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Press Release

COSMETIC INNOVATION

6 finalists for the 2018 edition of “The Cosmetic Victories” competition.

The awards ceremony will take place in Paris on 19 June.

ACADEMIC PRIZE Category

BICHROMATICS (France)

SMART SKIN: A CHALLENGE OF THE FUTURE (France)

SOS BEAUTY MAGIC PATCH (Taiwan)

INDUSTRY PRIZE Category

ECLYPSE (France)

[n]FIBRE CARE DRY SHEET NANOFIBRE MASK (Czech Republic)

FACIAL ANALYSIS & AUGMENTED REALITY (Belgium)

72 innovative projects from 14 countries have been submitted for the 3rd edition of “The Cosmetic Victories” competition, competing for two prizes:

- **PRIX ACADEMIQUE/ACADEMIC PRIZE** (for recent graduates, PhD students, post-doctoral fellows and researchers)
- **PRIX INDUSTRIE/INDUSTRY PRIZE** (for managers of business-creation projects, innovative start-ups and SMEs)

At a meeting in Paris on 16 April 2018, the selection committee, made up of 10 international experts, selected six finalists from the candidates (three per category).

On 19 June, in Paris, the two winners will be announced, selected by a prestigious jury of experts in the fields of scientific cosmetics and innovation and the heads of major perfumery and cosmetics houses: LVMH, Clarins, Sisley, Shiseido, Nuxe ... Each winner will receive a prize of 10 000 euros.

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2018 selection committee

Marcel CREST/CNRS (France) - Richard Daniellou/CNRS (France) - Carlos Edouardo DE OLIVEIRA PRAES/University of Barcelona (Spain) - Lai HUEYMIN/Industrial Technology Research Institute (Taiwan) - Christophe MASSON/Cosmetic Valley (France) - Julien MOREL, ESSEC (France) - Benjamin MORLON/CNRS (France) - Carmen SOCACIU/Institute of Life Sciences (Romania) - Normand VOYER/ Laval University, Quebec (Canada) - Neti WARANUCH/ Faculty of Pharmaceutical Sciences, Naresuan University (Thailand).

ACADEMIC PRIZE finalists

- **BICHROMATICS, Colour with a heart of gold – Anais LEHOUX, Doctor and Research Engineer at Sorbonne University (formerly Pierre and Marie Curie University) / CNRS – France**

“Bichromatics is emerging as a means of creating extraordinary pigments that are compatible with eco-designed packaging. Vibrant colours are tailor-made from noble metals, producing unparalleled visual effects. Just imagine: A bottle which changes colour between two hues, depending on how it is viewed.”

- **Smart skin: a challenge of the future, Mapping product-skin interactions using live explants - Vincent Gauthier, PhD student at SATIE Laboratory, Cergy-Pontoise University – France**

“The project aims to equip live skin explants with mechanical and dielectric sensors. This biosensor can be used to monitor the impact of the environment on the skin; it can be used for skin testing as well as to develop a new instrumental sensory analysis tool, through the assessment of product-skin interactions. It has much to offer in terms of marketing, wellness and public health. Robotics and biomechanics could also benefit.”

- **SOS Beauty Magic Patch - Hui-Min David Wang, Professor, National Chung Hsing University - Taiwan**

“We are developing a new 3D skin equivalent consisting of several layers of human stem cells, keratinocytes, melanocytes and fibroblasts co-cultured on a scaffold made from collagen, hyaluronic acid and gelatine. Innovative natural functional ingredients (ICNI licences), ginger, magnolia flower and cinnamomum are incorporated in the patch to regenerate aging skin, including cell proliferation, anti-pigmentation, wrinkle removal and secretion of growth factors. We are speeding up rejuvenation!”

INDUSTRY PRIZE finalists

- **ECLYPSE, Modulable inks for permanent make-up and tattooing - David MALEVILLE, project manager and chemist, Eclypse – France**

“Eclypse is a Toulouse-based cosmetics project creating inks for the permanent make-up and tattoo market. After injection of the ink, as for a conventional tattoo, a depigmenting cream is applied which makes the ink invisible. Another, re-colouring cream can subsequently be applied to make it reappear. With this innovative process, the team has overcome the obstacle of irreversibility, opening up a whole host of creative opportunities.”

- **[n]fibrecare Dry Sheet Nanofibre Mask - Liliana Berezkinova, CEO of Nanopharma, a.s. – Czech Republic**

“Czech technology company Nanopharma reveals the very first dry sheet nanofibre mask. It has been designed to overcome two challenges posed by conventional sheet masks - the efficiency and effectiveness of the delivery mechanism and the user experience. The technology, originally developed for transdermal drug delivery and cicatrization, uses biodegradable nanofibres and completely avoids the use of fragrances, silicones, parabens and other irritant additives. Popular with users because it is gentle, fast-acting and hassle-free, the mask is currently available for a limited time on Kickstarter.”

- **Face, Augmented Reality & Emotion Analysis: Augmented Beauty - Chandra DE KEYSER, CEO & Co-Founder of MoodMe – Belgium**

“We are pushing the boundaries of augmented beauty by developing powerful software for facial recognition, qualitative augmented reality in 3D and emotion analysis. The software will offer an interactive "virtual mirror" experience for virtual testing of cosmetics, make-up, spectacles and hairstyles via augmented reality. Public engagement will be measured by detecting emotions, age, gender and ethnicity to provide feedback to the brands and to personalize experiences.”

THE COSMETIC VICTORIES

A prestigious international competition focusing on innovation in cosmetics

Launched three years ago by competitiveness cluster Cosmetic Valley and financed by an endowment fund set up in partnership with ESSEC, “The Cosmetic Victories” awards two prizes: the ACADEMIC prize and the INDUSTRY prize.

Displaying innovation applicable to perfumery-cosmetics in all areas of the industry: ingredients, formulation, testing, processes, packaging, chemistry, biotechnology, digital, distribution, new products and services, the projects must be the work of scientists, industrialists, students, researchers, managers of start-ups or microbusinesses/SMEs. The innovations in question may come from the perfumery-cosmetics sector or a technology transfer from other sectors.

Each winner will receive a **10 000 euro** cash prize and assistance from the competitiveness cluster *Cosmetic Valley* taking the form, in particular, of a stand at the international cosmetic innovation fair *Cosmetic 360* and support from the *Cosmet'up* platform, aimed at boosting innovative projects in the area of perfumery-cosmetics, along with exposure thanks to national and international press coverage. The other finalists will receive a grant of €1 000.

A quick look back at the Cosmetic Victories 2017

- ACADEMIC PRIZE winner: **Éric Robert, head of research at CNRS in France**, in association with the laboratories of the University of Orléans, for **Plasmajets**, a plasma device using cold rays to treat skin aging.
- INDUSTRY PRIZE winner: **Chloé Guérin, a student at the School of Industrial Biology** and five of her fellow students, for **Zéo**, an absorbent powder which dries hair in a 100% natural and ultra-fast way.

COSMETIC VALLEY at a glance

Created in 1994, Cosmetic Valley became a “competitiveness cluster” in 2005. It is now the world's leading centre of resources in cosmetics and perfumery. More than one cosmetic product in ten sold around the world is produced by this national cluster, which encompasses 1500 companies. As the driving force behind a French industry which is leading the way on the international market, Cosmetic Valley embodies the values of the “Made in France” brand in perfumery and cosmetics: innovation, performance, product safety, respect for the environment. www.cosmetic-valley.com