



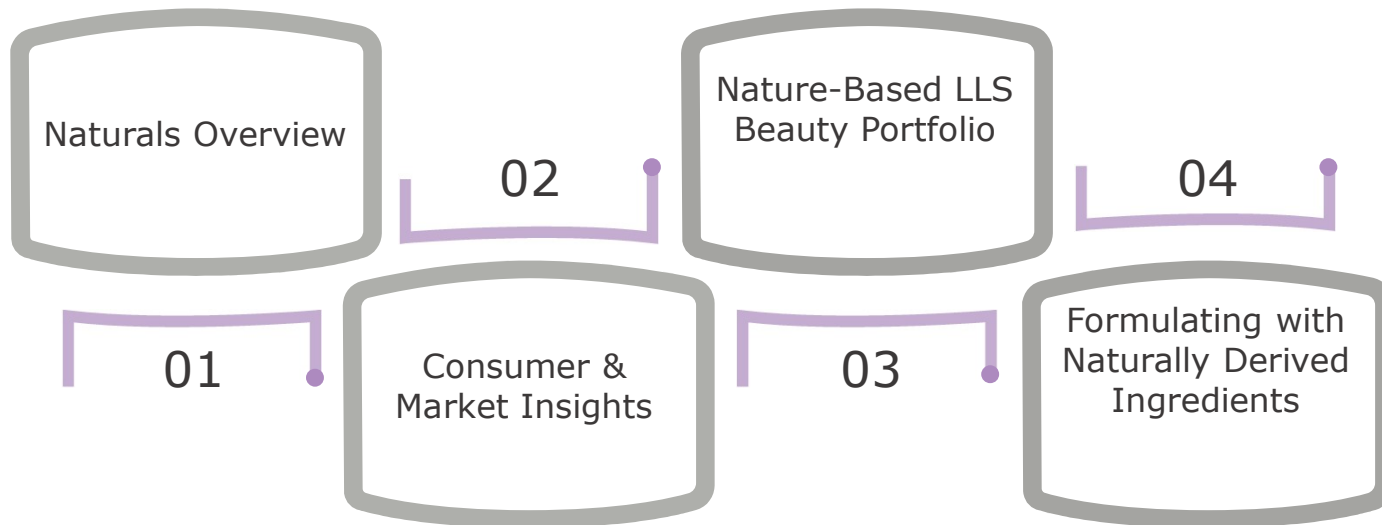
# Take the Natural Next Step with Lubrizonol

 | BEAUTY

Elena Cañadas  
Global Marketing Director



# Agenda



## Skintellectual consumers

Consumers are increasingly mindful about what they apply to their skin and hair, and the impact those products have on our environment without compromising

effectiveness

sensory  
experience



## Increasing demand for Natural Products

The global Natural and Organic Cosmetics market is growing at a CAGR of 9.4%-11.1% during 2019-2025.

Demand driven by **safe and clean trends**.

Main ingredient categories: Natural Surfactants, Emollients, Active Ingredients, and Sugar Polymers.

The **natural trend is global and cross segment**:

Skin care : CAGR 10,71%

Hair care : CAGR 9,70%

Color cosmetics : CAGR 11,05%

EMEA: CAGR 9,98%

Americas: CAGR 10,52%

APAC: CAGR 10,58%

Source: Technavio

## Sustainability Cues in Beauty Products

- **Recyclability** of packaging
- **Cue words** like “all natural”, “vegan”, “plant based”, “cruelty free”
- **Free from** claims
- Ingredients they can **understand** / pronounce

Willingness to trade-off of efficacy vs sustainability varies by product category



# The clean label movement creates a sense of community

**Amazon** has released a **sustainable and transparent skincare** range, with **recyclable packaging** and all the **natural ingredients** are listed.

Amazon identified that consumers were searching for the ingredients in the products over the product name, so they kept things short and simple.



**Sephora** has launched a **clean beauty category** with products that are **free from:**

SLS/SLES, parabens, formaldehyde, phthalates, mineral oil, retinyl palmitate, oxybenzone, coal tar, hydroquinone, triclosan, and triclocarban.

