



We create chemistry

Care Creations

## 2020 Spring Launches

**Your Beauty:** *Simplified. Inclusive.  
Personalized.*

May 28, 2020

# Today's Panelists

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**Andrew Miller**

Marketing Manager  
Hair, Body, and  
Oral Care



**Gina Guiliano**

Application Chemist  
Hair and Body Care



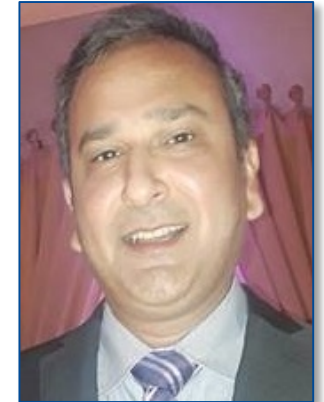
**Philip Ludwig**

Technical Account  
Manager  
Personal Care  
Actives



**Kate Drummond**

Head of Marketing  
Personal Care NA



**Jay Bhatt**

Senior Chemist  
Hair and Body  
Care



**Exclusively HerCare:**  
Tailored Hair Care for Her Curls  
and Coils



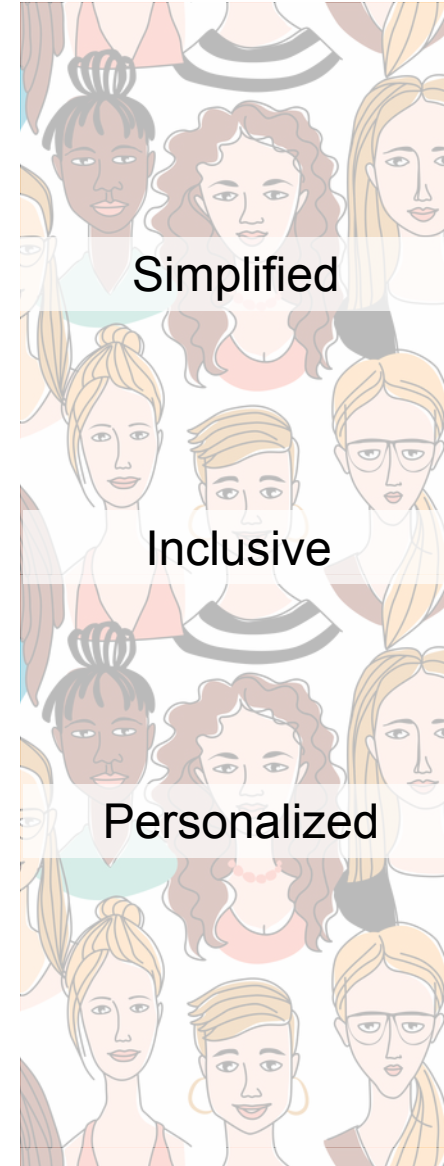
**Hydrasensyl Glucan Green®:**  
Multifunctional active



**Scalposine™:** The new detox  
ritual for your scalp



**Flexible Formulas:** Base  
Chassis with multifunctional  
ingredients



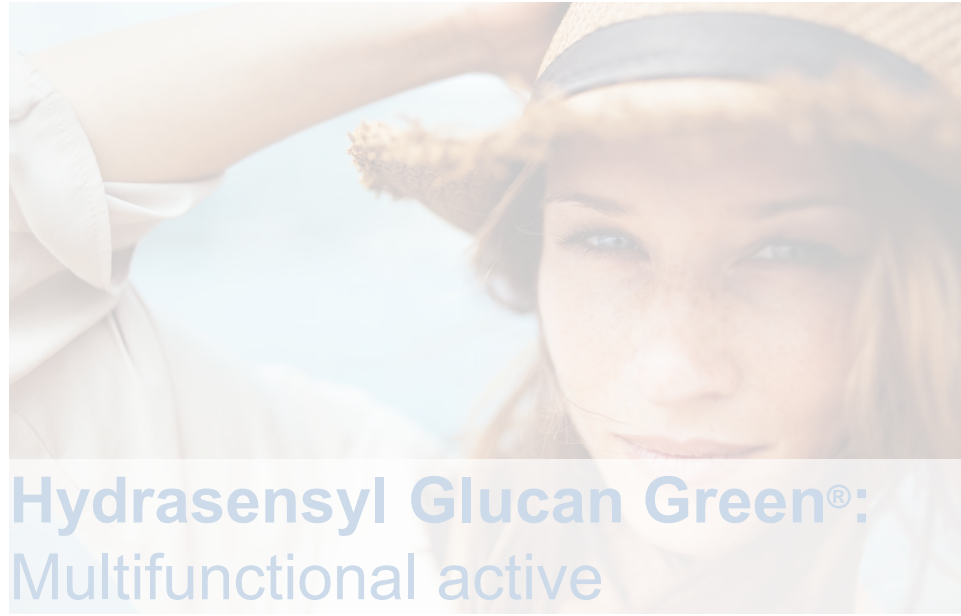
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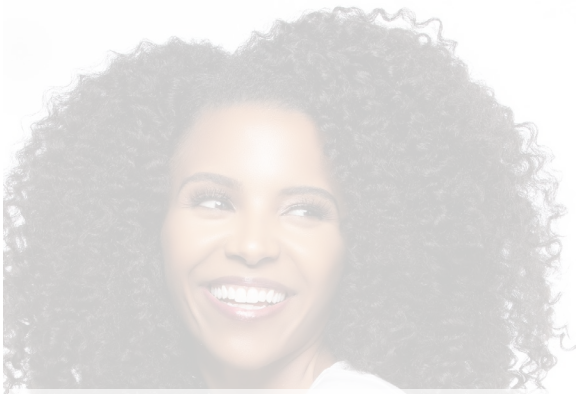
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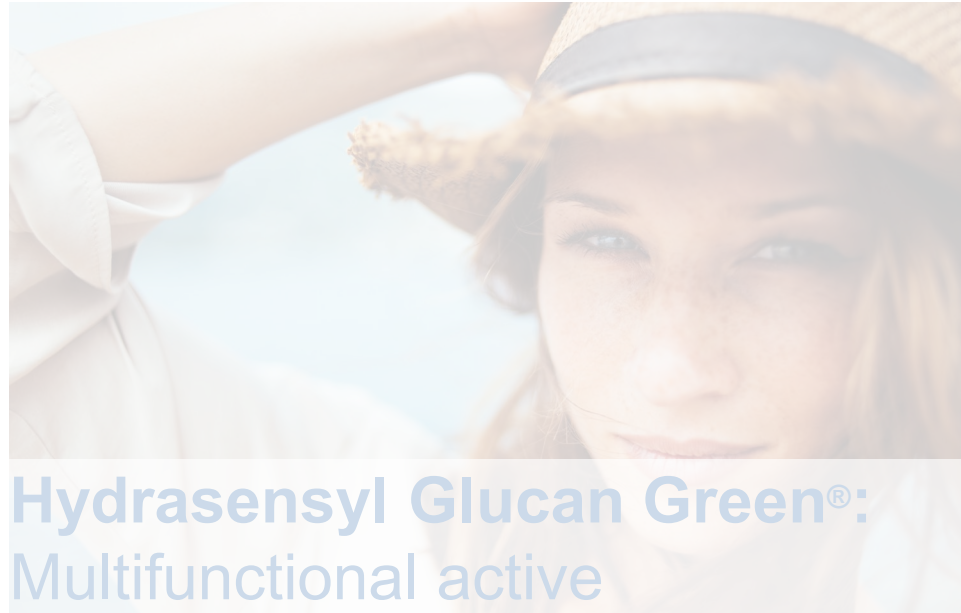
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**Inclusive**

