INNOVATION ZONE
2016
Discover the most innovative new ingredients & formulations

in-cosmetics
asia
Bangkok • 8-10 November 2016

Sponsor

Ashland
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Official Partner

Mintel
INNOVATION ZONE

1. Latest Product Launches: Active & Functional Ingredients
2. Innovative Formulations
3. Best New Ingredient Awards
4. Mintel Live Product Demonstrations: Beauty Round the Clock - Syncing with the body’s natural rhythms
WHAT’S ON THE INNOVATION ZONE?

The Innovation Zone continues to be the most popular area at the show demonstrating the importance of new ingredient and service launches in the beauty industry. This unique attraction invites its guests to explore the following four engaging elements.

1. Latest Product Launches  
   Pages 5-24
   Discover 40+ of the latest ingredients and raw materials on display launched by exhibitors either at the show or within the 8 months before. Don’t miss the Innovation Zone ‘Best Ingredient Awards’!

2. Innovative Formulations  
   Pages 25-40
   Formulations will be on display demonstrating how some of these Innovation Zone ingredients can be incorporated into inventive formulations that you can test and feel.

3. Best New Ingredient Awards
   The awards are given to honour the development of novel ingredients that combine innovative science and product features in a way that demonstrates substantial benefits to manufacturers and end-users when compared to existing ingredients.

   Awards will be split into Active Ingredients and Functional Ingredients and there will be a Gold, Silver and Bronze Award for each of these two categories. The winners will be announced at a reception taking place on Wednesday 9 November from 14:00 - 15:00 on the Innovation Zone.

4. Mintel Interactive Live Demonstrations: Beauty Round the Clock  
   Pages 41-52
   Beauty Round the Clock - Syncing with the body’s natural rhythms
   Beauty brands are providing products with functionality which compliments a consumer according to what time of the day it is, allowing the benefits of a beauty product to sync with the body’s natural rhythm.

   This is emerging in a new generation of products which is enhancing consumers’ lives from the moment they wake up to when they sleep; combining topical products, ingestibles and the latest in-home technology to create the beauty equivalent of a 24-hour snacking regime.

   Join Mintel and find out how the beauty industry is working hard to satisfy every possible beauty craving consumers from all over the world are experiencing.

   See pages 41-52 for more information on the products that will be presented.

   TUESDAY, 8 NOVEMBER 11:00-11:30 & 14:00-14:30
   WEDNESDAY, 9 NOVEMBER 11:00-11:30 & 16:00-16:30
   THURSDAY, 10 NOVEMBER 11:00-11:30 & 14:00-14:30
Expert-led Mintel Trend Presentations

Beauty and Personal Care Innovations: What does the future hold?

In a future where the line between human and technological devices blur - water is a protected resource, energy concerns ring true and natural ingredients take centre stage - how will beauty brands innovate to stay competitive?

Join Mintel, where we will reveal the 4 key trends set to impact the global beauty and personal care industry over the next decade. We will discuss how the dynamic relationship between consumers and brands will not only evolve in the industry, but revolutionise it.

SHARON KWEK, SENIOR INNOVATION & INSIGHTS ANALYST
WEDNESDAY, 8 NOVEMBER, 16:00-16:45, MARKETING TRENDS THEATRE

Beauty Round the Clock: Syncing with the body’s natural rhythms

Beauty brands are providing products with functionality which compliments a consumer according to what time of the day it is, allowing the benefits of a beauty product to sync with the body’s natural rhythm. This is emerging in a new generation of products which is enhancing consumers’ lives, from the moment they wake up to when they sleep; combining topical products, ingestibles and the latest in-home technology to create the beauty equivalent of a 24-hour snacking regime.

Join Mintel and find out how the beauty industry is working hard to satisfy every possible beauty craving consumers from all over the world are experiencing.

SHARON KWEK, SENIOR INNOVATION & INSIGHTS ANALYST
WEDNESDAY, 9 NOVEMBER, 13:00-13:45, MARKETING TRENDS THEATRE

ABOUT THE SPEAKER:
Sharon Kwek has 8 years’ experience in the FMCG industry where she helped clients to develop their beauty businesses across Asia. She has accumulated an in-depth understanding of the beauty industry in key Asian markets and provides insights and analysis of the beauty and personal care categories to Mintel's key beauty clients.

Mintel Advice Service

Mintel's Beauty & Personal Care expert analysts will also be on hand throughout the show to offer personal advice and opinions on all the products and themes featured. What better way to keep up to date with industry developments and stay ahead of the competition?

MEET OUR CONSULTANTS ON THE INNOVATION ZONE AND AT STAND G78.
Mintel Beauty & Personal Care

Mintel is the world’s leading market intelligence agency. We work with 3,000 beauty brands globally, informing them of what’s hot and what’s next in their category. Our consumer and market research, combined with our expert analysis, provides our clients with the competitive edge they need to excel in this fast moving, trends driven industry.

Mintel is once again hosting the Innovation Zone, offering daily interactive demonstrations and showcasing innovative products from around the world. If you liked the markets insights you saw at the Innovation Zone, go to stand G78 for a demonstration of Mintel’s NEW Beauty & Personal Care product so you can assess Mintel whenever you need.

To contact us, please email beauty@mintel.com or visit mintel.com

Ashland Specialty Ingredients

In every region of the world, Ashland is finding the beauty ritual to be an increasingly important dimension of personal care. Now more than ever, culture is driving change in the personal care industry. At the in-cosmetics Asia exhibition, Ashland will demonstrate how it works with the personal care industry to bring together culture, science and innovation – the dimensions of care that reveal the holistic beauty of consumers around the world.

VISIT US AT BOOTH J20.
# LATEST FUNCTIONAL INGREDIENT LAUNCHES

**ChromoHance™ 113 Polymer**

<table>
<thead>
<tr>
<th>Company:</th>
<th>Ashland Specialty Ingredients</th>
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<tbody>
<tr>
<td>Stand:</td>
<td>J20</td>
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<tr>
<td>Email:</td>
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<td>Website:</td>
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<td>Category:</td>
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<tr>
<td>Product Type:</td>
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</tbody>
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**Product Description:**
ChromoHance™ 113 polymer (INCI: Polyquaternium-113) is a new multi-functional, unique and innovative technology for shampoo and conditioner products that protects and shields oxidative colour-treated hair from surfactant stripping. The patent-pending technology maintains colour vibrancy by forming a hydrophobic surface on hair. In panel studies, consumers perceive colour maintenance, conditioning and shine across a range of colour shades when following a shampoo and conditioning regimen containing the polymer. The polymer aligns with consumer requests to maintain the colour vibrancy of colour-treated hair with shampoo and conditioner products and can improve colour retention by up to 50% more than current technologies.

# LATEST ACTIVE INGREDIENT LAUNCHES

**Harmoniance**

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<thead>
<tr>
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<td>Email:</td>
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<td>Website:</td>
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<td>Category:</td>
<td>Skincare</td>
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<tr>
<td>Product Type:</td>
<td>Anti-Cellulite / Slimming, Anti-Ageing / Anti-Wrinkle, Lightening / Whitening Agents, Multi-Functionals, Natural Actives</td>
</tr>
</tbody>
</table>

**Product Description:**
Now more than ever, the personal care industry requires highly functional, yet natural actives to deliver exceptional skincare benefits to consumers. More than ever before consumers request natural products containing sustainable ingredients. Through Zeta Fraction™ technology, Ashland offers a unique platform to deliver the benefits of natural actives on a sustainable basis. A novel and proprietary technology, Zeta Fraction technology captures the biologically active complexes of live plants. The technology utilizes the underexplored potential of live plants to protect the integrity of molecular architecture that exists in living cells and effectively targets multiple biological pathways with a single natural ingredient.
# LATEST ACTIVE INGREDIENT LAUNCHES

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<tr>
<th>Product</th>
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<td>AQUATIDE</td>
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<td><a href="http://www.arysta-hns-corp.com">www.arysta-hns-corp.com</a></td>
<td>Skincare</td>
<td>Anti-Inflammatory / Anti-Irritants / Soothing Agents, Anti-Ageing / Anti-Wrinkle, Antioxidants / Radical Scavengers, Anti-Pollution, Conditioners - Skin</td>
</tr>
</tbody>
</table>

**Product Description:**
This new material, AQUATIDE, was developed from resveratrol like structure with amino acids of Skin NMF, in the concept of SKINCARE VACCINE for epigenetic stress management. It was scientifically reported in IFSCC 2014 and commercially launches this April. This new idea of needle-free skin vaccination for forever youth & beauty. The property is very simple 3 in 1 treatment, 1) Maintenance 2) Recycling 3) Revitalizing. Recommended application is morning toner, refresh night mask or cellular booster essence to endure & recover your skin from numerous Epigenetic Bio-Stress, such as psychological for busy ladies and Environmental for PM2.5 induced stress condition.

| EXOSKIN | Biocosmethic | P91 | info@biocosmethic.com | www.biocosmethic.com | Skincare | Anti-Inflammatory / Anti-Irritants / Soothing Agents, Anti-Ageing / Anti-Wrinkle, Biological / Marine Extracts / Biofermentation, Clinical / Efficacy Testing, Toxicological Assessment |

**Product Description:**
Because skin aging is linked to chronic inflammation phenomenon also known as inflammaging, Biocosmethic has developed EXOSKIN, an innovative anti-aging active ingredient acting on epidermis-dermis communication through intercellular messengers called exosomes. By enhancing cell to cell communication, our biotechnological active ingredient protects the skin against inflammation while rejuvenating the skin and restoring homeostasis.
**N’gredient FERMACT WG**

**Company:** CJ CheilJedang  
**Stand:** G18  
**Email:** wonnie.lim@cj.net  
**Website:** www.cj.co.kr  
**Category:** Skincare, Suncare  
**Product Type:** Anti-Ageing / Anti-Wrinkle, Biological / Marine Extracts / Biofermentation, Botanicals / Essential Oils / Plant Extracts, Lightening / Whitening Agents, Natural Actives

**Product Description:**
N’gredient FERMACT WG is a bio-fermented grain extract, developed by CJ’s own eco-friendly fermentation technology. This natural and bio-fermented ingredient obtained from highly nutritious wheat-germ contains all the effective components. The in-vitro evaluation and the clinical assessment sufficiently support the multi-functional activities with anti-wrinkle, whitening & brightening, anti-inflammatory effects.

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**CobioDefender EMR**

**Company:** COBIOSA  
**Stand:** C32  
**Email:** alberto.thiebaut@cobiosa.com  
**Website:** www.cobiosa.com  
**Category:** Skincare  
**Product Type:** Anti-Ageing / Anti-Wrinkle, Antioxidants / Radical Scavengers, Anti-Pollution, Biological / Marine Extracts / Biofermentation

**Product Description:**
First active ingredient focused on reducing biological skin disorders resulting from the impact of digital premature aging: Skin manifestation from overexposure to electromagnetic fields emitted by our daily use of electronic devices. CobioDefender EMR is a concentrated solution of highly purified glycogen from marine origin: key role in the defense and epidermal repair and specific skin anti-stress agent. The ingredient probed to protect and prevent skin damage (Ex-vivo/in-vitro) after EMR and Blue Light exposition: Neutralizing Oxidative stress, reducing apoptotic cells and protecting against structural changes. It also addresses cellular epigenetic rejuvenation by regulating microRNA expression and senescence epigenetic modifications (in-vitro).
# LATEST ACTIVE INGREDIENT LAUNCHES

## EARLY BOOST

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<tr>
<th>Company</th>
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<td>Category</td>
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<td>Product Type</td>
<td>Toiletries, Anti-Ageing / Anti-Wrinkle, Antioxidants / Radical Scavengers, Anti-Pollution, Biological / Marine Extracts / Biofermentation, Natural Actives</td>
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</table>

**Product Description:**
ENERGIZING: ANTI-AGEING
For the first time in the cosmetic market, CODIF Laboratories develop an active ingredient based on vegetal Taurine for a unique energizing action. Flash moisturizer, anti-fatigue and anti-wrinkles, it answers all the needs of unstoppable skin. Obtained through new patented HTAC technology (HydroThermolysis Accelerated by supercritical CO2), EARLY BOOST stimulates ATP synthesis by +50% and works as a fibroblast bodybuilder. First signs of fatigue are erased within 24H and first wrinkles within 4 weeks of treatment.

