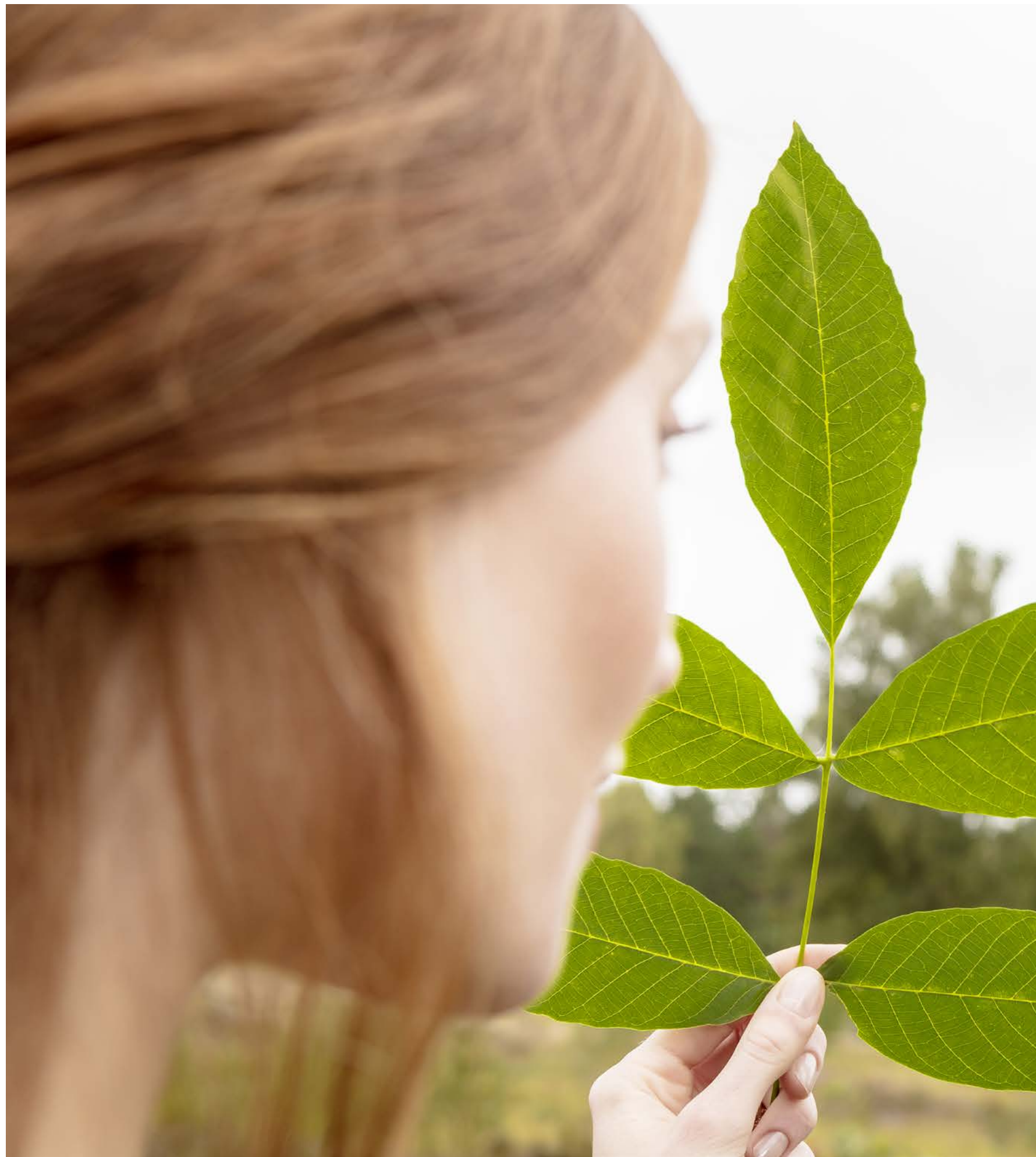


# A NATURAL FORMULATOR'S GUIDE

*The essentials of natural formulations – Trend edition 2019*





## CONTENT

---

|    |   |
|----|---|
| 2  | Content   |
| 4  | <b>INTRODUCTION – WHAT THIS BOOKLET IS ABOUT</b>                            |
| 6  | <b>GENERAL BACKGROUND</b>   |
| 8  | <b>EXCITEMENT<br/>– INSPIRE WITH VISIBLE AND TANGIBLE EFFECTS</b>           |
|    | <i>Mix &amp; Activate</i>   |
| 10 | Natural Green Body Mask   |
| 12 | Natural Moisturizing Essential Cream &<br>Natural Mix-In Moisturizing Boost |
|    | <i>Transformation</i>   |
| 14 | Liquid to Powder Foundation   |
| 16 | Natural Mango Massage Oil-Gel   |
|    | <i>To Go</i>  |
| 18 | Face & Body Cleansing Stick   |
| 20 | Natural Sun Protection Stick  |
| 22 | <b>AWARENESS – GOING BEYOND</b>   |
|    | <i>Benefits from technology</i>   |
| 24 | Natural Beard Care Serum  |
| 26 | Natural Refreshing Cucumber Aquagel   |
|    | <i>Minimalism</i>   |
| 28 | Natural Honeymelon Lip Balm   |
| 30 | Natural Aromatherapy Bi-Phase Spray-Serum                                   |
|    | <i>Waterfree</i>  |
| 32 | Natural Shampoo & Body Bar  |
| 34 | Natural Caring Concealer Stick  |



# INTRODUCTION – *what this booklet is about*

Driven by different trends in lifestyle, the demand for natural cosmetic products has seen steady growth. It is no longer a niche, but an important segment in the personal care market. Consequently, almost every formulator has to deal with the selection of natural ingredients and the technology around natural cosmetics.

The formulation of natural personal care products can be challenging sometimes. Especially when it comes to the implementation of certain trend topics. This is why we would like to show you approaches to the creation of exciting textures, fascinating new sensory profiles and playful forms of application in the chapter **EXCITEMENT**.

Another option for establishing and differentiating new cosmetics products in the natural market is presented in the chapter **AWARENESS**. Let yourself be inspired how to consider and realize the conscious use of raw materials with our modern formulation concepts.

Knowing the distinction between different natural certification standards and the related challenges is an important foundation for creating natural product concepts. Therefore, we would like to highlight some tips and tricks around the formulation of natural cosmetics considering different standards.

We focused on three different approaches to natural personal care and created our prototype formulations accordingly. The two major natural cosmetics certifications are **COSMOS** and **NATRUE**. With the release of the **ISO Norm 16128**, another means of orientation for the declaration of the natural content of a cosmetic formulation became available.

.....  
**WITHIN THIS BOOKLET, YOU WILL  
FIND ONE OF THE FOLLOWING  
INDICATIONS WITH EACH RECIPE.**  
.....

**Developed according to qualitative  
and quantitative requirements  
of COSMOS Natural**

**Developed according to qualitative  
and quantitative requirements  
of NaTrue Natural Cosmetics**

**Natural Origin Content  
> 0.95 calculated according  
to ISO 16128**





Find here some  
**GENERAL  
BACKGROUND**  
for your  
orientation:



**COSMOS**  
*Natural*

DEVELOPED ACCORDING TO QUALITATIVE  
AND QUANTITATIVE REQUIREMENTS OF  
COSMOS NATURAL\*

The **COSMOS**-standard is in force since January 2010. The overall goal is to define and implement a standard for organic and natural cosmetics. The guiding principles are promoting organic agriculture, saving resources, using clean and gentle processes and developing the concept of “Green Chemistry”. The **COSMOS** standard is available either for organic products or for natural products. The prototype formulations within this booklet are developed according to **COSMOS** Natural.

The selection of ingredients is an important element in the formulation of a cosmetic formulation according to the **COSMOS** standard. There are guidelines on the origin and approved processing procedures of the ingredients. Raw materials with an organic content need to be certified, involving audit processes, while materials with no organic content have to be approved involving a desk-based screening of information.

Besides the choice of ingredients, it is also of importance that the composition of the total product is considered. Under **COSMOS** Natural, the amount of petrochemical moieties is limited to a maximum of 2% while the remaining ingredients need to be of natural origin. There is no specification on the organic compounds, which is covered with the **COSMOS** Organic standard.

For the development of the prototype formulations in this booklet, we selected ingredients that have **COSMOS** approval based on the information available to us at the time of the formulation process.

