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PURE CONSCIENCE



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Consumer attitudes and power shift dramatically from year to year. The beauty industry is filled with conscious consumers wanting businesses to change, and more and more beauty brands are listening to these demands. In the near future we will continue to follow the path of ethical beauty, which has been on the radar for the last few years, but will also see some new approaches from brands striving to further this effort to become sustainable while still being effective.

Transparency now goes beyond the ingredients and slogans, and is also seeping into the marketing strategy. Savvy consumers are seeing through the glossy, highly-funded facade, and are looking toward honest reviews, created by real people who have actually purchased, used, and then taken the time to share their opinion on the product. This consumer attitude toward sustainable, ethical, and transparent beauty is also starting to focus on the actual product itself. Although natural and organic beauty has been on the rise for the last couple of years, we are now starting to see consumers focus on water content, favoring the "waterless" beauty brands and products, with the understanding that they are both more ethical and effective.

Sustainable beauty has never been more important. The conscious consumer is no longer willing to compromise, and for good reason. Some brands are embracing the "sub-zero waste" movement, disposing of product packaging from the point of purchase. Brands which are not yet able to adopt this approach have started looking for more responsible alternatives to their plastic bottle and tubes, using glass where possible and encouraging upcycling, or using plastic alternatives, such as sugarcane. How eco-friendly these plastic alternatives actually are still remains doubtful, but is a good start to questioning brands' corporate social responsibility (CSR) strategies.

RECOMMENDED FORMULATIONS

We have long been envious of our Scandinavian neighbors for their happy, healthy lives and incredibly stylish streets and interiors. And now Denmark, Norway, Sweden, Finland, and Iceland are inspiring our beauty routines with some long-kept secrets and special ingredients. So once you are done transforming your living room into a hygge (Danish word for a kind of coziness and wellbeing) paradise, we welcome you to the world of Scandi beauty.

DOFT | DEODORANT STICK | SC-BOD-036-15 | TWIST-UP STICK



RENIG | FACE MASK POWDER | SC-FAC-022-05 | BOTTLE

TRIVSAM | CLEANSING BALM | SC-FAC-024-06 | POT

DÄMPA | HAND CREAM | SC-HAN-005-04 | TUBE



HUDFODER | REPAIRING HAND OIL | SC-HAN-008-01 | PUMP DISPENSER



GNUGGA | HAND PEELING PASTE | SC-HAN-009-01 | POT

OMSORG | SOLID HAND CREAM | SC-HAN-010-01 | BAR



BAREN | SOLID HAIR CONDITIONER | HC-LEN-017-04 | BAR

SNITSIG | HAIR CC CREAM | HC-LEN-018-02 | TUBE

DOFT | DEODORANT STICK | SC-BOD-036-15 | TWIST-UP STICK



With a clean, discreet and gender neutral scent, this water-free, vegan and completely natural deodorant stick offers effective protection against odors and wetness.

PHASE	TRADENAME	INCI (EU)	SUPPLIER	%
A	Lanette 18	Stearyl Alcohol	BASF	14.60
	6607L Sunflower Seed Wax	Helianthus Annuus Seed Cera, Ascorbyl Palmitate, Tocopherol	KahlWax	8.70
	WITARIX MCT 60/40 coconut based	Caprylic/Capric Triglyceride	IOI Oleo	ad 100
	Cetiol C5	Coco-Caprylate	BASF	21.70
	Dermofeel decalact deo	Sodium Caproyl/Lauroyl Lactylate, Triethyl Citrate, Salvia Officinalis Oil	Evonik Dr. Straetmans	4.30
B	White Castor Oil Disp COD 8008	Ricinus Communis Seed Oil, CI 77891	Sun Chemical	0.20
	ImerCare 400D	Diatomaceous Earth	Imerys Minerals	11.00
C	Mila natural	Parfum	Vögele	1.50

PROCEDURE

Melt all ingredients of phase A at 80–85 °C while stirring. Add phase B one after the other and stir for 5 minutes. Homogenize shortly. Cool to 65–70 °C and add phase C. Fill into container.

RENLIQ | FACE MASK POWDER | SC-FAC-022-05 | BOTTLE

Combine this powder with water for a simple yet effective cleansing face mask. During removal the eco-friendly 2178P Castor Wax Beads gently exfoliate your skin. For additional benefits, try mixing it with other aqueous substances, such as aloe vera gel or yoghurt.