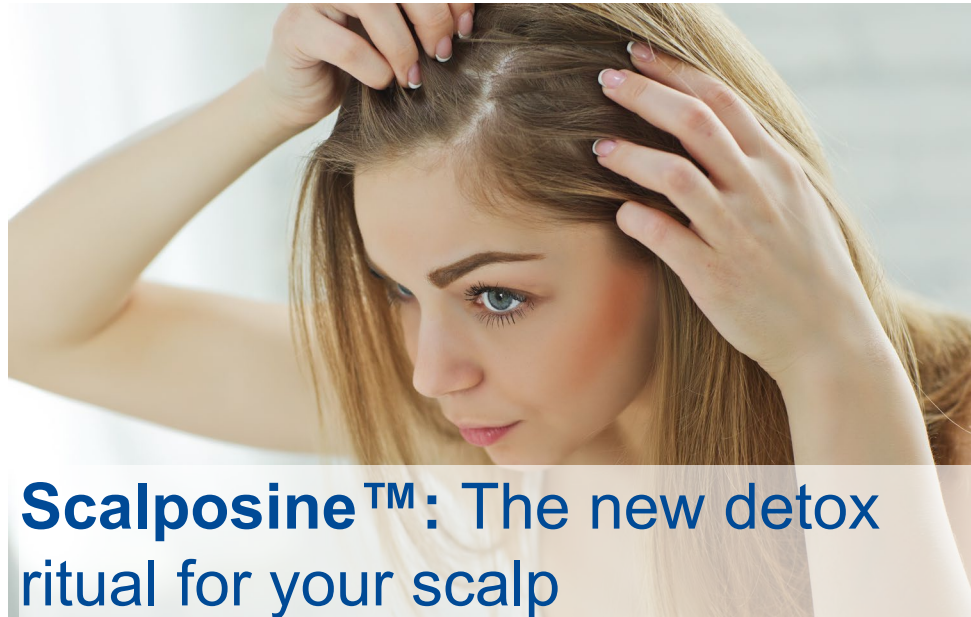
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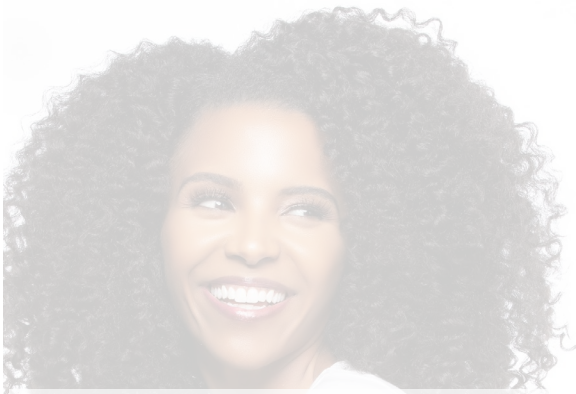
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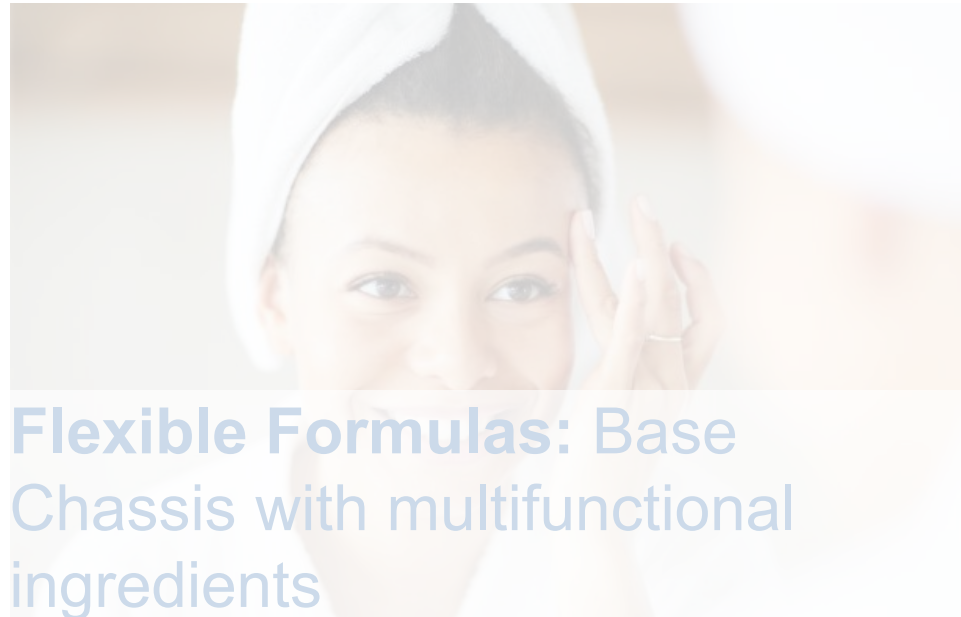
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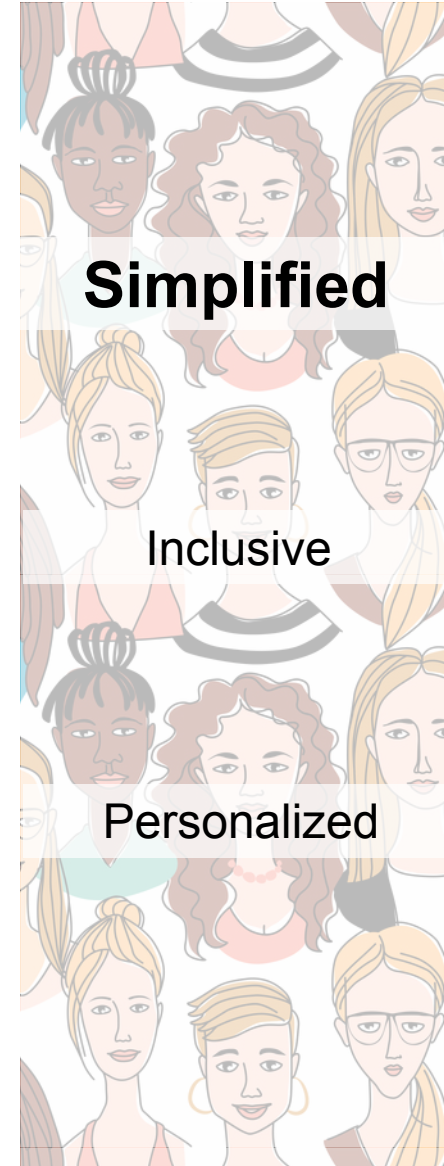
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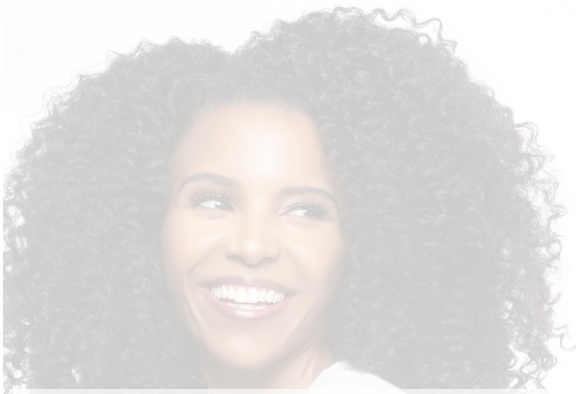
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**BASF**  
We create chemistry

Care  
Creations™

**Exclusively HerCare:**  
Tailored Hair Care for Her Curls and Coils

# Agenda

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1 | Textured Hair Care Market Dynamics

2 | HerCare: Consumers Explored

3 | BASF Steps Up To The Challenge

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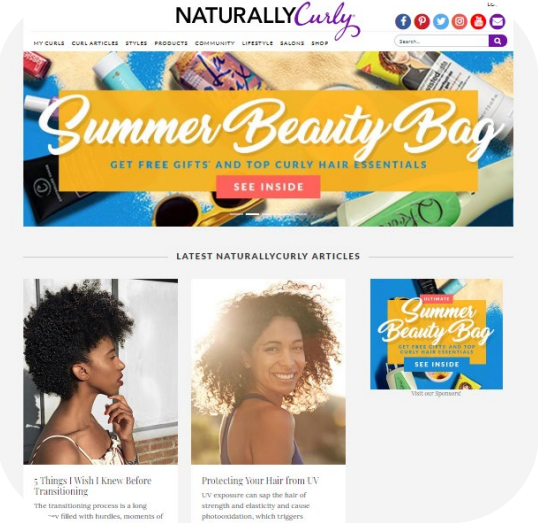
# Textured hair is no longer just a trend, it's a lifestyle

## 13 Natural Hair Influencers You Should Be Following On Instagram.

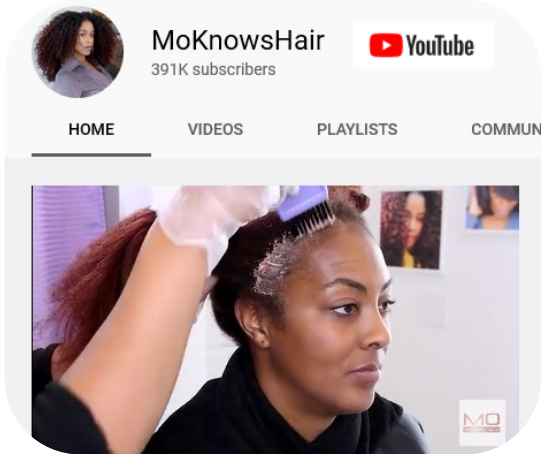
AS THESE CURL CONNOISSEURS BROADCAST THEIR NATURAL HAIR JOURNEYS, THEY HELP MAKE OURS A LOT LESS OVERWHELMING.



