

WINTER 2025

Surf-It

PERSONAL CARE TRENDS

OUR TOP TRENDS

Cellular Futures: Intelligent Beauty for 2026

SOLVAY

OUR PARTNERS

Stapan
Personal Care

AAK

Aldivia

EVONIK
Leading Beyond Chemistry

Givaudan

Jungbunzlauer

Kalichem
a lanberr company

LUBRIZOL
LIFE SCIENCE
Driven by Innovation. Powered by Partnership.

P&G Chemicals
Delivering solutions, creating value

PQ

SALICYLATES AND CHEMICALS

Schill-Seilacher
struktur

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THE ELEMENTS AROUND US

Biomimetics – A Journey Through the World's Elements

At the heart of our concept lies a simple truth: everything we have is already there; we just need to look again. Inspired by biomimetic principles, we draw from the wisdom of nature to create products that seamlessly align with the Earth's flow.

The term "biomimetic" literally means "mimicking life", and in the context of skincare, it involves developing products that replicate the skin's natural mechanisms.

Every ingredient is rooted in the natural world, a reflection of our synergy with the plants and ecosystems we cherish. By mimicking the elegant designs and processes found in nature, we reconnect with the source, embracing solutions that honour the planet.

Our mission is to celebrate the organic balance between humanity and the environment, reminding us all to return to nature and discover the abundance already within reach.



Our philosophy begins with mapping against the elements, recognising that our connection to nature runs deeper than we often realise.

Our skin biome - an intricate microcosm of life - is a direct reflection of the ecosystem around us. Just as the classic 4 elements - Earth, Water, Air, and Fire sustain the natural world, they shape the balance within our skin.

By understanding this interplay, we create products that harmonise with the elements and nurture the skin's innate vitality. This approach reminds us that caring for ourselves is inseparable from caring for the environment, as we are all part of the same thriving, interconnected system.

OCEAN GLOW SAND SCRUB PC1492C

Trade Name	Phase	INCI	Partner	Function	w/w%
DI Water	A	Aqua	-	Solvent	QS
JavaSENSE MAB	B	Agarose	Java Biocolloid	Rheology Modifier	1.00
SURFAC® G995V MB	B	Glycerin	Surfachem	Humectant	15.00
AlgaPūr™ HSHO Algae Oil	C	Triolein	Lubrizol	Conditioning	5.00
Lactic Acid 88%	C	Lactic Acid	JBL	Chemical Exfoliator	3.00
SORBOSIL™ BFG 10	C	Hydrated Silica	PQ Sillicas	Scrub	10.00
SORBOSIL™ BFG 51	C	Hydrated Silica	PQ Sillicas	Scrub	0.10
Natpure® XFine Spirulina SL615	C	Spirulina Platensis Extract; Trehalose; Sodium Citrate	Sensient	Active	0.20
Phenethylalcohol Nat.	C	Phenethyl Alcohol	Evonik	Preservative	1.00
Blue Lagoon EAN23633/00	C	Parfum	Givaudan	Fragrance	0.50
Sensorb® BIOMIM	C	Methoxyphenylimino Dimethylcyclohexenyl Ethyl Glycinate	Sensient	UV Protect	1.00

Water Element – Based on Algae, Bioluminescence and the Sea

Habitat: Broadest habitats of any organism — they thrive almost everywhere there is moisture and light. Rich in nutrients and antioxidants, supports hydration, protection and skin vitality.

SAVANNAH SHIELD MOISTURISER PC1510B

Trade Name	Phase	INCI	Partner	Function	w/w%
DI WATER	A	Aqua	-	Solvent	QS
dermosoft® Pentiol eco	A	Pentelene Glycol	Evonik	Preservative	5.00
SURFAC® G995V MB	A	Glycerin	Surfachem	Humectant	4.00
TEGO® Cosmo C 100	A	Creatine	Evonik	Active	0.50
Salt	A	Sodium Chloride	-	Stabiliser	1.00
Verstatil® PE	B	Phenoxyethanol; Ethylhexylglycerin	Evonik	Preservative	1.00
ABIL® EM 180	B	Cetyl PEG/PPG-10/1 Dimethicone	Evonik	Emulsifier	1.20
Jojoba Oil Virgin Organic	B	Simmondsia Chinensis Seed Oil	Aldivia	Emollient	5.00
UBUNTU Baobab Virgin	B	Adansonia Digitata Seed Oil	Aldivia	Emollient	5.00
TEGOSOFT® OP MB	B	Ethylhexyl Palmitate	Evonik	Emollient	10.00
Skinmimics® MB	C	Ceramide NP; Ceramide NS; Ceramide EOS; Ceramide EOP; Ceramide AP; Caprooyl Phytosphingosine; Caprooyl Sphingosine; Behenic Acid; Cholesterol; Ceteareth-25; Glycerin; Cetyl Alcohol; Phenoxyethanol	Evonik	Active	3.00

Fire Element – Based on the Baobab Tree

Habitat: Thrives in hot, dry, unforgiving landscapes. Thick trunk stores water to endure droughts. Expansive roots draw deep nutrients and moisture. Blooms and bears fruit even in scarcity.

RESURRECTION SERUM

PC1491B

Trade Name	Phase	INCI	Partner	Function	w/w%
DI Water	A	Aqua	-	Solvent	QS
Kelco-Care™ diutan gum	A	Diutan gum	Lubrizol	Rheology Modifier	0.20
HyaCare® Tremella	A	Tremella Fuciformis Sporocarp extract	Evonik	Moisturising	0.05
Peptilift	A	Potassium Glutathione Isomerized Linoleate; SH-Pentapeptide-5	Kalichem	Anti-Ageing	4.00
dermosoft® 1388 eco	A	Sodium Levulinate, Sodium Anisate, Glycerin, Aqua	Evonik	Preservative	3.00
TEGO® NATURAL BETAINE	A	Betaine	Evonik	Moisturising	5.00
dermosoft® Pentiol eco	A	Pentelene Glycol	Evonik	Preservative	4.00
Citric Acid 20% Solution	A	Citric Acid	JBL	pH Adjust	qs

Earth Element – Based on the Resurrection Plant (Rose of Jericho)

Habitat: Arid deserts under extreme drought. Curls into a dry, brown ball to minimise water loss. Revives into lush green when exposed to moisture. Desiccation tolerance enables survival for years without water.

ALPINE SPF BALM

PC1511

Trade Name	Phase	INCI	Partner	Function	w/w%
Silsense® Bio 5 emollient	A	C9-12 Alkane	Lubrizol	Solvent	QS
Salisol® BMZ	A	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	Salicylates	UV Filter	10.00
Salisol® DHHB	A	DiethylaminoHydroxybenzoyl Hexyl Benzoate	Salicylates	UV Filter	10.00
TEGO® FEEL C 10	A	Silica	Evonik	Skin Feel	3.00
TEGOSOFT® OP	A	Ethylhexyl Palmitate	Evonik	Emollient	13.60
Sensisorb® BIOMIM	A	MethoxyphenyliminoDimethylcyclohexenyl Ethyl Glycinate	Sensient	UV Filter	1.00
Apalite SP	A	Hydroxyapatite	Kalichem	UV Filter	4.00
Oxyde de Titane Standard	A	CI 77891	Sensient	Pigment	3.00
Salisol® HMS	B	Homosalate	Salicylates	UV Filter	7.34
Salisol® OS	B	Ethylhexyl Salicylate	Salicylates	UV Filter	5.00
SURFAC® WHITE BEESWAX BP	B	Beeswax	Surfachem	Thickener	17.60
Cocoa Butter Organic	B	Theobroma Cocoa Seed Butter	Aldivia	Emollient	3.00
dermosoft® GMCY	B	Glyceryl Caprylate	Evonik	Preservative	1.00
Coconut Oil Virgin Organic	B	Cocos Nucifera (Coconut) Oil	Aldivia	Emollient	7.00
dermofeel® Toco 70 non GMO	B	Tocopherol (and) Helianthus Annus (Sunflower) Seed Oil	Evonik	Anti Oxidant	0.20
UNICERT VIOLET K7025-J (1% Solution)	B	CI 60730	Sensient	Whitening	0.30
COVAPEARL BRIGHT 933	C	Mica, CI 77891	Sensient	Brightening	2.00

Air Element – Based on Edelweiss

Habitat: Thrives in harsh, high-altitude conditions. Woolly, star shaped leaves that reflect UV and reduce water loss. Produces Antioxidants to combat oxidative stress. Deep roots anchor in rocky soil and draws nutrients.