PHASE	TRADENAME	INCI (EU)	SUPPLIER	%
A	Elfan AT 84 Cleansing Agent	Sodium Cocoyl Isethionate	Akzo Nobel	15.00
	Tapioca Pure	Tapioca Starch	Akzo Nobel	ad 100
B	2442P100N Carnauba Wax Powder	Copernicia Cerifera Cera	KahlWax	9.00
	6650 KahlGum FQ80	Xanthan Gum	KahlWax	0.60
	2178P Castor Wax Beads	Hydrogenated Castor Oil	KahlWax	25.00
C	Mint & Tangarine 1352/3	Parfum	Vanessence	0.40

PROCEDURE

Combine phase A ingredients and mill. Add phase B ingredients and mix until a homogeneous blend is obtained. Add phase C under mixing and fill into packaging.



TRIVSAM | CLEANSING BALM | SC-FAC-024-06 | POT

This water-free balm melts into a silky oil upon application, and gently yet effectively removes stubborn make-up and deep cleans pores. Hydrating ingredients like 6427 Megasoft Complex, leave the skin feeling soft and smooth after each use.

PHASE	TRADENAME	INCI (EU)	SUPPLIER	%
A	Lumorol K 1000	MIPA-Laureth Sulfate, Laureth-4, Cocamide DEA	Zschimmer & Schwarz	10.00
	6240 Vegetable Wax	Hydrogenated Vegetable Oil	KahlWax	5.00
	7791 Polyethylene	Polyethylene	KahlWax	1.00
	2225 Phyto Wax	Helianthus Annuus Seed Cera, Olea Europaea Oil Unsaponifiables, Rhus Verniciflua Peel Cera/Rhus Succedanea Fruit Cera, Shorea Robusta Resin	KahlWax	8.00
	6427 Megasoft Complex	Crambe Abyssinica Seed Oil, Euphorbia Cerifera Cera, Hydroxystearic Acid, Beta-Sitosterol, Rhus Verniciflua Peel Cera/Rhus Succedanea Fruit Cera, Tocopherol, Helianthus Annuus Seed Oil	KahlWax	3.00
	Protelan ENS	Glyceryl Stearate, Cetearyl Alcohol, Stearic Acid, Sodium Lauroyl Glutamate	Zschimmer & Schwarz	8.50
	Cetiol C5	Coco-Caprylate	BASF	ad 100
B	Miglyol Gel T	Caprylic/Capric Triglyceride, Stearalkonium Bentonite, Propylene Carbonate	IOI Oleo	17.00
C	White Castor Oil Disp COD 8008	Ricinus Communis Seed Oil, CI 77891	Sun Chemical	0.20
	Pineapple natural V/80 509	Parfum	Vögele	0.50

PROCEDURE

Combine phase A ingredients and heat to 90–95 °C. Cool to 80 °C and add phase B. Homogenize for 30 seconds. Add phase C and fill into packaging at 75 °C.



Nourishing the skin with each application – thanks to ingredients like almond oil and 6427 Megasoft Complex – this light hand cream can be used to your heart's content. The completely natural and vegan formula leaves hands with an uplifting citrus scent but without greasy residue.

PHASE	TRADENAME	INCI (EU)	SUPPLIER	%
A	Water	Aqua		ad 100
A1	6655 KahlGum TQT80	Xanthan Gum	KahlWax	0.50
B	Dermofeel GSC	Glyceryl Stearate Citrate	Evonik Dr. Straetmans	3.00
	Lanette O	Cetearyl Alcohol	BASF	2.50
	Almond Oil	Prunus Amygdalus Dulcis Oil	Henry Lamotte	20.90
	6427 Megasoft Complex	Crambe Abyssinica Seed Oil, Euphorbia Cerifera Cera, Hydroxystearic Acid, Beta-Sitosterol, Rhus Verniciflua Peel Cera/Rhus Succedanea Fruit Cera, Tocopherol, Helianthus Annuus Seed Oil	KahlWax	2.00
C	Dermofeel MT 70 non GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evonik Dr. Straetmans	0.10
	Orange Ginger NaTrue	Parfum	Vögele	0.50
	Preservative			q.s.

PROCEDURE

Add phase A1 to phase A at 55°C and mix until completely dissolved. Heat phase A/A1 and B separately to 75–80°C. Add phase B to A/A1 under stirring. Homogenize for 90 seconds. Cool under moderate stirring. Add phase C below 40°C. Cool further to RT and fill into packaging.



Deeply repair damaged and stressed hands with this natural and vegan skin oil. Made with soothing and healing plant oils from arnica flower and passion fruit seeds as well as moisturizing 6427 Megasoft Complex, this formula is sure to do the job.

