FINAL PROGRAMME!

The programme of papers and speakers has now been finalised - see following pages.

This will be a packed 2 days of top-quality presentations by leading experts from the UK, Europe, the USA, New Zealand and Australia, giving a broad overview and update on the current status of sun protection and sun product development.

The new European Commission (EC) recommendations for sun products will form a central focus in the second session of the 2007 Sun Conference in London. Discussions on this topic will be led by Debra Redbourn (dr Cosmetic Regulations) and Ian Parsons (from the UK government Department of Trade and Industry), who will highlight the implications to the industry and clarify the expectations of the EC for sun products.

Testing and labelling of sun products are covered by the recommendations, and the Colipa response to the UVA test is presented by Heiner Gers Berlag (Beiersdorf) and Michael Brown, from Boots, will put the Boots Star Rating System into context of the EC recommendations.

International initiatives on testing will be presented for the ISO sun product testing standard (Richard Van Buuren, Netherlands) and for the FDA sunscreen monograph update (Farah Ahmed CTFA, USA).

In the first session there are a series of papers by world renowned sun protection experts who will discuss contemporary strategies for sun exposure (Professor Brian Diffey), clinical and consumer perspectives on sun protection (Dr Steve Taylor, NZ) and the SPF needed to avoid sun burning in real life situations (Professor Hans Wulf, Denmark).

Other topics discussed in this session will be skin cancer and prevention (Rebecca Russell, Cancer Research UK), photodermatoses and sunscreens (Professor Rik Roelandts, Belgium), sun exposure and perception of age, health and attractiveness (Dr Paul Matts Procter & Gamble, UK) and sun protection and climate change will be presented by Dr Ann Webb of the Centre for Atmospheric Science, Manchester, UK.

Session 3 continues with presentations and discussions on product testing and effects of UV on photostability of sunscreens and the action spectrum of free radical production in human skin.

Strategies of optimising sun product formulations whilst maintaining their safety will be presented in session 4.

The conference will expose the delegates to the most up-to-date thinking on sun protection, regulations, testing and formulation of sun care products, separating the myths from reality. Not to be missed.
DAY ONE- WEDNESDAY 6 JUNE

09:00 Registration and coffee
09:30 Chairman's opening address - Dr Jack Ferguson, Skinnovation Ltd, UK

09:45 Keynote address - A contemporary strategy for sun exposure
Prof Brian Diffey, Emeritus Professor of Photobiology, School of Clinical and Laboratory Sciences, University of Newcastle, UK

That excessive sun exposure is the principal cause of skin cancer and accelerated aging of the skin is universally acknowledged. Yet emerging evidence that insufficient sun exposure may be associated with an increased risk of non-cutaneous diseases, including some internal cancers, is leading to a re-appraisal of just what is the balance we need to achieve in terms of our solar ultraviolet exposure for optimum health. Some commentators have argued that current public health campaigns that advise people to limit their sun exposure may be resulting in more harm than good and there have been calls for these campaigns to be abolished. I will argue that this approach is not the way forward; rather we should promulgate different messages depending upon whether our exposure is elective (high dose) or adventitious (low dose).

10:15 Sunscreens: Resetting the goalposts. A clinical and consumer orientated perspective from New Zealand
Dr Steve Taylor, Dox Products Ltd, New Zealand

Dealing with solar dermatoses is a daily part of a GP’s life in New Zealand, which has one of the highest rates of skin cancer in the world. A combination of unique climate conditions and a genetically vulnerable population makes the effective use of sunscreens essential. The efficacy of a sunscreen is dependent to a minor extent on the product, yet to an overwhelming extent on the behaviour of the user, and the measured ‘performance’ of sunscreens is of little or no relevance in the real world. I will argue that while the need for sunscreens is well catered for by the industry, the requirements of the user are not being met adequately at all. User compliance (represented by practicality and aesthetics) is the key issue with sunscreens, especially for the population groups most at risk.

10:45 Tea/coffee

11:15 Chronic sun damage and perception of age, health and attractiveness
Dr Paul Matts, Procter & Gamble, UK

We now know that the majority of the visual cues for ‘premature skin ageing’ are derived from chronic UVR exposure. These cues are created by increasingly well-characterised degenerative changes in the structural proteins and chromophores responsible for skin appearance. We have recently developed novel objective methodologies to isolate, characterise and quantify these changes in vivo, and have also partnered with evolutionary psychologists to attempt to understand the ways in which the visual cues ensuing from these changes drive perception of age, health and attractiveness. I will review some of our research and seek to frame the sometimes provocative results and insights within our developing view of sun protection in the 21st century.