CELL FEATURE

Our latest concept; bringing longevity science to your skincare routine and rewriting the message behind ageing, one cell at a time.

There was a time when the beauty industry was obsessed with "turning back the clock". Serums and creams were labelled as "miracles", but the world has changed and ageing no longer needs to be a battle. The modern conversation is no longer about fighting time; it's about working with it. Our messaging is refreshingly evolved - longevity, vitality, resilience. It's the vocabulary of the future - one that connects the dots between skincare, self-care, and cellular health.

From this incipience, we introduce our concept; Cellscript, the new biotech inspired skincare idea, redefining what it means to age well. Our philosophy is simple yet radical: we are not anti-ageing - we're pro-longevity.



A New Vocabulary for Beauty

Cellscript's debut innovation, The Genesis Serum, brings epigenetic understanding directly to the skin. It doesn't just act on the surface, but it works within the skin's biological language to support its ability to renew, repair, and resist stress over time.

A star of the formula is **X50 NeoSyno-Col ®** from **Evonik**, a pioneering peptide system that uses vectorised drone technology - a term more often associated with advanced medicine than moisturiser. These microscopic "drones" are engineered to deliver collagen-stimulating peptides precisely where they're needed: to fibroblast cells, the architects of skin structure. This system reactivates the production of Collagen III, known as "youth collagen" which naturally declines with age. The result is firmer, more elastic skin that looks vibrant.

The beauty of drone delivery is precision, it's like having a GPS system guiding your active ingredients, ensuring they go straight to the target cell. You're not flooding the skin, you're teaching it to regenerate intelligently.

The Longevity Shift

Over the past decade, longevity has evolved from a niche biohacking obsession to a cultural movement. People are tracking sleep, fasting for cellular health, bathing in red light, and seeking ways to extend not just their years, but their vitality. Now this shift in mindset is finding its way into skincare.

We have entered the era of science led intelligent beauty, consumers are done with aggressive treatments and short-term fixes and want their skincare to align with the same longevity principles guiding their overall health. At the core of this new philosophy is epigenetics - the science of how our behaviours and environment influence the way our genes express themselves.

As research shows, only around **20%** of our ageing is genetically predetermined. The other 80% is shaped by the choices we make and how we live, from stress levels to sleep quality, movement, nutrition, mental health and environmental exposure. If DNA is the script, epigenetics is the editor - deciding which lines to highlight and which to silence.

Ageing isn't something that just happens to us, it's something we write every day, and our skin, as our largest and most expressive organ, reflects that story most vividly.

GENETICS LOADS THE GUN; LIFESTYLE PULLS THE TRIGGER

SCRIPT ARTICLE

Vecollage® Fortify GP from Evonik is a next-generation biomimetic collagen polypeptide, 100% identical to human collagen type III. It helps prevent collagen breakdown while stimulating new synthesis for visibly firmer, more resilient skin. Acting through exosome-mediated microRNA signaling, it enhances cellular communication and supports structural integrity in the dermis, making it an ideal ingredient for advanced skin repair and post-procedure care.

KaliGen from Kalichem is a highly effective **vegan PDRN (INCI: Hydrolyzed DNA)** obtained through an exclusive biotechnological process to ensure exceptional purity and bioavailability. Composed of over 90% nucleic acids and nucleotides, it supports cellular regeneration and overall skin health.

Natpure® XCO Sapphire GB606 from Sensient is a naturally derived, water-soluble blue powder that delivers both vibrant colour and potent antioxidant protection. Known for its excellent heat, light, and pH stability, it remains visually stunning and formulation-friendly across a wide range of product types.

ICP EPOTF Exosome Centella from Incospharm harnesses the power of plant-derived exosomes, which are microscopic, naturally occurring delivery systems that transport vital bioactives such as peptides, amino acids, and growth factors deep into the skin. Their small size and high biocompatibility enable efficient penetration and targeted delivery, amplifying cellular communication and regeneration.

Together, these technologies form a trinity of intelligence: Epigenetic Modulation and targeted repair, cellular signalling & communication, and Regenerative DNA renewal, which makes skin feel potent, resilient, and quietly radiant.

Our Final Word

Cellscript represents more than just a new skincare launch - it signals a shift in how we define beauty itself. Just as nutrition evolved from calorie counting to cellular nourishment, skincare is moving from surface correction to cellular optimisation. We want our product to invoke science with a soul, and to change the way we think about ageing itself.

Ageing isn't a flaw to fix - it's a process to understand, and our goal isn't to make people look younger, but to help their skin behave better, to strengthen its natural resilience so it can thrive with time.

By merging the topics of our new world - biotechnology, epigenetics, and longevity science; Cellscript bridges the gap between clinical innovation and everyday ritual. It offers a vision of beauty that's both deeply modern and deeply mindful: beauty that works with our biology, not against it.

The future of beauty isn't anti-ageing, it's pro-longevity.

The future of timeless skin is here.



THE GENESIS SERUM

PC1549

Trade Name	Phase	INCI	Partner	Function	w/w%
DI WATER	A	Aqua	-	Solvent	QS
NATPURE® XCO SAPPHIRE GB606	A	Gardenia Florida Fruit Extract (and) Maltodextrin	Sensient	Colourant	0.01
KaliGen	A	Hydrolyzed DNA	Kalichem	Active	0.10
TEGO® NATURAL BETAINE	A	Betaine	Evonik	Skin Feel	0.50
ICP_EPOPTF Exosome Centella	A	Centella Asiatica Leaf Vesicle	Incospharm	Active	1.00
Vecollage® Fortify GP	A	Water; Glycerin; Propanediol; sh-Polypeptide-69	Evonik	Active	1.00
Peony Vibe EAN57690/00	A	Fragrance	Givaudan	Active	0.06
X50 NeoSyno-Col®	A	Water (Aqua), Propanediol, 1,2-Hexanediol, Caprylyl Glycol, Xanthan Gum, Lactic Acid/Glycolic Acid Copolymer, Copper Tripeptide-1, Palmitoyl Pentapeptide-4, Polyvinyl Alcohol.	Evonik	Active	1.00
Covacryl® AC	B	Sodium Polyacrylate	Sensient	Thickener	0.15
Covacryl® RH	B	Sodium Polyacrylate	Sensient	Thickener	0.20
dermosoft® pentiol eco	B	Pentylene Glycol	Evonik	Multifunctional Antimicrobial	5.00

PDRN

INGREDIENT FOCUS

PDRN (polydeoxyribonucleotide) is DNA extracted from salmon sperm cells. Clinical studies have indicated that PDRN can synthesise collagen, has anti-inflammatory and wound-healing properties, can treat hyperpigmentation, and boosts collagen.

