



HAIR CARE INTERNATIONAL CONGRESS

BARCELONA

HAIR CARE INTERNATIONAL CONGRESS

SEPTEMBER 26TH, 2019

BARCELONA



BSM-UPF (C/ BALMES, 132)

www.haircareinternationalcongress.com

Inquiaroma

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Representante de Laboratoires Expanscience para España

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Care for healthy hair



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Sebum control, scalp & hair balance



Boosts hair growth

Prevents hair loss

Protects & fortifies hair

Decreases dandruff

Reduces excessive
sebum secretions

Controls scalp regreasing



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HAIR CARE INTERNATIONAL CONGRESS

WELCOME!

Beauty Cluster Barcelona welcomes you to the **Hair Care International Congress 2019**, an innovative meeting focused on cosmetic and hair care science. Four distinct streams define the DNA of the Congress:

- Latest scientific researches and innovations
- Active ingredients
- Cutting-edge technologies
- Trends and growing markets

We encourage you to actively participate during the event and connect with the professionals from industry, technological centers and universities.

The **BCB** board thanks all of you for your attendance and sincerely hope you enjoy the time at the Hair Care International Congress and in Barcelona. We look forward to seeing you at the next edition in 2021.

NaturePep® Amaranth

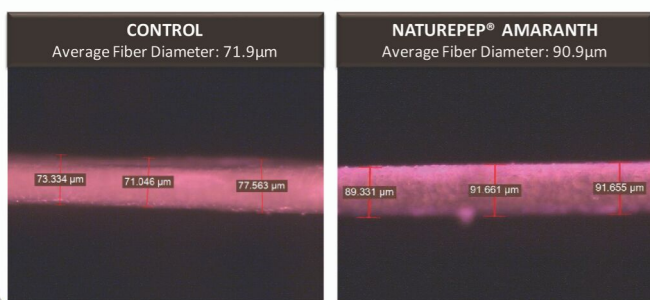
DON'T DESPAIR OVER FINE HAIR



FORTIFY • FLOW • BOUNCE

INCREASE IN HAIR DIAMETER

CAUCASIAN BLONDE HAIR, AFTER 3 APPLICATIONS



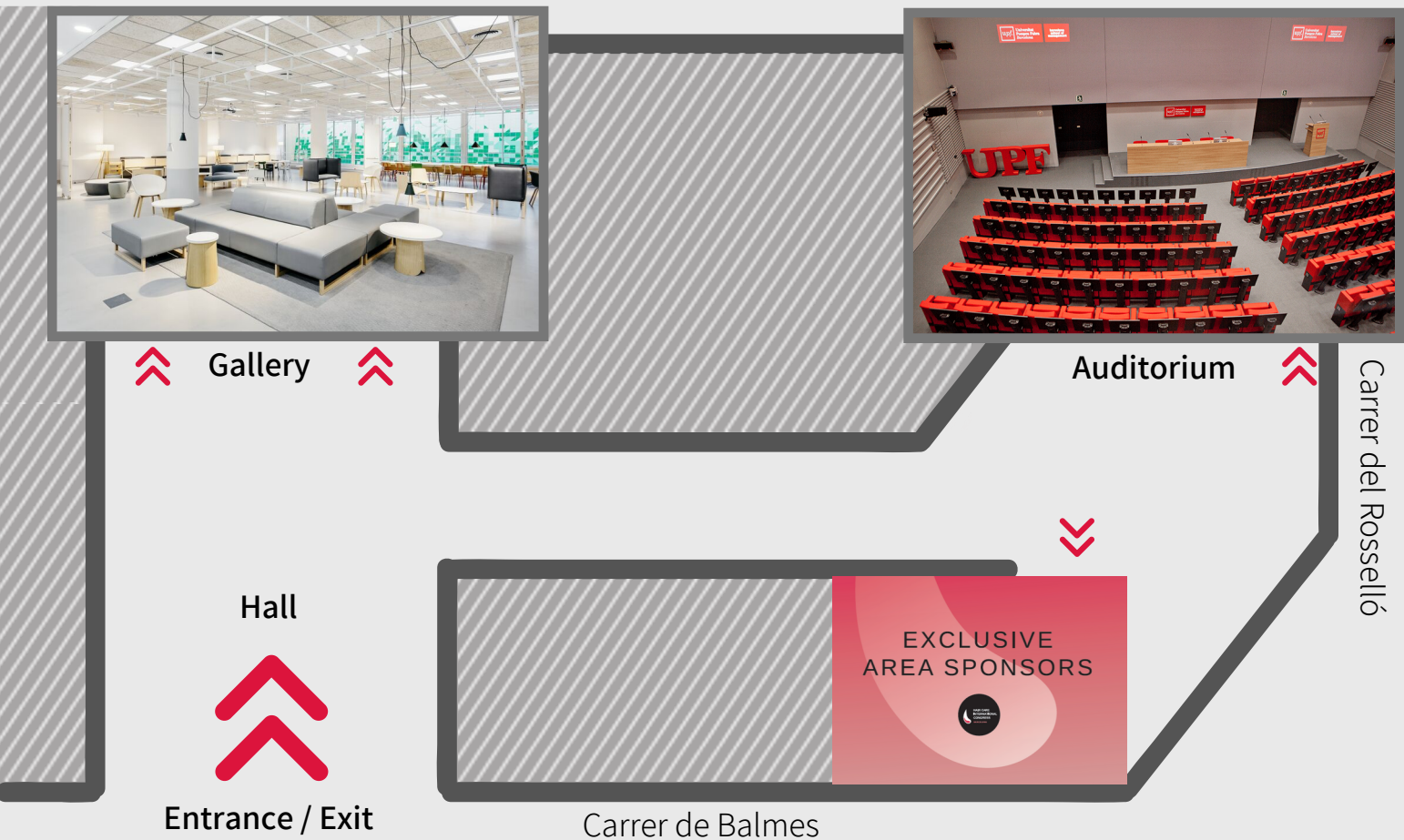
INCREASE IN HAIR DIAMETER

CAUCASIAN BLONDE HAIR, AFTER 3 APPLICATIONS



*p < 0.0001

CONGRESS MAP



CONGRESS HIGHLIGHTS