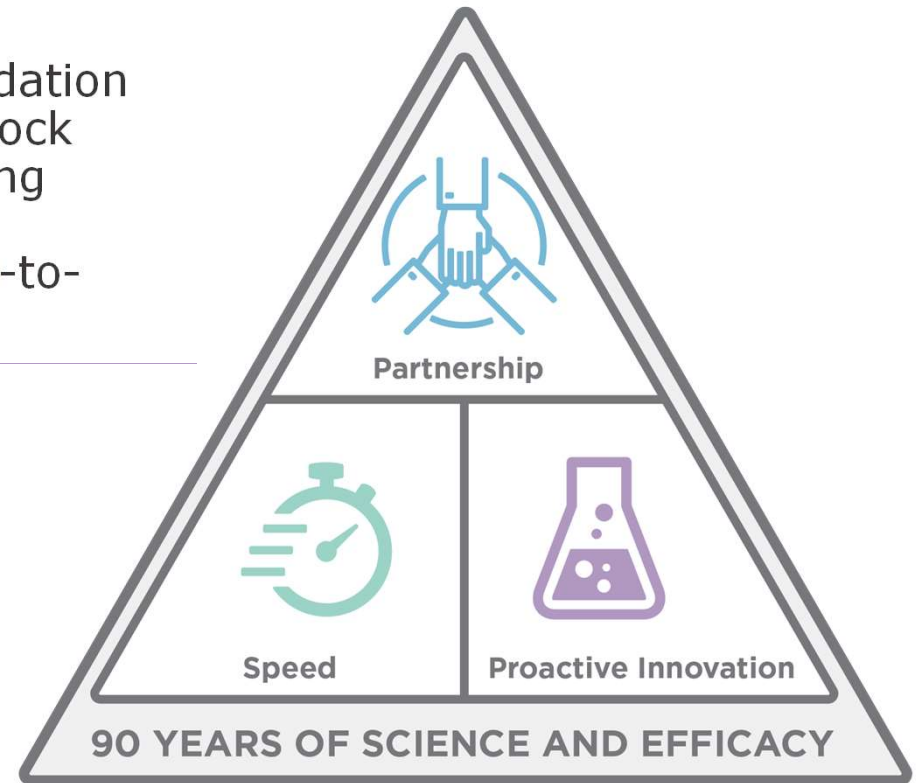


Sustainability is the price of admission in the beauty game

# Driven by innovation, powered by partnership

Science and efficacy are the foundation of our business, which lends bedrock support to our top priorities: strong customer **partnership** based on proactive **innovation** and **speed**-to-market.

**You know the destination,  
we'll help you reach it  
sustainably.**



## Nature-Based Portfolio

Rooted in Science, Powered by Nature

**We offer** high-performance aesthetically-pleasing ingredients

**We help** add innovation and growth to your business

**We work** to create life-enhancing, life-advancing and environmentally friendly market-ready solutions

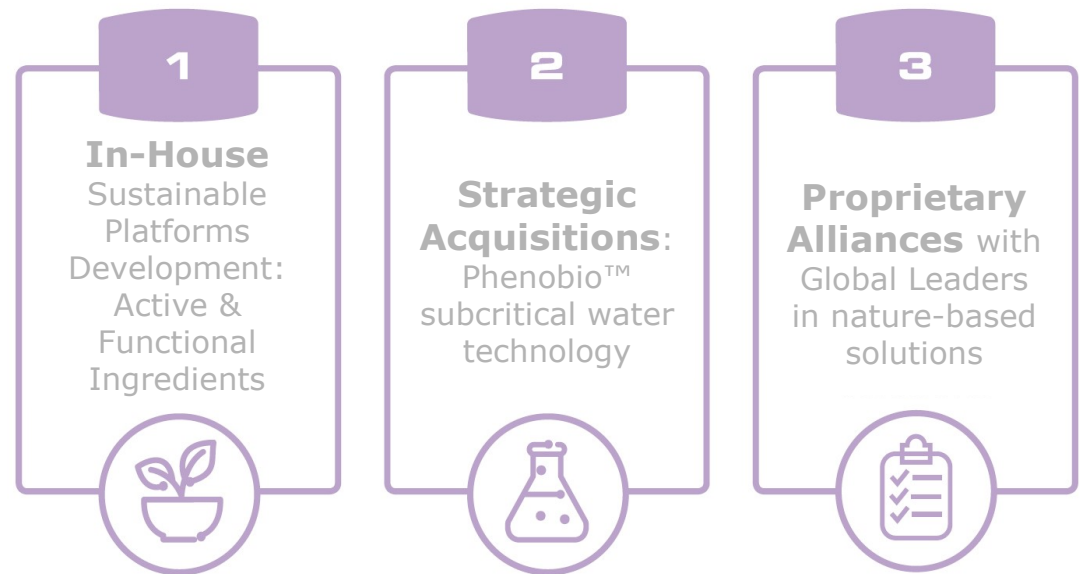




# Charting the surest course to sustainability and growth

LLS has expanded capabilities in **three key areas** to continually enhance your business while satisfying the evolving needs of your customer

