natural alternatives offer a key ingredient for formulations looking to be labelled as natural while still retaining a good level of functionality.

Beraca's alternative

The company says that what sets its new Tucuma Butter ingredient apart from others on the market is that it is non-hydrogenated (free of harmful compounds) and highly stable, meaning its physicochemical properties do not change over time.

The Tucumã Butter is rich in polyunsaturated fatty acids and has a unique skin feel, providing good spreadability, light texture and a dry, non-oily feel.

"The Tucumã Butter is in line with Beraca's vision to develop active ingredients suitable for plant-based formulations and to replace chemical compounds with natural and sustainable solutions," says Juliana Checon, P&D Manager at Beraca.

Socio-environmental impact

In addition to the cosmetic benefits of the Tucumã Butter, Beraca also highlights the socio-environmental aspect of its manufacturing process.

The collection of the tucumã fruit provides an extra source of income for more than 90 families and directly impacts the lives of approximately 600 people.

The sustainable sourcing of tucumã is part of Beraca's Socio-Biodiversity Enhancement Program, created in 2000 to serve as a bridge between farming communities spread across Brazil and some of the world's leading beauty brands.

"This project enables Beraca to connect the Brazilian biodiversity to thousands of customers through a relationship of transparency, full traceability and innovation," says Beraca's Marketing Manager, Marianna Cyrillo.

Document GCOSM00020180403ee4300001



Color Cosmetics - Beauty
Palladio Turns to Influencer for Limited-Edition Launch

Faye Brookman 358 words 2 April 2018 WWD WWD English

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Palladio Beauty is the latest brand to link up with an influencer for a limited-edition launch. YouTube vlogger Casey Holmes revealed her Matte Liquid Lip Colors on her social network.

Holmes has 1.6 million subscribers on her YouTube channel and one million Instagram followers. Last year her Spotlight Palette, a highlighting product for Smashbox Cosmetics, sold out before it even launched. Holmes said she's often used Palladio's makeup for her tutorials. "As a brand loyalist, I have shared Palladio makeup with my followers for years, especially the long-wear matte lip colors, so being able to create my own lip collection has been amazing," Holmes said. She noted the lip colors flatter all skin tones and were named for some of her favorite things such as Georgia, her home state and Rescue, which is dedicated to her passion for rescuing dogs.

The Palladio Beauty x Casey Holmes collection, priced at \$10, just launched online at PalladioBeauty.com and at Sally Beauty locations. Sally Beauty has been aggressive with influencer-based beauty. The company added its own entry last year called Collab designed by a cadre of influencers.

This is the first partnership of its kind for Palladio, a fast-growing indie line also sold at Ricky's, Forever 21, Zulily and select retailers nationwide. The brand is associated with its antioxidant and vitamin-enriched formulas. It illustrates the movement for more social networkers to team with brands or their own creations.

"Casey discovered Palladio in Sally Beauty and became an immediate fan of our Velvet Matte Liquid Cream Lip Color. We spotted Casey's videos about our lip products and knew right away that we needed to reach out to her," explained Shawn Haynes, Palladio's chief executive officer. "The collection is the result of Casey's genuine passion for cosmetics and Palladio's expertise in delivering high quality products."

Haynes said she was hands-on through every step of the process. He said it is the first lip collection for Holmes and Palladio's first partnership with a content provider.

Document WWD0000020180402ee42000gq



Procter & Gamble; Gillette Launches Latest Innovations and Upgrades with a Strong Declaration That "One Size" Does Not, in Fact, Fit All Men

791 words
2 April 2018
Journal of Engineering
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503
English

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2018 APR 2 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- Gillette, manufacturer of the world's most trusted razors, formally unveiled five new products in its extensive razor lineup at an event designed to showcase the biggest facial hairstyle and grooming trends of 2018, alongside the tools needed to achieve the looks. The latest roster of product additions includes sought-after innovations and upgraded features at all price points and includes both disposable and refillable razor options. The grooming looks featured throughout the event, and featured in this 'Look Book,' account not only for each man's style preferences, but also a variety of other factors that make every man unique - including skin, hair type, physical features, lifestyle and budget. The variety of tools and techniques used to achieve the looks is a reflection of Gillette's unique perspective that "One Size" does not actually fit all, especially when it comes to shaving.

"The bond I share with my brother is powerful, and we're similar in so many ways," said Devin McCourty, Defensive Back with the New England Patriots.

"But we also value the differences, like fashion and grooming style, that make us individuals," said identical twin brother and fellow Patriots player Jason McCourty. "We're excited to work with a brand that understands the importance of celebrating all men's uniqueness, and offers products as varied as we are."

