Innovation Zone 2015
Discover the latest ingredients and the most innovative formulations

10% BIGGER THAN 2014

Sponsored by Ashland
Official Partner Mintel
Media Partner Open Innovation

in Barcelona
14-16 April 2015
INNOVATION ZONE

1. Latest Product Launches: active & functional ingredients
2. Innovative Formulations
3. Live Demonstrations
4. Rituals - Exploring facial skincare regimens around the globe
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 a variety of engaging elements.

**What's on the Innovation Zone?**

- Discover new products launched by exhibitors
- Watch live demonstrations
- See, touch and test the latest products featuring a focus on the Turkey & Middle East market
- Don’t miss some of the ingredients winning the “Innovation Zone Best Ingredient Award”

### 1. Latest Product Launches

Discover 80+ of the latest ingredients, raw materials and services on display, launched by exhibitors either at the show or within the 6 months before.

### 2. Innovative Formulations

Formulations will be on display demonstrating how some of our Innovation Zone ingredients can be incorporated into inventive formulations that you can test and feel.

### 3. Live Demonstrations

Intrigued by some of the new launches? Take advantage of the Ingredient Demonstrations to find out more on a select number of exhibitors products.

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At the Innovation Zone

Interactive Product Demonstrations: A must for all visitors, join Mintel for our ever popular interactive product demonstrations in the Innovation Zone. This year, the focus will be on the contrasting facial skincare rituals of Europe, the Middle East and Asia. Don’t miss this opportunity to see, touch and test the latest concepts from mass market and prestige beauty brands!

See pages 75-86 for more information on the products that will be presented.

**TUESDAY 14 APRIL** 11:00-11:30 AND 16:15-16:45
**WEDNESDAY 15 APRIL** 11:00-11:30 AND 16:15-16:45
**THURSDAY 16 APRIL** 11:00-11:30 AND 15:45-16:15

Expert-led Trend Presentations

Global Scent Trends: The use of scent in beauty, personal care and household products
**Tuesday, 14 April, 14:15 – 15:00, Marketing Trends Theatre**

Mintel’s consumer research highlights how important fragrance is when shoppers choose which products to buy. Across personal care and household categories, fragrance is a top purchase driver and brands are recognizing it, offering more premium scents and olfactory experience. Join Mintel’s Fragrance & Personal Care Analyst Emmanuelle Moeglin for an overview of scent trends and the role of scent when formulating and positioning beauty, personal care and household products in markets around the globe. The presentation will explore how brands and manufacturers can innovate delivering better scent experience in products and marketing campaigns.

Rituals: How brands can capitalise on changing beauty regimens across the world
**Wednesday, 15 April, 10:15 - 11:00, Marketing Trends Theatre**

As customisation and hybrid products continue to impact the beauty market, they can cause confusion and uncertainty. Consumers will look for simplicity and clear instructions on how to build the best beauty regimen for themselves. Brands should help with advice about which products can be used together and recognise how consumers’ daily rituals are changing in response to new working patterns, developing intuitive products that can be used at different times of the day and in different locations. Join Mintel’s Director of BPC Insights Vivienne Rudd for an examination of the changing approach to beauty regimens across the world.

Mintel’s Beauty & Personal Care team 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 IN THE INNOVATION ZONE AND AT STAND 7S70.**
Innovation Zone Best Ingredient Award

The Award is given to honour the development of a novel active or functional ingredient that combines innovative science and product features in a way that demonstrates substantial benefits to manufacturers and end-users when compared to existing ingredients.

Winners will be announced at the in-cosmetics Award Ceremony taking place in the Ceremony Room CC5.1 (above the show halls) from 18:00-20:00 on Tuesday 14 April. Other awards being presented are the 25 Years of Innovation Award, the Beiersdorf Innovation Pitch Awards and the Green Ingredient Award in partnership with Organic Monitor.

WE CORDIALLY INVITE ALL EXHIBITORS, VISITORS AND PRESS – FREE TO ATTEND

Mintel Beauty & Personal Care

Mintel is the world’s leading market intelligence agency. We work with 3000 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, trend driven industry.

Mintel is once again the official partner of the Innovation zone offering daily interactive demonstrations of the latest innovations in rituals.

For more information or a consultation with one of the Mintel experts, please visit us in the Innovation Zone and on stand 7S70

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

Ashland Care Specialties

Delivering more sophisticated solutions based on superior global expertise in key areas of consumer care, Ashland supports better results, outcomes and market opportunities for its customers. Focusing on core competencies, Ashland has advanced its successful business collaboration approach to include enterprise solutions its customers may implement across product platforms in vital areas, such as bioavailability, and texture-rheology control.

Ashland offers its expertise in ingredients, formulation architecture and the consumer experience to create defining solutions in select areas of consumer care and carry them forward to customers for adoption throughout the world. Ask us how we advance our portfolio and core competencies in ways that lead to extraordinary results.

VISIT US AT BOOTH 7D40.
LATEST FUNCTIONAL INGREDIENT LAUNCHES

Ashland has introduced HydroSheer™ Dry technology, a novel sun care formulation system that gives clear films during rubout on wet skin and provides a dry texture that feels elegant upon application. The technology enables formulations with very high levels of sunscreens to be produced as elegant, multifunctional products that have greater consumer acceptance. An SPF 50 (EU) sunscreen demonstration gel has a cushiony yet dry texture that feels cool upon application and an SPF 50 (EU) spray demonstration formula offers a surprising light-feeling mist for broad-spectrum UV protection.

Advantage™ 4910 polymer for hairspray

Company: Ashland
Stand: 7D40
Email: dstreuli@ashland.com
Website: www.ashland.com/personalcare
Category: aerosols, propellents, polymers, styling
Product Type: haircare

Product Description:
Representing more than $3 billion in annual sales, hairspray remains the world's leading styling format. Most recently, Ashland advanced hairspray applications, having successfully combined its Advantage™ 4910 hair fixative polymer with Aquaflex™ SF-40 styling and fixative polymer to function as one, resulting in improved film durability, combing and feel on hair with less residue. The discovery was apparent following differential scanning calorimetry (DCS) tests, which showed the properties of a true polymer blend.

HydroSheer™ Dry technology

Company: Ashland
Stand: 7D40
Email: agriipp@ashland.com
Website: www.ashland.com/personalcare
Category: UV filters, sensory evaluation
Product Type: suncare

Product Description:
Ashland has introduced HydroSheer™ Dry technology, a novel sun care formulation system that gives clear films during rubout on wet skin and provides a dry texture that feels elegant upon application. The technology enables formulations with very high levels of sunscreens to be produced as elegant, multifunctional products that have greater consumer acceptance. An SPF 50 (EU) sunscreen demonstration gel has a cushiony yet dry texture that feels cool upon application and an SPF 50 (EU) spray demonstration formula offers a surprising light-feeling mist for broad-spectrum UV protection.
**Conarom™ P-2 aromatic**

**Company:** Ashland  
**Stand:** 7D40  
**Email:** awingenfeld@ashland.com  
**Website:** www.ashland.com/personalcare  
**Category:** additives, antibacterial, fragrances  
**Product Type:** haircare, skincare

**Product Description:**
Growing consumer demand for multifunctional and nature-identical ingredients is giving rise to new product brands and new personal care formulations. Addressing these trends, Ashland now offers Conarom™ P-2 aromatic, a fortifying system containing natural and nature-identical ingredients that add mild flowery fragrance to personal care formulations and deliver broad antimicrobial protection as a secondary effect. Developing products with safe and reliable antimicrobial properties along with other attributes, such as global acceptance and multifunctional characteristics, enable formulators and marketers to enhance formulation performance in line with today’s trends.

**Elixiance™ biofunctional**

**Company:** Ashland  
**Stand:** 7D40  
**Email:** aclay@ashland.com  
**Website:** www.ashland.com/personalcare  
**Category:** anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, natural actives  
**Product Type:** skincare

**Product Description:**
A natural and sustainable ingredient derived from the Peruvian pink pepper tree, Elixiance™ biofunctional is rich in phytoantioxidants, quercitrin and miquelianin. Containing a unique combination of antioxidants and highly active flavonols, the ingredient addresses epigenetics, providing the basis for pollution-shielding effects (in vitro, ex vivo), purifying effects with oil control (in vivo), pore refining (in vivo) and age-perfecting with less visible wrinkles (in vivo) and smoothness (in vivo) for overall fresher, younger-looking skin. Considered a panacea by the Incas, schinus molle leaf extract from the “Tree of Life” is today associated with skin benefits that aim at skin protection and age-perfection.
**WAWHITE - Babassu powder bleached**

**Company:** Atina Ativos Naturais  
**Stand:** 6R75  
**Email:** cristina.saiani@atina.com.br  
**Website:** www.atina.com.br  
**Category:** botanicals, essential oils, plant extracts, natural actives, opacifiers, pearlescents, talcs, clays, safety standards, sensory evaluation  
**Product Type:** skincare, suncare

**Product Description:**
WAWHITE is a white powder with spherical particles smaller than 30 μm, high oil adsorption capacity, and a promoter of the matting effect. It is produced from the bleaching of the babassu mesocarp through a friendly chemical process and physical processes of drying, reduction, and size classification. It has an elegant natural silky texture. It is a Natural Brazilian product.

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**Berkemyol® potentilla**

**Company:** BERKEM  
**Stand:** 7N55  
**Email:** julie.droux@berkem.com  
**Website:** www.berkem.com  
**Category:** anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, natural actives  
**Product Type:** skincare

**Product Description:**
Berkemyol® potentilla is a highly purified active ingredient rich in stabilized polyphenols (more than 95%) derived from the potentilla roots. It acts on skin ageing:  
- Reduces free radicals damages thanks to antioxidant properties.  
- Maintains skin structure by stimulating synthesis of collagens I, III and IV.  
- Reduces wrinkles by decreasing skin roughness and by smoothing skin texture.

Moreover, for one of the first times, an anti-ageing effect linked to an anti-glycation activity has been clinically demonstrated. Significant quantitative measures conclude to a “gain of glycation years” so to the skin quality improvement.  
Applications: anti-ageing skincare, care make-up.
**BICOTENE® ANTIOX / UV & IR PROTECTION COMPLEX**

**Company:** BICOSOME SL  
**Stand:** 6V39  
**Email:** info@bicosome.com  
**Website:** www.bicosome.com  
**Category:** anti-ageing, anti-wrinkle, antioxidants, radical scavengers, UV filters, vitamins, encapsulations, delivery systems  
**Product Type:** skincare, suncare

**Product Description:**
Bicotene® Complex is a smart system that supplies stable carotenes and antioxidant vitamins to the deeper epidermis, reinforcing the skin defense mechanism against free radical formation. Bicotene® Complex prevents the damage caused by IR & UV rays in skin collagen and avoids the formation of free radicals in different stages of solar exposure. This ingredient can boost the scavenging power of sun care formulations. As all Bicosome® systems, Bicotene® Complex interacts with the skin through a biomimetic process that reinforces the skin lipid structures while providing targeted delivery and long lasting effects.

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**On Target**

**Company:** Capsum  
**Stand:** 7P70  
**Email:** capsurn@capsum.eu  
**Website:** www.capsum.eu  
**Category:** encapsulations, delivery systems  
**Product Type:** skincare

**Product Description:**
On Target / NeoGouttes Target™ technology
Homing active ingredients for skin care
Cell targeting consists in delivering the perfect amount of active ingredients to a specifically identified type of cell to encourage interaction. The bioavailability of the active principle is considerably improved and cosmetic effectiveness significantly boosted.

With NeoGouttes Target™, Capsum offers a new type of targeting emulsion that combines maximum effectiveness, perfectly preserved active ingredients and gentle skincare.
Neuroguard explores a new approach in Neurocosmetic to treat wrinkles of 60 year old+ consumers. Human skin losses its cutaneous sensitivity with age due to an aging of sensory fibers in the skin. Meanwhile, we know that in the dermis, fibroblasts and neurons are continuously communicating. Codif R&N has established a direct link between Neuroageing and Fibroageing. Neuroageing leads to the release of toxic messengers that directly affects fibroblasts activity and thus collagen and elastin synthesis. Neuroguard treats Neuroageing and re-establishes original and safe communication between nerves and fibroblasts. In Vivo, Neuroguard has been demonstrated to decrease wrinkles volume.

Product Description:
Neuroguard explores a new approach in Neurocosmetic to treat wrinkles of 60 year old+ consumers. Human skin losses its cutaneous sensitivity with age due to an aging of sensory fibers in the skin. Meanwhile, we know that in the dermis, fibroblasts and neurons are continuously communicating. Codif R&N has established a direct link between Neuroageing and Fibroageing. Neuroageing leads to the release of toxic messengers that directly affects fibroblasts activity and thus collagen and elastin synthesis. Neuroguard treats Neuroageing and re-establishes original and safe communication between nerves and fibroblasts. In Vivo, Neuroguard has been demonstrated to decrease wrinkles volume.
In a new efficacy study performed on Chinese volunteers, SYN®-COLL confirmed its anti-wrinkle efficacy and delivered new results. After only one month of application, SYN®-COLL outperformed a market benchmark in a fight against lines and wrinkles. At 2.5% concentration, SYN®-COLL also helps reveal a more lifted, sculpted look, and refined pore appearance for smoother, younger-looking skin. SYN®-COLL is a patented, synthetic tripeptide that acts on TGF-beta – a key factor in the skin aging process. It mimics the body’s own mechanism, simultaneously boosting collagen production and protecting against collagen degradation.

Product Description:

Cells have their own recycling units, proteasomes. However, their activity constantly decreases with age. Contipro launches Recelline, new peptide for proteasome activation allowing efficient degradation of useless or damaged proteins and production of newly usable material in the form of short base sequences. The most important consequence of this recovery system is delaying the cell senescence and the DNA protection.

Product Description:

Company: DSM Nutritional Products Ltd
Stand: 7H40
Email: mathias.gempeler@dsm.com
Website: www.dsm.com/personal-care
Category: anti-inflammatory, anti-irritants, soothing agents, anti-ageing, anti-wrinkle
Product Type: skincare, suncare

Recelline

Company: Contipro Biotech
Stand: 7E20
Email: cermakova@contipro.com
Website: www.contipro.com
Category: anti-ageing, anti-wrinkle, conditioners (skin/hair), lightening, whitening agents
Product Type: skincare, suncare
LATEST ACTIVE INGREDIENT LAUNCHES

GENENCARE™ OSMS BA

Company: DuPont
Stand: 7E31
Email: personalcare@dupont.com
Website: www.biosciences.dupont.com/genencare
Category: anti-inflammatory, anti-irritants, soothing agents, conditioners (skin/hair), humectants, moisturisers, natural actives
Product Type: haircare, skincare

Product Description:
GENENCARE™ OSMS is made from highly purified plant extracts from renewable sources. It is a product line comprised of natural Osmolytes for skin, hair and color cosmetic applications. Renowned for their water retention and protection properties, our GENENCARE™ OSMS range includes Betaine and Myo-Inositol. These all-natural ingredients not only provide an intense and rapid boost of moisturization and long-lasting effective skin protection, but also enhance the sensory experience of your personal care products.

L-AOX-G

Company: ESENCIALIFE
Stand: 7N50
Email: info@esencialife.com
Website: www.esencialife.com
Category: anti-ageing, anti-wrinkle, antioxidants, radical scavengers, humectants, lightening, whitening agents, moisturisers
Product Type: skincare

Product Description:
L-AOX-G is a phyto-emulsion with high polyphenol antioxidant concentration, capsuled on micelles with hydrophobic and hydrophilic characteristics (emulating cellular membranes) to achieve higher bio-accessibility and better absorption.

- Whitening Efficacy (Clinical trials to evaluate its efficacy to clear skin spots): Reduces skin spots with 41.69% reduction on melanin indicator on 77.78% of volunteers that used the product.
- Clarifying, moisturizing, sebum-regulator and firming Efficacy: (Clinical trials to evaluate its efficacy to clear, hydrate, sebum-regulate and firming the skin): Showed a significant statistical increment firming skin as well as humidity percentage (%) which means an increment hydrating superior layers of epidermis.
### Neem Leaf Liquid B

**Company:** Ichimaru Pharcos Co.Ltd.  
**Stand:** 6V40  
**Email:** arunasiri@ichimaru.co.jp  
**Website:** www.ichimaru.co.jp  
**Category:** anti-acne, anti-cellulite, slimming, anti-inflammatory, anti-irritants, soothing agents, anti-ageing, anti-wrinkle, botanicals, essential oils, plant extracts  
**Product Type:** skincare, suncare

**Product Description:**
This product is an extract of Neem Leaf from Neem tree which is known as village pharmacy in India. Neem extract was developed not only for its skin beneficial properties but also following sustainable development principles. This product has scientifically proven properties for anti inflammation, skin lightening, anti cellulite and many other anti aging properties. The product also has clinical data on major skin types in the world. Ichimaru Pharcos hopes to spread Neem’s excellent benefit to the people all over the world. This product is approved by Japanese government, Ministry of Health to be used as a Quassi Drug additive.
HydroDrops: transparent and clear trio of formulations for immediate and intense skin moisturization, thanks to the efficacy of the new XILOGEL® HS.

XILOGEL® HS represents the ultimate result of innovation in skin hydration: it achieves fast, excellent results in quickly increasing skin moisture and it is suitable for clear concentrated serum formulas as well as for regular emulsions, imparting to the product a unique silky sensory profile.

XILOGEL® HS and the original XILOGEL® have been compared, in clinical trials, to positive benchmarks as Sodium Hyaluronate and Betaglucan giving comparable or often superior results in various parameters.

**INACLEAR**

**Company:** INABATA  
**Stand:** 6M72  
**Email:** caroline.cresp@inabata.com  
**Website:** www.inabata.fr  
**Category:** lightening, whitening agents  
**Product Type:** skincare

**Product Description:**
- A very innovative mode of action
- Acts on fully physiogival signalinf pathways
- Impressive effects on skin colour and radiance
- Significantly reduces Brown spots
- Efficient on Asian skin

**Xilogel® HS**

**Company:** Indena S.p.A.  
**Stand:** 7K19  
**Email:** ivan.pagin@indena.com  
**Website:** www.indena.com  
**Category:** anti-inflammatory, anti-irritants, soothing agents, anti-ageing, anti-wrinkle, botanicals, essential oils, plant extracts, moisturisers, natural actives  
**Product Type:** skincare, suncare

**Product Description:**
HydroDrops: transparent and clear trio of formulations for immediate and intense skin moisturization, thanks to the efficacy of the new XILOGEL® HS.

XILOGEL® HS represents the ultimate result of innovation in skin hydration: it achieves fast, excellent results in quickly increasing skin moisture and it is suitable for clear concentrated serum formulas as well as for regular emulsions, imparting to the product a unique silky sensory profile.