## Gatuline® Renew

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<td>Categories</td>
<td>Decoratives, Skincare</td>
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<tr>
<td>Product Type</td>
<td>Anti-Ageing / Anti-Wrinkle, Moisturisers, Natural Actives</td>
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**Product Description:**
Gatuline® Renew targets the sign of age most difficult to hide: skin texture. A consequence of cell deceleration and damaged barrier function, degraded skin texture is unpleasing to the eye, feels coarse and is undeniably ageing. Natural extract of Japanese cedar buds, Gatuline® Renew is rich in energetic phytochemicals that stimulate epidermal renewal. Demonstrated in vitro and ex vivo on advanced skin models, this active acts from basal layers to surface corneocytes. Used at only 1% in formulation, it rebuilds the epidermis and restores efficient skin barrier function. The smooth, soft texture of a young and fresh skin is restored.
POs-Ca® is a calcium salt of naturally derived oligosaccharides produced from potato starch. It has high water solubility and can supply both calcium ion and anionic oligosaccharides in an aqueous medium. In vitro and clinical studies showed that POs-Ca is effective in improving epidermal hydration, barrier function and stratum corneum condition.

BIOGLYCOGEN is synthesized from plant starch by the action of unique enzymes, and is equivalent to natural glycogen in structural and physicochemical properties. In vitro studies showed that BIOGLYCOGEN enhances ATP, hyaluronan and ceramide production in keratinocyte, and that the ingredient also has an anti-oxide activity in keratinocytes through enhancement of anti-oxidant capacity of the cells. Furthermore, clinical studies indicated that BIOGLYCOGEN increases stratum corneum hydration, and suppressed erythema induced by UV irradiation, suggesting its potential as an moisturizer and an anti-UV reagent/SPF booster.

Pacify your skin by decreasing stress and improving well-being while sleeping! With this delightful regenerative cream containing our latest active ingredient Neurophroline™, the consumer will enjoy a new cosmetic experience before going to bed. Our smooth and silky cream:

- Delivers suppleness and softness
- Provides a delicate velvety touch
- Has a cocooning effect with a captivating scent

People will have a restful night and be ready to face the day stress-free!

Company: Givaudan Active Beauty  
Stand: N60  
Email: global.cosmetic@givaudan.com  
Website: www.givaudan.com/activebeauty  
Categories: Skincare  
Product Type: Anti-Inflammatory / Anti-Irritants / Soothing Agents, Anti-Ageing / Anti-Wrinkle, Biological / Marine Extracts / Biofermentation, Moisturisers

This architect serum containing Tightenyl™ is our latest active ingredient, allowing the reshaping of the skin from the inside during the day! Prime each day with an in-home facelift thanks to this melting fresh serum with a smooth texture: easy spreading, non-greasy, non-sticky & sensory make-up base. This is a powerful super-serum with an ultimate combination of active ingredients to:

- Reshape your beauty pillars
- Protect the skin’s matrix
- Hydrate the skin structurally

Architect serum is a highly stable, highly efficient & highly addictive formula.

Company: Givaudan Active Beauty  
Stand: N60  
Email: global.cosmetic@givaudan.com  
Website: www.givaudan.com/activebeauty  
Categories: Skincare  
Product Type: Anti-Inflammatory / Anti-Irritants / Soothing Agents, Anti-Ageing / Anti-Wrinkle, Biological / Marine Extracts / Biofermentation, Moisturisers
**LATEST ACTIVE INGREDIENT LAUNCHES**

**POs-Ca®**

**Company:** GLICO NUTRITION CO., LTD.

**Stand:** F11

**Email:** yamagishi-yuki@glico.co.jp

**Website:** www.glico.com/nutrition/en/product/finechemical/posca/

**Categories:** Haircare, Skincare

**Product Type:** Anti-Ageing / Anti-Wrinkle, Conditioners - Hair, Conditioners - Skin, Moisturisers, Multi-Functionals, Natural Actives

**Product Description:**
POs-Ca is a calcium salt of naturally derived oligosaccharides produced from potato starch. It has high water solubility and can supply both calcium ion and anionic oligosaccharides in an aqueous medium. In vitro and clinical studies showed that POs-Ca is effective in improving epidermal hydration, barrier function and stratum corneum condition.

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**BIOGLYCOGEN®**

**Company:** GLICO NUTRITION CO., LTD.

**Stand:** F11

**Email:** yamagishi-yuki@glico.co.jp

**Website:** www.glico.com/nutrition/en/product/finechemical/bioglycogen01

**Categories:** Skincare, Suncare

**Product Type:** Anti-Inflammatory / Anti-Irritants / Soothing Agents, Anti-Ageing / Anti-Wrinkle, Moisturisers, Natural Actives, Opacifiers / Pearlescents, Polymers

**Product Description:**
BIOGLYCOGEN is synthesized from plant starch by the action of unique enzymes, and is equivalent to natural glycogen in structural and physicochemical properties. In vitro studies showed that BIOGLYCOGEN enhances ATP, hyaluronan and ceramide production in keratinocyte, and that the ingredient also has an anti-oxide activity in keratinocytes thorough enhancement of anti-oxidant capacity of the cells. Furthermore, clinical studies indicated that BIOGLYCOGEN increases stratum corneum hydration, and suppressed erythema induced by UV irradiation, suggesting its potential as an moisturizer and an anti-UV reagent/SPF booster.
HerbaProtect NOX, a novel COSMOS approved sun care active, protects from UV-induced skin damage, which has been shown to occur even hours after sun exposure. The three active components have been combined in a preservative-free, standardized and concentrated glycerol based self-preserving solvent system. HerbaProtect NOX delivers soothing to stressed skin, reduces the UV-mediated enzymatic stress response and the formation of intracellular nitrogen and oxygen species leading to damage of cellular structures. Due to its strong antioxidant properties it increases the antioxidant capacity of human skin for several hours, making it a perfect IR-A protection addition to sun care formulations.

Cosmetic Drones: the final step in our quest for cosmetic technology and marketing integration. Any cosmetic treatment intends to increase the therapeutic index of the active while minimising its side-effects. Since the inception in the market a few decades ago, active delivery systems have become very important at enhancing of active delivery in modern therapies. Since 2009, different approaches have been attempted at Infinitec to overcome these problems by providing selective delivery, to target the active only to those target cells affected as the ideal solution. The quest for a real cosmetic bullet that skin care customers can fully understand.

IZAYOI is a novel natural active ingredient for sun care having a biological mechanism which inhibits very early stage of inflammation initiated by UVB. It is recommended for all kinds of sun care and skin care applications for consumers who suffer from UV induced erythema and photo-ageing. It has been just revealed that skin erythema is caused by DAMPs (Damage-associated molecular patterns) which are released from damaged keratinocytes at very early inflammation stage. IZAYOI uniquely inhibits the DAMPs related inflammation induced by UVB while other common anti-inflammation agents do not. Therefore, IZAYOI gives the cosmetic industry a new era of suncare.
**LATEST ACTIVE INGREDIENT LAUNCHES**

**HerbaProtect NOX - Advanced Suncare Active**

**Company:** Lipoid Kosmetik AG  
**Stand:** C70  
**Email:** info@lipoid-kosmetik.com  
**Website:** www.lipoid-kosmetik.com  
**Categories:** Skincare, Suncare  
**Product Type:** Anti-Inflammatory / Anti-Irritants / Soothing Agents, Anti-Ageing / Anti-Wrinkle, Antioxidants / Radical Scavengers, Anti-Pollution, Botanicals / Essential Oils / Plant Extracts, Natural Actives  

**Product Description:**  
HerbaProtect NOX, a novel COSMOS approved sun care active, protects from UV-induced skin damage, which has been shown to occur even hours after sun exposure. The three active components have been combined in a preservative-free, standardized and concentrated glycerol based self-preserving solvent system. HerbaProtect NOX delivers soothing to stressed skin, reduces the UV-mediated enzymatic stress response and the formation of intracellular nitrogen and oxygen species leading to damage of cellular structures. Due to its strong antioxidant properties it increases the antioxidant capacity of human skin for several hours, making it a perfect IR-A protection addition to sun care formulations.

**Cosmetic Drone Project Completion**

**Company:** INFINITEC  
**Stand:** J88  
**Email:** jgonzalez@infinitec.es  
**Website:** www.infinitec.es  
**Categories:** Decoratives, Skincare  
**Product Type:** Encapsulations / Delivery Systems  

**Product Description:**  
Cosmetic Drones: the final step in our quest for cosmetic technology and marketing integration. Any cosmetic treatment intends to increase the therapeutic index of the active while minimising its side-effects. Since the inception in the market a few decades ago, active delivery systems have become very important at enhancing of active delivery in modern therapies. Since 2009, different approaches have been attempted at Infinitec to overcome these problems by providing selective delivery, to target the active only to those target cells affected as the ideal solution. The quest for a real cosmetic bullet that skin care customers can fully understand.
LATEST ACTIVE INGREDIENT LAUNCHES

REPROAGE™ peptide

Company: LIPOTEC  
Stand: G50  
Email: commercial@lipotec.com  
Website: www.lipotec.com  
Categories: Skincare  
Product Type: Anti-Ageing / Anti-Wrinkle

Product Description:
The regenerative capacity of the skin gets reduced with age resulting in thinness and increased fragility. Addressed to restore this loss in regenerative potential, REPROAGE™ peptide reprograms epidermal basal cells through epigenetic modulation via microRNA-145. As a result, it can boost the epidermal proliferative properties, which are essential for an adequate self-renewal. The application of a cream containing 2% REPROAGE™ peptide increased the rate of turnover in the epidermis. This visually translates into increased luminosity and provides a rejuvenating effect, reducing the externally perceived age of the volunteers that applied the cream containing the active ingredient.