Boots declared PDRN therapy as its number one trend to watch in 2025, and according to Gravel AI, there has been a remarkable growth in PDRN-containing products globally over the past six months by 108.4%. PDRN began its journey in clinical settings and dermatology in South Korea. In 2024, PDRN gained global attention as a science-backed ingredient, with its skin-repairing abilities capturing the interest of the beauty industry. PDRN is often used in injectables and treatments like microneedling or lasers, and it's now increasingly available in over-the-counter skincare.

Korean skincare brands like Medicube, IOPE, and Genabelle use PDRN and vegan PDRN in products like moisturisers, toners, and serums.



PDRN Benefits:

As PDRN becomes more popular in 2025 as a youth generation product for the skin, its ability to deliver visible results over time, improving the skin's texture and elasticity and creating a gradient glow, has caught the attention of consumers.

An expert from Vogue Beauty Arabia has highlighted that it's gentle enough to be used with compromised or reactive skin, helping to accelerate healing without causing additional irritation or disrupting the skin's balance.





Founded in 2004, Kalichem is an Italian company specialising in the research, development and production of cutting-edge cosmetic ingredients for skincare and haircare.

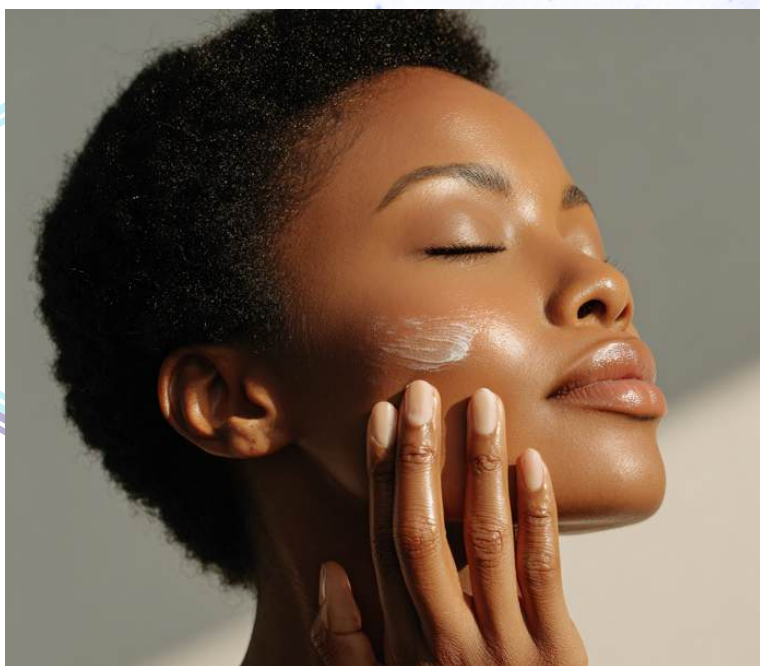
KaliGen is a biomacromolecular complex, mainly composed of nucleic acids and nucleotides with high bioavailability, designed to enhance cellular regeneration and support skin health. These substances, defined "nucleobiotics", are produced with an exclusive biotechnological process which boosts nucleic acids synthesis (BioNucleMax Technology).

Kalinat AW Powder contains pure sodium DNA, suitable for anti-wrinkle and lifting treatments, as well as soothing medical applications. It helps improve skin thickness, stimulate collagen production, repair UV-induced damage, and counteract pollution-related stress.

Peptilift is a biotech specialty obtained through an exclusive technology. It is composed of a biomimetic endorphinic peptide with botox like anti-wrinkle action, stimulation of growth factors and skin retexturising features, included in a delivery system complex based on CLA Glutathione with anti-inflammaging, detoxifying and anti-pollution features.

Kerashaft ALAB is a 100% natural, biotech-derived hair conditioner that smooths, detangles, and reduces frizz while strengthening and repairing hair. Its innovative peptide complex enhances shine and manageability without buildup, making it perfect for both rinse-off and leave-on formulas.

Contact our team to discover how PDRN and biotech actives can power your next skin or haircare formulation.



NEUROCOSMETICS AND THE MODERN STRESS EPIDEMIC

Welcome to the Modern Stress Epidemic, where science meets serenity.

Stress has become an unavoidable part of our daily life, silently impacting not only our minds but our skin. At the intersection of wellness and beauty, our product was born to address the visible and invisible effects of modern stresses and burnout on the skin.

We believe skincare isn't just about appearance - it's a ritual of resilience, recovery, and reconnection. Your skin deserves more than surface-level care. It deserves relief.

Harnessing the power of neurocosmetic ingredients and adaptogens, designed to soothe, protect, and restore our skin's microbiome. Our product is thoughtfully formulated to counteract the signs of stress-induced ageing, dullness, inflammation, and imbalance - because when your mind is calm, your skin should reflect it.

In a world wired for overdrive, stress has become our baseline. Modern life is relentless. Between constant screen time, deadlines, digital noise, and the mental load, our nervous systems are in an almost constant state of low level stress and skin is one of the first places this shows up. The term "stressed skin" is no longer a beauty buzzword; it's a physiological reality.

EQUILIBRIUM BALM PC1522B

Trade Name	Phase	INCI	Partner	Function	w/w%
DI Water	A	Aqua	-	Solvent	QS
SURFAC® G995V MB	A	Glycerin	Surfachem	Humectant	5.00
dermosoft® Pentiol eco	A	Pentylene Glycol	Evonik	Multifunctional Antimicrobial	5.00
Shea Butter Organic	B	Butyrospermum Parkii Butter	Aldivia	Emollient	2.50
SURFAC® CANDELILLA	B	Euphorbia Cerifera Cera	Surfachem	Thickener	4.00
SURFAC® WHITE BEESWAX BP	B	Cera Alba	Surfachem	Thickener	3.00
SPHINOX® Immulance	B	Ceramide NP	Evonik	Active	0.10
ISOLAN® GPS	B	Polyglyceryl-4 Diisostearate/Polyhydroxystearate/Sebacate	Evonik	Emulsifier	3.00
TEGOSOFT® SH	B	Stearyl Heptanoate	Evonik	Emollient	20.00
Schercemol™ SHS	B	Isostearyl Hydroxystearate	Evonik	Emollient	20.00
TEGOSOFT® MM MB	B	Myristyl Myristate	Evonik	Emollient	3.00
COVASILIC 15	B	Silica Dimethyl Silylate	Sensient	Stabiliser	4.00
Verstatil® PE	B	Phenoxyethanol; Ethylhexylglycerin	Evonik	Preservative	1.00
Sandalwood & Water flower EAN57678/00	C	Parfum	Givaudan	Fragrance	0.10
Peptilift	C	Potassium Glutathione Isomerized Linoleate; SH-Pentapeptide-5	Kalichem	Active	2.00



What stress can do to your skin:

- Disrupt the skin barrier (increasing dryness, sensitivity, and breakouts)
- Trigger inflammation and oxidative stress (increasing redness, dullness, fine lines)
- Slows down healing and regeneration (increasing dry and sallow skin)
- Alters oil production through increased cortisol (causing both acne and dehydration)
- Compounds with sleep deprivation, blue light, poor diet, and other environmental challenges

The Mind-Skin Synergy or the Brain-Skin Connection: The growing harmony between science and beauty has made way for a fresh skincare category where the skin and mind are directly intertwined, and there is a connection between emotional well-being and skin health. Brands are tapping into this connection by harnessing neuroscience, exploring the notion that your mental state has a direct impact on the health and appearance of your skin (and vice versa) thanks to a shared neurological network.