## 5 Unwritten Rules of the Natural Hair Community

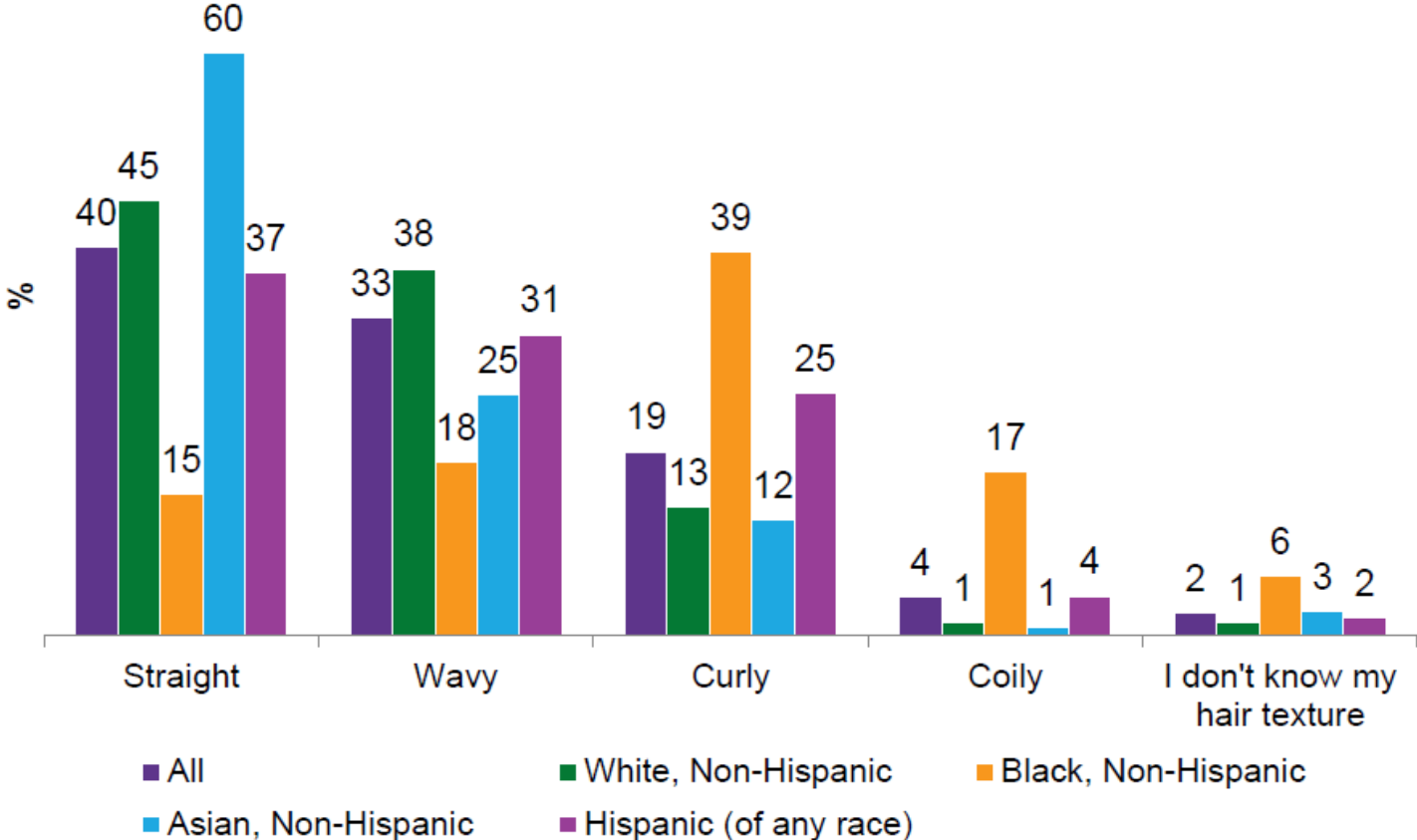


With more than **60%** of the world's population having wavy, curly, and coily hair, it's clear that brands must provide **solutions** that support healthy, textured hair care.



# Hair Texture, by Race and Hispanic Origin, February 2020

*“Which of the following best describes your natural hair texture? By natural, we mean your hair with no styling products or chemical-altering treatments.”*



The US population is **diversifying**, with notably higher percentages of both Hispanic and Black consumers within Gen Z and the Emerging Generation.

# The textured hair space has evolved into several movements within different ethnic groups

While textured hair is the technical term for any hair that does not grow straight, “curly hair” is the most commonly used term in the market.

Because all textured hair is not necessarily curly, “natural hair” is the most used term in communities who traditionally have been relaxing their hair”



**Further Clarification:**  
While for some, “natural hair” means no chemical alterations of any kind, including color, most will agree that relaxed or not relaxed is the most common distinction when discussing “natural hair.”

For communities of color, hair is rooted in **tradition**, and how these groups identify within the textured hair spectrum determines how they wear and care for their hair.

# On average, natural hair consumers purchase 6x more hair care products than other groups

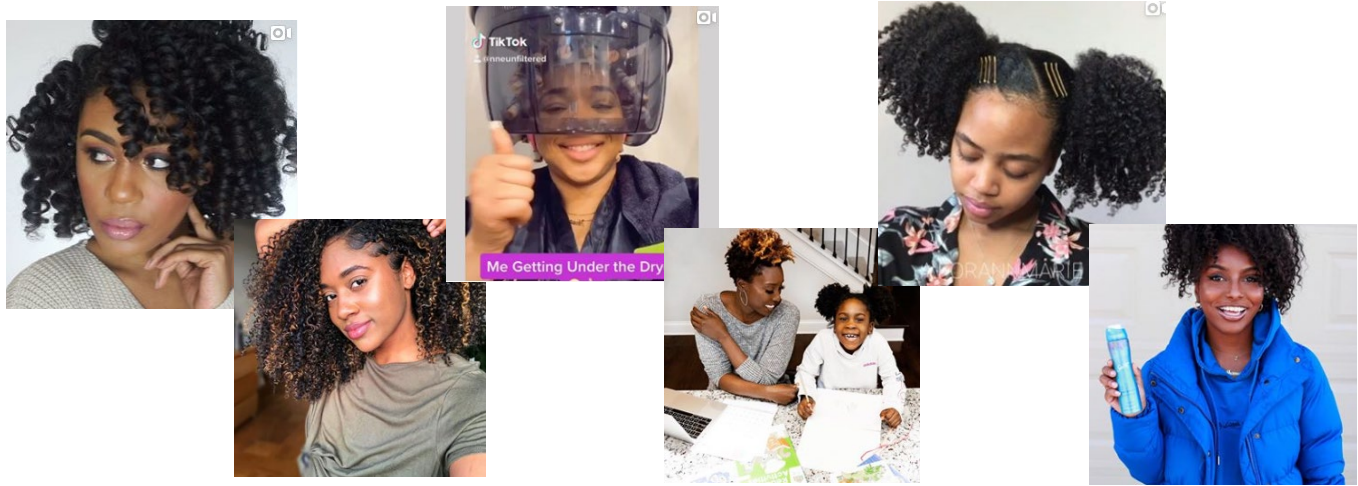


Textured hair often requires more products for maintenance and styling than straight hair and the hunt for the perfect combination fuels spending.

# The “natural hair community” originated from a few women who started sharing their hair care routines

Explosion of online content produced by “**influencers**” on YouTube, Instagram, Facebook and personal blog sites showing ways of caring for and styling textured hair.

- @heycurlie
- @nnescorner
- @coolcalmandcurly
- @Naptural85
- @kersti.pitre
- @trophdoph
- @jewejeweebee
- @daynaboldern
- @naturalneicey
- @moknowshair
- @jd\_winters



With that came a rise in desire to know more about **ingredients** and how they impact hair and an establishment of trust between influencers and viewers.



# Savvy consumers hold brands accountable when it comes to their products and claims



With more natural hair consumers caring for their hair at home, offering quality products that respond to their specific needs is imperative for any brand that wants to be welcomed and validated in this space.

# Agenda

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2 | HerCare: Consumers Explored

3 | BASF Steps Up To The Challenge

# What are the challenges? What are the needs?

Let's explore these questions through the lens of two textured hair consumers.



Introducing: Brittany & Kristina

# Meet Brittany



## Her Story

- Brittany has been natural for eight years and started her journey from relaxed to natural with a big chop – shaved all the way down to the scalp.
- Over the years she has worn her hair in several short styles and has always loved hair color.
- She is letting her hair grow out and prides herself on taking good care of her hair at home in between salon visits for color touch-ups.



# Brittany's Routine



## Steps to achieve beautiful curls and coils

- Her wash day consists of shampooing, **Restoring Moisture (+) Strengthening Mask** to keep her ends from breaking, and styling her hair with a mix of the **Twist it Out Styling Butter** and **Curls on lock Gel Styler** for moisture and hold.
- After she sits under her hooded dryer and fluffs it out, she has a defined, yet voluminous wash-n-go look.
- For Brittany, this is her go-to style because it's fast and can be modified into other styles, such as a high puff, over the course of the week.

# Meet Kristina



## Her Story

- ☛ Kristina transitioned to wearing her hair curly two years ago after wearing her hair straight the majority of the time for her entire adult life.
- ☛ While she's never had a relaxer, or colored her hair, she was not familiar with caring for and styling her hair in its curly state. She decided to learn how style her curly hair after a friend encouraged her to try and twist-outs have become her signature style.
- ☛ Kristina dances and goes to the gym regularly, and with that level of activity she washes her hair twice a week.



# Kristina's Routine



## Steps to achieve beautiful curls and coils

- ✎ She alternates between the **Restoring Moisture (+) Strengthening Mask** and the **Restoring Moisture (+) Conditioning Mask** to ensure her hair has a good balance of moisture for proper elasticity and protein for added strength.
- ✎ She uses the **Leave it In and Let it Werk Leave-In Conditioner** to detangle and moisturize and **Twist it Out Styling Butter** to give her twists definition.



