Depolluphane
Shields and enhances cell defense

- Protects against urban pollution
- Activates the detoxification system
- Shields skin against particulate matter

www.mibellebiochemistry.com
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active ingredients
Depolluphane is a novel active ingredient that protects skin from urban pollution. An organic cress sprout extract combined with a smart polysaccharide complex provides the skin with two lines of defense against pollution: it effectively shields the skin against particulate matter and fortifies the skin’s own defense and detoxification mechanism. Therefore, Depolluphane not only protects against environmental aggressors but strengthens the skin to easily face the daily stress of city life.
Hydro Defense Formula

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
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<tbody>
<tr>
<td>A</td>
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<tr>
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<tr>
<td></td>
<td>Amisoft HS-11P(F)</td>
<td>Sodium Stearoyl Glutamate</td>
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<td>Preservative</td>
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<td></td>
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<td>Dub VCI 10</td>
<td>Isodecyl Neopentanoate</td>
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<tr>
<td></td>
<td>Vegelight 1214 LC</td>
<td>Coconut Alkanes (and) Coco-Caprylate/Caprate</td>
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<tr>
<td></td>
<td>Montanov 14</td>
<td>Myristyl Alcohol (and) Myristyl Glucoside</td>
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<td>C</td>
<td>Depolluphane</td>
<td>Lepidium Sativum Sprout Extract (and) Pullulan (and) Sodium Carboxymethyl Betaglucan (and) Caesalpinia Spinosa Gum (and) Maltodextrin (and) Aqua/Water</td>
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<td></td>
<td>Lipobelle Glacier</td>
<td>Lecithin (and) Alcohol (and) Aqua/Water</td>
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<tr>
<td>D</td>
<td>Humectant</td>
<td>Glycerin</td>
<td>5</td>
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<td></td>
<td>Aquakeep 10-SH-NFC</td>
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<td>E</td>
<td>pH Regulator, citric acid (50% sol.)</td>
<td>Citric acid (and) Aqua/Water</td>
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<tr>
<td></td>
<td>Perfume</td>
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</table>

Procedure

1. Mix phase A under agitation and heat up to 70°C
2. Mix phase B under agitation and heat up to 70°C
3. At 70°C pour phase B into phase A under strong agitation and homogenize to homogeneity
4. Cool down under agitation
5. Add Depolluphane and Lipobelle Glacier under agitation into phase A/B below 40°C
6. Add phase D under agitation into phase A / B / C below 35° C
7. If necessary adjust pH to 5.5 - 6.5 using NaOH of citric acid
InfraGuard is a novel concept to provide a triple protection against infrared (IR) radiation, blue light and pollution. InfraGuard is a combination of Caesalpinia spinosa tannins and an extract of sunflower sprouts. The tannins are highly active, stable antioxidants which block ROS formation, and the sunflower sprout extract was found to support the overall efficiency of mitochondria. InfraGuard was shown to reduce free radicals in cells irradiated with blue light, which is emitted in high amounts by computer screens and contributes to photo-ageing.
AC CytoPure PF activates the power of glutathione to cleanse cellular pollution and detoxify skin from within. AC CytoPure PF minimises effects of oxidative stress and accelerates wound healing. A novel approach to anti-ageing drawn from the research of sulfur biology, AC CytoPure PF revitalizes the skin and provides protection against cellular and external environmental pollution. AC CytoPure PF is ideal for skin and scalp care formulations aimed to detoxify ageing cells, thus allowing consumers to defend their purified cells against new ageing stressors.

- Cellular Detoxification
- Wound Healing
- Enhances Cellular Viability
- Intense Antioxidant
- Pro-Collagen Synthesis
ProCutigen Bond

ProCutigen® Bond prevents the chemical damage that breaks the protein bonds of your hair, making it porous, weakened and more prone to breakage. Rather than focusing on repairing broken bonds that occur during chemical stress, ProCutigen® Bond consists of bivalent cationic peptides that create a de novo cuticle on the hair to prevent damage from happening in the first place.

- Protects and Strengthens Hair • Great for All Hair Types • Ideal for Chemically Damaged Hair • Perfect for Pre and Post Treatments
This new material, SOYAMINE-Magic-LIFT-2W, was developed for your skin pores and cheeks to show 2 weeks Magical Lifting Result. It contains botanical polyamines from soy-germ which is known as the miracle molecules to reserve vital & freshness for all lives from plant to animal. It was scientifically reported as a cell longevity elixir, however, without clinical evidence. Here we confirmed the anti-ageing elixir efficacy of “Magic-LIFT” and also how it works in face lifting. This new approach but well-understood mechanism is beneficial for simple & sure lifting treatment with simple daily formula, such as watery toner & watery gel.
## Soyamine Gel

<table>
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<tr>
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<th>% W/W</th>
<th>SUPPLIER</th>
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<td>A</td>
<td>Water</td>
<td>70-85</td>
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<tr>
<td></td>
<td>Carbomer</td>
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</tr>
<tr>
<td>B</td>
<td>Butylene Glycol</td>
<td>5-10.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Neosolue Aquilio</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Soyamine</td>
<td>5-10.0</td>
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<tr>
<td></td>
<td>Glycerine</td>
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<tr>
<td></td>
<td>Pentylene Glycol</td>
<td>1-5.00</td>
<td></td>
<td>Nippon Fine Chemical</td>
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<td></td>
<td>Bis-Ethoxydiglycol Cyclohexane 1,4-Dicarboxylate</td>
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<tr>
<td></td>
<td>Soybean Germ Extract</td>
<td>2</td>
<td>AH&amp;NS</td>
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<tr>
<td>D</td>
<td>Sodium Alginate</td>
<td>0.0-100</td>
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<td></td>
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<tr>
<td></td>
<td>Water</td>
<td>5-10.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Potassium Hydroxide</td>
<td>0.0-100</td>
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<tr>
<td></td>
<td>Water</td>
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</tbody>
</table>

### Procedure
1. Phase A: Add carbomer into Water and Mix them
2. Phase D: Add Sodium Alginate into Water and Mix them
3. Phase E: Add Potassium Hydroxide into Water and Mix them
4. Phase C: Mix them
5. Phase B: pour phase C into Phase B and mix them
6. Add phase B, D and E into Phase A and mix them

### Properties
The appearance is jelly with no colour.
Photoageing is premature ageing of the skin caused by repeated exposure to ultraviolet (UV) radiation primarily from the sun. Chronic UV exposure has shown to decrease the expression of adiponectin, which is a well-known adipokine secreted by adipocytes. Decrease of adiponectin results in wrinkle formation and oxidative stress induction. ADIPOSOL suppresses MMP-1 expression and UV-induced oxidative stress by increasing the expression of adiponectin. Also, through autophagy activation, ADIPOSOL decreases the expression and secretion of inflammatory cytokines induced by UV exposure. ADIPOSOL is a novel anti-photoageing ingredient with synergistic effect of adiponectin expression and autophagy induction.
# AdipoSol™ Suncare BB Cream

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
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<tbody>
<tr>
<td>A</td>
<td>Titanium Dioxide</td>
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<td>12</td>
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<tr>
<td>A</td>
<td>Aluminum Hydroxide</td>
<td>Aluminum Hydroxide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>Trethoxycaprylylsilane</td>
<td>Trethoxycaprylylsilane</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A</td>
<td>Stearic Acid</td>
<td>Stearic Acid</td>
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<td></td>
</tr>
<tr>
<td>A</td>
<td>Vinyl Dimethicone/Methicone Silsesquioxane Crosspolymer</td>
<td>Vinyl Dimethicone/Methicone Silsesquioxane Crosspolymer</td>
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<td></td>
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<tr>
<td>A</td>
<td>Talc</td>
<td>Talc</td>
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<td>A</td>
<td>CI 77491</td>
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<td>B</td>
<td>Cyclopentasiloxane</td>
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<tr>
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<td>Phenyl Trimethicone</td>
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<tr>
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<td>Butylene Glycol Dicaprylate/Dicaprate</td>
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<td>B</td>
<td>Cetyl PEG/PPG-10/1 Dimethicone</td>
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<tr>
<td>B</td>
<td>Sorbitan Sesquioleate</td>
<td>Sorbitan Sesquioleate</td>
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<tr>
<td>B</td>
<td>Ethylhexyl Methoxycinnamate</td>
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<tr>
<td>B</td>
<td>4-Methylbenzylidene Camphor</td>
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<td>Fragrance</td>
<td>Fragrance</td>
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<td>C</td>
<td>Water</td>
<td>Water</td>
<td>42.9</td>
<td>Incospharm</td>
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<tr>
<td>C</td>
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<td>Tetracarboxymethyl Hexanoyl Dipeptide-12</td>
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<td>Magnesium Sulfate</td>
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<td>1,2-Hexanediol</td>
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<tr>
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</table>
There are plenty of actives in the cells of natural saccharomyces cerevisiae, including peptides and RNA which only exist in yeast cells. These actives maintain the normal metabolism and promote the fission of yeast cells. GenElastic Code is purified lysate inside the yeast cell wall, including all kinds of peptides, amino acids, RNA and other actives. There are a number of studies that have demonstrated the active functions of GenElastic Code to skincare, including restoring cells DNA, strengthening cells vitality and accelerating collagen synthesis.
Serenity™ biofunctional is an ethically sourced oil soluble condurango extract designed to help skin recover a healthy glow through a new approach towards skin detoxination and wellness. This new extract from the condurango vine is sustainably and ethically sourced in Columbia. Condurango has been used for generations by the local ethnic people in herbal medicine for its anti-inflammatory properties and as an anti-venom to cure snake bites. Clinical data confirms the skin benefits of Serenityl on skinoxxygenation, appearance of fine lines and healthy look and feel.
ECO-CAPS® TRIPTONOL is the second active ingredient coming from ECO-CAPS® collection, our green delivery system technology for liposoluble ingredient. Suitable for oily skin, ECO-CAPS® TRIPTONOL helps to matify the skin and erase skin imperfections by significantly reducing the number of spots and blackheads. Thanks to its content in Manuka concentrate as well as in Salix alba bark extract, it offers potent antimicrobial activity.
EOSIDIN (An exclusive natural active as the key answer for Extreme Skin Aggression) is the first product targeting indoor-pollution, and tackling skin immunomodulation to avoid atopic-prone skin condition and hypersensitivity. Eosidin is a well characterised extract of green citrus unshiu, coming from the wonderful and protected reserve of Jeju Island in Korea.

