



Society of Cosmetic Scientists (Singapore)

8th International Conference of the Asian Societies of Cosmetic Scientists (ASCS)

Suntec City Convention and Exhibition Centre
Singapore, March 5-7, 2007

It is said that the Asian beauty market is one of the fastest growing in the world, with an annual growth rate of not less than 20%. According to some estimates, the Singapore retail market for luxury beauty products is worth S\$120 million annually, with perfume sales making up a quarter or approximately S\$30 million. Skin care accounts for 40% while makeup takes almost 35%. There is a dearth of official data on what the whole beauty market is worth, but if we include doctors' labels, beauty salons and multi level marketing brands that are sold in the country, the combined sales for cosmetics/toiletries could easily surpass S\$500 million with an average growth rate of 30% annually. Moreover, Singapore ranks only behind Japan –in terms of per capita spend on cosmetics and toiletries –putting it second in Asia ahead of Hong Kong, South Korea and Taiwan.

Contrary to popular belief, Singapore's high business costs as compared with its ASEAN neighbours such as Thailand, Malaysia and Indonesia, do not put a damper on its growth as a centre of excellence for manufacturing and R&D. Multinationals have made significant investments there –examples include Johnson and Johnson, Ciba Specialty Chemicals and Croda. Moreover it is noteworthy that 9 of the world's top 10 fragrance and flavour multinationals such as IFF, Symrise, Takasago and Firmenich) are located in Singapore, with a combined manufacturing output of over S\$400 million in 2002.

The *8th International Conference of the Asian Societies of Cosmetic Scientists*

(ASCS) held in Singapore in March put Singapore on the global cosmetic map. For the first time, Singapore got the privilege to play host to over 300 scientists and experts whose work and research are dedicated to the advancement of cosmetic science and beauty.

A total of 313 participants from 28 countries came for the 3-day conference. The majority of the participants hailed from Japan (52), Korea (38) and Singapore (61), while some participants came from as remote places as Poland or Brazil. Over the course of three days, a packed program of over 80 oral presentations and 30 posters covered many different aspects of cosmetic science and dealt in significant breadth and depth with Asian Skin.

The official opening of the conference, as it is Singapore tradition, was accompanied by the lion dance welcoming delegates and the guest of honor, Minister of State, Ministry of Trade and Industry, *Mr. S. Iswaran*, whose speech was preceded by a welcome address of the SCSS President, *Mr. Adrian Jacklowsky*.

The three day programme was a culmination of 18 months intense preparation by



the organizing committee headed by *Adrian Jacklowsky*. In his opening address *Adrian* said with the theme –Delivering Science to the Depths of Asian Skin –we wanted to bring together all the latest research efforts that have made sig-



nificant contributions, not only to Asia, but also to the rest of the world». This was certainly achieved with a diverse combination of speakers on all aspects of the cosmetic industry today.



The opening day's plenary presentation was delivered by *Dr. Johann Wiechers*, world-renowned and distinguished in the cosmetics world. He guided the audience to focus on this conference's theme, »Delivering Science to the Depths of Asian Skin« with thought provoking questions: Is Asian Beauty more than skin deep? How deep is Asian skin actually? Is Asian skin more responsive to lactic acid? Is there really a difference between pig ears and human skin? In his usual style of true science delivered in a humorous fashion, *Dr. Wiechers* was able to get this Conference started with a bang.



The first day passed by in a flurry of activities. Participants were just overwhelmed by the number of not-to-be missed paper presentations running concurrently in 2 rooms and theatre. A total of 29 presentations were delivered by high profile experts from DNA repair and photoaging by *Daniel Yarosh* (AGI Dermatics, USA) to the construction of a three-dimensional human skin model by *Tadashi Uchino* (National Institute of Health Sciences, Japan).

It was only at the end of Day 1 did delegates and participants finally relaxed with drink-in-hand to catch up with fellow scientists and formulators. The following 2 days of conference program comprised of 6 keynote speakers with over 40 presentations. Delegates were treated to new areas from new applications of Lamellar Gel Formulations in Novel Cosmetics by

Akane Naito (Kose, Japan) to New Technology Tool for Faster Cosmetic Actives Discovery and Safety Profiling by *Marcella Trembley* (DSM, Switzerland). In addition to the paper presentations, there were 29 posters at the meeting foyer.

For participants, the plat de resistance in addition to the oral presentations was the light-hearted debate between the President of the Australian Society of Cosmetic Scientists *Gavin Greenoak* and Vice-President of the International Federation of Societies of Cosmetic Scientists *Johann Wiechers*. The debate topic was »Are cosmetics all about reality or is it just a perception«. The take-home message was you can be philosophical or pragmatic as long as the consumer believes that it works.

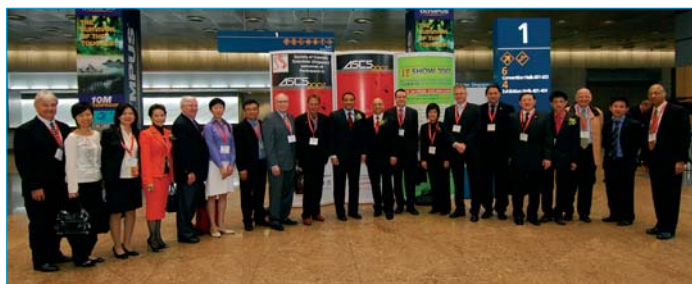
The dessert was most definitely the workshop session conducted over the 2nd and 3rd day. Four workshops on Sunscreen Testing (*Gavin Greenoak*), New Asian Regulations (*Alain Khaiat*), International Cosmetic Regulations (*David Steinberg*) and Cosmetic Claims Substantiation (*Johann Wiechers*) found great interest among participants. This session in essence was the latest update to the ever-evolving boundaries of cosmetic regulations not only in Asia but also internationally. The significance of this workshop session was reflected in the seriousness

of the 140 attendees even on a Friday afternoon.

The organising committee would like to thank the sponsors for this conference:

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Picture: Keynote speakers, plenary speakers and Guests of Honour