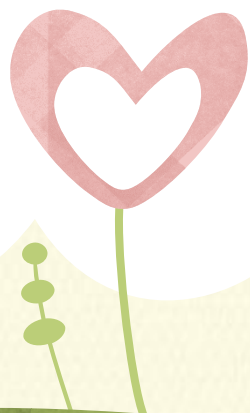




BABY CARE

A proposal of ProdottiGianni



INTERNAL DATA FOR TRACING THIS DOCUMENT

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Marketing Lab

Presentation to:

All customers

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Thank you

BABY CARE

Market analysis

Products on the market

Our proposal: BABY CARE Formulas

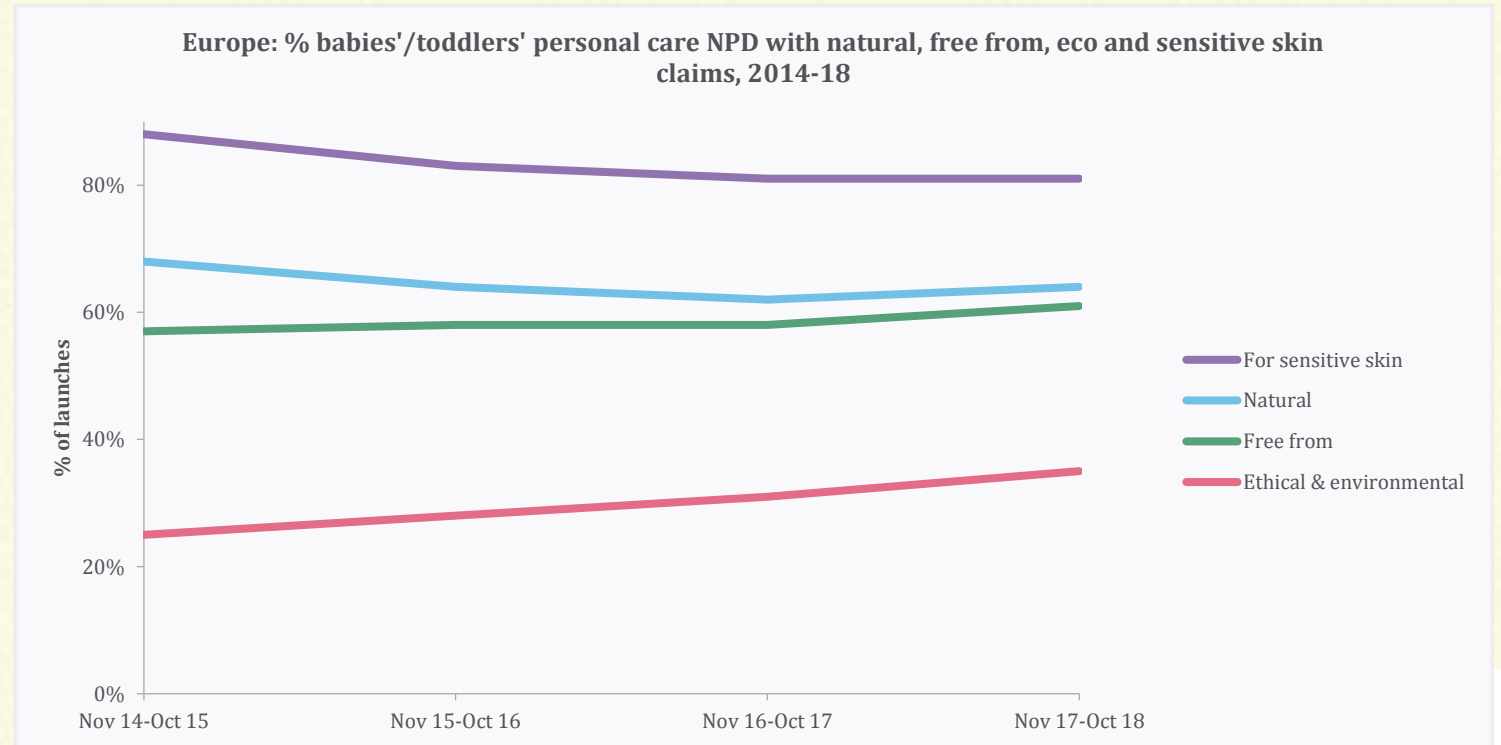
Our proposal: BABY CARE Ingredients



Market continues to drive 'for sensitive skin', natural, 'safe' and eco-friendly NPD

For **sensitive skin** claims are ubiquitous in the baby personal care market (81%) catering to babies' delicate skin.

Natural, **free from**, and **ethical/environmental** claims are also increasingly prevalent – so brands need to work harder to stand out.