For detailed information,  
please refer to <https://cosmos-standard.org/>

**NaTrue**  
*Natural Cosmetics*

DEVELOPED ACCORDING TO QUALITATIVE  
AND QUANTITATIVE REQUIREMENTS OF  
NATRUE NATURAL COSMETICS\*

The **NaTrue** Standard is developed by the **NaTrue** Scientific Committee Criteria and Label, an international non-profit organization with the goal to protect and promote natural and organic cosmetics globally. It differentiates its certification into three different categories: “natural cosmetics”, “natural cosmetics with an organic portion” and “organic cosmetics”.

For the selection of ingredients, the **NaTrue** Standard differentiates between natural substances, nature-identical substances and derived natural substances, with a list of approved treatment processes. Furthermore, there are positive lists available for nature-identical substances, comprising pigments, minerals and preservatives.

The requirements for the composition of a cosmetic formulation are focusing on minimum amounts of authentic natural substances and a maximum allowed amount of derived natural raw materials within the whole formulation. There are different requirement for various types of cosmetic products, e.g. water-free products or emulsions.

For the development of the prototype formulations within this booklet, we selected ingredients and composed the formulations according to the **NaTrue** “Natural Cosmetics” (Level 1) based on the information available to us at the time of the formulation process. Please note that the ingredients are to our knowledge suitable for the NaTrue requirements, but not necessarily certified by **NaTrue**.

For detailed information, please refer to  
<http://www.natrue.org/>

**ISO 16128**

NATURAL ORIGIN CONTENT  
> 0.95 CALCULATED  
ACCORDING TO ISO 16128\*

With the **ISO 16128**, an industrial norm on “Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients and products” became available. The ISO norm consists of two parts. Part 1 provides definitions for different ingredient categories. Part 2 describes the procedure on how to calculate the naturality of ingredients and the natural origin content of a cosmetic formulation, based on the amount of natural components in each raw material.

For all prototype formulations in this booklet, the Natural Content  $c_n$  and the Natural Origin Content  $c_{no}$  is calculated and indicated together with the formulations.

In order to demonstrate the implications of the **ISO 16128** norm for cosmetic products, we also developed prototype formulations with a calculated  $c_{no}$  of a minimum of 0.95 or even higher. These formulations are marked with the following expression: Natural Origin Content > 0.95 calculated according to ISO 16128. In case a formulation meets a minimum  $c_{no}$  of 0.98, we name it natural.

The ISO standard 16128 is protected by copyright.  
For information on how to access the full content,  
please refer to <https://www.iso.org/>

*\*Any reference of personal care products to the natural cosmetics certification standards can only be made in conjunction with an individual product certification by an authorized certification body. These prototype formulations only serve demonstration purposes.*





**EXCITEMENT:**  
*inspire with  
visible and  
tangible effects*



Nature alone is not enough today. Formulations should meet the criteria of certain natural certifications and at the same time be modern and in line with actual trends. Consumers are not just looking for effective products, they want to enjoy using them. Excitement – this means for us, natural formulations with a special and playful application and interesting new sensory profile fitting with the latest trends.

WE WOULD LIKE TO SHOW YOU NATURAL FORMULATIONS FOR THREE DIFFERENT TOPICS,  
WHICH ALL HAVE IN COMMON TO EXCITE CONSUMERS' CURIOSITY.



#### MIX & ACTIVATE – IT IS YOUR CHOICE.

Consumers want less and less off-the-peg cosmetics. The desire for individual products that perfectly fit their own needs is growing. Customization is not a niche topic any more. Our natural formulations in this category can be used on their own or be expanded to an individual product by mixing and activating additional benefits.



#### TEXTURE TRANSFORMATION – SURPRISE ME.

Playing with textures is an ongoing trend for cosmetic products. Cosmetics that can change their texture and character create a pleasant surprise for their user. Discover our two formulations, which unfold a new and exciting texture during application.



#### TO GO – BEAUTY TO ACCOMPANY.

In this fast turning world, almost everyone is always on the go. Straight from the office to the gym and then to dinner. Therefore, products in stick application are practical to use anywhere. No leaks or spills, no refilling in travel size - our two natural stick formulations are the perfect companions for every trip.



# NATURAL GREEN BODY MASK

L098-8.5-1218

**Claims:** Rich cream-formulation with a combination of actives for the skin  
**DIY concept:** Add peeling particles as you like and create a scrub  
**Natural content  $c_n$ :** 77.4%, **Natural origin content  $c_{no}$ :** 100% (incl. water, ISO 16128)

| Phase | Ingredient  | INCI (EU)  | Supplier      | %             |
|-------|---|--|---------------|---------------|
| A     | Deionised Water   | Aqua   |               | 57.40         |
|       | Glycerin 99.5%, Ph. Eur.                                | Glycerin   | Cremer Oleo   | 4.50          |
|       | <b>dermofeel® PA-3</b>                                  | Sodium Phytate; Aqua; Alcohol  | <b>Evonik</b> | 0.10          |
| A1    | Xanthan FF  | Xanthan Gum  | Jungbunzlauer | 0.60          |
| B     | Phytosqualan, refined, Olive based                      | Squalane   | Henry Lamotte | 5.00          |
|       | Phytosphingosine  | Phytosphingosine   | <b>Evonik</b> | <b>0.20</b>   |
| B1    | <b>sybio®muls GC MB</b>                                 | Glyceryl Stearate Citrate; Cetearyl Alcohol; Glyceryl Caprylate                                | <b>Evonik</b> | <b>8.00</b>   |
|       | <b>TEGIN® M Pellets MB</b>                              | Glyceryl Stearate  | <b>Evonik</b> | <b>2.00</b>   |
|       | Kahlwax 8104  | Cera Alba  | KahlWax       | 2.00          |
|       | Kahlwax 6614  | Camellia Sinensis Leaf Extract   | KahlWax       | 2.00          |
|       | Shea Butter, refined                                    | Butyrospermum Parkii Butter  | Henry Lamotte | 2.00          |
|       | Almond Oil, refined                                     | Prunus Amygdalus Dulcis Oil  | Henry Lamotte | 5.00          |
|       | Avocado Oil, refined                                    | Persea Gratissima Oil  | Henry Lamotte | 3.00          |
|       | Apricot Kernel Oil, refined                             | Prunus Armeniaca Kernel Oil  | Henry Lamotte | 2.00          |
|       | <b>dermofeel® Toco 70 non GMO</b>                       | Tocopherol; Helianthus Annuus Seed Oil   | <b>Evonik</b> | <b>0.20</b>   |
|       | <b>dermofeel® TocoSkin</b>                              | Tocopherol; Helianthus Annuus Seed Oil   | <b>Evonik</b> | <b>1.00</b>   |
| C     | <b>TEGO® Turmerone</b>                                  | Curcuma Longa Root Extract   | <b>Evonik</b> | <b>0.50</b>   |
|       | Pumpkin seed (Kürbiskern) organic extractive P-00025487 | Helianthus Annuus Hybrid Oil; Cucurbita Pepo Seed Extract; Rosmarinus Officinalis Leaf Extract | Botanica      | 0.50          |
|       | <b>TEGO® Stemlastin</b>                                 | Cyanidium Caldarium Extract  | <b>Evonik</b> | <b>0.50</b>   |
|       | <b>dermosoft® 1388 eco</b>                              | Glycerin; Aqua; Sodium Levulinate; Sodium Anisate  | <b>Evonik</b> | <b>3.50</b>   |
|       |   |  |               | <b>100.00</b> |

**Processing:**

1. Mix phase A and heat up to 78°C. Disperse phase A1.
2. Mix phase B and heat up to 90°C until a clear solution is obtained.
3. Add components of phase B1 to B and heat up to 78 °C.
4. Add phase B/B1 into phase A/A1 under stirring.
5. Homogenize.
6. Start to cool down under medium stirring.
7. Add phase C below 40°C.
8. Adjust pH-value to 5.0-5.5 if necessary.

**Specification:**

Appearance: Light green cream

pH-value: 5.0 - 5.5

Viscosity Brookfield (21°C): TD94; 5rpm / helip.: 150000 - 200000 mPas

**Stability test:** passed

**Microbiological safety:** challenge test passed

DEVELOPED ACCORDING TO QUALITATIVE AND QUANTITATIVE REQUIREMENTS OF COSMOS NATURAL\*

THE TREND: MIX & ACTIVATE

Masks have long been a trend topic but they are no longer just for the facial skin. Our 2-in-1 body formulation can be activated for different applications:

- 1 With the high percentage of actives and caring vegetable oils, this rich green body mask lets the skin shine. It is a pleasant experience to apply this mask on the body and feel the smoothness on the skin.
- 2 By adding sugar, salt or maybe coffee particles to this mask, an individual body peeling can be created according to the skin's needs.

