



From skin scare to sun care....

The Italian (SICC) and American (SCC) Societies of Cosmetic Chemists, with the endorsement of the Japanese Society, have recently met in Stresa (Italy) for the 1st IPCE (Intercontinental Personal Care Excellence) conference. I recall a speech by one of the chairpersons, where he was commenting a slide showing two very significant pictures of the evolution of tanning habits over the years. On the left, you could see a young lady in a bikini, happily basking in the sun and who didn't show the slightest concern, whereas on the right the picture showed today's approach to staying in the sun: another young lady, this time wearing a shirt, a broad-brimmed hat, sunglasses and under a parasol. An exaggeration?

Well, we live in a fast-paced world today, where news go around at the speed of a tap on a touchscreen. Every day, I happen to receive all sorts of questions on what to eat, how dangerous is certain medication, the dyes in the clothing we wear and other materials, etc. Most of these news many times are actually fake, or at the least far-fetched, yet this is not the case for sun protection, which we must take into account very seriously. Today, sun radiation causes more damage than in the past, for instance due to the fast-changing climate conditions, which has changed the amount of sun radiation our skin has to bear. Our skin is also weaker because we live more indoors than in the past, we shower much more, thus reduce skin's resistance to environmental agents, we don't eat that healthily and our pace of life is more stressful. It is a fact that we are less protected today and, in fact, skin diseases are on the rise all over the world.

This is why it is important to speak of sun protection, prevention of UV-induced damage to skin, new ingredients and formulations that can increase sun protection for manufacturers to exploit and end users to benefit from, that is us, our families. Gathering at these conferences is not a mere exercise of academic knowledge or the response to marketing logics. It is also the need to reassure concerned end users, to teach people to perhaps sunbathe less but better, keeping in mind that properly sunbathing can actually be healthy (in post-war Italy, heliotherapy had helped many children affected by rickets).

H&PC Today has always covered the many aspects involved in sun protection, with content by qualified experts working in the sun protection and skin care industry.

This focus features a number of interviews to a number of professionals, which offer an overview of this ever-changing skin care segment - thank you to these experts for accepting to be interviewed.

As usual, we need to learn ourselves to spread knowledge properly - it is any journalist's mission. This, for instance, allows to foster proper sun care and stop the silly "sun scare".

Enjoy the reading.

Giulio Fezzardini (Tks Publisher)

WHAT IS THE CURRENT SITUATION OF SUN CARE ISSUES TAKING INTO CONSIDERATION AGEING, POLLUTION AND GLOBALIZATION (FOOD, ETHNIC GROUPS, LIFE STYLE)?

Zoe Draelos

Suncare is more important than ever. The challenge is the lack of new filters approved for use in the US. The filter technology has advanced, but regulatory issues lag. With the aging of the population, skin cancer becomes an increasingly expensive

healthcare burden. Sunscreen and sun avoidance are the only effective ways of minimizing skin cancer. However, we are also becoming aware of the oxidative damage done to the skin by pollution, in addition to UV radiation. This means the role of the sunscreen vehicle in trapping nanoparticle pollution and preventing skin contact from oxygen radicals is a new area of research. Sunscreens will become more important as we better understand the effects of the environment on aging.

ZOE DIANA DRAELOS
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Zoe Diana Draelos, MD, is a research and clinical board-certified dermatologist and a Fellow of the American Academy of Dermatology. She is in solo private practice in High Point, North Carolina, and a Consulting Professor of Dermatology at Duke University. In 1988, she founded Dermatology Consulting Services, PLLC, to initiate and perform research in aging skin, acne, rosacea, psoriasis, atopic dermatitis, actinic keratoses, eczema, and aesthetic procedures in the cosmetic, OTC drug, and pharmaceutical arenas. She is recognized as a pioneer in cosmetic dermatology and received a lifetime achievement award from Health Beauty America for her research and the 2008 DermArts award for her contributions to dermatology. In 2010, she received the Albert Kligman Innovation Award and in 2016 she was awarded a Presidential Citation from the American Academy of Dermatology for her research contributions to advance the specialty.

Leonardo Celleno

The sun induced skin damages are becoming every day more important for dermatologists.