"The next chapter of wellness will be mind-body beauty, where mental well-being and physical appearance are interconnected." Mintel, 2024

The global neurocosmetics market size was estimated to stand at US \$1.8 billion in 2023 and is expected to grow at a CAGR of 8.3% between 2024 to 2030. Source: Grand View Research



Happi cites YPulse data that claims that 72% of Gen Z and millennials have engaged in or are interested in beauty and self-care activities to combat stress and anxiety.

New formulas claim to boost levels of oxytocin and beta-endorphins on application, creating an instant feel-good effect, with this mood-boosting effect spanning categories from skin care, to sun care, to fragrance.



Ingredient Focus: Peptilift

We saw how important GSH is for the skin, so we made sure to use a biomimetic peptide which is delivered through a GSH carrier system. Peptilift's core peptide structure is engineered to resemble the skin's natural beta-endorphins by binding to specific opioid receptors in the skin.

But what does that mean for me?

This neurocosmetic peptide sends 'feel-good' signals to the epidermis and dermis, helps relax facial micro-contractions, and produces a Botox-like effect - with +55% wrinkle volume reduction in just 4 weeks.

SKINIMALISM WHERE LESS FEELS LIKE MORE

Skinimalism is a growing trend in the beauty and personal care industry, driven by consumers who value simplicity, effectiveness, and intentionality. A shift is reflected towards streamlined routines using fewer, high-performing products with purposeful application, prioritising results over excess. This trend first grew during the pandemic; with remote working and social distancing, there was less pressure to wear full makeup, and people became more focused on self-care rituals. This shift accelerated the demand for healthy and glowing skin.

This approach favours fewer multitasking products that enhance natural features, like tinted moisturisers, lightweight concealers, cream blush or bronzer, brow gels, and tinted lip balms or oils.

Stylus has reported that searches for 'easy skincare routine' are soaring by 1,043% (Google, 2024) value and efficacy are key. Multifunctionality is a key proposition that brands should take advantage of. Allure Magazine has highlighted 'simplicity and multitasking products' among 2025's biggest skincare trends; consumers are shifting away from complex, multi-step routines. Experts and dermatologists in the article have cited that using too many products can lead to irritation, breakouts, and barrier disruption. Consumers will start taking the route to use simpler routines to reduce the risk of upsetting the skin's balance. Mintel 2025 trends have highlighted that consumers will no longer work harder on their beauty routines but work smarter, maximising their effectiveness with minimal effort.

Trending products in the skinimalism category all follow a key theme: multi-functionality. Consumers now prefer simpler routines with products that do more. The Rhode Beauty Milky Toner hydrates and strengthens the skin barrier, replacing the need for multiple products. Fenty Beauty Match Stix Shimmer Skin Stick works as a highlighter, blush, and eyeshadow and is lightweight and blendable. Laneige Cream Skin Cerapeptide Toner and Moisturiser is a 2-in-1 K-beauty hybrid packed with ceramides, peptides, and hyaluronic acid. And the Benefit Benetint Lip & Cheek Stain gives a natural flush to both lips and cheeks. These trending picks prove that less really can be more.



Evonik

Tego Remo 95 MB a natural surfactant rheology modifier and emollient. Dermosoft Heptyl MB a multifunctional antimicrobial booster, co-emulsifier, wetting agent and deodorising agent. Tego Care Eco CAT MB is a cationic emulsifier brilliant for hand and foot care, provides reduced finger smudges and also has antimicrobial properties which lowers the dependency on traditional preservatives.

Lubrizol

Glucam humectants for mild moisturising and conditioning, Hydramol™ TGL ester for emolliency and moisturising from the water phase, and the naturally derived, biodegradable Carbopol® BioSense polymer to provide a velvety feel without the need for silicones. These ingredients focus on simple formulations with minimal ingredients to achieve effective, gentle results.

Stepan

STEPAN-MILD® GCC, a natural co-emulsifier with antimicrobial properties. STEPANBLEND ASF is a multifunctional surfactant blend perfect designed for the easy formulation of multiple cleansing.



LIP CARE

In the ever-evolving world of beauty, lip care has transformed into a full sensory experience where scent, texture, and emotion intertwine. As we move into 2026, the fragrance profiles of balms, oils, and glosses are no longer mere afterthoughts. They've become the heart of the ritual, turning a swipe of product into a moment of self-expression.

This year's lip trends are bold, nostalgic, and deeply personal. Lip care is no longer just about hydration it's about memory and mood. From sun-drenched tropical blends to comforting vanilla infusions, each scent tells a story and evokes a feeling.

Fragrance innovation is the new frontier of lip care. Today's beauty lovers crave more than performance; they seek delight, connection, and sensorial joy. And scent? It's the secret ingredient redefining what it means to care for your lips.

Tropical Escapism Takes Over

Move over, classic cherry, 2026 is all about mango, guava, and passionfruit. These juicy notes are dominating lip care aisles, offering a quick mental getaway to sun-drenched beaches and poolside bliss. Brands are tapping into the consumer desire for vacation in a swipe, with scents that evoke wanderlust and warmth

Gourmand Glamour

Comfort is king, and dessert-inspired fragrances are reigning supreme. Think vanilla bean, caramel drizzle, and whipped cream scents that feel like a hug. These indulgent profiles cater to the growing trend of affordable luxury, where a swipe of balm delivers both hydration and a moment of joy.

Ingredient highlights:

AlgaPur™, from Lubrizol - emollient that helps prevent TEWL. increases collagen and elastin. improves barrier function and moisturises.

SPHINOX® Immulance, from Evonik - designer ceramide which helps to improve the immunity of the skin by protecting it from stress and repairing it after a reaction.

Bodyflux® Olive, from Evonik - sustainable production process using olive oil derived fatty acids. Ceramide NP for improved barrier function and improved moisture.

Viamerine® WH36, from Aldivia - oil gel perfect for lip balm bases. has antiwrinkle efficacy and helps with moisturisation and pigment dispersion

Viamerine® 10000, from Aldivia - high viscosity oil gel perfect for luxurious lip oils.

Try our trend-inspired fragrances from Givaudan

SUGAR PLUM – A sun-kissed blend of apple and raspberry, grounded in creamy vanilla and cooked sugar.

DULCE DE LECHE – A sweet blend of caramelised sugar, and whipped cream, topped with sprinkles.

OLFACTIVE VISIONS 2026: THE SCENTED FUTURE OF HAIRCARE

Fragrance in haircare is no longer just an afterthought, it's a statement. As we step into 2026, olfactive trends are evolving alongside cultural shifts, wellness movements, and cutting edge ingredient innovation. From transparent, clean aromas to perfumistic indulgence, here's a look at the scents shaping the future of haircare.

Clean & Caring

Clean is moving beyond simplicity into a more nurturing, water-inspired realm, with airy, transparent notes that feel effortlessly fresh. Gender fluidity is replacing traditional unisex scents, and Millennials and Gen Z are embracing modern aldehydes as a new expression of cleanliness.

Fresh & Familiar

The fresh category remains stable, with apple at its heart, alongside citrus, cool spices, and tropical superfruits. However, portfolio rationalisation may be slowing innovation, leaving fresh scents at risk of being overshadowed by gourmand and perfumistic trends.

