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Recent trends of organic cosmetics and its various certifications in India

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Beauty industry valued at \$465 billion in 2014, up 23 billion as compared to year 2013 came in equal proportions from premium and mass brands. Skin-care and hair-care dominated the global market and future potential lies especially in facial moisturizers, anti-agers and face masks. In Pakistan, Morocco, Indonesia, Saudi Arabia, Vietnam and UAE there is a young population, the middle classes and urbanization are increasing, but most important is the sophistication of beauty habits. Opportunities for growth include popular beauty formats in one market which could take off in another, such as hair oil, which is big in Japan, India and Indonesia and is finding growth in the Middle East. Indianization or localization is a key driver in 2015 and coming years with new formats, benefits and textures expanding from the Far East into international markets. Nowadays mobile technology such as South Korean Hwa-Hwa's mobile app provides consumers with information on beauty product ingredients. This fits in with a growing international demand for "brand Korea" which includes the success of best selling Amore Pacific Corp brands and the expansion of The Face Shop into 29 countries. India is very complex and diverse in culture, language, religion, habits and what not and therefore poses significant challenges to beauty brands. There is immense poverty in contrast to an air of opulence among those who want to show off their wealth and adore cosmetics. The young population is eager to try new brands. Fragrance is at the heart of beauty ritual and accounts for 30% of products sold, followed by hair-care at 20%, skincare at 10% and color at 5%. Beauty brands must also take into account high heat and humidity which can affect the way products react on the skin. United Nations Environment Program (UNEP) has set the theme as "Seven Billion Dreams, One Planet, Consume with Care", to tell the world to choose what they consume wisely, responsible and ethically. Come on, let all of us should save Earth and should make our living planet to be more beautiful and more organic to live in.

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Efficacy of licorice extracts in the treatment of melasma: Randomized, double-blinded and placebo-controlled clinical trial

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Background: Melasma is a common acquired disorder characterized by symmetric, hyperpigmented patches with an irregular outline, occurring most commonly on the face. The goal of this study was to evaluate the skin-lightening ability and tolerability profile of a novel formulation, cream solid lipid nanoparticles containing licorice extracts in the treatment of Melasma. This study to our knowledge is the first to show the efficacy of this novel formulation in the treatment of melasma all over the world.

Methods: In this randomized, double-blinded and placebo-controlled clinical trial, 44 women patients with melasma clinically diagnosed referred to the Afzalipour hospital clinic were randomly divided into two treatment groups of 22 subjects each. All the patients were visited every four weeks from the beginning of the trial and evaluated MMASI score at 4, 8 and 12 weeks. The effectiveness of the treatment was classified in four levels as complete response, significant response, partial response and no response.

Results: Forty women patients were enrolled in the study. At the end of the study (12 weeks), diminution of MMASI score was from (11.03 ± 2.7) to (1.41 ± 0.6) in intervention group and from (11.25 ± 2.9) to (2.37 ± 1.2) in control group, respectively ($P < 0.001$).

Conclusions: Licorice extracts can be used as a skin-lightening agent with minimal side effect in the treatment of melasma. Nano/micro solid lipid particles is used as carriers with unique properties like size, surface electrical bar and moreover, a large amount of the drugs might be loaded to interplay a better performance in terms of adverse drug reactions considered drug.

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