Consumer concern about chemicals/ingredients and the planet

IMPORTANCE OF
INGREDIENTS IN BABY
LINES

80%

of parents in the UK like to know what ingredients are in the products they buy for their baby/child

PREFERENCE FOR
ECO BABY PRODUCTS

74%

of parents in the UK prefer babies'/kids' products that are kinder to the environment – although convenience is key too

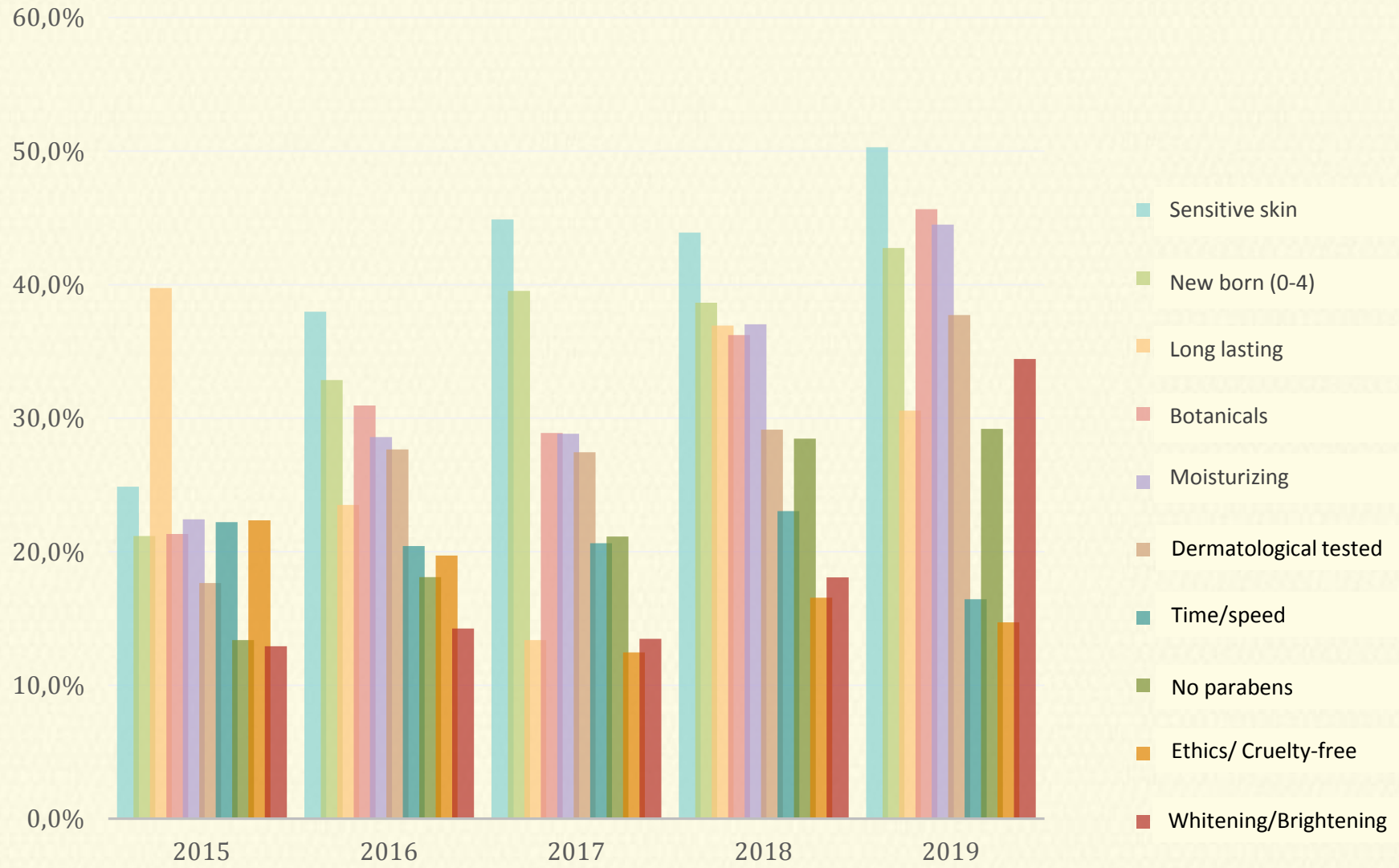
REASONS FOR
BUYING NATURAL
TOILETRIES

48-56%

of UK buyers of natural/organic toiletries buy such products because they are free from unnecessary chemicals or better for health

Base: 780 UK internet users aged 16+ and parents of 0-4s and 768 UK buyers of babies'/children's personal care products, nappies or wipes; 724 UK internet users aged 16+ who have bought natural/organic versions in the last 6 months

Mintel analysis of baby care claims in the last 5 years



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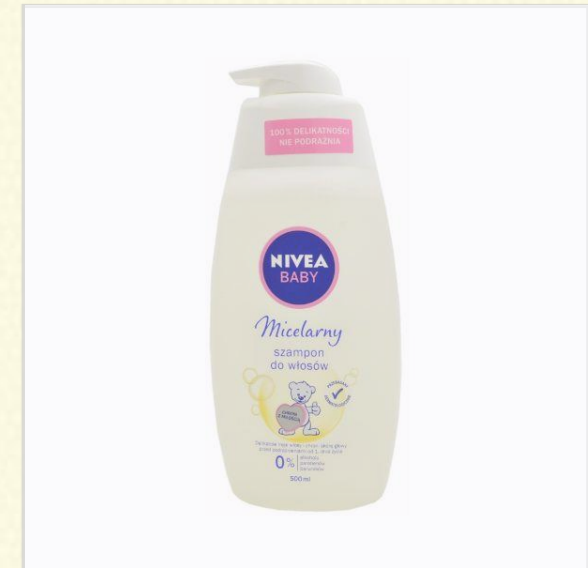
A few brands formulate with micelles to promote gentleness