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# Formulations

- Restoring Moisture (+) Conditioning Mask
- Restoring Moisture (+) Strengthening Mask
- Leave it In and Let it Werk
- Twist it Out Styling Butter
- Curls on lock Gel Styler



# Restoring Moisture (+) Conditioning Mask

HB-US-20-35887-31

**Curls and coils can always use a little extra pampering.**

This Restoring Moisture (+) Conditioning Mask features a blend of moisturizing ingredients to help detangle and condition, leaving curls and coils soft and supple.



- **Cosmedia® Triple C** is an all in one liquid dispersion polymer designed to provide nourishment and added slip.
- **Myritol® 331** and **Cetiol® C5** emollients in combination will leave hair feeling hydrated without any leftover residue.



# Restoring Moisture (+) Conditioning Mask

HB-US-20-35887-31

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	76.87	
	Glycerin	Glycerin	3.00	Humectant
	<b>Dehyquart® A-CA</b>	<b>Cetrimonium Chloride</b>	<b>3.00</b>	<b>Conditioning agent</b>
	<b>Cosmedia® Triple C</b>	<b>Polyquaternium-37 (and) Dicaprylyl Carbonate (and) Lauryl Glucoside</b>	<b>3.50</b>	<b>Rheology modifier</b>
B	<b>Lanette® O</b>	<b>Cetearyl Alcohol</b>	<b>2.00</b>	<b>Consistency agent</b>
	<b>Myritol® 331</b>	<b>Cocoglycerides</b>	<b>5.00</b>	<b>Emollient</b>
	<b>Cetiol® C 5</b>	<b>Coco-Caprylate</b>	<b>2.00</b>	<b>Emollient</b>
	<b>Cutina® HVG</b>	<b>Hydrogenated Vegetable Glycerides</b>	<b>2.00</b>	<b>Consistency agent</b>
	<b>Cetiol® SB 45</b>	<b>Butyrospermum Parkii (Shea) Butter</b>	<b>1.00</b>	<b>Emollient</b>
C	Preservative	Preservative	1.00	Preservative
	Citric Acid (50% solution)	Citric Acid	0.23	pH Adjustment
	Fragrance	Fragrance	0.40	Fragrance

## Directions:

1. Add Phase A ingredients in order with mixing. Heat to 70°C.
2. Add Phase B ingredients in a separate beaker, mix until uniform and melted. Heat to 70°C. Combine with Phase A.
3. Cool to 45°C. Add Phase C ingredients in order, continue mixing. pH adjust between 4.5-5.0.

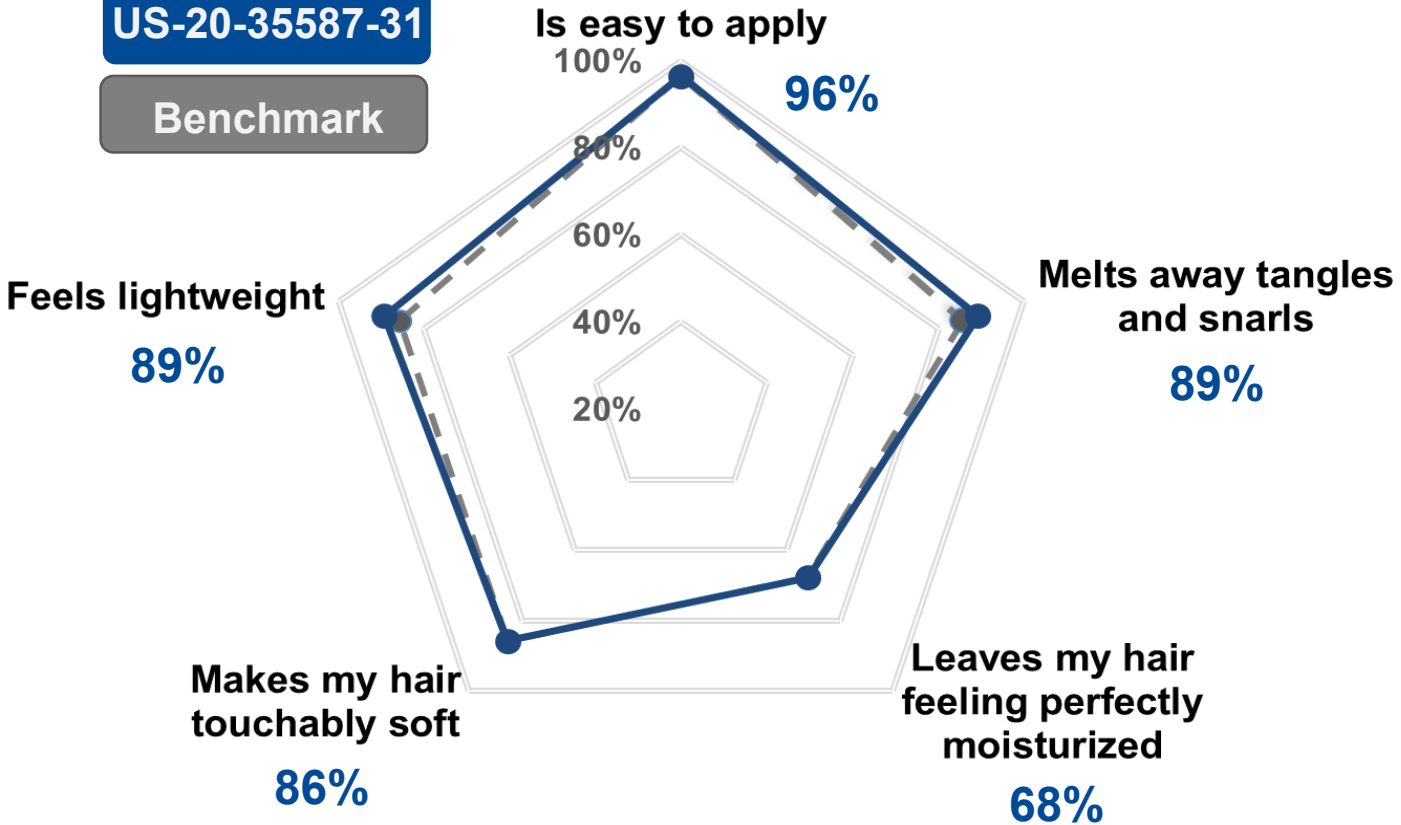
# Perception Benefits of Restoring Moisture (+) Conditioning Mask

“Use of Hair Mask alone mimicked the **benefits** produced by multiple products”

Panelists felt the mask left their hair **Soft**

US-20-35587-31

Benchmark



Hair Masks were perceived as having almost identical efficacy and overall liking

# Additional Data Coming Soon!

## Restoring Moisture (+) Conditioning Mask



Wet Combing on Coily  
hair Tresses  
Restoring Moisture  
(+) Conditioning Mask  
Vs.  
Commercial Benchmark



# Restoring Moisture (+) Strengthening Mask

HB-US-20-35887-38

**Textured hair is highly susceptible to damage from styling.**

A sister to the Restoring Moisture (+) Conditioning Mask, the Restoring Moisture (+) Strengthening Mask is designed to treat damage caused by bleaching or coloring, excessive thermal styling, and natural wear and tear.



- **Gludin® Kera P-LM** is a vegan micro-protein that helps repair the hair to give it the strength strands need.
- **Cosmedia® Triple C, Myritol® 331** and **Cetiol® C5** combine to offer anti-breakage benefits while providing superior conditioning and detangling.



# Restoring Moisture (+) Strengthening Mask

HB-US-20-35887-38

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	74.87	
	Glycerin	Glycerin	3.00	Humectant
	<b>Dehyquart® A-CA</b>	<b>Cetrimonium Chloride</b>	<b>3.00</b>	<b>Conditioning agent</b>
	<b>Cosmedia® Triple C</b>	<b>Polyquaternium-37 (and) Dicaprylyl Carbonate (and) Lauryl Glucoside</b>	<b>3.50</b>	<b>Rheology modifier</b>
B	<b>Lanette® O</b>	<b>Cetearyl Alcohol</b>	<b>2.00</b>	<b>Consistency agent</b>
	<b>Myritol® 331</b>	<b>Cocoglycerides</b>	<b>5.00</b>	<b>Emollient</b>
	<b>Cetiol® C 5</b>	<b>Coco-Caprylate</b>	<b>2.00</b>	<b>Emollient</b>
	<b>Cutina® HVG</b>	<b>Hydrogenated Vegetable Glycerides</b>	<b>2.00</b>	<b>Consistency agent</b>
	<b>Cetiol® SB 45</b>	<b>Butyrospermum Parkii (Shea) Butter</b>	<b>1.00</b>	<b>Emollient</b>
C	<b>Gludin® Kera-P LM</b>	<b>Hydrolyzed Vegetable Protein</b>	<b>2.00</b>	<b>Active ingredient</b>
	Preservative	Preservative	1.00	Preservative
	Citric Acid (50% solution)	Citric Acid	0.23	pH Adjustment
	Fragrance	Fragrance	0.40	Fragrance