11:45 What sun protection factor is needed to avoid sunburn in real life
Hans Christian Wulf, Professor of Dermatology, University of Copenhagen, Bispebjerg Hospital, Denmark

Sunscreens are used not only to avoid sunburn, but also to minimize the cumulative UV dose associated with both non-melanoma skin cancer and malignant melanoma. It therefore becomes important to evaluate what SPF is necessary to avoid sunburn among the general population and sun worshippers. New data from studies measuring UV exposure is highly dependent on personal behaviour, with differences in received doses by a factor of 20 between the most sun seeking and the most sun conscientious people. Measuring data has also revealed that high UV doses are generally received during risk behaviour defined as days with few clothes on, going to the beach or travelling to the Mediterranean area. Protection is therefore especially needed on such occasions. People getting sunburn receive doses about 50% higher than people not getting sunburned. This indicates that the SPF 2 would in general be sufficient to protect against sunburn but in extreme cases a factor of up to SPF 25 may be needed to avoid sunburn.
12:15  Skin cancer and skin cancer prevention in the UK
Rebecca Russell, Cancer Research UK

The paper will cover outline skin cancer incidence and mortality statistics, including trends relating to age, sex, deprivation and geography. There will be a focus on UK statistics with some international comparisons made. I will describe the UK’s national skin cancer prevention campaign, SunSmart, and how the campaign activity is informed and delivered across the UK. I will explore the campaign messages and how these are refined in response to evolving evidence, for example on sunlight and vitamin D. There will be a focus on the evidence behind our message ‘use factor 15+ sunscreen’.

12:45  Lunch

14:00  Photodermatoses and sunscreens
Professor Rik Roelandts, Photodermatology Unit, University Hospital Leuven, Belgium

For several years, sunscreens have been used to protect the skin not only against sunburn but also against the long-term side effects of solar exposure. In addition sunscreens have been used to protect photosensitive patients. For dermatologists this is actually their main indication. The use of sunscreens in the protection of photosensitive patients became especially interesting with the combination of several UVA filters in a broad-spectrum sunscreen and the greater acceptability of such sunscreens cosmetically. The main indication is polymorphic light eruption, but other photodermatoses and drug-induced photosensitivity are also good indications. Each indication has its specific problem.

14:30  Industry perspective on the EC Commission Recommendation – plus regulatory update
Debra Redbourn, dR Cosmetic Regulations, UK

In September 2006 the EU Commission published a Recommendation on sunscreen products, which gives guidance on claims, precautions, usage instructions and their minimum efficacy. The presentation will look at the consequences of the EU Commission’s Recommendation and corresponding press releases and how this will affect the labelling of sunscreens and consumer choice. It will also question the expectation on the timings for compliance and the consequences of not complying. An update will also be given on the status of UV filters in the EU and any key changes in other major international markets since the previous Sun Protection Conference, two years ago.

15:00  The European Commission – Expectation for sun products
Ian Parsons, Consumer and Competition Directorate, Department of Trade & Industry, UK

The reasoning behind the European Commission’s decision to make a Recommendation on Sunscreens * Details of the final Recommendation and how it compares with the original proposals * The Recommendation and its implications for the sunscreens industry * Implementation and enforcement of the Recommendation in the UK * Sunscreens and the recast of the Cosmetics Directive

15:30  Tea/coffee

16:15  Compliance with the new EC guidelines on choice of UVA test method
Mike W Brown, The Boots Company Plc, UK

When measuring UVA in vitro, certain measurement parameters can have a critical affect on the final outcome of the test. This presentation will discuss some of these parameters and the factors that impact on accurate UVA measurement. It will also examine the validity of the existing UK star-rating system in the context of the EC Recommendation on UVA measurement and the requirement that any product photo-instability should be taken into account. The need for any adaptations to comply with the recommendation will be addressed.

16:45  How to perform the new Colipa guideline to measure UVA protection and sunscreens
Heiner Gers-Barlag, (Chair Colipa PT4), Beiersdorf AG, Germany

The COLIPA Project Team “Photoprotection In-vitro Methods” has finalised its new guideline to determine the UVA protection of sunscreens. Several Round Robin studies were performed in order to confirm the validity of the method in terms of in vitro versus in vivo correlation and inter-laboratory reproducibility. The Colipa guideline describes the procedure of sample preparation and measurement and it makes precise requirements on the instrumental equipment. It will be shown in the presentation that just these demands are essential to achieve valid data.