Botanical Heritage

Classic aromatics like lavender, eucalyptus, sage, nettle, and hemp are making a comeback, reflecting a renewed focus on heritage ingredients. While fewer products are bio-certified, biodegradable claims are gaining traction. Adaptogens and upcycled ingredients from mushrooms to apple and rose bring simple, earthy profiles that resonate with conscious consumers.

Care & Repair

Haircare fragrances are expanding from rich gourmand notes to lighter, nourishing scents inspired by skincare. Think coconut water, edible flowers, creamy sap, oats, coffee, and even bubble-tea inspired accords. Skinification continues with notes like yoghurt and creamy woods, blurring the line between haircare and self-care.

Perfumistic Luxury

Premium, fine fragrance inspired launches are booming. Oriental ambers, modern chypres, sophisticated citrus blends, and feminised fougères with lavender are dominating, offering depth and a genderless appeal that feels both luxurious and contemporary.

In 2026, haircare fragrances are more than trends, they're a reflection of how we live, feel, and express ourselves. Whether you're drawn to clean transparency, botanical simplicity, or perfumistic opulence, the future of haircare smells like possibility.



HAIRCARE FORECAST 2026: The Rise of Education and Wellness Rituals

As we step into 2026, the haircare industry is undergoing a transformative shift. Two powerful trends are emerging - Hair Education and Hair Wellness - each redefining how we care for our strands and ourselves. From science-backed solutions to spiritual rituals, this year's beauty forecast is all about deeper understanding and holistic nourishment.

Trend #1: Hair Education – Knowledge Is Luxury Consumers are shifting from fleeting styles to science-backed care. Topics like hair porosity, geo haircare, and flat hair remedies are gaining traction. Innovations in molecular treatments and targeted solutions are empowering smarter routines. Volume Injection is redefining texture for all hair types, with hero products like Redken's Volume Injection Shampoo. Scent Profile: Fresh botanicals - Aloe Vera, Murumuru Butter, Ginseng Flower, Prickly Pear Seed Oil.

Trend #2: Hair Wellness – Self-Care Starts at the Scalp Haircare is becoming a ritual for emotional wellbeing. The Head Spa trend, rooted in Japanese beauty, blends massage, exfoliation, and cleansing for scalp health and relaxation. With rapid market growth and viral popularity, salons are offering personalized treatments for inner peace and renewal.

Try our trend inspired fragrances

FRUITY BURST - A bright citrus and floral mist with freesia, rose, musk, and cedarwood. Powered by Z-biome™.

PRECIOUS HAIR - A refined veil of mandarin and pear meet rose and lily, wrapped in vanilla, amber, and silk musk. With DreamScentz™.

And many more...



Consumers are embracing routines that promote emotional wellbeing, seeking products that foster renewal, calm, and confidence.

Haircare is becoming a moment of self-reflection, with formulas designed to support mental focus and inner peace. One standout movement is the Head Spa trend, rooted in Japanese beauty culture. Combining massage, exfoliation, and cleansing, it's a luxurious ritual for scalp health and relaxation.

With the head spa machine market projected to grow at 10.76% CAGR, and hashtags like #headspa amassing over 919 million views on TikTok, this trend is poised for explosive growth.

Salons are responding with customised treatments, offering a deeply personal and rejuvenating experience. Scent Profile: Expect serene, dreamy blends featuring Silk Protein, Neroli, and DreamScentz - designed to soothe the senses and elevate the spirit.

In 2026, haircare is no longer just a routine - it's a revolution. Whether you're diving into the science of strand health or indulging in scalp therapy, this year's trends invite you to connect with your hair on a deeper level.

Explore the latest fragrance technology
ChériScentz™:

The science behind it...
An algorithm with proprietary creative guidelines to design fragrances evoking sensuality across all product categories.

MILKY TONERS



Milky Toners are becoming increasingly popular. The trend originated from Korean skincare, specifically the long standing practice of layered hydration and a dewy, glass skin aesthetic.

Korean Beauty emphasises the following:

Gentle, layered skincare focusing on hydration, barrier repair, and minimal irritation.

Essence like toners unlike Western astringent toners, Korean toners have long been hydrating and nourishing.

The use of milk extracts, fermented ingredients, ceramides, and rice water in lightweight, milky formulations goes back years in K beauty.

For example, rice water toners (like those from Beauty of Joseon or Anua) have roots in ancient Korean beauty rituals used by women to brighten and soften skin.

Laneige Cream Skin Toner (2018–2019) is widely credited with popularising the modern "milky toner" globally. It combined toner + moisturiser in one product, with a milky white, comforting texture a breakthrough in minimalist hydration. It quickly gained cult status both in Korea and abroad, especially among skincare minimalists.

Other cult favourites consist of :

- Rhode Glazing Milk
- I'm From Rice Toner
- Tirtir Milk Skin Toner
- Anua Rice 70 Glow Milky Toner

Why did Milky Toners go viral?

"Glazed doughnut skin" (thanks to Hailey Bieber) aligned perfectly with the milky toner aesthetic: plump, glowy, hydrated.

TikTok and Instagram content began highlighting the textures, finishes, and fast absorbing but nourishing properties of these toners.

People wanted lighter alternatives to moisturisers in hot or humid climates or for layering without clogging pores.



GUIDE TO MILKY TONERS:

Look & Feel

- Milky Texture
- White, translucent liquid lighter than lotion
- Glow Finish
- Dewy, bouncy, hydrated not oily
- Barrier Friendly
- Rich in ceramides, panthenol, rice, niacinamide
- Thin enough for multiple layers without heaviness
- Calming + Brightening
- Reduces redness while evening tone
- Minimalist Packaging
- Sleek, soft toned bottles (often eco friendly)

MILKY TONER TREND TIMELINE

Pre-2010s: Traditional Korean Beauty

Before the global K-beauty boom, Korean women used natural remedies like leftover rice rinse water as a toner. Rice water and fermented skincare practices have long histories in Korea, celebrated for their ability to brighten, hydrate, and soothe the skin.

2010–2015: K-Beauty Hits the West

K-beauty's multi-step skincare routines gained attention in Western media, including ELLE Magazine. Hydrating toners, light, essence-like, and alcohol-free emerged as a departure from the astringent Western toners. Brands like Missha, Etude House, and SKINFOOD highlighted gentle, moisture-focused formulas rather than stripping the skin.

2018–2019: Laneige Cream Skin Launches

Laneige introduced the Cream Skin Toner & Moisturiser, which became the first viral "milky toner." With a milk-like appearance, watery feel, and moisturising function, it bridged the gap between toner and moisturiser. Featured in Vogue and winning awards from Allure and Soko Glam, it inspired a wave of moisturisers-as-toners.



PemuPur™ START polymer is a powdered cold process emulsifier allowing for medium to high level of oil loading whilst maintaining a low milky texture.

dermofeel® easymuls plus is a liquid, cold processable emulsifier allowing for low to medium level of oils for a low viscosity emulsion.

Olivoil Avenate Emulsifier is a multifunctional emulsifier derived from upcycled olive oil. It allows for low (and high) viscosity emulsions whilst also providing In Vivo skin barrier restoring and hydration data, as well as replumping and firmness In Vivo data.

2021: Western Interest Accelerates

Hydrating, milk-textured toners began appearing in the U.S. and Europe, with brands such as Ilia, Versed, and The Ordinary launching their own essence-like formulations. The rise of "skin barrier repair" as a skincare priority perfectly complemented milky toners' soothing and replenishing properties.