When exposed to indoor pollution (chemical PM, dust, microorganism), the skin is experiencing a vicious circle. By acting all along the atopic-prone condition/Hypersensitivity pathway, Eosidin stimulates the skin immuno-modulation. After only 4 weeks, skin atopic-prone condition signs are highly decreased, and even more after 8 weeks.

<table>
<thead>
<tr>
<th>PRODUCT TYPE</th>
<th>Skincare, Suncare</th>
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<tbody>
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<td>CATEGORY</td>
<td>Anti-Inflammatory/Anti-Irritants/Soothing Agents, Anti-Pollution, Botanicals/Essential Oils/Plant Extracts, Conditioners-Skin, Natural Actives</td>
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<tr>
<td>EMAIL</td>
<td><a href="mailto:yuliatri.susanti@clariant.com">yuliatri.susanti@clariant.com</a></td>
</tr>
<tr>
<td>WEBSITE</td>
<td><a href="http://www.clariant.com">www.clariant.com</a></td>
</tr>
</tbody>
</table>
### Procedure

1. Disperse the Aristoflex® polymer in phase A until a clear gel is formed. Heat to 70°C
2. Mix phase B and heat up to 70°C
3. Mix phase B to phase A under high shear agitation for 1 min
4. Cool down while stirring at 200 rpm
5. Mix phase C until clear and add to the formulation
6. Add each ingredient of phase D separately while stirring
7. Check and adjust pH at 5.0

### Properties

- **Appearance:** white cream
- **pH:** 5.0
- **Viscosity (20°C):** 40000 mPas
- **Stability:** passed 1 month at 50°C, 3 months at RT, 3 cycles

### PHASE  INGREDIENT  INCI NAME  % W/W  SUPPLIER

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
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<tbody>
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<td>A</td>
<td>Water</td>
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<td>Glycerin</td>
<td>Glycerin</td>
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<td>Aristoflex® AVC</td>
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<td>Plantasens® Natural Emulsifier HP30</td>
<td>Glycerol Stearate (and) Cetearyl Alcohol (and) Sodium Stearoyl Lactylate</td>
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<td>Water</td>
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<td>Sodium Citrate</td>
<td>Trisodium Citrate</td>
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<td>Propanediol (and) Water (and) Camellia Japonica Flower Extract</td>
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<td>Lespedeza Capitata Extract</td>
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<td>Tocopherol Acetate</td>
<td>Tocopherol Acetate</td>
<td>0.50</td>
<td>Merck</td>
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</table>
We all need a healthy, balanced diet. Why shouldn’t our skin? Why shouldn’t our microbiota? The microbiota consists of the microorganisms that live on the surface of our skin. It is involved in homeostasis and protecting our epidermis. Like 93% of consumers, Codif believes that the microbiota plays a major role in the health of the skin. Actibiome is an active with a varied and balanced composition which strengthens and re-balances the biodiversity of cutaneous flora to eliminate redness and blemishes. After 1 week the skin is more uniform, more beautiful and in better health.

<table>
<thead>
<tr>
<th>PRODUCT TYPE</th>
<th>Skincare</th>
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<td>Multi-Functionals, Natural Actives</td>
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<td>WEBSITE</td>
<td><a href="http://www.codif-tn.com">www.codif-tn.com</a></td>
</tr>
</tbody>
</table>
## Procedure

1. Heat A to 75°C under low agitation
2. Add B under low agitation for 5 minutes
3. Add C under emulsifying device 2500rpm for 10 minutes
4. Heat D to 75°C
5. Emulsify D into ABC under emulsifying device 2500rpm for 10 minutes
6. Cool down to 35°C under gentle mixing and add E materials one by one
7. Maintain mixing for 20 minutes till total homogenization

## Properties

- Macroscopic aspect: white velvet cream
- pH: 6.0 – 6.3

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
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<tr>
<td>A</td>
<td>DEMINERALIZED WATER</td>
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<td>DERMOFEEL PA-3</td>
<td>Sodium phytate &amp; Aqua (water) / eau &amp; Alcohol</td>
<td>0.1</td>
<td>UNIPEX</td>
</tr>
<tr>
<td>C</td>
<td>LECIGEL</td>
<td>Sodium acrylates copolymer &amp; Lecithin</td>
<td>2</td>
<td>UNIPEX</td>
</tr>
<tr>
<td>D</td>
<td>CAPRYLIC/CAPRIC TG MB RSPO</td>
<td>Caprylic/capric triglyceride</td>
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<td>CETIOL SB 45</td>
<td>Butyrospermum parkii (shea) butter</td>
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<td>Phenoxyethanol</td>
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<td>LEVHOSS</td>
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<td>COVI-OX T90EU C</td>
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<td>ACTIBIOME PE</td>
<td>Aqua (water) / eau &amp; Maris aqua (sea water) / eau de mer &amp; Glycerin &amp; Laminaria digitata extract &amp; Phenoxyethanol &amp; Chlorella vulgaris extract &amp; Saccharide isomerate &amp; Ethylhexyglycerin</td>
<td>1</td>
<td>CODIF Technologie Naturelle</td>
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<tr>
<td>E</td>
<td>PARFUM</td>
<td>Parfum</td>
<td>0.1</td>
<td></td>
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<tr>
<td></td>
<td>SOLUTION DE SOUDE SOUDE 6.25N</td>
<td>Aqua (water) / eau &amp; Sodium hydroxide</td>
<td>0.05</td>
<td>BRENNTAG MAINE BRETAGNE</td>
</tr>
</tbody>
</table>
PEPHA®-AGE

**Benefits**
- Minimises the appearance of ageing after exposure to the UV and blue light.
- Reduces skin damage caused by natural and artificial blue light sources
- Improves overall skin appearance and offers a beautiful skin look

**Applications**
- Day care product in addition to UV filters
- Sun care and after sun formulations
- Regenerative night care

PARSOL® MAX **Benefits**
- Photostable broad-spectrum UV filter (Performs as UV-B and UV-A filter)
- Ready to use dispersion to be incorporated into the water phase
- Excellent compatibility with other organic and inorganic filters
- Meets highest safety requirements
**Benefits**
- Visibly reduces the appearance of conspicuous facial pores
- Visibly reduces the appearance of age spots
- Makes skin look younger and improves appearance after the age of 30

**Cosmetics application**
- Conspicuous facial pore applications
- Age spot corrector creams
# Large Pores & Age Spots Corrector

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
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<td>A</td>
<td>WATER DEM.</td>
<td>Aqua</td>
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<td>Carbopol Ulterz 30 Polymer</td>
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<tr>
<td></td>
<td>Dekaben CP</td>
<td>CHLORPHENESIN</td>
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<td>JAN DEKKER</td>
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<td>Euxyl PE 9010</td>
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<td>SCHÜLKE &amp; MAYR GMBH</td>
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<td>B</td>
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<td>BUTYLENE GLYCOL</td>
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<td>GEORGES WALther AG</td>
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<td></td>
<td>Keltrol CG-T</td>
<td>XANTHAN GUM</td>
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<td>CP KELCO</td>
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<td>C</td>
<td>Emulium Mellifera</td>
<td>POLYGLYCERYL-6 DISTEARATE, JOJOBA ESTERS, POLYGLYCERYL-3 BEESWAX, CETYL ALCOHOL</td>
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<td></td>
<td>Eumulgin CO 40</td>
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<td>AJINOMOTO INC</td>
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<td>Dow Corning 9041 Silicone Elastomer Blend</td>
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<td>BEAUACTIVE®</td>
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<td>DSM NUTRITIONAL PRODUCTS LTD</td>
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<tr>
<td></td>
<td>ACTICIRE</td>
<td>JOJOBA ESTERS, ACACIA DECURRENS FLOWER CERA, HELIANTHUS ANNUS SEED CERA</td>
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<tr>
<td>C1</td>
<td>Sepinov EMT 10</td>
<td>HYDROXYETHYL ACRYLATE/SODIUM ACRYLOYLDIMETHYL TAURATE COPOLYMER</td>
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<td>VALVANCE™ Touch 210</td>
<td>SILICA</td>
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<tr>
<td>D</td>
<td>Sodium hydroxide 10% solution</td>
<td>SODIUM HYDROXIDE, AQUA</td>
<td>0.05</td>
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</tr>
<tr>
<td>E</td>
<td>Frag 49454695 Sail Away</td>
<td>PARFUM</td>
<td>0.15</td>
<td>DROM FRAGRANCES GMBH &amp; KO. KG</td>
</tr>
</tbody>
</table>

## Procedure
1. Heat phase A to 75-80°C under stirring.
2. Premix phase B and add to A under stirring.
3. Heat Phase C to 75-80°C under stirring. Ingredients of phase C1 can be added around 60°C in the oil phase.
4. Add phase C to phase AB and homogenize.
5. Add phase D.
6. Cool down under stirring and add perfume below 40°C.