**Science +  
Synergy + Naturals  
= Success**





# #1 / In-House Nature-Based Platforms

# Biotechnology

- Microorganisms living in extreme environments—engage in various activities to protect themselves.
- LLS Beauty is exploring different marine environments **around the globe**, in search of new ingredients for beauty products.
- **Sustainable production** of non-genetically modified organisms, optimizing the performance of the bioprocess, achieving the **right growth** of the microorganisms and its maximum productivity.



WELL-BEING YOU CAN  
FEEL AND SEE

# Uniclay™

biotech ingredient

Multifunctional  
clay-like ingredient

Clean, smooth and flawless  
skin for multiple ethnicities

Improved well-being  
and self-perception

Fermentation-based extract derived from a clay microorganism that mimics the effects of clay on the skin; offering a cleaner, smoother and more beautiful skin for all ethnicities and an improved sense of well-being.

**INCI:** Glycerin, Water (Aqua), Bacillus Ferment.

**Dosage:** 2-3%



NO ITCH. NO FLAKES.  
JUST A HEALTHY SCALP  
AND BEAUTIFUL HAIR.

# Seascalp™

biomarine ingredient

Biotechnological ingredient  
for a flake-free scalp

Less greasy  
and itchy scalp

Maintained effect  
2 weeks post use

Biotechnological ingredient that helps in naturally providing a healthy scalp with less itchiness, flakes and greasiness, while managing dandruff-prone scalps.



**INCI:** Water (Aqua), Pseudoalteromonas Ferment Extract, Sodium Salicylate  
**Dosage:** 3%



## **Nature-Based offering,** multiple options for our customers innovation

### **Botanicals**

*Extensive variety of botanical extracts and ingredients from throughout the world prioritizing innovation, technology and sustainability*

### **Naturally-Derived Emulsifiers**

*Highly efficient and versatile vegetable derived emulsifiers that provide excellent aesthetics and sensory properties*

### **Nature Based Sensory Modifiers**

*Specialty esters and humectants that deliver a wide variety of benefits with different sensory profiles*

Storytelling ingredients that provide additional benefits in terms of efficacy and/or sensoriality

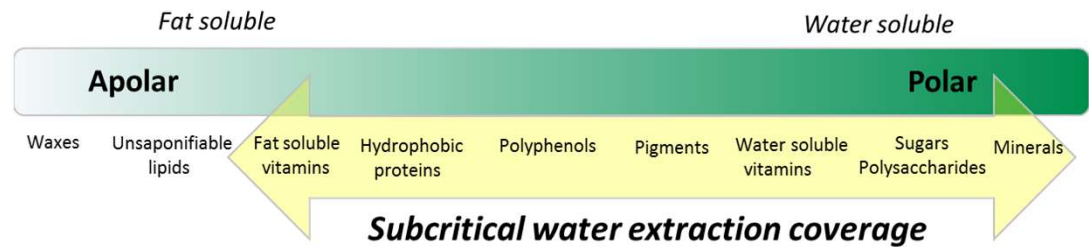
## #2 / Strategic Acquisitions

# Phenobio™ subcritical water

*When water stops being water, amazing things happen*



The manipulation of temperature and pressure can change the polarity of water, similar to different organic solvents. This process allows the recovery of a broad spectrum of the plant's phytoactives without using harmful chemical solvents that may damage the environment



*Setting our direction toward a sustainable future*

- Short extraction time
- No chemical solvents used
- No thermal degradation
- Pure, sustainable and ecologically-conscious extracts



## SMOOTHING THE NATURAL PASSING OF TIME

# Stevisse™

advanced botanical ingredient

Visibly fades  
wrinkles

Gentler and more natural  
alternative to retinoids

Vegan ingredient  
extracted from eco-  
friendly technology

Stevia leaf-based extract obtained using subcritical water extraction technology from organic leaves. The vegan-friendly ingredient entails a retinoid-like mechanism that minimizes the appearance of wrinkles for a younger-looking skin.

**INCI:** Glycerin, Water (Aqua), Stevia Rebaudiana Leaf/Stem Extract

**Dosage:** 2%



## #3 / Proprietary Alliances

## Partnering with Global Leaders

Aligning ourselves with experts in nature-based ingredients who complement our formulation experience and market knowledge, allows Lubrizol Life Science the ability to expand our high-performing, nature-based portfolio.



