

ANTI-AGEING SKIN CARE CONFERENCE PROVING PERFORMANCE

Cosmeceuticals or performance cosmetics are the future for skin care, but what shape will that future take? Cosmetic skin care research is progressively pushing at the boundary between cosmetics and pharmaceuticals. Manufacturers and advertisers are claiming that their products have effects on the epidermal and dermal tissues and regulators are demanding greater levels of proof of performance. Consumer expectation cannot be realised with dreams and promises alone. Products must deliver the claimed benefits, but if they do then this raises the possibility of crossing the medicines boundary.

A primary function of a cosmetic is to maintain the skin in good condition and appearance; it may also have a secondary physiological effect, but an acceptable level of physiological effect for cosmetics has not yet been defined.

Anti-ageing products have been described as cosmeceuticals. The major changes in skin with age are due to the damaging effects of sun exposure and smoking. Intrinsic chronological ageing produces few significant clinical changes, except in the elderly. For anti-ageing treatment products to be effective, they must in some way reverse the detrimental damage to the skin resulting in a skin with better appearance.

Proving the performance of anti-ageing skin care products for the purposes of regulatory control and support of advertising claims is the overall theme of this conference.

WHO SHOULD ATTEND?

Delegates will be professionals working and interested in the skin care product sector, in particular skin care formulation chemists and development scientists, product evaluators, clinical trial co-ordinators, regulatory professionals, senior managers in skin care development, marketing and sales and other professionals (dermatologists, beauticians, beauty editors, etc.) interested in the current status of the scientific aspects of anti-ageing skin care technology.

SUPPORTING EXHIBITION

This is an excellent opportunity for organisations to increase their profile and present their anti-ageing products to this international group of delegates. The table-top exhibition will be located in the main conference suite and will be accessed by participants at all coffee and lunch breaks.

The space is limited and already half-sold. To reserve a stand, please indicate your interest on the booking form.

THE VENUE

The conference will be held at the Royal College of Physicians, Regents Park, London, UK. In its central and attractive location, the College is situated only minutes away from Great Portland Street, Warren Street, and Regent's Park tube stations and is conveniently accessible for Kings Cross, Euston and Paddington stations with links to all major London airports.

REGISTRATION FEE

The fee for two days' attendance, including coffee, lunch and comprehensive conference proceedings, is GBP775 + 17.5% VAT = £910.63

Non-UK participants are reminded that, regardless of country of origin, value added tax (VAT) at 17.5% must be added to all fees.

Fees are payable in advance and cheques should be made payable to Summit Events Ltd. A paid invoice will be sent to you upon receipt of the registration form and payment. Please use one form per delegate; photocopies are acceptable.

SUPPORTING EXHIBITION

An exhibition of table-top displays will be open to organisations with a product or service which will be of interest to delegates. The exhibition will be located in the main conference suite, ensuring maximum visibility to conference participants. The cost of one display area (2m x 2m), including one covered table, one poster backdrop and one delegate place is GBP1750 + VAT = £2056.25. Please indicate your interest on the booking form. Space is limited and already half-sold.

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We must receive the full fee. Please ensure that you pay all bank charges.

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CANCELLATIONS

Cancellations will be accepted only if made in writing and received at least ten working days before the event. Fees will not be refunded after that time, but substitutions may be made at any time if notified in writing to the organisers. The organisers reserve the right to cancel or amend the programme in any way whatsoever without prior notice, although every effort will be made to ensure that the technical content remains as published.

ACCOMMODATION

The registration fee does not include accommodation but we can supply details of nearby hotels offering a reduced rate to conference delegates. Details will be sent to you upon request at time of registration.