Non-rinse, organic, donkey milk formula
Leanor Bio B be Cuddle Micellar Water is non-rinse and formulated with organic donkey milk (rich in vitamins, minerals and trace elements) to cleanse and purify without drying skin and organic aloe vera (France).



Non-rinse with 99% natural ingredients
Lea Nature So'Bio  tic Baby' Cleansing Micellar Water is non-rinse and cleanses and refreshes baby's skin. It is made with 99% natural and 20% organic ingredients – based on organic chamomile and aloe vera (France).



Shampoo
Nivea Baby Micellar collection includes a shampoo and cleansing wash/gel – designed to gently cleanse and protect baby's skin against irritation and dehydration (Belgium, Slovakia, Czech Republic).

Trending skin caring ingredients seen in adult beauty and personal care markets can better expand into baby care segments. These include **probiotics/prebiotics** (and biome-friendly), **soothing cica**, **stress-relieving adaptogens**, **pollution protecting charcoal** or **moringa**.



Prebiotic complex
Fisher Price by Medica Kids Care Prebiotic Nourishing All Weather Cream contains a Prebiotic Complex to protect the skin's ecosystem and intensively and permanently moisturise, leaving a lubricating protective film on the skin (Poland).



Prebiotic colloidal oatmeal
Aveeno Active Naturals Baby Dermexa Daily Emollient Cream contains Active Naturals Triple Oat complex (with avenanthramides, oat oil and prebiotic colloidal oatmeal) to support the skin's microbiome and moisturise very dry skin (UK).



Prebiotic from plant sources
Bobini Washing Foam has a new formula, and includes among other ingredients prebiotic derived from plant-based sources (eg chicory), known for stimulating the natural beneficial bacterial flora. A shampoo is also available (Poland).

Positive perceptions of natural baby care products

Johnson's CottonTouch collection is 'gentle enough for newborns'

Tapping into gentle, safe and natural trends is Johnson's CottonTouch collection, which especially targets newborns – who can have the most delicate skins.

As the name suggests, it is inspired by cotton – "one of the first things that your baby feels". It contains real cotton, and is free from parabens, phthalates, sulfates (for the shampoo) or dyes.

It includes Newborn Wash & Shampoo and Newborn Face & Body Lotion.



Brand extensions are a prominent baby personal care theme

Mintel Trend “Extend My Brand” explores the theme of established brands leveraging consumer trust to extend into new categories. **Baby Dove is jumping on the bandwagon of adult personal care brands that have launched lines in the baby personal care space.**

CeraVe Baby, Aveeno Baby, Dial Baby and SheaMoisture Baby all posted gains in 2015, with each brand benefitting from both a strong presence and gentle or therapeutic positioning in the adult personal care market.



Natural collections **target mums and babies**: pregnancy-friendly Hatch Mama beauty range

The Hatch clothing brand for pregnant women has expanded into the beauty care market with the launch of Hatch Mama.

While the natural and clean beauty collection primarily targets pregnant women, it also clearly promotes being 100% safe for both users and the baby.

The range includes: Belly Oil; Belly Mask Stretch Mark Minimizing Sheet Mask in an on-trend sheet format; Nipple + Lip Rescue Balm; Down, Girl Soothing Leg + Foot Relief; and Strength + Shine Daily Fortifying Hair Oil.



BABY CARE

Market analysis

Products on the market

Our proposal: BABY CARE Formulas

Our proposal: BABY CARE Ingredients



SUPERNOVA EXPLOSION MICELLAR WATER

Prov0030

A completely clear micellar water for face and eyes based on high moisturizing active ingredient that is able to supply amino acids to the skin. It leaves the skin clean and moisturized.

	Trade Name	INCI Name	Function	%
A.	Deionized Water	Aqua		91,50
	ZEMEA (Dupont)	Propanediol	Humectant	4,00
	Natrlquest E30 (Innospec)	Aqua, Trisodium Ethylenediamine Disuccinate	Chelating Agent	0,10
B.	Iselux LQ-CLR-SB (Innospec)	Sodium Lauroyl Methyl Isethionate	Surfactant	2,00
	Pureact Gluco C (Innospec)	Coco-Glucoside, Aqua	Surfactant	1,00
C.	Prodew 600 (Ajinomoto)	Aqua, Betaine, Sodium PCA, Sodium Lactate, PCA, Serine, Glycine, Alanine, Glutamic Acid, Lysine HCl, Threonine, Arginine, Proline	Moisturizing Agent	1,00
D.	Microcare PEHG (Thor)	Phenoxyethanol, Ethylhexylglycerin	Preservative	0,40
E.	Citric Acid Monohydrate ≥99,5 % Ph.Eur.	Citric Acid	pH Adjustment	qs

