

SPORTS MAKE UP – ULTRA-RESISTANCE AND MEGA PERFORMANCE SOLUTIONS FOR PHYSICAL ACTIVITY INDOOR AND OUTDOOR PRACTITIONERS

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Introduction:

For some time now, we have noticed an evolution in the use of beauty products, especially among sports practitioners, with differentiated and ultra-resistant attributes. Therefore, following this trend, our team of scientists has dedicated itself to researching and developing products to meet this need for those who practice various sports, from the simplest to the most radical.

In this scenario, we have carried out a study to understand, through the perception of greater durability, absence of stains, running or transfer, if the consumer believes that all items are resistant to physical activity, that is, if it is the perfect makeup to use after exercise. We emphasize that sports practitioners, who use makeup in the chosen activity, need differentiated products in the makeup category.

With these needs in mind, we developed a compact foundation and a lip balm with attributes such as: performance, visual finish, ingredients, and actives that support the routine of this consumer. And, most importantly, we evolved our tests and protocols to meet his wishes and needs.

Materials & Methods:

With the evolution that we had in our formulas, it was also necessary to evolve in the type of evaluations and methods that were available to our scientists so that the results could be coherent. We performed the following tests for the compact foundation and lip balm.



Quantitative Perceived Efficacy Test

For this test, we chose two Brazilian cities: São Paulo; and Rio de Janeiro.

In these two cities, we recruit women, heavy daily users of lip balm and face foundation, who practice sports. It is also important that these heavy users wear makeup at least 4 times a week.

FACE SKIN COLOR (%)	TESTED COLORS (%)	FACE SKIN TYPE (%)
46% White	Light beige 36%	30% Normal
32% Brown	Medium beige 43%	28% Very dry + dry
20% Black	Dark (for black skin) 22%	21% Mixed
2% Asian		21% Very oily + oily

In vivo UVA Protection Determination Test according to ISO24442: 2011

On the day of the study, the recruited research participants who attended the laboratory were informed by the researcher about the study procedures, ethical and legal aspects, risks and benefits, medical support.

Water and sweat resistance according to the COLIPA Guidelines for Evaluating Sun Product Water Resistance, Dec 2005 To determine the water resistance of a sunscreen, it is necessary to determine the SPF value before immersion in water (static SPF) and after a fixed period of immersion in water (water resistant SPF).

Antioxidant activity assay through the Oxygen radical absorbance capacity (ORAC) methodology Samples were prepared at concentrations of 0.75%; 1%; 2.5% and 5%. To every 50µL of filtered sample solution was added 50µL of fluorescein and 50µL of AAPH. The reaction was carried out at room temperature (22°C ± 2.0) for 90 minutes with the monitoring of the fluorescence decay every minute. These analyzes were performed in triplicate.

References:

1. Brasil, Ministério da Saúde; Agência Nacional de Vigilância Sanitária, Resolução 07 de 10 de fevereiro de 2015. Provides for technical requirements for the regularization of personal hygiene products, cosmetics and perfumes and provides other measures.
2. Brasil; Ministério da Saúde; Agência Nacional de Vigilância Sanitária; Cosmetic Product Safety Assessment Guide, 2ª edição, 2012.
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Results & Discussion:

The results and reports of volunteers, such as spreadability and durability, prove that these were the ideal formulations for practitioners of sports, whether indoor or outdoor and wet and dry sports, developed with care and attention to fulfill the desire of the consumer and especially maintain performance, finish those Brazilian consumers appreciate the most.

Compact Foundation

In water sports, its performance seems to have substantially exceeded the expectations, generating significantly better rates compared to dry activities.

	TOTAL	DRY (A)	WATER (B)
Withstands extreme situations without running-off / melting when exercising	91	86	96 A
Doesn't run-off/ melts when doing physical activities	90	86	95 A
It is resistant throughout my day	90	83	98 A
It is a long lasting foundation	89	83	97 A
Sweat resistant	89	82	97 A
It has a high/ ultra fixation	88	83	93 A
It is ultra resistant	88	83	95 A
Doesn't need to retouch	87	82	93 A
It has high durability when compared to the other foundations I know, even after practicing physical activity	86	78	95 A
It is waterproof	83	76	92 A
Greater lastingness in comparison to the foundation I use to practice physical activities	82	76	89 A
It is more resistant than the foundation I use for extreme activities	82	76	89 A

Lip Balm The balm presents an excellent performance among users, showing high levels of purchase intention, intention to replace the usual product and pleasantness. Overall, the product presents only positive evaluations:

The balm is able to address all attributes related to Care and Resistance with great propriety, validating all product claims. Among users who had contact with water, there is a greater perception that 'It doesn't dry out' and 'It's waterproof'.

	TOTAL	DRY (A)	WATER (B)
Hydrate the lips	100	100	100
Doesn't leave the lips with a sticky/ tacky feeling	99	100	98
Doesn't dry out the lips	98	95	100 a
Doesn't crumble (it comes out in "rolls")	98	98	98
It is pleasant to use	98	97	100
Doesn't have an unpleasant taste	97	95	98
I feel soft and hydrated lips during physical activity	94	97	92
Feeling of hydrated lips for a long period	91	91	92
It is sweat resistant	87	85	90
Can be considered super resistant	83	80	87
It is waterproof	78	71	85 A
Has a matte finishing (FINISHING)	75	75	74

Conclusions:

With the evolution of the methodology and the in vitro and instrumental results, we were able to meet consumers expectations, resulting in product evaluations and developments not only for the consumer, but with the consumer. We can conclude that the compact foundation formulation is resistant to exercise without dripping / melting and has a good long-lasting. Regarding efficacy, for both products it was possible to prove antioxidant activity against peroxide radicals that may participate in the lipoperoxidation process involved in skin aging. The SPF result was 100, UVA +++ and sweat and water-resistant protection. Ideal also for water activities.

Thus, with this work we were able to conclude that, in addition to developing innovative formulas aimed at sports practitioners, it is also necessary to invest time in tests that can prove if the products we develop are the best for these makeup consumers and listen when there is a need for reformulations.

This work shows that we have developed the ideal compact foundation and lip balm for the sports practitioners – indoor and outdoor practitioners.

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