Scelleye™

Company: LipoTrue  
Stand: H21  
Email: info@lipottrue.com  
Website: www.lipottrue.com  
Categories: Skincare  
Product Type: Anti-Ageing / Anti-Wrinkle, Conditioners - Skin, Multi-Functionals

Product Description:
LipoTrue presents Scelleye™, a prime multifunctional detoxifying plant-IGF-1 covering multiple eye care concerns including protection and clearance of skin damaged proteins due to solar radiation, pollutants and intrinsic factors. Scelleye™ is an excellent active ingredient for cosmetic products aimed to protect skin from the damaging effects of pollution and UV radiation while helping skin cells to recover the protein balance. Moreover, Scelleye™ showed reactivating, regenerating and redensifying properties in vitro and on human skin explants. It helped in vivo to decrease crow’s feet and dark circles for a complete eye contour care.
**LATEST ACTIVE INGREDIENT LAUNCHES**

**Miniporyl™**
- **Company:** Lucas Meyer Cosmetics
- **Stand:** M39
- **Email:** info@lucasmeyercosmetics.com
- **Website:** www.lucasmeyercosmetics.com
- **Categories:** Skincare
- **Product Type:** Anti-Acne, Botanicals / Essential Oils / Plant Extracts

**Product Description:**
Extracted from red clover flower and titrated in Biochanin A, Miniporyl™ is a picture-perfect pore minimizer designed to rebalance skin conditions responsible for pore enlargement. Miniporyl™ acts effectively and simultaneously on three different biological targets to refine the skin with a fast action. It normalizes the keratinocyte differentiation process, reduces excess sebum production and has an astringent action. Miniporyl™ visibly reduces the appearance of pores in men, women and young adults after only 15 days! As a skin treatment, Miniporyl™ has a complementary effect compared to pore filling silicone-based primer, which has only a short-lasting immediate physical action. China-compliant.

**Defenscalp™**
- **Company:** Lucas Meyer Cosmetics
- **Stand:** M39
- **Email:** info@lucasmeyercosmetics.com
- **Website:** www.lucasmeyercosmetics.com
- **Categories:** Haircare
- **Product Type:** Anti-Dandruff, Anti-Inflammatory / Anti-Irritants / Soothing Agents, Botanicals / Essential Oils / Plant Extracts, Conditioners - Skin, Shampoo

**Product Description:**
Extracted from fireweed and titrated in oenothein B polyphenols, Defenscalp™ is a smart multifunctional plant-derived ingredient designed to naturally and gently regulate the Malassezia proliferation responsible for dandruff while preserving the scalp microbiota ecosystem. As a scalp-friendly alternative to irritating classical anti-dandruff ingredients, Defenscalp™ provides outstanding clinical results on seboregulation and anti-dandruff action from the first use without side effects. Defenscalp™ normalizes sebum, reinforces corneocyte cohesion and modulates the scalp immuno-inflammatory defense system to maintain a healthy flake free non-oily looking scalp and hair. Defenscalp™ is China-compliant.
Citystem™

With its new ingredient Citystem™, Sederma is helping to fight the adverse effects of pollution on skin. This new natural active ingredient has been designed to fight against visible and invisible pollution damage to the skin, providing a new approach to pollution’s effects, with proven results which include, protection of skin cells from the penetration of pollutants, removal and neutralisation of toxic oxidant species, strengthening of the skin barrier and repair of cell metabolism. Furthermore, Citystem™ is proven to provide instant and long-term cosmetic benefits through consumer and clinical studies.

LIFTONIN®-XPERT

LIFTONIN®-XPERT is an intelligent collagen booster from the leaf sap of the South African medical plant Bulbine frutescens. Smart skin collagen management is essential because uncontrolled activation of collagen synthesis can lead to the induction of inflammatory processes and the development of low quality collagen. Thanks to the active substances knipholone and acetylated polymannose, LIFTONIN®-XPERT recalibrates the equilibrium between decomposition and reconstruction of dermal structures, thus providing the skin with an extra portion of high quality collagen. The natural collagen booster paves the way for exciting applications such as wrinkle fillers, stretch-mark products, nail care and brand-new tattoo aftercare.

Pinolumin

Pinolumin is a concentrated extract of Swiss stone pine, a tree native to the cold and windy mountain regions of Switzerland. The wood of Swiss stone pine has been used for centuries to make beds as sleeping in these beds reduces the heart rate for a more restorative sleep. Mibelle Biochemistry developed an extract from Swiss stone pine wood that contains high amounts of pinosylvin, a resveratrol-like molecule. Studies showed that Pinolumin calms skin hypersensitivity and reduces skin redness and colour irregularities resulting from inflammation for a more relaxed and radiant skin.
### LATEST ACTIVE INGREDIENT LAUNCHES

**Citystem™**

**Company:** Sederma  
**Stand:** B60  
**Email:** Pascaline.Criton@sederma.fr  
**Website:** www.sederma.com  
**Categories:** Skincare, Suncare  
**Product Type:** Anti-Ageing / Anti-Wrinkle, Anti-Pollution, Certified Halal, Natural Actives

**Product Description:**  
With its new ingredient Citystem™, Sederma is helping to fight the adverse effects of pollution on skin. This new natural active ingredient has been designed to fight against visible and invisible pollution damage to the skin, providing a new approach to pollution’s effects, with proven results which include, protection of skin cells from the penetration of pollutants, removal and neutralisation of toxic oxidant species, strengthening of the skin barrier and repair of cell metabolism. Furthermore, Citystem™ is proven to provide instant and long-term cosmetic benefits through consumer and clinical studies.

**LIFTONIN® - XPERT**

**Company:** RAHN AG  
**Stand:** L90  
**Email:** barbara.obermayer@rahn-group.com  
**Website:** www.rahn-group.com  
**Categories:** Skincare  
**Product Type:** Anti-Ageing / Anti-Wrinkle, Botanicals / Essential Oils / Plant Extracts, Certified Organic, Multi-Functionals, Natural Actives

**Product Description:**  
LIFTONIN®-XPERT is an intelligent collagen booster from the leaf sap of the South African medical plant Bulbine frutescens. Smart skin collagen management is essential because uncontrolled activation of collagen synthesis can lead to the induction of inflammatory processes and the development of low quality collagen. Thanks to the active substances knipholone and acetylated polymannose, LIFTONIN®-XPERT recalibrates the equilibrium between decomposition and reconstruction of dermal structures, thus providing the skin with an extra portion of high quality collagen. The natural collagen booster paves the way for exciting applications such as wrinkle fillers, stretch-mark products, nail care and brand-new tattoo aftercare.
LATEST ACTIVE INGREDIENT LAUNCHES

CONTACTICEL™: Anti-Pollution Active Ingredient

**Company:** SEPPIC  
**Stand:** M50  
**Email:** marty.lumain@airliquide.com  
**Website:** www.seppic.com  
**Categories:** Skincare  
**Product Type:** Anti-Inflammatory / Anti-Irritants / Soothing Agents, Anti-Ageing / Anti-Wrinkle, Anti-Pollution, Clinical / Efficacy Testing

**Product Description:**
Acrochaetium moniliforme is a macroalgae constituted of filaments of cells. It lives in CONTACT from seaweeds by epiphytism. Thanks to CELEBRITY™ technology, the 1st worldwide in macroalgae cell culture, CONTACTICEL™ is an extract of Acrochaetium moniliforme. IN VIVO, CONTACTICEL™ decreases the overproduction of sebum of 34% after 2 months. IN VITRO: an innovative in vitro model on sebocytes concludes on lipids increase caused by urban dust. CONTACTICEL™ reduces the production of lipids by 17% compared to polluted cells. IN VIVO: CONTACTICEL™ reduces ozonolized squalene as a skin marker of pollution in VIVO, the first in Asia.

FILMEXEL®

**Company:** SILAB  
**Stand:** F69  
**Email:** silab@silab.fr  
**Website:** www.silab.fr  
**Categories:** Decoratives, Skincare  
**Product Type:** Anti-Ageing / Anti-Wrinkle, Anti-Pollution, Film Former, Multi-Functionals, Natural Actives

**Product Description:**
Designed from a unique technology, FILMEXEL® is a natural film-forming biopolymer providing a biomimetic network of cutaneous tissue at the surface of the skin. The film is resistant, flexible and non-occlusive and it shapes perfectly the skin. FILMEXEL® thereby protects the skin from harmful exogenous agents. Genuine tensor since the first application, its smoothing and anti-wrinkle effects are proven in various formulas, at different doses and on Caucasian and Asian volunteers. The restored complexion radiance is perceived by users and by third persons. It also makes the foundation last longer. FILMEXEL® is universal for facial / body care and makeup.
MUSAP

Company: SK BIOLAND
Stand: J19
Email: jimkim@skbioland.com
Website: www.skbioland.com
Categories: Haircare, Skincare
Product Type: Botanicals / Essential Oils / Plant Extracts, Conditioners - Skin, Lightening / Whitening Agents, Moisturisers, Multi-Functionals

Product Description:
The plant Polygonatum officinale root has long been used as a medicinal herb in Traditional Chinese Medicine and consumed as tea in Korea till modern times. This plant met SK bioland technology and it became a unique natural cosmetic ingredient which is MUSAP for sensory textures with a bonus benefit. MUSAP offers a smooth, non-sticky and light texture to a formulation and, as a bonus benefit, MUSAP also helps make a skin moist and white.

BluVLite

Company: Specialty Natural Product Co., Ltd.
Stand: L80
Email: sales@snpthai.com
Website: www.snpthai.com
Categories: Skincare, Suncare
Product Type: Botanicals / Essential Oils / Plant Extracts, Lightening / Whitening Agents, Natural Actives, UV Filters

Product Description:
A natural, blue light and UV protection from luminescence devices and gadgets.
Leaf mask®

Company: TECHNATURE
Stand: M10E
Email: info@tech-nature.com
Website: www.tech-nature.com
Categories: Skincare
Product Type: Antioxidants / Radical Scavengers, Botanicals / Essential Oils / Plant Extracts, Natural Actives

Product Description:
In collaboration with the company LeafLab, Technature has developed a new ritual of beauty that highlights the benefits of the plants: the Leaf mask®. Natural and composed of plants, this is a cosmetic mask with plant fibers and plant extracts. It is mainly composed of green tea and peppermint. The combination of these two plants creates a synergy and a complementarity for each respective activity. Thus, giving to the skin an anti-oxidant, detoxifying, tonifying and refreshing effect. Once rehydrated with a lotion or simply with water, the mask adheres to the skin, thus giving it the naturalness of the plants.

Don’t miss Mintel’s interactive product demonstrations daily on the Innovation Zone. See page 41-52
ElfaMoist AC

Company: Akzo Nobel Surface Chemistry
Stand: S70
Email: personalcare.sea@akzonobel.com
Website: www.akzonobel.com/personalcare
Categories: Skincare, Toiletries
Product Type: Conditioners - Skin, Humectants, Moisturisers

Product Description:
ElfaMoist™ AC Humectant, AkzoNobel’s latest innovative skincare ingredient, provides the personal care industry with the ability to meet consumers demand for long-lasting and high-performance products without the negative sensory impact of other humectants. ElfaMoist™ AC humectant is an effective new active that easily penetrates inside the skin (stratum corneum), delivers and increases hydration keeping skin moisturized for over 30 hours. Equally important, ElfaMoist™ AC humectant performs exceptionally without showing disruption to the skin barrier, making it safe and gentle on skin. Patent pending.