More inspiration:  
Add absorbing ingredients, e.g. natural cellulose, to obtain a mattifying mask.

And for a whole spa experience, e.g. at home, these two steps can be combined together.

APPLICATION & SENSORY

- Rich cream mask for use all over the body
- Rinse off after a short leave on time
- Add peeling particles to have a body scrub
- High viscous O/W-emulsion
- Rich and caring with smooth texture
- Leaves a protective and caring film

CHALLENGES

- Based only on ingredients of natural origin with high amount of natural oils and waxes
- High content of active ingredients used in combination for a youthful appearance of the skin
- Combination of chelating agent and antioxidants for protection of the high content of natural oils



MIX & ACTIVATE:  
ADD PEELING PARTICLES AS  
YOU LIKE FOR A SCRUB

\* See page 6 and 7

## NATURAL MOISTURIZING ESSENTIAL CREAM

L098-7A.11-1218

1

**Claims:** Classical base cream for caring routine  
Combination of dermofeel® TocoSkin as skin active and dermofeel® Toco 70 non GMO for product protection  
Natural content  $c_n$ : 82.4%, Natural origin content  $c_{no}$ : 100% (incl. water, ISO 16128)

| Phase | Ingredient                 | INCI (EU)   | Supplier     | %      |
|-------|----------------------------|---|--------------|--------|
| A     | Deionised Water            | Aqua  |              | 70.20  |
|       | Glycerin 99.5%, Ph. Eur.   | Glycerin  | Cremer Oleo  | 2.00   |
|       | dermofeel® PA-12           | Sodium Phytate  | Evonik       | 0.10   |
| A1    | Keltrol CG-SFT             | Xanthan Gum   | CP Kelco     | 0.40   |
| B     | dermofeel® NC MB           | Polyglyceryl-3 Distearate;<br>Glyceryl Stearate Citrate | Evonik       | 6.00   |
|       | TEGO® Alkanol 1618 MB      | Cetearyl Alcohol  | Evonik       | 2.00   |
|       | TEGIN® M Pellets MB        | Glyceryl Stearate                                       | Evonik       | 1.00   |
|       | Jojoba Oil, refined        | Simmondsia Chinensis Seed Oil                           | Gustav Heess | 5.00   |
|       | Almond Oil, refined        | Prunus Amygdalus Dulcis Oil                             | Gustav Heess | 5.00   |
|       | TEGOSOFT® OER MB           | Oleyl Erucate   | Evonik       | 3.00   |
|       | dermofeel® TocoSkin        | Tocopherol; Helianthus Annuus Seed Oil                  | Evonik       | 1.00   |
|       | dermofeel® Toco 70 non GMO | Tocopherol; Helianthus Annuus Seed Oil                  | Evonik       | 0.20   |
|       | dermosoft® GMCY MB         | Glyceryl Caprylate                                      | Evonik       | 0.30   |
|       | dermosoft® 1388 eco        | Glycerin; Aqua; Sodium Levulinate;<br>Sodium Anisate    | Evonik       | 3.50   |
| C     | Perfume                    | Parfum  | diverse      | 0.30   |
|       |                            |   |              | 100.00 |

### Processing:

1. Premix phase A and B separately and heat up to 78°C.
2. Add phase A1 to A under stirring and wait until everything is soluted.
3. Add phase A to B under stirring.
4. Homogenize.
5. Cool down fast under medium stirring.
6. Add Phase C.
7. Adjust pH-value.

**Specification:** Appearance: White cream, pH-value: 5.0 - 5.5, Viscosity Brookfield (21°C): TC93; 10rpm / helip.: 10000 - 20000 mPas

**Stability test:** passed      **Microbiological safety:** challenge tests passed

## NATURAL MIX-IN MOISTURIZING BOOST

L098-7B.7-1218

2

**Claims:** DIY concept: Orange oil to visibly enhance the richness of base cream  
High amount of dermofeel® TocoBalance for skin protection  
Natural content  $c_n$ : 99.5%, Natural origin content  $c_{no}$ : 100% (incl. water, ISO 16128)

| Phase | Ingredient                      | INCI (EU)                              | Supplier      | %      |
|-------|---------------------------------|--|---------------|--------|
| A     | Sunflower Oil, pressed, organic | Helianthus Annuus Seed Oil             | Henry Lamotte | 51.00  |
|       | Almond Oil, refined             | Prunus Amygdalus Dulcis Oil            | Gustav Heess  | 30.00  |
|       | Apricot Kernel Oil, refined     | Prunus Armeniaca Kernel Oil            | Gustav Heess  | 10.00  |
|       | Seabuckthorn Pulp Oil           | Hippophae Rhamnoides Fruit Oil         | Henry Lamotte | 3.00   |
|       | dermosoft® GMCY MB              | Glyceryl Caprylate                     | Evonik        | 0.50   |
|       | dermofeel® TocoBalance          | Tocopherol; Helianthus Annuus Seed Oil | Evonik        | 5.50   |
|       |                                 |  |               | 100.00 |

**Processing:** 1. Mix all ingredients together and heat up to 40°C under stirring. / 2. Cool down to room temperature under stirring.  
3. Add perfume, if it is desired.

**Specification:** Appearance: Clear, orange oil      **Stability test:** passed

DEVELOPED ACCORDING TO QUALITATIVE AND QUANTITATIVE REQUIREMENTS OF NATRUE NATURAL COSMETICS\*

### THE TREND: MIX & ACTIVATE

Mix & Activate includes cosmetic products with multifunctional applications. Create your individual skin care according to your needs:

- 1 The caring cream with jojoba and almond oil is the perfect base for every day. Antioxidants protect the skin from damage caused by free radicals. If a richer care is necessary, it can be perfectly combined with an oil concentrate (2).
- 2 Sometimes it has to be a little more. In order to activate full moisturization and nourishment within the basic cream, add this natural oil concentrate and give your skin more care. The concentrate can be dosed to individual needs. The degree of color intensity shows you how rich your cream is.

### APPLICATION

#### Natural Moisturizing Essential Cream

- Bright white O/W-emulsion
- Caring cream with a smooth skin feel for every day
- Can be complemented with an oil concentrate for even more nourishment

#### Natural Mix-In Moisturizing Boost

- Oil concentrate
- Intensive orange color from natural Seabuckthorn Pulp Oil
- Just add a few drops to the basic cream and mix in to enhance the richness of a cream

### CHALLENGES

#### Natural Moisturizing Essential Cream

- To comply with the NaTrue standard for an O/W-emulsion, a content of minimum 10% natural substances is required
- Stabilizing the high amount of vegetable oils physically and microbiologically and create a pleasant sensory profile
- With powerful natural actives to protect and strengthen the skin

#### Natural Mix-In Moisturizing Boost

- To fulfill the NaTrue standard for an oil concentrate, a high content of natural substances is required (minimum 90%)
- The high amount of vegetable oils needs efficient antioxidant protection and on top a protective antimicrobial protection is recommended
- The concentrate is only used with a few droplets, so the dosage of protective antioxidants is very high