SUPERNOVA EXPLOSION MICELLAR WATER

Prov0030

Hydrating liquid micellar water, clear and colorless, formulated with the synergy of two mild surfactants to gently cleanse the skin without drying it. **Iselux LQ-CLR-SB** has high affinity to the skin, and **Pureact Gluco C** works in synergy giving the best cleansing power. The active ingredient **Prodew 600** permits to **restore the skin's natural barrier and improve the appearance of the skin.**

Key Ingredients

Iselux LQ-CLR-SB: extremely mild, sulfate free anionic surfactant derived from natural/renewable resources. Excellent water solubility properties to develop crystal clear liquid products.

Pureact Gluco C: surfactant made from natural and renewable raw materials (sulfate-free). Readily biodegradable. Very mild to skin and mucus membranes. It has a synergistic effect with other surfactants and it is compatible with anionics, cationics and amphoteric materials.

Technical plus

Natrlquest E30: naturally occurring chelant, readily biodegradable and suitable for use in Eco-labelled formulas.

Active Plus

Prodew 600: a moisturizer mixture formulated with NMF components. It reduces wrinkle. Preservative-free.

Unique plus of the formula

A 2 in 1 gentle way to cleanse the skin together with restore the skin's natural barrier.

Consumer benefits

- remove excess oil and makeup
- doesn't require rinsing

Free of:

- parabens
- fragrance



BATH OIL FOR SENSITIVE SKIN

SLO-0-001

This body care product creates a light white emulsion when it comes in contact with water. It softens and nourishes the skin thanks the high amount of oils.

	Trade Name	INCI Name	Function	%
A.	Liponate OP-26 (Vantage)	PPG-26 Oleate	Solvent, Dispersant, Solubilizer	25,00
	Lipovol O (Vantage)	Olea Europaea Fruit Oil	Emollient	5,00
	Lipocol L-4 (Vantage)	Laureth-4	Solvent, Dispersant, Solubilizer	10,00
	Dermol 816 (Alzo)	Ethylhexyl Palmitate	Emollient	59,40
	Aperoxid TLA (Biochim)	Lecithin, Tocopherol, Ascorbyl Palmitate, Citric Acid	Antioxidant	0,10
	dl-Alpha-Tocopheryl Acetate EP/USP/FCC (SPE)	Tocopheryl Acetate	Anti-age, Radical Scavenging	0,50

BATH OIL FOR SENSITIVE SKIN

This body care product creates a light white emulsion when it comes in contact with water. It softens and nourishes the skin thanks to the high amount of oils.

Key Ingredients

Lipovol O: oil obtained from the fruit of the olive tree, mainly composed of glycerides of linoleic, oleic and palmitic acid.

Dermol 816: ester with rich and velvety but non oily feel. Used in sprays, it provides hair with shine.

Unique plus of the formula

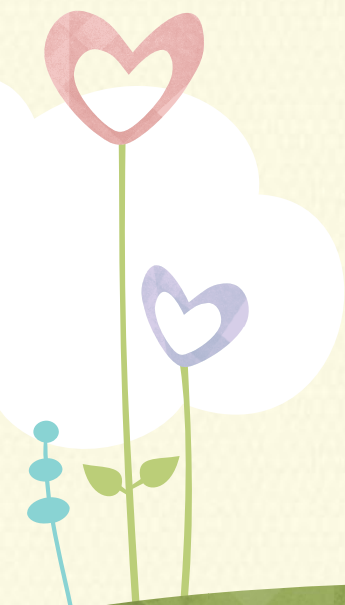
A gentle bath oil for sensitive skin. Ideal for babies.

Consumer benefits

- Gently cleanses
- Softens and nourishes the skin

Free of:

- parabens
- fragrance
- silicones



SPACE-X MISSION: MICROBIOTA ON THE SKIN

Prov0119

An ultra mild face cleansing gel based on tear-free surfactant that gives a luxurious lather leaving the skin soft. This cleansing gel is enriched with active ingredient that is able to strength and re-balance the cutaneous microbiota.

	Trade Name	INCI Name	Function	%
A.	Iselux Ultra Mild (<i>Innospec</i>)	Aqua, Sodium Lauroyl Methyl Isethionate, Cocamidopropyl Betaine, Sodium Methyl Oleoyl Taurate, Lauryl Glucoside, Coco-Glucoside	Surfactant	30,00
	Fruttofiore 334086 (<i>Nova Fragranze</i>)	Parfum	Parfum	0,20
B.	Deionized Water	Aqua		66,80
C.	PenCare DP 1015 (<i>Ingedion</i>)	Starch Hydroxypropyltrimonium Chloride	Conditioning Agent	0,20
D.	Actibiome GPA (<i>Codif</i>)	Glycerin, Aqua, Maris Aqua, Laminaria Digitata Extract, Chlorella Vulgaris Extract, Saccharide Isomerate, Phenethyl Alcohol	Antiredness, Microbiota strengthening	2,00
E.	Microcare PEHG (<i>Thor</i>)	Phenoxyethanol, Ethylhexylglycerin	Preservative	0,80
	Citric Acid Monohydrate ≥99,5 % Ph.Eur.	Citric Acid	pH Adjustment	qs