THE ORGANISERS

For further information at any time, please contact:

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ANTI-AGEING SKIN CARE CONFERENCE 2010

PROVING PERFORMANCE

2-3 June 2010
Royal College of Physicians, London

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CONFERENCE REGISTRATION FORM

TUESDAY 2 JUNE 2010

08:30 Registration and coffee
09:20 Opening address by Chairman:
Dr Jack Ferguson, Skinnovation Ltd, UK

Session 1
The biology, physiology and mechanisms of skin ageing
Chairman: Dr Tony Rawlings, Chief Editor IJCS,
AVR Consulting Ltd, UK

09:30 Multiple mechanisms that contribute to skin ageing and impact of technologies
Dr Helen Meldrum, Unilever, USA

Skin ageing is mediated by multiple mechanisms that result in the accumulation of end-points such as wrinkles and hyperpigmentation. This presentation will focus on the age-dependent changes that occur in different populations, including Caucasian and Asian consumers. The physiological and biological mechanisms driving the ageing phenotype will be discussed, in addition to the key changes in epidermal biology that are responsible for the reversal of skin ageing.

10:00 Age-related NADH oxidase (arNOX)
Dr Dale Kern, NuSkin Enterprises, USA

An age-related NADH Oxidase (arNOX) measurable in both men and women after about age 30 has been identified as a source of reactive oxygen species important to skin ageing and amenable to ablation by topical arNOX inhibitors (e.g., NuSkin's AgeLoc® System). arNOX proteins generate superoxide at the cell surface and, as shed proteins, in body fluids and extracellular matrices. arNOX-catalyzed oxidation and cross-linking of protein bound-tyrosines and measurements of Advanced Glycation Endproducts correlate with age and arNOX activity. Recognition of at least 5 isoforms of arNOX, their genetic cloning and the production of arNOX-specific polyclonal and monoclonal antibodies now leads us to look forward to intervention based on controlling gene expression and possibly mimicking gene expression profiles of younger skin.

10:30 Tea/coffee
11:00 A potential role for dermal papillary fibroblasts in skin ageing
Dr Daniel Asselineau, L'Oréal, France

Skin ageing is considered in relation to alterations of the dermal matrix. The dermis is a complex tissue which can be divided into a superficial dermis close to epidermis and a deep dermis which is much thicker and different by means of histology. These two regions contain different fibroblast populations: the superficial dermis or papillary dermis contains papillary fibroblast (Fp) while the deep dermis or reticular dermis contains reticular fibroblasts (Fr).

With the complexity of dermal fibroblast biology together with their changes with age, our research suggests a new model of skin ageing in which marked alterations of Fp may affect the histological appearance of skin. More detailed investigation into these questions will certainly be useful in the future for a better understanding of skin ageing and to propose new strategies in anti-ageing research.

11:30 Extracellular matrix and skin photoageing
Dr Anja Knott, Beiersdorf AG, Germany

Several changes in skin appearance including loss of elasticity and wrinkle formation are associated with alterations in the composition of the dermal extracellular matrix. They are induced by intrinsic ageing or by environmental factors such as UV light referred to as photoageing. As reasoned from histological analysis, deterioration of the dermal connective tissue in photoaged skin affects both main structural components of the dermis – collagen fibers and elastic fibers – but the underlying mechanisms mediating those changes are not well understood. Recent advancements shedding light on some of those aspects will be discussed.

12:00 Q&A session
12:15 Lunch

Session 2
Proving performance – 1: The measurement of the effects of cosmetics and cosmetic ingredients
Chairman: Dr Paul Matts, Research Fellow, Skin Care,
Procter & Gamble Technical Centres Ltd, UK

13:30 Dynamics of genomic response, a new vision of skin ageing
Dr Bruno Bernard, L'Oréal Recherche, France

Skin ageing is associated with alterations of epidermal homeostasis and barrier function. To better characterize imbalance occurring with ageing, we compared the epidermal recovery process in young (27 +/- 4 years old) and aged skin (67 +/- 4 years).

Barrier recovery and the overall kinetic of gene expression following stripping were delayed in aged skin. 184 genes were modulated commonly in both groups and can be considered as molecular markers of barrier recovery. Among them, 27 genes whose expression profile was significantly different between young and aged skin can be used to diagnose the efficacy of epidermal repair and constitute a molecular basis to follow the improvement of barrier recovery.

