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PURE CONSCIENCE

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.
SUPPLIER

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.

PROCEDURE

PHASE | TRADENAME | INCI (EU) | SUPPLIER | %
---|---|---|---|---
A | Lanette 18 | Stearyl Alcohol | BASF | 14.60
 | 5600| Sunflower Seed Wax | Helianthus Annuus Seed Wax, Asscoy Palmitate, tocopheryl | BASF | 8.77
 | WITARIX MCT 60/40 coconut based | Caprylic/Capric Triglyceride | IOI Oleo | 6.62
 | Cetyl Citrate | Cetyl Citrate | BASF | 21.70
 | Dimethicone decalacht deco | Sodium Ceryl/Lauryl Lactate, Fritethyl Citrate, Diatomaceous Earth | Evonik Straetmans | 8.69
 | White Castor Oil Disp COD 8028 | Ricinus Communis Seed Oil, CI 77891 | Sun Chemical | 0.20
 | SMOX | Stearic Acid | OMSOR | 1.21
 | OMSOR | Stearic Acid | OMSOR | 1.21
 | PRE| Parfum | Parfum | 1.50

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

The recommended formulations include:

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

**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.

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**SUPPLIER**

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.

**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.

**TROYSAM | 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.

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

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.


**PROCEDURE**

**PHASE** | **TRADENAME** | **INCI (EU)** | **SUPPLIER** | **%**
--- | --- | --- | --- | ---
A | Water | | | 100
A1 | 6427 KahlGum TQT80 | Xanthan Gum | KahlWax | 0.50
B | DermoFeel GSC | Glyceryl Stearate Citrate | Evonik Dr. Straetmanns | 3.00
Lanette O | Cetearyl Alcohol | BASF | 2.50
Almond Oil | | Prunus Amygdalus Dulcis Oil | KahlWax | 10.90
| 6427 Megasoft Complex | Crambe Abyssinica Seed Oil, Euphorbia Cerifera Cera, Hydroxyisooctanoic Acid, Beta-Sitosterol, Rhus Verniciflua Peel Cera/Rhus Sucosidum Fruit Cera, Toopherol, Helianthus Annua Seed Oil | KahlWax | 0.20
| Dermofeel MT 70 non GM | Tocopherol, Helianthus Annua (Sunflower) Seed Oil | Evonik Dr. Straetmanns | 0.10
| Orange Ginger NaTrue | Parfum | Vögele | 1.50
Preservative | | | q.s.

**DÄMPA | REPAIRING HAND OIL | SC-HAN-008-01 | PUMP DISPENSER**

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.

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**PROCEDURE**

Blend phase A ingredients and heat to 70–75 °C under stirring. Add phase B and stir for 15–30 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.

**PHASE** | **TRADENAME** | **INCI (EU)** | **SUPPLIER** | **%**
--- | --- | --- | --- | ---
A | Coconut Oil | Cocos Nucifera Oil | Henry Lamotte | 14.20
| WTANAS 100/W coconut based | Capric Acid/Lauryl Alcohol | Evonik Dr. Straetmanns | ad 100
| 6427 Shona Robusta Resin + Odyldodecanol | Shona Robusta Resin, Ocyldodecanol | KahlWax | 12.30
| 6427 Megasoft Complex | Crambe Abyssinica Seed Oil, Euphorbia Cerifera Cera, Hydroxyisooctanoic Acid, Beta-Sitosterol, Rhus Verniciflua Peel Cera/Rhus Sucosidum Fruit Cera, Toopherol, Helianthus Annua Seed Oil | KahlWax | 3.50
B | Apricot 200 | Mela | Evonik | 4.00
C | White Castor oil Misc COD 800 | Ricinus Communis Seed Oil, Cit 77891 | Sun Chemical | 0.50
D | Passione | Passiflorae Fructus Seed Oil | Expanscience Laboratoires | 4.20
| Aronia Oil | Glycine Soja Oil, Aronia Montana Flower Extract, Toopherol | CLP | 2.50
| Mond NaTrue | Glycine Soja Oil, Aronia Montana Flower Extract, Toopherol | Evonik | 0.50

**Hudfoder | swedish and translates to something like food for your skin – so start nurturing!**
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 Sunflower Seed Wax. 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.
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 | Inoxx | 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 Triglycerides, Copernicia Cerifera Cera, Tocopherol | KahlWax | ad 100

6607H Sunflower Hydrowax | Hydrolyzed Sunflower Seed Wax | KahlWax | 4.40

Badab Oil | Adansonia Digitata Seed Oil | Starlight Products | 26.50

B | Zinsooil No 2 | Sodium Laureth Sulfate | Zschermer & 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.

**PHASE** | **TRADENAME** | **INCI (EU)** | **SUPPLIER** | **%**
---|---|---|---|---
A | Water | Aqua | ad 100

A1 | Licorice V50 597 | Stearic Acid | Lucas Meyer Cosmetics | 0.30

B | Stearic Acid | Stearic Acid | BASF | 1.00

C | Water | Sodium Acrylates Copolymer, Lecithin, Preservative | Natural Plant Products | 6.80

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.

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