SPACE-X MISSION: MICROBIOTA ON THE SKIN

Prov0119

An ultra-mild cleansing gel for face, slightly opaque and very pleasant to the skin. Very few ingredients guarantee the ultra mild and anti-redness benefits of this cleansing gel. **Iselux Ultra Mild** is a gentle surfactant that thoroughly cleanses the skin. **Actibiome GPA** has a rebalancing action on cutaneous microbiota, reducing diffuse redness and significantly rebalancing the pH of the skin.

Key Ingredient

Iselux Ultra Mild: a concentrated surfactant blend developed for use in cleanser applications where an ultra-mild formulation is desired. A clinical study was conducted to test skin and eye irritancy. It is derived from natural, readily renewable resources.

Technical plus

PenCare DP 1015: a renewable cationic bio-polymer that delivers superior deposition and enhanced conditioning in leave-on and rinse-off hair and skin care applications.

Active Plus

Actibiome GPA: a new active with rebalancing action on Cutaneous Microbiota. Actibiome is an active with a varied and balanced composition which strengthens and re-balances the biodiversity of cutaneous flora to eliminate redness and blemishes.

Unique plus of the formula

This ultra-mild cleansing gel respects the skin's natural balance, minimizing the trigger for excess sebum production.

Consumer benefits

- deep cleansing action
- eliminate impurities and excess oil without stripping the skin
- ideal for sensitive skin

Free of:

- parabens
- plastic microbeads



COCONUT HYDRABREEZE

EM1-1-034

This body lotion, with unique texture, helps the skin to be softer and smoother making it firmer, toner and looking younger.

	Trade Name	INCI Name	Function	%
A.	Nikkomulse 41 ECO (Nikko)	Behenyl Alcohol, Polyglyceryl-10 Pentastearate, Sodium Stearoyl Lactylate	Emulsifier	3,00
	Lecinol S-10 (Nikko)	Hydrogenated Lecithin	Emulsifier, Moisturizer	0,50
	Vegetable Alternative to Silicone (Prodotti Gianni)	Hydrogenated Ethylhexyl Olivatate, Hydrogenated Olive Oil Unsaponifiables	Emollient	10,00
B.	Deionized Water	Aqua		63,30
	Glicerina F.U. Ph.Eur.	Glycerin	Humectant	3,00
	DW Jojoba Milk (Vantage)	Aqua, Simmondsia Chinensis Seed Oil, Propanediol, Phospholipids, Glycerin, Sodium Hyaluronate, Xanthan Gum	Moisturizing, Conditioning, Smoothing	10,00
C.	Farmal MS 6822 (Ingredion)	Sodium Hydroxypropyl Starch Phosphate	Rheological Modifier	3,50
D.	Distinctive Coconut Water CLEAR (Vantage)	Cocos Nucifera Water, Glycerin, Cocos Nucifera Fruit Juice	Anti-age, Remineralizing, Moisturizing, Regenerating	5,00
	Silenage G (Codif)	Glycerin, Aqua, Saponins, Mineral Salts	Firming and toning, anti-age	1,00
	Microcare PHC (Thor)	Phenoxyethanol, Chlorphenesin, Glycerin	Preservative	0,70

COCONUT HYDRABREEZE

EM1-1-034

Quick drying light lotion based on Coconut Water and Jojoba Oil that acts as rich treatment for body, thanks also to an active ingredient from *Silene colorata* with anti ageing properties. This very light emulsion is based on Nikkomulse 41 ECO, an Ecocert emulsifier that forms a gel network, with remarkable moisturizing and emollient properties.

Key Ingredient

DW Jojoba Milk: an innovative white, low viscosity O/W emulsion with a lightweight elegant feel. It has thin, milky consistency and skin and hair conditioning benefits.

Active Plus

Distinctive Coconut Water CLEAR: cold-processed juice of unripened coconuts with demonstrated properties for the use in skin care products.

Silenage G: an active ingredient from *Silene Colorata* that can counteract ageing accelerated by a hectic life. It strengthens the biomechanical properties of the skin to make it firmer and tighter.

Unique plus of the formula

Light texture with a rich content in ingredients with moisturizing, nourishing and anti ageing properties.

Consumer benefits

- Immediate moisturizing effect
- Nice light skin feel
- Quick drying formula

Apply on body on day and night or after sport activity

Free of:

- Silicones
- Sulfates
- Synthetic Dyes
- Fragrance/Aroma
- D5
- Petrolatum



SWEET DREAMS

A luxurious face cream enriched with powerful active ingredients which help to keep the skin hydrated, glowing and youthful. D-400 optically reduce wrinkles, pores and get a more even skin tone.