## Directions:

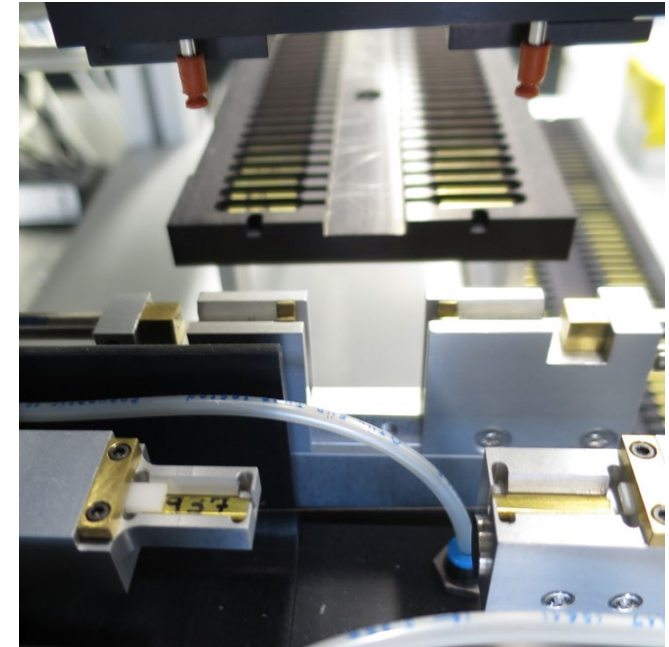
1. Add Phase A ingredients in order with mixing. Heat to 70°C.
2. Add Phase B ingredients in a separate beaker, mix until uniform and melted. Heat to 70°C. Combine with Phase A.
3. Cool to 45°C. Add Phase C ingredients in order, continue mixing. pH adjust between 4.5-5.0.

# Additional Data Coming Soon!

## Restoring Moisture (+) Strengthening Mask



Strength / Repair  
Claim on Coily hair  
Restoring Moisture  
(+) Strengthening  
Mask  
Vs.  
Commercial Benchmark





# Leave It In and Let It Werk Conditioner

HB-US-20-35887-53

**For those times when your curls or coils need a little more love.**

Leave it in and Let it Werk comes to the rescue providing moisture, detangling, conditioning, and frizz control benefits. This Leave-In can be used alone or layered with the Gel Styler for hold and definition or the Styling Butter for volume and definition in any style.

- **Dehyquart® CC6** is a conditioning polymer providing brittle and dry locks the conditioning it needs to soften and prepare the hair for styling.
- **Dehyquart® C4046** a conditioning additive that helps further improve hair slip with a boost of hydration.



# Leave It In and Let It Werk Conditioner

HB-US-20-35887-53

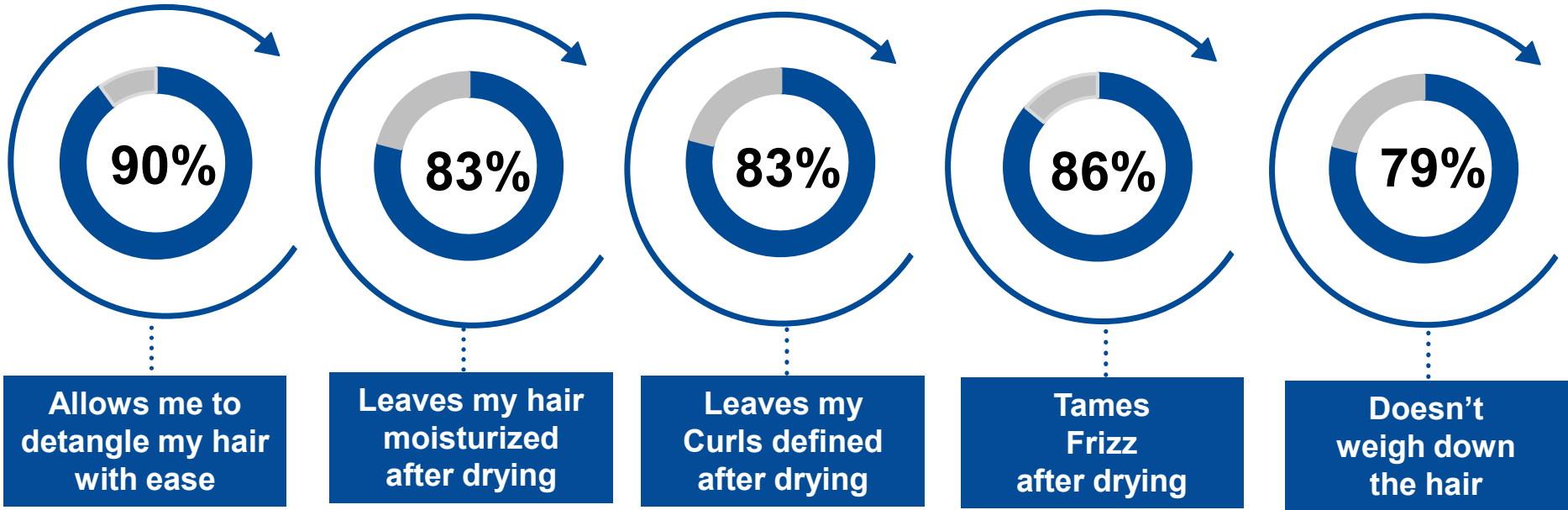
Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	77.45	
	<b>Dehyquart® CC6</b>	<b>Polyquaternium-6</b>	<b>0.50</b>	<b>Conditioning agent</b>
	Glycerin	Glycerin	3.00	Humectant
	<b>Dehyquart® A-CA</b>	<b>Cetrimonium Chloride</b>	<b>3.00</b>	<b>Conditioning agent</b>
B	<b>Lanette® O</b>	<b>Cetearyl Alcohol</b>	<b>3.25</b>	<b>Consistency agent</b>
	<b>Myritol® 331</b>	<b>Cocoglycerides</b>	<b>5.00</b>	<b>Emollient</b>
	<b>Cetiol® C 5</b>	<b>Coco-Caprylate</b>	<b>2.00</b>	<b>Emollient</b>
	<b>Dehyquart® C 4046</b>	<b>Cetearyl Alcohol, Dipalmitoylethyl Hydroxyethylmonium Methosulfate, Cetareth-20</b>	<b>4.25</b>	<b>Conditioning agent</b>
C	Preservative	Preservative	1.00	Preservative
	Citric Acid (50% solution)	Citric Acid	0.15	pH Adjustment
	Fragrance	Fragrance	0.40	Fragrance

## Directions:

1. Add Phase A ingredients in order with mixing. Heat to 70°C.
2. Add Phase B ingredients in a separate beaker, mix until uniform and melted. Heat to 70°C. Combine with Phase A.
3. Cool to 45°C. Add Phase C ingredients in order, continue mixing. pH adjust between 4.5-5.0.

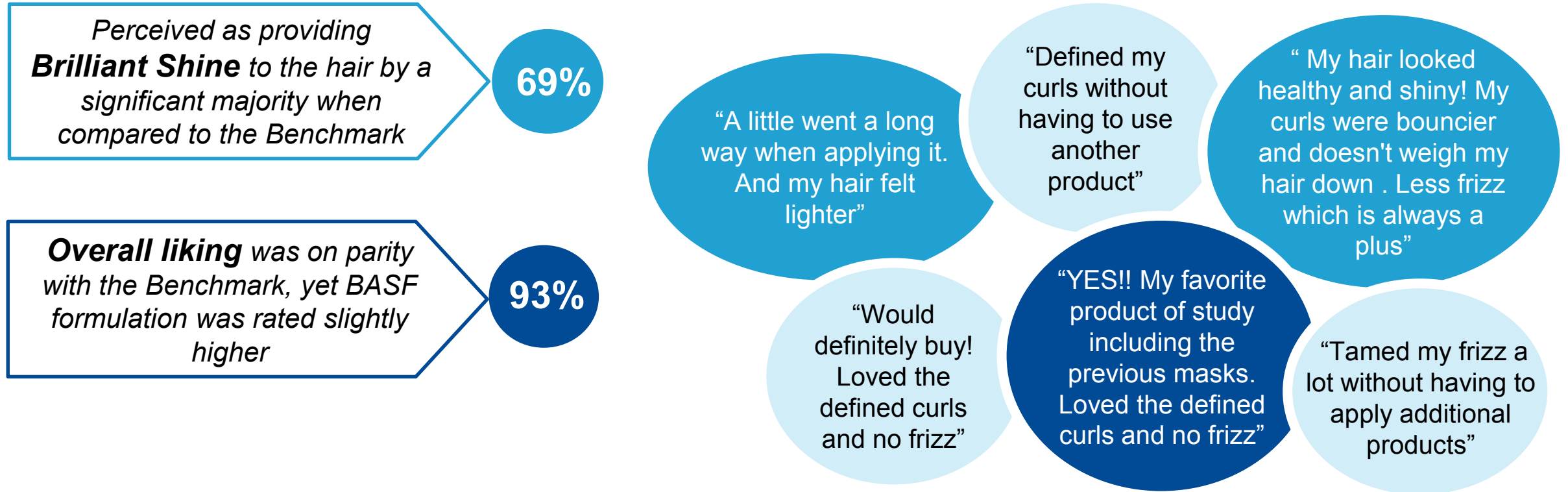
# Consumer Evaluation of Leave it in and Let it Werk Conditioner

28 Women evaluated consumer acceptance and perception of **Leave it In and Let it Werk Conditioner (US-20-35887-53)**, as compared to a commercial benchmark formula in a Home use study



**Excellent results compared to commercial benchmark product!**

# Panelists Perception of Leave It In and Let It Werk Conditioner



**We received excellent feedback on our Leave in Conditioner!**

# Additional Data Coming Soon!

## Leave it In and Let it Werk Conditioner



# Curls On Lock Gel Styler

HB-US-20-35887-56

**Lock in your curls and coils and reduce frizz while putting up a fight against high humidity.**

Curls On Lock Gel Styler provides a non-tacky and non-flaking solution for hold and superior definition without the crunch. It can be used on freshly cleansed and conditioned hair or layered with the Leave-In Conditioner.