XILOGEL® HS and the original XILOGEL® have been compared, in clinical trials, to positive benchmarks as Sodium Hyaluronate and Betaglucan giving comparable or often superior results in various parameters.
**LATEST ACTIVE INGREDIENT LAUNCHES**

**Rubixyl®**

**Company:** Induchem  
**Stand:** 7G50  
**Email:** flefevre@induchem.com  
**Website:** www.induchem.com  
**Category:** anti-ageing, anti-wrinkle  
**Product Type:** skincare  

**Product Description:**
Skin aging is closely related to stress due to an increased level of cytokines expression. This so-called “stress-aging” process leads to a lower differentiation capability of skin cells and a weaker skin structure. Rubixyl® is the very first biomimetic hexapeptide controlling delta-opioid receptors to reverse stress-aging. Clinical study on women in normal or high skin stress conditions (cigarette smoke) have shown a +82% improvement of skin barrier function, a +55% increase of skin hydration for smokers, a -90% reduction of wrinkles depth around the eyes (non smokers) and a -140% reduction of wrinkles depth around lips for smokers.

**Brightenyl®**

**Company:** Induchem  
**Stand:** 7G50  
**Email:** flefevre@induchem.com  
**Website:** www.induchem.com  
**Category:** biological, marine extracts, biofermentation, lightening, whitening agents, natural actives  
**Product Type:** skincare  

**Product Description:**
Our skin lives in symbiosis with a tremendous amount of microorganisms called the human skin microbiote. This innate microbial population represents a new and yet unexplored active layer of our skin. Brightenyl® is the first generation of active ingredient designed to be activated, upon application, by the skin microbiote. Due to its targeted mode of action on 7 biological pathways, Brightenyl® shows fast and visible clinical results in 28 to 84 days: up to 18 fold reduction of UV spots, -150% reduction of skin darkness, -600% reduction of skin redness, and a 16 fold improvement of skin brightness.
Innovation on skin protection against Blue Light. Kemin scientists further explored the solar spectrum and particularly the visible region at 400-500nm wavelengths where Blue Light is present and penetrates the skin tissue into its entire depth, leading to lipid peroxidation and loss of elasticity. Brand new studies at cellular level, performed on FloraGLO™ Lutein Topical, a plant-based lutein sourced from Kemin proprietary line of Marigold, indicate that FloraGLO™ Lutein Topical can act as a true shield against Blue Light and effectively reduces oxidative stress, ideal for all type of skin care and makeup for instant skin beauty with long term skin benefits!

**X50 PHOTOGLOW - THE COSMETIC DRONE™ FOR SKIN RADIANCE**

Company: INFINITEC ACTIVOS  
Stand: 7Q40  
Email: jgonzalez@infinitec.es  
Website: www.infinitec.es  
Category: anti-ageing, anti-wrinkle, natural actives, encapsulations, delivery systems  
Product Type: skincare, suncare

Product Description:
In cosmetics, evolution is progressive and advances in innovation always have great resonance, because they are directly related to the welfare of the people. INFINITEC proudly introduce THE COSMETIC DRONE™: the concept that lies on a sophisticated technology developing micro capsules with a specific mission: target skin cells. X50 PHOTOGLOW delivery system works as THE COSMETIC DRONE™ so selectively targets fibroblast cells and intracellularly releases a natural molecule, an active that turns light into chemical energy. Result: Your skin uses light as a benefit and revitalizes naturally, more radiant and luminous. X50 Photoglow. 100% cosmetic Innovation. 100% by INFINITEC

**FloraGLO Lutein Topical**

Company: Kemin Personal Care  
Stand: 7B11  
Email: marsha.bro@kemin.com  
Website: www.kemin.com/personalcare  
Category: anti-inflammatory, anti-irritants, soothing agents, anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, moisturisers, natural actives  
Product Type: skincare, suncare

Product Description:
Innovation on skin protection against Blue Light. Kemin scientists further explored the solar spectrum and particularly the visible region at 400-500nm wavelengths where Blue Light is present and penetrates the skin tissue into its entire depth, leading to lipid peroxidation and loss of elasticity. Brand new studies at cellular level, performed on FloraGLO™ Lutein Topical, a plant-based lutein sourced from Kemin proprietary line of Marigold, indicate that FloraGLO™ Lutein Topical can act as a true shield against Blue Light and effectively reduces oxidative stress, ideal for all type of skin care and makeup for instant skin beauty with long term skin benefits!
**PIXALIA**

**Company:** LABORATOIRES EXPANSCIENCE  
**Stand:** 7K20  
**Email:** aferret@expanscience.com  
**Website:** www.expanscience-ingredients.fr  
**Category:** anti-acne, antibacterial, anti-inflammatory, anti-irritants, soothing agents, antioxidants, radical scavengers, natural actives  
**Product Type:** haircare, skincare  

**Product Description:**  
PIXALIA®, for an untouched beauty. Focusing on oily to blemish-prone skin, PIXALIA® acts on the quantity and quality of sebum as well on the inflammation: 1. Sebum: - 30% 2. Peroxidized squalene: - 39% 3. TLR2: - 46% IL8: - 66% PIXALIA® provides a complete care for skin that suffers from mild acne and subject to hyper seborrhea. After 60 days of clinical trials, 80% of women using a cream formulated with PIXALIA® noted a deep improvement in the appearance of their skin. PIXALIA® is obtained from Cleome or Gynandropsis gynandra plant, growing in Burkina Faso.

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**LipoFresh PTG**

**Company:** Lipo Chemicals/Vantage  
**Stand:** 7S50  
**Email:** adrzewinski@lipochemicals.com  
**Website:** www.lipochemicals.com  
**Category:** antibacterial, deodorants, antiperspirants, emollients, oils, fats  
**Product Type:** skincare, toiletries  

**Product Description:**  
LipoFresh PTG is a naturally-derived emollient with anti-microbial properties, useful as a functional triclosan replacement. LipoFresh PTG is a synergistic solution of Ethyl Lauroyl Arginate Laurate and Glycerly Laurate in a pentylene glycol solvent system. This patented and patent pending technology utilizes a controlled release bio-active salt for extended efficacy over a long period of time. In vitro studies demonstrated activity against several classes of gram positive and gram negative bacteria as well as yeasts and mold. LipoFresh PTG was as effective as triclosan at similar use levels. Efficacy has been demonstrated in both aqueous and emulsion systems.
NOCTURSHAPE™ blue ingredient

Company: Lipotec  
Stand: 6J50  
Email: commercial@lipotec.com  
Website: www.lipotec.com  
Category: anti-cellulite, slimming, biological, marine extracts, biofermentation  
Product Type: skincare

Product Description: NOCTURSHAPE™ blue ingredient is an innovative biotechnological active that reduces nocturnin levels in adipocytes at night time. It takes advantage of the circadian rhythms and targets nocturnin - the protein involved in adipogenesis and lipid accumulation. As the levels of nocturnin decrease, the lipid accumulation is reduced, providing a slimming effect and improving the cellulite appearance. It also strengthens dermal matrix further helping to reduce visible fat nodules characteristic of cellulite and enhancing skin firmness. In vivo tests show great visible results already in 15 days with 2 and 4% dosage and with just one application at night.
PhytoCellTec™ nunatak®

Company: Mibelle Biochemistry
Stand: 7E40
Email: info@mibellebiochemistry.com
Website: www.mibellebiochemistry.com
Category: anti-ageing, anti-wrinkle, botanicals, essential oils, plant extracts, natural actives
Product Type: skincare, suncare

Product Description:
PhytoCellTec™ nunatak® is based on stem cells of the high Alpine plant Saponaria pumila. This plant survived the last ice age growing on ice-free mountain peaks, so-called Nunataks exposed to constantly low temperatures and high amounts of UV-radiation. In order to survive the S.pumila developed repair mechanisms and protecting agents. These precious substances have now become available for skincare. PhytoCellTec™ nunatak® was shown in-vitro to efficiently protect dermal stem cells against UV-induced stress and to maintain the stem-cell qualities. Clinical studies reveal that pre-treated skin exposed to UV-light successfully retains its regenerative potential: Rough skin texture and wrinkles are visibly reduced.
### LATEST ACTIVE INGREDIENT LAUNCHES

**BROWN SPOT KIT – Be your own skin coach**

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</table>

**Product Description:**
BROWN SPOT KIT is the 1ST SELF-CARE MEDICAL DEVICE KIT FOR THE TREATMENT & PREVENTION OF BROWN SPOTS. The kit is composed by a treatment pen, with TH-active, for effective removal of brown spots, and a prevention cream, with HB-active, for continuous gentle exfoliation, SPF 30 protection and moisturizing properties. The BROWN SPOT KIT, powered by naturals (hibiscus and buriti oil), offers the effectiveness of professional services, and the safety and prevention of cosmetics, and the clinically proven results of pharmaceuticals. This product is ready to launch, with your branding, for reduced time-to-market and immediate business.

### RootBioTec HO

<table>
<thead>
<tr>
<th>Company</th>
<th>Mibelle Biochemistry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand</td>
<td>7E40</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:info@mibellebiochemistry.com">info@mibellebiochemistry.com</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.mibellebiochemistry.com">www.mibellebiochemistry.com</a></td>
</tr>
<tr>
<td>Category</td>
<td>hair growth</td>
</tr>
<tr>
<td>Product Type</td>
<td>haircare</td>
</tr>
</tbody>
</table>

**Product Description:**
RootBioTec HO is a potent basil hairy root extract to regain fuller and denser hair. The product is based on a novel, sustainable technology for cosmetic actives, the so-called “hairy roots” technology. RootBioTec HO successfully reduces hair loss by inhibiting 5α reductase II activity and by stimulating the dermal papilla cells in hair follicles. In a clinical study, RootBioTec HO has proven to significantly reduce hair loss by 31% after only two months of application.
PHYTONEY CTG

Company: NEYBER SAS
Stand: 7N50
Email: calidad@neyber.co
Website: www.neyber.co
Category: anti-inflammatory, anti-irritants, soothing agents, anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts
Product Type: skincare

Product Description:
PHYTONEY CTG ANTIAGING SYNERGY is a natural blend of three unprecedented extracts obtained from native species from Andean and Amazonic biodiversity: Myrciaria dubia, Phytolacca bogotensis leaves and Thibouchina lepidota. Each component gives a special benefit for skin care that makes of this cosmetic active an integral tool in order to fight against ageing. It provides cellular repair, antiinflammation and antioxidation, three cosmeceutical mechanisms to restore and keep skin balance.

Beasun W and Beasun OL

Company: Omya International AG
Stand: 7K60
Email: beatrice.haeusler@omya.com
Website: www.omya.com
Category: UV filters
Product Type: skincare, suncare

Product Description:
Benefits UVB and UVA protection with inorganic UV filters. Innovative and stable dispersions. Saves time and costs during development and production. Very good handling, easy to use, flowable, dust free, safe, special dust mask not necessary. Applications Sun Care, Face/Skin Care, Colour Care.
## The Amaranth Collection

**Company:** Provital Group  
**Stand:** 7G40  
**Email:** info@provitalgroup.com  
**Website:** www.provitalgroup.com  
**Category:** botanicals, essential oils, plant extracts, conditioners (skin/hair), natural actives  
**Product Type:** skincare, suncare

**Product Description:**
All about the Amaranth. A collection of hair products all based on the Amaranth, to restore, repair, protect and beautify hair. Ama-oil is an oily extract and has anti-humidity effects by replenishing the lost lipids in damaged hair. To improve comb-ability and manageability our proposal is Ama-prot. And finally, Ama-leaf restores hair movement for a healthy appearance.

## FLORANT-CS

**Company:** RADIANT  
**Stand:** 7M34  
**Email:** radiantcmo@chol.com  
**Website:** www.eradiant.co.kr  
**Category:** anti-inflammatory, anti-irritants, soothing agents, anti-ageing, anti-wrinkle, antioxidants, radical scavengers, natural actives, UV filters  
**Product Type:** skincare, suncare

**Product Description:**
FLORANT-CS protects skin from UV damages and improves wrinkles as an excellent anti-photo aging ingredient. Although UV light is one of the essential elements for life, intense UV radiation is responsible for aging skin. For anti-photo aging, RADIANT developed a natural anti photo aging product. FLORANT-CS has strong anti-oxidative activities and good DNA protection effect. FLORNAT-CS protects skin against damages induced by UV light (UVB, UVA) and keep healthy skin with anti-irritation effect. Also has good anti-wrinkle effect by inhibiting collagen degradation and MMP-1 activity that is activated by UV light.
**Amitose 3GA**

Company: Seiwa Kasei Co., Ltd.
Stand: 7R80
Email: sales@seiwakasei.co.jp
Website: www.seiwakasei.co.jp/en
Category: anti-ageing, anti-wrinkle, antioxidants, radical scavengers, humectants, lightening, whitening agents, vitamins
Product Type: skincare, toiletries

**Product Description:**
Amitose 3GA is a special vitamin C derivative that enables you to approach “anti-aging” from various angles: anti-wrinkle effect, suppression of inflammation, improvement of elasticity and luminosity etc. In addition, Amitose 3GA is suitable to develop emulsion and gel products containing vitamin C to meet customers’ demands for anti-aging care. It has been difficult to develop such products because vitamin C causes the separation of emulsion and the decrease of viscosity. Amitose 3GA has been developed in order to solve those problems. In short, Amitose 3GA is a beneficial vitamin C derivative to both manufacturer and end-user.

**HYDRACTIN®-LMF**

Company: RAHN AG
Stand: 7G60
Email: ObermayerB@rahn-group.com
Website: www.rahn-group.com
Category: anti-ageing, anti-wrinkle, botanicals, essential oils, plant extracts, moisturisers
Product Type: skincare, suncare

**Product Description:**
RAHN showcases HYDRACTIN®-LMF, a sophisticated active ingredient based on Lichen (cetraria islandica; Iceland moss), Moss (sphagnum magellanicum; peat moss) and Fern (polypodium vulgare; common polypody). These organisms possess unique characteristics: lichens are combined life forms of fungi and algae living in a mutually beneficial (=symbiotic) relationship; Sphagnum has the ability to absorb and retain water up to 20-times its dry weight; and Polypodium’s principal constituents are known to counteract mucosal dryness. HYDRACTIN®-LMF has outstanding moisturising and anti-ageing benefits: gain skin moisture and lose more than 25 years of skin age! Are you curious or sceptical? Then please join us at our booth.
**LATEST ACTIVE INGREDIENT LAUNCHES**

**EPHEMER™**

**Company:** Seppic  
**Stand:** 6E40  
**Email:** jerome.loeuil@airliquide.com  
**Website:** www.seppic.com  
**Category:** anti-ageing, anti-wrinkle, antioxidants, radical scavengers, biological, marine extracts, biofermentation  
**Product Type:** decoratives, skincare

**Product Description:**
Through its subsidiary BiotechMarine, SEPPIC launches EPHEMER™, the first active ingredient from CELEBRITY™, world’s first technology of macroalgae cell culture in laboratory. CELEBRITY™ offers a sourcing not available in large quantities & unstable in the ocean.
EPHEMER™ is an extract of gametophytes, macroalgae cells of an ephemeral stage in the life cycle of the algae Undaria Pinnatifida. Gametophytes are source of life in the reproductive cycle, as a renewal for the species.
EPHEMER™ protects the genes of Eve (mitochondrial DNA inherited from mum). After 28 days, clinical results as antioxidant versus placebo. After 56 days, clinical results on microrelief reduction versus placebo.

**β-algae®**

**Company:** Setalg  
**Stand:** 6N31  
**Email:** setalg@setalg.com  
**Website:** www.setalg.com  
**Category:** anti-ageing, anti-wrinkle, antioxidants, radical scavengers, biological, marine extracts, biofermentation, colourants, hair dyes, pigments, glitters  
**Product Type:** skincare, suncare

**Product Description:**
β-algae® is a new active ingredient containing natural β-carotene, carotenoids from Dunaliella salina. The guaranteed 8% rate in carotenoids provides an incomparable antioxidant activity to β-algae® which prevent skin ageing. This antioxidant power reduces free radicals and helps to: - decrease the risk of premature cell ageing - protect skin from daily aggressions - protect cells from oxidative stress. To obtain an immediate “healthy glow” effect, Carotenoids, contained in β-algae®, can also be used as pigment. Included in a cream or a serum, carotenoids give an immediate “healthy glow” effect.
Beauty Potions are an innovative range of powerful and boosting active ingredients based on the specific selection and combination of plant actives that act synergistically to fulfill various skin needs. They are constituted by natural derived compounds that encompass tonic, adaptogenic and protective functions. Each Beauty Potion is characterized by an enhanced skin permeation attitude that assures a superior skin care efficacy. MC2 is specifically designed to empower cellular metabolism in topical energizing products, while XTEND protects and recovers skin cellular and extra cellular architecture in daily skincare and sun care formulations.

EPIGENOMYL®

Company: SILAB
Stand: 6F20
Email: silab@silab.fr
Website: www.silab.fr
Category: anti-ageing, anti-wrinkle, natural actives
Product Type: skincare, suncare

Product Description:
Obtained from the calendula flower and rich in oligosaccharides, EPIGENOMYL® revitalizes the epigenome which is weakened by external aggressors and age. This active ingredient prevents the modifications of histones and regulates the miRNA production. Thanks to these mechanisms, the matrix proteins are preserved, their syntheses are favored. EPIGENOMYL® provides the skin with many anti-aging benefits from surface uniformity to perceived age improvements.

Beauty Potions: MC2, XTEND

Company: Sinerga S.p.A.
Stand: 6K40
Email: v.sedini@sinerga.it
Website: www.sinerga.it
Category: anti-ageing, anti-wrinkle, moisturisers, natural actives
Product Type: skincare, suncare

Product Description:
Beauty Potions are an innovative range of powerful and boosting active ingredients based on the specific selection and combination of plant actives that act synergistically to fulfill various skin needs. They are constituted by natural derived compounds that encompass tonic, adaptogenic and protective functions. Each Beauty Potion is characterized by an enhanced skin permeation attitude that assures a superior skin care efficacy. MC2 is specifically designed to empower cellular metabolism in topical energizing products, while XTEND protects and recovers skin cellular and extra cellular architecture in daily skincare and sun care formulations.
**Mariliance**

Company: SOLIANCE - GIVAUDAN  
Stand: 6F71  
Email: contact.cosmetic@givaudan.com  
Website: www.soliance.com  
Category: anti-inflammatory, anti-irritants, soothing agents, biological, marine extracts, biofermentation, natural actives  
Product Type: skincare

**Product Description:**
Mariliance is a high-performance marine soothing active ingredient extracted from the microalgae Rhodosorus Marinus. It limits the production of inflammatory and neuro-inflammation mediators (IL1α, NGF, NGFR, TRPV1) that are responsible for skin irritation and discomfort.  
Applied at 3% on sensitive skins, Mariliance reduces the cutaneous sensitivity by 89% in only 28 days.  
Mariliance can be used in any formulations for soothing, calming or daily care.  
It is the solution to strengthen sensitive skins and providing them extreme comfort.  
More than just a soothing active ingredient; Mariliance is the latest neurocosmetic innovation of the market!
Super Juices - The Outstanding Power of Fresh Natural Plants! Symrise Super Juice Range delivers the power of freshly and gently pressed plant juice based on locally grown, fully traceable and organically farmed botanicals. The concept of processing directly after harvest without heat, solvents or any chemical substances excludes any possible negative influence on the plant. In this way the natural activity of our plants is well conserved. At the end Super Juices are standardized, stabilized and preserved to ensure long-term stable quality.