The reasons for it can be found first of all in the continuous increasing of the medium average of the population, wrong lifestyles that lead to a photo exposure not suitable for the own photo type and to the interaction of numerous social and environmental factors.

The increase of the life span prolongs the years of individual photo-exposure and the actinic keratosis, which represents the first tumour lesion induced by the photo carcinogenesis process, is becoming the most common lesion we see in our older patients. Men are, more often than women, affected by this disease that is now considered as one "carcinoma in

situ" of the skin.

This is due to several factors including the slightest confidence in the use of anti-solar products as well as the different working conditions. The bald scalp, typical of the elderly man, is one of the most affected skin region.

Also, photo-aging is today a major demand from our patients because prolonging the life expectancy also requires a social role in which the person's appearance is important and the photoprotection play an essential role both for men and for women.

Furthermore, the latest scientific acquisition shows that the sun may play an important role for the onset of melanoma and this, especially for the new generations, makes the photo protection a necessity that must become part of social education for young people.

New generations must be educated to the right lifestyles that, without "demining" the sun, consider its potential danger and therefore suggests the constant use of photoprotection as well as a diet rich in protective antioxidants.

If the need for photoprotection begins to be well understood by the population, many difficulties still remain in some social strata, especially those less well-off lead. This because the sun is seen only as an element of health, beauty and freedom and even for the costs associated with the dermatological visits and the use of anti- solar products.

Globalization has often caused ethnic strains to settle in latitudes not proper to their origins and this leads to a major risk of the onset of photo induced skin lesions and, sometimes, this is associated with the difficulty for these populations to have adequate dermatological medical care.



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Pollution plays its negative role also on our skin leaving on it chemical residues that can be modified by solar radiation resulting in induced photo reactions and the chapter of photo toxicity and photo allergy is becoming always more important.

The continuous evolution of cosmetic chemistry now offers solar products of broad spectrum protection, both for UVBs and UVA, but also selectively, and this, together with their cosmetic pleasure, makes these products an important tool for the dermatologist.

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TO OBTAIN RELIABLE UV PROTECTION, DIFFERENT KEY REQUIREMENTS HAVE TO BE RESPECTED INCLUDING TECHNOLOGY, COMPLIANCE, LABELLING, ASSESSMENT METHODS AND FINALLY CONTROL. CAN YOU COMMENT ON THIS?

Howard Epstein

Formulating safe, effective sun filter products can be a daunting task for a formulating chemist new to sun screen products. The first challenge is to know the legal restrictions for the country the product will be sold. For example, in the United States few sun filters are permitted

for use in sunscreens. Butyl Methoxydibenzoylmethane (Avobenzone) is one of the few effective UVA filters that can be used in the US. Further, the permitted maximum levels of use differ in countries including the US, Japan, China and the EU. The formulator must be aware of incompatible combinations and combinations that are not permitted in various countries. Avobenzone is notoriously photo unstable. Regulatory requirements differ in various countries. Sunscreens may be a cosmetic in one region of the globe and a drug in another. In the US sunscreens are regulated as an Over-The-Counter drug with specified SPF and UVA testing required to claim SPF ratings and UVA protection. Wording of the claims on the packaging is also regulated. As if these considerations were not enough of a challenge, the formulator needs to decide on the use of organic or inorganic filters, not to mention the nanotechnology debate. If the formulator needs to create a high SPF, he/she will discover it will be harder to achieve a high UV rating, related to the limitations of UV filters. Inorganic filters, typically the titanium dioxides have a variety of coatings, while different coatings provide the formulation with formulation options, it is not uncommon to discover that some coatings are not compatible with certain thickeners commonly used in sunscreen products. The formulator then must deal with viscosity changes, too low or too high or possibly an unstable formulation. A common mistake new sun filter formulators make is to assume higher levels of filters will provide higher SPF numbers. Using 1.0% additional Avobenzone in some cases can reduce SPF. Sun filter levels are not linear. For organic filters, sun filter solubilizes and other ingredients can either increase or decrease SPF, so the formulator needs to be aware of this possibility when selecting the non-active ingredients. Another challenge is to create a formulation that has the aesthetics that consumers want in a sunscreen product. If the product is too sticky, or the odor is too strong from the filters or other ingredients, leaves a heavy white pasty film on skin they consumers will not repurchase the