PHASE	TRADENAME	INCI (EU)	SUPPLIER	%
A	Coconut Oil	Cocos Nucifera Oil	Henry Lamotte	14.20
	WITARIX MCT 60/40 coconut based	Caprylic/Capric Triglyceride	IOI Oleo	ad 100
	6723 Shorea Robusta Resin + Octyldodecanol	Shorea Robusta Resin, Octyldodecanol	KahlWax	12.30
	6427 Megasoft Complex	Crambe Abyssinica Seed Oil, Euphorbia Cerifera Cera, Hydroxystearic Acid, Beta-Sitosterol, Rhus Verniciflua Peel Cera/Rhus Succedanea Fruit Cera, Tocopherol, Helianthus Annuus Seed Oil	KahlWax	3.00
B	Aerosil 200	Silica	Evonik	4.00
C	White Castor Oil Disp COD 8008	Ricinus Communis Seed Oil, CI 77891	Sun Chemical	0.50
D	Passioline	Passiflora Edulis Seed Oil	Expanscience Laboratoires	4.20
	Arnica Oil	Glycine Soja Oil, Arnica Montana Flower Extract, Tocopherol	CLR	2.80
	Monoï NaTrue	Parfum	Vögele	0.50

PROCEDURE

Blend phase A ingredients and heat to 70–75°C under stirring. Add phase B and stir for 15–20 minutes. Add phase C and homogenize for 1 minute. Remove entrapped air. Cool to 30°C and add remaining ingredients of phase D. Fill into suitable packaging.



This creamy hand peeling paste is the perfect way to keep your hands in tip top condition. One small scoop will exfoliate with gentle 2811P Rice Bran Wax Beads, while softening at the same time with 6427 Megasoft Complex, leaving the skin feeling silky and moisturized.

PHASE	TRADENAME	INCI (EU)	SUPPLIER	%
A	Water	Aqua		25.00
	Glycerin	Glycerin	Merck	1.30
	Euxyl K 350	Phenoxyethanol, Methylparaben, Ethylparaben, Ethylhexylglycerin, Propylene Glycol	Schülke & Mayr	0.50
	WorléeAqua Thix 150	Acrylates Copolymer	Worlée	0.60
A1	NaOH (30%)	Aqua, Sodium Hydroxide		0.15
B	Arlacel 165	Glyceryl Stearate, PEG-100 Stearate	Croda	1.80
	Lanette O	Cetearyl Alcohol	BASF	1.40
	Tamanu Oil	Calophyllum Inophyllum Seed Oil	Starlight Products	2.20
	6427 Megasoft Complex	Crambe Abyssinica Seed Oil, Euphorbia Cerifera Cera, Hydroxystearic Acid, Beta-Sitosterol, Rhus Verniciflua Peel Cera/Rhus Succedanea Fruit Cera, Tocopherol, Helianthus Annuus Seed Oil	KahlWax	1.00
	6607H Sunflower Hydrowax	Hydrolyzed Sunflower Seed Wax	KahlWax	1.50
	6237 Rapeseed Wax	Hydrogenated Rapeseed Oil	KahlWax	9.00
	C	2442P100N Carnauba Wax Powder	Copernicia Cerifera Cera	KahlWax
2811P Rice Bran Wax Beads		Oryza Sativa Bran Cera	KahlWax	4.50
D	Mint & Tangarine 1352/3	Parfum	Vanessence	0.60
	Unicert Yellow 08005-J (0.10%)	Aqua, CI 19140	Sensient	0.60

PROCEDURE

Blend phase A ingredients and neutralize with phase A1. Heat to 80–85°C under stirring. Combine phase B ingredients and heat to 80–85°C. Add phase B to A/A1 under agitation. Continue mixing for 3–5 minutes. Cool to 45°C and add phase C. Add phase D below 40°C and fill into suitable packaging.



As you rub this hand cream bar between your hands or massage it directly on dry skin areas, your body heat will soften it, releasing skin-nourishing oils and protective ingredients. The natural and vegan formula is quickly absorbed, long-lasting, and great for travelling.

PHASE	TRADENAME	INCI (EU)	SUPPLIER	%
A	7235 NaturalJelly	Ricinus Communis Seed Oil, Cera Alba, Copernicia Cerifera Cera, Ascorbyl Palmitate, Tocopherol	KahlWax	ad 100
	6422 Veggiesoft Complex	Rhus Verniciflua Peel Cera/Rhus Succedanea Fruit Cera, Simmondsia Chinensis Seed Oil, Cetearyl Alcohol, Myristyl Alcohol, Caprylic/Capric Triglyceride, Copernicia Cerifera Cera, Tocopherol	KahlWax	20.00
	6607H Sunflower Hydrowax	Hydrolyzed Sunflower Seed Wax	KahlWax	5.00
	2225 Phyto Wax	Helianthus Annuus Seed Cera, Olea Europaea Oil Unsaponifiables, Rhus Verniciflua Peel Cera/Rhus Succedanea Fruit Cera, Shorea Robusta Resin	KahlWax	10.00
	Eutanol G	Octyldodecanol	BASF	18.00

PROCEDURE

Melt all ingredients at 90°C. Cool to 80°C and fill into suitable packaging.