1

2

MIX & ACTIVATE:  
JUST ADD THE  
CONCENTRATE TO  
YOUR CREAM

\* See page 6 and 7

# LIQUID TO POWDER FOUNDATION

L098-13.11-1218

**Claims:** Liquid emulsion with a silky powder finish  
High load of pigments well dispersed with dermosoft® OMP  
Natural content  $c_n$ : 71.6%, Natural origin content  $c_{no}$ : 95.0% (incl. water, ISO 16128)

| Phase | Ingredient                  | INCI (EU)  | Supplier      | %      |
|-------|-----------------------------|--|---------------|--------|
| A     | Glycerin 99.5 %             | Glycerin   | diverse       | 5.00   |
|       | Deionised Water             | Aqua   |               | 61.25  |
|       | dermosoft® OMP              | Methylpropanediol; Caprylyl Glycol; Phenylpropanol | Evonik        | 3.00   |
|       | dermofeel® PA-3             | Sodium Phytate; Aqua; Alcohol                      | Evonik        | 0.10   |
|       | Trisodium Citrate Dihydrate | Sodium Citrate                                     | Jungbunzlauer | 0.15   |
| A1    | Keltrol CG-SFT              | Xanthan Gum  | CP Kelco      | 0.40   |
|       | Ronaflair M-Sphere          | Mica; Silica                                       | Merck         | 5.00   |
|       | TEGO® Feel C 10             | Cellulose  | Evonik        | 5.00   |
| A2    | Sicovit Yellow 10 E 172     | CI 77492   | Huntsman      | 1.20   |
|       | Sicovit Red 30 E 1 72       | CI 77491   | Huntsman      | 0.40   |
|       | Sicovit Black 80 E 172      | CI 77499   | Huntsman      | 0.10   |
|       | Purolan E 171 A             | CI 77891   | Kronos        | 6.00   |
| B     | dermofeel® easymuls plus    | Glyceryl Oleate Citrate                            | Evonik        | 2.00   |
|       | dermofeel® sensolv MB       | Isoamyl Laurate                                    | Evonik        | 4.00   |
|       | TEGOSOFT® DC MB             | Decyl Cocoate                                      | Evonik        | 6.00   |
|       | dermofeel® Toco 70 non GMO  | Tocopherol; Helianthus Annuus Seed Oil             | Evonik        | 0.10   |
| C     | Perfume                     | Parfum   | diverse       | 0.30   |
|       |                             |  |               | 100.00 |

**Processing:**

1. Premix phase A and phase B separately.
2. Add phase A1 to phase A under stirring and wait until everything is dispersed.
3. Grind phase A2. Add phase A2 to phase A/A1.
4. Add phase B to phase A/A1/A2 under stirring.
5. Homogenize.
6. Adjust pH-value to 6.0-6.5 if necessary.

**Specification:**

Appearance: Brown, liquid lotion

pH-value: 6.0 - 6.5

Viscosity Brookfield (21°C): TC93; 10rpm / helip.: 2000 - 6000 mPas

**Stability test:** passed

**Microbiological safety:** challenge test passed

NATURAL ORIGIN CONTENT > 0.95 CALCULATED ACCORDING TO ISO 16128\*

**THE TREND: TRANSFORMATION**

This transforming texture delivers a “wow factor” and attracts consumers’ attention.

Our transforming foundation does not only provide this surprising moment, due to its very fluid texture it is also convenient to apply and distribute while leaving a silky and powdery finish. There is no need to use a mattifying powder afterwards.

**APPLICATION & SENSORY**

- Low viscous, almost liquid foundation based on an O/W emulsion
- Texture transforming during application
- Light, serum-like application
- Easy to apply and to distribute on the skin
- Provides a nourished but matte powdery finish

**CHALLENGES**

- Stabilizing the low viscous emulsion with a high content of pigments
- Multifunctional mixture of surface active ingredients for efficient antimicrobial protection and beyond that, improvement of pigment dispersion
- Complete product protection with natural chelating agent and antioxidant



TRANSFORMATION:  
APPLY THE  
LIQUID FOUNDATION  
AND EXPERIENCE  
THE POWDERY FINISH

\* See page 6 and 7



# NATURAL MANGO MASSAGE OIL-GEL

L098-18.3-1218

**Claims:** Gel-to-oil transformation with self-emulsifying rinse off effect  
High content of dermofeel® TocoBalance to protect skin and product  
Natural content c<sub>n</sub>: 53.1%, Natural origin content c<sub>no</sub>: 100% (incl. water, ISO 16128)

| Phase | Ingredient                      | INCI (EU)  | Supplier      | %      |
|-------|---------------------------------|--|---------------|--------|
| A     | Glycerin 99.5%, Ph. Eur.        | Glycerin   | Cremer Oleo   | 15.00  |
|       | TEGO® Care PBS 6 MB             | Polyglyceryl-6 Stearate; Polyglyceryl-6 Behenate | Evonik        | 2.00   |
| B     | TEGOSOFT® DC MB                 | Decyl Cocoate                                    | Evonik        | 29.15  |
|       | Sunflower Oil, pressed, organic | Helianthus Annuus Seed Oil                       | Henry Lamotte | 50.00  |
|       | Seabuckthorn Pulp Oil           | Hippophae Rhamnoides Fruit Oil                   | Henry Lamotte | 0.10   |
|       | dermosoft® GMCY MB              | Glyceryl Caprylate                               | Evonik        | 0.50   |
|       | dermofeel® TocoBalance          | Tocopherol; Helianthus Annuus Seed Oil           | Evonik        | 1.50   |
|       | Perfume                         | Parfum   | diverse       | 0.25   |
| C     | Deionised Water                 | Aqua   |               | 1.50   |
|       |                                 |  |               | 100.00 |

**Processing:**

- Heat phase A up to 78°C under medium stirring.
- Heat phase B up to 60°C.
- Emulsify phase B into phase A with droplets under high stirring.
- Add phase C under stirring.

**Specification:**

Appearance: Yellow, translucent gel

Viscosity (Brookfield (21°C): TF; Speed 10 rpm): 130000 - 180000 mPas

**Stability test:** passed



## DEVELOPED ACCORDING TO QUALITATIVE AND QUANTITATIVE REQUIREMENTS OF COSMOS NATURAL\*

### THE TREND: TRANSFORMATION

This massage gel convinces with a surprising sensory experience and its practical advantages in application. It solves two main issues with massage oils:

- 1) no dripping
- 2) no greasy residues.

It is very easy to handle due to the gel like texture. The gel transforms into a pleasant liquid massage oil during application. Due to the mild and caring ingredients, the oil can remain on the skin after massage. If desired, it can be easily washed off and unfolds a light foam.

### APPLICATION & SENSORY

- Yellow, high viscous gel-like texture
- Transforms during application
- Melts into a liquid massage oil in contact with the warmth of the skin
- The oil can remain on the skin or be rinsed off with a light foaming effect
- Leaves a soft and well cared skin feel

### CHALLENGES

- Stabilizing a very high oil content and a very low water phase into a transparent, semi-solid gel-like texture with a quick-breaking effect
- Creating a composition that can be used both as leave on or rinse off product with a low amount of emulsifier
- Wetting agent for protective preservation of the formulation and a foam boosting effect



TRANSFORMATION:  
THIS OIL GEL  
SURPRISES WITH DOUBLE  
TRANSFORMATION

\* See page 6 and 7

# NATURAL FACE & BODY CLEANSING STICK

L098-12.4-0818

**Claims:** Waterfree stick formulation with creamy foam  
dermofeel® Toco 70 non GMO for product protection  
Natural content c<sub>n</sub>: 16%, Natural origin content c<sub>no</sub>: 100% (incl. water, ISO 16128)

| Phase | Ingredient                        | INCI (EU)                                   | Supplier      | %             |
|-------|-----------------------------------|---|---------------|---------------|
| A     | <b>TEGO® Alkanol 1618 MB</b>      | Cetearyl Alcohol                            | <b>Evonik</b> | <b>28.00</b>  |
|       | Sulfopon 1216 G MB                | Sodium Coco-Sulfate                         | BASF          | 50.00         |
|       | <b>TEGO® Feel C 10</b>            | Cellulose                                   | <b>Evonik</b> | <b>2.50</b>   |
|       | <b>dermofeel® viscolid MB</b>     | Hydrogenated Vegetable Oil                  | <b>Evonik</b> | <b>2.50</b>   |
|       | <b>dermofeel® sensolv MB</b>      | Isoamyl Laurate                             | <b>Evonik</b> | <b>1.00</b>   |
|       | Coconut Oil, refined, organic     | Cocos Nucifera Oil                          | Henry Lamotte | 2.00          |
|       | Cocoa Butter Pellets              | Theobroma Cacao Seed Butter                 | Henry Lamotte | 2.00          |
|       | <b>TEGO® SMO V MB</b>             | Sorbitan Oleate                             | <b>Evonik</b> | <b>0.20</b>   |
|       | Castor Oil, refined               | Ricinus Communis Seed Oil                   | Henry Lamotte | 2.30          |
|       | Macadamia Nut Oil, refined        | Macadamia Integrifolia/Tetraphylla Seed Oil | Henry Lamotte | 3.00          |
|       | Joboba Oil, refined               | Simmondsia Chinensis Seed Oil               | Henry Lamotte | 4.00          |
|       | <b>dermofeel® P-30 MB</b>         | PCA Glyceryl Oleate                         | <b>Evonik</b> | <b>0.80</b>   |
|       | <b>dermosoft® GMCY MB</b>         | Glyceryl Caprylate                          | <b>Evonik</b> | <b>0.50</b>   |
|       | <b>dermofeel® Toco 70 non GMO</b> | Tocopherol; Helianthus Annuus Seed Oil      | <b>Evonik</b> | <b>0.20</b>   |
| B     | Perfume                           | Parfum                                      | diverse       | 1.00          |
|       |                                   |   |               | <b>100.00</b> |

- Processing:**
1. Mix ingredients of phase A one after the other.
  2. Heat up to 80°C while stirring until everything is melted.
  3. Add phase B, homogenize and fill directly into sticks.
  4. Leave untouched for 2h and put it into a freezer for 1h.