LIPOZOOM® RESERVE-AGE

Stand: 6D71
Email: hayrettin@surya.com.tr
Website: www.surya.com.tr
Category: anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, fillers, extenders, binders, natural actives
Product Type: haircare, skincare

Product Description:
LIPOZOOM® RESERVE-AGE is a novel cosmetics carrier system containing natural trans-resveratrol which is fermented from Polygonum cuspidatum and Polygonum istanbulicum plant derivatives in liposome technology. Many of the cosmetic products could not show effectiveness due to failing to transport through the epidermis layers of the skin because the particle size must be below 1 micron in order to overcome the intercellular spaces in the epidermis. LIPOZOOM® RESERVE-AGE stimulates regeneration of skin cells and prevents reactive oxygen species via appropriate size, zeta potential and antioxidant effects. LIPOZOOM® RESERVE-AGE is mainly used as an excellent antiaging and potential antioxidant for cosmetics.

Super Juice Range

Company: Symrise AG
Stand: 7F20
Email: info@symrise.com
Website: www.symrise.com
Category: anti-inflammatory, anti-irritants, soothing agents, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, natural actives
Product Type: haircare, skincare

Product Description:
Super Juices - The Outstanding Power of Fresh Natural Plants! Symrise Super Juice Range delivers the power of freshly and gently pressed plant juice based on locally grown, fully traceable and organically farmed botanicals. The concept of processing directly after harvest without heat, solvents or any chemical substances excludes any possible negative influence on the plant. In this way the natural activity of our plants is well conserved. At the end Super Juices are standardized, stabilized and preserved to ensure long-term stable quality.
# LATEST ACTIVE INGREDIENT LAUNCHES

## Hydrogel masks and patches

<table>
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<tr>
<th>Company</th>
<th>TECHNATURE</th>
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<tbody>
<tr>
<td>Stand</td>
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<tr>
<td>Email</td>
<td><a href="mailto:info@tech-nature.com">info@tech-nature.com</a></td>
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<td>Website</td>
<td><a href="http://www.tech-nature.com">www.tech-nature.com</a></td>
</tr>
<tr>
<td>Category</td>
<td>moisturisers, contract manufacturing, formulation services</td>
</tr>
<tr>
<td>Product Type</td>
<td>skincare</td>
</tr>
</tbody>
</table>

**Product Description:**

As masks expert, Technature is delighted to formulate for you products with unique gel texture: the Hydrogel masks and patches made in France. The Hydrogels of Technature are made of natural Polymers named carrageenans. Therefore, this matrix composed with carrageenans (and water) creates a filmogenic gel that spreads the incorporated actives ingredients, to the cutaneous tissue. Whether they have face mask or eye contour patches forms, hydrogels are easy to use, and suitable to all facial shapes like a second skin.

## Ionto +

<table>
<thead>
<tr>
<th>Company</th>
<th>The Ionto Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand</td>
<td>6V31</td>
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<tr>
<td>Email</td>
<td><a href="mailto:lazaffran@theiontoteam.com">lazaffran@theiontoteam.com</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.theiontoteam.com">www.theiontoteam.com</a></td>
</tr>
<tr>
<td>Category</td>
<td>contract manufacturing, encapsulations, delivery systems</td>
</tr>
<tr>
<td>Product Type</td>
<td>skincare</td>
</tr>
</tbody>
</table>

**Product Description:**

Innovative and non-invasive technology based on the application of micro currents on a localized skin area using an iontophoretic patch with an ionizable gel, leading to increase skin permeability and achieve faster and more intense absorption of active substances.
Baobab Tein NPNF

Company: TRI-K Industries
Stand: 6F60
Email: rebecca.morton@tri-k.com
Website: www.tri-k.com
Category: anti-inflammatory, anti-irritants, soothing agents, anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, moisturisers
Product Type: skincare, suncare

Product Description:
MULTI-FUNCTIONAL EXOTIC BIOACTIVE PROTEIN TO DEFEND & RESTORE SKIN FROM PHOTO-AGING. Skin care products have changed considerably over the years with a stronger focus on new claims and benefits. Spurred by heightened concerns of environmental stressors such as photo-aging and pollution, coupled with the desire for convenience, skin care products have been developed to be more comprehensive in delivering multi-functional benefits. Baobab Tein NPNF™ helps to reduce symptoms of photo-aging, creates the appearance of younger looking skin and maintains skin health by reducing multiple forms of DNA damage and cell senescence while enhancing moisturization and barrier function.

PromaCare-AGS

Company: Uniproma GmbH
Stand: 7Q20
Email: info@uniproma.com
Website: www.uniproma.com
Category: anti-ageing, anti-wrinkle, antioxidants, radical scavengers, lightening, whitening agents, vitamins
Product Type: skincare, suncare

Product Description:
A new generation Vitamin C derivative. Stops melanin production by inhibiting activity of tyrosinase; Preventing skin inflammation caused by sun light; improves skin colour; Boosts collagen, increasing elasticity of the skin.
Niacinamide (nicotinamide) comprises one of the two forms of Vitamin B3; niacin (or nicotinic acid) being the other, both of which provide equivalent vitamin activity. As a leading supplier of Vitamin B3 for over 40 years, Lonza has been producing Niacinamide for a variety of markets.

Niacinamide USP PC is a multi-benefit ingredient that has been used for years to enhance the efficacy of skin and hair care formulas. Low in nicotinic acid, Niacinamide USP PC helps to enhance the tone and texture of skin while helping to improve the overall appearance of hair.

Earis7645

Company: Youngbio Chemical Co,Ltd
Stand: 7M54
Email: jay109@youngbiochem.com
Website: www.youngbiochem.com
Category: colourants, hair dyes, pigments, glitters, nail polish ingredients
Product Type: decoratives

Product Description:
With the improvement of the color scheme in pearlescent pigment, but short of a pure red color in the red series, it becomes shortcoming during application in make up products. Youngbio Chemical developed the red pomegranate pearlescent pigment, with pure red color, high chroma. Obtain fabulous application in lipstick, lipgloss, blusher, eye shadow and other make up products.
ReGeniStem™ Brightening CR

Company: Lonza Consumer Care
Stand: 6C50
Email: victor.low@lonza.com
Website: www.lonzaconsumercare.com
Category: anti-ageing, anti-wrinkle, botanicals, essential oils, plant extracts, deodorants, antiperspirants, lightening, whitening agents, natural actives
Product Type: skincare

Product Description:
ReGeniStem™ Brightening is the latest skincare active for brightened, balanced skin from Lonza Consumer Care. Derived from the meristematic stem cells of licorice, this easy to use, oil-soluble skincare active contains a high level of actives to help brighten skin. In addition, ReGeniStem™ Brightening targets skin imperfections and helps improve overall skin tone.

Don’t miss some of these ingredients being demonstrated daily on the Innovation Zone. See pages 71-73
Geogard™ LSA Preservative Blend

Company: Lonza Consumer Care  
Stand: 6C50  
Email: laura.szymczak@lonza.com  
Website: www.lonzaconsumercare.com  
Category: antibacterial, preservatives, wet wipes ingredients  
Product Type: haircare, skincare

Product Description:
Geogard™ LSA preservative blend is a highly efficacious broad spectrum antimicrobial which was designed to protect the integrity of personal care products. It is comprised of several non-traditional ingredients which have wide global approvals and are easy to use within formulation. Geogard™ LSA is compatible with most raw materials used in personal care and has also been shown to be effective in wipes formulations. Its efficacy can be seen at pH’s ranging from 3-6 with a low use level between 1.5-2%.

Polyaldo™ polyglycerol esters

Company: Lonza Consumer Care  
Stand: 6C50  
Email: victor.low@lonza.com  
Website: www.lonzaconsumercare.com  
Category: conditioners (skin/hair), dispersants, suspending agents, emulsifiers, rheology modifiers, thickeners, surfactants  
Product Type: haircare, skincare

Product Description:
Polyaldo™ polyglycerol esters are multifunctional ingredients for today’s personal care formulations. Prepared from natural, renewable resources, the Polyaldo™ polyglycerol esters from Lonza Consumer Care are safe, cost effective emulsifiers which provide value-added benefits like enhanced stability and improved rheology. Formulate with confidence when using Polyaldo™ polyglyceryl esters in your next product!
### LATEST FUNCTIONAL INGREDIENT LAUNCHES

#### GlucoTain® surfactants - a new sensory dimension

**Company:** Clariant SE  
**Stand:** 7C50  
**Email:** Boris.Segalowitch@clariant.com  
**Website:** www.clariant.com/glucotain  
**Category:** rheology modifiers, thickeners, surfactants, conditioning, sensory evaluation  
**Product Type:** haircare, skincare

**Product Description:**  
GlucoTain Surfactants, or N-Methyl-N-Acyl Glucamines, are a new group of highly renewable, nonionic sugar surfactants. In Personal Care applications, GlucoTains show a unique combination of foam and sensory benefits on skin and hair. The different GlucoTain types are an excellent tool to create sensations from “squeaky” skin to highly conditioning skin & hair feel. Additionally, this new surfactant range is extremely mild to skin. Contrary to existing non-ionics, the GlucoTain technology shows also economic benefits: they provide excellent viscosity response with salt and therefore help to minimize your formulation cost due to their thickening behavior in Personal Care Formulations.

#### Softlets F (CC mix)

**Company:** Chongqing Pellets  
**Stand:** 6P70  
**Email:** info@pellets.com.cn  
**Website:** www.pellets.com.cn  
**Category:** additives, film former, fragrances, oral care ingredients, shampoo  
**Product Type:** decoratives, skincare

**Product Description:**  
Softlets Foundation Series transforms a normal BB cream or CC cream in beautiful pearl beads form but never loses the function of a BB or CC cream. They encapsulate rich oil, pigment, pearls and nutrition actives and based in a very light transparent gel base. The pump head disperse the Softlets and base instantly like a BB cream which give a skin silk soft texture and a vivid brilliant looking.
Mirinae A-9001S Brilliant White

Company: CQV Co., Ltd.
Stand: 7D14
Email: ay@cqv.co.kr
Website: www.cqv.co.kr
Category: colourants, hair dyes, pigments, glitters
Product Type: decoratives

Product Description:
Do you need a SPECIAL TYPE of pearl effect pigments besides Mica and Borosilicate? MIRINAE will be the answer! Unlike other mica or borosilicate based pearl pigments, MIRINAE is very smooth on your skin and has various bright colors. Simply amazing! Market will love it. With MIRINAE, you can be a trend-setter. Substrate: Al O, Alumina, Aluminum oxide Coating material: TiO, SnO

Dow Corning® 3901 Liquid Satin Blend

Company: Dow Corning
Stand: 7E60
Email: j.a.vogel@dowcorning.com
Website: www.dowcorning.com
Category: conditioners (skin/hair), polymers, rheology modifiers, thickeners, silicones
Product Type: skincare

Product Description:
Dow Corning® 3901 Liquid Satin Blend delivers unique sensory texture and rheology not seen today. With a distinctive look and feel, this material resembles a thick, stretchy fluid and upon first touch leaves a long lasting feel of intense lubricity while delivering a stringy yet novel texture. These properties can then be carried over into many formulation types ranging from moisturizing body lotions to high-end colored cosmetics. These effects can be seen with relatively low use levels, typically in the range of 2-5 wt.%. 
The simple way to load silicone elastomers into water-based formulations; water-coated GRANSIL SiW ELASTOMER GELS are the new vehicle of choice for creating personal care products. Technically GRANSIL SiW ELASTOMER GELS offer formulators the ideal opportunity for loading high levels of Polysilicone-11 elastomer into water-based structures with minimal use of emulsifiers (at levels below 0.5%, and/or with PEG-free claims), and by cold processing methods. These stable formulations achieved with such low levels of emulsifiers also serve as excellent delivery-bases for active ingredients. In formulation GRANSIL SiW ELASTOMER GELS can offer unique sensory benefits with a water-to-powder break on application.

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symbio® muls rich

**Company:** Dr. Straetmans GmbH  
**Stand:** 7H60  
**Email:** info@dr-straeltmans.de  
**Website:** www.dr-straeltmans.de  
**Category:** emulsifiers, surfactants, formulation services  
**Product Type:** skincare, suncare

**Product Description:**  
symbio® muls rich is a new way to be caring. This innovative natural emulsifier blend offers everything a developer needs to develop cosmetic products of exceptional performance and a caring sensorial profile. symbio® muls rich is an effective and easy to use emulsifier for O/W-emulsions of mainly higher viscosities, rich textures and a rich skin feel, as the name already implies. Due to the well-balanced composition of ingredients in this blend there is no need for any further stabilizers or co-emulsifiers in the emulsion.

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Water-coated silicone technology: GRANSIL SiW ELASTOMER GELS

**Company:** GRANT INDUSTRIES  
**Stand:** 6D60  
**Email:** cgranatell@grantinc.com  
**Website:** www.grantinc.com  
**Category:** film former, moisturisers, silicones  
**Product Type:** decoratives, skincare

**Product Description:**  
The simple way to load silicone elastomers into water-based formulations; water-coated GRANSIL SiW ELASTOMER GELS are the new vehicle of choice for creating personal care products. Technically GRANSIL SiW ELASTOMER GELS offer formulators the ideal opportunity for loading high levels of Polysilicone-11 elastomer into water-based structures with minimal use of emulsifiers (at levels below 0.5%, and/or with PEG-free claims), and by cold processing methods. These stable formulations achieved with such low levels of emulsifiers also serve as excellent delivery-bases for active ingredients. In formulation GRANSIL SiW ELASTOMER GELS can offer unique sensory benefits with a water-to-powder break on application.
## ImerCare™ 400D

**Company:** Imerys Minerals Ltd  
**Stand:** 7M10  
**Email:** laure.pagis@imerys.com  
**Website:** www.imerys-perfmins.com  
**Category:** deodorants, antiperspirants  
**Product Type:** toiletries

**Product Description:**
ImerCare™ 400D diatomaceous earth for deodorants  
ImerCare™ 400D is the most water- and oil-absorbent diatomaceous earth product available on the market today. Diatomaceous earth (DE) is composed of microporous siliceous fragments of fossilised skeletal remains of aquatic algae, known as diatoms. Due to its micro-porous structure, DE offers high absorbency power for deodorants and antiperspirants.  
Imerys has specifically engineered ImerCare™ 400D to further enhance the mineral’s natural micro-porosity. Laboratory trials and panel tests have shown that ImerCare™ 400D significantly improves the dry touch of deodorants and helps accelerate sweat evaporation.  
ImerCare™ 400D is Ecocert certified.

## ImerCare™ SheerSilk

**Company:** Imerys Minerals Ltd  
**Stand:** 7M10  
**Email:** laure.pagis@imerys.com  
**Website:** www.imerys-perfmins.com  
**Category:** fillers, extenders, binders, opacifiers, pearlescents, solvents, carriers  
**Product Type:** decoratives

**Product Description:**
ImerCare™ Sheersilk is a natural magnesium-silicate based mineral. It is specifically engineered to obtain an innovative, transparent structure, which enhances colour and confers a natural, luminous effect and satin finish to make-up powders. SheerSilk’s ultra-soft feel and high brightness are also highly prized for cosmetic applications. ImerCare™ Sheersilk demonstrates high fracture resistance, thereby facilitating the cohesion of pressed powders. SheerSilk also prevents cracking, making it ideal for wet processes. ImerCare™ Sheersilk is Ecocert certified.
Cellulose Effect Powders

**Company:** J. Rettenmaier & Söhne GmbH & Co.KG  
**Stand:** 7Q54  
**Email:** bettina.deis@jrs.de  
**Website:** www.jrs.de  
**Category:** additives, colourants, hair dyes, pigments, glitters, exfoliants, fillers, extenders, binders, oral care ingredients  
**Product Type:** decoratives, skincare

**Product Description:**
NEW fine fruit and cereal fiber as: - pea fiber - wheat fiber - oat fiber - apple fiber - potato fiber - orange fiber - fiber olives. Particle size about 5 μm to 20 μm, for “Color Cosmetic” with unique skin feel and properties.

VIVAPUR CS 800 ST

**Company:** J. Rettenmaier & Söhne GmbH & Co.KG  
**Stand:** 7Q54  
**Email:** bettina.deis@jrs.de  
**Website:** www.jrs.de  
**Category:** additives, colourants, hair dyes, pigments, glitters, exfoliants, fillers, extenders, binders, oral care ingredients  
**Product Type:** decoratives, skincare

**Product Description:**
Replacement of Polyethylene INCI: Microcrystalline Cellulose, Titandioxide. A NEW replacement of PE made with Titandioxide and improved optical effect, especially in transparent creams, lotions and gels. For a better brilliance, especially in tinted transparent gels, lotions, creams.
Emulsion Pearls W/O

Company: Korea Particle Technology
Stand: 7D75
Email: hyejin0508@starpheres.com
Website: www.starpheres.com
Category: moisturisers, natural actives, encapsulations, delivery systems
Product Type: skincare

Product Description:
KPT will launch its newly innovated and patented technology named Emulsion Pearls of W/O system. So far KPT could transfer only w/o-emulsion into Emulsion Pearls. These Emulsion Pearls, available in different sizes, may be colorized and produced as dual colorized pearls. They can also be mixed with any kind of additives such as actives, scrubs and pigments. Now we would like to show our extended emulsion pearls technology for W/O and W/S system.

Kraton® A1536 H (SQR1111)

Company: Kraton Polymers
Stand: 6M34
Email: mark.kalisvaart@kraton.com
Website: www.kraton.com
Category: additives, film former, polymers, rheology modifiers, thickeners
Product Type: decoratives, skincare

Product Description:
Kraton® A1536 H is a unique patent protected oil thickener showing excellent compatibility with a wide range of natural occurring oils and esters. Kraton A1536 H modified oils are highly transparent, glossy and moisture resistant and provide film forming formulations with excellent oil retention and silky, smooth textures. Applications are unlimited and ranging from skin care, sun care, fragrances and decoratives.
Celluloscrub XLS

**Company:** LESSONIA  
**Stand:** 6K70  
**Email:** info@lessonia.com  
**Website:** www.lessonia.com  
**Category:** exfoliants  
**Product Type:** skincare, toiletries

**Product Description:**
Celluloscrub XLS, the solution for the cosmetic and toiletries manufacturers which need a natural, biodegradable and cost effective BE Beads alternative.
Lessonia worked on its process to reduce the production cost and the ecological footprint. It was made possible further by starting up a new production line dedicated to the Celluloscrub products and by the definition of the optimal particle size dispersion into the powder. Celluloscrub XLS answers with some more requirements to the technical and economic needs of the manufacturers of body washes, hand & feet scrubs and bar soaps.
Celluloscrub XLS is made from PEFC cellulose (certified forests).