N'gredient Butter

Company: CJ CheilJedang
Stand: G18
Email: wonnie.lim@cj.net
Website: www.cj.co.kr
Categories: Skincare, Bodycare
Product Type: Conditioners - Skin, Emollients / Oils / Fats, Moisturisers, Rheology Modifiers / Thickeners

Product Description:
N'gredient Butter series is a natural-origin ingredient, bio-processed by enzymatic esterification. There are 2 types of N'gredient Butter with distinct textures.
- N'gredient Butter S rapidly melts at skin temperature and provides the soft texture with high spreadability.
- N'gredient Butter H provides the hard texture with light skin feel and ultra-moisturizing properties.
Select the suitable N'gredient Butter H/S to formulate all types of applications.
Cosphagard® Pretec

**Company:** Cosphatec GmbH  
**Stand:** G80  
**Email:** carsten.dietz@cosphatec.com  
**Website:** www.cosphatec.com  
**Categories:** Decoratives, Haircare, Skincare, Suncare, Toiletries  
**Product Type:** Preservatives

**Product Description:**
Cosphagard® Pretec is a novel low cost preservative blend that can be used to replace controversially discussed preservatives like Parabens. The excellent synergistic effects of the ingredients give this blend a strong efficiency against bacteria, yeasts and molds in low concentrations and can be used in all kind of cosmetic formulations. Main advantages are as follows:
- A strong efficiency against Escherichia coli, Staphylococcus aureus, Pseudomonas aeruginosa, Candida albicans and Aspergillus brasiliensis
- Liquid and therefore very user-friendly  •  Highly stable
- A very good price-performance ratio  •  Efficient in a pH range of 3.0-7.5
- Free of Parabens, Triclosan and MIT  •  Suitable for sensitive skin and baby care

TEGO® Solve 55 - Solubilizer for Essential & Perfume Oils

**Company:** Evonik Personal Care  
**Stand:** H20  
**Email:** alex.jiang@evonik.com  
**Website:** personal-care.evonik.com  
**Categories:** Perfumes / Fragrances, Skincare  
**Product Type:** Certified Organic, Humectants, Multi-Functionals, Solubilisers, Wet Wipes Ingredients

**Product Description:**
TEGO® Solve 55, a PEG- and preservative-free solubilizer for perfume and essential oils, is produced fully based on renewable raw materials. Based on polyglycerol technology, it is readily biodegradable. It provides much higher solubilizing efficacy and up to ~50% less usage level of solubilizers could be achieved in the formulation. It is cold processable without causing high foaming during processing. Hence, it helps to reduce the energy consumption in the personal care industry. Additionally, TEGO Solve 55 is a multi-functional ingredient providing mitigating and moisturization benefits. In short, TEGO® Solve 55 is a new generation of solubilizer for natural cosmetics.
### Innovation in Color Cosmetics

<table>
<thead>
<tr>
<th>Company</th>
<th>J. Rettenmaier &amp; Söhne (JRS)</th>
</tr>
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<tbody>
<tr>
<td>Stand</td>
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</tr>
<tr>
<td>Email</td>
<td><a href="mailto:harald.schlosser@jrs.de">harald.schlosser@jrs.de</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.jrspersonalcare.com">www.jrspersonalcare.com</a></td>
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<tr>
<td>Product Type</td>
<td>Additives, Colourants / Hair Dyes / Pigments / Glitters</td>
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</table>

**Product Description:**
The Innovation in Color Cosmetics: Charcoal Spheres, Silver Spheres and Gold Spheres.
Application: Color Cosmetics, Foundation, Rouge, Eyeshadow, Lipstick, Lipgloss, Powder, Make-up
JRS Spheres obtain a revolutionary skin feel and could be used as a mattifying agent, easy to implement in production process and with no influence on pH value of the final product.
Easily and fast biodegradable. Made from renewable resources. Eco-friendly, safe and edible.

---

### C145

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<tr>
<td>Stand</td>
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<tr>
<td>Email</td>
<td><a href="mailto:Stephanie.dacosta@oleon.com">Stephanie.dacosta@oleon.com</a></td>
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<tr>
<td>Website</td>
<td><a href="http://www.oleonhealthandbeauty.com">www.oleonhealthandbeauty.com</a></td>
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<td>Product Type</td>
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</tbody>
</table>

**Product Description:**
A unique combination of emulsifiers provides the basic solution in formulating a single step multiple emulsion.
Formulations formulated using C145 will take the consumer on a roller coaster ride by experiencing the transition moment from a light feeling to the after feel protective layer. This innovative ingredient has a wide application ranging from skin care to high end coloured cosmetic.
EMOGREEN™

**Company:** SEPPIC ASIA  
**Stand:** M50  
**Email:** marty.lumain@airliquide.com  
**Website:** www.seppic.com  
**Categories:** Haircare, Skincare  
**Product Type:** Emollients / Oils / Fats

**Product Description:**
EMOGREEN™* is a revolutionary range of bio-based EMOlllients connected to your EMOtions. These crystal clear, high purity, extra-fluids biodegradable oils are from a traceable vegetable origin. Providing a unique refreshing and gliding sensation, EMOGREEN™* will wrap your skin in a soft and powdery veil. Thanks to inert profile EMOGREEN™* is suitable for versatile applications (skincare, haircare, make-up, suncare, colour cosmetics, cleanser, make-up remover, depilatory, deodorant, hair colour). Let’s be inspired by these breakthrough affordable bio-based, inert and fully biodegradable oils. Let’s create more sustainable beauty care products with an outstanding sensory experience.  
*GEMSEAL® BioLife Natural Alkane

SpecAWK™ Plus

**Company:** Spec-chem Industry Inc.  
**Stand:** E50  
**Email:** qc@specchemind.com  
**Website:** www.specchemind.com  
**Categories:** Skincare  
**Product Type:** Anti-Ageing / Anti-Wrinkle, Antioxidants / Radical Scavengers, Botanicals / Essential Oils / Plant Extracts, Lightening / Whitening Agents

**Product Description:**
SpecAWK™ Plus is Spec-chem patented product and it was recognised at the China Personal Care & Cosmetic Innovation Awards in 2016. It has the unique multi-functional benefits of Chinese 10 herbs via multi-targeted modes of actions. Its functions are: Anti-Wrinkle, Anti-Oxidation, Anti-Inflammation, Whitening & Lightening. It can be applied for lighting & whitening cream / lotion / mask and anti-wrinkle & anti-aging products.
Using a special polishing technique to grind powder particles into sub-micron particles, Uniproma has created Sunsafe-BOT which is Water/Oil soluble and offering broad spectrum sunscreen protection. When added to a sunscreen formulation, Sunsafe-BOT reduces the need for chemicals that help prevent skin allergies while still offering the same level of UVB absorption and heat protection. Sunsafe-BOT offers excellent light stability and is highly suitable for high PA value products.
**ChromoHance 113 polymer**

Company: Ashland Speciality Ingredients  
Stand: J20  
Email: dpopplewell@ashland.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 5**

<table>
<thead>
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<th>PHASE</th>
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**Procedure**
1. Add Phase A ingredients into beaker with moderate mixing
2. Slowly add phase B in order
3. Heat batch to 80°C and mix for 20 minutes
4. At 80°C add phase C and mix until uniform. Mill for 2 minutes at 4000rpm. Mix for 10 minutes
5. Cool to 40°C
6. Add phase D in order and mix until smooth
7. Adjust pH to 3.5 - 4.5

**Properties**
- Description: viscous white solution
- Viscosity: 2000 - 15000 cps
- pH: 3.5 - 4.5
Orange Blossom Body Gel with Harmoniance Biofunctional

**Company:** Ashland  
**Stand:** J20  
**Email:** info.vincience@ashland.com

**Procedure**

1. Add water into main beaker and begin homogenization. Heat until 30°C. Add EDTA.
2. Heat Belsil DMC 6038 until melted. Add to main beaker and mix well.
3. Sprinkle in Phase B and mix well. The bulk should be smooth.
4. Add phase C ingredients one by one with mixing well between each addition.
5. Sprinkle in Phase D and mix well. The gel should be homogeneous.
6. Pre-mix phase E until smooth and uniform. Add to the main beaker and mix well.
7. Premix Phase F until clear and add to main beaker. Homogenize well until smooth.
8. Premix Phase G until clear and add to main beaker. Mix well until homogeneous.
9. Premix Phase H until uniform and add to main beaker. Mix well until homogeneous.
10. Stop at 25°C.

**Properties**

- **Appearance:** Pearlenscent orange gel
- **pH:** 5.7 - 6.2
- **Viscosity (D0):** 28000 - 36000 cps (Brookfield RVT/Spindle B/5 RPM/1 minute/25°C)

### Formulation Display

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
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<td>EDTA tetrasodium salt</td>
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<td>Belsil™ DMC 6038*</td>
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<td>H</td>
<td>Colorona™ Precious Gold*</td>
<td>Mica (and) Cl 77891 (Titanium Dioxide) (and) Silica (and) Cl 77491 (Iron Oxides) (and) Tin Oxide Water/Aqua (and) Cl 16035 (Red 40)</td>
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</table>
Hydrating Tightening Mask with ElfaMoist AC & Flexan II

Company: Akzo Nobel Surface Chemistry Pte Ltd
Stand: S70
Email: personalcare.sea@akzonobel.com

DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 20

<table>
<thead>
<tr>
<th>PHASE</th>
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<td>Phenoxyethanol (and) Ethylhexylglycerin</td>
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**Procedure**

1. Add the Deionized Water from Phase A into the main vessel, and sprinkle in Natrosol 250 HHR under a good vortex. Heat to 75°C and mix until dispersed. Sprinkle the other ingredients from Phase A one by one, and mix until homogeneous.
2. Take the main vessel off the heat, cool to room temperature and add ElfaMoist™ AC humectant (Phase B). Mix until homogeneous.
3. Add Phase C and mix until homogeneous.

**Properties**

pH 5.5 - 7.0
Appearance: Clear Liquid
### PHASE INGREDIENT INCI NAME % W/W SUPPLIER

#### A
- Deionized Water
- Glyceryl Glucoside
- Butylene Glycol
- Sodium Hyaluronate
- Dipotassium Glycyrrhizate
- Allantoin
- Disodium EDTA
- Phenoxyethanol

Aqua/Water Glyceryl Glucoside Butylene Glycol Sodium Hyaluronate Dipotassium Glycyrrhizate Allantoin Disodium EDTA Phenoxyethanol

QS 100 5 3 0.1 0.05

#### B
- Cetearyl Olivate Sorbitan Olivate
- C10-18 Triglycerides
- Beeswax
- Caprylic/Capric Triglyceride
- Helianthus Annuus (Sunflower) Seed Oil
- Cetearyl Alcohol
- Glyceryl Stearate (and) PEG-100 Stearate
- Cetearyl Ethylhexanoate
- Glyceryl Stearate
- Hydrogenated Polydecene
- Ceteareth-12
- Ethylhexylglycerin
- Tocopheryl Acetate
- Cyclomethicone

Cetearyl Olivate Sorbitan Olivate C10-18 Triglycerides Beeswax Caprylic/Capric Triglyceride Helianthus Annuus (Sunflower) Seed Oil Cetearyl Alcohol Glyceryl Stearate (and) PEG-100 Stearate Cetearyl Ethylhexanoate Glyceryl Stearate Hydrogenated Polydecene Ceteareth-12 Ethylhexylglycerin Tocopheryl Acetate Cyclomethicone

2 0.5 2 1.5 2 1 1 0.8 0.04 0.5 2

#### C
- Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (and) Isohexadecane (and) Polyisobutane 80

Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (and) Isohexadecane (and) Polyisobutane 80

1.5

#### D
- N’gredient FERMAGT WG
- Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer
- Theobroma Cacao (Cocoa) Extract
- Fragrance

Triticum Vulgare (Wheat) Germ Extract, Saccharomyces Ferment Filtrate Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer Theobroma Cacao (Cocoa) Extract Fragrance

1 3 0.05

---

**Procedure**

1. Heat phase A and B to 75-80°C.
2. Add phase B to A under homogenization.
3. Add phase C to phase A+B under homogenization.
5. Complete cooling.