**Specification:**  
Appearance: Light beige stick

**Stability test:** passed

DEVELOPED ACCORDING TO QUALITATIVE AND QUANTITATIVE REQUIREMENTS OF COSMOS NATURAL\*

## THE TREND: TO GO

Inspired by the Korean skin care, the trend of facial cleansing sticks started becoming a big topic.

The water-free stick application is ideal for travelling and on the go. The handy two-in-one stick gently cleanses face and body skin and leaves a caring after feel.

## APPLICATION & SENSORY

- Ideal wash stick for being on the go
- Water free stick for body and face
- Apply the stick evenly overdamp skin and wash it as usual with water
- Creates a creamy and mild foam
- Leaves a soft and cared skin feel

## CHALLENGES

- To comply with the **COSMOS** Natural Standard, raw materials with an organic content need to be certified
- Balancing and stabilizing water-free surfactants and an oil base to create a formulation with a creamy foam
- Although the stick is water-free, a protective preservation has been used, which additionally has a foam boosting effect
- High content of vegetable oils are protected by antioxidants

TO GO:  
WATERFREE  
CLEANSING STICK,  
THE CONVENIENT RINSE-OFF  
ALTERNATIVE



\* See page 6 and 7



# NATURAL SUN PROTECTION STICK

L014-119.30-0119

**Claims:** Mineral UV-filter stick to go with estimated SPF 25 UVA / UVB balance  
dermofeel® TocoBalance for skin and product protection  
Natural content c<sub>n</sub>: 42.3%, Natural origin content c<sub>no</sub>: 99.9% (incl. water, ISO 16128)

| Phase | Ingredient                      | INCI (EU)   | Supplier      | %      |
|-------|---------------------------------|---|---------------|--------|
| A     | Safflower Oil, pressed, organic | Carthamus Tinctorius Seed Oil                               | Henry Lamotte | 22.80  |
|       | Shea Butter, refined            | Butyrospermum Parkii Butter                                 | Henry Lamotte | 7.00   |
|       | Seabuckthorn Pulp Oil           | Hippophae Rhamnoides Fruit Oil                              | Henry Lamotte | 1.00   |
|       | dermofeel® sensolv MB           | Isoamyl Laurate   | Evonik        | 10.00  |
|       | dermofeel® viscolid MB          | Hydrogenated Vegetable Oil                                  | Evonik        | 10.00  |
|       | TEGOSOFT® DC MB                 | Decyl Cocoate   | Evonik        | 6.00   |
|       | TEGOSOFT® OER MB                | Oleyl Erucate   | Evonik        | 6.00   |
|       | Kahlwax 8104                    | Cera Alba   | KahlWax       | 5.00   |
|       | Kahlwax 6607L                   | Helianthus Annuus Seed Cera; Tocopherol; Ascorbyl Palmitate | KahlWax       | 3.00   |
|       | Kahlwax 2039L                   | Candelilla Cera   | KahlWax       | 3.00   |
| B     | dermofeel® TocoBalance          | Tocopherol; Helianthus Annuus Seed Oil                      | Evonik        | 1.50   |
|       | dermosoft® GMCY MB              | Glyceryl Caprylate  | Evonik        | 1.00   |
|       | Corn P04 PH „B“                 | Distarch Phosphate  | Agrana        | 1.00   |
|       | TEGO® Feel C 10                 | Cellulose   | Evonik        | 2.00   |
| C     | Zano 10                         | Zinc Oxide  | EverZinc      | 20.00  |
|       | Perfume                         | Parfum  | diverse       | 0.70   |
|       |                                 |   |               | 100.00 |

**Processing:**

1. Heat phase A up to 80°C.
2. Add phase B while stirring.
3. Homogenize.
4. Start to cool down and add phase C below 75°C.
5. Fill into containers at approx. 65-70°C.

**Specification:**

Appearance: Light yellow solid stick

**Stability test:** passed



DEVELOPED ACCORDING TO QUALITATIVE AND QUANTITATIVE REQUIREMENTS OF COSMOS NATURAL\*

## THE TREND: TO GO

Sunscreen sticks are easy to use at any time and are perfect to top up the sun protection or be at hand for spontaneous outdoor activities.

The mineral sun protection stick with estimated SPF 25 can be distributed in a targeted manner. It is ideal on-the-go and cannot leak in the bag.

Through the antioxidants the skin is protected against free radicals.

## APPLICATION & SENSORY

- Water-free stick formulation with mineral UV-filters
- Smooth distribution on the skin
- Transparent during application
- Non sticky, matte and velvet skin feel
- Leaves the skin well cared

## CHALLENGES

- Sunscreen products on the go are likely to be exposed to various temperatures and always need to be ready to use
- Thorough stabilization in a water-free formulation with mineral UV filters is key, but a pleasant and balanced skin feel is required as well
- Multifunctional wetting agent supports the dispersion of the mineral UV-filters and offers a protective antimicrobial protection
- Efficient antioxidant protection is important in sunscreens to protect skin and product against free radicals

TO GO:  
HANDY STICK  
PROTECTING  
YOU ANYTIME



\* See page 6 and 7



## AWARENESS: *going beyond*



The market for natural cosmetics has developed over the last decade and became more and more diverse.  
The same applies to the consumers who are interested in natural cosmetics.  
The underlying motivation for using natural cosmetics can be different for the individual,  
but many of them care about the impact of their consumption habits.

AWARENESS – UNDER THIS EXPRESSION, WE COLLECTED NATURAL FORMULATIONS THAT  
DEMONSTRATE WAYS ON HOW TO REFER TO DIFFERENT TRENDS REGARDING THE COMPOSITION  
OF COSMETICS AND THE CHOICE OF RAW MATERIALS.



### BENEFITS FROM TECHNOLOGY – USING SMART INGREDIENTS.

Modern technologies behind ingredients offer new opportunities for cosmetic product concepts. Find here two very different products which both base on key raw materials that have a special story behind them.



### MINIMALISM – REDUCTION TO THE ESSENTIAL.

Sometimes, less is more and it can be rewarding to cut down to the most necessary. In these formulations, we limited to a maximum of ten ingredients per recipe. What we did not reduce is the sensory appeal and performance of the formulations.



### WATERFREE – YOU CAN DO WITHOUT.

The reduction of water within formulations and during the use of cosmetic products is important for consumers who are concerned about the limitation of this resource. Our formulations cover both leave on and rinse off applications with great functionality.



# NATURAL BEARD CARE SERUM

L098-4.7A-1118

**Claims:** Light skin feel and non-soaping emulsion based on symbio®prot V MB  
Blemish prevention, barrier strengthening and hair conditioning active ingredients  
Natural content c<sub>n</sub>: 89.5%, Natural origin content c<sub>no</sub>: 100% (incl. water, ISO 16128)