- **Luviset® One and Luviquat® Supreme AT1** offers a combination of two powerhouse styling polymers. Luviset® One is an all in one solution for style setting and thickening of the gel base. Luviquat® Supreme is a cationic styling polymer that provides flexible hold with conditioning benefits. These polymers will be sure to set curls and coils for all day hold while keeping the hair looking and feeling moisturized.



*Curls, don't think of going anywhere!*

# Curls On Lock Gel Styler

HB-US-20-35887-56

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	82.25	
	<b>Luviset® One</b>	<b>Acrylates/Methacrylamide Copolymer</b>	<b>8.00</b>	<b>Fixative</b>
	AMP Ultra PC 2000 (Angus Chemical Company)	Aminomethyl Propanol	0.45	Neutralizing agent
B	Glycerin	Glycerin	3.00	Humectant
	<b>Luviquat® Supreme AT 1</b>	<b>Polyquaternium-68</b>	<b>3.00</b>	<b>Fixative</b>
C	<b>Myritol® 331</b>	<b>Cocoglycerides</b>	<b>1.00</b>	<b>Emollient</b>
	<b>Cetiol® C 5</b>	<b>Coco-Caprylate</b>	<b>1.00</b>	<b>Emollient</b>
D	Fragrance	Fragrance	0.30	Fragrance
	Preservative	Preservative	1.00	Preservative

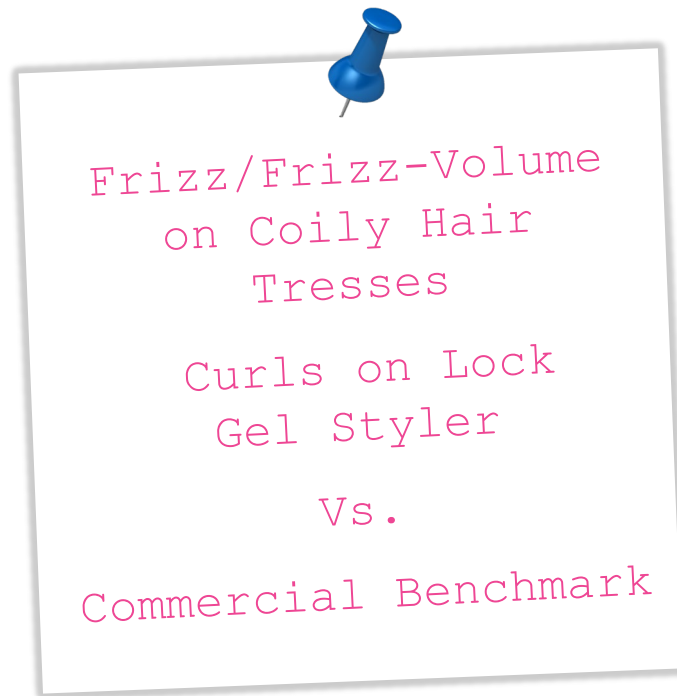
## Directions:

1. Add Phase A ingredients in order. Allow mixing time and adjust pH to 6.75-7.2
2. Continue adding Phase B ingredients in order with mixing.
3. Add Phase C ingredients with mixing.
4. Add Phase D ingredients with mixing. Check pH and adjust with AMP if necessary.

# Additional Data Coming Soon!

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## Curls on Lock Gel Styler





# Twist It Out Styling Butter

HB-US-20-35887-70

There are many ways to twist it, but only one way to secure soft, highly defined, frizz-control curls and coils.

Our Twist it Out Styling Butter hydrates hair to give twist-outs, braid-outs, and Bantu-knots definition, bounce and shine.



- **Irwinol® LS 9890**, our wild mango butter is used in conjunction with our natural shea butter, **Cetiol® SB45**, to improve curl elasticity.
- **Cosmedia® Ultragel 300** provides an added boost of conditioning and extra slip for greater manageability while twisting and braiding



# Twist It Out Styling Butter

HB-US-20-35887-70

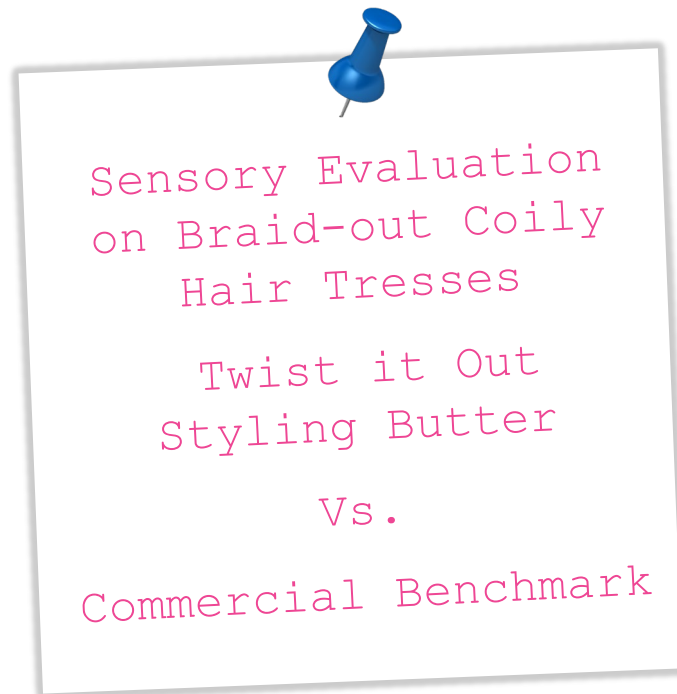
Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Water	61.35	
	<b>Cosmedia® Ultragel 300</b>	<b>Polyquaternium-37</b>	<b>0.25</b>	<b>Rheology modifier</b>
	Glycerin	Glycerin	2.00	Humectant
B	<b>Cetiol® SB 45</b>	<b>Butyrospermum Parkii (Shea) Butter</b>	<b>6.00</b>	<b>Emollient</b>
	<b>Lanette® O</b>	<b>Cetearyl Alcohol</b>	<b>3.50</b>	<b>Consistency agent</b>
	<b>Cegesoft® HF 62</b>	<b>Hydrogenated Vegetable Oil</b>	<b>4.00</b>	<b>Consistency agent</b>
	<b>Cegesoft® PS 6</b>	<b>Vegetable Oil</b>	<b>8.50</b>	<b>Emollient</b>
	<b>Myritol® 331</b>	<b>Cocoglycerides</b>	<b>5.00</b>	<b>Emollient</b>
	<b>Cetiol® C 5</b>	<b>Coco-Caprylate</b>	<b>2.00</b>	<b>Emollient</b>
	<b>Dehyquart® C 4046</b>	<b>Cetearyl Alcohol, Dipalmitoylethyl Hydroxyethylmonium Methosulfate, Ceteareth-20</b>	<b>4.00</b>	<b>Conditioning agent</b>
	<b>Irwinol™ LS 9890</b>	<b>Octyldodecanol, Irvingia Gabonensis Kernel Butter, Hydrogenated Coco-Glycerides</b>	<b>2.00</b>	<b>Active ingredient</b>
C	Fragrance	Fragrance	0.40	Fragrance
	Preservative	Preservative	1.00	Preservative
	Sodium Hydroxide (25% solution)	Sodium Hydroxide	q.s.	pH Adjustment

## Directions:

1. Add Phase A ingredients in order. Allow enough mixing time for the Cosmedia Ultragel 300 to hydrate prior to adding the glycerin.
2. Begin heating to 75°C when batch is uniform.
3. Heat and mix Phase B ingredients separately. Heat to 75°C. When melted and uniform add to Phase A.
4. Cool below 45°C and add Phase C ingredients with mixing. pH adjust between 5.0-5.5.

