

Cosmetics & Toiletries®

September 2003 Volume 118 • Number 9

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in **closing** with Julie Thompson on...



Julie F. Thompson is vice president of research and development for Penreco, a supplier of white mineral oils, petrolatum and specialty hydrocarbon gels to the cosmetic industry. Prior to becoming VP, she managed Penreco's gelled hydrocarbon business and the launch of the Versagel brand name. Thompson is a member of the SCC and the ACS, and she received both her BS in chemistry and MBA from Louisiana State University, Shreveport.

Innovations in Lipstick Technology

What are some of the latest ingredient trends in lipsticks?

Because consumers want more functionality from their lip care products, ingredients that haven't traditionally been used in lipsticks are finding their way into lip products. Sunscreens, moisturizers and film-formers add UV protection, lip plumpness and transfer resistance. These are features not found in all traditional lipsticks.

How have existing lipstick technologies played a role in the development of new ones?

Traditional lipstick formulations were designed only to impart color, but today's consumer seeks more benefits. The challenge for today's formulators is to maintain a product that applies color evenly while incorporating added benefits such as moisturization, gloss, long-lasting wear and transfer resistance.

Where is the lipstick market heading? What types of products are consumers buying?

In the last few years we've seen the introduction of new product forms that blur the line between lipsticks and lip glosses. Applicators that allow a product to be brushed on, sponged on or rolled on and ingredients that add gloss

have generated products with the color transference of a lipstick but the shine and wet look of a gloss.

What are some of the challenges that formulators face when creating lipsticks for today's market?

Formulators are faced with increasingly complex compositions in order to meet the escalating requirements of the lip care market. Oftentimes an ingredient that adds a new dimension to the lipstick destabilizes some other performance parameter. In this environment of change, an ingredient supplier that can work closely with the formulator to maximize the lipstick's efficacy is a valuable partner.

What kinds of technologies do you see in the future of lipstick formulation?

I think performance petrolatum products such as gelled petrolatum, which can add moisturization and creaminess while maintaining rigidity and preventing color bleed, could be very important to the lipstick market. Polymer-thickened systems that function as film-formers for improved transfer resistance are also quite interesting. But, the most exciting lipstick technology we are working on is one to make a clear stick product that provides clarity and shine.

Explain the relationship (and its importance) between color lipsticks and the latest in lip protectants.

Today's consumers are demanding skin protection in many cosmetic products, including lip products. Lip skin lacks some of the features of body skin, such as oil glands or sweat glands, making it even more vulnerable to damage from sun, wind and aging. Traditionally, lipsticks and lip balms have occupied different niches. Today's more robust formulations that allow for the incorporation of sunscreens and moisturizers in color lip products have made for a crossover product—one that functions both as a color cosmetic and as a lip protectant. C&T

Reprint from September 2003 *Cosmetics & Toiletries* magazine, Vol. 118, No. 9, p. 96.

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