	Trade Name	INCI Name	Function	%
A.	Emulprogress 57 (<i>Prodotti Gianni</i>)	Cetearyl Alcohol, Polyglyceryl-10 Stearate, Polyglyceryl-6 Tristearate, Hydroxypropyl Guar	Emulsifier	3,50
	GS-MHP (<i>Nikko</i>)	Methylheptyl Palmitate	Emollient	20,00
	KS-66 (<i>Shin Etsu</i>)	Simethicone	Anti-foaming	0,20
B.	Deionized Water	Aqua		63,40
	Glicerina F.U. Ph.Eur.	Glycerin	Humectant	3,00
	Nativacare 9360 (<i>Ingredient</i>)	Tapioca Starch	Texturizing Agent, Rheology Modifier, Filler	3,00
C.	D-400 (<i>Toshiki</i>)	HDI/Trimethylol Hexyllactone Crosspolymer, Silica	Texturizing Agent, Soft Focus	3,00
D.	Lift Oleoactif (<i>Oléos</i>)	Carthamus Tinctorius Seed Oil, Spilanthes Acmella Flower/Leaf/Stem Extract, Astragalus Membranaceus Root Extract, Ubiquinone, Tocopherol	Moisturizing, Anti-oxidative Stress	1,00
	Lemon Balm Extract RA (<i>Nikko</i>)	Aqua, Butylene Glycol, Melissa Officinalis Leaf Extract	Anti-wrinkle	2,00
	Microcare PHC (<i>Thor</i>)	Phenoxyethanol, Chlorphenesin, Glycerin	Preservative	0,70
E.	Floressenza (<i>Nova Fragranze</i>)	Parfum	Parfum	0,20

SWEET DREAMS

EM1-2-063

Sweet dreams with this multi active night cream. It contains our **Emulprogress 57**, a green-based emulsifier that gives stable and pleasant emulsion. A natural polymer from Tapioca Starch, **Nativacare 9330**, gives an elegant texture with silky skin-feel. **D-400** gives a soft focus effect and a combo of Safflower Oil extract - **Lift Oleoactif** - and **Lemon Balm extract** restores skin tone during night.

Key Ingredient

Emulprogress 57: a green-based emulsifier that is composed by two PEG-free nonionic emulsifiers, a body agent and a hydrophilic gum. It doesn't require a further rheology modifier and gives pleasant emulsion.

Technical plus

Nativacare 9360: natural tapioca starch that gives soft skin-feel and enhances fragrance character and intensity of the formula.

D-400: it is the softest and most elastic texturizer and it also has a spherical shape. The microspheres fill the wrinkle that immediately disappears. It confers a velvety feel with soft-focus effect.

Active Plus

Lift Oleoactif: it has powerful and fast multi lifting effects even at a low dose and on mature skins. It is recommended in all formulations dedicated to repair the effects of intrinsic and chronological aging of skin. The skin is visibly younger, smoother and tightened in record time.

Lemon Balm Extract RA: a new approach to photoaging and an advanced collagene recycling as mechanism of action for Lemon Balm Extract, the best active ingredient to have a more efficient collagen production.

Unique plus of the formula

A **restored** and **healthy complexion** with this elegant and pleasant texture to be applied during night.

Consumer benefits

- anti age effect
- activity during night application
- soft focus effect

Free of:

- Sulfates
- D5
- Petrolatum



BABY CARE

Market analysis

Products on the market

Our proposal: BABY CARE Formulas

Our proposal: BABY CARE Ingredients





ACTIVE INGREDIENTS



KEY INGREDIENTS

OPUNTIA OLÉOACTIF

ACTIVE INGREDIENTS

Brassica Campestris Seed Oil, Camelina Sativa Seed Oil, Opuntia Ficus-Indica Flower Extrac

Opuntia is more commonly known as Prickly Pear. Thanks to its resistance to extreme desert conditions, this flower has a lot of dermatological protective and anti-aging properties.



Extract in rapeseed and camelina oils of the flowers of prickly pear, rich in omega-3, 6 and 9 fatty acids and antioxidants.

Benefits

- improves the cell membrane fluidity
- protects from oxidative stress
- reinforces the barrier function
 - moisturizing power



DIAM OLÉOACTIF

ACTIVE INGREDIENTS

Cocos Nucifera Oil, Quercus Extract

Eco-designed oil-based active, 100% natural and organic, derived from cork oak and coconut oil through the patented Oleo-eco-extraction technology

Extract of oak root in coconut oil, rich in unsaponifiables, flavonoids and tocopherols. It reduces skin redness and is a radical scavenger. Particularly suited for sensitive skins.