2022–2023: The "Glazed Skin" Phenomenon

The dewy, luminous "glazed" aesthetic exploded in popularity, especially on TikTok. Hailey Bieber's Rhode brand debuted the Glazing Milk in 2023, sparking viral attention under hashtags like #glazeddonutskin. Social media buzz amplified terms like "milky toner," "glass skin," and "slugging," highlighting a mass obsession with hydrated, radiant complexions.

2024–2025: Milky Toners Go Mainstream

Milky toners and serum-toner hybrids have become essential in skincare across all tiers:

Drugstore: Byoma, Versed, TONYMOLY

Mid-tier: Paula's Choice, Dr. Jart+

Luxury: Ilia, Farmacy, Kiehl's

The trend reflects a shift toward "one-step hydration," appealing to all skin types, especially sensitive, dehydrated, or barrier-compromised skin. Today, milky toners are recognized as both a practical and indulgent step in modern skincare routines.

ADAPTOGENS - EMPOWERING YOUR SKIN AGAINST ALL ODDS

Adaptogens, a group of bioactive botanicals long used in traditional herbal medicine to help the body cope with stress, are now gaining attention in the beauty world. As consumers increasingly seek products that nurture both skin and mind, adaptogens provide a natural bridge between wellness and skincare science. Ingredients like ginseng, ashwagandha, holy basil, and rhodiola are renowned for their ability to regulate the body's stress response and promote overall balance. In skincare, they're celebrated for calming inflammation, reducing oxidative stress, and supporting the skin's barrier making them perfect for stressed, sensitive, or urban-exposed skin.

A 2023 Mintel survey reveals that 68% of skincare users notice stress affecting their skin, while 59% actively look for products that minimise its visible effects. The pandemic, along with ongoing lifestyle pressures, has heightened awareness of the connection between stress and skin health. Adaptogens meet this need, aligning with the growth of neurocosmetics, holistic self-care, and bioadaptive beauty.

In vitro and clinical studies show that adaptogens can help regulate cortisol levels in the skin, reduce transepidermal water loss (TEWL), and improve resilience against environmental stressors like pollution and UV. How about taking it one step further? With **Evonik's SPHINOX® Immulance**, you can harness its adaptogen inspired technology to positively regulate the skin's own anti-microbial defence, helping it protect itself by strengthening its own immune barrier.

Much like the "yummy effect" seen in textures, adaptogens tap into emotion and ritual. Products featuring adaptogens are often positioned as grounding, soothing, and restorative. They appeal to consumers who want skincare that does more than treat the surface, they want products that help reduce stress, foster a sense of calm, and support reconnection with the body.

As the skincare conversation broadens to include mental well being and resilience, ingredients that nurture both skin and mind are gaining momentum. With the global wellness market projected to grow 9.9% annually through 2025 (Global Wellness Institute, 2022), the fusion of adaptogens and skincare is poised for remarkable growth.

68% of skincare users say stress affects their skin

Mintel, 2023 – "Beauty and Personal Care Consumer Report"

Global Wellness Institute, 2022 – "Global Wellness Economy Report"



SKIN BARRIER

Barrier repair creams are no longer reserved for damaged or problematic skin, they've become an essential part of daily skincare routines. This shift is a reflection of consumers' growing understanding of skin health. Beyond treating skin conditions like acne or eczema, the emphasis is on promoting the skin's outermost layer, which helps to retain moisture and keep bacteria out.

According to Cosmetics Business, the #skinbarrier hashtag has been viewed over 400 million times on TikTok, while Glimpse reports a 35% rise in searches for "skin barrier repair" in the year ending January 2025. Experts attribute this surge to "ingredient overload fatigue." Pre-Covid skincare trends emphasised layering acids and exfoliants, but today's consumers are gravitating toward skinimalism, fewer products with barrier-friendly formulations. Post-pandemic, a focus on the skin barrier shifted from optional to essential.



Barrier repair is particularly relevant in the UK, where pollution is taking a toll on skin health. A Westfield survey found that 38% of Britons have experienced skin issues caused by environmental pollutants, with dryness being the most common complaint. Pollution accelerates visible aging, increases pigmentation by up to 20%, and reduces collagen elasticity, making barrier repair not just a cosmetic choice, but a preventative one.



Ingredient Focus:

Evonik's **SKINLIPIX® HydraShield** is a breakthrough in skincare, designed to strengthen the skin barrier while delivering long-lasting hydration. This water-dispersible ceramide system combines plant-based ceramides with advanced moisturisers, enhancing the skin's resilience against environmental stressors.

Evonik's **Calmamelis®** is a natural skincare hero, harnessing the soothing power of witch hazel leaves to calm irritated and sensitive skin. Calmamelis® combines clean beauty with proven efficacy, offering comfort and balance for even the most delicate skin.

Kalichem's **Kalibiome Sensitive** is a revolutionary postbiotic ingredient designed for reactive and sensitive skin. By harnessing peptides, fatty acids, and biosurfactants from beneficial bacteria, it strengthens the skin barrier, soothes irritation, and reduces redness and itchiness.

STEPAN-MILD L3-G/MB also known as **Lauryl Lactyl Lactate**, is a multifunctional ingredient from Stepan Personal Care, designed to enhance skin barrier function while providing a luxurious sensory experience.

Lubrizon's **AlgaPūr™ High Stability High Oleic (HSO) Algae Oil** is a next-generation, bio-based ingredient that nourishes and repairs the skin barrier. Packed with over 90% omega-9 oleic acid, it delivers deep, lasting hydration without greasiness, while supporting collagen and elastin synthesis for firmer, more resilient skin.

TEXTURES

THE YUMMY EFFECT

INGREDIENT HIGHLIGHTS

Our water gel cream, **Dew Not Disturb Gel Cream**, features **Covacryl® MV 60**, a versatile rheology modifier from Sensient that delivers a smooth, cushiony texture with excellent stability and a fresh, non-tacky skin feel. It creates that signature bouncy, "aqua-gel" sensory profile that consumers love. Complementing it, **Novemer™ EC2** by Lubrizol enhances spreadability and creates a cold process, stable emulsion, ensuring a lightweight yet luxurious glide on application.

In our honey-textured wash, **Bee Clean Cleanser**, **REWOPAL® PEG 6000 DS A MB** from Evonik acts as a structuring agent, giving the formula its rich, golden viscosity and smooth flow reminiscent of real honey. Paired with Stepan's **STEPAN-MILD® GCC**, a gentle, naturally derived co-surfactant, the formula delivers a creamy, low-foam cleanse that leaves skin feeling soft and conditioned.

The chocolate pudding serum, **Holy Choc-Amole Serum**, blends Lubrizol's **CARBOPOL® ULTREZ 30** and Evonik's **TEGO® White 50 MB** to achieve a silky, pudding-like texture with a soft, cushiony glide. **CARBOPOL® ULTREZ 30** delivers rapid thickening, excellent clarity, and a smooth, stable gel network that suspends actives beautifully.

Mintel (2023), "Beauty and Personal Care Consumer Report"

Statista (2024), "Global Skincare Market Insights"
Euromonitor International (2023), "Sensory Trends in Beauty"

"We live in an age of micro trends and fleeting fads. With packaging, ingredients, and claims changing with each scroll or swipe, one constant remains: texture matters. It's the thing consumers reach for, feel, and remember. The thing that, along with fragrance, ensures a consumer returns to buy a product again and again. It's the thing that makes consumers fall in love with a product at first touch. While textures are constant throughout the skincare industry, they do evolve with the times. Rigid, thick, cold creams have shifted into weightless water gels, whipped mousses, and jelly masks.

