

Novaleads develops new method for toxicity testing

French biotechnology company Novaleads has developed an in-vitro method of testing products for toxicity without using animals. Called EvaTox, it obviates the use of acute toxicity test OECD 423 and is based on the company's patented DAP (dequenching after photobleaching) technology, using nucleic acid dyes. Although it is also designed for industry, the developers foresee cosmetics applications in the light of the 2013 EU ban on animal testing.

The in-vitro test can measure skin irritation and acute toxicity, including cell death, apoptosis, necrosis and genotoxicity. The testing method, says Novaleads, is suitable for all models of cells in culture – adherent or suspension cell lines, eucaryotic and prokaryotic cells, primary cells and reconstituted tissue.

"Our aim is to identify new information available in the living cell and its value on health, cosmetics and the environment with solutions that are more ethical, informative and reliable, and less expensive," said Novaleads founder Christophe Furger. "Alternative methods dedicated to toxicity detection remain rare, particularly in the case of acute toxicity following a single dose of a substance."

Patricia Mansfield-Devine, Rennes

Scentys pockets scent diffusion

French interior fragrance solutions firm Scentys has developed a smaller version of its scent diffusion technology - Scentys Pockets, and has linked up with Antoine Lie, senior perfumer at Tagasako, on a range of limited-edition fragrances.

Scentys, founded in 2004 by engineers Clément Jeanjean and David Suissa, specialises in professional fragrance diffusion solutions for businesses such as hotels, shops and perfumeries, and for events such as theatrical performances where the organisers wish to add an olfactive element.

Its product uses a patented technique where fragrances are captured in capsules – a technology which, says the company, is dry, clean, environmentally friendly and retains the true scent of the perfume. Its clients include Guerlain, L'Oréal and many other leading perfume brands, and it also creates bespoke scents for clients.

Scentys Pocket is small enough to fit in the hand, but perfumes an area up to 20m², and works on standard batteries. By clicking the box, the perfume-containing capsules are broken, releasing their fragrance, and the scent can easily be changed by swapping the capsule. Larger versions of the technology hold up to four fragrances that can be used consecutively.

In tandem with the launch of Scentys Pocket, the company has teamed up with Tagasako head perfumer Antoine Lie to produce six new fragrances – Les Exclusifs. Each will remain in the Scentys collection – some 30-strong – only until it is picked up by a client, so that the fragrance remains unique to the individual customer. Lie promises the use of traditional materials such as rose, iris and vetiver in the range, but in a very modern interpretation.