These unique attributes - from skin and hair type to budget, lifestyle to look - all factor into how a guy selects a razor. This also reaffirms the need for product options as diverse as men themselves, backed by a survey of 884 U.S. men*. This 2018 survey found that nearly two-thirds of American men believe it's important for razor brands to offer more than one blade option.

"The R&D teams at Gillette have spent decades studying both the similarities and unique differences between men, including virtually every factor that impacts their grooming choices," said Kristina Vanoosthuyze, Senior Manager, Gillette Scientific Communications. "Through our years of research, we know that no two men are the same. There is often more than meets the eye, and similarities we may see on the surface are often more distinct from each other or can be undone completely by differences in life experiences and personality. Knowing this enables Gillette to design smarter, better products that bring variety to the market and meet real needs."

With this knowledge at the core and a commitment to innovate with purpose, Gillette set out to deliver a more comfortable shave at a more comfortable price, introducing five new, innovative and upgraded products in 2018 that provide all men with more options to serve their unique preferences.

Many men love disposables for their portability and convenience, making good style easy in any setting. In fact, 40 million U.S. men prefer disposable razors to refillable models. The NEW Sensor3 Cool gives these guys a new option to choose from by bringing Gillette's proprietary Cooling technology - previously only available on the top-of-the-line Fusion5 ProShield Chill - to a disposable. Offered at \$4.99 for a pack of three; \$5.99 for a pack of 5.* *

Through research we learned there is a large number of men who are looking for high-quality refillable razors below \$10, and 72% of men say the price of a razor is extremely or somewhat important to them when making purchase decisions.* * Gillette3 and Gillette5 - both starting at just \$7.99* * - answer that need. Both razors come with Gillette's NEW Aqua Grip handle for total control in wet environments like the shower.

For those guys who value a comfortable shave (rated in a recent Gillette study* * as the most important factor for men when selecting and purchasing a razor), the Gillette MACH3 and the Fusion5 have both been upgraded with finer, thinner blades† with Gillette's most advanced low-resistance coating for less cutting force and a more comfortable shave. Offered at \$9.99 and \$14.99 per pack of four cartridges.* *

These five razors join an already expansive product range featuring some of the most advanced shaving technology in the world - including Gillette Fusion5 ProShield, which protects skin with lubrication before and after the blades, and the Gillette FlexBall pivoting head, which allows blades to follow the contours of a man's face as he shaves for virtually no missed hairs.

Keywords for this news article include: Business, Technology, Consumer Goods Companies, Procter & Gamble Company.

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Document JOENG00020180402ee420007n



S. C. Johnson & Son Inc. Patent Issued for Thermoplastic Bottle with Valve Cup Retaining Protrusions and Method of Crimping a Valve Cup on a Thermoplastic Bottle (USPTO 9919827)

1,149 words 2 April 2018 Journal of Engineering JOENG 6487 English

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2018 APR 2 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- According to news reporting originating from Alexandria, Virginia, by VerticalNews journalists, a patent by the inventors Renner, Thomas A. (Racine, WI); Stichart, Joseph G. (Oak Creek, WI), filed on January 25, 2013, was published online on March 20, 2018.

The assignee for this patent, patent number 9919827, is S. C. Johnson & Son Inc. (Racine, WI).

Reporters obtained the following quote from the background information supplied by the inventors: "Field of the Invention

"Our invention generally relates to a thermoplastic bottle onto which a structure is crimped, and a method of manufacturing a thermoplastic bottle that includes crimping a structure to the bottle. More specifically, our invention relates to a thermoplastic bottle that includes protrusions extending from a flange adjacent to one end of the bottle, with the protrusions providing for an interference fit with a valve cup prior to the valve cup being crimped to the flange.

"Related Art

"Systems that are used to dispense liquid and/or gaseous products from a container such as a bottle, and in particular, in systems that are used to dispense aerosol products, a valve mechanism is used to allow selected release of the product from the bottle. The valve mechanism is usually a separately manufactured structure that is attached to the bottle after the bottle structure itself is manufactured. Often, the valve structure includes a valve cup as the portion that is physically attached to the bottle, with the valve cup positioned adjacent to an open end of the bottle. An example of such a valve cup can be seen in U.S. Pat. No. 4,730,752, which is hereby incorporated by reference in its entirety.

"To attach a valve cup to a bottle, the valve cup can be crimped to a portion of the bottle such as an annular ring that is provided adjacent to an open end of the bottle. The aforementioned U.S. Pat. No. 4,730,752 demonstrates crimping of a valve cup to a bottle. The crimping attachment of a valve cup is usually performed in a two-step process. First, the valve cup is set onto the bottle at one location, in a manufacturing line. The bottle and set valve cup are then moved to a crimping station at another location in the manufacturing line, where the valve cup is crimped to the bottle structure.