## Properties
- **pH:** 5.05
- **Viscosity (Brookfield RV6/10rpm):** 55000 mPa.s

This product works to minimise the appearance of large pores, reduces the appearance of darkness of age spots and improves skin texture for a brighter, super-smooth complexion.
Nootkatone is commercially produced by direct extraction from grapefruit oil or by oxidation of orange valencene (extracted from oranges). However, the supply chain for nootkatone has been a challenge due to quality inconsistency and supply variability. The extraction process has been almost prohibitively expensive, as well. All of these factors have hindered the broader use of nootkatone.
TEGO® Pep 4-Comfort, a tetrapeptide specially designed to address the key symptoms of sensitive skin. It has been scientifically reported in IFSCC 2017 and commercially launched this April.

**Benefits:**
- Contributes to sensible skin comfort
- Balances skin to reduce inflammation
- Soothes and calms sensitive areas
- Reduction of cutaneous overreactivity

**Fields of cosmetic applications:**
- Sensitive skin
- Aftershave/men’s care
- After sun
- Dermoscosmetics
- Scalp care

PRODUCT TYPE: Skincare, Suncare
CATEGORY: Additives, Anti-Inflammatory/Anti-Irritants/Soothing Agents, Multi-Functionals

EMAIL: eric.zhang@evonik.com
WEBSITE: personal-care.evonik.com

Scan to receive all the product and formulation information on display asia.in-cosmetics.com/IZGuide
Gatuline® Expression AF is the first active capable of redesigning completely the mouth contour, recurving the Cupid’s bow, restoring the contour definition. It makes the lips look plumper by smoothing the wrinkles.

The proven mechanism behind the clinical efficacy is a reversible botox-like effect with an immediate inhibition of nerve-muscle contractions responsible for expression lines.

Quick acting, the active restores a youthful and charming smile in only 14 days. Additional studies on eye wrinkles and significant results after only one day make this active a perfect solution for facial products, targeted treatments and colour cosmetics for eyes and lips.
Recent scientific studies on hyaluronic acid have enabled to design a non-aggressive and natural alternative to well-known haircare treatments such as perms, silicones, acrylates or other chemicals. Based on the natural ability of hyaluronic acids molecules to capture free water and maintain a local moisturisation on biological surfaces, ResistHyal™ is a revolutionary bio-active hair enhancer acting on keratin infrastructure to enhance all hair beauty features at once.

ResistHyal™ is the first active ingredient enabling to:
- control hair shape (anti-frizz) and beauty (shininess, suppleness)
- protect hair fibre (mechanical stress and pollution)
- increase the sustainability of cosmetic products
**Under Control Spray**

**Procedure**

1. Prepare A and mix until total homogenization at room temperature.
2. Add successively B and C in A under gentle stirring.
3. Adjust the pH with D to pH 5.5.

**Properties**

Liquid colourless and transparent.

pH at 20°C: 5.5 - stable 3 months at 45°C.

Express lotion for an optimal result enabling to master the whole hair volume from the roots to the ends of the hair. This spray will protect and beautify the hair while giving to them a gorgeous texture. Apply the spray on wet hair to maximise the effect.

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Parfum Fresh Hydration 68 EAE08472/00</td>
<td>&quot;FRAGRANCE, BUTYLPHENYL METHYLMETHANAL, D-LIMONEN, ALPHA-ISOMETHYL IONONE, LINALOOL&quot;</td>
<td>0.1</td>
<td>GIVAUDAN ACTIVE BEAUTY</td>
</tr>
<tr>
<td></td>
<td>Phenoxyethanol</td>
<td>PHENOXYETHANOL</td>
<td>0.6</td>
<td>CLARIANT</td>
</tr>
<tr>
<td></td>
<td>Tween 20</td>
<td>POLYSORBATE</td>
<td>0.7</td>
<td>CRODA</td>
</tr>
<tr>
<td></td>
<td>Alcool 96</td>
<td>ALCOHOL</td>
<td>10</td>
<td>DISLAUB</td>
</tr>
<tr>
<td>B</td>
<td>Water</td>
<td>WATER</td>
<td>SQ 100</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>ResistHyal™</td>
<td>WATER, SODIUM HYALURONATE, HYDROLYZED HYALURONIC ACID, PHENOXYETHANOL, LACTIC ACID</td>
<td>3</td>
<td>GIVAUDAN ACTIVE BEAUTY</td>
</tr>
<tr>
<td>D</td>
<td>Hydroxyde de sodium 30%</td>
<td>SODIUM HYDROXIDE</td>
<td>SQ pH 5.5</td>
<td>BRENNTAG</td>
</tr>
</tbody>
</table>
The natural renewal process of epidermis slows down due to a lower activity of epidermal stem cells and a less efficient differentiation process of cells, ending up in a weaker barrier function, appearance of wrinkles, superficial accumulation of flakes, and a disturbed microflora.

Revivyl™ was discovered during the screening of a specific extract from a chlorophyll-free plant, and have shown unique properties to act at several levels of the skin rejuvenation cycle.

Revivyl™ is the first holistic skin renewal accelerator which:
- Activates and protects skin stem cells
- Boosts cellular metabolism and differentiation process
- Maintains skin microbiota

**PRODUCT TYPE**  
Skincare

**CATEGORY**  
Anti-Inflammatory/Anti-Irritants/Soothing Agents, Anti-Ageing/Anti-Wrinkle, Botanicals/Essential Oils/Plant Extracts, Multi-Functionals, Natural Actives

**EMAIL**  
pauline.martin.pm1@givaudan.com

**WEBSITE**  
www.givaudan.com
### Procedure

1. Prepare A under gentle stirring and adjust the pH to 6 at room temperature.
2. Prepare B under gentle stirring.
3. Add successively B, C, and D in A under gentle until total homogenization.

### Properties

- **Pink gold jelly**
- **Viscosity (Brookfield Cylinder 3 speed 12 at 20°C):** 2700 mPa.s
- **pH at 20°C:** 5.95
- **stable 3 months at 45°C**

An expert body care to metamorphose your skin. Its light & fresh texture will let your skin softened, smoothed & lightened up (radiant) with millions of glitters. A daily pleasant gesture which arouses your senses to delight your body.
CHRONO CHARDY, made from Chardonnay grapes, acts on clock genes associated with body rhythm. Our skin has clock genes which maintain 24hrs biological skin rhythm. In the day-time, our skin enhances barrier function to protect skin from daytime environmental stress. In the night-time, our skin enhances repair and regeneration to recover from damages and to prepare for next daytime. CHRONO CHARDY enhances the clock genes to be activated in day and night, respectively. CHRONO CHARDY leads to “24hr Chrono Beauty”.

When we use cosmetic actives according to the specific function, the effectiveness is maximised by adding CHRONO CHARDY.
Discover Osmo’city® - a biomechanical active ingredient directly inspired by the marshmallow plant and designed with an eco-friendly process.

Highly rich in complex sugars, this ingredient is the ideal choice for innovative anti-pollution cares with a dual-action against particles (PM, carbon): preventive and curative.