Prodhysoft® ABK

**Company:** Laboratoires PROD’HYG  
**Stand:** 7K50  
**Email:** prodhyg@prodhyg.com  
**Website:** www.prodhyg.com  
**Category:** botanicals, essential oils, plant extracts, emollients, oils, fats, humectants, moisturisers, natural actives  
**Product Type:** haircare, skincare

**Product Description:**
French raw materials company Laboratoires PROD’HYG introduces PRODHYSOFT® ABK, commonly known as allanblackia butter. This natural non-hydrogenated vegetable butter is extracted from the heart of this African rainforest fruit.
PRODHYSOFT® ABK brings to formulas a dry touch skin feel and a silky and matte finish. Its specific composition in triglycerides results in a very good resistance to oxidation. Rich in oleic and stearic acids, PRODHYSOFT® ABK possesses superior emollient properties. It is ideal for skin and hair care.
Its melting point is close to 40°C. This makes it an excellent consistency factor, which melts upon contact with skin.
Having already gained recognition for their sensory qualities, the unique and sophisticated textures formulated using Lucas Meyer Cosmetics’ emulsifiers containing phospholipids now offer cosmetics brands the guaranteed consumer pleasure that has become essential to building customer loyalty and to the success of future best-sellers. A real moment of pleasure with the power to turn any consumer into an addict. This never-before-see consumer behavioral (facial microexpressions & voice intonation) and physiological (pupil dilation & skin conductance) analysis developed by specialists in psychology and neuroscience, proved that Lecigel™ triggers positive emotions and provides moments of happiness upon application.

**SLM 2038**

Company: Lipoid Kosmetik AG  
Stand: 6K30  
Email: info@lipoid-kosmetik.com  
Website: www.lipoid-kosmetik.com  
Category: anti-inflammatory, anti-irritants, soothing agents, anti-ageing, anti-wrinkle, emulsifiers, moisturisers, thickeners, encapsulations, delivery systems  
Product Type: skincare, suncare

**Happiness in a Jar! Lecigel™**

Company: Lucas Meyer Cosmetics  
Stand: 6B50  
Email: info@lucasmeyercosmetics.com  
Website: www.lucasmeyercosmetics.com  
Category: emulsifiers, moisturisers, natural actives, rheology modifiers, thickeners, encapsulations, delivery systems  
Product Type: skincare

**Product Description:**
SLM 2038 is a new type of multi-lamellar cream based on Lipoid Kosmetik’s SLM Skin Lipid Matrix® technology. The innovative formulation with Non-GMO sunflower phospholipids can easily be incorporated in any type of skin care product in order to achieve a unique and natural skin feeling. The new SLM is a 100% natural formulation with skin-identical lipids that mimics both the molecular organization and composition of the stratum corneum intercellular lipids. SLM 2038 comprises a biomimetic lamellar lipid structure, analogous to the human epidermal permeability barrier, possessing highly skin-protective and moisturizing properties.

**Product Description:**
Having already gained recognition for their sensory qualities, the unique and sophisticated textures formulated using Lucas Meyer Cosmetics’ emulsifiers containing phospholipids now offer cosmetics brands the guaranteed consumer pleasure that has become essential to building customer loyalty and to the success of future best-sellers. A real moment of pleasure with the power to turn any consumer into an addict. This never-before-see consumer behavioral (facial microexpressions & voice intonation) and physiological (pupil dilation & skin conductance) analysis developed by specialists in psychology and neuroscience, proved that Lecigel™ triggers positive emotions and provides moments of happiness upon application.
### MinaSolve Green B

**Company:** Minasolve  
**Stand:** 6M70  
**Email:** contact@minasolve.com  
**Website:** www.minasolve.com  
**Category:** antibacterial, emollients, oils, fats, humectants, preservatives, solvents, carriers  
**Product Type:** haircare, skincare

**Product Description:**
MinaSolve Green B ensures complete protection of water-based cosmetics against microbial degradation through its broad spectrum anti-microbial activity. At the same time, this stable and water-miscible liquid blend contributes to a pleasant skin feeling and displays a moisturizing effect comparable to that of glycerin. MinaSolve Green B consists exclusively of high quality and globally approved ingredients. It is COSMOS and ECOCERT compliant, with the major component being manufactured in a sustainable manner, starting from corn cob and sugar cane bagasse. Overall, MinaSolve Green B represents a socially and environmentally responsible solution for safe and easy protection of green formulations.

### QUILLAIA

**Company:** Naturex  
**Stand:** 7J40  
**Email:** naturex@naturex.com  
**Website:** www.naturex.com  
**Category:** anti-inflammatory, anti-irritants, soothing agents, natural actives, oral care ingredients, surfactants, wet wipes ingredients  
**Product Type:** haircare, toiletries

**Product Description:**
Native to Central Chile, quillaia is extremely rich in saponins, which give the extract its unique foaming properties. Research and literature reviews have confirmed these calming and dermo-purifying properties. Avoid irritating surfactants and bring softness and naturalness to your skincare, haircare, baby care and oral care products with quillaia.
Serums for the face, neck and under-eye areas have become very popular in the global marketplace in the last few years. Formulation-wise, such serums tend to be full of silicone compounds including volatile silicones, often collectively exceeding 30% by weight of the formula. Our serum is free of all silicones, including volatiles. The suitable aesthetic attributes are achieved by using our natural ingredients; Oat Lipid, an oil rich in skin identical lipids including ceramides and sterols, delivered in a light, luxurious yet simple emulsion base with Oat SILK providing the soft, silky finish expected from silicones.

---

**CEH-1104**

**Company:** NuSil Technology  
**Stand:** 7B20  
**Email:** caresil@nusil.com  
**Website:** www.caresil.com  
**Category:** anti-ageing, anti-wrinkle, film former, moisturisers, silicones, encapsulations, delivery systems  
**Product Type:** skincare, suncare

**Product Description:**
NuSil continues to expand its encapsulation technology platform, offering an innovative approach to protecting fragile hydrophilic actives. The new CareSil Encapsulated Hydrophilic, CEH-1104 is an encapsulated water medium dispersed in a high-purity silicone elastomer gel. The gel can be customized with water-soluble actives and as the microscopic capsules break on the skin it brings a unique and transformable texture to skin care formulations. Less greasy and ideal for sensitive skins, this surfactant-free “emulsion” provides a unique delivery method for hydrophilic ingredients through the premium powdery touch of a silicone elastomer. Once again, CareSil brings back the wow factor to silicones!

---

**Silicone Free Facial Serum**

**Company:** Oat Cosmetics  
**Stand:** 7E70  
**Email:** rh@oat.co.uk  
**Website:** www.oatcosmetics.com  
**Category:** anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, emollients, oils, fats, moisturisers  
**Product Type:** skincare

**Product Description:**
Serums for the face, neck and under-eye areas have become very popular in the global marketplace in the last few years. Formulation-wise, such serums tend to be full of silicone compounds including volatile silicones, often collectively exceeding 30% by weight of the formula. Our serum is free of all silicones, including volatiles. The suitable aesthetic attributes are achieved by using our natural ingredients; Oat Lipid, an oil rich in skin identical lipids including ceramides and sterols, delivered in a light, luxurious yet simple emulsion base with Oat SILK providing the soft, silky finish expected from silicones.
OLVEA® Shea Esters

Company: OLVEA Vegetable Oils
Stand: 6P50
Email: info-vegoils@olvea.com
Website: www.olvea.com/vegetable-oils/
Category: conditioners (skin/hair), emulsifiers, emollients, oils, fats, moisturisers, rheology modifiers, thickeners
Product Type: haircare, skincare

Product Description:
OLVEA® Shea esters have been developed using the sustainable supply chain of OLVEA in Burkina Faso, and through its partnership with the local women cooperatives. This new wide range of green esters from the ‘Women’s Gold’ of Africa consists of:
OLVEA® Silky Shea is a lightweight alternative which imparts lightness and a velvety after-feel,
OLVEA® Glossy Shea is an effective moisturiser which adds shine and playtime,
OLVEA® Creamy Shea is a co-emulsifier which helps achieve the perfect cocoon texture for cosmetic products. These Shea emollients are designed to offer a new sensory approach to body and hair care formulation.

Omyadent

Company: Omya International AG
Stand: 7K60
Email: tanja.budde@omya.com
Website: www.omya.com
Category: oral care ingredients
Product Type: toiletries

Product Description:
Omya has developed a new generation of minerals: Functionalized Calcium Carbonate (FCC) – a multifunctional ingredient that acts as a high-efficiency carrier with controlled release properties. Omyadent FCCs have been specifically designed for oral care applications and provide enamel remineralisation and tooth whitening, as well as gentle cleansing and tooth desensitising.
**Silky Plum Butter**

**Company:** Perles de Gascogne  
**Stand:** 6L32  
**Email:** christophe.merle@perlesdegascogne.com  
**Website:** www.perles-gascogne.com  
**Category:** botanicals, essential oils, plant extracts, conditioners (skin/hair), emollients, oils, fats, moisturisers, natural actives, rheology modifiers, thickeners  
**Product Type:** haircare, skincare

**Product Description:**
The Silky Plum Butter is the result of virgin plum oil and shea stearin interesterification, and is one of the new products of the green refinery engaged by Perles de Gascogne around the plum kernel. With a beautiful white color, its touch is soft and silky, and not fat. Containing no hydrogenated oils, no risk of phase separation or a grainy appearance is expected. Melting at body temperature, its emolliency is perfect to moisturize and protect skin and hair and for soothing skin care.

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**Omyascrub T**

**Company:** Omya International AG  
**Stand:** 7K60  
**Email:** tanja.budde@omya.com  
**Website:** www.omya.com  
**Category:** exfoliants  
**Product Type:** skincare

**Product Description:**
Omyascrub T products are Omya’s next generation exfoliants. An Omya proprietary technology allows the development of acid-tolerant natural calcium carbonates, tailored to support the development of sustainable scrubs.
Sensient Cosmetic Technologies launches two new Unipure LC® Green pigments specially developed for eye make-up products: Unipure Green LC721 and Unipure Green LC722 (extended grade of Unipure Green LC721 on alumina). Thanks to their high color strength and specific color, you can create various intense and luminous bluish-green shades.

These pigments have been designed to help you replace Chromium Hydroxide Green for use in powder and anhydrous formulations. They are composites of FD&C Blue 1 and FD&C Yellow 5 on hydrated alumina that are globally compliant for the eye area.

A safe and cost-effective solution for your global formulas!
LATEST FUNCTIONAL INGREDIENT LAUNCHES

Simulquat HC 305

Company: Seppic  
Stand: 6E40  
Email: arnita.wofford@airliquide.com  
Website: www.seppic.com  
Category: polymers, rheology modifiers, thickeners, conditioning  
Product Type: haircare

Product Description:
A cationic polymer that creates an array of textures, from fluid gels to sprays and creams and that forms synergies with natural gums to further enlarge the texture spectrum. From 2% use level, stabilize cationic actives and texturize gels, creams and lotion formulations. Its compatibility with all types of cationic active ingredients and solvents makes it the perfect choice to stabilize hair treatment formulations and design novel textures without comprising creativity. Formulate your way, the possibilities are endless.

SharoMax Preservative Blends

Company: Sharon Laboratories  
Stand: 7Q50  
Email: lee-or@sharon-labs.co.il  
Website: www.sharon-labs.com  
Category: preservatives  
Product Type: skincare, suncare

Product Description:
A new patented preservative solution for the cosmetic products industry. Paraben free, Phenoxyethanol free, Formaldehyde free, Halogen free, CIT/MIT free; a blend which works as a broad spectrum preservation system for rinse-off and leave-on products.
LATEST FUNCTIONAL INGREDIENT LAUNCHES

SpecWhite™ Plus

Company: Spec-chem Industry Inc.
Stand: 7L10
Email: sc@specchemind.com
Website: www.specchemind.com
Category: anti-inflammatory, anti-irritants, soothing agents, anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, lightening, whitening agents
Product Type: skincare, suncare

Product Description:
SpecWhite™ Plus is a green and natural plant essence and works by inhibiting melanin synthesis, maturation, transport, operation and degradation to reach a whitening effect; scavenger free radicals, preventing intracellular harmful matter creation to improve skin metabolism and micro-circulation. Also, it promotes collagen production and inhibits inflammatory cytokines IL-6 by multi-targets synergistic effect resulting in a perfect whitening, anti-wrinkle, anti-inflammatory effect.
Application: Lightening & whitening cream, lotion, mask and anti-wrinkle and anti-ageing products.

SymOcide® PH

Company: Symrise AG
Stand: 7F20
Email: florian.genrich@symrise.com
Website: www.symrise.com
Category: antibacterial, antioxidants, radical scavengers, preservatives, wet wipes ingredients, shampoo
Product Type: haircare, skincare

Product Description:
Modern broad spectrum liquid preservative blend as one-product-solution for cold process formulations like shampoos, wet wipes and lotions.
Dow Corning® CB-3046 Fluid

Company: Univar Personal Care
Stand: 7E60
Email: sandra.leonard@univar.com
Website: www.univar.com
Category: conditioners (skin/hair), silicones, conditioning, styling
Product Type: haircare

Product Description:
Dow Corning® CB-3046 Fluid is a versatile new frizz control solution for water-based hair care formulations. Dow Corning® CB-3046 Fluid enables customers to formulate water-based leave-in frizz control products that surpass the performance of competitive water-based and traditional anhydrous offerings without the undesirable heavy, greasy feel and the styling difficulties associated with them, regardless of hair type. In fact, it enhances hair alignment for sleek styles and curl definition for full, wavy hair styles. It also noticeably increases shine and provides excellent protection against heat.
The new material is listed in the Catalogue of Cosmetics Ingredients Used in China.
**Olicolight**

- **Company:** Shanghai Oli Enterprises Co., Ltd.
- **Stand:** 7M31
- **Email:** jy@oli-sh.com
- **Website:** www.oli-sh.com
- **Category:** anti-ageing, anti-wrinkle, antioxidants, radical scavengers, botanicals, essential oils, plant extracts, lightening, whitening agents, natural actives
- **Product Type:** skincare

**Product Description:**
Olicolight, a water soluble material, is a compound of Aqua Glabridin and Hydrolyzed Conchiolin Protein; two products of Shanghai Oli’s personal brand. Aqua Glabridin is made by envelope processing for high purity Glabridin to improve excellent whitening effect, with inhibiting Tyrosinase, TRP-1 and TRP-2 and a-MSH, Hydrolyzed Conchiolin Protein is endothelin with the function of fade spots. Olicolight has the double synergistic effect on whitening and fade spots.

**BELSIL® REG 102**

- **Company:** Wacker Chemie AG
- **Stand:** 6M20
- **Email:** info.silicones@wacker.com
- **Website:** www.wacker.com
- **Category:** conditioners (skin/hair), silicones, conditioning
- **Product Type:** decoratives, skincare

**Product Description:**
BELSIL® REG 102 is a transparent, colorless gel that acts as a multifunctional ingredient in skin-care applications and decorative cosmetics. The new silicone/resin elastomer gel consists of an organosiloxane polymer, based on our unique resin technology, dispersed in cyclopentasiloxane. It combines the benefits of good transfer and water resistance with a silky soft skin feel. Due to its shear-thinning properties, products formulated with BELSIL® REG 102 are easy to apply and spread readily over the skin. BELSIL® REG 102 is especially suited for skin-care and sun-care formulations, as well as for foundations, BB and CC creams and other color cosmetics.
## Formulation Display

**Box 5**

### Sun Protection SFP 30 (estimated)

**Company:** Atina Ativos Naturais  
**Stand:** 6R75  
**Email:** cristina.saiani@atina.com.br

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### Discover More About the Ingredient on Page 7

<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 (aqua)</td>
<td>Deionized Water (aqua)</td>
<td>qsp 100</td>
<td>M Cassab</td>
</tr>
<tr>
<td></td>
<td>Disodium EDTA</td>
<td>Disodium EDTA</td>
<td>0.10</td>
<td>Symrise</td>
</tr>
<tr>
<td></td>
<td>Symsave H</td>
<td>Hydroxyacetophenone</td>
<td>0.50</td>
<td>Symrise</td>
</tr>
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<td>B</td>
<td>Ultrathix P 100</td>
<td>Acrylic Acid/VP Crosspolymer</td>
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<td>Ashland</td>
</tr>
<tr>
<td>C</td>
<td>Sodium Hydroxide Solution 50%</td>
<td>Sodium hydroxide</td>
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<tr>
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<td>Escalol 587</td>
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<td></td>
<td>Cerasyst 945</td>
<td>Glyceryl Stearate (and) Laureth-23</td>
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<td>Ashland</td>
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<td>Ceraphyl 55</td>
<td>Tridecy1 Neopentanoate</td>
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<tr>
<td>D</td>
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<td>Escalol S</td>
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<td>Amphisol K</td>
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<td>DSM</td>
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<td>Parsol HMS</td>
<td>Homosalate</td>
<td>9.50</td>
<td>DSM</td>
</tr>
<tr>
<td>E</td>
<td>Sodium Hydroxide Solution 50%</td>
<td>Sodium Hydroxide</td>
<td>0.25 or pH 6.2-7.2</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Alcohol denat.</td>
<td>Alcohol denat</td>
<td>1.50</td>
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</tr>
<tr>
<td>G</td>
<td>MAGWHITE - Babassu powder bleached</td>
<td>Orbignya phalerata seed powder</td>
<td>1.00</td>
<td>ATINA</td>
</tr>
<tr>
<td></td>
<td>Glycerin</td>
<td>Glycerin</td>
<td>1.50</td>
<td>M Cassab</td>
</tr>
<tr>
<td>H</td>
<td>Symdiol 68</td>
<td>1,2-Hexanediol (and) Caprylyl Glycol</td>
<td>0.50</td>
<td>Symrise</td>
</tr>
</tbody>
</table>

### Procedure

2. Add Acrylic Acid/VP Crosspolymer in main reactor. Mix and add Sodium hydroxide.
4. Add phase 3 in the aqueous phase (phase 1 and 2) at 75-85 degrees Celsius.
5. Stir for 10 minutes.
6. Stir for 5 minutes with turbax.
7. Start cooling.
9. Below 40 degrees Celsius, add Alcohol denat and mix.
10. Add Glycerin mixed with MAGWHITE and Mix. Add 1,2-Hexanediol (and) Caprylyl Glycol and mix.

