

## Development of new methods from natural products in cosmetics field: Marketing researches and nanotechnology

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Marketing researches and nanotechnology are the key technologies of the twenty-first century, having enormous potential for innovation and growth. The academic and industrial goals for these technologies are for searching natural ingredients and substance derivative from traditional and folk medicine that shows to have efficacy and safety by estimating researches. Developments in nanotechnology will provide opportunities for cosmetic dermatology to develop new biocompatible and biodegradable therapeutics, delivery systems and more active compounds. Cosmetics have the primary function of keeping up a good appearance, changing the appearance, or correcting body odors, while maintaining the skin and its surroundings in good conditions. Thus cosmetic dermatology, recognizing the new realities of skin care products, has to emphasize the functional aspects of cosmetics through an understanding of their efficacy and safety in promoting good health.

Nanoscience may help the scientific community to find more innovative and efficacious cosmetics. Understanding the physical model of the cell as a machine is essential to understand how all the cell components work together to accomplish a task. The efficacy and safety of new nonmaterial's has to be deeply studied by *ex vivo* tests and innovative laboratory techniques. New delivery systems and natural nanocompounds, such as chitin nanofibrils for wound healing, are being used in cosmetic dermatology with good results, as are nanostructured TiO<sub>2</sub> and ZnO sunscreens. The challenge is open.

### Biography

Mostafa Soliman Kamel has completed his master's from ceutices department faculty of Pharmacy, Cairo University and finished his MBA from American University in Cairo. He is member of many associations and organizations worldwide. He is the founder and director of Elixir Cosmo Group, one of leading cosmetic companies worldwide including three branches in Egypt, Saudi Arabia and U.A.E.

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