| Phase | Ingredient                       | INCI (EU)   | Supplier      | %      |
|-------|----------------------------------|---|---------------|--------|
| A     | Glycerin 99.5%, Ph. Eur.         | Glycerin  | Cremer Oleo   | 2.00   |
|       | Deionised Water                  | Aqua  |               | 75.78  |
|       | dermosoft® anisate eco           | Sodium Anisate  | Evonik        | 0.12   |
|       | dermofeel® PA-12                 | Sodium Phytate  | Evonik        | 0.10   |
| A1    | symbio®prot V MB                 | Hydrolyzed Vegetable Protein; Sodium Citrate; Magnesium Stearate; Xanthan Gum   | Evonik        | 3.00   |
| B     | TEGIN® M Pellets MB              | Glyceryl Stearate   | Evonik        | 0.50   |
|       | Sunflower Oil, pressed, organic  | Helianthus Annuus Seed Oil  | Henry Lamotte | 5.00   |
|       | Argan Oil, cold pressed, organic | Argania Spinosa Kernel Oil  | Henry Lamotte | 6.00   |
|       | dermosoft® decalact sebum MB     | Polyglyceryl-10 Laurate; Sodium Caproyl/ Lauroyl Lactylate; Glycerin; Serenoa Serrulata Fruit Extract; Juniperus Communis Fruit Extract | Evonik        | 2.00   |
|       | Hairflux®                        | Olea Europaea Fruit Oil; Ricinus Communis Seed Oil; Ceramide Ng   | Evonik        | 0.50   |
|       | TEGO® Feel C 10                  | Cellulose   | Evonik        | 1.00   |
|       | dermofeel® Toco 70 non GMO       | Tocopherol; Helianthus Annuus Seed Oil  | Evonik        | 0.20   |
|       | dermosoft® GMCY MB               | Glyceryl Caprylate  | Evonik        | 0.20   |
|       |                                  |   |               |        |
| B1    | TEGOSOFT® DC MB                  | Decyl Cocoate   | Evonik        | 1.00   |
|       | Phytosphingosine                 | Phytosphingosine  | Evonik        | 0.20   |
| C     | dermosoft® 700 B                 | Levulinic Acid; Sodium Levulinate; Aqua; Glycerin   | Evonik        | 1.50   |
|       | Perfume                          | Parfum  | diverse       | 0.90   |
|       |                                  |   |               | 100.00 |

**Processing:**

1. Heat phase A up to 78°C under medium stirring. Disperse phase A1.
2. Add components of phase B1 and heat up to 90 °C until a clear solution is obtained.
3. Heat phase B up to 78°C.
4. Add components of phase B1 to B and heat up to 78 °C.
5. Emulsify phase B/B1 into phase A/A1 under stirring.
6. Homogenize.
7. Start to cool down fast under medium stirring.
8. Add phase C below 40°C and cool down to room temperature.
9. Adjust pH-value carefully with high diluted citric acid.

**Specification:**

Appearance: Light beige serum

pH-value: 5.0 - 5.5

Viscosity (Brookfield (21°C): RV4; Speed 100 rpm): 1000 - 5000 mPas

**Stability test:** passed

**Microbiological safety:** challenge tests passed

DEVELOPED ACCORDING TO QUALITATIVE AND QUANTITATIVE REQUIREMENTS OF NATRUE NATURAL COSMETICS\*

**THE TREND: BENEFITS FROM TECHNOLOGY**

Plant-derived and nature-identical ingredients are the heroes of this formulation.

A light, serum-like texture is made possible with ingredients from such unusual sources like pea, basil or wood. Powerful actives that were created with the help of biotechnological processes provide this formulation with its special care and protect effects. Moisturization and soothing care for the skin after shaving and for a well-groomed beard.

**APPLICATION & SENSORY**

- The ideal beard care or after shave care for men
- Serum-like active cosmetics
- Light and soft gel-emulsion with low viscosity
- Refreshing gel character when applied
- Develops a creamy and caring feel during application
- Provides a nourished but matte afterfeel

**CHALLENGES**

- To fulfill the **NaTrue** standard, it requires a minimum amount of 10% natural substances
- The challenge is to stabilize the high amount of vegetable oils physically and microbiologically and create an especially light sensory profile
- Incorporation of powerful natural actives to protect and strengthen the skin during and after shaving



BENEFITS  
FROM TECHNOLOGY:  
INTENSIVE CARE  
FOR MENS' SKIN  
AND BEARD

\* See page 6 and 7

# NATURAL REFRESHING CUCUMBER AQUAGEL

L098-16.9-1118

**Claims:** Micellar gel-water with mild cleansing properties with RHEANCE® One  
Moisturizing and gentle due to dermosoft® Pentiol eco  
Natural content  $c_n$ : 89.8%, Natural origin content  $c_{no}$ : 100% (incl. water, ISO 16128)

| Phase | Ingredient                                   | INCI (EU)                                     | Supplier    | %      |
|-------|--|---|-------------|--------|
| A     | Deionised Water                              | Aqua  |             | 89.20  |
|       | Glycerin 99.5%, Ph. Eur.                     | Glycerin                                      | Cremer Oleo | 5.00   |
|       | dermofeel® PA-3                              | Sodium Phytate; Aqua; Alcohol                 | Evonik      | 0.10   |
|       | dermosoft® Pentiol eco                       | Pentylene Glycol                              | Evonik      | 3.50   |
|       | Keltrol CG-SFT                               | Xanthan Gum                                   | CP Kelco    | 0.50   |
| B     | RHEANCE® One                                 | Glycolipids                                   | Evonik      | 1.00   |
|       | Perfume                                      | Parfum  | diverse     | 0.50   |
|       | Cucumber (Gurke) Extract, organic P-00021540 | Glycerin; Aqua; Cucumis Sativus Fruit Extract | Botanica    | 0.20   |
|       |  |   |             | 100.00 |

**Processing:**

1. Mix phase A and phase B separately.
2. Add phase A under stirring to phase B.
3. Adjust pH-value if necessary.

**Specification:**

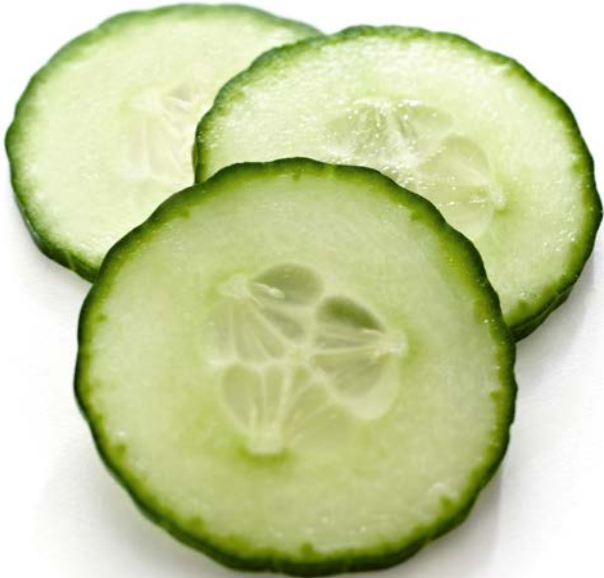
Appearance: Light yellowish clear gel

pH-value: 6.0 - 7.0

Viscosity Brookfield (21°C): RV 4; 10 rpm: 1000 - 3000 mPas

**Stability test:** passed

**Microbiological safety:** challenge tests passed



NATURAL ORIGIN CONTENT > 0.95 CALCULATED ACCORDING TO ISO 16128\*

**THE TREND: BENEFITS FROM TECHNOLOGY**

A formulation with only a low number of ingredients for a minimalistic product concept that appeals to the conscious consumer.

The key to this formulation concept are ingredients based on modern technologies:  
Either from biotechnological manufacturing for 100% biodegradable, nature-identical substances or from the use of the remains of food production.

This aquagel is like a cucumber detox-drink for the skin.

**APPLICATION & SENSORY**

- Mild cleansing and moisturization in one step
- Ideal as second step in the face care routine after cleansing
- Mild – no need to rinse off
- Liquid, water-like gel texture, like an Asia-inspired essence
- Cucumber water inspired appearance
- Very refreshing
- Leaves the skin clean and plump with moisture

**CHALLENGES**

- Exploiting the multifunctionality of powerful but mild ingredients for a gentle minimalistic concept
- Creating a non-tacky, liquid and transparent gel containing a plant extract and a perfume, well stabilized
- Providing moisturizing and mild cleansing properties with good skin compatibility



BENEFITS  
FROM TECHNOLOGY:  
GEL-TONIC FOR CLEANSING  
AND MOISTURIZATION

\* See page 6 and 7



# NATURAL HONEYMELON LIP BALM

L098-14.7-1218

**Claims:** Tinted lip care with antioxidant protection for skin and product  
Well stabilized oil gel with a smooth and velvet sensory profile  
Natural content  $c_n$ : 93.8%, Natural origin content  $c_{no}$ : 100% (incl. water, ISO 16128)

| Phase | Ingredient   | INCI (EU)                                     | Supplier      | %      |
|-------|--|---|---------------|--------|
| A     | Castor Oil, refined                                    | Ricinus Communis Seed Oil                     | Henry Lamotte | 49.30  |
|       | Sunflower Oil, pressed, organic                        | Helianthus Annuus Seed Oil                    | Henry Lamotte | 40.00  |
|       | TEGO® Feel C 10  | Cellulose                                     | Evonik        | 2.00   |
|       | dermofeel® viscolid MB                                 | Hydrogenated Vegetable Oil                    | Evonik        | 5.00   |
|       | dermosoft® GMC MB                                      | Glyceryl Caprate                              | Evonik        | 0.20   |
|       | dermofeel® TocoBalance                                 | Tocopherol; Helianthus Annuus Seed Oil        | Evonik        | 1.50   |
|       | Aroma  | Aroma   | diverse       | 1.00   |
|       | Color Dispersible_Sweet Potato Red Powder <sup>1</sup> | Distarch Phosphate; Anthocyanins; Citric Acid | Omya Hamburg  | 1.00   |
|       |  |   |               | 100.00 |

- Processing:**
1. Mix ingredients one after the other and heat up to 65°C under medium stirring until a clear solution is obtained.
  2. Start to cool down under medium stirring and stir until a turbid oil solution is obtained (point of turbidity approx. 36°C).
  3. Homogenize.
  4. Leave batch untouched until a homogeneous gel is obtained and fill in containers.