### Properties

- **Yellowish emulsion**
- **pH 6.2-7.2**
## Procedure

1. Premix B phase then dissolve well in water (A1)
2. Mix A2-A8 phase until homogeneous and heat to 60-65 degrees
3. Add A9 and neutralize the PH to 6-6.5
4. Premix C phase until transparent then add in A phase
5. Cool down the above gel base to below 38 degrees
6. Add D phase slowly in the gel and mix gently until uniform

## Properties

Encapsulated Foundation Beads

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### DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 32

### Formulation Display

**Box 57**

**Company:** Chongqing Pellets Techniques & Trade Co., Ltd  
**Stand:** 6P70  
**Email:** yanjeyuan@gmail.com

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<table>
<thead>
<tr>
<th>PHASE</th>
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<th>% W/W</th>
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<tr>
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<td>Chondrus Crispus (Carrageenan)</td>
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<td>0.060</td>
<td>Danisco</td>
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<tr>
<td>A8</td>
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<td>Glyceryl Polymethacrylate Proplene Glycol PVM/MA Copolymer</td>
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<td>Eleco</td>
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<tr>
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<td>Triethanolamine 99%</td>
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<td>Symdiol 68 PE 10 Propanediol</td>
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<td>C</td>
<td>1,2-Butanediol Solubilisant LRI</td>
<td>1,2-BUTANEDIOL PPG-26-Buteth-26 / PEG-40 Hydrogenated Castor Oil / Water Fragrance</td>
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<td>Sensient-LCW</td>
</tr>
<tr>
<td>D</td>
<td>Softlets F-Bronze 01 Softlets F-Ivory 01 Softlets F-Ivory 02 Softlets Psi-Gold 01</td>
<td>Aqua, Methyl Trimethicone, Dimethicone/Vinyl Dimethicone Crosspolymer, Stearyl dimethicone, PEG-10 Dimethicone, Isononyl Isononanoate, Synthetic fluorophlogopite, Butylene Glycol, Glycerin, CI 77891, CI 77491, CI 77492, CI 77499, Calcium Alginate, Agar, 1,2-Hexanediol, Phenoxyethanol</td>
<td>10.000</td>
<td>Pellets</td>
</tr>
</tbody>
</table>

---

**Softlets F (CC Mix)**

**Company:** Chongqing Pellets Techniques & Trade Co., Ltd  
**Stand:** 6P70  
**Email:** yanjeyuan@gmail.com

---

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

---

**Properties**

Encapsulated Foundation Beads
Company: CODIF R & N  
Stand: 7C70  
Email: g.moro@codif.com

**Phases and Ingredients:**

<table>
<thead>
<tr>
<th>Phase</th>
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<th>INCI Name</th>
<th>% W/W</th>
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</thead>
<tbody>
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<tr>
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<td>Silicone DC 580 Wax</td>
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<td>Creemol SBE / Cegessoft SBE</td>
<td>SIMMONDSIA CHINENSIS OIL</td>
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<td>Lipoire A pastilles</td>
<td>BUTYROSPERMUM PARKII BUTTER EXTRACT</td>
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<td>Phenoxyethanol</td>
<td>CYG-18 TRIGLYCERIDES</td>
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<td>C10-18 triglycerides</td>
<td>PHENOXYETHANOL</td>
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<tr>
<td>E</td>
<td>Sovide (solution 5N)</td>
<td>AQUA SODIUM HYDROXIDE</td>
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<td>F</td>
<td>Jurimer - SJ Touch 1</td>
<td>POLYMETHYL METHACRATE, AQUA</td>
<td>2</td>
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<tr>
<td>G</td>
<td>Neuroguard P</td>
<td>AQUA, ALGAE OLIGOSACCHARIDES, PHENOXYETHANOL</td>
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<td>Neurolight 61G</td>
<td>GLYCERIN</td>
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<td>Pancreatum Maritimum Extract</td>
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<tr>
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<td>Parfum Fleur Rose R13386</td>
<td>PARFUM, GERANIOL, COUMARIN, ISOEUGENOL, CITRONELLOL, BENZYL ALCOHOL, LIMONENE, CITRAL</td>
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</tbody>
</table>

**Procedure:**

1. Heat up phase A to 80°C with gentle stirring  
2. Disperse B into phase A with strong stirring (1500rpm) during 30min  
3. Add premix C with strong stirring (1500rpm) during 15min  
4. Heat up phase D to 80°C  
5. Emulsify phase D into phase ABC with very strong stirring (2500rpm) during 10min  
6. Add E with very strong stirring (2500rpm) during 20min  
7. Cool down to 50°C with gentle stirring  
8. Add F with gentle stirring  
9. Cool down to 35°C with gentle stirring  
10. Add perfume and actives (G) with gentle stirring during 15min

**Properties:**

- **pH:** 6.00  
- **Viscosity (Brookfield RV S05; 4rpm):** 65,200 (65.2%)  
- **Appearance:** White and soft cream  
- **Stability:** Stable after 1month to 50°C, cycle, 4°C, 46°C and stable after centrifugation  

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 9**
Luxe Satin Body Sheer Lotion

Company: Dow Corning Corporation
Stand: 7E60
Email: j.a.vogel@dowcorning.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 33**

### Properties

- **Viscosity:** 67000 cPs.

### Formulation Display

**PHASE | INGREDIENT | INCI NAME | % W/W | SUPPLIER**

| A | Water | Water (aqua) | 76.7 | 
|   | Natrosol 250 HHR | Hydroxyethylcellulose | 1.5 | Ashland |
| B | Glycerin | Glycerin | 5 | Fisher |
|   | Arlacel 165 | Glyceryl Stearate (and) PEG-100 Stearate | 1 | Croda |
|   | Shea Butter - Ultra Refined | Butyrospermum Parkii | 3 | Biochemica |
|   | Crodocol CS-50 | Cetearyl Alcohol | 1 | Croda |
| C | Dow Corning® 3901 Liquid Satin Blend | Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer | 5 | Dow Corning |
|   | Xiameter® PMX-200 Sil Fluid 2 CS | Dimethicone | 5 | Dow Corning |
| D | Neolone PE | Phenoxyethanol (and) Methylisothiazolinone | 0.5 | Dow Chemical |
|   | ABS Snail Secretion Extract | Snail Secretion Filtrate | 1 | Active Concepts |
|   | Natural Purity | Fragrance (parfum) | 0.3 | Symrise |

**Procedure**

1. Mix phase A and heat up to 70°C
2. Mix phase B and heat up to 70°C
3. Add phase B to phase A
4. Premix phase C, until mixture is homogenous
5. Add phase C to phase A and B
6. Cool batch to room temperature
7. Add phase D
Office Partner Media Partner

GATULINE® SPOT-LIGHT

Company: GATTEFOSSE
Stand: 7K30
Email: smoyrand@gattefosse.com

DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 12

<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>DEMINERALIZED WATER</td>
<td>WATER</td>
<td>58.4</td>
<td>FMC BIOPOLYMER</td>
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<tr>
<td></td>
<td>AVICEL PC 591</td>
<td>MICROCRYSTALLINE CELLULOSE, CELLULOSE GUM</td>
<td>1.2</td>
<td>CARGILL</td>
</tr>
<tr>
<td></td>
<td>GLYCERIN</td>
<td>GLYCERIN</td>
<td>3</td>
<td></td>
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<tr>
<td></td>
<td>SATIAXANE CX91</td>
<td>XANTHAN GUM</td>
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</tr>
<tr>
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<td>DISODIUM EDTA</td>
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</tr>
<tr>
<td>B</td>
<td>APIFIL® CG</td>
<td>PEG-8 BEESWAX</td>
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<td>GATTEFOSSE</td>
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<td>EMULCIRE® 61 WL 2659 CG</td>
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<td>OCTOCRYLENE</td>
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<td>MERCK</td>
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<td>MERCK</td>
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<td>CETIOL C5</td>
<td>COCO-CAPRYLATE</td>
<td>5</td>
<td>BASF</td>
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<td>PRESERVATIVE</td>
<td>PHENOXYETHANOL, ETHYLHEXYLGLYCERIN</td>
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<tr>
<td>C</td>
<td>GATULINE® SPOT-LIGHT</td>
<td>BUTYLENE GLYCOL, ACTINIDIA CHINENSIS (KIWI) FRUIT WATER, ALCOHOL, SOPHORA FLAVESCENS ROOT EXTRACT</td>
<td>3</td>
<td>GATTEFOSSE</td>
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<tr>
<td></td>
<td>DRY-FLO PLUS</td>
<td>ALUMINUM STARCH OCTENYLSUCCINATE</td>
<td>3</td>
<td>AKZO NOBEL</td>
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<tr>
<td>D</td>
<td>PERFUME PRECIEUSE 0601579</td>
<td>PERFUME</td>
<td>0.3</td>
<td>EXPRESSIONS PARFUMEE</td>
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</table>

Procedure
1. Under rapid mixing, disperse Avicel PC 591, then Satiaxane CX91 with glycerin, into water.
2. Add EDTA.
3. Mix well A and heat to 80°C.
4. Prepare B and heat to 80°C.
5. Under mixing, add B to A at 80°C
6. Maintain under rapid mixing (Rotor Stator 2500 rpm) for 5 min.
7. Cool under mixing and at about 35°C, add the components of C and D
8. Complete cooling.

Properties
pH: 5.8 ± 0.5, Viscosity Brookfield RV (spindle C, speed 5): approx. 90,000 mPa.s after 24H
Discovered More About the Ingredient on Page 34

**PHASE** | **INGREDIENT**                                                                 | **INCI NAME**                                                                 | **% W/W** | **SUPPLIER** |
---|---|---|---|---|
A  | Dionized Water                  | Water                                                                      | 37.15     | N/A         |
    | Carbopol Ultrez-10 Polymer, 2% AQ Sol. | Water (and) Carbomer                                                        | 10.00     | Lubrizol    |
    | Natrosol 250 HHR, 2% AQ Sol.     | Water (and) Hydroxyethylcellulose                                          | 5.00      | Ashland     |
    | Butylene Glycol                 | Butylene Glycol                                                            | 7.00      | N/A         |
    | Glycerine                       | Glycerin                                                                   | 3.00      | N/A         |
    | TEA, 99%                        | Triethanolamine                                                            | 0.15      | N/A         |
    | Plantaren 2000 N                | Decyl Glucoside                                                            | 0.20      | BASF        |
    | GRANSIL PSQ                     | POLYMETHYLSILSESQUIOXANE                                                   | 7.00      | GRANT       |
    | Diocide                         | Caprylyl Glycol (and) Phenoxethanol (and)                                  | 0.50      | Centerchem  |
    | GRANSIL SiW-026                 | CYCLOPENTASILOXANE (AND) DIMETHICONE (AND) WATER (AND) POLYSILICONE-11 (AND) BUTYLENE GLYCOL (AND) DECYL GLUCOSIDE | 30.00     | GRANT       |

**Procedure**

1. Weigh Phase A in main kettle and mix well with side sweep agitation.
2. Add Phase B to Phase A slowly. Mix well.
**Company:** INDUCHEM  
**Stand:** 7G50  
**Email:** alapeyre@induchem.com

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### DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 14

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**FORMULATION DISPLAY**

**S3D® Lux-omics**

**Box 19**

--

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
</table>
| A     | Tegin Pellets  
Dup 50 P Code 02009  
Lanette 0  
Jojobaöl nativ dac, max, gardner 9  
Rizinusöl raffiniert Ph, Eur,  
Sojaöl raffiniert  
Mischtocopherol T-70 | GLYCERYL STEARATE SE  
STEARIC ACID, PALMITIC ACID  
 CETEARYL ALCOHOL  
 SIMMONDSIA CHINENSIS SEED OIL  
 RICINUS COMMUNIS SEED OIL  
 GLYCINE SOJA OIL  
 TOCOPHEROL | 4  
 2  
 1.75  
 3  
 5  
 10  
 0.05 | RAHN  
 GEORGES WALTHER  
 IMPAG  
 GEORGES WALTHER  
 FLORIN  
 GOERLICH EUR |
| B     | Wasser demineralisiert  
Glycerin 99.8% PF | AQUA  
 GLYCERIN, AQUA | 50.2  
 5 | TEMMENTEC  
 IMPAG |
| C     | F25 Feinsprit denat mit 0,10% BitrexTsg,  
 UNIPROSYN PS-18 | ALCOHOL DENAT, AQUA  
 BUTYLENE GLYCOL, HYDROLYZED OAT PROTEIN,  
 NIACINAMIDE, ADENOSINE TRIPHOSPHATE,  
 DISODIUM EDTA, AQUA  
 WATER, GLYCERIN, DIGLUCOSYL GALLIC ACID  
 FRAGRANCE  
 MICA, CI77891 | 15  
 3  
 0.5  
 0.3  
 0.2 | INDUCHEM AG  
 ALCOSUISSE  
 INDUCHEM AG  
 TEMMENTEC  
 IMPAG |

---

**Procedure**

1. Mix phase A at 80°C
2. Add phase B under stirring and cool down to 40°C
3. Add phase C under stirring and cool down to 25°C

**Properties**

Stable 3 months at 4°C, room temp., 40°C and temp. Cycles
**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 14**

**PHASE** | **INGREDIENT** | **INCI NAME** | **% W/W** | **SUPPLIER**
--- | --- | --- | --- | ---
### A
- Wasser demineralisiert Aristoflex HMB
- Konjac Mannan 1.0 SP PHE 1.0
- Sepimax zen 37043P
- UNIMOIST U-125G
- Euxyl PE-9010 Monopropylenglykol USP/Ph. Eur.

### B
- Butandiol 1.3
- Keltrol CG-SFT

### C
- Jojobaöl nativ dac. Max. gardner 9
- Sojalecithin flüssig
- Kotlen 0/1 VL

### D
- F25 Feinsprit denat mit 0.10% Bitrexosg.
- RUBIXYL® INOVEOL® PHILO

### E
- Cremophor RH 40
- Water Line

### F
- Farblösung D&C Red 4 0.1%
- Timica Silver Sparkle 5500
- Ronafair Balance Gold

**Procedure**
1. Mix phase A and B.
2. Add phase B under stirring.
3. Add phase C under stirring.
4. Add phase D.
5. Add phase E.
6. Add phase F.

**Properties**
Stable 3 months at 4°C, room temp., 40°C and temp. Cycles

**Company: INDUCHEM**
**Stand: 7G50**
**Email: alapeyre@induchem.com**
**X50 Photoglow: Transform light into energy, dull into glow**

**Company:** INFINITEC ACTIVOS  
**Stand:** 7Q40  
**Email:** jgonzalez@infinitec.es

**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>
<th>SUPPLIER</th>
</tr>
</thead>
</table>
| **A** | Deionized Water  
Biopol Plus  
Deonized Water | Water  
Carbomer  
Water | 60.000  
0.400 | Infinitec |
| **B** | Renex G26  
Colfax CPE-K  
Myrl S40  
Deonized Water | Glycereth-26  
Potassium Cetyl Phosphate  
PEG-40 Stearate  
Water | 2.000  
3.000  
1.000  
10.233 | Croda  
Colonial Chemical INC  
Croda |
| **C** | Natura-Tec Plantsil  
Alcohol cetoestearilico  
Massocare HPI  
Softsan 100  
Massocare STS  
Vitamin E Acetate  
Massocare SQV  
DC200  
Waglinol 3/9280 | Hydrogenated ethyhexyl Olivate (and) Hydrogenated olive oil unsaponificables  
Cetearyl alcohol  
Hydrogenated Polysorbate  
Hydrogenated Coco-Glycerides  
Sorbitan Tristearate  
Vitamin E Acetate  
Squalane  
Dimethicona 350  
Caprylic/Capric Triglyceride | 5.300  
1.500  
2.500  
0.300  
0.300  
0.200  
1.000  
5.000  
5.000 | Ceratec Sarl - Incorporating Natura-Tec division  
Chemir  
Quimica Massó  
Croda Oleo GmbH & Co. KG  
Quimica Massó  
DSM Nutritional Products AG  
Quimica Massó  
Lasem |
| **D** | Phenoxethanol  
Dermosoft Octol  
Ethyhexyglycerin (Sensiva SC-50) | Phenoxethanol  
Capryl Glycol  
Ethyhexyglycerin | 0.550  
0.280  
0.165 | Symrise AG  
Dr. Straetmans  
Schülke & Mayr GmbH |
| **E** | X50 Photoglow CC Powder (X500030)  
Agua Desionizada | Chlorella vulgaris (algae) extract, Glycolic Acid, Lactic Acid, Polyvinyl Alcohol, Heptapeptide-15 Palmitate  
Water | 0.002  
0.100 | Infinitec  
Infinitec |
| **F** | Sodium Hydroxide (10%) | Sodium Hydroxide | 1.000 | Payan Bertrand |
| **G** | Jewel Nº 2 (PBJAEIM05) | Parfum | 0.170 | Payan Bertrand |
| **H** | Color Eritrosina E-127 Hidros. | CI-45430 | 0.000 | Roig Farma, S.A. |

**Procedure**

1. Heat phase A up to 90°C and wait until the powder is completely dissolved.
2. Heat phase B up to 80°C and wait until the powder is completely dissolved.
3. Heat phase C up to 80°C and wait until the powder is completely dissolved.
5. Add phase C on phase A+B and homogenize using a mechanical agitator. Stir gently.
6. Cool down the mixture to 45-50°C
7. Add phase D on the main mixture and stir gently
8. Add phase 7 on the main mixture and stir gently
9. Adjust PH level by adding phase F
10. Add perfume (phase G)
11. Add a hint of color until the final product has the same color as the provided sample.

**Properties**

<table>
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<tr>
<th>Property</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>pH</strong></td>
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</tr>
<tr>
<td><strong>Appearance</strong></td>
<td>Opaque cream</td>
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<tr>
<td><strong>Colour</strong></td>
<td>Pale pink</td>
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<tr>
<td><strong>Odor</strong></td>
<td>Perfumed</td>
</tr>
<tr>
<td><strong>Solubility</strong></td>
<td>Water, alcohol and glycol soluble</td>
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</table>
**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 39**

### Procedure

2. Heat phase A at 40°C and add to the mixture B+C, homogenize using Ultra-Turrax at around 13500rpm for 1.5min.
3. Cool down the emulsion while stirring to around 40°C, add ingredients of phase C, adjust pH at around 6, homogenize shortly again.

### Properties

- **Appearance:** white light cream
- **pH-value:** 5.5-6.5

### Green Shield: SLM Skin Lipid Matrix® and Hydro-Gain™

**Company:** Lipoid Kosmetik AG  
**Stand:** 6K30  
**Email:** info@lipoid-kosmetik.com

### PHASE | INGREDIENT | INCI NAME | % W/W | SUPPLIER
---|---|---|---|---
A | SLM 2038 | Water/Aqua, Caprylic/Capric Triglyceride, Hydrogenated Phosphatidylcholine, Pentylene Glycol, Glycerin, Butyrospermum Parkii (Shea) Butter, Squalane | 25 | Lipoid Kosmetik AG
B | LIPOID P 75 -3 Keltro CG-SFT Pentylene Glycol Deionised Water | Hydronated Lecithin Xanthan Gum Pentylene Glycol Water | 2 0.3 15 ad to 100 | Lipoid Kosmetik AG CP Kelco Cosphatec
C | Oil | | 10 to 15 | Lipoid Kosmetik AG
D | COVI-OX T90 EU C Hydro-Gain™ | Tocopherol Glycerin, Water/Aqua, Canola Oil, Hydrogenated Lecithin, Opuntia Ficus-Indica Seed Oil, Betula Alba Bark Extract, Citric Acid | 0.1 5 q.s | BASF Lipoid Kosmetik AG

**Citric Acid 50%**
# Defined Silhouette at Night

**Company:** Lipotec S.A.U.  
**Stand:** 6J50  
**Email:** commercial@lipotec.com

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## DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 17

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

<table>
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<th>% W/W</th>
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<tr>
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<tr>
<td>A1</td>
<td>CARBOPOL® ULTREZ 10 POLYMER</td>
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</tr>
<tr>
<td></td>
<td>Carbomer</td>
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<td>0.1</td>
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<td>PEMULEN™ TR-2 POLYMER</td>
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<td>Acrylates/C10-30 Alkyl Acrylate Crosspolymer</td>
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<td></td>
<td>Phenoxyethanol</td>
<td></td>
<td>0.35</td>
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<tr>
<td></td>
<td>Cetyl Alcohol</td>
<td></td>
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<tr>
<td></td>
<td>Stearic Acid, Palmitic Acid</td>
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<td></td>
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<td></td>
<td>Isostearl Isosteareate</td>
<td></td>
<td>16</td>
<td>Lubrizol</td>
</tr>
<tr>
<td></td>
<td>PEG-20 Methyl Glucose Sesquisteareate</td>
<td></td>
<td>2</td>
<td>Lubrizol</td>
</tr>
<tr>
<td>C</td>
<td>NOCTURSHAPE™ blue ingredient</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LIPOMOIST™ 2036 molecular film PCEB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Water (Aqua), Propanediol, Disodium Phosphate, Xanthan Gum, Plankton Extract, Sodium Phosphate, Glyceril Caprylate</td>
<td></td>
<td>4</td>
<td>Lipotec</td>
</tr>
<tr>
<td></td>
<td>Water (Aqua), Xanthan Gum, Caprylyl Glycol, Phenoxyethanol, Hydrolyzed Wheat Protein, Hydrolyzed Soy Protein, Pectin, Proline, Serine, Arginine, Glucose, Butylene Glycol, Carrageenan (Chondrus Crispus), Ethylhexylglycerin Cyclohexasiloxane, Cyclopentasiloxane</td>
<td></td>
<td>5</td>
<td>Lipotec</td>
</tr>
<tr>
<td>D</td>
<td>Fragrance (Parfum)</td>
<td></td>
<td>0.1</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Sodium Hydroxide (20% in aqueous solution)</td>
<td></td>
<td>q.s.</td>
<td></td>
</tr>
</tbody>
</table>

**Procedure**

1. Mix the components of phase A in a vessel adequate for the whole content and stir.
2. Add phase A1 slowly while stirring.
3. Add phase A2 while stirring.
4. Heat to 70-75 ºC.
5. In a separate vessel, mix the components of phase B, heat the mixture to 70-75 ºC and pour over the previous mixture slowly while stirring.
6. Let the mixture cool down to 50 ºC and add phase C.
7. Add phase D and stir.
8. Adjust pH to specifications with phase E.