The skincare industry continually reinvents textures to meet both functional needs and emotional desires. It's not enough for a brand to have efficacy, it's all about the experience of using their product. This evolution has given rise to the "yummy effect". A trend where skincare mimics the visual and tactile appeal of food, using culinary cues to create cravings. A moisturiser swirled like frosting, or a serum with the bounce of jelly, triggers a visceral response, it's about creating something that is a psychological shortcut to impulse and pleasure.

According to Mintel, textures are becoming a key differentiator in an overcrowded market, with...

72% of Gen Z consumers being drawn to skincare that feels sensorially enjoyable, and 65% saying that textures influence their purchase decisions.

DEW NOT DISTURB GEL CREAM

PC1520B

Trade Name	Phase	INCI	Producer	Function	w/w%
DI Water	A	Aqua	-	Solvent	QS
dermosoft® Pentiol eco	A	Pentylene Glycol	Evonik	Preservative	5.00
Verstatil® TBG MB	A	Triethyl Citrate; Glyceryl Caprylate; Benzoic Acid	Evonik	Preservative	1.00
UNICERT® YELLOW 08005-J (0.1% solution)	A	CI 19140	-	Colourant	0.36
UNICERT® BLUE 05601-J (0.1% solution)	A	CI 42090	-	Colourant	0.09
UNICERT® RED 07004-J	A	CI 14700	-	Colourant	0.06
SURFAC® G995V MB	B	Glycerin	Surfachem	Humectant	2.00
Covacryl® MV 60	B	Sodium Polyacrylate	Sensient	Thickener	0.90
SURFACARE® SI-1550	C	Phenyl Trimethicone	Surfachem	Emollient	2.50
Novemer™ EC2	C	Sodium Acrylates/Beheneth-25 Methacrylate Crosspolymer (and) Hydrogenated Polydecene (and) Lauryl Glucoside	Lubrizol	Emulsifier	2.00
Melon Fresh EAP29230/00	C	Parfum	Givaudan	Fragrance	0.10
ECOANCE® Soft Baobab	C	ADANSONIA DIGITATA SEED OIL	Evonik	Emollient	1.00
BeautiFerm® Resurf L SB	D	Lactobacillus/Rye Flour Ferment Filtrate; Sodium Benzoate; Potassium Sorbate	Evonik	Active	3.00
Kalibiome ECOGENETIC	D	Lactobacillus Ferment; Mannitol; Maltodextrin	Kalichem	Active	0.20
SKINLIPIX® HydraShield	D	Ceramide NP; Ceramide NG; Sorbitol; Aqua; Betaine; Polyglyceryl-10 Stearate; Polyglyceryl-6 Behenate	Evonik	Active	1.00

BEE CLEAN CLEANSER

PC1533

Trade Name	Phase	INCI	Producer	Function	w/w%
DI Water	A	Aqua	-	Solvent	QS
REWOTERIC® AM C MB	A	Sodium Cocoamphoacetate	Evonik	Surfactant	8.00
Perlastan® SC 25 NKW MB	A	Aqua; Disodium Cocoyl Glutamate; Sodium Cocoyl Glutamate	Schill	Surfactant	6.60
SOPHANCE® LA-A	A	Glycolipids; Sodium Lactate; Aqua	Evonik	Surfactant	8.50
REWOPAL® PEG 6000 DS A MB	A	PEG-150 Distearate	Evonik	Texture	2.00
STEPAN-MILD® GCC	B	Glyceryl Caprylate / Caprate	Stepan	Mildness	0.50
Chamomile EAM04283/00	B	Parfum	Givaudan	Fragrance	0.32
Verstatil® BL	B	Aqua; Sodium Levulinate; Sodium benzoate	Evonik	Preservative	1.00
Citric Acid 20% Solution	C	Citric Acid	JBL	pH Adjust	0.02
UNICERT® YELLOW 08005-J	C	CI 19140	Sensient	Colourant	0.72
PONCEAU 4R 80% E124-Ccax	C	CI 16255	Sensient	Colourant	0.24
UNICERT® BLUE 05601-J	C	CI 42090	Sensient	Colourant	0.03

HOLY CHOC-AMOLE SERUM

PC1534

Trade Name	Phase	INCI	Producer	Function	w/w%
DI WATER	A	Aqua	-	Solvent	QS
Carbopol® Ultrez 30	A	Carbomer	Lubrizol	Rheology modifier	1.00
LACTIL®	B	Fructose, Glycine, Inositol, Lactic Acid, Niacinamide, Sodium Benzoate, Sodium Lactate, Sodium PCA, Urea	Evonik	Active	2.00
Herbapurifine®	B	Water/Aqua; Butylene Glycol; Lecithin; Salix Alba Bark Extract; Bakuchiol; Magnolia Grandiflora Leaf Extract	Evonik	Active	2.00
Oleobiota®	B	Water, Glycerin, Eugenia Uniflora Leaf Extract	Evonik	Active	3.00
dermosoft® Pentiol eco	B	Pentylene Glycol	Evonik	Preservative	5.00
TEGO® White 50 MB	B	Disodium Lauryl Sulfosuccinate, Glyceryl Laurate, Glycol Distearate	Evonik	Opacifier	4.00
SURFAC® TRIETHANOLAMINE 99%	C	Triethanolamine	Surfachem	Neutraliser	0.96
UNICERT® RED 07004-J (1% Solution)	D	CI 14700	Sensient	Colourant	1.11
UNICERT® YELLOW 08005-J (1% Solution)	D	CI 19140	Sensient	Colourant	0.71
UNICERT® BLUE 05601-J (1% Solution)	D	CI 42090	Sensient	Colourant	0.18
CHOCOLATE EAL69652/00	D	Perfume	Givaudan	Fragrance	0.20

K BEAUTY

INGREDIENT HIGHLIGHTS

Nowhere is this sensory storytelling more evident than in K-beauty, whose influence has exploded on social media. TikTok trends like “glass skin” and Instagram worthy product aesthetics have driven widespread adoption among younger audiences. In the UK, 21% of Gen Z beauty users now report using K-beauty brands, a surge tied directly to their online visibility. These platforms have demystified multi-step routines and showcased unique textures like hydrogel masks and jelly creams, making skincare more playful and approachable.

At the same time, this digital beauty boom has given rise to the “Sephora Kids” phenomenon, where Gen Alpha (born 2010–2015) are copying adult skincare routines seen online. In the US, 72% of tweens and teens enjoy trying new beauty trends, but many are turning to products with potent actives unsuited to their developing skin, like retinol and harsh chemical exfoliants.

This highlights a growing need for gentle, age appropriate formulations, particularly in the anti-acne category, and greater education from brands and retailers. Ultimately, today's beauty landscape is defined by texture, experience, and accessibility. From the “yummy” sensorial appeal of a jelly moisturizer to the glossy perfection of K-beauty and the curiosity of Gen Alpha consumers, skincare has become a sensorial, social, and emotional experience, designed to delight.

Our **Berry Cheeky Tint** for lips and cheeks uses **JavaSENSE AHG** from Java Biotech, an agar-based gelling agent that creates a smooth, bouncy solid texture with a refreshing, jelly-like touch. To maintain stability and prevent surface sweating, **PEMUPUR™ VISTA Polymer** from Lubrizol ensures a uniform, glossy finish and consistent texture over time.

