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A conversation with Jochen Klock

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A conversation with Dr. Jochen Klock,

Head of Global Marketing Sun Care, DSM

EURO COSMETICS: *You've developed a new product concept for Sun Care that you presented for the first time at in-cosmetics in Barcelona. What is this concept?*

Dr. Jochen Klock: We're proud to be the first on the market with a sun care product developed specifically for use on the male scalp. Our own market research and the literature show that people are using sun care products and are aware of the risks of inadequate sun protection. However, there is still a tendency for people to apply too little sun protection to the face and body, and they usually forget all about the scalp. The skin on the head of men especially with styled hair, partings, or short, thinning hair is extremely sensitive. Many consumers have more than once discovered that without proper protection their scalp can end up very red.

EURO COSMETICS: *What triggered your interest in developing a sun protection product specially suited to the scalp?*

Dr. Jochen Klock: On the one hand we know about the harmful effects of UV radiation, which can lead to hair loss and changes in the skin of the head or even photocarcinogenesis. On the other hand, a certain lifestyle characterized by mobility, fashion-consciousness and ideals of beauty is becoming widespread. Our objective was to take account of both these developments and offer consumers maximum protection without unnecessarily limiting their individual needs and desires. At present there are no products on the market that can fill this gap. In particular, the area of men's sun protection reveals large lacunae.

One study we conducted showed that although consumers are aware of the impor-



*Dr. Jochen Klock,
Head of Global Marketing Sun Care, DSM*

tance of applying sun protection daily, they often forget about the scalp. According to this study, men and women between the ages of 18 and 34 years are especially fashion-conscious. They place great emphasis on looking good and want to appear well groomed. They are looking for products that protect while caring for the skin.

We have been looking into this trend with the aim of launching something completely new in this area of the market. DSM Men's Scalp Protection SPF 30 is an innovative concept designed especially for men. It protects the scalp against sun damage whilst enabling and maintaining perfect hair-styling. Its unique feature is its innovative SPF 30 formulation, which allows maximum flexibility in respect of application, whether by simply integrating sun protection into the daily hair care and styling routine or by making it easy to repeat the application in the course of the day to guarantee adequate protection. Much has been achieved in recent years in the sphere of men's hair care, and men's

attitudes as regards the purchase of special styling and care products have changed enormously.

EURO COSMETICS: *How is the new product used?*

Dr. Jochen Klock: Not only is the formulation of this product exceptional, it comes in a special packaging - a tube with a special applicator that allows the user to apply the product sparingly and precisely to the scalp or the area of the parting. The properties of the formulation then make it easy to spread the product using the fingers, without leaving the hair looking oily or greasy, or spoiling the hairstyle. The skin is left looking perfectly dry, with no shine. You don't even feel the usual need to wash your hands after applying sun cream.

EURO COSMETICS: *What was your particular focus when developing the product?*

Dr. Jochen Klock: It's not always easy to develop a product that consumers will "love", but our many consumer studies have given us very good insights into what we need to focus on when developing such a product. For example, we need to pay attention to viscosity: thus the product mustn't run into the hair or, even worse, the eyes, yet it must spread easily on the scalp. The way it feels on the skin and how it looks on hair and scalp is crucial. The formulation must be non-sticky and readily absorbed without making the scalp look shiny. The hair poses particular challenges. So the hair shaft shouldn't be made oily, nor should the formulation leave white particles behind. It is also important to guarantee the consumer a high degree of flexibility so that he can apply the product at any time.

For this reason it should not leave an oily film on the hands or fingertips, but be powdery and dry to the touch, so that for example there is no problem using a tablet or smartphone after applying the product.

EURO COSMETICS: *What hair and skin type is the new product suitable for?*

Dr. Jochen Klock: I don't see any restrictions here. Although this first concept is designed with young men in mind, it can be extended to all ages and both sexes without difficulty. The formulation properties described above apply to all skin types, whether light or dark. The same is true of hair type. Our primary goal is to protect the scalp from UV radiation, in particular where the natural protection provided by the hair is missing due to hairstyle or thinning of the hair.