**Properties**

- **pH:** 5.5-7.0  
- **Viscosity:** 1600-6400 cPs (5/50)
Innovative New Formulation

Company: Lonza Consumer Care
Stand: 6C50
Email: victor.low@lonza.com

Please go to stand 6C50 for more information on this formulation.
**My Gorgeous Lip Lacquer**

**Company:** LUCAS MEYER COSMETICS  
**Stand:** 6B50  
**Email:** magali.borel@lucasmeyercosmetics.com

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

### Formulation Display

<table>
<thead>
<tr>
<th>Phase</th>
<th>Ingredient</th>
<th>INCI Name</th>
<th>% W/W</th>
<th>Supplier</th>
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<tr>
<td>A</td>
<td>Cerozo E626</td>
<td>Ozokerite</td>
<td>2.00</td>
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<td></td>
<td>Cerabeil Blanche Sélection</td>
<td>Beeswax</td>
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<td>Baerlocher</td>
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<td></td>
<td>Koboguard® HRPC</td>
<td>Hydrogenated Polycyclopentadiene (and) Polylethylene (and) Copernicia Cerifera (Carnauba) Wax (and) Tocopherol</td>
<td>2.00</td>
<td>KOBO</td>
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<tr>
<td></td>
<td>Lipex® 102</td>
<td>Butyrospermum Parkii (Shea) Butter</td>
<td>20.00</td>
<td>AAK</td>
</tr>
<tr>
<td></td>
<td>SCB Macadamia Oil</td>
<td>Macadamia Ternifolia Seed Oil</td>
<td>54.80</td>
<td>SCB</td>
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<tr>
<td></td>
<td>Vitapherole® E1000</td>
<td>Tocopherol (and) Helianthus Annuus (Sunflower) Seed Oil</td>
<td>0.20</td>
<td>VitaeNaturals</td>
</tr>
<tr>
<td></td>
<td>SWT-7™ L</td>
<td>Isopropyl Palmitate (and) Lecithin (and) Water (and) Swertia Chirata Extract</td>
<td>2.00</td>
<td>Lucas Meyer Cosmetics</td>
</tr>
<tr>
<td></td>
<td>Amisol Trio™</td>
<td>Phospholipids (and) Glycine Soja (Soybean) Oil (and) Glycolipids (and) Glycine Soja (Soybean) Sterols</td>
<td>4.00</td>
<td>Lucas Meyer Cosmetics</td>
</tr>
<tr>
<td>B</td>
<td>Covapate Uniired LC3779</td>
<td>Ricinus communis (Castor) seed oil (and) CI 15850</td>
<td>10.00</td>
<td>Sensient Cosmetic Technologies</td>
</tr>
</tbody>
</table>

**Procedure**

1. Prepare A. Heat up to 85°C-90°C under slow stirring until all raw materials are completely melted.
2. When the product is clear and homogeneous, decrease temperature to 80°C.
3. At 80°C, add B into A and stir slowly until complete homogenization.
4. Decrease temperature to 75°C under sufficient agitation. At 75°C, maintain the agitation a few minutes to ensure a good homogenization of the product.
5. Package the product at 75°C

**Properties**

- Appearance: red creamy product
Ice Age Serum with PhytoCellTec™ nunatak®

Company: Mibelle Biochemistry
Stand: 7E40
Email: info@mibellebiochemistry.com

**Procedure**

1. Mix phase A1 and A2
2. Add phase A2 to A1 and heat up to 75°C
3. Mix phase B and heat up to 75°C
4. At 75°C mix phases A1/2 and B under strong agitation and homogenize to homogeneity
5. Cool down under agitation
6. Disperse PhytoCellTec™ nunatak® into water (phase C) and add below 40°C
7. Add phases D and E
8. Adjust pH to 5.5 - 6.5 using NaOH (phase F)

**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>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Solvent</td>
<td>Aqua/Water</td>
<td>69.7</td>
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<tr>
<td></td>
<td>Chelating agent</td>
<td>Disodium EDTA</td>
<td>0.05</td>
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<tr>
<td></td>
<td>Humectant</td>
<td>Methylpropanediol</td>
<td>5</td>
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<tr>
<td></td>
<td>Thickening agent</td>
<td>Acrylates/C10-30 Alkyl Acrylate Crosspolymer</td>
<td>7.5 of a 2% predispersion in water</td>
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<tr>
<td>A2</td>
<td>Thickening agent</td>
<td>Xanthan Gum</td>
<td>0.2</td>
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<tr>
<td></td>
<td>Humectant/disperser</td>
<td>Glycerin</td>
<td>3</td>
</tr>
<tr>
<td>B</td>
<td>O/W non-ionic emulsifier</td>
<td>Polyglyceryl-6 Distearate (and) Jojoba Esters (and)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Natural emollient</td>
<td>Polyglyceryl-3 Beeswax (and) Cetyl Alcohol</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Natural emollient</td>
<td>Ethylhexyl Stearate (and) Squalene</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Texturing agent</td>
<td>Macadamia Ternifolia Seed Oil</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Feeling agent</td>
<td>C10-18 Triglycerides</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td>Antioxidant</td>
<td>Dimethicone</td>
<td>2</td>
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<tr>
<td></td>
<td></td>
<td>Tocopheryl Acetate</td>
<td>0.3</td>
</tr>
<tr>
<td>C</td>
<td>PhytoCellTec™ nunatak®</td>
<td>Saponaria Pumila Callus Culture Extract (and) Isomalt (and)</td>
<td>0.4</td>
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<tr>
<td></td>
<td>Diluent</td>
<td>Lecithin (and) Aqua/Water</td>
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</tr>
<tr>
<td>D</td>
<td>Preservative</td>
<td>Aqua/Water</td>
<td>3</td>
</tr>
<tr>
<td>E</td>
<td>Perfume</td>
<td>Fragrance</td>
<td>0.15</td>
</tr>
<tr>
<td>F</td>
<td>pH adjuster</td>
<td>Sodium Hydroxide</td>
<td>~0.35 (10% solution)</td>
</tr>
</tbody>
</table>
Company: NATUREX  
Stand: 7J40  
Email: naturex@naturex.com

DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 19

**FORMULATION DISPLAY**

**Phased Ingredient**

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENTS</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Water, Sepimax™ Zen</td>
<td>Aqua, Disodium EDTA, Polyacrylate crosspolymer-6</td>
<td>QSP100 0.15</td>
<td>SEPPIC</td>
</tr>
<tr>
<td>B</td>
<td>Keltrol CG-SFT</td>
<td>Glycerin, Xanthan gum</td>
<td>2 0.3</td>
<td>Azelis/CP Kelco</td>
</tr>
<tr>
<td>C</td>
<td>Water, Dipotassium glycyrrhizinate 95%</td>
<td>Dipotassium glycyrrhizate</td>
<td>2 0.2</td>
<td>Naturex</td>
</tr>
<tr>
<td>D</td>
<td>Uvinul® MC 80, Parsol® EHS, Uvinul® A Plus Granular, Arlacet™ 165 FP-PA-(RB), DUB Zenoat®, Montanov™ 202</td>
<td>Ethylhexyl Methoxyphenyl Triazone, Ethylhexyl salicylate, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Glycerol Stearate, Propanediol dicaprylate, Arachidyl alcohol &amp; behenyl alcohol &amp; arachidyl glucoside</td>
<td>10 5 4.5 3 3 3</td>
<td>AMI/BASF, IeS/DSM, AMI/BASF, Croda, SEPPIC</td>
</tr>
<tr>
<td>E/F</td>
<td>HB-Active™, Tocopherol</td>
<td>HB-Active™, Tocopherol</td>
<td>3 0.5</td>
<td>Naturex</td>
</tr>
<tr>
<td>G</td>
<td>Tinosorb® M, Euxyl® K700, Parfum Cristal RS50615</td>
<td>Methylenedioxybenzaldehyde, Phenoxethanol, Benzyl alcohol &amp; Potassium sorbate, Fragrance, Sodium hydroxide &amp; water</td>
<td>0.5 1 0.5</td>
<td>AMI/BASF, Technicoflor</td>
</tr>
</tbody>
</table>

**Procedure**

1. Sprinkle Sepimax™ Zen in water + EDTA and mix for 10min, heating to 75°C, then disperse xanthan gum in glycerin and add the blend to phase A. Mix for 15min at 75°C.
2. Weigh D and heat it up to 75°C.
3. Just before emulsification, add the solubilized mix C in A+B, and the blend E in D.
4. Then emulsify by adding D+E into A+B+C under defloculator (2000rpm) for 20min and reduce agitation to 1000rpm.
5. Add part F slowly and one by one, the ingredients of G at room temperature, mixing well between each addition.
6. Finally, adjust pH.

**Properties**

Ivory scented cream.  
Viscosity (Brookfield RV - S06, 12rpm, 24°C) = 20000 cPs +/- 3000cPs  
PH = 4.5 +/- 0.2
Micellar Lotion Quillaia

**Company:** NATUREX  
**Stand:** 7J40  
**Email:** naturex@naturex.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 40**

### PHASE

<table>
<thead>
<tr>
<th>PHASE</th>
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<th>INCI NAME</th>
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<tbody>
<tr>
<td>A</td>
<td>Water</td>
<td>Aqua</td>
</tr>
<tr>
<td></td>
<td>Schizandra LG</td>
<td>Glycerin &amp; Schizandra chinensis fruit extract &amp; aqua</td>
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<tr>
<td></td>
<td>Quillaia LW</td>
<td>Quillaia saponaria wood extract &amp; sodium benzoate</td>
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<tr>
<td>B</td>
<td>Sepiclear™ G7</td>
<td>Heptyl Glucoside</td>
</tr>
<tr>
<td></td>
<td>Oramix™ CG110</td>
<td>Caprylyl/capryl glucoside</td>
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<tr>
<td></td>
<td>Gardenia Natfair RS49706</td>
<td>Fragrance (+ Linalool &amp; Limonene)</td>
</tr>
<tr>
<td>C</td>
<td>Sodium benzoate</td>
<td>0.3</td>
</tr>
<tr>
<td></td>
<td>Potassium sorbate</td>
<td>0.2</td>
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<tr>
<td></td>
<td>Citric acid</td>
<td>Qs pH5</td>
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</table>

### Procedure

1. Add ingredients of phase A one by one and mix well.
2. Homogenize B under slow agitation, heating to 35°C.
3. Add B into A under gentle agitation and then C. Homogenize.
4. Adjust to pH 5 with citric acid solution.

### Properties

- **Colour, Appearance, Odour:** Scented lotion, light yellow color.
- **pH:** 5.0 +/- 0.2
Innovative New Formulation

Company: Sensient Cosmetic Technologies
Stand: 6E50
Email: tiffany.mikkrut@sensient.com

Please go to stand 6E50 for more information on this formulation.
**Radiant Activating Essence**

**Company:** Shanghai Oli  
**Stand:** 7M31  
**Email:** lu@oli-sh.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 48**

**PHASE** | **INGREDIENT** | **INCI NAME** | **% W/W** | **SUPPLIER**
--- | --- | --- | --- | ---
A | Deionized water, EDTA-2Na, GENENCARE™ OSMS BA, 1,3-Butylene Glycol, Sodium Hyaluronate, Glycerin 99.5%, Xanthan Gum, Sodium Polyglutamate, Aristoflex AVC, Genapol G260 | qsp100, Betaine, Ammonium Acryloyldimethyldiaurate/VP Copolymer, Glycereth-26 | 0.05 1 8 0.05 4 0.1 0.05 3 | Akzo Nobel, Dupont, Bionest, Clariant, Clariant
B | Olivem 1000, PMX-200/100CS, DOW CORNING® 1403 Fluid, Cetearyl Olivate Sorbitan Olivate, Dimethicone, Cyclomethicone Dimethiconol | 0.5 3.5 0.5 | B&T, Dow Corning, Dow Corning
C | Algae Extract (OLI-8109), Aqua Ceramide (OLI-7101), Olicolight (OLI-2166), Fragrance, Preservative | 1 2 2 0.35 q.s. | Shanghai Oli, Shanghai Oli, Shanghai Oli, Shanghai Oli

**Procedure**

1. Disperse the Aristoflex AVC, Sodium Hyaluronate and Xanthan Gum in Glycerin with good agitation until fully mixed, then add the mixed ingredients in water until dissolved fully; add the rest of the ingredients of Phase A into the mixed phase and heat to 80°C-85°C;
2. Mix Phase B well and heat to 80°C-85°C until all ingredients dissolved fully;
3. Add Phase B to Phase A under homogeneity with high speed for 3-5 minutes;
4. Cool to 40°C, add Phase C, and mix until uniform.
### SpecWhite™ Plus

**Company:** Spec-chem Industry Inc  
**Stand:** 7L10  
**Email:** sc@specchemind.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 46**

<table>
<thead>
<tr>
<th>PHASE</th>
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<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
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<tbody>
<tr>
<td>A</td>
<td>Arlacel 165</td>
<td>Glyceril Stearate and PEG-100Stearate</td>
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<td>Croda</td>
</tr>
<tr>
<td></td>
<td>Lanette 0</td>
<td>Cetearyl alcohol</td>
<td>3.50</td>
<td>Cognis</td>
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<tr>
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<td>Mineral Oil 26#</td>
<td>Mineral Oil</td>
<td>3.00</td>
<td>Cognis</td>
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<td>MYRITOL 318</td>
<td>Caprylic/Capric Triglyceride</td>
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<td>Cognis</td>
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<td>CETIOL CC</td>
<td>Myristyl Myristate</td>
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<tr>
<td></td>
<td>Shea Butter</td>
<td>Shea Butter</td>
<td>1.50</td>
<td>DSM</td>
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<tr>
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<td>DC200 350 cs</td>
<td>Dimethicone</td>
<td>0.50</td>
<td>Dow Corning</td>
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<tr>
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<td>BHT (Butylated Hydroxytoluene)</td>
<td>2,6-di-tert-butyl-4-methyl Phenol</td>
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<td>di-alpha-tocopheryl Acetate</td>
<td>Tocopheryl acetate</td>
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</tr>
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<td>Bisabolol</td>
<td>Bisabolol</td>
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<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
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</thead>
<tbody>
<tr>
<td>B</td>
<td>Water SpecWhite™ Plus</td>
<td>Deonized water</td>
<td>70</td>
<td>SC</td>
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<tr>
<td></td>
<td>Disodium EDTA</td>
<td>Disodium EDTA</td>
<td>1.50</td>
<td>SC</td>
</tr>
<tr>
<td></td>
<td>Glycerin</td>
<td>Glycerin</td>
<td>7</td>
<td>SC</td>
</tr>
<tr>
<td></td>
<td>Xanthan Gum</td>
<td>Xanthan Gum</td>
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<td>SC</td>
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<td></td>
<td>Allantion</td>
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<td>SC</td>
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<tr>
<td></td>
<td>HR-SI</td>
<td>Lauryl alcohol phosphoric acid ester potassium</td>
<td>1.00</td>
<td>SC</td>
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<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
<th>SUPPLIER</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>SIMULGEL EG</td>
<td>Sodium Acrylate/sodium acryloyldimethyldiacrylate</td>
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<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>D</td>
<td>Symrelief ParfFree™ 1530</td>
<td>Hedychium Coronarium Root Extract</td>
<td>0.20</td>
<td>Symrise</td>
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<tr>
<td></td>
<td>Fragrance</td>
<td>CHA&amp;Phenoxyethanol&amp;propylene glycol</td>
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<td>SC</td>
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<tr>
<td></td>
<td></td>
<td>Fragrance</td>
<td>0.10</td>
<td>SC</td>
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</tbody>
</table>

**Procedure**

1. Heat phase A and phase B to 80°C
2. Add phase B to phase A under agitation
3. Add phase C to phase A & part B homogenization
4. Down to 48°C, add phase D under agitation
5. Cool down to 35°C-40°C while stirring

**Properties**

- pH 5.0-7.0 suitable pH value is about 6.0
**Procedure**

1. Mix the ingredients of Phase A together, then heat to 60°C.
2. Separately, mix all the ingredients of Phase B together, homogenize, then heat to 60°C.
3. Very slowly, add Phase A to Phase B under a paddle type mixer, increasing mixing speed as the product thickens, then begin to cool.
4. At about 45°C add Phase C and continue mixing till about 40°C.
5. Meanwhile mix the ingredients of Phase D together then add them to the Phase A, B and C at 40°C. When mixed well, emulsify at high speed for about two to three minutes.

A demo of a water resistant, UV protection cream which is easily absorbed into the skin. By using SunCaps™, formulators can achieve a wide range of formulation possibilities.