Our peach jam textured scrub, **Peach Please Gentle Exfoliator**, combines **Carbopol® Clear** from Lubrizol for a smooth, gel-like consistency that perfectly suspends exfoliating particles, PQ Sillica's **SORBOSIL™ BFG 10**, a hydrated silica, delivers gentle yet effective physical exfoliation with a soft skin feel, and **NOVASCRUB™ ARROZ** from Evonik to enhance the sensory experience with a biodegradable, eco-friendly polish.

With a lemon curd texture, our **Lemon-Aid Moisturiser** blends **Covacryl® RH** from Sensient and Lubrizol's **Carbopol® BioSense Polymer** to achieve a silky, curd like texture that melts effortlessly into the skin.

Our strawberry milkshake emulsion, **Moo'd Boost Milky Serum**, features **dermofeel® easymuls plus** and **TEGO® Care PBS 6 MB** from Evonik to create a creamy texture with a light, milky finish. **dermofeel® easymuls plus** enables a cold-process, natural-origin emulsification with excellent stability and a soft, smooth sensory feel, while **TEGO® Care PBS 6 MB** enhances emulsion structure and imparts a velvety after feel.

BERRY CHEEKY TINT PC1532

Trade Name	Phase	INCI	Partner	Function	w/w%
DI WATER	A	Aqua	-	Solvent	QS
JavaSENSE AHG	A	Agar	Java Biocolloid	Rheology Modifier	2.00
PEMUPUR™ VISTA POLYMER	A	Undecylenoyl Xanthan Gum	Lubrizol	Rheology Modifier	0.50
SURFAC® G995V MB	B	Glycerin	Surfachem	Humectant	5.00
dermosoft® Pentiol eco	B	Pentylene Glycol	Evonik	Humectant	10.00
Verstatil® PE	B	Phenoxyethanol; Ethylhexylglycerin	Evonik	Preservative	0.80
D&C UNICERT® RED K7057-J	B	CI 17200	Sensient	Colourant	0.20
SKINLIPIX® HydraShield	B	Ceramide NP; Ceramide NG; Sorbitol; Aqua, Betaine; Polyglyceryl-10 Stearate; Polyglyceryl-6 Behenate	Evonik	Active	1.50
CHERRY BOMB EAP26657/00	B	Flavour	Givaudan	Flavour	0.10

PEACH PLEASE GENTLE EXFOLIATOR

PC1517

Trade Name	Phase	INCI	Producer	Function	w/w%
DI Water	A	Aqua	-	Solvent	QS
Carbopol® Clear	A	Carbomer	Lubrizol	Thickener	0.60
Natpure® COLFINE SUNSHINE T114	A	Curcumin, Acacia Senegal Gum, Maltodextrin	Sensient	Colourant	0.10
Natpure® COLFINE RED R333	A	Citric Acid, Anthocyanins, Kaolin	Sensient	Colourant	0.10
SURFAC® G995V MB	B	Glycerin	Surfachem	Humectant	35.00
XANTHAN GUM FFCS-PC	B	Xanthan Gum	JBL	Thickener	0.50
SOPHANCE® LA-A	C	Glycolipids; Sodium Lactate; Aqua	Evonik	Surfactant	3.00
Peach Tea EAN96009/00	C	Parfum	Givaudan	Fragrance	0.50
dermosoft® Pentiol eco	C	Pentylene Glycol	Evonik	Preservative	5.00
Sodium Hydroxide (20%)	D	Sodium Hydroxide	-	pH Adjust	qs
SORBOSIL™ BFG 10	E	Hydrated Silica	PQ	Scrub	4.00
NOVASCRUB™ ARROZ	E	Oryza Sativa Powder, Actinidia Chinensis Fruit Extract	Evonik	Scrub	5.00
MaquiGlow®	E	Aqua (and) Glycerin (and) Aristotelia Chilensis Fruit Extract	Evonik	Active	0.10

LEMON-AID MOISTURISER

PC1572

Trade Name	Phase	INCI	Producer	Function	w/w%
DI Water	A	Aqua	-	Solvent	QS
Carbopol® Ultrez 30	A	Carbomer	Lubrizol	Rheology Modifier	0.50
Hydramol™ TGL	C	Polyglyceryl-3 Laurate	Lubrizol	Skin Feel	2.00
LEMON & VERBENA EAJ20384/00	B	Parfum	Givaudan	Fragrance	0.10
SKINLIPIX® HydraShield	B	Ceramide NP; Ceramide NG; Sorbitol; Aqua; Betaine; Polyglyceryl-10 Stearate; Polyglyceryl-6 Behenate	Evonik	Active	2.00
SKINMIMICS® PRO MB	B	Ceramide EOP; Ceramide NP; Ceramide NS; Ceramide AP; Cholesterol; Behenic Acid; Polyglyceryl-10 Stearate; Polyglyceryl-6 Behenate; Glycerin; Cetearyl Alcohol; Glyceryl Stearate; Sodium Cetearyl Sulfate; Triethyl Citrate; Lactic Acid; Aqua	Evonik	Active	3.00
Carbopol® BioSense Polymer	B	Cellulose Gum	Lubrizol	Skin Feel	10.00
dermosoft® Pentiol eco	B	Pentylene Glycol	Evonik	Preservative	5.00
UNICERT® YELLOW 08005-J (0.1% solution)	B	CI19140	-	Colourant	0.36
UNICERT® RED 07004-J (0.1% solution)	B	CI14700	-	Colourant	0.06
Glucam™ E-20	C	Methyl Gluceth-20	Lubrizol	Humectant	10.00
Covacryl® HR	C	Sodium Polyacrylate	Sensient	Thickener	1.00

MOO'D BOOST MILKY SERUM

PC1518

Trade Name	Phase	INCI	Producer	Function	w/w%
DI Water	A	Aqua	-	Solvent	QS
XANTHAN GUM FFCS-PC	A	Xanthan Gum	JBL	Stabiliser	0.10
dermofeel® PA-3	A	Sodium Phytate; Aqua; Alcohol	Evonik	Chelating Agent	0.15
Carbopol® BioSense Polymer	A	Cellulose Gum	Lubrizol	Skin Feel	5.00
dermofeel® easymuls plus	B	Glyceryl Oleate Citrate	Evonik	Emulsifier	2.00
TEGO® Care PBS 6 MB	B	Polyglyceryl-6 Stearate; Polyglyceryl-6 Behenate	Evonik	Emulsifier	3.00
TEGOSOFT® OP MB	B	Ethylhexyl Palmitate	Evonik	Emollient	10.00
Dermosoft® decalact sebum MB	B	Polyglyceryl-10 Laurate; Sodium Caproyl/Lauroyl Lactylate; Glycerin; Serenoa Serrulata Fruit Extract; Juniperus Communis Fruit Extract	Evonik	Active	2.00
Kalibiome SENSITIVE	C	Lactobacillus Ferment; Mannitol	Kalichem	Active	0.10
TEGO® RenewHA Mandelic	C	Mandelic Acid	Evonik	Active	0.25
dermosoft® 1388	C	Sodium Levulinate, Sodium Anisate, Glycerin, Aqua	Evonik	Preservative	3.00
dermosoft® Pentiol eco	C	Pentylene Glycol	Evonik	Preservative	0.75
Strawberry Cream EAN73128/00	C	Parfum	Givaudan	Fragrance	0.50
UNICERT® RED K7057-J (1% Solution)	C	CI17200	Sensient	Colourant	0.03

WINTER 2025

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