**Properties**

Stable 3 months at 4°C, RT (room temp.), 45°C and temp. Cycles
FORMULATION DISPLAY

N'gredient Butter

Company: CJ CheilJedang
Stand: G18
Email: wonnie.lim@cj.net

DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 20

PLEASE VISIT US ON STAND G18 TO DISCOVER THE FORMULATION OF THIS PRODUCT.
**EARLY ENERGIZING GEL**

Company: CODIF Technologie Naturelle  
Stand: C30  
Email: g.moro@codif.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 8**

**Procedure**

1. Warm phase A up to 75°C under gentle agitation  
2. Let’s hydrate phase B on the surface of phase A without agitation for 10 min, then agitate under emulsifying device 1500 rpm for 20 min  
3. Add phase D under emulsifying device 2000 rpm for 10 min  
4. Cool down to 40°C under gentle agitation  
5. Add materials of phase E step by step under gentle agitation for 5 min  
6. Add the premix F, then G under gentle agitation for 5 min  
7. Add the premix H under emulsifying device 1500 rpm for 20 min  
8. Keep under gentle agitation for 10 min  
9. Adjust pH to 6

**Properties**

- pH = 6.0 ±/ 0.2  
- Stable for 1 month at 40°C and 55°C

<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>Purified water</td>
<td>Aqua &amp; Cl 17200</td>
<td>89.087</td>
<td>Univar</td>
</tr>
<tr>
<td></td>
<td>Solution rouge Cl:1720 1 pourcent</td>
<td>Chlorophenesin</td>
<td>0.283</td>
<td>Ami</td>
</tr>
<tr>
<td></td>
<td>Elestab CPN</td>
<td>Disodium Edta</td>
<td>0.27</td>
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</tr>
<tr>
<td></td>
<td>Edeta BD</td>
<td>Phenoxethanol</td>
<td>0.1</td>
<td>Biophill</td>
</tr>
<tr>
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<td>Phenoxethanol</td>
<td>Phenoxethanol</td>
<td>0.66</td>
<td>Biophill</td>
</tr>
<tr>
<td>B</td>
<td>Carbopol ultrez 10</td>
<td>Carbomer</td>
<td>0.25</td>
<td>Gattefosse France Sa</td>
</tr>
<tr>
<td>C</td>
<td>Soude (solution 5N)</td>
<td>Aqua &amp; Sodium Hydroxide</td>
<td>0.25</td>
<td>Brenntag</td>
</tr>
<tr>
<td>D</td>
<td>Zemea Polyglycol 6000 S</td>
<td>Propanediol Peg-150</td>
<td>3</td>
<td>Imcd-Spci</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peg-150</td>
<td>1</td>
<td>Quimasso France Eurl</td>
</tr>
<tr>
<td>E</td>
<td>Parfum SP procetyl AWS MBAL-RB Covasorb EW</td>
<td>Parfum Ppg-5-ceteth-20 Ppg-26-buteth-26 &amp; peg-40 hydrogenated castor oil &amp; ethylhexyl methoxybenzylmethane &amp; ethylhexyl salicylate</td>
<td>0.2</td>
<td>Croda France</td>
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<tr>
<td></td>
<td></td>
<td>Peg-150</td>
<td>0.7</td>
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<tr>
<td></td>
<td></td>
<td>Peg-150</td>
<td>0.2</td>
<td>Lcw</td>
</tr>
<tr>
<td>F</td>
<td>EARLY BOOST PE Glycerin &amp; aqua &amp; phenoxethanol &amp; sodium carrageenan &amp; jania rubens extract &amp; ethylhexylglycerin</td>
<td>1.5</td>
<td>CODIF Technologie Naturelle</td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>Covacryl MV60 Sodium Poliacrylate</td>
<td>Glycerin</td>
<td>0.5</td>
<td>Lcw</td>
</tr>
<tr>
<td></td>
<td>Glycerine bidistillée codex</td>
<td>Glycerin</td>
<td>2</td>
<td>Quimasso France Eurl</td>
</tr>
</tbody>
</table>
**3 in 1 Micellar Water for Gentle Make-up Removal**

**Company:** Evonik Personal Care  
**Stand:** H20  
**Email:** mandy.meng@evonik.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 21**

<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 55</td>
<td>Polyglyceryl-3 Caprylate/Caprate/ Succinate;</td>
<td>2.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>TEGO® Betain 810</td>
<td>Propylene Glycol</td>
<td>1.30</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>Perfume</td>
<td>Capryl/Capramidopropyl Betaine</td>
<td>0.05</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>Water</td>
<td>Water</td>
<td>1.40</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>TEGO® Natural Betaine</td>
<td>Water</td>
<td>1.00</td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>Hexylene Glycol</td>
<td>Betaine</td>
<td>q.s.</td>
<td>EVONIK</td>
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<td></td>
<td>Glycerin</td>
<td>Glycerin</td>
<td></td>
<td>EVONIK</td>
</tr>
<tr>
<td></td>
<td>Preservative</td>
<td></td>
<td></td>
<td>EVONIK</td>
</tr>
</tbody>
</table>

**Procedure**
Blend 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.
**S3D® Neurolifting DUO - ‘Architect’ Serum**

**Company:** Givaudan Active Beauty  
**Stand:** N60  
**Email:** pauline.martin.pm1@givaudan.com, celine.dinant@givaudan.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 9**

<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>Carbopol Ultrez 21</td>
<td>ACRYLATES / C10-30 ALKYL ACRYLATE CROSSPOLYMER SODIUM HYDROXIDE WATER</td>
<td>0.5 SQ pH 5.5 SQ 100</td>
<td>Lubrizol, Brenntag</td>
</tr>
<tr>
<td></td>
<td>Sodium hydroxide 30.5% Water</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Alcol 96 DUB GPE 810 Miglyol 812 N Phenoxyethanol Fragrance ARTIC SDW111BSO</td>
<td>ALCOHOL DENAT. PEG-8 CAPRYLIC/CAPRIC GLYCERIDES CAPRYLIC/CAPRIC TRIGLYCERIDES PHENOXYETHANOL FRAGRANCE, BUTYLPHENYL METHYLPROPIONAL, LINALOOL, EUGENOL</td>
<td>1 1 7 1 0.2</td>
<td>Dislaub, Stéarinerie Dubois, Sasol, Clariant, Givaudan</td>
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<tr>
<td>C</td>
<td>TIGHTENYL™</td>
<td>WATER, GLYCERIN, DISODIUM ACETYL GLUCOSAMINE PHOSPHATE, GLUCURONIC ACID, MAGNESIUM SULFATE</td>
<td>2</td>
<td>Givaudan</td>
</tr>
<tr>
<td>D</td>
<td>ROSMARINYL™ GLUCOSIDE</td>
<td>ROSMARINYL GLUCOSIDE</td>
<td>0.2</td>
<td>Givaudan</td>
</tr>
<tr>
<td>E</td>
<td>HYDREIS™</td>
<td>WATER, HYDROLYZED BETA-GLUCAN</td>
<td>1</td>
<td>Givaudan</td>
</tr>
<tr>
<td>F</td>
<td>Covabead Velvet 20</td>
<td>POLYMETHYL METHACRYLATE</td>
<td>2</td>
<td>Sensient</td>
</tr>
</tbody>
</table>

**Procedure**
1. Prepare A and wait 5 minutes before stirring at 100 rpm under helix  
2. Prepare B under stirring until total homogenization  
3. Add B in A under gentle stirring for a few minutes  
4. Add successively C, D, E and F in AB under gentle stirring until total homogenization

**Properties**
Viscosity (Brookfield Cylinder 64 speed 12 at 20°C): 45000mPa.s - pH at 20°C: 5.23 - stable 3 months at 45°C  
A fresh and fondant ‘architect’ serum brings to our skin, smart hydration, firmness, youth and smoothness, the ideal face-lifting make-up base for a smoothing effect.
**S3D® Neurolifting DUO - Regenerative Night Cream**

**Company:** Givaudan Active Beauty  
**Stand:** N60  
**Email:** pauline.martin.pm1@givaudan.com  
**Email:** celine.dinant@givaudan.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 9**

<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>Emulium delta</td>
<td>CETYL ALCOHOL, GLYCERYL STEARATE, PEG-75 STEARATE, CETETH-20, STEARETH-20 CAPRYLIC/CAPRIC TRIGLYCERIDES PARAFFINUM LIQUIDUM</td>
<td>4</td>
<td>Gattefossé</td>
</tr>
<tr>
<td></td>
<td>Miglyol 812N</td>
<td>WATER</td>
<td>10</td>
<td>Sasol</td>
</tr>
<tr>
<td></td>
<td>Ordina 917</td>
<td>MARIS AQUA, PHENOXYETHANOL</td>
<td>2</td>
<td>Brenntag</td>
</tr>
<tr>
<td>B</td>
<td>Water</td>
<td>WATER</td>
<td>SQ 100</td>
<td>Givaudan</td>
</tr>
<tr>
<td></td>
<td>SPRING SEA WATER</td>
<td>GLYCERIN</td>
<td>5</td>
<td>Oleon</td>
</tr>
<tr>
<td></td>
<td>Vegetal glycerin rapeseed</td>
<td>PHENOXYETHANOL</td>
<td>3</td>
<td>Clariant</td>
</tr>
<tr>
<td></td>
<td>Phenoxyethanol</td>
<td></td>
<td>0.9</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Sepigel 305</td>
<td>POLYACRYLAMIDE, C13-14 ISOPARAFFIN, LAURETH-7</td>
<td>0.6</td>
<td>Seppic</td>
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<tr>
<td>D</td>
<td>NEUROPHROLINE™</td>
<td>WATER, PROPAEDIOL, TEPHROSIA PURPUREA EXTRACT</td>
<td>2</td>
<td>Givaudan</td>
</tr>
<tr>
<td>E</td>
<td>UNITAMURON H-22</td>
<td>WATER, PENTYLENE GLYCOL, TAMARINDUS INDICA SEED GUM</td>
<td>2</td>
<td>Givaudan</td>
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<tr>
<td>F</td>
<td>D&amp;C RED N°33 K7057</td>
<td>CI 17200</td>
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<tr>
<td>G</td>
<td>BLEU SOLUBLE W 6002</td>
<td>CI 42090</td>
<td>0.000362</td>
<td>Sensient</td>
</tr>
<tr>
<td>H</td>
<td>PARFUM Night repair 24</td>
<td>FRAGRANCE</td>
<td>0.4</td>
<td>Givaudan</td>
</tr>
</tbody>
</table>

**Procedure**
1. Prepare A and B and heat under gentle stirring at 70°C in a Bain-Marie  
2. At 70°C, add B in A under high speed mixing at 3000 rpm for a few minutes  
3. At 60°C, add C in AB under high speed mixing at 3000 rpm for a few minutes  
4. Let it cool down at room temperature under gentle stirring  
5. Add successively D, E, F, G and H in ABC under gentle stirring until total homogenization

**Properties**
- Viscosity (Brookfield Spindle E speed 12 at 20°C): 28000mPa.s - pH at 20°C: 5.85 - stable 3 months at 45°C
- Optimize your hours of sleep with this regenerative night cream. It cools down your skin stress during night and favor your relaxation. A unique sensory texture to offer your skin softness and soothing.
Protective After Sun Lotion based on HerbaProtect NOX