An invisible, enveloping and breathable ‘glyco-cocoon’, for a bare-skin feel, to defend it against the main factors of the Exposome. The ingredient, which is easy to formulate, enables the formulators to create products that perfectly melt on the skin without leaving any residue. A perfect answer to the daily need for protection against repeated exposures.
JubiQuat CLC - Novel, Efficacious & Eco-Friendly Formula For Clear Anti-Dandruff Shampoo - Hexadecylpyridinium chloride, monohydrate - functional or active ingredients.
JubiQuat CLC - Novel, Efficacious & Eco-Friendly Formula For Clear Anti-Dandruff Shampoo

**Procedure**
1. Dissolve Climbazole in appropriate medium at 70°C
2. Dissolve CPC in water & propylene glycol at 60°C
3. Add phase B into phase A, slowly under agitation
4. Cool down under agitation to room temperature
5. Add stabilizer

**Properties**
- Appearance: Clear colourless Solution
- pH: 5.5-7.5

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>1-(4-chlorophenoxy)-1-imidazo1-yl-3,3-dimethyl-2-butanone</td>
<td>Climbazole</td>
<td>3.00-6.00</td>
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<tr>
<td></td>
<td>Propane-1,2-diol</td>
<td>Propylene glycol</td>
<td>22.00-38.00</td>
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<tr>
<td>B</td>
<td>Hexadecylpyridinium chloride, monohydrate</td>
<td>Cetylpyridinium Chloride</td>
<td>16.00-22.00</td>
<td>Jubilant</td>
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<tr>
<td></td>
<td>Water</td>
<td>Water</td>
<td>55.00-62.00</td>
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</tbody>
</table>
The constant exposure to air pollutants is a major threat for skin health. HerbaShield® URB is a novel active that substantially reduces pollution-induced skin damage and ageing. It is a COSMOS-approved botanical based on watercress, horsetail and nettle extracts. The active substances of the plants are embedded in a unique matrix of phospholipids and maltodextrin. HerbaShield® URB reduces skin stress and premature ageing and provides a natural protection for skin exposed to urban challenges through several mechanisms:
- Strengthening of the skin barrier
- Efficient detoxification of pollutants
- Reduction of oxidative stress

PRODUCT TYPE: Skincare
CATEGORY: Anti-Inflammatory/Anti-Irritants/Soothing Agents, Antioxidants/Radical Scavengers, Natural Actives
EMAIL: info@lipoid-kosmetik.com
WEBSITE: www.lipoid-kosmetik.com
# Daily Defense Cream wth HerbaShield URB

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
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<td>Cetearyl Alcohol</td>
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<td>Myritol 318</td>
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<td></td>
<td>Vitamin E-Acetate</td>
<td>Tocopheryl Acetate</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>LIPOID P 75-3</td>
<td>Hydrogenated Lecithin</td>
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<td>Lipoid Kosmetik</td>
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<td>Glycerin 86.5%</td>
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<td>Keltool CG-SFT</td>
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<td>Carbopol® Ultrez 21 Polymer</td>
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<td>Deionized Water</td>
<td>Aqua (Water)</td>
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<tr>
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<td>HerbaShield® URB</td>
<td>Maltodextrin, Nasturtium Officinale Flower/Leaf/Stem Extract, Hydrogenated Lecithin, Equisetum Arvense Extract, Urtica Dioica (Nettle) Leaf Extract, Sodium Chloride</td>
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<td>Lipoid Kosmetik</td>
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<td>Deionized Water</td>
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<tr>
<td>D</td>
<td>NaOH</td>
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<td>Parfum (Fragrance), Benzylalcohol, Linalool, Citronellol, Butyphenyl, Menthylpropional, Benzyl Salicylate, Limonene, Eugenol, Gerianol</td>
<td>q.s.</td>
<td>Luzi</td>
</tr>
</tbody>
</table>

## Procedure
1. Disperse LIPOID P 75-3 in deionized water at 60°C, add the remaining components of phase B
2. Heat phase A to 65°C
3. Add phase A to phase B, homogenize
4. Cool down the emulsion to 40°C, add phase C after dispersing HerbaShield URB in water and homogenize shortly again
5. Cool down the emulsion to RT, adjust pH at around 5.5
6. Add perfume

## Properties
- White-beige cream
- pH-value: ≈ 5.5
Ensuring correct functionality of collagen is considered essential to maintain a well-preserved and youthful skin. With this in mind, Lipotec has developed ACTIFCOL™ advanced botanical ingredient - a shiitake mushroom-based extract that boosts type I collagen synthesis and PLOD1 levels, as well as helps prevent carbamylation process, responsible for the protein deterioration.

Statistically significant results were observed in clinical studies and a reduction of neck folds and visible tighter appearance of skin complexion were demonstrated by macro photographs.

It can be incorporated into formulations aiming to provide a tensing care and rejuvenated effect for the face, neck and décolleté.
Neøclair Pro™ is a peptide-based active ingredient aimed at urban stressed skin due to the hectic life cities run on. Constant exposure to UV/IR radiation, indoor and outdoor pollution, or even our internal metabolic pollution can take a toll on our skin, causing oxidative damage and visible dark spots. Inspired by green tea’s powerful cosmetic benefits on the skin, we have designed Neøclair Pro™, which helps to brighten and detoxify skin, and to reduce dark spots, clearing the skin. Neøclair Pro™ shows you the path to escape the city within the city, allowing your skin to join the clear side.
**Come to the clear side**

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
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<td>GLYCERIN</td>
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<td>BUTYLENE GLYCOL</td>
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<td>ISONONYL/ISONONANOATE</td>
<td>ISONONYL/ISONONANOATE</td>
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<tr>
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<td>DIMETHICONE 350</td>
<td>DIMETHICONE</td>
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<tr>
<td></td>
<td>SIMULGEL EG</td>
<td>SODIUM ACRYLATE/SODIUM ACRYLOYLDIMETHYL TAURATE COPOLYMER, ISOHEXADECANE, POLYSORBATE 80</td>
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<td>Seppic</td>
</tr>
<tr>
<td></td>
<td>VERSTATIL TBO</td>
<td>TRIETHYLCITRATE, CAPRYLYL GLYCOL, BENZOIC ACID</td>
<td>1</td>
<td>Dr Straetmans</td>
</tr>
<tr>
<td>C</td>
<td>NEØCLAIR PRO™</td>
<td>WATER (AQUA), GLYCERIN, CAPRYLGLYCOL, ACETYL TETRAPEPTIDE-2</td>
<td>2</td>
<td>LIPOTRUE</td>
</tr>
</tbody>
</table>

**Procedure**

1. Mix phase A and heat up to 70°C
2. In a separate vessel mix phase B and heat up to 70°C
3. Add phase B to phase A and homogenize under stirring for 10 minutes
4. Cool down under stirring
5. Once temperature has been cooled down to 35°C, add phase C

**Properties**

- **Appearance:** Cream
- **Color:** White
Synergistic combination of unique biomimetic peptide and red clover flower extract rich in Biochanin A, Capixyl™ is an efficient ingredient designed to act simultaneously on the main disturbances of hair metabolism for optimal result!

Its multi-target action on hair growth cycle improvement provides effect both on decreasing hair loss and increasing hair growth. New data about the preservation of Hair Follicle Stem Cells (HFSC) activity by Capixyl™ attests its action on improvement of the regeneration of hair follicle.

Clinically proven, Capixyl™ shows visibly significant outstanding results, providing fuller, thicker, stronger, healthier looking hair, but also luscious looking lashes!
What if damaged collagen degraded by MMP-1 could be remodeled? LEMON BALM EXTRACT RA, a novel natural active, opens the door for this idea. LEMON BALM EXTRACT RA promotes collagen receptor “Endo180” production. Endo180, existing at the cell membrane of fibroblasts, internalises the extracellular damaged collagen into fibroblasts for remodeling. Endo180 improves the extracellular environment and sustains collagen production at the same time.

Until now in anti-ageing, the focus has been on collagen production and MMP-1 inhibition to prevent wrinkles. “Collagen Sustainability”, this new approach, focuses on the recycling system that our skin naturally possesses.
Sensitive skin is in a permanently stressed situation caused by an increased inflammatory state. One cause is hypersensitivity of certain nerve receptors in the skin, namely the TRPV1 receptors. These natural heat sensors are triggered by infrared irradiation as well as by a number of chemical compounds and evoke an inflammatory response on the surrounding tissue. 

DEFENSIL®-SOFT, a novel extract from the edible mushroom Albatrellus ovinus is a natural neuro-balm for normal and hyperalgesic skin by blocking the TRPV1 receptor and thereby elevating the pain threshold of the skin. Irritated, burning, tingling skin is calmed within minutes.
“HAZUMI-HADA” means plump skin in Japanese. It is a collagen-derived peptide having physiological activity, which was developed by our unique technology to give anti-ageing efficacy by promoting collagen production.

Its superior collagen production effect is the remarkable point. Furthermore, it was revealed that using “HAZUMI-HADA” with vitamin C derivative improves collagen production ability and collagen density of dermis. “HAZUMI-HADA” is suitable for skin lotion, anti-ageing cream, eye cream, facial mask and so on.
XYLISHINE™ is an unprecedented bio-inspired hair repairing agent, designed to enhance the shine of multi-ethnic hair types. This powerful association of hygroscopic bio-based sugars will provide a unique and unequalled moisturising power to the hair fiber. Let's be inspired by this breakthrough, an affordable bio-based repairing agent! Let your hair shine again!

PRODUCT TYPE
Haircare

CATEGORY
Moisturisers

EMAIL
marty.lumain@airliquide.com

WEBSITE
www.seppic.com
SUBLIGANA is a titrated extract of Harungana madagascariensis collected via our supply chain committed to the fair and equitable sharing of benefits (Nagoya Protocol). Addressing blemished skins, SUBLIGANA showed a significant whiteheads reduction. It associates soothing effect (lipase inhibition, IL-10/IL-12 regulation), anti-oxidant effect (lipid peroxidation protection) and dermopurifying effect on Propionibacterium acnes.