---

**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>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Water</td>
<td>Water (Aqua)</td>
<td>ad 100</td>
<td>Dr Straetmans</td>
</tr>
<tr>
<td></td>
<td>Sodium Chloride</td>
<td>Sodium Chloride</td>
<td>1</td>
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</tr>
<tr>
<td></td>
<td>Verstatil BOB</td>
<td>Benzyl Alcohol &amp; Caprylyl Glycol &amp; Benzoic Acid</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Magnesium Sulfate</td>
<td>Magnesium Sulfate</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Squatol S</td>
<td>Hydrogenated Polysobutene</td>
<td>10</td>
<td>Sensient</td>
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<tr>
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<td>Plurol Diisostearique</td>
<td>Polyglyceryl-3 Diisostearate</td>
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<td>Squalane Vegetable</td>
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<td>3.6</td>
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<td>Dow Corning FZ 3196</td>
<td>Caprylyl Methicone</td>
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<td>Dow Corning</td>
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<tr>
<td></td>
<td>Dow Corning EL 8040</td>
<td>Isododecane &amp; Dimethicone Crosspolymer</td>
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<td>Dow Corning</td>
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<tr>
<td></td>
<td>Viscolid</td>
<td>Hydrogenated Vegetable Oil</td>
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<td>C</td>
<td>Perfume Coco M</td>
<td>Butyl Methoxydibenzoylmethane &amp; Octocrylene &amp; Cellulose acetate</td>
<td>3.75</td>
<td>Tagra</td>
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<td>OctCap</td>
<td>Ethylhexyl Salicylate &amp; Cellulose acetate</td>
<td>5.84</td>
<td>Tagra</td>
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<td>HomCap</td>
<td>Homosalate &amp; Cellulose acetate</td>
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<td>Tagra</td>
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<td>OxyCap</td>
<td>Benzophenone-3 &amp; Octocrylene &amp; Cellulose acetate</td>
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<td>Tagra</td>
</tr>
</tbody>
</table>
## Frizz Taming Taffy (Frizz Control Leave-In Conditioner) - CPF 01978  Box 88

**Company:** Univar Personal Care  
**Stand:** 7E60  
**Email:** sandra.leonard@univar.com

**DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 47**

### 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>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Dow Corning® ES-5226 DM Formulation Aid</td>
<td>Dimethicone (and) PEG/PPG-18/18 Dimethicone</td>
<td>4</td>
<td>Dow Corning / Univar*</td>
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<tr>
<td></td>
<td>Xiameter® PMX-200 Silicone Fluid 2CS</td>
<td>Dimethicone</td>
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<td></td>
<td>Dow Corning® CB-3046 Fluid</td>
<td>Dimethicone and Phenyl Trimethicone and Trimethylsiloxysilicate and Dimethiconol</td>
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<td>Dow Corning / Univar*</td>
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<tr>
<td></td>
<td>Kiwi Passion SY147376</td>
<td>Fragrance</td>
<td>0.2</td>
<td>Kao Fragrance &amp; Aroma / Univar*</td>
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<td></td>
<td>Euxyl® PE 9010</td>
<td>Phenoxyethanol and Ethylhexylglycerin</td>
<td>0.5</td>
<td>Schülke &amp; Mayr / Univar*</td>
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<td>B</td>
<td>Dow Corning® HMW 2220 Non-Ionic Emulsion</td>
<td>Divinyldimethicone / Dimethicone Copolymer (and) C12-13 Pareth-23 (and) C12-13 Pareth-3 Sodium Chloride</td>
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<td>Dow Corning / Univar*</td>
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<tr>
<td></td>
<td>Sodium Chloride</td>
<td>Cl 19140</td>
<td>1</td>
<td>Fisher Scientific</td>
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<tr>
<td></td>
<td>Yellow 5 (1% in water)</td>
<td>CI 19140</td>
<td>0.6</td>
<td>Univar Colour / Univar*</td>
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<tr>
<td></td>
<td>Distilled Water</td>
<td>Aqua</td>
<td>67.7</td>
<td>Univar*</td>
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</tbody>
</table>

* Please contact your regional Univar Sales Representative to ensure that mentioned products are distributed in your country.

### Procedure

1. Mix ingredients of phase A together
2. Mix ingredients of phase B together
3. Add phase B slowly (drop by drop) to phase A with continuous agitation
4. Homogenize (1 min/100g)

### Properties

A frizz control conditioner that’s reminiscent of salt water taffy — bringing playfulness and performance together. Treat your hair with nourishing and luxurious smoothness.

**Product Form:** Elastic and stretchy cream

**Key Features:**
- Frizz Control
- Hair Alignment
- Hair Repair
- Heat Protection
- Shine

Stable for 2 months at RT, 1 month at 40°C and passes 5 freeze/thaw cycles
Earis7465

Company: Youngbio Chemical Co., Ltd
Stand: 7M54
Email: jay109@youngbiochem.com

DISCOVER MORE ABOUT THE INGREDIENT ON PAGE 29

<table>
<thead>
<tr>
<th>PHASE</th>
<th>INGREDIENT</th>
<th>INCI NAME</th>
<th>% W/W</th>
</tr>
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<tbody>
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<td>CI77019</td>
<td>51</td>
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<tr>
<td>B</td>
<td>TiO₂</td>
<td>CI77891</td>
<td>44</td>
</tr>
<tr>
<td>C</td>
<td>D&amp;C Red 28</td>
<td>CI45410</td>
<td>5</td>
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</tbody>
</table>

Procedure
1. Mica-Coated with TiO2
2. Coated with Red 28
3. Drying
4. Color match
5. Toning
6. Package
7. Sterilization
**Demonstration of Innovative New Product**

**Company:** NuSil Technology  
**Stand:** 7B20  
**Email:** caresil@nusil.com  
**Website:** www.caresil.com

**Demonstration Time:** Tuesday, 14 April 15:00 – 15:30

**Demonstration Description:**
Please go to stand 7B20 for more information on the product being demonstrated.

---

**Gelaid CPE® silicone gel base for cold process formulating**

**Company:** Innospec  
**Stand:** 7P20  
**Email:** lucy.rotherham@innospecinc.com  
**Website:** www.innospecinc.com  
**Category:** silicones

**Demonstration Time:** Tuesday, 14 April 14:00 – 14:30

**Demonstration Description:**
Gelaid® CPE is a designer silicone gel base for use in the formulation of cold process skin care and cosmetic products. It delivers premium quality, aesthetics and ease of formulation. It can be used to formulate either clear or opaque gels/creams simply by adding water, esters, natural oils, mineral oil and/or desired active ingredients. No heat is required, thus saving production resources and energy costs. This demonstration will cover the features and benefits of Gelaid® CPE and will show how it can easily be used to create a transparent emollient skin gel.

**THIS DEMONSTRATION WILL BE REPEATED ON 15 AND 16 APRIL. PLEASE CHECK THIS GUIDE FOR TIMES.**
**Dow Corning® 3901 Liquid Satin Blend**

- **Company:** Dow Corning
- **Stand:** 7E60
- **Email:** j.a.vogel@dowcorning.com
- **Website:** www.dowcorning.com
- **Category:** dispersants, suspending agents, emulsifiers, silicones

**Demonstration Description:**
Dow Corning® 3901 Liquid Satin Blend delivers unique sensory texture and rheology not seen today. With a distinctive look and feel, this material resembles a thick, stretchy fluid and upon first touch leaves a long lasting feel of intense lubricity while delivering a stringy yet novel texture. These properties can then be carried over into many formulation types ranging from moisturizing body lotions to high-end colored cosmetics. These effects can be seen with relatively low use levels, typically in the range of 2-5 wt.%.

**Demonstration Time:** Wednesday, 15 April 14:00 – 14:30

---

**Gelaid CPE® silicone gel base for cold process formulating**

- **Company:** Innospec
- **Stand:** 7P20
- **Email:** lucy.rotherham@innospecinc.com
- **Website:** www.innospecinc.com
- **Category:** silicones

**Demonstration Description:**
Gelaid® CPE is a designer silicone gel base for use in the formulation of cold process skin care and cosmetic products. It delivers premium quality, aesthetics and ease of formulation. It can be used to formulate either clear or opaque gels/creams simply by adding water, esters, natural oils, mineral oil and/or desired active ingredients. No heat is required, thus saving production resources and energy costs. This demonstration will cover the features and benefits of Gelaid® CPE and will show how it can easily be used to create a transparent emollient skin gel.

**Demonstration Time:** Wednesday, 15 April 15:00 – 15:30

---

**THIS DEMONSTRATION WILL BE REPEATED ON 16 APRIL. PLEASE CHECK THIS GUIDE FOR TIMES.**
Demonstration Description:
Gelaid® CPE is a designer silicone gel base for use in the formulation of cold process skin care and cosmetic products. It delivers premium quality, aesthetics and ease of formulation. It can be used to formulate either clear or opaque gels/creams simply by adding water, esters, natural oils, mineral oil and/or desired active ingredients. No heat is required, thus saving production resources and energy costs. This demonstration will cover the features and benefits of Gelaid® CPE and will show how it can easily be used to create a transparent emollient skin gel.

Demonstration Description:
Polyaldo™ HGDS KFG (6-2-S) is your naturally-derived emulsifier solution for enhanced formulation thickening. When combined with Polyaldo™ 10-1-S Pastillated, your formulation viscosity is greatly enhanced. In addition, the combined Polyaldo™ emulsifier system is easily adjustable to meet your formulation needs. Fine tuning the emulsifier use level, the amount of fatty alcohol incorporated, or changing the oil phase/emollient package provides you the flexibility to create a cost effective formulation base ideal for your next project.

Natural Polyaldo Esters: Enhanced formulation thickening

Company: Lonza Consumer Care
Stand: 6C50
Email: victor.low@lonza.com
Website: www.lonzaconsumercare.com
Category: conditioners (skin/hair), emulsifiers, rheology, modifiers, thickeners

Demonstration Time: Wednesday, 15 April 15:45 – 16:15

Gelaid CPE® silicone gel base for cold process formulating

Company: Innospec
Stand: 7P20
Email: lucy.rotherham@innospecinc.com
Website: www.innospecinc.com
Category: silicones

Demonstration Time: Thursday, 16 April 10:00 – 10:30
Don’t miss Mintel’s beauty rituals focused product demonstrations daily on the Innovation Zone. See pages 75-86
Asian women are celebrated for their dedication to their facial skin, most notably in South Korea and Japan where women may use 10 or more products in a day. The importance of facial skincare products to South Korean people (women and men) has resulted in the extraordinarily high per capita spend of $138 in 2014, more than double the amount spent by their Japanese counterparts. This high spend is being generated by a constant flow of new products such as segmented masks, starting essences, boosters and finishing products as well as innovative textures, and these in turn are influencing the rest of the region. In India, for example, where expenditure remains low, products that blend these new claims and forms with traditional ingredients are hitting the market in increasing numbers.

For more details about these specially chosen products, don’t miss the daily demonstrations:

- **Tuesday, 14 April**: 11:00 – 11:30 and 16:15 – 16:45
- **Wednesday, 15 April**: 11:00 – 11:30 and 16:15 – 16:45
- **Thursday, 16 April**: 11:00 – 11:30 and 15:45 – 16:15
Metal Cushion Foundation EX SPF 50+ PA+++  

**Brand:** VDL Beauty Candy Bar  
**Country:** South Korea  
**Company:** LG Household & Health Care  
**Sub-Category:** Face Colour Cosmetics - Foundations / Fluid Illuminators  
**Price in Euros:** €22.64

**Product description:**  
The Metal Cushion Foundation EX SPF 50+ PA+++ is a cream foundation that hydrates and adds volume for a radiant complexion. Its exclusive and patented metal plate packaging is antibacterial, protects the moisturising formula and provides a cooling effect. Enriched with skin cell pigments and anti-wrinkle ingredients, the foundation is claimed to add volume and deliver tighter-looking skin. It is also claimed to whiten the skin and reduce the appearance of wrinkles, while enhancing natural glow without darkening.

**Ingredients:**  
Prunus Domestica Fruit Extract (Extract), Phenyl Trimethicone, Titanium Dioxide, Caprylyl Trimethicone, Ethylhexyl Methoxydibenzamid, Glycerin, Butylene Glycol, PEG-10 Dimethicone, CI 77497, Phenylbenzimidazole Sulfonic Acid, Cyclopentasiloxane, Niacinamide, Trimethamine, Cyclohexasiloxane, 1,2-hexanediol, Prunus Domestica Seed Oil (Seed), Stearic Acid, Aluminum Hydroxide, Distearidimonium Hectorite, Magnesium Sulfate, Sorbitan Sesquioleate, Zinc Stearate, Distearidimonium Chloride, Dimethicone/Methicone Copolymer, Adenosine, Palmitol Proline, Triethoxysilylpropyl Polydimethylsiloxyethyl Hexyl Dimethicone, Triethoxypropyl Silisilane, Magnesium Palmitoyl Glutamate, Sodium Palmitoyl Sarcosinate, Palmitic Acid, Boron Nitride, Synthetic Fluorphlogopite (Artificial), Calcium Aluminum Borosilicate, Dimethicone, Tin Oxide, L-limonene, Hexyl Cinnamal, Linalool, fragrance, Mica, CI 77492, CI 77491, CI 77499

All in One Essence  

**Brand:** Nag+  
**Country:** Japan  
**Company:** Yaizu Suisankagaku Industry  
**Sub-Category:** Face/Neck Care  
**Price in Euros:** €32.41

**Product description:**  
Nag+ All in One Essence is a highly moisturising skincare product that features N-acetyl glucosamine, which is claimed to promote production of hyaluronic acid and collagen, working as lotion, emulsion and serum for easy and quick skincare. The pH-neutral formula is free from fragrance, colourant, mineral oil and alcohol. This product is retailed in a water-proof pack featuring a dispenser for easy and quick use, and was launched on 11th September, 2014 with an RRP of 4,860 yen.

**Ingredients:**  
Aqua, Acetyl Glucosamine, Glycerin, Butylene Glycol, PEG/PPG/polybutylene Glycol-8/5/3 Glycerin, poly(1,2-butanediol) -4PEG/PPG-29/9 methyl glucose, PEG-32, PEG-75, Cladosiphon Okamuranaus Extract (Extract), Hydrolyzed Collagen (Hydrolysed), Ecklonia kurome extract, Caryya Illoensis Shell Extract (Extract, Shelled), Glycerylmonoeacrylate/steary Methacrylate Copolymer, Polyquaternium-51, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Arginine, Dextrin, Phenoxyethanol, Methylparaben
Product description:
Kracie Hadabisei Cheek Mask Wrinkle Care is designed to address skin concerns around the eye zone, mouth and cheek areas simultaneously, restoring elasticity and reducing the appearance of dryness lines. The fragrance and colourant-free formula is enriched with retinol derivative, hyaluronic acid, collagen and lemon extract to leave the skin soft and moist. It is claimed to provide hassle-free application and instant adhesion. This product retails in a pack containing 28 sheets.

Ingredients:
Aqua, Dipropylene Glycol, Glycerin, Alcohol, PEG-75, Retinyl Palmitate, Royal Jelly Extract (Extract), Sodium Hyaluronate, Hydrolyzed Collagen (Hydrolysed), Citrus Medica Limonum Fruit Extract (Extract), Maltitol, PEG-60 Hydrogenated Castor Oil (Hydrogenated), Polysorbate 20, Methyl Gluceth-20, Xanthan Gum, Butylene Glycol, Citric Acid, Sodium Citrate, Tea Mays Oil, Disodium EDTA, Phenoxyethanol, Methylparaben

Brand: Kracie Hadabisei
Country: Japan
Company: Kracie Home Products
Sub-Category: Face/Neck Care
Price in Euros: €3.98

Product description:
BRTC Multi-Vital 10 System Vitalizer Whitening Sleeping Pack is described as an overnight mask with a refreshing scent that melts on the skin to deliver a bright and translucent complexion. Enriched with 10% vitamin capsules, it is claimed to whiten the skin and reduce the appearance of wrinkles. The formula contains revitalising sea buckthorn oil; vitamin E to brighten the skin and improve elasticity; moisturising orange peel oil; and nourishing and brightening pomegranate tree extract. It also contains Multi Vital Force to protect and increase skin's moisture retention for a smooth and radiant complexion.

Ingredients:
Aqua, Hippophae Rhamnoides Extract (Extract), Glycerin, Butylene Glycol, Niacinamide, Panthenol, Cetyl Ethylhexanoate, Cyclopentasiloxane, Macadamia Ternifolia Seed Oil (Seed), Pentaeayrthyl Tetraisostearate, Caprylic/Capric Triglyceride, Cyclhexasiloxane, Cetearyl Alcohol, 1,2-Hexanediol, Glycerin Stearate, C14-22 Alcohols, Bio-PG-10 Methyl Ether Dimethyl Silane, Dimethicone, PEG-100 Stearate, Sucrose Laurate, Behenyl Alcohol, Caprylyl Glycol, Triethanolamine, C12-20 Alkyl Glucoside, Carbomer, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Argania Spinosa Kernel Oil, Persea Gratissima Oil, Allantoin, Zea Mays Starch, Morus Alba Root Extract (Extract), Portulaca Oleracea Extract (Extract), Beta-glucan, Tocopherol Acetate, Lecithin, Glycerin Linoleate, Mannitol, Microcrystalline Cellulose, Citrus Aurantium Dulcis Peel Oil (Peel), Dipotassium Glycyrrhizate, Punica Granatum Extract (Extract), Ficus Carica Fruit/Leaf Extract (Extract), Codonopsis Lanceolata Root Extract (Extract), Root), Citrus Aurantium Bergamia Fruit Oil, Adenosine, Sucrose, Disodium EDTA, Glycine Soja Sterol, Eclipta Prostrata Extract (Extract), Coccinia Indica Fruit Extract (Extract), Pentylene Glycol, Sodium Hyaluronate, Glycerin Linoleate, Glycerin Arachisidate, Titanum Dioxide, CI 77492, Folic Acid, Pyridoxine HCI, Biotins, Sorbitol, Xanthan Gum, Cyanocobalamin, Lavandula Angustifolia Water, Salvia Sclarea Extract (Extract), Hyacinthus Orientalis Extract (Extract), Chamomilla Recutita Flower/Leaf Extract (Extract), Borago Officinalis Leaf Extract (Extract), Centaurea Cyanus Flower Extract (Extract), Ascorbyl Palmitate, Sodium Ascorbyl Phosphate, Retinyl Palmitate, BHT, Phenoxyethanol, Glycerin Caprylate

Brand: BRTC Multi-Vital 10 System
Country: South Korea
Company: AMI Cosmetic
Sub-Category: Face/Neck Care
Price in Euros: €33.61

Product description:
Kracie Hadabisei Cheek Mask Wrinkle Care is designed to address skin concerns around the eye zone, mouth and cheek areas simultaneously, restoring elasticity and reducing the appearance of dryness lines. The fragrance and colourant-free formula is enriched with retinol derivative, hyaluronic acid, collagen and lemon extract to leave the skin soft and moist. It is claimed to provide hassle-free application and instant adhesion. This product retails in a pack containing 28 sheets.