## Arbalon™ R-50 Cellulose Liquid

*A nature-based rheology modifier for robust suspension in hair and skin cleansers.*



Glycerin (and) Cellulose (and) Cellulose Gum

CFDA compliant



RCI = 0.95



2 – 10% as supplied  
Skin and Body Cleansing and Shampoos



## Sustainability, versatility and compatibility in one bio-based rheology modifier



### Ingredient Features

- High suspension in a wide range of viscosity systems
- Synergistic thickening with other thickeners
- Maintains foam quality and quantity
- Broad compatibility across surfactant chassis and pH



### Formulation Benefits

- Visually differentiated products
- Delivers pleasant foam and consumer-preferred sensory
- Synergy with other ingredients to modify formula rheology



### Sustainability Benefits

- Naturally derived and non-ecotoxic
- Easy to disperse and cold processable
- Readily biodegradable (99%, OECD test method)

# Kelco-Care™ Diutan Gum

*A microbial polysaccharide stabilizer made by fermentation*



Sphingomonas Ferment Extract  
CFDA compliant



Vegan & RCI = 0.95



0.05 – 0.5 wt% as supplied  
Skin Care, Sun Care and Color Cosmetics



# Nature-Based stabilizer for highly-sophisticated formulations



## **Ingredient Features**

- Viscosity and suspension properties at low use level (0.05 – 0.5%)
- Electrolyte resistant and pH independent performance (pH 4-10)
- Higher temperature stability (to at least 150°C)



## **Formulation Benefits**

- Compatibility with wide range of emollients and UV filters
- Nice silky sensory with no drag or stickiness



## **Sustainability Benefits**

- Naturally derived and non ecotoxic
- Easy to disperse and cold processable

## Algapūr™ HSHO Algae Oil

*A stable and luxurious liquid bio-based oil, created by the transformative powers of microalgae.*



Triolein  
CFDA compliant



Vegan & RCI = 1



Up to 100%  
Skin and Hair Care





# Triglyceride oil created by transformative powers of microalgae



## Ingredient Features

- Unprecedented oxidative stability
- Excellent solubility profile with most oils
- Negligible level of free fatty acid for eye mildness



## Formulation Benefits

- Easy to emulsify
- Neutral odor and pale, yellow color
- Silky (not greasy) after-feel



## Sustainable Benefits

- Low environmental footprint
- Natural, Palm free and fully traceable

Formulation examples

# Daily Care Scalp Mist

Natural content: > 95%

Phase		Trade name	INCI Name	wt%
A.	1.	DI Water	Water	68.27
	2.	<b>Schercodine™ S amidoamine</b>	Stearamidopropyl Dimethylamine	2.00
	3.	lactic acid (85%)	Lactic Acid	0.35
B.	4.	DI Water	Water	10.00
	5.	<b>Merquat™ 2001 polymer (21%)</b>	Polyquaternium-47	2.38
C.	6.	<b>Glucam™ E20 Humectant</b>	Methyl Gluceth-20	2.00
	7.	<b>Hydramol™ PGPL ester</b>	PEG/PPG-8/3-Laurate	1.00
D.	8.	Ethanol	Ethanol	10.00
	9.	Euxyl™ PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.70
	10.	<b>Seascalp™ biomarine ingredient</b>	Water and Pseudoalteromonas Ferment Extract and Sodium Salicylate	3.00
	11.	Eucalyptus Spa	Fragrance	0.30

• Conditioning to the scalp with pleasing aesthetic feel

• Aids in daily management of dandruff-prone scalp

**Product Properties:**

Appearance: Clear liquid  
 pH: 3.7-4.5  
 Viscosity (mPa·s)\*: water-like (< 50 mPa·s)  
 Stability: passed 3 months at RT and 45°C, passed 5 freeze/thaw cycles

\* Brookfield RVT viscosity @20rpm, 25°C,#1 spindle

# Natural After Shave Balm

Natural content: > 91%

	INCI name	Wt %	Trade name
1.	Deionized Water	70.30	
2.	Propanediol	5.00	
3.	Glycerin, Pseudoaltermonas Ferment Extract	3.00	<b>Matmarine™ blue ingredient</b>
4.	Glyceryl Caprylate	0.50	
5.	Sphingomonas Ferment Extract	0.30	<b>Kelco-Care™ Diutan Gum</b>
6.	Triolein	4.80	<b>Algapūr™ HSHO Algae Oil</b>
7.	Isostearyl Isostearate	8.80	<b>Schercemol™ 1818 ester</b>
8.	Caprylic/Capric Triglyceride	5.00	
9.	Butyrospermum Parkii (Shea) Butter	2.00	
10.	Tocopheryl Acetate	0.20	
11.	Fragrance (Parfum)	0.10	