# Additional Data Coming Soon!

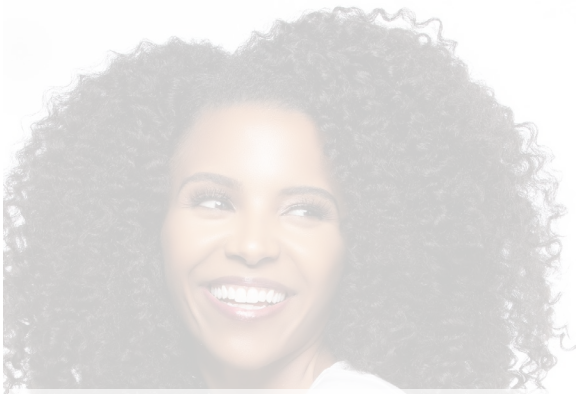
## Twist It Out Styling Butter



 **BASF**

We create chemistry

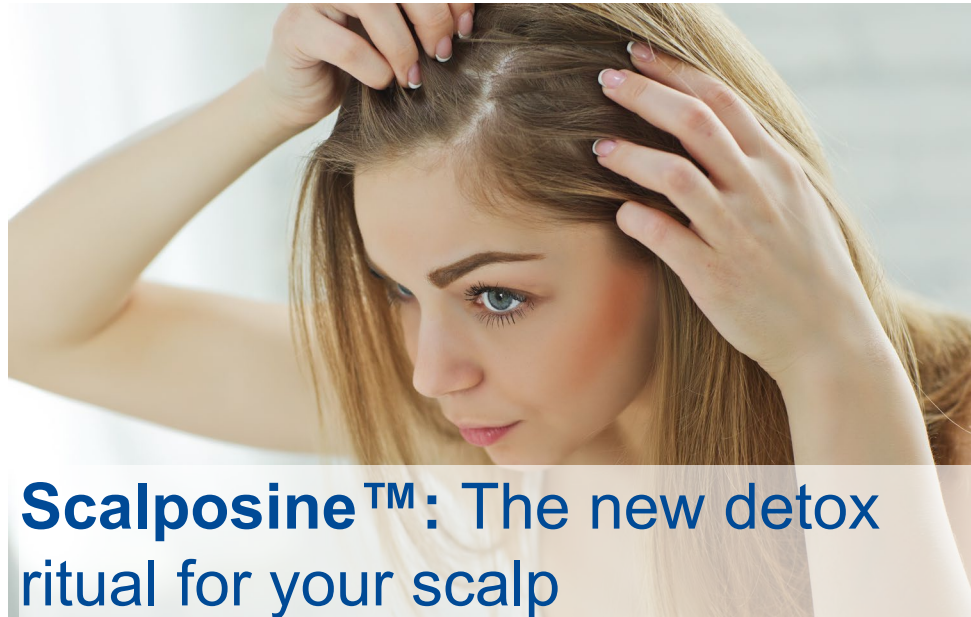
Care  
Creations™



**Exclusively HerCare:**  
Tailored Hair Care for Her Curls  
and Coils



**Hydrasensyl Glucan Green®:**  
Multifunctional active



**Scalposine™:** The new detox  
ritual for your scalp



**Flexible Formulas:** Base  
Chassis with multifunctional  
ingredients





**BASF**

We create chemistry

Care  
Creations™

**Scalposine™**

**The new detox ritual to make  
your hair & scalp healthy**

# Stress, pollution and shampoos asphyxiate your scalp



# Bio inspired molecules are on the spotlight

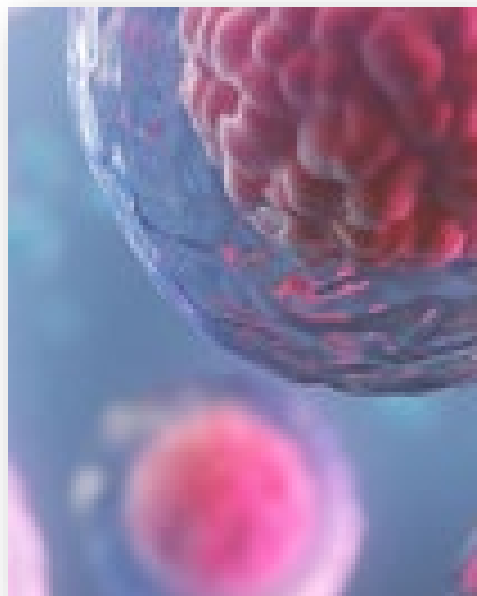
Scalposine (*INCI: Sarcosine*) is a well known health <sup>(1)</sup> & wellness booster <sup>(2)</sup> that makes your scalp happy!

## The multiple health properties of sarcosine



### NATURE IDENTICAL

- Amino acid derivative naturally found in the body
- Biomimetic approach



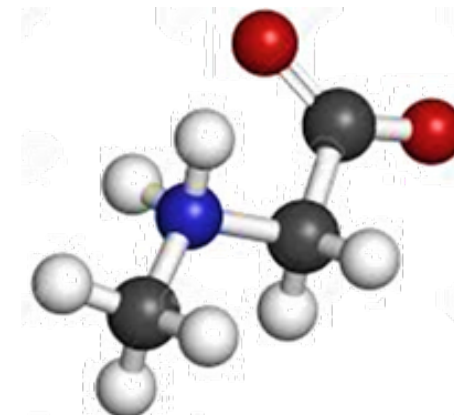
### CELL REJUVENATION

- DNA precursor derivative
- Essential for the growth and regeneration of skin cells



### COGNITION & WELLNESS

- Known to improve emotions
- Neurotransmitter derivative having an influence on sleep



Molecular representation of the sarcosine

<sup>(1)</sup> Cell Rep. 2018 October 16; 25(3): 663–676.

<sup>(2)</sup> Int J Mol Sci. 2016 Jul; 17(7): 1075.



# Scalposine: the solution for your hair detox



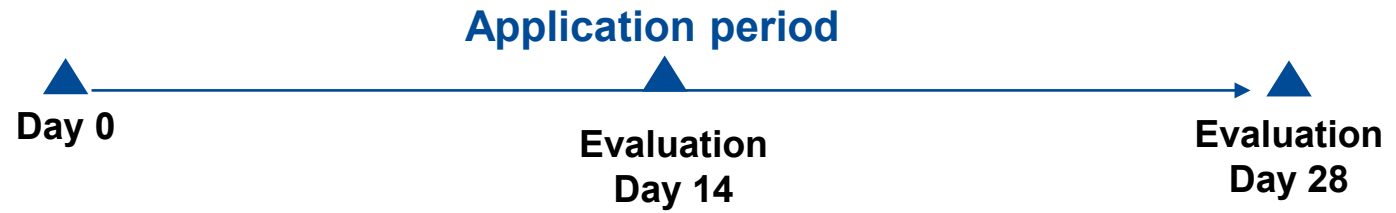
Scalp purification



Scalp microbiome reset



# Clinical study on scalp purification



## Volunteer panel



- Placebo-controlled clinical study
- 2 groups
  - N=12 Placebo
  - N=17 Scalposine
- Oily scalp (sebumeter >120)
- 18-65 years old, multiethnic

## Test products



- Mask placebo
- Mask + 1% Scalposine

## Application

Application: In a mask 3-4x /week followed by neutral shampoo & conditioner for 4 weeks

## Evaluation

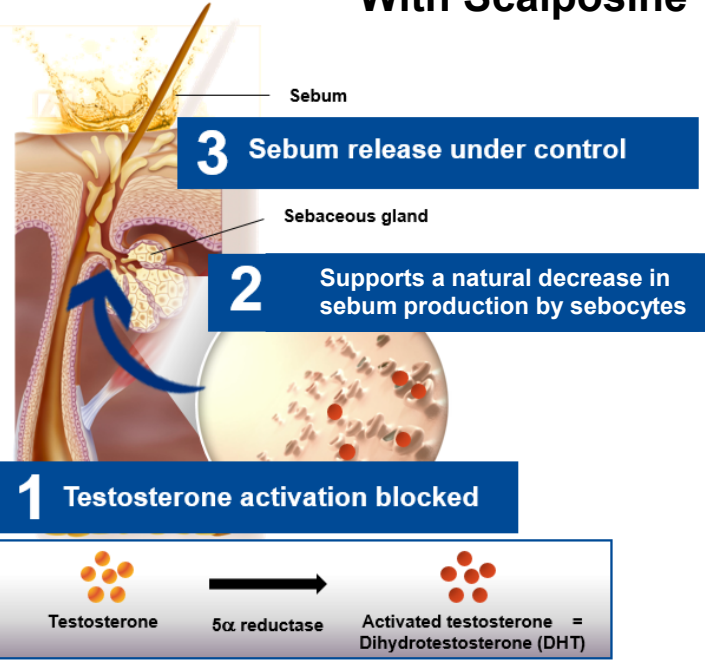


- Sebumeter reading (D14, D28)
- Trichoscopy Scope + Pictures (D0, D14 and D28)
- Self-assessment (D14, D28)

# Scalp purification

The **greasy aspect** of the hair is due to an overproduction of sebum in the hair follicle.

