

Interview with Andrew Kawalec

General Manager at LanEsters

Mr. Kawalec, please tell us something about LanEsters GmbH!

As a short introduction to LanEsters GmbH, I would like to say that we are passionate about Lanolin and Cholesterol. We are a customer-friendly, modern-thinking, young and innovative company whose products are produced according to eGMP and ISO 9001 in the EU and Uruguay. The LanEsters European Distribution Center is located in Bremen Germany, where we offer a stock service of our regular types.

Some of your raw materials are of animal origin. How do you ensure that ethical treatment and the welfare of animals is respected?

We are proud to say that ALL of our materials are of animal origin. Our entire range of lanolin and cholesterol products are derived from wool grease, obtained by the washing of wool and this wool is only shorn from live sheep.

LanEsters strongly believe in the ethical treatment and welfare of all animals and this ethical treatment and welfare of animals is of fundamental importance in our own supply chain.

I have been personally involved in the wool sector since 1978, and in fact am an original signatory to the Dumfries House Wool Declaration of 9th September 2016 https://www.iwto.org/sites/default/files/files/iwto_resource/file/20170109_IWTO_Dumfries%20Final.pdf

Much has been done over many years for the well-being of sheep all around the world through the patronage of the governing body of world textiles IWTO (the International Wool Textile Organisation). To this matter I would highly recommend reading the IWTO's concise summation of good practice principles for ethical wool sheep production;

https://www.iwto.org/sites/default/files/files/iwto_resource/file/20170201_IWTO%20Wool%20Welfare%20Booklet_FA_LR.pdf

One of your innovations is vegetarian certified Lanolin and Cholesterol. What is special about these products?

It is essential for us to emphasize clearly that with ethical treatment and welfare of all animals in the supply chain, the production of lanolin brings only positive aspects for humans and animals alike, and as mentioned earlier, lanolin is derived from wool, shorn only from live sheep. We believe it is important to draw special attention to this in an effort to address and eliminate old reservations.

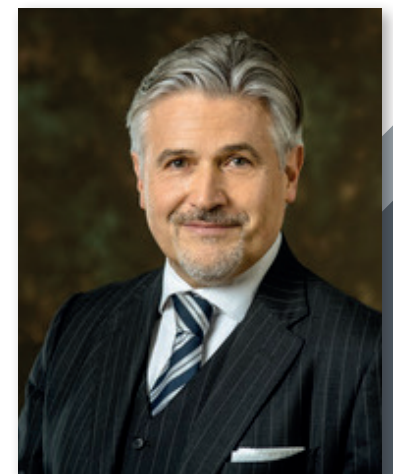
LanEsters is very proud to be the first company in the world to receive Vegetarian Certification for its Anhydrous Lanolin, Lanolin Derivatives and Cholesterol range.

LanEsters Vegetarian Certified is also an assurance to the purity of the product. VEGGILANOL GOLD is made using the latest technology and is super-refined. From a purity point of view it carries a standard pesticide level noticeably below the current European Pharmacopoeia standard, together with our long-term drive to bring this towards zero. It is also processed to reduce levels of PAH's and Phthalates. Due to its extreme purity, VEGGILANOL GOLD is receiving recognition in the industry.

Our simple philosophy is that products that are applied to the skin, will enter into the bloodstream and thus will enter the heart unfiltered, therefore must be used in the purest form available!

What are your goals with your entire range of lanolin and lanolin derivatives?

Our passion is to "reinvent" Lanolin and Cholesterol natural products, these products are purer today than they have ever been. We would like the world to rediscover the true benefits of its unique natural properties; Lipid-rich emollient, hypoallergenic, dermatologically skin-friendly, wrinkle reducer, moisturiser and a natural, biodegradable and sustainable resource - to name just a few.



Andrew Kawalec

Interview

We are not alone in the belief that there is no other ingredient comparable to it in the world!

Which claim can you make for VEGGILANOL GOLD?

We are particularly pleased that VEGGILANOL GOLD has recently become the first raw material in the world to be certified by AllergyCertified.

<http://allergycertified.com/business/certified-raw-material/>

It is very important to us to offer our customers allergy safety certification, which can give them confidence in the preparation of their formulations

We are however not resting here and are in a process of continuous improvement process. For example we recently investigated VEGGILANOL GOLD for the presence of ceramides. To date, we have found low levels of ceramide 3, 3B and 6 present which carries importance for the skin barrier, and are working to establish a standard level that can then be included in the specification for this product in the future

Wrinkle Reduction - In a recent efficacy In-Vivo study of 100% VEGGILANOL GOLD in July 2018, it was found that the Delta-D wrinkle depth after application showed a 55% reduction in 6 hours, whilst the Delta W Fold width saw a reduction of 45% in 6 hours.

The same report also found that trans-epidermal water loss averaged 28% with a single application. This led the study to conclude that "treatment with VEGGILANOL GOLD preserves skin hydration due to the film-forming ability of lanolin".

VEGGILANOL GOLD is naturally Cosmos certified, and this together with other selected lanolin and lanolin derivatives are NPEO-free according to the DIN EN ISO 18218-1 standard test.

In which areas do you see the best market opportunities for your products?

VEGGILANOL GOLD is ideal for natural cosmetic products, for lanolin-rich formulations for cosmetic and pharmaceutical purposes, for a wide variety of skin creams, including breast creams, baby creams, lotions, ointments, as well as lip care, plasters, shampoos, soaps and hair care products.

Last but not least for the Marketing fraternity in their eternal quest for something new, due to our efforts, Lanolin-based products can now for the first time be vegetarian certified, something that is currently not available on the market.