EURO COSMETICS: *Can the hair be styled as usual?*

Dr. Jochen Klock: Yes. This is a very important point with this innovative concept, since social shifts towards "Urbanization and Mobility", for example, or socio-cultural trends like "Status" and "Life Design" mean that consumers and hence the requirement profiles of new market products are constantly changing. This concept guarantees that the familiar styling routine is in no way compromised after application of the product, whilst the product can later be re-applied as often as necessary without spoiling the hairstyle.

EURO COSMETICS: *How can you recognize and react to market trends faster?*

Dr. Jochen Klock: We try to reach out to consumers all over the world via diverse channels of communication. For instance, we created a "Power of Beauty" community that ran in 8 different countries at the same time with interactive presentation in which the consumer insights will be presented, and followed by a brainstorm-session to co-create ideas and discuss on the possible opportunities. We received over 1,560 posts and more than 680 video clips on 26 different discussion topics via such specially organized online community accessible 24/7 for two weeks. These online

communications alone revealed many common themes as well as regional differences. It allowed us to draw conclusions as to what consumers are looking for currently and for the future with reference to new products. In this way we have been able to develop new concepts that are tailored to the wishes of consumers and their daily sun, skin and hair care routines. Moreover we make strong use of our Marketing & Sales organization with its regional representatives. This allows us to quickly pick up on new trends and product ideas in diverse countries all over the world, then to make them available in other regions and translate them into relevant new concepts.

EURO COSMETICS: *You offer a broad portfolio of UV filters, including PARSOL® TX. What can you tell us about this?*

Dr. Jochen Klock: PARSOL® TX is one of the most widely used titanium dioxides in sun protection, demonstrating outstanding qualities including optimum formulation compatibility. It is important to note that in Europe the legal requirements for the use of titanium dioxide as a sun filter are currently changing. A short while ago the Scientific Committee on Consumer Safety (SCCS) examined the use of titanium dioxide in its nano form and confirmed that it is safe for use as a UV filter in cosmetic products if it meets the specifications defined by the SCCS. DSM was the first cosmetics company to state publicly that its PARSOL® TX UV filter fully meets the specifications and requirements of the SCCS Opinion.

EURO COSMETICS: *What makes PARSOL® TX exceptional?*

Dr. Jochen Klock: PARSOL® TX is an aluminum-free, inorganic UV filter manufactured from a highly pure rutile form. Thanks to its unique, very compact double coating it is uniquely compatible with formulations containing other UV filters such as avobenzone, also acrylate thickeners and other active ingredients in cosmetics. It's also notable for its substantial contribution to the sun protection factor (SPF) and its exceptional contribution to sensory perception. Overall, PARSOL® TX can be

readily used in very different application forms, including sun and day care products, multifunctional products like BB and CC creams, self-tanning and skin lightening products, and even Color Cosmetics.

EURO COSMETICS: *What were the outcomes of your tests?*

Dr. Jochen Klock: In the context of many new experiments with PARSOL® TX we have of course tested the quality of competitor products and our own under extreme conditions of formulation complexity and stability. It is with some pride in our product that we can confirm its outstanding performance as regards optimum general compatibility with other cosmetic ingredients. Moreover, our tests revealed advantages in processing during production and benefits for consumers in the form of sun protection that is transparent on the skin and also feels very pleasant.

EURO COSMETICS: *How do you envision the future of sun care?*

Dr. Jochen Klock: In view of the major social movements towards increased safety and mobility, as well as towards greater use of technology, I could envision a personalized protection factor analysis in real time using new electronic devices and apps. The sun protection itself will be taken orally via the diet or dietary supplements, whilst new and convenient forms of topical application will become available which reach every part of the body in need of protection, leaving a complete, even protective film. ...but this vision of the future is more likely to be found in a fantasy story.

EURO COSMETICS: *Thank you for talking to us.* ■