**SUBLIGANA combines:**
- Evolving mechanism of action related to a new theory that a primarily cutaneous and systemic oxidative stress is involved in acne-prone skin.
- Strong clinical efficiency: up to -34% of acne signs at D28.
- Sustainable use of biodiversity based on social commitments in Madagascar.

**PRODUCT TYPE**
Skincare

**CATEGORY**
Anti-Acne, Antibacterial, Anti-Inflammatory/Anti-Irritants/Soothing Agents, Antioxidants/Radical Scavengers

**EMAIL**
marty.lumain@airliquide.com

**WEBSITE**
www.seppic.com

Scan to receive all the product and formulation information on display asia.in-cosmetics.com/IZGuide
Stemming from a microalga (Chlorella sorokiniana), ALGOPHAGYL® preserves the equilibrium and correct functioning of the mitochondrion by activating three defense levers that support epidermal regeneration: the quality control of mitochondria, the mitochondrial dynamics and mitophagy. The cells, reloaded with energy, regenerate better in order to form a dynamic and effective skin barrier. The Caucasian and Asian volunteers’ skin is then radiant, the complexion luminous. ALGOPHAGYL® is essential in all energising and revitalising skincare routines.
Witch hazel is a plant native to North America and parts of Asia that has been used for centuries in traditional medicine and skincare products. This plant met SK bioland’s innovative technology and it became a unique natural cosmetic ingredient which is MOISTFULL for anti-environmental stress and moisturising. MOISTFULL can shield skin from the air pollutant and UV by inhibiting carbonylation of protein.
Calm & Relief Serum

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>MUSAP</td>
<td>WATER, POLYGONATUM ODORATUM EXTRACT</td>
<td>96.72</td>
<td>SK Bioland</td>
</tr>
<tr>
<td></td>
<td>PORTULACA EXTRACT GN</td>
<td>GLYCERINE, WATER, PORTULACA OLERACEA EXTRACT</td>
<td>3</td>
<td>SK Bioland</td>
</tr>
<tr>
<td></td>
<td>JEWEL SILVER A</td>
<td>WATER, ARGinine, PHYTIC ACID, SILVER OXIDE</td>
<td>0.2</td>
<td>JTS Co., Ltd.</td>
</tr>
<tr>
<td></td>
<td>BIO-SODIUM HYALURONATE POWDER</td>
<td>SODIUM HYALURONATE</td>
<td>0.05</td>
<td>SK Bioland</td>
</tr>
<tr>
<td></td>
<td>COOLTHESKIN</td>
<td>EUCOMMIA ULMOIDES BARK EXTRACT</td>
<td>0.02</td>
<td>SK Bioland</td>
</tr>
<tr>
<td></td>
<td>MOISTFULL</td>
<td>HAMAMELIS VIRGINIANA (WITCH HAZEL) EXTRACT</td>
<td>0.01</td>
<td>SK Bioland</td>
</tr>
</tbody>
</table>

Procedure
Stirring mixture after adding PORTULACA EXTRACT GN, JEWEL SILVER A, BIO-SODIUM HYALURONATE POWDER, COOLTHESKIN and MOIST FULL in MUSAP
TroyCare LSB is the latest in the line of advanced broad-spectrum preservative for personal care products by Troy Corporation. TroyCare LSB is a unique formulation of three organic acids – Levulinic Acid, Sorbic Acid & Benzoic Acid. The product’s formulation has been determined after months of rigorous testing in different applications & environments, to ensure complete protection of end-product for an extended period of time. TroyCare LSB will have customised variants to match optimum preservation requirement of different application (like - cosmetics, moisturisers, face-wash, shampoo, etc.). The product is apt for customers who focus on ORGANIC personal care products.
**TroyCare LSB**

**Properties**
- Broad spectrum protection (bacteria & fungi)
- Effective up to pH 6.5
- Effective at use levels as low as 0.4%
- Naturally sourced or natural identical components

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Preservative</td>
<td>Levulinic Acid</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Preservative</td>
<td>Sorbic Acid</td>
<td></td>
<td>Contact Troy</td>
</tr>
<tr>
<td></td>
<td>Preservative</td>
<td>Benzoic Acid</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Solvent</td>
<td>Various</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
functional ingredients
FiberHance™ BM Solution is a new innovative patented ingredient that provides internal hair strengthening and repair by creating additional bonds within the hair structure. It is a small, low molecular weight molecule based on a unique natural glucoside chemistry that allows penetration deep into the hair fibre up to the cortex. This creates hair fibre strength back to levels of virgin hair through hydrogen and ionic bonding of the keratin structure. It is supplied as a 50% active solution.
BEYOND, an eco-friendly beauty brand which helps customers regain beauty of their own skin using natural ingredients containing the intact vital force of natural energy, will introduce recent commercialized products.

Combine Zemea® PDO and Glycerin achieve high and prolonged time humectancy to face and skin, compared with other glycols widely used in Cosmetics.
## TEGO® Feel C 10 - Natural Cellulose with Multi-Functions

### Product Type
- Skincare, Suncare

### Category
- Additives, Multi-Functionals, Natural Actives

### Email
- sarah.wang@evonik.com

### Website
- personal-care.evonik.com

TEGO® Feel C 10 is one Natural & Eco friendly ingredient for cosmetic applications. It is natural cellulose with 30 µm average particle size. No derivatisation or chemical modification. TEGO® Feel C 10 is also a good ingredient for Eco-friendly alternative to microplastics in leave-on applications.

It can improve absorption & reduce oiliness on skin and also can absorb human sebum. It shows a mattifying effect for human skin after application of the product. It can be formulated in O/W & W/O emulsions and water-free systems.
# Fun in the SPF 30 Sun Spray

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>TEGO® Care PBS 6</td>
<td>Polyglyceryl-6 Stearate, Polyglyceryl-6 Behenate</td>
<td>3</td>
<td>EVONIK</td>
</tr>
<tr>
<td>A</td>
<td>TEGOSOFT® TN</td>
<td>C12-15 Alkyl Benzoate</td>
<td>3</td>
<td>EVONIK</td>
</tr>
<tr>
<td>A</td>
<td>Tinosorb S</td>
<td>Bis-ethylhexyloxyphenol Methoxyphenyl Triazine</td>
<td>3</td>
<td>BASF</td>
</tr>
<tr>
<td>A</td>
<td>Butyl Methoxydibenzoylmethane</td>
<td>Butyl Methoxydibenzoylmethane</td>
<td>2</td>
<td>BASF</td>
</tr>
<tr>
<td>A</td>
<td>Homosalate</td>
<td>Homosalate</td>
<td>4</td>
<td>EVONIK</td>
</tr>
<tr>
<td>A</td>
<td>Ethylhexyl Salicylate</td>
<td>Ethylhexyl Salicylate</td>
<td>4</td>
<td>BASF</td>
</tr>
<tr>
<td>A</td>
<td>Octocrylene</td>
<td>Octocrylene</td>
<td>4</td>
<td>BASF</td>
</tr>
<tr>
<td>A</td>
<td>TEGO® Feel C 10</td>
<td>Cellulose</td>
<td>1</td>
<td>EVONIK</td>
</tr>
<tr>
<td>B</td>
<td>Water</td>
<td>Water</td>
<td>52.22</td>
<td>EVONIK</td>
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<td>B</td>
<td>Kelcogel CG-HA</td>
<td>Gellan Gum</td>
<td>0.03</td>
<td>CP Kelco</td>
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<tr>
<td>B</td>
<td>EDTA</td>
<td>EDTA</td>
<td>0.05</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Glycerin</td>
<td>Glycerin</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Phenylbenzimidazole Sulfonic Acid</td>
<td>Phenylbenzimidazole Sulfonic Acid</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Tromethamine</td>
<td>Tromethamine</td>
<td>0.88</td>
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</tr>
<tr>
<td>C</td>
<td>Water</td>
<td>Water</td>
<td>7.12</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>TEGO® Carbomer 341 ER</td>
<td>Acrylates/C10-30 Alkyl Acrylate Crosspolymer</td>
<td>0.2</td>
<td>EVONIK</td>
</tr>
<tr>
<td>D</td>
<td>Water</td>
<td>Water</td>
<td>9.8</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Trisaminomethane, 30% in water</td>
<td>Tromethamine</td>
<td>q.s.</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Euxyl PE 9010</td>
<td>Phenoxyethanol, Ethylhexylglycerin</td>
<td>0.7</td>
<td>Schülke &amp; Mayr GmbH</td>
</tr>
</tbody>
</table>

## Procedure

1. Heat phase A and B separately to approx. 85°C
2. Add phase C to B
3. Add phase A to phase B/C with stirring
4. Homogenize
5. Cool with gentle stirring to approx. 60 °C and add phase D
6. Homogenize for a short time
7. Cool with gentle stirring and add phase E and F below 40 °C
8. Adjust the pH value to 6.8-7.2