"Because the setting of the valve cup onto the bottle and the crimping of the valve cup to the bottle ore separate steps, and because the bottle with the set, but not crimped, valve cup is often moved before the crimping operation, a problem sometimes arises in that the valve cup may shift from is initially-set position before the crimping operation occurs, in general the tolerance in the positioning of the valve cup that allows for a successful crimping operation is very small, sometimes on the order of thousandths of an inch. Thus, even a small shift in the valve cup can greatly reduce the effectiveness of the crimped connection between the valve cup and bottle. For aerosol products, when the bottle with an ineffectively crimped valve cup is pressurized, the valve cup can sometimes be completely blown off of the bottle. In less extreme examples, poorly crimped valve cups may allow product to leak from, the bottle.

"To stabilize a set, but not crimped, valve cup to a bottle, dimples are sometimes added to the portion of the valve cup that contacts the bottle. The dimples can effectively hold the valve cup in place before the crimping operation, particularly when the bottle is made from a metallic material. Further, the dimples do not damage the relatively-strong metallic bottle structure when the valve cup is crimped.

"There is an increasing interest, however, in the use of thermoplastic bottles that dispense aerosol products. As compared to metallic bottles, thermoplastic bottles provide greater flexibly in terms of manufacturing and aesthetic design, recyclability, and thermoplastic bottles are potentially less expensive than metallic bottles. When a valve cup that includes dimples in its crimping portion is crimped to a thermoplastic bottle, the

dimples create high stress on the portions of the plastic bottle structure that are contacted by the dimples after crimping. The stress created by the dimples can sometimes crack the thermoplastic bottle structure, rendering the thermoplastic bottle useless for dispensing pressurized products, such as aerosol compositions."

In addition to obtaining background information on this patent, VerticalNews editors also obtained the inventors' summary information for this patent: "One aspect of our invention provides a bottle. The bottle includes a main body with an open end and a closed end. A flange is positioned adjacent to the open end, with the flange being configured to contact and to retain a structure that is crimped to the flange in such a manner so as to close the open end of the bottle. At least one protrusion extends from the flange in a direction away from the rest of the bottle. The main body, the annular flange, and the at least one protrusion are formed from a thermoplastic material.

"Another aspect of our invention provides a method of providing a system dispensing an aerosol composition. The method includes setting a structure adjacent to a flange at one end of the bottle, with an interference fit being provided between the structure and the bottle. The valve cup is crimped to the flange of the bottle, and an aerosol composition is provided in the bottle. The bottle is made from a thermoplastic material.

"According to another aspect of our invention provides a method of crimping a structure on a bottle. The method includes providing a bottle formed from a thermoplastic material. A structure is set adjacent to an opening of the bottle at a first location, with the structure being set to the bottle with an interference fit. The bottle and the set structure are moved from the first location to a second location, and the structure is crimped to the bottle at the second location."

For more information, see this patent: Renner, Thomas A.; Stichart, Joseph G.. Thermoplastic Bottle with Valve Cup Retaining Protrusions and Method of Crimping a Valve Cup on a Thermoplastic Bottle. U.S. Patent Number 9919827, filed January 25, 2013, and published online on March 20, 2018. Patent URL: http://patft.uspto.gov/netacgi/nph-

Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=9919827.PN.&OS=PN/9919827RS=PN/9919827

Keywords for this news article include: Business, S. C. Johnson & Son Inc.

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L'Oreal; Patent Issued for Method for Providing a Customized Skin Care Product to a Customer (USPTO 9918931)

948 words 2 April 2018 Journal of Engineering JOENG 4639 English

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2018 APR 2 (VerticalNews) -- By a News Reporter-Staff News Editor at Journal of Engineering -- A patent by the inventors Dersh, Justin (Clark, NJ); Genesky, Geoffrey (Clark, NJ); Goldberg, Jodi (Clark, NJ); Robert, Valerie (Clark, NJ); Fu, Victoria (Clark, NJ); Elmasry, Carol (South Amboy, NJ), filed on August 30, 2016, was published online on March 20, 2018, according to news reporting originating from Alexandria, Virginia, by VerticalNews correspondents.

Patent number 9918931 is assigned to L'Oreal (Paris, FR).

The following quote was obtained by the news editors from the background information supplied by the inventors: "Personalized skin care systems are desirable for consumers to provide a skin care composition that meets the skin care needs of the individual consumer.

"Known personalized product lines include MaCremeSurMesure by Dr. Pierre Ricaud, Codage Paris, Customized TCM by Yue Sai, and prescription personalized serums (Re-Plasty) by Helena Rubinstein.

