



Shaheen Majeed, Marketing Director Sabinsa, talks about their cosmetic trends and market outlook for 2016



Shaheen Majeed

EURO COSMETICS: *You are known for your innovative and uniquely crafted products to meet market needs. What were your most effective cosmetics ingredients, nutritional and functionals last year?*

Shaheen Majeed: Our natural, Ayurvedic based cosmetic ingredients continue to dominate the Asian markets, and in Japan we've been widely successful with an ingredient branded as pTeroWhite® (natural pterostilbene), for skin lightening and sun care protection. Interestingly, the product is used as a nutri-cosmetic, where the consumers are orally taking this ingredient for skin lightening effects. Our flagship SabiWhite ingredient, from turmeric roots, continue to drive the major sales growth worldwide as well as our coconut water based ingredient – which is gaining tremendous ground as more and more applications continue to grow. On the functional side, a stability study

on our shelf-stable probiotic, LactoSpore®, was recently published in the International Journal of Food Science and Technology (<http://onlinelibrary.wiley.com/doi/10.1111/ijfs.13044/citedby>).

The array of formulations is impressive enough for food manufacturers to quickly evaluate, formulate and launch successful functional food products to take advantage of the huge demand for probiotics by including Sabinsa's LactoSpore. The ability to withstand high temperatures is an advantage of the LactoSpore ingredient allowing it to withstand a variety of processing environments, making it perfect to be included in many products that consumers eat everyday, from baked bread, to cookies, muffins, and now even beverages.

Which brings us to the nutritional supplement side of our business, where LactoSpore has been used in gummies, a category that is not only healthy but also fun. In terms of our flagship Curcumin C3 Complex® brand, we continued our tradition of innovation last year with the launch of uC3 Clear™. It is considered an important introduction in the market since uC3 CLEAR is a convenient and compatible dosage form of curcuminoids in beverages that is water soluble. Turmeric-based beverages are popular in many countries, but the solubility challenges caused sediment that was a barrier to acceptance in most western populations. uC3 CLEAR solves that problem.

EURO COSMETICS: *And what was most successful?*

Shaheen Majeed: Our Curcumin brands tops the sales charts, both in the nutritional and cosmetic spaces, and this will continue to be a major force for Sabinsa. Yet, I am impressed by the way that LactoSpore is shaping up, and how well marketing companies and manufacturers have embraced this probiotic ingredient, in many sectors, the nutritional, functional and even cosmetic applications.

The cosmetic application is growing rapidly, more than we anticipated, with marketing companies introducing several new probiotic cosmetic products to the marketplace, even though our studies have yet to come out. Expect more on this soon.

EURO COSMETICS: *With the introduction of D'Cosmix three years ago, you were one of the first companies to develop active cosmeceutical ingredients from natural sources. How were these received by customers and what else have you achieved in development since then?*

Shaheen Majeed: Sabinsa has introduced natural products for cosmeceutical applications for over 2 decades now. Ingredients such as SabiWhite, pTeroWhite, ForsLean CG, Cococin CG and Cosmoperine have been used in millions of dosage forms across the world. D'Cosmix is a range of cosmetic blends with natural actives targeting specific applications. They offer solutions to the boundless challenges that formulators face while incorporating natural extracts and provide innovative solutions to create unique formulations. We spent countless hours with formulators from all over the world, from many multi-national

companies, and were gratified to see that they respected the formulas that we developed in-house. The testing and the results from many of those formulas is what D’Cosmix blends are all about. We have tried and tested ingredients so we knew how well they could be combined for optimal efficacy and for what benefits they would derive.

Currently, CosmeVit-DCx and DermaSoothe have successfully been incorporated in skin care formulations by companies globally.