Company: Lipoid Kosmetik AG
Stand: C70
Email: info@lipoid-kosmetik.com

**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 at 9500rpm for 1 min. 30sec
4. Cool down the emulsion to 40°C, add phase C, homogenize shortly again
5. Cool down the emulsion to RT, adjust pH at around 6
6. Add perfume

**Properties**
- pH-value: ~ 6.0
- Appearance: white-beige lotion
## STEM POWER CARE

**Company:** Lipotec  
**Stand:** G50  
**Email:** rmerino@lipotec.com

### DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 13

**FORMULATION DISPLAY**

<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>Deionized Water</td>
<td>Water (Aqua)</td>
<td>68.65</td>
<td>Lipotec</td>
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<tr>
<td></td>
<td>Zemea® Propanediol</td>
<td>Propanediol</td>
<td>10.0</td>
<td>Lipotec</td>
</tr>
<tr>
<td></td>
<td>Glycerine 4910</td>
<td>Glycerin</td>
<td>1.0</td>
<td>Lubrizol</td>
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<tr>
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<td>Glucam™ E-20 Humectant</td>
<td>Methyl Gluceth-20</td>
<td>1.0</td>
<td>Lubrizol</td>
</tr>
<tr>
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<td>Dissolvine® N42</td>
<td>Disodium EDTA</td>
<td>0.2</td>
<td>Lubrizol</td>
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<tr>
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<td>Potasio Sorbato Granulado</td>
<td>Potassium Sorbate</td>
<td>0.1</td>
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<tr>
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<td>Carbopol® Ultrez 21 Polymer</td>
<td>Acrylates/C10-30 Alkyl Acrylate Crosspolymer</td>
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<tr>
<td>B</td>
<td>Schercemol™ 1818 Ester</td>
<td>Isostearyl Isostearate</td>
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<tr>
<td></td>
<td>Glucamate™ SSE-20 Emulsifier</td>
<td>PEG-20 Methyl Glucose Sesquisteareate</td>
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<td>Lanette® O OR</td>
<td>Cetearyl Alcohol</td>
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<td>Glucate™ SS Emulsifier</td>
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<td>Phenoxetol™</td>
<td>Phenoxethanol</td>
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<td>Lubrizol</td>
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<td>Vitamina E Oil</td>
<td>Tocopheryl Acetate</td>
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<tr>
<td></td>
<td>Lipochroman® synthetic molecule</td>
<td>Dimethyldimethoxy Cromanol</td>
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<tr>
<td>C</td>
<td>Reproage™ peptide solution</td>
<td>DO14024 (Internal Code)</td>
<td>2.0</td>
<td>Lipotec</td>
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<td>D</td>
<td>Novemer™ EC-2 Polymer</td>
<td>Water (Aqua), Sodium Acrylates/ Beheneth-25 Methacrylate Crosspolymer, Hydrogenated Polydecene, Lauryl Glucoside</td>
<td>1.5</td>
<td>Lubrizol</td>
</tr>
<tr>
<td>E</td>
<td>Tonificant Sensació</td>
<td>Fragrance (Parfum)</td>
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<td></td>
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<tr>
<td>F</td>
<td>Sodium Hydroxide (20% Solution)</td>
<td>Water (Aqua), Sodium Hydroxide</td>
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</table>

### Procedure

1. In an adequate vessel while mixing, dissolve the Propanediol, Glycerin, Methyl Gluceth-20, Disodium EDTA and Potassium Sorbate in the water.  
2. Add the Carbopol® Ultrez 21 Polymer until it is uniformly mixed.  
3. Heat the mixture to 70 – 75 °C.  
4. Mix the components of PART B separately, melt at 70 – 75 °C and add to PART A. Homogenize the batch mixing with turbine.  
5. Let the mixture cool to RT with mixing.  
6. Add PART C  
7. Add PART D  
8. Add PART E  
9. Add PART F to adjust pH to 6.0 – 6.5.  
10. Check pH and viscosity specifications.

### Properties

- **Appearance:** Cream, Off White  
- **pH:** 6.0 – 6.5  
- **Viscosity (mPa-s):** 20000 - 30000 mPa.s, Brookfield DV-1, 20 rpm, 25 °C, 2’, Sp6

---

**Box 19**
## Flawless Skin Serum with Pinolumin

**Company:** Mibelle AG Biochemistry  
**Stand:** N20  
**Email:** info@mibellebiochemistry.com

### DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 15

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
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<td>A1</td>
<td>Solvent</td>
<td>Aqua/Water</td>
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<td></td>
<td>Chelating agent</td>
<td>Disodium EDTA</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Solvent/humectant</td>
<td>Methylpropanediol</td>
<td>5.00</td>
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<td>Thickening agent</td>
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<td></td>
<td>Solvent/humectant</td>
<td>Glycerin</td>
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<td></td>
<td>Preservative</td>
<td>Phenoxyethanol</td>
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<tr>
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<td>Thickening agent</td>
<td>Xanthan Gum</td>
<td>0.20</td>
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<tr>
<td>B</td>
<td>Texturizer/emollient</td>
<td>C10-18 Triglycerides</td>
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<tr>
<td></td>
<td>Texturizer</td>
<td>Jojoba Esters (and) Acacia Decurrens Flower Wax (and) Helianthus Annuus (Sunflower) Seed Wax (and) Polyglycerin-3</td>
<td>1.00</td>
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<td></td>
<td>Emollient</td>
<td>Ethylhexyl Stearate (and) Squalane</td>
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<td>Emollient</td>
<td>Macadamia Ternifolia Seed Oil</td>
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<td>Antioxidant</td>
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<td></td>
<td>Feeling Agent</td>
<td>Dimethicone</td>
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<tr>
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<td>Sodium hydroxide (10% sol.)</td>
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<td></td>
</tr>
<tr>
<td>D</td>
<td>Pinolumin</td>
<td>Pinus Cembra Wood Extract (and) Alcohol (and) Pentylene Glycol (and) Aqua / Water</td>
<td>2.00</td>
<td></td>
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<tr>
<td>E</td>
<td>Perfume</td>
<td>Fragrance</td>
<td>0.15</td>
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</tr>
</tbody>
</table>

### Procedure

1. Predisperse thickening agent in water
2. Add remaining components of phase A1 and heat up to 75°C
3. Disperse A2 into phase A1 under strong agitation and stir until completely hydrated
4. Slowly add components of phase B under moderate homogenization
5. Homogenize to homogeneity
6. Adjust pH to 5.5-6.0 with sodium hydroxide C
7. Cool down below 40°C and add Pinolumin and perfume
**Luminous Dewy Skin Essence**

**Company:** SK Bioland  
**Stand:** J19  
**Email:** jimkim@skbioland.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 18**

<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>MUSAP</td>
<td>WATER, 1,2-HEXANDIOL, POLYGONATUM OFFICINALE RHIZOME/ROOT EXTRACT</td>
<td>96</td>
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<tr>
<td></td>
<td>ASFERM PLUS</td>
<td>RICE FERMENT FILTRATE(SAKE), HYDROXYACETOGENONE, HYDROXYPROPYL CYCLODEXTRIN, SODIUM BISULFITE</td>
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<tr>
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<td>NEWAPLE</td>
<td>WATER, BUTYLENE GLYCOL, ARTEMISIA PRINCEPS LEAF EXTRACT</td>
<td>2</td>
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</tbody>
</table>

**Procedure**

Stirring mixture after adding ASFERM PLUS and NEWAPLE in MUSAP
Multi-target Whitening and Anti-wrinkle Cream

**Company:** Spec-Chem Industry Inc  
**Stand:** E50  
**Email:** sc@specchemind.com

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

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
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<tr>
<td>A</td>
<td>Oiiven 1000</td>
<td>Cetearyl Olivate/Sorbitan Olivate</td>
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<tr>
<td></td>
<td>Oilwax LC</td>
<td>Cetyl Palmitate, Sorbitan Palmitate, Sorbitan Olivate</td>
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<td>SpecKareTM GTCC</td>
<td>Caprylic/Capric Triglyceride</td>
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<td>Shea Butter</td>
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<td>Dimethicone</td>
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<tr>
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<tr>
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<td>Water</td>
<td>Aqua</td>
<td>to 100</td>
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<tr>
<td></td>
<td>SpecAWK TM Plus</td>
<td>Panax notoginseng root extract, Gastrodia Elata root, Gastrodia Elata root extract, Poria cocos Gastrodia Elata root extract, Glycyrrhiza Uralensis root extract, Panax Ginseng root extract, Carthamus Tinctorius flower extract, Salvia Miltiorrhiza root extract, Paeonia Suffruticosa root extractions, Scutellaria Baicalensis root extract, Lycium Chinese Fruit Extract, Propanediol</td>
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<td>SIMULGEL EG</td>
<td>Sodium Acrylate / Sodium Acryloyldimethyl Taurate Copolymer &amp; Isohexadecane &amp; Polysorbate 80</td>
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<td>Fragrance</td>
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**Procedure**

1. Mix phase A with phase B and Heat up to 80°C, emulsification and homogenization.
2. Cool Down under agitation, then add phase C and D, homogenization and cool down.

**Properties**

- **pH (10% water solution):** 5.0
- **Viscosity (Spindle:NDJ-8s,4#, 30rpm):** 9070mPa.s
- **Appearance:** Slightly yellow cream
Leaf Mask®

Company: TECHNATURE
Stand: M10E
Email: ac.roudaut@tech-nature.com

DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 19

PLEASE VISIT US ON STAND M10E TO DISCOVER THE FORMULATION OF THIS PRODUCT.

Properties

When Nature serves Beauty.

In collaboration with the company LeafLab, Technature has developed a new ritual of beauty that highlights the benefits of the plants: the Leaf mask®.

Natural and composed of plants, this is a cosmetic mask with plant fibers and plant extracts. It is mainly composed of green tea and peppermint. The combination of these two plants creates a synergy and a complementarity for each respective activity. Thus, giving to the skin an anti-oxidant, detoxifying, tonifying and refreshing effect.

Once rehydrated with a lotion or simply with water, the mask adheres to the skin, thus giving it the naturalness of the plants.
Don’t miss Mintel’s daily live demonstrations themed ‘Beauty Round the Clock’ on the Innovation Zone. See page 41-52
MORNING ROUTINES

Speed and efficacy are definitely not mutually exclusive, and with this in mind that consumers are increasingly looking for ways to not only save time but get more from their products than ever before. The most sought after products are those that help kick-start the day and energize skin and hair to prepare it for the rigors of the day ahead.

Visit Mintel at the Innovation Zone and try the most innovative products which are impacting consumers’ morning rituals.

**TUESDAY, 8 NOVEMBER** 11:00-11:30 & 14:00-14:30
**WEDNESDAY, 9 NOVEMBER** 11:00-11:30 & 16:00-16:30
**THURSDAY, 10 NOVEMBER** 11:00-11:30 & 14:00-14:30
**BEAUTY ROUND THE CLOCK - MORNING ROUTINES**

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**Clinique Pep-Start Eye Cream**

**Company:** Estée Lauder  
**Country:** China  
**Date Published:** July 2016  
**Sub-Category:** Eyecare  
**Price in USD:** $43.99

**Product Description:**
Clinique Pep-Start Eye Cream is described as a pep rush of hydration and instant brightening for eyes, claimed to make eyes look wide awake in just three seconds, leaving eyes refreshed, hydrated, brightened, vitalised with its cool touch and de-puffing tip. It can be kept on hand and is said to work 24/7, providing quick-absorbing hydration for skin to keep everything stay in balance even in a late night and early morning world, as well as smoothing the way for make-up.