## Properties

- **Viscosity:** 0.3 Pa·s (Brookfield RV DV-I, sp. 4, 100 rpm)
- **SPF:** 32, **UVA-Balance:** 39% (Calculated values, BASF Sunscreen Simulator)
Natural and more sustainable cosmetics are of increasing importance. Natural, but also widely applicable emulsifiers are required for straightforward formulation of natural product ranges. dermofeel® NC is Evonik’s answer to that trend and also has CFDA registration.

dermofeel® NC is a versatile PEG-free emulsifier for O/W systems. It is fully based on renewable sources. This is a cost-efficient O/W emulsifier and very suitable for all types of cosmetic O/W creams and lotions with a special focus on natural based systems.
# Natural Based Tone Up Cream

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>dermofeel® NC</td>
<td>Polyglyceryl-3 Distearate; Glyceryl Stearate Citrate</td>
<td>3.50</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>TEGO® Alkanol 1618</td>
<td>Cetearyl alcohol</td>
<td>1.50</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>TEGOSOFT® DEC</td>
<td>Diethylhexyl Carbonate</td>
<td>3.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>ABIL® 350</td>
<td>Dimethicone</td>
<td>1.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>TEGOSOFT® CT</td>
<td>Caprylic/Capric Triglycerides</td>
<td>2.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>ABIL® Wax 9801</td>
<td>Cetyl Dimethicone</td>
<td>1.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>Dow Corning 345 Fluid</td>
<td>Cyclopentasiloxane, Cyclohexasiloxane</td>
<td>8.00</td>
<td>Dow Corning</td>
</tr>
<tr>
<td></td>
<td>Sunsil-Tinnaturalwhite</td>
<td>Titanium Dioxide (and) silica</td>
<td>2.50</td>
<td>SUNJIN</td>
</tr>
<tr>
<td></td>
<td>TiO2 CR-50 AS</td>
<td>Titanium Dioxide (and) Triethoxycaprylylsilane</td>
<td>1.00</td>
<td>K.S. Pearl</td>
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<tr>
<td>B</td>
<td>Water</td>
<td>Water</td>
<td>68.40</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Propylene glycol</td>
<td>Propylene glycol</td>
<td>2.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Glycerin</td>
<td>Glycerin</td>
<td>3.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Keltrol CG-SFT</td>
<td>Xanthan gum</td>
<td>0.10</td>
<td>CP Kelco</td>
</tr>
<tr>
<td></td>
<td>TEGO® Natural Betaine</td>
<td>Betaine</td>
<td>2.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td>C</td>
<td>Simulgel EG</td>
<td>SODIUM ACRYLATE/SODIUM ACRYLOYLDIMETHYL TAURATE COPOLYMER (and) ISOSILICONE (and) POLYSORBATE 80</td>
<td>0.30</td>
<td>SEPPIC</td>
</tr>
<tr>
<td>D</td>
<td>Euxyl PE 9010</td>
<td>Phenoxyethanol; Ethylhexylglycerin</td>
<td>0.70</td>
<td>Schülke &amp; Mayr GmbH</td>
</tr>
</tbody>
</table>

## Procedure
1. Disperse TiO2 into oil with Ultra T 25 (13800 RPM, 3 min)
2. Heat both phase A and phase B to 85°C
3. Add phase A into B, then homogenize for a short while (20000 rpm, 90 sec)
4. Add phase C into A/B, homogenize for a short while (10000, 1 min)
5. Cool down below 40°C with gentle stirring, add phase D

## Properties
- Viscosity: ~24600 mPa.s (Brookfield RV DV-l, sp. 93, 10 rpm)
- pH: 6.82
TEGO® Solve 90 is a Cosmos/Ecocert-certified, propylene glycol-free, PEG-free and preservative-free solubiliser for perfume and essential oils. Based on polyglycerol technology, it is readily biodegradable.

TEGO® Solve 90 shows a significantly higher solubilising efficacy, and as high as ~50% less usage level could be achieved in formulations. It is cold processable without causing high foaming during processing. Hence, it can help to reduce the energy consumption in the personal care industry. Additionally, TEGO® Solve 90 is a multi-functional ingredient providing make-up removing, mitigating and moisturising benefits.

In short, TEGO® Solve 90 is a new generation of solubiliser for natural cosmetics.
# 3 in 1 Micellar Water for Gentle Make-up Removal

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>TEGO® Solve 90</td>
<td>Polyglyceryl-6 Caprylate; Polyglyceryl-4 Caprate</td>
<td>1.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>Perfume “Pink Grapefruit”</td>
<td></td>
<td>0.05</td>
<td>IFF Fragrance GmbH</td>
</tr>
<tr>
<td></td>
<td>TEGO® Betain 810</td>
<td>Capryl/Capramidopropyl Betaine</td>
<td>1.30</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>TEGO® Solve 61</td>
<td>Polyglyceryl-6 Caprylate; Polyglyceryl-3 Cocoate; Polyglyceryl-4 Caprate;</td>
<td>1.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Polyglyceryl-6 Ricinoleate</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Water</td>
<td>Water</td>
<td>To 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TEGO® Natural Betaine</td>
<td>Betaine</td>
<td>2.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>Glycerin</td>
<td>Glycerin</td>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Preservative</td>
<td></td>
<td>q.s.</td>
<td></td>
</tr>
</tbody>
</table>

**Procedure**
Blend all the ingredients in the given order.

**Properties**
Clear, water-thin solution. pH = 5.0
3 in 1 effect: cleanses, removes make-up, soothes
Removes even waterproof eye-make-up
Application with a cotton-pad. No rinsing required
A high ball is the newest product which is a one-sided oil bubble. It makes products look luxurious and attractive visually and gives special responses compared to the other products in the market.
Cellulose origin: Wood.

VIVAPUR CS 4 FM is the perfect additive for anti-wrinkle. The ultra fine, white and natural Microcrystalline Cellulose particels are the perfect choice for all kinds of face care, anti-ageing, make-up, colour cosmetics and sunscreen products.

Decrease of visible wrinkles by -11 % (VISIA).
**PRODUCT TYPE**  
Decoratives, Skincare

**CATEGORY**  
Polymers, Rheology Modifiers/Thickeners

**EMAIL**  
takahashi@kak.co.jp

**WEBSITE**  
www.hai-global.com

- Innovative premix of amino acid based oil gelling agents
- Suitable for lip tint sticks as well as other solid cosmetics

Scan to receive all the product and formulation information on display  
asia.in-cosmetics.com/IZGuide
Solbrol® FFA is a natural blend that supports skin moisturisation as well as microbial control. It is based on fruit acids and Propanediol. All ingredients are 100% renewable and GMO free.

As synergist, Solbrol® FFA shows a broad spectrum of activity and is effective against bacteria, yeast and mold. Solbrol® FFA is suitable for both rinse-off and leave-on products. Due to its sustainable characteristics it is an excellent choice in particular for natural cosmetic formulations.
Optimised patented combination of phospholipids and polysaccharides, Siligel™ is a natural gelling agent providing an amazing silicone-like skin feel, high resistance to electrolytes and hydrating properties. Designed to revolutionise the use of gums, Siligel™ is easy-to-process as it does not require pre-dispersion even in cold process. The versatility of Siligel™ leads to several applications (thickening, stabilizing, co-emulsifying, suspending agent). Particularly resistant to a high electrolytes content, Siligel™ is the natural solution to easily create robust formulations with no compromise between efficiency and aesthetics! Siligel™ is China compliant.

- Easy-to-use gelling agent
- High resistance to electrolytes
- Silicone-like skin feel

Scan to receive all the product and formulation information on display asia.in-cosmetics.com/IZGuide
ARON NT-Z is a superabsorbent polymer that is specifically modified for cosmetic use. It can hold water more than 20 times its dry weight and releases it when applied on skin. The polymer adds a unique sensation of watery touch with elastomer-like finish. It also has soft-focus properties giving an instant blurring effect.
# WATER BLUR PRIMER

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Glycerin</td>
<td></td>
<td>5.00</td>
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</tr>
<tr>
<td></td>
<td>Dipropylene Glycol</td>
<td></td>
<td>4.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PEG-20</td>
<td></td>
<td>0.50</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Xanthan Gum</td>
<td></td>
<td>0.05</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Disodium EDTA</td>
<td></td>
<td>0.05</td>
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<tr>
<td></td>
<td>Water</td>
<td></td>
<td>74.55</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Butylene Glycol</td>
<td></td>
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<tr>
<td></td>
<td>Nikkol HCO-60</td>
<td>PEG-60 Hydrogenated Castor Oil</td>
<td>0.50</td>
<td>Nikko Chemicals</td>
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<tr>
<td></td>
<td>Phenoxyethanol</td>
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<td>0.20</td>
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<tr>
<td></td>
<td>Methylparaben</td>
<td></td>
<td>0.15</td>
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<tr>
<td>C</td>
<td>Fucogel 1.5P</td>
<td>Biosaccharide Gum-1</td>
<td>2.00</td>
<td>Solabia</td>
</tr>
<tr>
<td>D</td>
<td>Acquacell</td>
<td>Glycerin &amp; Citrullus vulgaris (Watermelon) Fruit Extract &amp; Pyrus malus (Apple) Fruit Extract &amp; Lens Esculenta (Lentil) Fruit Extract &amp; Sodium PCA &amp; Sodium Lactate</td>
<td>3.00</td>
<td>Barnet Products</td>
</tr>
<tr>
<td>E</td>
<td>Aron-NTZ</td>
<td>Sodium Acylates Crosspolymer-2</td>
<td>6.00</td>
<td>Nikko Chemicals</td>
</tr>
</tbody>
</table>

**Procedure**

1. Mix A until uniform with a paddle mixer.
2. Mix B with heating (up to 50°C) until dissolved.
3. Add B gradually into A & mix well until uniform.
4. Add C & D respectively and mix until uniform.
5. Add E and mix vigorously.