Ingredients:
Aqua, Dipropylene Glycol, Glycerin, Alcohol, PEG-75, Retinyl Palmitate, Royal Jelly Extract (Extract), Sodium Hyaluronate, Hydrolyzed Collagen (Hydrolysed), Citrus Medica Limonum Fruit Extract (Extract), Maltitol, PEG-60 Hydrogenated Castor Oil (Hydrogenated), Polysorbate 20, Methyl Gluceth-20, Xanthan Gum, Butylene Glycol, Citric Acid, Sodium Citrate, Zea Mays Oil, Disodium EDTA, Phenoxyethanol, Methylparaben
Neem & Turmeric Face Wash

Brand: W2
Country: India
Company: Life Essentials Personal Care
Sub-Category: Face/Neck Care
Price in Euros: €2.19

Product description:
W2 Neem & Turmeric Face Wash is said to help fight de-pigmentation and prevent acne as well as toning skin. Its formula contains: vitamin C-rich neem to help get rid of blackheads, pigmentation and dullness, while offering anti-bacterial and anti-inflammatory properties for sensitive, oily and acne-prone skin; turmeric, an exfoliating agent claimed to reverse the signs of ageing and even out the skin tone by reducing traces of pigmentation and leaving skin supple with improved elasticity. The product is retailed in a 100g pack.

Ingredients:
Demineralized Water, Sodium Laureth Sulfate, Cocamidopropyl Betaine, PEG-150 Distearate, Azadirachta Indica Bark Extract, Curcuma Longa Root, Sodium Cocoamphoacetate, Glycerin, Propylene Glycol, Cocamide DEA, Phenoxyethanol
While European consumers’ facial skincare rituals are less rigorous than those of Asia, they have nonetheless gone beyond the simple cleanse, tone, moisturise mantra. Today, there is a host of segmented products that target different parts of the face, different skin types, even different seasons. BB and CC creams have proved such a success in Europe that many brands look to Asia for continued inspiration. This year has already seen the arrival of sleeping masks, bouncy formats and cushion compacts, and we expect to see more of these in the coming months.

For more details about these specially chosen products, don’t miss the daily demonstrations:

- **Tuesday, 14 April**: 11:00 – 11:30 and 16:15 – 16:45
- **Wednesday, 15 April**: 11:00 – 11:30 and 16:15 – 16:45
- **Thursday, 16 April**: 11:00 – 11:30 and 15:45 – 16:15
### Anti-Age + Anti-Fatigue Skin Transforming Night Cream

**Brand:** Garnier Skin Naturals Miracle Sleeping Crème  
**Country:** France  
**Company:** Garnier  
**Sub-Category:** Face/Neck Care  
**Price in Euros:** €10.00  

#### Product description:
Garnier Skin Naturals Miracle Sleeping Crème Anti-Âge Défatiguant Transformateur de Peau Nuit (Anti-Age + Anti-Fatigue Skin Transforming Night Cream) contains a complex of seven actives: LHA, adenosine, albiza, hyaluronic acid, ruscus, jojoba oil and pure essential lavandin oil. The product is based on a patented new-generation night formula from Asia which has the powers of a mask and lightness of a cream for an intense action against signs of fatigue and ageing.

#### Ingredients:
- Aqua, Dimethicone, Glycerin, Simmondsia Chinensis Seed Oil (Seed), Hydrogenated Castor Oil Dimer Dilinoleate (Hydrogenated), Propanediol, Alcohol Denat., Caprylic/Capric Triglyceride, Cetyl Alcohol, Cetyl Hydroxyethylcellulose, Octyldodecanol, Adenosine, Albizia Julibrissin Bark Extract (Extract), Benzyl Alcohol, Benzyl Salicylate, Capryloyl Salicylic Acid, Caprylyl Glycol, CI 16035, CI 19140, Citronellol, L-limonene, Linalool, Methylparaben, Poloxamer 338, Polysorbate 60, Ruscus Aculeatus Root Extract (Extract, Root), Silica, Silica (Nano), Sodium Acetate, Sodium Hyaluronate, Sodium Nitrate, Xanthan Gum, parfum/fragrance, FIL B169037/1

### Face Tonic

**Brand:** Douglas Naturals  
**Country:** Austria  
**Company:** Douglas Cosmetics  
**Sub-Category:** Face/Neck Care  
**Price in Euros:** €9.95  

#### Product description:
Gesichtswasser (Face Tonic), which features a refreshing formula that is designed to revitalise skin after cleansing and prepare it effectively for the following skincare regime. It contains organic ginger extract, green tea to refresh and soothe stressed skin, and magnolia bark extracts, which provide an antibacterial effect. It is part of the Douglas Naturals range which combines highly effective argan oil with natural power ingredients to offer pure, natural and effective care. The all-natural products are formulated with sustainably sourced organic argan oil, rich in antioxidants, vitamin E and unsaturated fatty acids, to protect against free radicals and environmental aggressions, slow down the ageing process, and keep skin firm.

#### Ingredients:
- Aqua, Camellia Sinensis Leaf Water, Zingiber Officinale Water, Glycerin, Sodium PCA, Xylitol, Argania Spinosa Kernel Oil, Magnolia Officinalis Bark Extract (Extract), Alcohols, Sodium Hyaluronate, Sodium Anisate, Sodium Levulinate, Glyceryl Caprylate, parfum**, L-limonene, Linalool, Citral*ingredients from certified organic agricultureEssential Oils and Waters (Natural, Essential)
<table>
<thead>
<tr>
<th>Correct &amp; Blur Concentrate</th>
</tr>
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<tbody>
<tr>
<td><strong>Brand:</strong> Lancaster Skin Therapy Perfect</td>
</tr>
<tr>
<td><strong>Country:</strong> Germany</td>
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<tr>
<td><strong>Company:</strong> Coty Prestige</td>
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<td><strong>Sub-Category:</strong> Face/Neck Care</td>
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<tr>
<td><strong>Price in Euros:</strong> €47.00</td>
</tr>
</tbody>
</table>

**Product description:**
The Correct & Blur Concentrate is formulated with the exclusive equalising complex with schizandra extract to optimise cell functioning and boost skin recovery ability, enhancing skin quality, and retexturise skin with a unique blend of resurfacing and refining agents; and an antioxidant complex to protect skin from environmental damage.

**Ingredients:**
Aqua, Cyclopentasiloxane, Glycerin, Dimethicone, Cyclohexasiloxane, Dimethicone/Vinyl Dimethicone Crosspolymer, Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer, Glycerol Stearate, Polysorbate 60, Squalane, Boron Nitride, PEG-100 Stearate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Alcohol, Ananas Sativus Fruit Extract (Extract), Angelica Archangelica Root Extract (Extract, Root), Ascorbic Acid, Ascorbyl Palmitate, Bambusa Arundinacea Stem Extract (Extract), BHT, Bisabolol, Camellia Sinensis Leaf Extract (Extract), Caprylyl Glycol, Citric Acid, Citrus Aurantium Amarum Peel Extract (Extract, Bitter, Peel), Coffea Arabica Seed Extract (Extract, Seed), Disodium EDTA, Ethylhexylglycerin, Eucalyptus Globulus Leaf Extract (Extract), Guar Hydroxypropyltrimonium Chloride, Hamamelis Virginiana Water, Hydroxyethylcellulose, Iosoceteth-10, Isopropyl Alcohol, Lecithin, Lens Esculentum Fruit Extract (Extract), Magnesium Aluminium Silicate, Maltodextrin, Mica, PEG-8, Pimpinella Anisum Seed Extract (Extract, Seed), Saccharide Hydrolysate (Hydrolysed), Sclerotium Gum, Silica, Sodium Acetate, Sodium Potassium Aluminium Silicate, Sorbitan Isostearate, Synthetic Fluorphlogopite (Artificial), Tin Oxide, Tocopherol, Triethanolamine, Xanthan Gum, Phenoxethanol, Salicylic Acid, Sorbic Acid, parfum (fragrance), Titanium Dioxide, Cl 19140, Cl 77491

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<th>Oxy-Mineral Treatment</th>
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<tr>
<td><strong>Brand:</strong> Sothys Soins de Saison Orange-Coing</td>
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<tr>
<td><strong>Country:</strong> France</td>
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<td><strong>Company:</strong> Sothys</td>
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<td><strong>Price in Euros:</strong> €27.00</td>
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**Product description:**
Cure Oxy-Minéraux (Oxy-Mineral Treatment), a 21-day treatment designed to restore radiance and help skin cope with the attacks of winter. Suitable for all skin types, the formula features: a multi-purpose anti-toxin complex to oxygenate and illuminate; a mineral cocktail to strengthen the skin; and orange and quince scent and extracts.

**Ingredients:**
Aqua, Glycerin, Butylene Glycol, Propylene Glycol, Xanthan Gum, parfum (fragrance), Sodium Dehydroacetate, Citrus Aurantium Dulcis Fruit Extract (Extract), PPG-26-buteth-26, Disodium EDTA, Hydrolyzed Candida Saitoana Extract (Extract, Hydrolysed), PEG-40 Hydrogenated Castor Oil (Hydrogenated), Sodium Hyaluronate, Magnesium Aspartate, Zinc Glyconate, Phenoxethanol, Sorbic Acid, L-limonene, Pyrus Cydonia Fruit Extract (Extract), Copper Gluconate, Calcium Gluconate, Plankton Extract (Extract), Ethylhexylglycerin, Arginine Ferulate
Product description:
Roll-On Face, Neck and Décolleté Sculpting Care, a genuine anti-gravity weapon designed to target the fragile areas of the neck and décolleté featuring Acti-Lift complex. Suitable for all skin types, the product contains: oat extract, to provide a tightening and smoothing effect; and revitalising vitamin E. According to the manufacturer, the facial contours seem remodelled, and the neck and décolleté appear visibly younger as if lifted.

Ingredients:
Aqua, Alcohols, Diglycerin, Poly methyl Methacrylate, Jojoba Esters, Glycerin, Propylheptap Caprylate, Polyglycerin-3, Poly acrylate-13, Sodium Polyacrylate, Avena Sativa Kernel Extract (Extract), Chlorophenesin, Xanthan Gum, Ethylhexyl Stearate, Polyisobutene, Butylene Glycol, Tocopheryl Acetate, parfum (fragrance), Citric Acid, Acacia Decurrens Flower Cera, Helianthus Annuus Seed Cera (Seed), Polysorbate 20, Polymethyl-4 Disostearate/polyhydroxystearate/sebacate, Sodium Hyaluronate Crosspolymer, Sodium Isostearate, Sorbitan Isostearate, Sodium Hyaluronate, Phenoxyethanol, Carbomer, Sodium Lactate, Undaria Pinnatifida Extract (Extract), Ethylhexylglycerin, Palmitoyl Tripeptide-1, Palmitoyl Tetrapeptide-7

Brand: Payot Perform Lift Perform Sculpt
Country: UK
Company: Laboratoires Dr N. G. Payot
Sub-Category: Face/Neck Care
Price in Euros: €50.95

Product description:
Tom Ford for Men Oud Wood Conditioning Beard Oil has been designed to condition, soften and nourish the beard for daily grooming. The lightweight formula features almond, jojoba and grapeseed oils, as well as vitamin E.

Ingredients:
Vitis Vinifera Seed Oil (Seed), Prunus Amygdalus Dulcis Oil, Simmondsia Chinensis Seed Oil (Seed), fragrance (parfum), Tocopheryl Acetate, Linalool, Cinnamyl Alcohol, Coumarin, ILN41222

Brand: Tom Ford for Men Oud Wood
Country: UK
Company: Tom Ford Beauty, USA
Sub-Category: Face/Neck Care
Price in Euros: €48.52
FACIAL SKINCARE RITUALS - MIDDLE EAST

The Middle East’s skincare industry can draw on a rich heritage of facial oils, waters and scrubs as well as the latest technologies and ingredients. However, multinationals are also turning their attention to the region, introducing mass market and masstige products to supplement the prestige brands that already dominate the luxury malls, perfumeries and department stores of the UAE and Saudi Arabia. This is pushing local brands to new heights, resulting in a dynamic market whose rituals are becoming closer to those of Europe, albeit with a local flavour.

For more details about these specially chosen products, don’t miss the daily demonstrations:

- **Tuesday, 14 April**: 11:00 – 11:30 and 16:15 – 16:45
- **Wednesday, 15 April**: 11:00 – 11:30 and 16:15 – 16:45
- **Thursday, 16 April**: 11:00 – 11:30 and 15:45 – 16:15
Deep Lines Filler

**Brand:** Eva Collagen Skin Clinic 3D Effect  
**Country:** Saudi Arabia  
**Company:** Eva Cosmetics  
**Sub-Category:** Face/Neck Care  
**Price in Euros:** €0.61  

**Product description:** Eva Collagen Skin Clinic 3D Effect Deep Lines Filler is suitable for mature skin age +40 and features Nano-Absorption Technology with collagen and vitamins E and C. According to the manufacturer, the latest 3D breakthrough offers smoother, tighter and naturally filled skin thanks to the triple corrective effect on the wrinkle’s surface, depth and volume, while natural marine collagen moisturises the skin and increases its elasticity, natural acmella flower extract increases firmness, and nano-particles penetrate deeply into the skin cells carrying vitamins, which stimulate natural collagen production and fill wrinkle lines, leaving the skin looking younger. The dermatologically tested product is designed to offer results within seven days, and retails in a 50ml pack.  

**Ingredients:** Aqua, Butyrospermum Parkii Butter, Caprylic/Capric Triglyceride, vitamin E nanovesicles, Cyclopentasiloxane, cetyl alcohol (and) glyceryl stearate (and) PEG-73 stearate (and)ceteth-20 (and) steareth-20, Spilanthes Acmella Flower Extract (Extract), Collagen (Marine Origin), Simmondsia Chinensis Seed Oil, Cetaryl Alcohol, Diazolidinyl Urea  Propylparaben  Methylparaben  Propylene Glycol, Polyacrylic Acid, Ascorbic Acid, fragrance, Sodium Hydroxide, Xanthan Gum

Nutritive Satin Body Lotion

**Brand:** Mixa Intensif Peaux Sèches Peaux Mates à Foncées  
**Country:** Morocco  
**Company:** LaScad  
**Sub-Category:** Skincare  
**Price in Euros:** €4.52  

**Product description:** The Mixa Intensif Peaux Sèches Peaux Mates à Foncées (Intensive Dry Skin Olive and Dark Skin) range of intensive skincare products is adapted to the needs of darker skin tones. The medically tested products are formulated with shea, coconut and cocoa butters, claimed to restore hydration and glow. Available as part of the range is Lait Corps Nutritif Satinant (Nutritive Satin Body Lotion), claimed to intensively and instantly nourish, soften and illuminate skin. According to the manufacturer, the lightweight, non-greasy, non-sticky formula leaves skin smooth and bursting with radiance. The hypoallergenic product is paraben-free and retails in a 250ml pack.  

**Ingredients:** Aqua, Butyrospermum Parkii Butter, Cyclohexasiloxane, Glycerin, Glyceryl Stearate, Cetyl Alcohol  
PEG-40 Stearate, Citric Acid, Pentaerythrityl Tetra-di-t-butyl Hydroxyhydrocinnamate, Phenoxethanol, Sodium Benzoate, Sorbitan Tristearate, Theobroma Cacao Seed Butter (Seed), parfum (fragrance), F.I.L B34865/1
Soapless Face Peeling with Dead Sea Mud

Brand: H&B Health & Beauty Dead Sea Minerals SPA
Country: Israel
Company: E. L. Erman Ashdod for Health & Beauty
Sub-Category: Face/Neck Care
Price in Euros: €5.15

Product description:
H&B Health & Beauty Dead Sea Minerals SPA Soapless Face Peeling with Dead Sea Mud is enriched with aloe vera and chamomile. This anti-ageing, gentle peel is suitable for normal to combination skin, is free from paraben or soap, and is said to leave the skin soft and smooth. The product retails in a 250ml pack bearing the company's Facebook logo.

Ingredients:
Demineralized Water (Demineralised), Sodium Coceth Sulfate, Cocamidopropyl Betaine, Glycerin, Polyethylene, Propylene Glycol, Aloe Barbadensis Leaf Juice, fragrance (parfum), Simmondsia Chinensis Seed Extract (Extract, Seed), Carbomer, apricot (Prunus Armeniaca) seed powder, DMDM Hydantoin, Camellia Sinensis Leaf Extract (Extract, Green), Anthemis Nobilis Flower Extract (Extract), maris silt (dead sea mud), Tocopheryl Acetate, Argania Spinosa Kernel Oil, Hippophae Rhamnoides Oil, Olea Europaea Fruit Oil, Citrus Aurantium Dulcis Fruit Extract (Extract), Melaleuca Alternifolia Leaf Oil

Skin Lightening Cream

Brand: Ideal Fair
Country: Saudi Arabia
Company: Societe Bechara Baroody (Lebanon)
Sub-Category: Face/Neck Care
Price in Euros: €1.50

Product description:
Ideal Fair Skin Lightening Cream is described as light and easily absorbed cream, that reduces brown spots. The safe vegetal based whitening agent and sunscreen regulate melanin levels and prevent the appearance of new pigmentation. The product is said to decrease dark spots for brighter complexion with continuous use. It can also be used as a make-up base, and retails in a 30ml pack.

Ingredients:
Aqua, Ethylhexyl Palmitate, Glycerin, Citrus Unshiu Peel Extract (Extract, Peel), Glyceryl Stearate, Sorbitan Stearate, PEG-100 Stearate, Ethylhexyl Methoxycinnamate, Benzophenone-3, Cetyl Alcohol, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Triethanolamine, Titanium Dioxide, Potassium Sorbate, parfum, Phenoxethanol, Methylparaben, Ethylparaben, Butylparaben, Propylparaben, Isobutylparaben
## Smoothing Oud Dry Skin Moisturiser

**Brand:** Jergens  
**Country:** UAE  
**Company:** Kao Brands, USA  
**Sub-Category:** Skincare  
**Price in Euros:** €5.90

**Product description:**  
Jergens Smoothing Oud Dry Skin Moisturizer is claimed to help reveal luminous and visibly smoother skin. It features a formula described as unique containing Hydralucence, silk proteins and oud essence, to improve the skin’s texture, as well as moisturisers. This product has been dermatologist tested and retails in a 600ml pack.

**Ingredients:**  
Aqua, Alcohol Denat., Glycerin, Cetearyl Alcohol, Cetyl Esters, Glyceryl Dilaurate, Stearic Acid, fragrance (perfume), Lanolin Oil, Dimethicone, Methylparaben, DMDM Hydantoin, Propylparaben, Carbomer, Sodium Hydroxide, Arginine, Caramel, Paraffinum Liquidum, Hydrolyzed Silk (Hydrolysed)

## Cleansing Clay Mask for Oily Skin

**Brand:** Dermokil Special for Men  
**Country:** Turkey  
**Company:** Ezel Kozmetik, Turkey  
**Sub-Category:** Face/Neck Care  
**Price in Euros:** €1.69

**Product description:**  
Dermokil Special for Men Maske Yetiskinler Için Yagli Ciltler (Cleansing Clay Mask for Oily Skin) is formulated with: green clay to balance oil levels and fat, purify the skin and give a matte appearance; and BHA beta hydroxy acid to renew the skin by clearing away dead skin cells for a healthier and younger-looking result. The dermatologically- and microbiologically-tested product retails in a 15ml pack.

**Ingredients:**  
Aqua, Argilla, Glycerin, Alcohol Denat., Glyceryl Stearate, CI 77220, Vitis Vinifera Seed Oil (Seed), Salicylic Acid, Titanium Dioxide, Phenoxyethanol, Ethylhexylglycerin, Allantoin, parfum, Xanthan Gum, Menthol
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