✓ Helps to reduce sebum

✓ Light sensory  
 ✓ Emulsion stabilization  
 ✓ Slipperiness during application

✓ Optimized natural emollient combination for light sensory  
 ✓ Non greasy, light afterfeel

**Product Properties**

Appearance    White lotion  
 pH                5.0 – 5.5  
 Viscosity\* (mPa·s)                1,000 – 2,000

\*\*Brookfield RVT @ 20 rpm, 25°C @ spindle #4

# Jelly cleanser oil

	INCI Name/Trade name	wt%
A.	Glycerin, Coco-Caprylate/Caprate, Aqua, Sucrose Laurate, Sucrose Stearate <i>HIPEgel Oleo C</i>	6.00
	Glycerin, Water (Aqua), Bacillus Ferment <b>Uniclay™ biotech ingredient</b>	2.00
	Laminaria Saccharina Extract <b>Actiphyte™ sugar kelp GL100NP</b>	2.00
B.	Triolein <b>AlgaPür™ HSHO Algae Oil</b>	37.50
	Caprylic/Capric Triglyceride	32.00
	C13/15 Alkane, Polyglyceryl-6 Oleate <i>Silgreen C</i>	20.50

- skin purifying and smoothing properties, mimicking the effect of clay masks.
- minimize sebum levels and skin inflammation, being suitable for acne-prone skin.
- light velvety and nourishing application and a finish non-greasy, smooth moisturized sensation.

**Product Properties:**

Appearance: Light yellow gel  
 pH: N/A  
 Viscosity (mPa·s)\*\*: 40,000 – 160,000  
\*\*Brookfield® RV, DVII+ Viscometer (Brookfield AMETEK, Inc.)  
 spindle #6 @ 5 rpm, 25 °C @ 24 hours



Natural content: > 99%

# Soothing bubble mask

	INCI Name/Trade name	wt%
A.	Deionized Water	56.25
	Betaine <i>Genecare OSMS BA</i>	4.00
	Sodium Benzoate	0.50
B.	Pentylene Glycol <i>Dermosoft Pentiol Eco</i>	4.00
	Glycerin <i>Glycerin USP</i>	4.00
	Sclerotium Gum, Xanthan Gum <i>Actigum VSX20</i>	2.00
C.	Triisostearoyl Polyglyceryl-3 Dimer Dilinoleate <b>Schercemol™* PTID Ester</b>	3.00
	Isostearyl Isostearate <b>Schercemool 1818 Ester</b>	2.00
D.	Water (Aqua), Cordyceps Sinesnsis Extract, Trametes Versicolor Extract, Butylene Glycol, Potassium Sorbate, Sodium Citrate, Sodium Benzoate <b>Actisoothe® advanced botanical ingredients</b>	2.00
	Glycerin, Water (Aqua), Bacillus Ferment <b>Uniclay™ biotech ingredient</b>	2.00
E.	Cocamidopropyl Betaine <b>Chembetaine™ CAD Surfactant</b>	10.00
F.	Carthamus Tinctorius Seed Oil, Rosmarinus Officinalis Leaf Extract, Rosmarinus Officinalis Leaf Oil, Tocopheryl Acetate <b>Aromaphyte™ Rosemary Lipo S2</b>	1.00
G.	Disiloxane <i>Belsil DM 0.65</i>	5.00
H.	Aqua (and) Malachite Extract <i>Mala'kite</i>	4.25

- Velvety sensation and glossy finish during application.

- Non-greasy sensation.

- Soothing properties that help pacify the skin for an improved comfort.

- Provides a cleaner, smoother and flawless skin and an enhanced well-being.

- Mildness in cleansing.

- Pleasant natural rosemary fragrance.

**Product Properties:**

Appearance: Blue gel cream


pH: 5.25 – 6.75

Viscosity (mPa·s)\*\*: 4,000 – 16,000

\*\*Brookfield® RV, DVII+ Viscometer (Brookfield AMETEK, Inc.) spindle #5 @ 20 rpm, 25 °C @ 24 hours



Natural content: > 91%

A photograph of a dirt path winding through a dense forest of tall trees. The image is overlaid with a semi-transparent blue gradient. On the left side, there is a vertical decorative border consisting of a series of white-outlined squares of varying sizes and orientations. The text is centered in the lower half of the image.