**Properties**

pH(10%): 6.8

Stability at 45°C was checked for 4 weeks.
The main challenge of mild, “free of” preservatives is microbial contamination. Sharon Labs is offering a new preservative solution, with amplified efficacy. This range offers broad spectrum and superior activity, allowing a significantly lower level of use in a finished product of ~ 0.5%.

The Sharomix™ Amplify preservative line is based on a combination between several preservatives, reinforced by Ethyl Lauroyl Arginate, to achieve the best antimicrobial results, so LESS Preservative delivers MORE protection. Suitable for all Applications.
SC-3620 PLUS is an innovative modified guar gum. With superior suspending capacity, wonderful skin feeling and high transparency, SC-3620 PLUS is ideal for clear formulation needing strong suspension.
Flower suspending Shower Gel

### Procedure
1. Slowly add SC-3620 Plus into deionized water with rapid agitation.
2. Add phase B into SC-3620 Plus solution and mix.
3. Add phase C and mix.
4. Add citric acid to adjust pH to 5.5-6.5.
5. Add phase E and mix.
6. Add phase F and mix.

### Properties
- Mild and smooth skin feeling
- Beautiful flower suspending and clear appearance
- Medium viscosity and good liquidity

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
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<tbody>
<tr>
<td>A</td>
<td>SC-3620 Plus</td>
<td>Hydroxypropyl guar</td>
<td>1.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Glycerin</td>
<td>Glycerin</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Water, de-ionized</td>
<td>Aqua</td>
<td>q.s. to 100</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>AES</td>
<td>Sodium Alcohol Ether Sulphate</td>
<td>15</td>
<td></td>
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<tr>
<td></td>
<td>EDTA-2Na</td>
<td>Ethylenediaminetetraacetic acid disodium salt</td>
<td>0.05</td>
<td></td>
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<tr>
<td></td>
<td>Water, de-ionized</td>
<td>Aqua</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>K12, 6501, CAB-35</td>
<td>sodium lauryl sulfate, Coconut Diethanol Amide</td>
<td>3, 2, 0.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cocoamidopropyl Betaine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Citric Acid (50%)</td>
<td>Citric Acid</td>
<td>q.s.</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Perfume, Osmanthus Fragrans</td>
<td>Parfum, Osmanthus Fragrans</td>
<td>0.1, 0.5</td>
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</tr>
<tr>
<td>F</td>
<td>DMMDMH, CMIT/MIT</td>
<td>1,3-dimethylol-5,5-dimethylhydantoin, Isothiazolinones</td>
<td>0.2, 0.05</td>
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</table>
PromaCare-TAB, INCI Name: Tetrahexyldecyl Ascorbate, CAS No.183476-82-6, Molecular formula: C70H128O10. PromaCare-TAB is a stable, oil soluble form of Vitamin C derivative, even stable enough at high temperature. It is widely used in various skincare cosmetics to whiten and inhibit MMP, protect collagen and DNA. PromaCare-TAB shows excellent transdermal absorption and decomposes into vitamin C in skin to achieve these physiological functions.
IN-COSMETICS ASIA

BANGKOK | 31 OCTOBER – 2 NOVEMBER, 2017

Booth J50, Innovation Zone
Bangkok International Trade and Exhibition Centre, Halls 102-104

88 Bangna-Trad Road (Km.1)
Bangna, Bangkok
10260, Thailand
At in-cosmetics Asia this year, we’re showcasing our latest research in the beauty and personal care market. We’ve dissected the different stages of beauty according to consumer needs to show you what opportunities this could present for your company.

TOUCH AND FEEL THE LATEST, MOST INNOVATIVE PRODUCTS
Interactive Product Demonstrations on the Innovation Zone:
Tuesday, 31 October to Thursday, 2 November
11:00 – 11:30 and 14:00 – 14:30

LISTEN TO OUR EXPERT-LED PRESENTATIONS
Trends Presentations in the Marketing Trends and Regulations Theatre:

The Rise of Indie Brands and the Impact on Asia
Tuesday, 31 October
11:00 – 11:45

Spotlight on Facial Masks
Wednesday, 1 November
13:00 – 13:45
STAGES OF BEAUTY

It is no secret that as we age, our body follows suit and this triggers the change in the structure of our skin layer by layer. The changes in our skin and hair is influenced by internal and external factors such as genetics, environmental stress and hormonal changes that may accelerate the ageing process.

In recent years, beauty innovations have started to take age into consideration to deliver the best benefits according to the different generations. Consumers look to products to prolong youth and combat ageing; brands are setting their eyes on the grey population to target them explicitly, expanding the demographic groups for all to look their best and speak their age at different phases of life.

This approach has led to an interesting wave of product launches in the beauty space targeted at different demographic groups with varying claims in positioning, packaging and functional benefits.
The children of Millennials – anyone born after 2010 is part of Generation Alpha – have an impact on the spending behaviour of their parents. For the babies and toddlers within this generation, they are dependent on their parents to decide on the products to use. For the ‘grown ups’ of this generation, they are the kids that don’t know what the world was like before the technology boom. Gen Alpha craves convenience, informality and unconventional items that will capture their attention instantly.
40% of U.S. parents say natural products are safer and gentler on their baby (aged 0-3); and 33% say natural products give them greater peace of mind.

Source: Mintel U.S Report – Disposable Baby Products, March 2017 | Base: 1,193 adults aged 18+ who are a parent/guardian to kid(s) aged 3 and under who have purchased any kind of natural or organic disposable baby products.

92% of Asian mothers’ perception around product safety is mainly about the product formula and ingredients.

Garnier Ambre Solaire Kids Sensitive Advanced Anti-Sand Spray SPF50+

About the product

- claims to deliver very high UVA/UVB protection with its photo-stable filter system.
- continuous spray pack features a non-sticky and moisturising formula, and offers a water-resistant protection.
- paediatrician-tested, hypoallergenic product that is free from parabens.

Why it is innovative

Anti-sand claim is still niche in Asia suncare products in comparison to SPF levels and textures innovations.

Brand: Garnier
Country: France
Price: US$ 7.43
C’est Moi Eye Makeup Remover

About the product

• skin-friendly product designed for children aged 4-12 who wear makeup regularly or for long hours, for occasions like recitals or performances.
• enriched with aloe vera gel, cornflower floral water, and fresh fruit cells, where natural components of the plant cells remain intact until they are applied on the skin.

Why it is innovative

World’s reputedly first performance makeup and professional skincare brand for children aged 4 to 12.

Brand: C’est Moi Eye Makeup Remover
Country: Singapore
Price: US$25.90
Su:m 37° Sweet Smile Mild Cleansing Water

About the product

• contains fermented microorganism ingredients professionally prescribed for babies’ soft and sensitive skin.
• thorough removal of traces of sunscreen and impurities on weak, sensitive skin.
• dermatologist and ophthalmologist-tested product formulated with hypoallergenic moisturising ingredients.
• all Su:m 37° products contain 80 types of fermented plant ingredients. The company supports single-parent families and single mothers with The Beautiful Foundation.

Why it is innovative

Cleansing water was first introduced as an adult skincare; it has now influenced the children’s category which suggests product innovation ideas are cross-category and across demographics.

Brand: Su:m 37° Sweet Smile
Country: South Korea
Price: US$26.48
Zero To Seven Goong Secret Sticker Soothing Pack

About the product

- an animal-shaped soothing pack for babies with soothing and moisturising ingredients.
- contains ‘Ojitang’.
- made with peach tree, willow tree, mulberry tree, Sophora japonica and plum blossom – all for baby’s skincare and protection.

Why it is innovative

Facial mask for babies is niche but is showing growth potential with quirky innovations launched into market.

Brand: Zero to Seven Goong Secret

Country: South Korea

Price: US$10.16
Jerry’s Baby Non-Nano Sun Cushion SPF 30 PA+++

**About the product**

- a skincare brand that provides safe products for vulnerable, sensitive baby skin with atopic dermatitis.
- EWG-certified for safety, free from synthetic fragrance and features Hyalu Formula with five-layered hyaluronic acid to moisturise the baby’s skin, along with organic oil from verbena officinalis and shea butter instead of silicone or mineral oil.
- described as a safe, organic sun cushion for babies that forms a UV protection barrier onto skin immediately after application.