EURO COSMETICS: *And what’s special about D’Cosmix?*

Shaheen Majeed: Natural products are preferred for their potent efficacy and safety profile. However, some also have inherent colors and odors which may make them unsuitable or a challenge to incorporate in cosmetic formulations. Other technical issues such as poor solubility or incompatibility with other ingredients also limit their use. D’Cosmix comes as a prescription to formulators since it is an intelligent fusion of science and performance. It caters to a broad palette of applications in the Cosmeceutical and Personal care range. D’Cosmix, with innovative patented ingredients, has a focused approach in dealing with a variety of skin conditions. These blends are petroleum-free with no added preservatives. Unique in their composition, their performance helps products to stand out in the fiercely competitive market. Individual ingredients in each blend unravel multiple facets of synergistic naturals and positively influence ease of formulations.

EURO COSMETICS: *Curcumin, the active ingredient in Kurkuma, is known for its antioxidative properties. With Curcumin C3 Complex, you have developed a patented effective ingredient that can be used in various areas of application. For which ones?*

Shaheen Majeed: Curcuminoids have been traditionally used to offer relief from several chronic diseases like asthma, cough, allergic rhinitis, urinary disorders, jaundice, diarrhea, biliary disorders, anorexia, diabetic wounds, sprains and swellings caused by injury. In the modern world, with research and scientific validation through numerous studies regarding its mechanism of action as a potent antioxidant and anti-inflammatory agent, the role of curcumin has been recognized and established in a number of health conditions. Some of them include cognitive disorders, arthritic inflammatory conditions, auto-immune disorders, obesity, cardiovascular disorders, metabolic syndrome and a number of cancers, where Curcumin C3 Complex has been clinically substantiated. Results of these 45 clinical studies have been comprehensively compiled in a recent book – Curry Powder to Clinical Significance.

EURO COSMETICS: *What does Curcumin C3 stand for and what makes it so unique?*

Shaheen Majeed: The yellow colour of turmeric is due to the presence of curcumin which is also responsible for its ‘bioprotectant’ property. Similar to the naturally occurring composition, the major components of Curcumin C3 Complex are Curcumin, Demethoxycurcumin (DMC) and Bis-demethoxycurcumin (BDMC), which gives it the name C3. The composition of Curcumin C3 Complex, Curcumin making up 75-81% of total Curcuminoids, DMC 15-19% and BDMC about 2.2-6.5%, is patented by Sabinsa. Sabinsa’s Curcumin C3 Complex enjoys the special status of being the “most extensively studied and clinically documented” Curcuminoids brand available in the world with 45 clinical studies to its credit. It has received the “No objection” status from US FDA for its GRAS affirmation, making it suitable for use in functional foods as well.

EURO COSMETICS: *How do you estimate the market prospects for this year?*

Shaheen Majeed: We’re seeing a very positive upwards trend for anything Ayurvedic – maybe it’s a holistic movement that’s coming back, or just one that has more credentials with the number of research efforts being put forth. On that front, I estimate double-digit growth percentages for several of our Ayurvedic ingredients in 2016 and beyond. Our LactoSpore probiotic is just getting started with a slew of clinicals being published now and throughout the year. We’ll be talking about those and educating our customers on them.

The market is getting more regulated, several things are happening in Europe; changes being almost demanded by several attorney generals in the United States; Japan is still trying to figure out what could be a prosperous health claim system – but no matter what, prescription drugs are not getting cheaper, and people are looking for affordable and manageable ways to be healthier on their own. From a nutritional and functional standpoint, many more opportunities exist to bring human well-being into balance. Similarly, for cosmetics, the trend towards natural beauty creates tremendous opportunities.

EURO COSMETICS: *What are the latest innovations Sabinsa is going to launch on the personal care market in 2016?*

Shaheen Majeed: We will continue to invest in our Cosmeceutical blend technology, D’Cosmix, creating more well researched combinations that formulators and marketing companies, not to mention consumers, will love. In addition, we’ll create more science on our probiotic for cosmetic applications and help marketing companies offer more viable products for their customers.

Thank you for the conversation. ■