- **International speakers** with recognized careers and scientific background. Do not miss Prof. Trefor Evans and Prof. Desmond Tobin conferences regarding hair inner structure and skin and hair color regulation.
- **Keynote presentations** from 2019 awarded innovative companies.
- **Lectures from experienced biologists** with a large career path in the industry.
- **Latest technologies** available for hair analysis.
- **Global trend analysts.**
- **Market analysis** from recently spotted growing markets.
- **Poster session** englobing leading edge and applied hair research

SCIENTIFIC PROGRAM

BARCELONA

8:30 | Accreditations, welcome coffee and institutional welcome

9:00 | Fast growing markets in hair care

Ivan Borrego, general manager & Ariadna Chamorro, international business, Beauty Cluster Barcelona

9:20 | Social evolution of hair damage. Do we punish (damage) hair more today?

Ev Suess, technical director for cosmetic ingredients EAME, Symrise AG

9:50 | Scalp microbiome and bacterial communication

Dr. Óscar Expósito, CEO, CSO & Co-owner, Vytrus Biotech

10:20 | Latest researches & innovations in hair care - I

- **Alopecia linked to stress, myth or reality?**. Javier Mira, medical director, Lacer
- **Lipid role on brown-to-white hair transition.** Dr. Clara Barba Albanell, IQAC-CSIC
- **Potential applications of a biosurfactant extract obtained from corn milling industry in the hair industry.** Prof. Ana Moldes, chemical engineering department, University of Vigo

11:10 | Coffee Break

11:40 | Recent progress in our understanding of skin and hair color regulation

Prof. Desmond Tobin, Professor of Dermatological Science and Director of Charles Institute of Dermatology, University College Dublin

12:30 | Latest researches & innovations in hair care - II

- **Production of human synthetic proteins in plants for hair strengthening.** Isabel Bronchalo, plant biofactories manager, LipoTrue