17:15 -17:30 Discussions and end of first day
DAY TWO - THURSDAY 7 JUNE

09:00  Chairman’s opening address
Professor Brian Diffey, Regional Medical Physics Department, Newcastle General Hospital, UK

09:10 – Keynote address - Sun protection and climate change
Dr Ann Webb, Centre for Atmospheric Science, University of Manchester, UK

Sun protection is the term used for the prevention or reduction of ultraviolet (UV) photons that reach the skin. The UV photons originate from the sun and have passed through our atmosphere to reach the Earth's surface and our skin. Any changes in the atmosphere may change the number of UV photons in our local environment. Changes in the weather may change our behaviour within that environment (e.g. wearing more, or less, clothes). The atmospheric and behavioural changes that might be associated with climate change will be discussed with respect to the resulting needs for sun protection.

10:00  ISO in vitro and in vivo standards for sun protection measurement
Richard van Buuren, Food and Consumer Product Safety Authority, Netherlands

This presentation will deal with the objective and scope of the ISO/TC 217 WG 7 (Sun products), the mandate of the EU commission to the ISO and the intention of the WG 7. I will make a link between the Commission, the Council of Europe, the consumer organisation of Europe and the industry. From my personal perspective I will explain what I will and can accept as consumer and chair of the ISO/TC 217.

10:30  Sunscreen Regulations: A USA perspective
Farah Ahmed, CTFA, Washington, USA

Sunscreen products in the US are sold in ‘plain’ sunscreens (e.g., beach products) as well as cosmetic forms (e.g., foundations containing an SPF). A summary will be given of how the US regulates sunscreens - as over-the-counter (OTC) drugs, or cosmetics-OTC drugs. The FDA’s sunscreen OTC monograph is currently still tentative (not final) and the implications of this will be discussed for companies selling these products in the US. The key aspects will be elaborated on what the current tentative final sunscreen monograph includes, and discuss what we believe to be the terms the FDA is publishing its proposed final sunscreen monograph, and what we are expecting the impending proposed monograph to include. As well as an understanding of US sunscreen regulation, the FDA’s overall regulatory scheme with respect to OTC drug and cosmetics will be discussed.

11:00  Tea/coffee

11:30  Influence of applied quantity of sunscreen products on the sun protection factor (SPF) - A multi-center study organized by the DGK*
Task Force Sun Protection
Dr Claudia Mundt (DGK member), Beiersdorf AG, Germany

The protection against solar induced erythema under real conditions is dependent upon the amount of sunscreen applied. When too little is applied it is believed that a lower sun protection will result than that labelled. The aim of this study was to quantify this effect. In this multi-center study the influence of three different amounts of three commercial sunscreen products in three test centers following the test protocol of “The International Sun Protection Factor (SPF) Test Method” (IM 2003) has been investigated. The main result was a linear dependence of the SPF on the quantity applied. Taking into consideration the volunteer specific variations an exponential dependence of confidence interval of the in vivo SPF and amount applied is found. The highest amount applied (2.00 mg/cm²) is linked to the lowest confidence intervals. Thus, from the point of view of producing reliable and reproducible in vivo results under laboratory conditions, the recommendation of this multicenter study is an application quantity of 2.0 mg/cm².

12:00  The influence of photo degradation on in vitro, in vivo and in silico sun and UVA protection factors
Dr Stefan Müller, Ciba Specialty Chemicals GmbH, Germany

The photostability of cosmetic sunscreens, its effects on human skin due to the dynamic change of photo protection at different wavelengths, and the impact on the UV Protection Factors (SPF, UVA-PF) has been a topic of many discussions during recent years. A pathway will be presented as to how to determine an in-vitro SPF of a photo-unstable sunscreen using an irradiation step, which needs to be calibrated with a photostable sunscreen and
finally correlated with its in-vivo SPF. A comparable consideration can be done for the UVA-PF. As a result a possibility for an in-vivo determination of the photo-degradation was found: for photo-unstable sunscreens, the SPF measurement on human skin depends on the skin photo type, the higher the skin type the lower the SPF value.

12:30 Lunch

13:30 Action spectrum for free radical production in living human skin covering UV and visible light and its biological relevance
Professor Dr Leonhard Zastrow, COTY/Lancaster, Monaco

The dominating first step in the interaction of sunlight with the biological system skin is the creation of excess free radicals – mainly reactive oxygen species (ROS). These free radicals are at the beginning of a cascade of molecular biological events with potential damaging and possible beneficial effects. The electron spin resonance spectroscopy (ESR) is the only method which can directly quantify free radical production on living tissues after their impregnation by a spin trap. The aim of this work has been to apply this technology to the determination of the action spectrum for the creation of free radicals in human skin, covering UVB, UVA and visible radiations. Skin biopsies samples were irradiated with wavelengths covering a range from 290 nm until 700 nm. The data were analysed in the light of known biological end points, like for example erythema and skin cancer. The surprising result is the not-negligible creation of free radicals induced by visible light, posing the question about new requirements in skin photoprotection.