**Specification:**

Appearance: Dark pink viscous oil gel

Viscosity (Brookfield (21°C): TF; Speed 10 rpm): 300000 - 500000 mPas

**Stability test:** passed

<sup>1</sup>Not considered for calculation of  $c_n$  and  $c_{no}$



MINIMALISM:  
THE PLEASANT,  
WELL-STABILIZED OIL GEL



## THE TREND: MINIMALISM

A bunch of benefits in one lip balm with only 10 ingredients: the goodness of vegetable oils, known for their skin care properties, combined with protecting active ingredients.

A well-stabilized oil gel that is easy to handle. It has a pampering sensory profile ranging from the appearance of the product to the look in use to the aroma and the feel on the lips.

## APPLICATION & SENSORY

- Opaque, tinted oil gel
- Smooth and shiny surface of the product
- Provides a light color and gloss to the lips
- Slightly melts and reveals the sensory profile of the emollients
- Smooth and velvet feeling on the lips

## CHALLENGES

- Stabilizing vegetable oils into an oil gel without the use of waxes or other thickeners
- Adding various properties with the least possible number of ingredients by using multifunctional materials
- Balancing out the sensory profile

\* See page 6 and 7

NATURAL AROMATHERAPY BI-PHASE SPRAY-SERUM

L098-20.5-1218

**Claims:**   **Sprayable shake-before-use application with refreshing sensory**  
              **Mild, moisturizing and antioxidative effect**  
              **Natural content c<sub>n</sub> : 94.3%, Natural origin content c<sub>no</sub> : 100% (incl. water, ISO 16128)**

| Phase | Ingredient                                  | INCI (EU)  | Supplier      | %             |
|-------|---|--|---------------|---------------|
| A     | Deionised Water                             | Aqua   |               | 71.60         |
|       | <b>dermosoft® Pentiol eco</b>               | Pentylene Glycol   | <b>Evonik</b> | <b>5.00</b>   |
|       | <b>dermofeel® PA-12</b>                     | Sodium Phytate   | <b>Evonik</b> | <b>0.10</b>   |
|       | Sodium Chloride                             | Sodium Chloride  | diverse       | 0.70          |
| B     | Jojoba Oil, refined                         | Simmondsia Chinensis Seed Oil  | Henry Lamotte | 10.00         |
|       | Sunflower Oil, pressed, organic             | Helianthus Annuus Seed Oil   | Henry Lamotte | 10.00         |
|       | <b>dermofeel® TocoBalance</b>               | Tocopherol; Helianthus Annuus Seed Oil   | <b>Evonik</b> | <b>1.50</b>   |
|       | <b>TEGO® Turmerone</b>                      | Curcuma Longa Root Extract   | <b>Evonik</b> | <b>0.30</b>   |
|       | Gromwell (Steinsamen) Extract<br>P-00025269 | Helianthus Annuus Seed Oil;<br>Simmondsia Chinensis Seed Oil;<br>Lithospermum Erythrorhizon Root Extract | Botanica      | 0.10          |
|       | Orange Oil Sweet P0106656                   | Citrus Aurantium Dulcis Peel Oil   | Frey & Lau    | 0.70          |
|       |   |  |               | <b>100.00</b> |

**Processing:**

1. Mix ingredients of phase A in given order one after the other.
2. Adjust pH-value of phase A if necessary.
3. Premix Phase B.
4. Add phase B to phase A by moderate stirring.

**Specification:**

Appearance: Bi-Phase-Serum with clear waterphase and red oilphase

pH-value: 6.0 - 7.0

**Stability test:** passed

**Microbiological safety:** challenge test passed

DEVELOPED ACCORDING TO QUALITATIVE AND QUANTITATIVE REQUIREMENTS OF COSMOS NATURAL\*

THE TREND: MINIMALISM

A formulation with multiple properties with a number of only 10 ingredients and 10 resulting INCI positions. Ideal for skin care routines that aim to reduce to the most essential but should still provide convenience.

The spray provides moisturization and nourishment in one product like an emulsion, but with a different, sprayable texture. The minimalist concept moreover features active ingredients and the positioning for the use as an aroma-wellness product.

APPLICATION & SENSORY

- Liquid with two distinctly separate phases that need to be mixed by shaking before application
- Colored oil phase and transparent water phase
- Can be used in a sprayable application
- Addition of a natural perfume or essential oil for use in aromatherapy
- Moisturizing and caring skin feel

CHALLENGES

- Separating the two phases sharply and reversibly after mixing
- Protecting the hydrophilic and lipophilic phase individually
- Extra benefits added for skin care activity, perfume and color with only a minimum amount of different ingredients



\* See page 6 and 7



# NATURAL SHAMPOO & BODY BAR

L098-2.4-0818

**Claims:** Waterfree rinse off bar to pick up for travelling  
Care effect due to TEGO® Feel C 10 and dermofeel® sensolv MB  
Natural content  $c_n$ : 25.7%, Natural origin content  $c_{no}$ : 100% (incl. water, ISO 16128)

| Phase | Ingredient                               | INCI (EU)                              | Supplier      | %      |
|-------|--|--|---------------|--------|
| A     | TEGO® Alkanol 1618 MB                    | Cetearyl Alcohol                       | Evonik        | 29.00  |
|       | Cocoa Butter Pellets                     | Theobroma Cacao Seed Butter            | Henry Lamotte | 10.00  |
|       | Sulfopon 1216 G MB                       | Sodium Coco-Sulfate                    | BASF          | 40.00  |
|       | dermofeel® sensolv MB                    | Isoamyl Laurate                        | Evonik        | 1.00   |
|       | Broccoli Seed Oil, cold pressed, organic | Brassica Oleracea Italica Seed Oil     | Henry Lamotte | 2.00   |
|       | dermosoft® GMCY MB                       | Glyceryl Caprylate                     | Evonik        | 0.50   |
|       | dermofeel® P-30 MB                       | PCA Glyceryl Oleate                    | Evonik        | 0.80   |
|       | Jjoba Oil, refined                       | Simmondsia Chinensis Seed Oil          | Henry Lamotte | 10.50  |
|       | RonaCare Zinc Oxide                      | Zinc Oxide                             | Merck         | 2.00   |
|       | TEGO® SMO V MB                           | Sorbitan Oleate                        | Evonik        | 1.00   |
|       | TEGO® Feel C 10                          | Cellulose                              | Evonik        | 3.00   |
|       | dermofeel® Toco 70 non GMO               | Tocopherol; Helianthus Annuus Seed Oil | Evonik        | 0.20   |
|       |  |  |               | 100.00 |

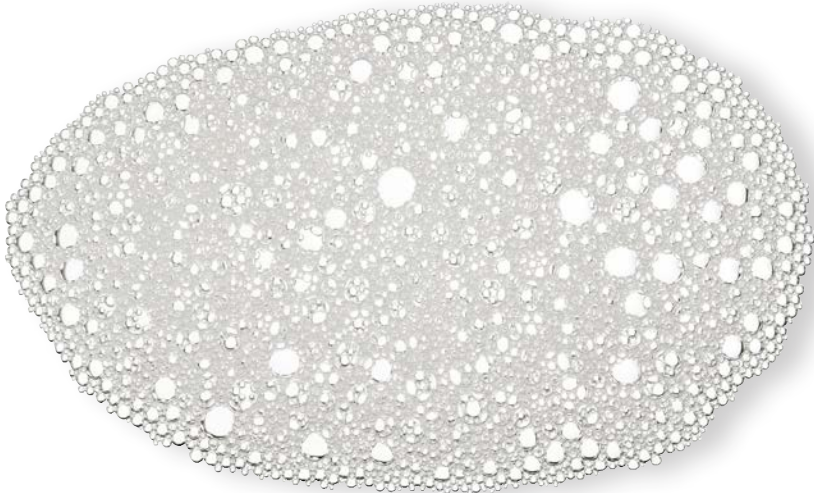
**Processing:**

1. Mix ingredients of phase A one after the other.
2. Heat up to 80°C while stirring until everything is melted.
3. Homogenize.
4. If there are too many bubbles keep stirring at low speed at 80 °C for 15 min.
5. Fill directly into forms at minimum and permanent temperature of 70 °C.
6. Leave untouched and put it into a freezer for 1h.