- **New emollients for sensory modification.** Anna Collao, technical director, Inquiaroma
- **Small smart peptides.** Júlia Ruppman, Sales Executive, Quimibios

13:15 | Ethnic types of hair and their cosmetic needs

Eni Gómez, hair biologist, CTC

13:45 | Networking lunch

15:00 | Latest researches & innovations in hair care - III

- **Synchrotron radiation applied to hair research.** Núria Valls, industrial liaison at ALBA-CELLS
- **Active Delivery Systems in Hair-Care: Opportunities and Challenges.** Dr. Natascia Grimaldi, R&D liaison and area sales, Infinitec Activos
- **The importance of hair lipid care.** Dr. Estibalitz Fernández, R&D product development, Bicosome

15:45 | Hair analysis by means of polarized light

Dr. Alfonso Fernández, R&D manager, CTC

16:15 | Using mechanical testing to probe hair's inner structure

Prof. Trefor Evans, Director of Research and Institute Fellow, TRI Princeton

17:00 | Hair bleaching: a general overview

Elisa Pesci, Product Manager & Export Manager, Huwell Chemicals

17:30 | Global trends in hair care

Mar Casquet, marketing & sales manager, CosmeticsinMind

18:00 | Hair dyeing: systems, new applications and challenges

Joaquín Álvarez, technical & factory manager, Industrias Oriol

18:30 | Congress closure



LET YOUR EYELASHES BLOOM

 **ANARGY**™

LET YOUR HAIR BLOOM



LIPOTRUE
science & biotechnologies



Beauty Cluster®
BARCELONA

DO NOT MISS



10
OCTUBRE

IQS, VIA AUGUSTA 390
EDIFICIO FCC

JORNADA:
MICROBIOTA APLICADA A LA BELLEZA
INVESTIGACIÓN | RETOS



11
OCTUBRE

Hotel NH Valencia
Center - Ricardo Micó

EDICIÓN VALENCIA

**LA SENSO-PERCEPCIÓN Y EL
MARKETING SENSORIAL DE LA
BELLEZA**

ORGANIZA:  COLABORA:



28
NOVIEMBRE

AULA BEAUTY CLUSTER

MASTERCLASS
**Manufacturers and
substances evaluation
in cosmetics and
Pharma**



03
DICIEMBRE

Paseo de Gracia 129

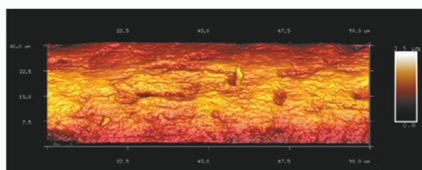
CHINA
**Regulación cosmética,
mercado y perspectiva**

BEAUTY INTERNATIONAL MARKETS DAYS

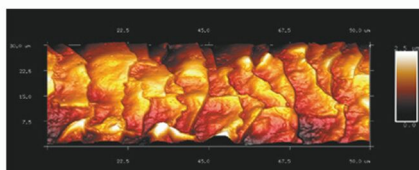
Taking styling to a new level: a new alternative that protects the hair against heat damage while styling it

ThermoShield Premium is based on a innovative mechanism of action able to keep hair temperature lower, preventing overheating and retaining water inside the hair fibers leading to hair styling while achieving protection against heat damages. **ThermoShield Premium** is compliant to vegan claims.

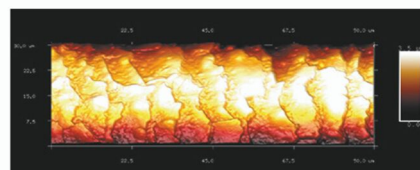
Efficacy test - Evaluation of hair surface by AFM (Atomic Force Microscopy)



Control



Benchmark



ThermoShield Premium

Benefits:

- Preserves cuticle integrity, promoting luster, combability, softness, anti-frizz effect
- Maintains straight effect after 24h
- Alternative to silicone heat protectants, with no build up effect

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