**Ingredients:**
- Aqua, Glycerin, Butylene Glycol, Butyrospermum Parkii Butter, Squalane, Cetyl Esters, Methyl Gluceth-20, Polyethylene, Glycereth-26, Dimethicone, Polybutene, Sucrose, Phenoxyethanol, Whey Protein, Algae Extract, Carbomer, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Glyceryl Polymethacrylate, Sucrose Stearate, Sodium Citrate, Sodium Hydroxide, Ceryl Glycol, Caffeine, Sagesbeckia Orientalis Extract, PEG-8, Sodium Hyaluronate, Magnolia Officinalis Bark Extract, Hexanediol, Silicones.

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**Elemis Anti-Ageing Biotec Skin Energising Day Cream**

**Company:** Elemis  
**Country:** UK  
**Date Published:** April 2016  
**Sub-Category:** Face/Neckcare  
**Price in USD:** $111.61

**Description**
The Elemis Anti-Ageing range of products have been formulated to offer the following anti-ageing actions: anti-pollution detox, with anti-oxidants and encapsulated vitamins to attack skin blocking toxins and rejuvenate the cellular skin matrix; active cellular delivery to dramatically increase hydration and fight the effects of skin ageing with highly concentrated and clinically proven actives delivered to a deep cellular level.

**Ingredients:**
- energizer: Aqua, Glycerin, Propylene Glycol, Phenoxyethanol, Stearyl Palmitate, Carbomer, Hydrolyzed Xanthomonas Campestris Polysaccharide, Polysorbate 20, Chlorophenesin, fragrance (parfum), Hydrated Silica, Disodium EDTA, zinc, Sodium Hydroxide, Sodium Dehydroacetate, Copper PCA, Pogostemon Cablin Leaf Oil, Lauryl Laurate, Hydrolyzed Corn Starch, Canarium Luzonicum Leaf Extract, Myristica Fragrans Kernel Oil, Boswellia Carterii Oil, Coriandrum Sativum Fruit Oil, Litsea Cubeba Fruit Oil.
Johnson & Johnson Clean & Clear Morning Energy Energizing Lemon Face Wash

Company: Johnson & Johnson  
Country: India  
Date Published: July 2016  
Sub-Category: Face/Neckcare  
Price in USD: $2.01

Product Description:
Johnson & Johnson Clean & Clear Morning Energy Energizing Lemon Face Wash has been repackaged and is now retailed in a redesigned 100ml pack bearing a Data Matrix code, which has an offer for a free movie ticket. The oil-free product does not clog pores and is formulated with bursting beads and vitamin C-rich lemon extract, and is said to prevent common skin problems, without over-drying and provide a burst of morning energy any time of the day.

Ingredients:
Aqua, Sodium Laureth Sulfate, Acrylates Copolymer, Propylene Glycol, Cocamidepropyl Betaine, Glycerin, Salicylic Acid, Sodium Hydroxide, Tetrasodium EDTA, Mannitol, Cellulose, Hydroxypropyl Methylcellulose, Tocopheryl Acetate, Triethyl Citrate, Mica, Acrylates/ammonium Methacrylate Copolymer, Talc, Titanium Dioxide, CI 77491, CI 77492, Alcohol Denat., Citrus Limon Fruit Extract, Passiflora Edulis Fruit Extract, fragrance, Ethylhexyl Palmitate, Polyethylene, Petrolatum.

Pantene Pro-V Rizos Definidos 3 Minute Miracle Conditioner

Company: Procter & Gamble  
Country: Argentina  
Date Published: September 2016  
Sub-Category: Conditioner  
Price in USD: $5.84

Product Description:
Pantene Pro-V Rizos Definidos 3 Minute Miracle Acondicionador (Defined Curls Conditioner) is designed to offer softer and shinier hair. The product is reinforced with an ampule, for defined curls up to the second day of use. Suitable for daily use, it retails in a 170ml pack.

Ingredients:
Aqua, Cetyl Alcohol, Stearamidopropyl Dimethylamine, Stearyl Alcohol, Bis-aminopropyl Dimethicone, Glutamic Acid, parfum, Citric Acid, Benzyl Alcohol, Disodium EDTA, Phenoxyethanol, Histidine, Panthenol, Panthenyl Ethyl Ether, Hexyl Cinnamal, Hydroxycitronellal, Sodium Chloride, Methylchloroisothiazolinone, Methylisothiazolinone.
# BEAUTY ROUND THE CLOCK - MORNING ROUTINES

## Saborino Morning Facial Mask Minty Grapefruit

<table>
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<th>Company</th>
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<tr>
<td>Country</td>
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<tr>
<td>Date Published:</td>
<td>April 2016</td>
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<tr>
<td>Sub-Category:</td>
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<tr>
<td>Price in USD:</td>
<td>$15.38</td>
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**Product Description:**
Saborino Morning Facial Mask is now available in the limited edition variety Minty Grapefruit. The sheet mask is described as 3-in-1 product working as cleanser, moisturiser and makeup primer to complete the skincare routine in 60 seconds. The formula contains a variety of botanical ingredients, collagen, sodium hyaluronate and antioxidant vitamin C to remove impurities and dead skin cells, moisturise and firm skin.

**Ingredients:**
- Aqua, Butylene Glycol, Glycerin, Alcohol, PPG-14 Polyglyceryl-2 Ether, Ascorbyl Glucoside, Cucumis Sativus Fruit Extract, Citrus Grandis Peel Oil, Citrus Depressa Peel Extract, Tremella Fuciformis Polysaccharide, Mentha Piperita Leaf Extract, Mel, Hamamelis Virginiana Extract, Sodium Hyaluronate, Betaine, Citrus Medica Limonum Peel Extract, Thymus Serpillum Extract, Soluble Collagen, PEG-60 Hydrogenated Castor Oil, Sodium Acetylated Hyaluronate, Xanthan Gum, Citric Acid, Sodium Citrate.

## Wardah Morning Essentials Body Moisturizer

<table>
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<th>Company</th>
<th>Paragon Technology and Innovation</th>
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<tr>
<td>Country</td>
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<tr>
<td>Date Published:</td>
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<tr>
<td>Sub-Category:</td>
<td>Bodycare</td>
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<tr>
<td>Price in USD:</td>
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**Product Description:**
Wardah Morning Essentials Body Moisturizer is described as a mild moisturising lotion with Skin Nourishing solution, which effectively helps to balance skin’s hydration with 3-Moisture complex, pro vitamin B5, green tea, and aloe vera extract. According to the manufacturer, its light texture is easily absorbed, leaving the skin feeling soft, fresh and smooth for long. Suitable for all skin types, the halal-certified product retails in 100ml pack.

**Ingredients:**
- Aqua, Glycerin, Stearic Acid, Isopropyl Myristate, Petrolatum, Dimethicone, Glyceryl Stearate, Aloe Barbadensis Leaf Extract, Aluminum Starch Octenylsuccinate, Triethanolamine, Phenoxyethanol, Cetyl Alcohol, fragrance, Panthenol, PEG-100 Stearate, Carbomer, Allantoin, BHT, Titanium Dioxide, Disodium EDTA, Ethylhexylglycerin, Camellia Sinensis Leaf Extract, Menthol, Methylparaben, Ethylparaben.
DURING THE DAY

With busy schedules and long commutes, consumers are turning to beauty products when they have a few minutes to spare to help them look refreshed during the day.

Join us at the Innovation Zone and discover which are the world’s most innovative on-the-go and top-up products that respond to the needs of the moment.

TUESDAY, 8 NOVEMBER 11:00–11:30 & 14:00-14:30
WEDNESDAY, 9 NOVEMBER 11:00-11:30 & 16:00-16:30
THURSDAY, 10 NOVEMBER 11:00-11:30 & 14:00-14:30
**Belif Baby Bo Sun Metal Cushion SPF 39 PA+++**

**Company:** LG Household & Health Care  
**Country:** South Korea  
**Date Published:** April 2016  
**Sub-Category:** Sun - Sun/Sunbed Exposure  
**Price in USD:** $31.23  

**Product Description:**  
Belif Baby Bo Sun Metal Cushion SPF 39 PA+++ is described as a mild sun metal cushion designed to protect the baby’s skin from UV rays. This product is suitable to use on baby skin and is formulated with: chickweed herb; heartsease herb; Napiers baby formula, to soothe sensitive and fragile baby skin to prevent damage and protect from the external environment; and Napiers original formula, to restore damage, minimise irritation and maintain healthy skin.  

**Ingredients:**  
Cyclopentasiloxane, Aqua, CI 77947, PEG-10 Dimethicone Crosspolymer, Butylene Glycol, Titanium Dioxide, Cetyl Ethylhexanoate, Hexyldecyl Ethylhexanoate, Glycerin, Dipropylene Glycol, Caprylyl Triethicone, Hexyl Laurate, Sorbitan Sesquioleate, Poliglycerol-2 Dipolyhydroxystearate, PEG-30 Polyglycerol Stearate, 1,2-hexanediol, Magnesium Sulfate, Portulaca Oleracea Extract, Spiraea Ulmaria Extract, Poncirus Trifoliata Fruit Extract, Dimethicone, Dimethicone/Methicone Copolymer.

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**Hairdresser’s Invisible Oil UV Protective Dry Oil Finishing Spray**

**Company:** Bumble and bumble  
**Country:** USA  
**Date Published:** September 2016  
**Sub-Category:** Hair Styling  
**Price in USD:** $36.51  

**Product Description:**  
The Bumble and bumble Hairdresser’s Invisible Oil range of products has been designed to soften, silken, tame, de-frizz, detangle and protect hair. The formulas feature oils of grapeseed, safflower, sweet almond, macadamia, argan and coconut. Available as part of the range is UV Protective Dry Oil Finishing Spray, described as a lightweight and frizz-taming mist designed to offer subtle shine and softness.  

**Ingredients:**  
Hydrofluorocarbon 152a, Isobutane, Alcohol Denat., Butane, Caprylyl Methicone, Carthamus Tinctorius Seed Oil, Vitis Vinifera Seed Oil, Prunus Amygdalus Dulcis Oil, Macadamia Ternifolia Seed Oil, Argania Spinosa Kernel Oil, Cocos Nucifera Oil, Vitis Vinifera Seed Extract, Gardenia Tahitensis Flower Extract, Ethyl Trisiloxane, Glycerin, Aqua, Dimethicone, Phenylpropl-dimethylsiloxyasilicate, Ethylhexyl Methoxycinnamate, Trisiloxane, Cetrimonium Chloride, trimethylsiloxycamdimethicone, Diisopropyl.
**Estée Lauder Nutritious Vitality8 Radiant Energy Mist**

- **Company:** Estée Lauder  
- **Country:** UK  
- **Date Published:** September 2016  
- **Sub-Category:** Face/Neckcare  
- **Price in USD:** $37.20

**Product Description:**
The Estée Lauder Nutritious range of products offers a complete regimen that works together to help detoxify irritants, neutralise external attacks, whilst infusing skin with moisture and energy to create a post-exercise glow. The dermatologist-tested and non-acnegenic formulas feature Pomegranate Nectar Infusion to offer vita-nutrients for a radiant and healthy complexion.