Take the natural path towards more robust sustainability and growth with the ingredients, expertise and collaboration only Lubrizol Life Science can provide.

Advancing solutions that inspire  
a more *beautiful* life...



*Driven by innovation, powered by partnership*



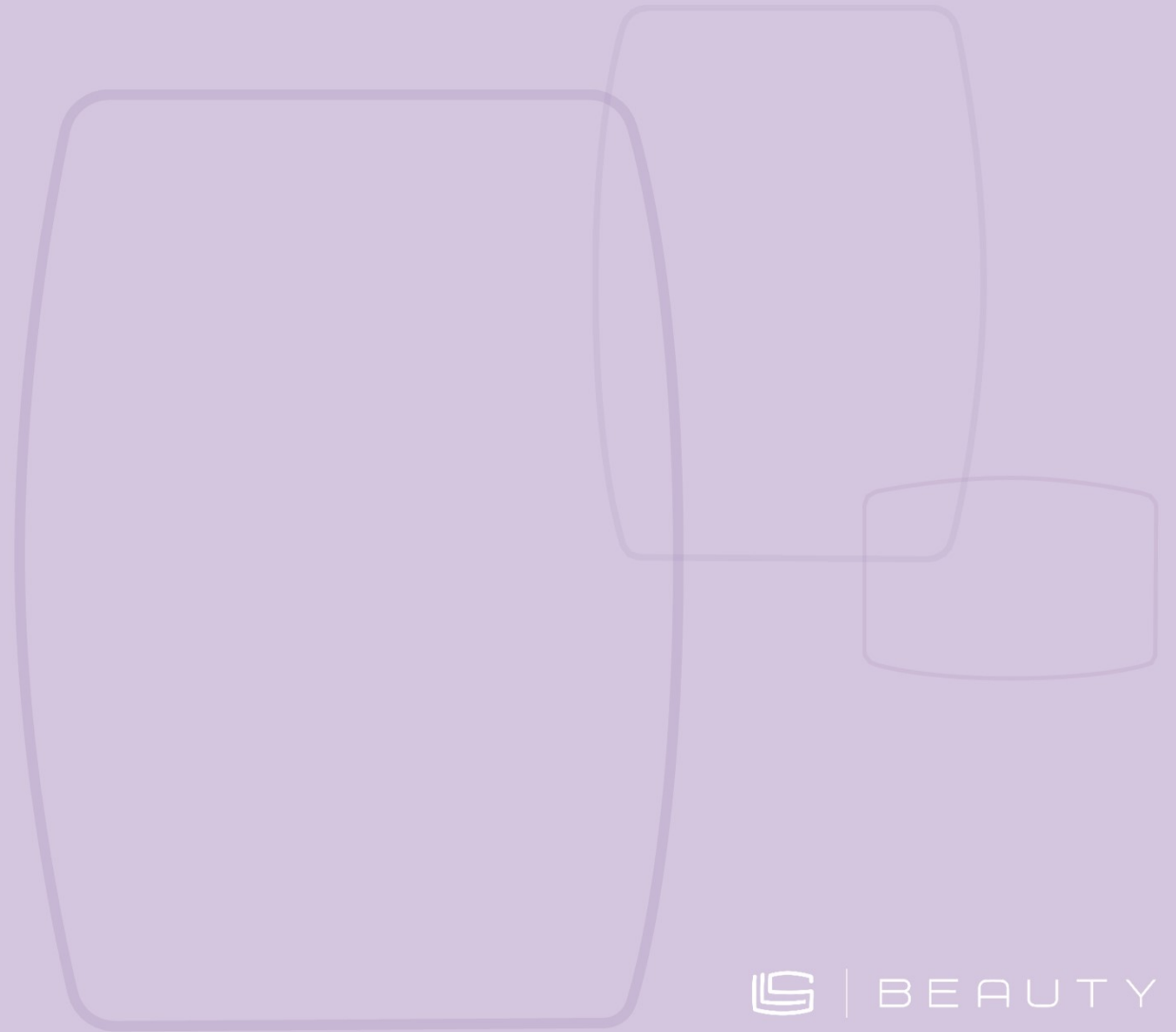


# Q&A

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