"Helena Rubinstein uses a skinprofiler, a cutaneous analysis device that generates quantitative data to analyze a variety of skin attributes to diagnose consumers in-store and provide them with a personalized prescription product consisting of one universal serum base and single dose of concentrate. Helena Rubenstein products only consist of one single dose of concentrate containing actives that seek to address all skincare needs. In addition, the Helena Rubenstein product is a serum (aqueous based) product with water-soluble actives. The Helena Rubinstein skinprofiler measures elasticity, pigmentation, and texture of the skin and prescribes concentrate based on these results only.

"Codage Paris has a custom-made skincare product line. Consumers use a website diagnostic tool in which they answer 23 questions that were developed by different specialists (including dermatologists, pharmacists, and nutritionists). Based on the results, Codage selects and formulates a composition in their existing line and sends consumers a final product within a week. The Codage Paris system does not include a base composition with personalized boosters. Codage Paris is a serum (aqueous based) product with water soluble actives. A diagnostic tool utilized for Codage is an online survey which automatically 'prescribes' a final product based on provided answers. The Codage Product provides a final pre-prepared formula for the consumer, which is sent directly from store to consumer, wherein no mixing is required.

"MaCremeSurMesure by Dr. Pierre Ricaud similarly uses an online diagnostic tool in which consumers are given a questionnaire on their current skin and lifestyle. Based on the answers they provide, the website provides them with a cream base and combination of three active concentrates. Each 'concentrate' for the MaCremeSurMesure only contains a single active ingredient. Typical 'concentrates' for the MaCremeSurMesure products consist solely of pure extracts (100% active extract of chufa tubers, for example) and do not provide formulations. The MaCremeSurMesure product is aqueous based (water based moisturizing gel texture) and booster 'concentrates' are water soluble extracts in aqueous form. The consumer is sent a kit with their products and mixes at home with a small mixing tool provided, which is not easily co-soluble. MaCremeSurMesure uses an online questionnaire to diagnose consumer.

"Yue Sai is a Customized TCM Beauty Solution Ultimate Refining Serum that includes in-store formulations in China. The tailoring of the formulations were limited and included only aqueous based compositions.

"There remains a need to provide an effective, targeted anhydrous oil based skin care composition and method for treating skin that is customized to specific, individual customer target skin compositions and is readily dispersible."

In addition to the background information obtained for this patent, VerticalNews journalists also obtained the inventors' summary information for this patent: "In an exemplary embodiment, a method for providing a customized skin care product to a customer. The method includes obtaining information from a customer

Page 13 of 14 © 2018 Factiva, Inc. All rights reserved.

regarding current skin conditions, analyzing the information to identify a plurality of target skin conditions in response to the current skin conditions, correlating booster compositions to the target skin conditions, the booster compositions including active ingredients corresponding to the target skin conditions, and assembling a skin care kit, the skin care kit including a base oil composition and a plurality of booster compositions having actives corresponding to the target skin conditions. The base oil composition and plurality of boosters are mixable to obtain a treatment composition at any point in time prior to application to skin.

"In another exemplary embodiment, a skin care kit including a base oil composition, and a plurality of booster compositions having actives corresponding to target skin conditions. The base oil composition and plurality of boosters are mixable to obtain a treatment composition at any point in time prior to application to skin.

"The present disclosure is also directed to a method for cosmetic treatment of skin by applying the above-disclosed composition onto a surface of the skin.

"Other features and advantages of the present invention will be apparent from the following more detailed description of the preferred embodiment which illustrates, by way of example, the principles of the invention."

URL and more information on this patent, see: Dersh, Justin; Genesky, Geoffrey; Goldberg, Jodi; Robert, Valerie; Fu, Victoria; Elmasry, Carol. Method for Providing a Customized Skin Care Product to a Customer. U.S. Patent Number 9918931, filed August 30, 2016, and published online on March 20, 2018. Patent URL: http://patft.uspto.gov/netacgi/nph-

Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l =50&s1=9918931.PN.&OS=PN/9918931RS=PN/9918931

Keywords for this news article include: Europe, France, Business, L'Oreal S.A.

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Document JOENG00020180402ee420013b

Search Summary

Text	
Date	01/04/2018 to 26/04/2018
Source	All Sources
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Company	All Companies
Subject	Disruptive Innovation Or Digitalization Or Existing Products/Services Or Intellectual Property Rights Or New Products/Services Or Branding Or Output/Production Or Product/Consumer Safety Or Research/Development Or Fashion Or Personal Technology Or Luxury Homes/Estates Or Luxury Travel Or Nanotechnology
Industry	Sanitary Paper Products Or Fragrance/Perfume Or Soap/Cleaning Products Or Cosmetics/Toiletries Or Personal Care Accessories Or Personal Care Appliances Or Biological Therapy Or Proteomics/Protein Therapy Or Packaging
Region	United States Or Canada Or France Or Germany Or Italy Or United Kingdom Or Singapore Or China Or Japan Or South Korea
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Results Found	930
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