**Ingredients:**

**Laneige All Day Anti-Pollution Defensor SPF 30 PA++**

- **Company:** AmorePacific  
- **Country:** South Korea  
- **Date Published:** March 2016  
- **Sub-Category:** Face/Neckcare  
- **Price in USD:** $30.26

**Product Description:**
Laneige All Day Anti-Pollution Defensor SPF 30 PA++ is described as skin-locking serum that helps protect skin from fine dust, while offering whitening and UV protection effects to give a clear and elastic skin. Featuring Dust Block technology, the serum is developed based on the principle of magnetic reflection to help dispel fine dust from skin, strengthen skin’s barrier and protect skin from the harmful environment. This dermatologically tested product is suitable for all skin types.

**Ingredients:**
- Aqua, Ethylhexyl Methoxycinnamate, Propanediol, Ethylhexyl Salicylate, Phenyl Trimethicone, Cyclopentasiloxane, Glycerin, Bis-ethylhexyloxyphenyl Methoxyphenyl Triazine, Cyclohexasiloxane, Arbutin, Phenylbenzimidazole Sulfonic Acid, Tromethamine, Cetearyl Alcohol, Saururus Chinensis Extract, Zingiber Officinale Root Oil, Camellia Sinensis Leaf Extract, Macadamia Ternifolia Seed Oil, Silica, Glyceryl Stearate, Behenyl Alcohol, Butylene Glycol, Ceteareth-12.
Peter Thomas Roth Cucumber De-Tox Balancing Essence Water Mist

**Company:** Peter Thomas Roth  
**Country:** USA  
**Date Published:** September 2016  
**Sub-Category:** Face/Neckcare  
**Price in USD:** $28.00

**Product Description:**  
Peter Thomas Roth Cucumber De-Tox Balancing Essence Water Mist has been designed to provide hydration at home or on-the-go care to help detoxify, hydrate, refresh and soothe the skin, leaving it silky-soft, hydrated and youthful-looking. Suitable for all skin types, this alcohol-free mist is said to provide solutions for dryness, dullness, uneven texture and uneven skin tone, with a formula featuring: cooling and calming cucumber extract to help soothe and detoxify skin.

**Ingredients:**  
Aqua, Butylene Glycol, Polysorbate 80, Cucumis Sativus Fruit Extract, Chamomilla Recutita Flower Extract, Aloe Barbadensis Leaf Juice, Sodium Hyaluronate, Salvia Sclarea Oil, Bisabolol, PPG-26-buteth-26, Citric Acid, Ethylhexyl Salicylate, Butyl Methoxydibenzoylmethane, Ethylhexyl Methoxycinnamate, PEG-40 Hydrogenated Castor Oil, Potassium Sorbate, Sodium Benzoate, Phenoxyethanol, Butylphenyl Methylpropional, Hydroxycitronellal, fragrance (parfum), CI 19140, CI 42090

8x4 Wakiase EX Cream Capsule Deodorant

**Company:** Nivea Kao  
**Country:** Japan  
**Date Published:** April 2016  
**Sub-Category:** Deodorants  
**Price in USD:** $5.28

**Product Description:**  
8x4 Wakiase EX is a deodorant range featuring Dry Shield Technology with anti-perspirant and natural anti-bacterial ingredients to suppress perspiration and odours for hours. The fragrance-free, quasi-drug formulas are claimed to be sweat-proof and adhere to the skin. The range includes Cream Capsule Deodorant in new packaging, a rich deodorant cream coming in a single-use capsule.

**Ingredients:**  
active ingredients: Aluminium Chlorohydrate, Glycyrrhetinic Acidother ingredients: Cyclopentasiloxane, Polybutyl Acrylate, Triethyhexanoïn, Silica, Paraffin, Polyethylene, Cera Microcrystallina, Alcohol, PEG-10 Dimethicone, Acrylates/dimethicone Copolymer, Menthol, Neopentyl Glycol Dicaprate, BHT
Etude House Tint My Brows Gel is described as a new concept gel tint to make eyebrow make-up last long after removing the tint. The product is enriched with green tea and sunflower extracts to nourish and moisturise the eyebrows. It retails in a 5g pack in the shades: #1 Brown; #2 Light Brown; and #3 Grey Brown.

Ingredients:
- Botanical/Herbal
- Moisturising / Hydrating
- Long-Lasting

Deorex Body Odorizer Spray has been relaunched and is now available in a newly designed 60ml pack. The fragrance-free product is designed to be applied at night before sleep to reduce body odour by fighting bacteria, germs and fungi that can cause body odour.

Ingredients:
- Aqua,
- Aluminium Chlorohydrate,
- Propylene Glycol,
- Alcohols,
- PEG-40 Hydrogenated Castor Oil,
- Farnesol,
- Menthol,
- Menthyl Lactate,
- Phenoxyethanol,
- Methylparaben,
- Ethylparaben,
- Propylparaben,
- Butylparaben

BEAUTY ROUND THE CLOCK - NIGHT-TIME RITUALS

With lifestyles being as busy as ever, consumers are looking to their evening beauty rituals to help them restore the damage done to their skin during the day and also to help them wake up fresh, ready for the day ahead. Meet us in the Innovation Zone and get personal with the most innovative evening products which revive, relax and repair.

Don’t miss this opportunity to see, touch and test the latest concepts from mass market and prestige beauty brands on the Innovation Zone!

**BEAUTY ROUND THE CLOCK - NIGHT-TIME RITUALS**

**TUESDAY, 8 NOVEMBER**
11:00–11:30 & 14:00-14:30

**WEDNESDAY, 9 NOVEMBER**
11:00-11:30 & 16:00-16:30

**THURSDAY, 10 NOVEMBER**
11:00-11:30 & 14:00-14:30
Deorex Body Odorizer Spray

- **Company:** Citrasemesta Arrisejati
- **Country:** Indonesia
- **Date Published:** September 2016
- **Sub-Category:** Deodorants
- **Price in USD:** $4.76

**Product Description:**
Deorex Body Odorizer Spray has been relaunched and is now available in a newly designed 60ml pack. The fragrance-free product is designed to be applied at night before sleep to reduce body odour by fighting bacteria, germs and fungi that can cause body odour.

**Ingredients:**
Aqua, Aluminium Chlorohydrate, Propylene Glycol, Alcohols, PEG-40 Hydrogenated Castor Oil, Farnesol, Menthol, Menthyll Lactate, Phenoxyethanol, Methylparaben, Ethylparaben, Propylparaben, Butylparaben

Etude House Tint My Brows Gel

- **Company:** Etude
- **Country:** South Korea
- **Date Published:** April 2016
- **Sub-Category:** Eye Colour Cosmetics - Eye Brow
- **Price in USD:** $7.75

**Product Description:**
Etude House Tint My Brows Gel is described as a new concept gel tint to make eyebrow make-up last long after removing the tint. The product is enriched with green tea and sunflower extracts to nourish and moisturise the eyebrows. It retails in a 5g pack in the shades: #1 Brown; #2 Light Brown; and #3 Grey Brown.

**Ingredients:**
Claims: Botanical/Herbal, Moisturising / Hydrating, Long-Lasting
**VLCC Spring Whitening Night Cream**

*Product Description:*
VLCC Spring Whitening Night Cream is said to rejuvenate after a long day of harsh environmental exposures and works through the night to revive dark, dull and stressed skin. It is rich in natural oils, and contains mulberry extract to give a good massage to tired skin cells. According to the manufacturer, its actives deeply hydrate, correct skin darkening, remove blemishes and dark spots, giving a fairer and radiant complexion.

*Ingredients:*

**The Body Shop Vitamin E Overnight Serum-in-Oil**

*Product Description:*
The Body Shop Vitamin E Overnight Serum-in-Oil is designed to replenish and recharge moisture for up to eight hours, for ‘beautiful’ skin in the morning. According to the manufacturer, the technically innovative product combines the power of a serum and oil to indulge the skin, leaving it softer, fresher, rested and more radiant, and contains the brand’s highest concentration of wheat germ oil. The product is claimed to be non-greasy and fast-absorbing.

*Ingredients:*
Caprylic/Capric Triglyceride, Dicaprylyl Carbonate, Triticum Vulgare Germ Oil, Prunus Amygdalus Dulcis Oil, Helianthus Annuus Seed Oil, Sesamum Indicum Seed Oil, Simmondsia Chinensis Seed Oil, Sclerocarya Birrea Seed Oil, Glycine Soja Oil, parfum (fragrance), Tocopheryl Acetate, Benzyl Benzoate, Geraniol, Linalool, Limonene, Citronellol, Benzyl Salicylate, Eugenol, Citral, Anise Alcohol, Citric Acid

**L’Oréal White Perfect Total Recover Sleeping Mask**

*Product Description:*
L’Oréal White Perfect Total Recover Sleeping Mask features whitening effect, anti-oxidant active, pro-white complex and vitamin E and is said to be the new generation of night cream with a ‘unique’ jelly texture claimed to deliver powerful whitening efficacy and intense hydration. This product is also said to release hundreds of beads with vitamin E, capable of neutralizing free radicals and the damage caused by daily oxidative aggressions, whilst powerful whitening technology that combines vita…

*Ingredients:*
Aqua, Glycerin, Niacinamide, Alcohols, Dipropylene Glycol, Dimethicone, Butylene Glycol, PEG-8, PEG/PPG/polybutylene Glycol-8/5/3 Glycerin, Zea Mays Starch, Ellagic Acid, Carbomer, Dimethiconol, Sodium Citrate, Sodium Hyaluronate, Sodium Hydroxide, Mannitol, Ascorbyl Glucoside, Ammonium Polyacryloyldimethyl Taurate, Microcrystalline Cellulose, Hydrolyzed Lupine Protein, Capryloyl Salicylic Acid, Caprylyl Glycol, Tetrasodium EDTA, T-butyl Alcohol, Tocopheryl Acetate, Sodium Benzoate, Phenoxyethan.
The Body Shop Vitamin E Overnight Serum-in-Oil

Company: The Body Shop  
Country: India  
Date Published: March 2016  
Sub-Category: Face/Neckcare  
Price in USD: $24.61

Product Description: The Body Shop Vitamin E Overnight Serum-in-Oil is designed to replenish and recharge moisture for up to eight hours, for ‘beautiful’ skin in the morning. According to the manufacturer, the technically innovative product combines the power of a serum and oil to indulge the skin, leaving it softer, fresher, rested and more radiant, and contains the brand’s highest concentration of wheat germ oil. The product is claimed to be non-greasy and fast-absorbing.

Ingredients: Caprylyc/Capric Triglyceride, Dicaprylyl Carbonate, Triticum Vulgare Germ Oil, Prunus Amygdalus Dulcis Oil, Helianthus Annuus Seed Oil, Sesamum Indicum Seed Oil, Simmondsia Chinensis Seed Oil, Sclerocarya Birrea Seed Oil, Glycine Soja Oil, parfum (fragrance), Tocopheryl Acetate, Benzyl Benzoate, Geraniol, Linalool, Limonene, Citronellol, Benzyl Salicylate, Eugenol, Citral, Anise Alcohol, Citric Acid

VLCC Spring Whitening Night Cream

Company: VLCC Personal Care  
Country: India  
Date Published: October 2015  
Sub-Category: Face/Neckcare  
Price in USD: $13.27

Product Description: VLCC Spring Whitening Night Cream is said to rejuvenate after a long day of harsh environmental exposures and works through the night to revive dark, dull and stressed skin. It is rich in natural oils, and contains mulberry extract to give a good massage to tired skin cells. According to the manufacturer, its actives deeply hydrate, correct skin darkening, remove blemishes and dark spots, giving a fairer and radiant complexion.

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