- Sensitive/reactive skin
- Protecting and soothing
- Anti-aging for face/eye contour
- Anti-redness skincare/rosacea
 - Suncare



SHISO EXTRACT BG

ACTIVE INGREDIENTS

Aqua, Butylene Glycol, Perilla Frutescens Leaf Extract



Specially extracted from safely-grown green perilla leaves

- Anti-allergenic and anti-inflammatory properties
- Clinical tested on babies for atopic dermatitis around the mouth and eyes, on back side of the ears, on both cubital fossae



AREAUMATS

4 Aromatic Waters extracted from seashore plants to enjoy Mediterranean well being therapy

SAMPHIRA

aromatic water of Rock Samphire



CISTACEA

aromatic water of Ciste



LAVANDA

aromatic water of Butterfly Lavanda

PERPETUA

aromatic water of Everlasting

Well being and soothing properties

The concentration of aromatic molecules into these plant waters give them the capability to stimulate the release of beta-endorphins by both keratinocytes and sensitive neurons into the epidermis. Well known for their **relaxing properties**, beta-endorphins have also beneficial effects for hydration.

The concentration of aromatic molecules into the Areaumats will also provide them with an **anti-inflammatory effect** through the inhibition of inflammatory mediators and neuropeptide.



EARLY BOOST

ACTIVE INGREDIENTS

Glycerin, Aqua, Phenethyl Alcohol, Sodium Carrageenan, Jania Rubens Extract

MUMS
NEED
ENERGY!!

An extract of Jania Rubens, rich in Taurine to **energize** skin cells.

+

A carrageenan with protective and instant **moisturizing** properties

Energizing + Anti-Ageing Action

- Energizes skin cells
- Preserves youthful potential
- Delays the first signs of ageing



LIFE OLÉOBOOSTER

ACTIVE INGREDIENTS

Brassica Campestris Seed Oil, Polyglyceryl-3-Diisostearate, Stevia Rebaudiana Extract, Cistus Monspeliensis Extract

MUMS
NEED
ENERGY!!

CISTUS

High natural resistance to dryness and photo-oxidation



STEVIA

Well known for its energetic value , rich in many active compounds

- Preserves optimal energy level in cells
- Helps to minimize signs of skin fatigue
 - Fresh, healthy and tonic skin



ISELUX ULTRA MILD

KEY INGREDIENTS

*Water (and) Sodium Lauroyl Methyl Isethionate (and)
Cocamidopropyl Betaine (and) Sodium Methyl Oleoyl Taurate
(and) Lauroyl Glucoside (and) Coco-Glucoside*

Free from:

- sulfate
- EO
- 1,4-dioxane
- nitrosamines
- parabens
- alkanolamides
- formaldehyde

Derived from:

- natural
- readily renewable resources (plant derived)



Human Ocular Irritation Mean Scores (12 Panelists)

A Clinical Study was conducted to evaluate and compare the potential of Iselux® Ultra Mild to produce eye discomfort (stinging, tearing, and irritation) versus a standard 'no tear' shampoo.

In Human Ocular Irritation testing, the Test Formula containing Iselux® Ultra Mild scored as statistically equivalent in irritation scores to eyes as the leading baby shampoo on the market today.

