

## In Brief

**CFSAN committee proposes dedicated cosmetics review:** Following a review of the Center for Food Safety and Applied Nutrition’s research, support programs and regulatory activities, FDA’s advisory Science Board and CFSAN Research Review Subcommittee have recommended that a separate review be conducted of the Office of Cosmetics. At Aug. 16 Science Board meeting in Bethesda, Md., discussion of the Office of Cosmetics was limited by time and lack of a cosmetics review “point person” since Larry Sasich of the Lake Erie College of Osteopathic Medicine and School of Pharmacy recently stepped down from his position as the Science Board’s consumer representative, according to Science Board member Rhona Applebaum. While subcommittee is “impressed” with cosmetics office’s collaboration with regulators in the EU, Canada and Japan through the International Cooperation for Cosmetics Regulation, it is not clear on regulatory framework for cosmetics in the U.S. and could use more information, particularly in light of recent questions raised by the Campaign for Safe Cosmetics. The Campaign is championing legislation, H.R. 5786, that would dramatically increase FDA’s regulatory authority over cosmetics (“The Rose Sheet” July 26, 2010).

**Fragrance trends in 2010:** In its latest “trend report,” Fragrance Foundation cites Givaudan’s *iPerfumer* application for Apple’s *iPhone* as example of emerging technology in the fragrance sector. The application, which can be downloaded for free, is billed as “a personal fragrance consultant in your pocket” that can help consumers pick out scents for themselves or loved ones. Fragrance Foundation notes that innovative technologies can help make perfume relevant to teens and tweens. Givaudan Marketing Director Maurizio Volpi said in a June release that “research shows that young people particularly are not becoming fragrance buyers, but they love technology” (“The Rose Sheet” June 5, 2010). According to the trend forecast, classic scents will continue to resonate with consumers, and industry stakeholders should “be on the lookout for more emphasis placed on the creation/craftsmanship as focus turns to the perfumer/creator,” the group says. At the same time, celebrity scents “won’t die,” with momentum building around reality series celebrities, and brands themselves are “the new celebrities,” the Fragrance Foundation suggests, as they increasingly connect with consumers via online social media.

**FiFi winners featured in malls:** FiFi Award-winning scents *Lola* by Marc Jacobs, Tom Ford *Grey Vetiver*, *ck one* by Calvin Klein, *Couture Couture* by Juicy Couture and *Bond No. 9* are being promoted this month with digital advertisements in malls nationwide. The Fragrance Foundation, which sponsors the awards, partnered with Adspace Digital Mall Network for the initiative, casting fragrance ads on a network of 1,400 digital eight-foot-tall billboards with 65-inch plasma screens. “The mall is of course a vital venue for us, and any time we can promote fragrance and interact with consumers in a meaningful way is very important to the Fragrance Foundation and the entire industry,” Foundation President Rochelle Bloom says in Aug. 17 release.

**Optigenex/Promethean:** Hoboken, N.J.-based ingredient developer and New York manufacturer expand terms of their licensing deal, allowing Promethean to market ingestible and topical cosmeceutical products containing Optigenex’s proprietary *AC-11* technology in broader markets worldwide, excluding Japan and Turkey. To date, Promethean has been largely restricted to North American distribution channels. “From the start last year, our company’s association with Promethean and [its subsidiary] Ceres Living has been special. Finding a way to expand our interactions into something more akin to a product development and marketing partnership than a supplier-customer relationship was something we [identified as] a priority goal,” says Optigenex President and CEO Daniel Zwiren. AC-11, extracted from the *Uncaria tomentosa* plant in the Brazilian rainforest, is touted as a unique ingredient that assists in the repair of DNA damaged by sun exposure and other factors. For five years, Optigenex supplied the active to the Estee Lauder Companies for use in its skin-care products (“The Rose Sheet” April 12, 2010).

**Personal-care product recalls:** CCA Industries recalls *Plus White* 5 Minute Bleach Whitening Gel manufactured by Aquabogue, N.Y.-based Altaire Pharmaceuticals. CCA initiated recall after learning of stability problem with the product, which has become liquefied. There are 142,196 units in circulation, according to FDA’s July 21 enforcement report. Meanwhile, Convar Tec has issued recall for *Aloe Vesta* Cleansing Foam, manufactured by Medicia Holding, as bottles were filled with Aloe Vesta Perineal Skin Cleanser. Firm says 35,600 cases are in circulation nationwide. Toledo, Ohio-based Canberra Corporation is recalling its Osceola Perineal Solution with Aloe Vera as the product may be contaminated with bacteria *Pseudomonas putida*, according to Aug. 18 FDA enforcement report. Product was distributed in Florida.