14:00 Antioxidant efficacy: an 'invisible' anti-ageing concept investigated by in vivo Chemiluminescence (ICL-S)
Dr Mathias Rohr, Institute Dr. Schrader, Germany

Exogenous factors and endogenous metabolic processes generate oxidative stress in living tissues which are in balance with enzymatic anti-oxidative systems under normal conditions. A disturbance of this equilibrium often indicates a starting point of the ageing process. To identify and quantify the prevention of this ROS driven ageing process the oxidative protection level is investigated by the in vivo ICL-S technique (Induced Chemiluminescence of Human Skin). A newly developed ICL-S analysis technique opens up the possibility of separating AO-protection and UVA-protection in a final cosmetic formulation. By this means, an 'invisible' anti-ageing concept can finally be brought to a visible success.

14:30 Cyclic RGD-peptide activates anti-ageing pathways in skin
Dr Rüdiger Graf, Merck KGaA, Germany

Peptides regulate the activity of many biological mechanisms in skin. The paper will discuss a study to investigate the effect of a homodetic cyclic peptide for cosmetic applications.

Human full-thickness skin models consisting of a fully differentiated epidermis and a viable dermis were treated with the specific cyclic pentapeptide Arg-Gly-Asp-DPhe-ACHA* and the effects on the gene expression pattern were analyzed. The results obtained give evidence that the activity of this cyclic peptide is based on its ability to successfully mimic the biological function of extracellular matrix proteins by activating signalling pathways and targets involved in the prevention of ageing, which seem to be responsible for its anti-ageing efficacy in human skin cells and it is the basis for in vivo evaluation.

15:00 Tea/Coffee
15:30 Elastin-enhancing agents for reversing dermal ageing
Dr Miri Seiberg, The Johnson and Johnson Skin Research Center, USA

The decreased synthesis and increased degradation of elastin fibers lead to wrinkles and sagging. Here we report that both Retinol and Cotinus extracts enhance elastin fiber formation. Retinol, known to enhance collagen production, is shown to induce elastin expression and elastin fibre formation in 3D dermal fibroblast cultures and in human skin explants. Cotinus extracts are shown to inhibit numerous elastases and to induce new elastin synthesis and assembly in cultured skin explants. Our results suggest the use of Cotinus as a natural, anti-ageing skin care treatment, and reveal a new mechanism for the anti-ageing effects of retinol.

16:00 Personalised anti-ageing skin care: molecular basis
Professor Toomas Neuman, Tallin Technical University, Estonia

The response of skin cells to anti-ageing treatments depends on molecular regulatory mechanisms that have person specific variations. Advanced genomics, transcriptomics and proteomics analysis enable us to identify personal variations

of regulatory mechanisms in skin cells and identify the most effective treatments. We have developed a platform technology to determine the ability of a person's skin cells to respond to different anti-ageing treatments. Our technology enabled us to design both invasive and non-invasive diagnostic tests to match the skin cells biology of an individual and cosmetic products to obtain the most effective anti-ageing effect.

16:30 I see the light! - non-invasive measurement of molecular concentration profiles in human skin by Confocal Raman Spectroscopy
Dr Paul Matts, Procter & Gamble, UK

Human skin is a stratum corneum factory, replacing this environmental interface over 1000 times consecutively across an average human lifetime, using a remarkable vertical-assembly process. This results in a structure characterised by molecular and morphological gradients, fundamental markers of skin health.

Stratum corneum molecular concentration profiles, in particular, are now readily probed by a true breakthrough in measurement technology, namely the advent of a Confocal Raman Microspectrometer capable of rapid, non-invasive in vivo measurement.

This presentation will describe this technique and provide a glimpse of its considerable utility and promise in characterising human skin

17:00 Discussion
17:30 End of first day

WEDNESDAY 3 JUNE 2010

08:30 Registration and coffee
09:00 Opening address by Chairman

Session 3
The cosmeceutical - The physiological cosmetic
Chairman: Dr Jack Ferguson, Director, Skinnovation Ltd, UK

09:15 Keynote address
Physiological effects of cosmetic moisturisers
Dr Tony Rawlings, AVR Consulting Ltd, UK

Nobody wants to look old! Consumers want products that were perceptible and measurable beneficial effects. Some even want their favourite products to contain 'active' ingredients as a result the market potential is endless.

Twenty five years ago Professor Albert Kligman defined cosmeceuticals as topical formulations which were neither pure cosmetics, like decorative colour cosmetics, nor pure drugs like corticosteroids. They lay in between the two classes as a broad-spectrum intermediate group. Since then this concept has generated a huge amount of controversy.