14:00 Suncare formulating strategies in the changing regulatory environment
Helene Hine, Croda Chemicals Europe, UK

The new EU recommendations on efficacy and labelling of sun protection products are causing many manufacturers to re-examine their formulations. In many cases, products need to be re-formulated to meet the new requirements, in particular the UVA requirements. This paper will outline some of the formulation strategies which can be used to achieve this. Recent developments in UVA filters – both organic and inorganic – have provided formulators with a wide range of options for incorporating UVA protection into their formulations. Often, organic/inorganic combinations prove to be the most efficient way of achieving the required UV protection profiles, with broad spectrum actives providing a ‘base protection’ and other more specific filters added to achieve the target protection factors. The wider regulatory environment needs to be considered, as more and more companies seek to establish ‘global’ formulations. As is well known, this is particularly difficult when it comes to sun protection.

14:30 A safe and efficient protection against photo-ageing
Dr Samantha Champ and Stefan Schulte, BASF AG, Germany

The knowledge about the damaging effect of UV radiation has resulted in an increased awareness of the need of a good UV protection in everyday life. However, experience shows that it is difficult to achieve sufficient protection as the cosmetic product must be applied in a perfect manner for an optimum efficacy. At the same time more and more questions arise, e.g. UV filters seen as pollutants for the environment or as endocrine disruptors. This presentation aims to discuss how the safety of a new sunscreen agent is assessed in a comprehensive toxicological test program to exclude potential adverse acute and long-term effects in humans. The toxicological studies do not only comprise acute and short-term tests but may also include mechanistic screening tests on potential endocrine activity or reproduction toxicity studied in rodents over several generations. The work presented will show how to ensure the best quality and maximum safety for end users combined with optimum efficacy of the formulated UV filters.

15:00 Sun Products: Formulating for efficacy
Dr Johann W Wiechers, The School of Pharmacy, University of London & JW Solutions, The Netherlands

Sun products not only protect us from the dangerous effects of UV-radiation, they also provide a series of other skin benefits such as skin moisturisation, anti-ageing or cooling effects. Although we do not want the sun filter to penetrate into the skin, we would - depending on the other efficacy - like the other active ingredient to do so. Are we not simply asking too much from our multifunctional sun care formulations? ‘Formulating for Efficacy’ is a systematic approach to formulation design that optimises the penetration of active ingredients into the skin. But the same approach can be used to prevent sun filters from penetrating the skin. What is more, it can simultaneously keep a sun filter on top of the skin and force another active ingredient that has an epidermal or dermal activity into the skin. It is all possible but within reason, because if you simply ask too much of your formulation, the probability of meeting all requirements is reduced.

15:30 – 16:00 Concluding remarks and discussion. Conference close
Please register the following delegate:
Please photocopy this form for multiple registrations.

Please write clearly

First name: [ ]
Last name: [ ]
Title: [ ]
Organisation: [ ]
Job title: [ ]
Telephone: [ ]
email: [ ]
Address: [ ]
Postcode: [ ]
Country: [ ]
Fax: [ ]
www: [ ]

Registration fee: £775 + 17.5% VAT = £910.63
Non-UK participants must add VAT at 17.5% to all fees, regardless of country of origin

Please reserve a place for the above delegate @ £775 + VAT = £910.63
[ ]

Please reserve [ ] * table-top exhibition display(s) @ £1750 + VAT = £2056.25
(Includes 1 full delegate place at the conference)
[ ]

I enclose a cheque for £[ ]*, being the full amount payable, inclusive of VAT
[ ]
or
Please invoice my company at the address given above for £[ ]*,
being the full amount payable, inclusive of VAT
[ ]
or
We will make full payment to:
HSBC Bank Plc
66 Lordship Lane
London SE22 8HL, UK
Code 40 02 32 Account 81136402
[ ]

* Please complete as appropriate

Please note: We must receive all conference fees in full before the event!

Signature: [ ]
Date: [ ]

Organised by: Summit Events Ltd, 79 Buckingham Palace Road, London SW1W 0QJ, UK.
Visit our website - www.summit-events.com, contact us on +44 (0) 20 7828 2278,
fax +44 (0) 20 7828 2045 or email info@summit-events.com

Conference sponsored by
Cosmetics & Toiletries