**Specification:**

Appearance: off-white bar

**Stability test:** passed



DEVELOPED ACCORDING TO QUALITATIVE AND QUANTITATIVE REQUIREMENTS OF COSMOS NATURAL\*

THE TREND: WATERFREE

There is a revival of traditional solid soap bars coming along with the trend of compact and waterfree cosmetic products.

This Shampoo & Body Bar is a convenient alternative to bar soaps and suitable for body and hair care. It has a great performance in terms of good cleansing properties and a very pleasant skin feel after rinse off. Because of its compact and light form and no risk of leakage from a bottle, this bar is also ideal e.g. for travelling.

APPLICATION & SENSORY

- Mild cleanser in bar form
- For application on body and hair
- Creates a milky and light foam in contact with water
- Skin and hair feels soft and well cared after rinse off

CHALLENGES

- Composing a completely water-free formulation based on oils, butters and stabilizers in COSMOS approved quality
- Finding a balance between emulsification properties, foam quality and sensory and caring effect
- Ensure mildness and a pleasant skin feel during and after application

WATERFREE:  
CLEANSING BAR  
WITH CARING SKIN FEEL



\* See page 6 and 7

# NATURAL CARING CONCEALER STICK

L098-1.6-1218

**Claims:** Non waxy, velvet finish with well stabilized high pigment load  
High amount of dermofeel® TocoBalance to protect skin and ingredients  
Natural content  $c_n$ : 43.4%, Natural origin content  $c_{no}$ : 98.1% (incl. water, ISO 16128)

| Phase | Ingredient                   | INCI (EU)                              | Supplier              | %      |
|-------|------------------------------|--|-----------------------|--------|
| A     | TEGOSOFT® MM MB              | Myristyl Myristate                     | Evonik                | 0.50   |
|       | Castor Oil, refined          | Ricinus Communis Seed Oil              | Henry Lamotte         | 20.90  |
|       | dermofeel® sensolv MB        | Isoamyl Laurate                        | Evonik                | 5.00   |
|       | TEGOSOFT® DC MB              | Decyl Cocoate                          | Evonik                | 14.00  |
|       | TEGO® Alkanol 1618 MB        | Cetearyl Alcohol                       | Evonik                | 4.00   |
|       | dermofeel® GO soft           | Polyglyceryl-2 Sesquioleate            | Evonik                | 1.00   |
|       | Softigen Pura                | Olus Oil                               | IOI Oleo              | 9.00   |
|       | dermofeel® viscolid MB       | Hydrogenated Vegetable Oil             | Evonik                | 5.00   |
|       | Copoazu Butter, cold pressed | Theobroma Grandiflorum Seed Butter     | All Organic Treasures | 3.00   |
|       | Kahlwax 2039L                | Candelilla Cera                        | KahlWax               | 6.00   |
|       | Kahlwax 6642                 | Copernicia Cerifera Cera               | KahlWax               | 2.00   |
|       | Kahlwax 8104                 | Cera Alba                              | KahlWax               | 7.00   |
|       | Kahlresin 6721               | Shorea Robusta Resin; Cera Alba        | KahlWax               | 1.00   |
|       | Grapefruit Oil S0100050      | Citrus Grandis Peel Oil                | Frey & Lau            | 0.20   |
|       | dermofeel® TocoBalance       | Tocopherol; Helianthus Annuus Seed Oil | Evonik                | 1.50   |
|       | dermosoft® GMC MB            | Glyceryl Caprate                       | Evonik                | 0.20   |
| B     | RonaCare Zinc Oxide          | Zinc Oxide                             | Merck                 | 6.00   |
|       | Purolan E 171 A              | CI 77891                               | Kronos                | 10.00  |
|       | Sicovit Yellow 10 E172       | CI 77492                               | Huntsman              | 1.20   |
|       | Sicovit Red 30 E 172         | CI 77491                               | Huntsman              | 0.40   |
|       | Sicovit Black 80 E172        | CI 77499                               | Huntsman              | 0.10   |
|       | TEGO® Feel C 10              | Cellulose                              | Evonik                | 2.00   |
|       |                              |  |                       | 100.00 |

**Processing:**

1. Heat phase A up to 80-85°C while stirring.
2. Pre-mix and grind ingredients of phase B and add to phase A while stirring.
3. Pour into split-moulds at 75-70°C and put into a freezer for 30 min.
4. After reaching room temperature, remove stick from split-moulds and place into container.

**Specification:**

Appearance: Coloured wax stick

Stability test: passed

NATURAL ORIGIN CONTENT > 0.95 CALCULATED ACCORDING TO ISO 16128\*

**THE TREND: WATERFREE**

Leaving out water to save resources can be a goal of eco-conscious consumers, but they might still be expecting products with a good performance and practicability in application. Especially for a leave on application like this concealer stick, a nice sensory profile and a great function is required.

**APPLICATION & SENSORY**

- Highly pigmented firm stick
- Good color transfer and easy to apply
- Can be blended into the skin for a flawless look
- Caring and smooth skin feel with a semi-matte finish

**CHALLENGES**

- Realizing a composition with a high natural origin content by mainly using materials fully based on renewables
- Thorough stabilization with good durability
- Good pigment dispersion and stabilization
- Balance out the skin feel of the purely lipophilic ingredients and create a non-greasy skin feel

WATERFREE:  
CONCEALER WITH  
COMFORTABLE  
APPLICATION



\* See page 6 and 7



**Certification Status:**

The information and data given is based on available certifier information. We are not obliged to give confirmations on behalf of any certifiers. Regulations for approval and use can be changed from certifiers. Certifications will be submitted for prolongation periodically. For updated information please contact your certifier.

This information and all further technical advice is based on our present knowledge and experience. However, it implies no liability or other legal responsibility on our part, including with regard to existing third party intellectual property rights, especially patent rights.

In particular, no warranty, whether express or implied, or guarantee of product properties in the legal sense is intended or implied.

We reserve the right to make any changes according to technological progress or further developments. The customer is not released from the obligation to conduct careful inspection and testing of incoming goods.

Performance of the product described herein should be verified by testing, which should be carried out only by qualified experts in the sole responsibility of a customer.

The reproduction, distribution and utilization of this document as well as the communication of its contents to others without explicit written authorization is prohibited. Offenders will be held liable for the payment of damages. All rights reserved in the event of the grant of a patent, utility model, design or other intellectual property right.

**Disclaimer:**

This information and any recommendations, technical or otherwise, are presented in good faith and believed to be correct as of the date prepared. Recipients of this information and recommendations must make their own determination as to its suitability for their purposes.

In no event shall Evonik Dr. Straetmans assume liability for damages or losses of any kind or nature that result from the use of or reliance upon this information and recommendations. Evonik Dr. Straetmans expressly disclaims any representations and warranties of any kind, whether express or implied, as to the accuracy, completeness, non-infringement, merchantability and/or fitness for a particular purpose (even if Evonik Dr. Straetmans is aware of such purpose) with respect to any information and recommendations provided. Reference to any trade names used by other companies is neither a recommendation nor an endorsement of the corresponding product, and does not imply that similar products could not be used.

Evonik Dr. Straetmans reserves the right to make any changes to the information and/or recommendations at any time, without prior or subsequent notice.

**dr.straetmans®** **Evonik Dr. Straetmans GmbH**

Merkurring 90  
D-22143 Hamburg, Germany  
T +49 (0)40-66 93 56-0  
F +49 (0)40-66 93 56-310  
info-drs@evonik.com  
www.dr-straetmans.de