BAREN | SOLID HAIR CONDITIONER | HC-LEN-017-04 | BAR

Apply on wet hair after shampooing and massage through – this solid conditioner saves on packaging material and water while leaving hair happy and healthy. The simply effective vegan formula is eco- and travel-friendly as well as long-lasting.

PHASE	TRADENAME	INCI (EU)	SUPPLIER	%
A	ProCondition 22	Brassicamidopropyl Dimethylamine	Inolex	24.80
	Nacol 16-95	Cetyl Alcohol	Sasol	5.00
	6422 Veggiesoft Complex	Rhus Verniciflua Peel Cera/Rhus Succedanea Fruit Cera, Simmondsia Chinensis Seed Oil, Cetearyl Alcohol, Myristyl Alcohol, Caprylic/Capric Triglyceride, Copernicia Cerifera Cera, Tocopherol	KahlWax	ad 100
	6607H Sunflower Hydrowax	Hydrolyzed Sunflower Seed Wax	KahlWax	4.40
	Baobab Oil	Adansonia Digitata Seed Oil	Starlight Products	26.50
B	Zetesol NL-2 U	Sodium Laureth Sulfate	Zschimmer & Schwarz	14.60

PROCEDURE

Melt all ingredients of phase A at 80°C. Add phase B under slow stirring and continue mixing until a clear solution is obtained. Remove entrapped air and fill into molds at 60–65°C.

SNITSIG | HAIR CC CREAM | HC-LEN-018-02 | TUBE

This leave-on hair treatment hydrates, conditions, softens, and protects thanks to nourishing daikon seed extract. 6607H Sunflower Hydrowax stabilizes the lightweight formula that combines high gloss with low greasiness.

PHASE	TRADENAME	INCI (EU)	SUPPLIER	%
A	Water	Aqua		ad 100
A1	Lecigel	Sodium Acrylates Copolymer, Lecithin	Lucas Meyer Cosmetics	0.50
B	Stearic Acid	Stearic Acid		1.00
	Lanette 22	Behenyl Alcohol	BASF	1.50
	6607H Sunflower Hydrowax	Hydrolyzed Sunflower Seed Wax	KahlWax	3.00
	Daikon Seed Extract	Raphanus Sativus Seed Extract	Natural Plant Products	6.80
C	Licorice V50 597	Parfum	Vögele	0.30
	Preservative			q.s.

PROCEDURE

Add phase A1 to A under stirring and heat to 80–85°C. Stir until the product is thick and homogeneous. Heat phase B separately to 85°C and add to A/A1. Homogenize for 30 seconds and cool to 40°C. Add phase C and cool further to RT. Fill into suitable packaging.

IN TUNE WITH NATURE

THE FUTURE OF NATURAL BEAUTY PRODUCTS

The trend for natural beauty ingredients is expanding in an ever-changing world. With evolving consumer demands and climatic changes around the world, the personal care industry's approach to natural and sustainable ingredients must adapt. A move to become more local in terms of ingredient sources will create opportunities for consumers to protect and preserve resources in their own environment. In order to meet consumers' growing demands for pure and efficacious products, a dependence on science and technology will be essential for the future of natural beauty products. Consumers today are doing research and reading up on the products and services they buy more than ever before; as a result, they are more in tune with related developments in science and technology.

A TOTAL OF 25% GERMAN CONSUMERS WHO PURCHASE NATURAL/ORGANIC PERSONAL CARE PRODUCTS DO SO BECAUSE THEY BELIEVE THEY ARE BETTER FOR THE ENVIRONMENT.

FIFTY PERCENT OF UK CONSUMERS WHO BUY BEAUTY PRODUCTS LOOK FOR PRODUCTS MADE WITH NATURAL INGREDIENTS.

A TOTAL OF 45% FEMALE FACIAL SKIN CARE USERS IN CHINA PLAN TO USE PRODUCTS MADE WITH NATURAL HERBS/PLANT INGREDIENTS MORE OFTEN TO IMPROVE THEIR SKIN.