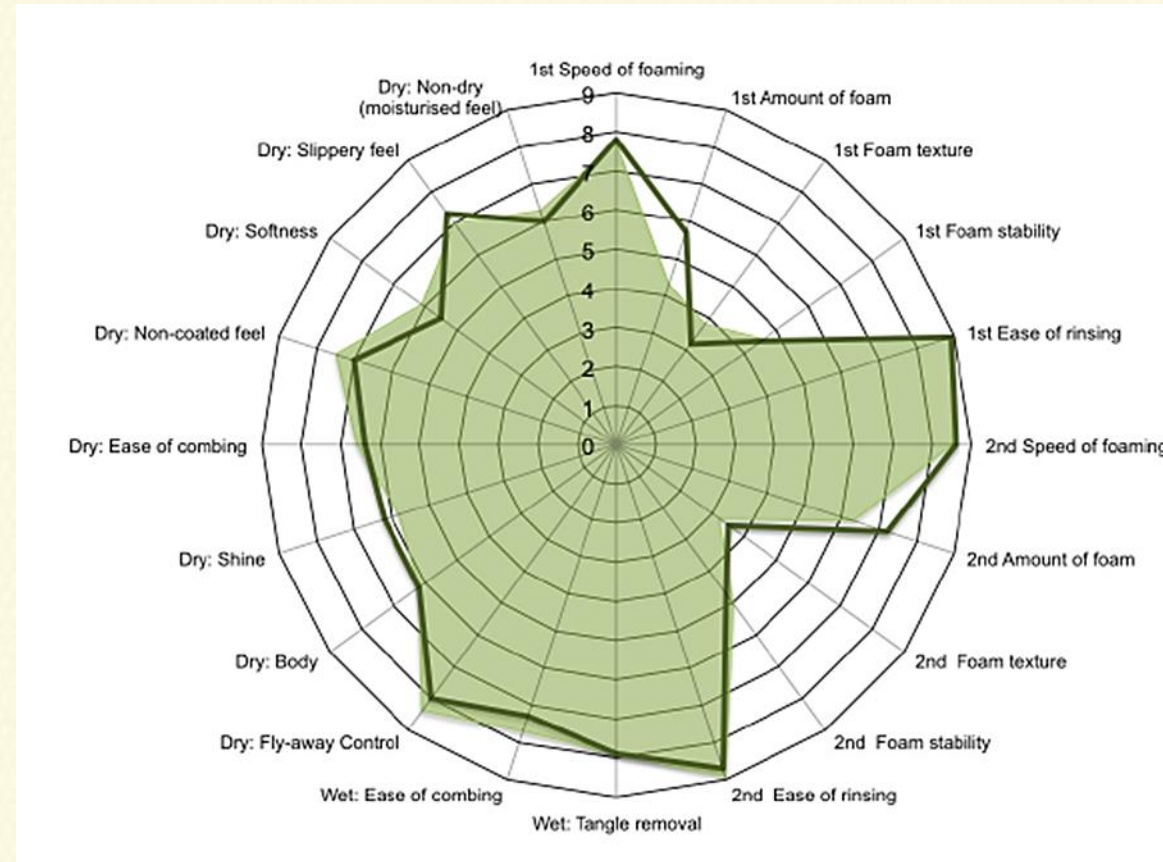
	30 Sec	5 Min	15 Min	30 Min	1 Hr.
Bulbar Conjunctiva Scores – measures redness in whites of eyes					
Iselux® Ultra Mild	2.8	2.9	2.9	2.8	2.0
Market Leading Baby Shampoo	2.8	2.8	2.9	2.9	2.1
Palpebral Conjunctiva Scores – measures redness of blood vessels of membrane that lines eyelids					
Iselux® Ultra Mild	2.9	2.9	2.9	2.7	2.1
Market Leading Baby Shampoo	2.9	2.7	2.9	2.8	2.3
Scleral Vessels Scores – redness of blood vessels in the corners of eyes					
Iselux® Ultra Mild	2.7	2.6	2.6	2.3	1.2
Market Leading Baby Shampoo	2.5	2.5	2.4	2.3	1.3
Lacrimation Scores – amount of tearing					
Iselux® Ultra Mild	2.6	2.0	1.5	1.4	0.9
Market Leading Baby Shampoo	2.6	2.0	1.5	1.4	0.9
Sting Scores – subjective panelist comments					
Iselux® Ultra Mild	2.3	1.1	0.6	1.2	0
Market Leading Baby Shampoo	2.1	1.6	0.6	1.2	0

Performance Profile

When Iselux® Ultra Mild is formulated into a basic baby shampoo (reference formula AC233a) it is shown to have performance on parity* with the market leading baby shampoo.

Half Head Salon Trial

- Innospec sulfate free baby shampoo vs market leading baby shampoo



- J&J No More Tears
- Innospec Sulfate Free Baby Shampoo

Batyl Alcohol 100

Glyceryl ether of stearyl alcohol

Emollient and emulsifier

In the skin care formulation Batyl Alcohol performs three functions: it improves texture, increases stability and provides anti-inflammatory / anti-stress / DNA protecting effects. Suitable for sun and after sun products. High purity grade.

Recommended dosage: 0.2 - 1.0%.

- used as a co-surfactant to stabilize emulsions
- used as anti-inflammatory agents traditionally



Lecinol S-10

Hydrogenated lecithin

Primary emulsifier for sensitive skin

PEG-free hydrophilic emulsifier, of vegetal origin. Excellent wetting agent for pigments. It has moisturizing and soothing properties, it promotes the absorption of actives.

- Phosphatidyl content: 25 – 35%
- Natural derived emulsifier
 - Liposome former
- Promotes percutaneous absorption of actives
 - Moisturizing effect
- Enhances skin barrier function
 - Reduces skin irritation



Nikkolipid 81S

Batyl Alcohol, Stearic Acid, Caprylic/Capric Triglyceride, Lecithin

Blend of lipids with **soothing, anti-inflammatory and moisturizing** properties.

- Forms gel network in emulsions.
- HLB independent emulsification.
- High stability due to O/G/W system.
- Improves skin condition and skin barrier.
- Emulsifier + Active in One: stable and elegant O/W emulsions with anti-inflammatory / anti-stress properties.
- Anti-inflammatory effect (due to presence of Batyl Alcohol) / Synergistic effect with anti-inflammatory actives.
- Improves skin penetration / delivery of actives (due to presence of Lecithin).
 - Long lasting moisturizing effect.
 - Ethoxylate-free.
 - Plant origin.



Amisoft HS-11P

KEY INGREDIENTS

Sodium Stearoyl Glutamate

Benefits

- Emulsification of various oils (mineral oil, squalene, triglyceride, olive oil)
 - Use as emulsifier as well as co-emulsifier
 - Easy to mix with simple water
 - Suitable for O/W and W/O emulsions
- Recommended use levels as emulsifiers 20%, as co-emulsifier 0,2-1%

Characteristics

- Anionic surfactant with longest alkyl chain of AMISOFT series
- Derived from coconut origin stearic acid and fermented L-Glutamic acid
 - EO free
 - Weakly acid
 - Good biodegradability





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Thank you

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