At the time, Kligman was not considering laws or regulations between what was a cosmetic or a drug, he was just advocating the recognition of the physiological efficacy that cosmetics deliver. Scores of publications and international seminars discuss the effects of cosmeceuticals highlighting the interest in this area.

Rather than getting tied to the legal definition of what is a cosmetic and a drug - the unassailable fact is that there are no topical substances which have zero effect on the structure and function of the skin - this talk will give an overview of the physiological effects of cosmetic moisturisers in their intended use i.e. to promote attractiveness.

10:00 Cosmeceuticals: a dermatologist's viewpoint on the challenges faced by the consumer
Dr Steven Wang, Memorial Sloan-Kettering Cancer Center, USA

Skin care and cosmeceutical products with the potential to slow or even reverse signs of ageing have always been in high demand. With successive generations of products reaching the market, consumers face a daunting, if not impossible, task in selecting products that can fulfil their individual needs and attain a youthful and healthy complexion.

Through both clinical anecdotes and studies, we aim to highlight the reasons for the difficulties in product selection and propose recommendations to help the consumers in meeting these challenges

10:30 Tea/Coffee
11:00 Cosmetics, medicines and the borderline
Simon Parker, Medicines Classifier, MHRA UK

The paper will give an overview of the classification system used in the UK to determine whether or not products are either medicinal by 'presentation' and/or by 'function'. Examples will be discussed of generally acceptable and unacceptable claims that are commonly seen on cosmetic products and an explanation will be given of the circumstances in which a product may be deemed a medicine regardless of the claims made for it.

11:30 International regulatory considerations
Debra Redbourn, dR Cosmetic Regulations, UK

This presentation will aim to address a number of questions, such as: Which countries, if any, officially recognise the category 'cosmeceutical'? What regulations and guidance should industry consider when making claims? What enforcement, if any, has been taken against anti-ageing products? What will be the impact of the EC Cosmetic Regulation on anti-ageing products and the claims they can make?

12:00 Q&A Session
12:30 Lunch

Session 4
Proving performance – 2: Advertising and regulatory controls on anti-ageing cosmetics
Chairman: Dr Chris Gummer, Director, Cider Solutions Ltd, UK

13:30 Statistics doesn't have to be hard – honest!
Dr Phil Bowtell, Procter & Gamble, UK

In this discussion, some basic concepts of good, bad and indifferent statistical practices are outlined. The talk will highlight how statistics can help, as well as hinder claims and research. There will be no formulae and a serious lack of the Greek alphabet – something people often associate with mathematics and statistics. Simple examples are used to demonstrate the ease with which numbers and results can be made to look simple and understandable – as well as how to hide those numbers you want to see buried

14:00 US Advertising self-regulation and cosmetics claims
Annie M. Ugurlayan, National Advertising Division, USA

Annie Ugurlayan will provide an overview of US advertising self-regulation, discuss its recent cosmetics cases, provide practical guidance for cosmetic claims support and highlight trends in the industry.

14:30 Closing keynote
Regulations in advertising in Europe and the Future
Kristoffer Hammer, Head of Policy & Customer Operations, Clearcast, UK

Advertising is self regulated by the industry. The processes in the UK are more established than in the rest of Europe. This presentation will set out the regulatory environment for the whole of Europe and speculate on what may change in the future.

15:00 Concluding remarks and discussion

The conference chairman, Dr Jack Ferguson, will close proceedings and take questions and comments from the floor during this last session, which is scheduled to run for 30 minutes. Speakers still present will be available to take questions.

15:30 Conference closes

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ANTI-AGEING SKIN CARE CONFERENCE 2010

2-3 June 2010, Royal College of Physicians, Regents Park, London, UK.

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Please copy this form for multiple registrations

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How did you hear about this conference?

Conference registration fee: £775 + 17.5% VAT = £910.63

All non-UK participants, regardless of country of origin, must pay VAT at 17.5%.

Please reserve * place(s) at the Anti-ageing skin care conference
at £775 + VAT = £910.63

Please reserve * table-top exhibition display(s)
at £1750 + VAT = £2056.25 (includes 1 full delegate conference place)
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