**Why it is innovative**

Cushion format in suncare is gaining popularity for its convenience and moisturizing properties.

**Brand:** Jerry’s Baby  
**Country:** South Korea  
**Price:** US$24.92
Coola Hang Ten Kids Spray Natural Sunscreen SPF 50

**About the product**

- a banana scented natural sunscreen with UVA/UVB protection.
- high performance formula contains 96.9% of plant-derived ingredients, and is said to provide maximum water-resistance up to 80 minutes.
- non-greasy and non-nano.
- free from oxybenzone, paraben, retinyl palmitate or synthetic fragrance.

**Why it is innovative**

All formulas of Hang Ten sunscreen contain a signature beach-themed scent. This ties in with Mintel’s 2025 Beauty & Personal Care Trend: *Gastronomia* that explores food inspired ingredients, textures and formats.

**Brand:** Coola Hang Ten  
**Country:** USA  
**Price:** US$9.98
The Millennial and iGeneration populations are defined more by their interests and passions in life. Beauty brands need to appeal to their lifestyles to make an impression. They are driven by social media, and are influenced and receptive to information found on digital channels – particularly fun, short and shareable content. There have been beauty brands that emerged first from the digital scene before hitting the brick-and-mortar stores, with a huge following that helped pave the way to success.
69% of Spanish consumers aged 16-24 consult blogs/vlogs for skincare information

44% of Indonesian Millennials have ‘liked’ interesting content on Facebook

Source: Mintel BPC | Base: 959 Spanish female internet users aged 16+ who use facial skincare products

Source: JAKPAT | Base: 849 JAKPAT Mobile respondents who use Facebook
Huda Beauty Lip Strobe

**About the product**

- designed to deliver a volumising gleam, sculpting shimmer, comfortable wear and a prismatic spectrum of sheer to full coverage colour.
- formulated with a pearl complex and some of the shades feature iridescent finishes, while others are packed with rich pigments or have subtle, glimmering glitters.

**Why it is innovative**

Huda Beauty resonates with the tech-savvy Millennial because of its high engagement on social media that attracts over millions of views on YouTube and this is how the brand was born.

**Brand:** Huda Beauty  
**Country:** UAE  
**Price:** US$21.62
Milk Makeup Holographic Stick

About the product

• highlighter goes galactic.
• prismatic hyper-lavender and golden peach hues that complement all skin tones.
• loaded with meteorite powder, twilight pearls, and nourishing mango butter, coconut oil, and avocado oil, this vegan highlighter leaves a sheen as mesmerizing as it is moisturizing.

Why it is innovative

The brand was built around the company’s online following of over 1.4 million people and recognising that majority are Millennials/iGen who are not dictated by traditional beauty brands.

Brand: Milk Makeup
Country: USA
Price: US$28.00
The Estée Edit by Estée Lauder The Guest Editor Beam Team Hydrate + Glow

About the product

• described as a two-in-one cream for a luminous glow, and a ‘double-duty double-decker’ designed to hydrate and give a luminous complexion.

• features two levels of illumination – first by acting as a complexion hybrid to create an instant change in how the skin looks, while simultaneously delivering skincare benefits.

Why it is innovative

The collection resonates with the Millennial generation and was curated by Kendall Jenner and Irene Kim to bring new beauty attitudes to a new generation of social media-minded consumers.

Brand: Estée Lauder
Country: Belgium
Price: US$50.59
Shiseido Waso Color-Smart Day Moisturizer Broad Spectrum SPF 30

About the product

• a skin brightening moisturiser said to change colour to enhance skin tone for long-lasting hydration and a healthy-looking glow, and also protects skin against UV-rays and environmental stressors.

• formulated with whole carrot cells, high in water content and nutrients; anti-pollution powder to help suppress shine; colour change powder and glycylglycine to help improve the look of uneven skin tone and visible pores; PhytoResist System+ to heighten skin’s resistance to internal and external stressors.

Why it is innovative

Aims to redefine beauty, targeting and empowering Millennials to feel beautiful in their own skin whatever their gender, nationality, age or status.

Brand: Shiseido Waso
Country: USA
Price: US$38.00
Pout Phone Makeup Case

About the product

- innovative phone case and makeup palette with three compartments.
- made from drop and scratch resistant materials for maximum protection.

Why it is innovative

Product design fits into Mintel Trends: Transumers that discusses how consumers are spending more time in transit and the new generation who are active users of technology and beauty.

Brand: Pout
Country: UK
Price: US$30.00
Shiseido Playlist Instant Lip Veil Glossy

About the product

• described as a translucent lip gloss that produces clear pink colour instantly upon application.
• the dermatological- and allergy-tested formula claims to glide effortlessly over the lips and achieve a dewy lustrous finish.

Why it is innovative

Overall brand concept is a distinctive minimalist design created to target women aged 25-39 who favour online shopping. Also features an online personal advice service.

Brand: Shiseido
Country: Japan
Price: US$19.50
By 2050, 21% of the world’s population will be over the age of 60. With the issue of an ageing population happening across the world, in countries like Japan and Singapore to name a few, the increasing number of elderly people presents opportunities for beauty brands to cash in on the ‘grey’ wave. Beauty brands are designing age-specific skincare products to market to silver consumers.
43% of UK women over the age of 55 are not currently using anti-ageing products and have no plans to do so in the future.

Source: Mintel UK Report – Anti-ageing Beauty, October 2015
| Base: 274 female internet users aged 55+

200 million people in Asia will pass the age of 65 by 2030.

Source: Channel Newsasia
Lúcido Body & Scalp Deo Paper

**About the product**

- designed for men in their 40s; removes sweat, excess sebum and germs causing body odour.
- features Triple Fibre Sheet enriched with Flavonomix and green tea extract for moisturisation; and hybrid absorbing powder to prevent greasiness for long hours.

**Why it is innovative**

Product positioning – specifically targeting men over 40s, a niche but potential demographic group.

- **Brand:** Lúcido
- **Country:** Japan
- **Price:** US$4.11
L’Oréal Age Specialist Restorative Anti-Wrinkle Night Cream

**About the product**

- specially designed for mature skin; deeply moisturises and improves skin elasticity with a complex of oils, reshapes contours, reduces pigmentation spots and nourishes the skin.
- dermatologically-tested product, suitable for users aged 55+.

**Why it is innovative**

The anti-ageing claim positioning with the use of the term ‘Age Specialist’ and clear age labelling to reach out to the silver generation.

**Brand:** L’Oréal Age Specialist  
**Country:** Israel  
**Price:** US$15.99
Chicca Heart Butterfly
Mesmeric Wet Lip Oil

About the product

• targeted at stylish and adorable women in their 50s and 60s.
• the watery formula is enriched with a variety of botanical oils to hydrate and protect lips against dryness.
• comes with a tip applicator designed to take a precise amount.

Why it is innovative

A texture that is not commonly seen for mature women in their 50s or 60s, and is thoughtfully made for the target audience.

Brand: Chicca Heart Butterfly
Country: Japan
Price: US$30.02
Schwarzkopf Professional BC Bonacure Hairtherapy Excellium Plumping Q10+ Collagen Plumping Souffle

About the product

• designed for fine and coloured mature hair.
• exclusive age-defying formula features active ingredients like Q10+ and collagen to provide the hair with additional volume while replenishing and strengthening lifeless locks.
• ensure colour preservation and improve elasticity to support the shaping of hairstyles.
• reduce visible signs of ageing and add density to fine or thinning hair, leaving it full of strength and vitality.

Why it is innovative

Anti-ageing haircare is less discussed but has gained traction in recent years as the industry looks to age segmentation as a way to cater to different beauty needs.

Brand: Schwarzkopf & Henkel
Country: France
Price: US$19.70
Kobayashi Seiyaku Inochi No Haha Moisturizing Essence

About the product

- skincare range targeted at women going through menopause whose skin is dry-prone with less firmness due to the loss of hyaluronic acid.
- enriched with eight oriental herbal extracts, fermented hyaluronic acid and egg yolk lipoid to prevent dryness, boots firmness and leaves the skin moist, translucent and plump.

Why it is innovative

The range reflects an intimate understanding of mature women, with emphasis on those undergoing menopause – a different approach on anti-ageing skincare.

Brand: Kobayashi Seiyaku Inochi No Haha
Country: Japan
Price: US$17.81
Shiseido Prior Cool BB Spray Foundation SPF 50+ PA++++

About the product

- targeted at women in their 50s, with the concept of becoming beautiful effortlessly.
- described as a 7-in-1 product combining the functions of foundation, primer, sunscreen, astringent, serum, skin tone controller and powder.
- claims to provide an instant cooling sensation, firm skin, conceal ageing signs and maintain a natural finish for up to 12 hours.

Why it is innovative

Multifunctional product with an easy-to-use spray format along with a cooling texture. The brand pays attention to every detail of the needs that senior women in Japan may have.

Brand: Shiseido Prior
Country: Japan
Price: US$22.78
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