## With Scalposine



### Sebum production under control

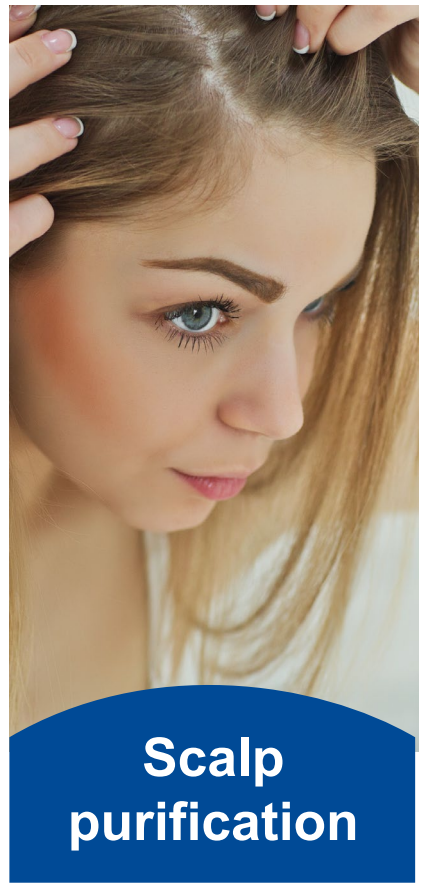
Tests on Keratinocytes

---

### Testosterone activation is blocked

**-77%**

5α reductase gene expression in keratinocytes



### Soothes and purifies the scalp

Sebumeter	Image analysis
<p><b>-31%</b> Sebum reduction after 1 month</p>	<p>Example of flakes reduction after 1 month</p> <p><b>D0</b></p> <p><b>D28</b></p>
Self evaluation	
<p> Allows to reduce the number of hair wash</p>	<p> <b>82%</b> "My scalp is immediately soothed"</p>

**With Scalposine, enjoy a true scalp detox cure that keeps flakes at bay!**

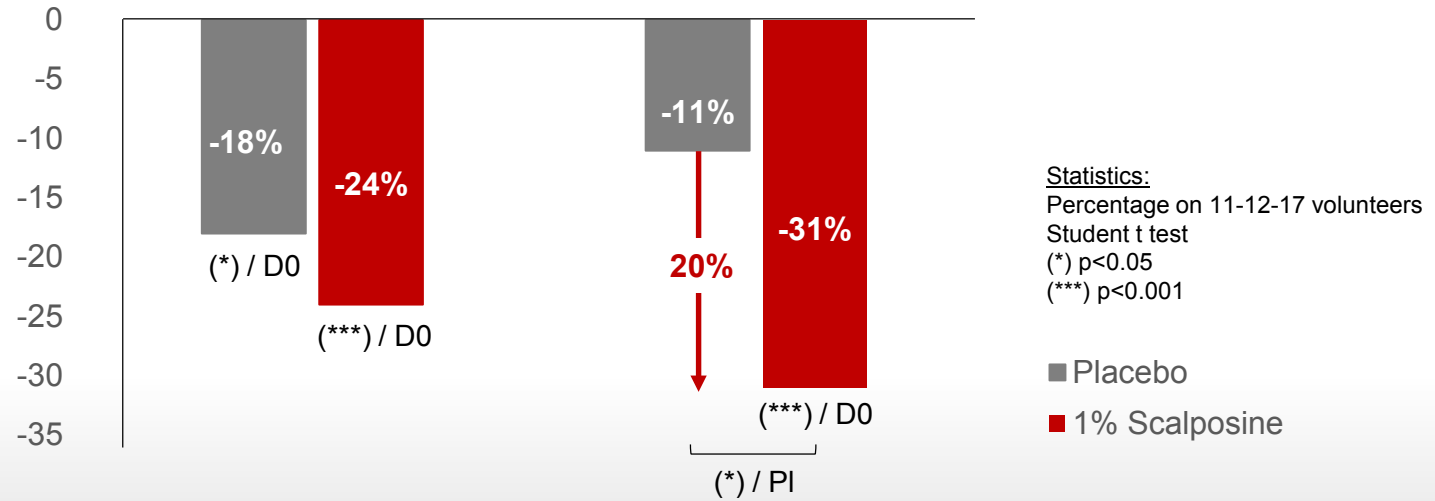


# Scalposine: the active for a non-oily scalp



Scalposine at 1% offers a significant Sebum reduction after just 2 weeks and 1 month

Sebumeter:  
evaluation of the scalp sebum level (reduction vs D0)



The build-up disappears, the scalp breathes again!

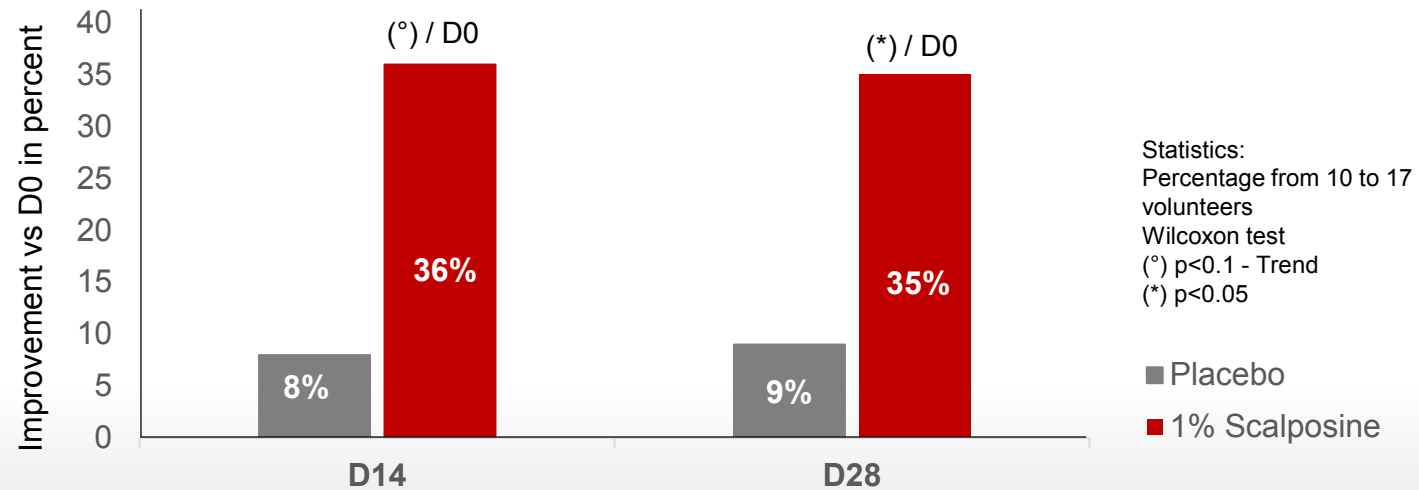


# Scalposine: the active for a non-oily scalp



Scalposine at 1% allows to reduce the number of hair wash by a third

Self assessment:  
evaluation of the regreasing time between 2 shampoos (improvement vs D0)



Space shampoo helps save water

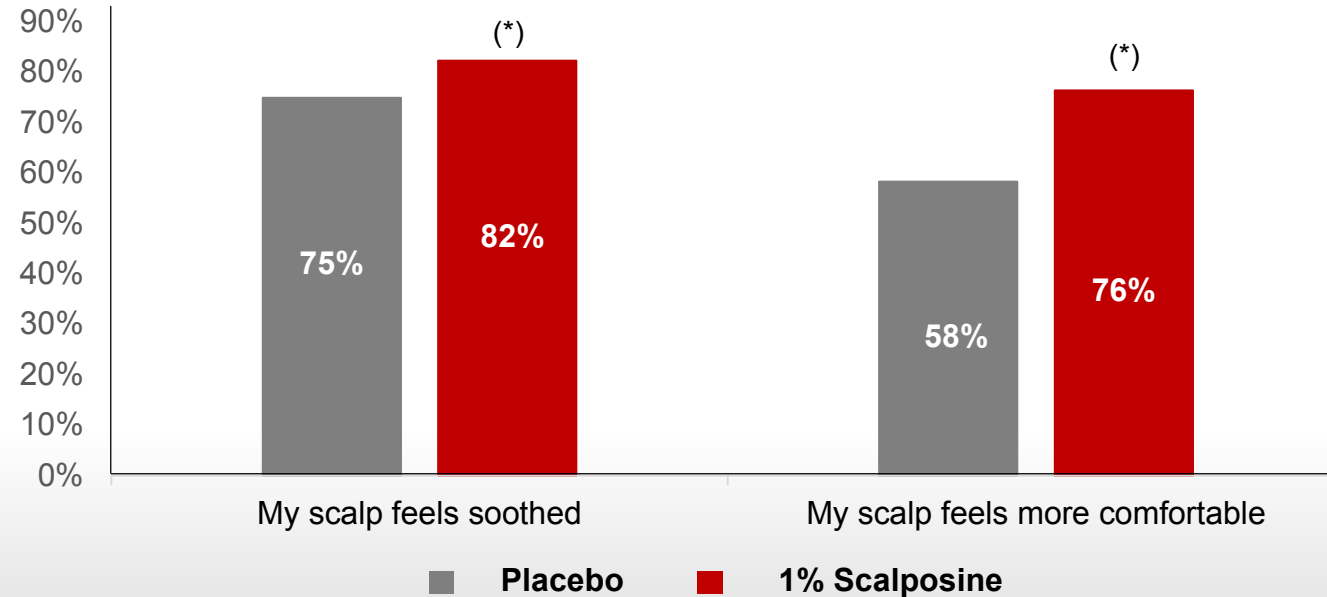


# Scalposine increases the comfort of the scalp



Scalposine at 1%, instantly soothes the scalp

Self-assessment:  
immediate perception on comfort and scalp soothing at D0 (% of agreement)



Statistics:  
Placebo n= 12  
BC10101 1% n=17

Binomial Test

(\*) Significant majority  $p < 0.05$

Scalposine is immediately effective on scalp soothing

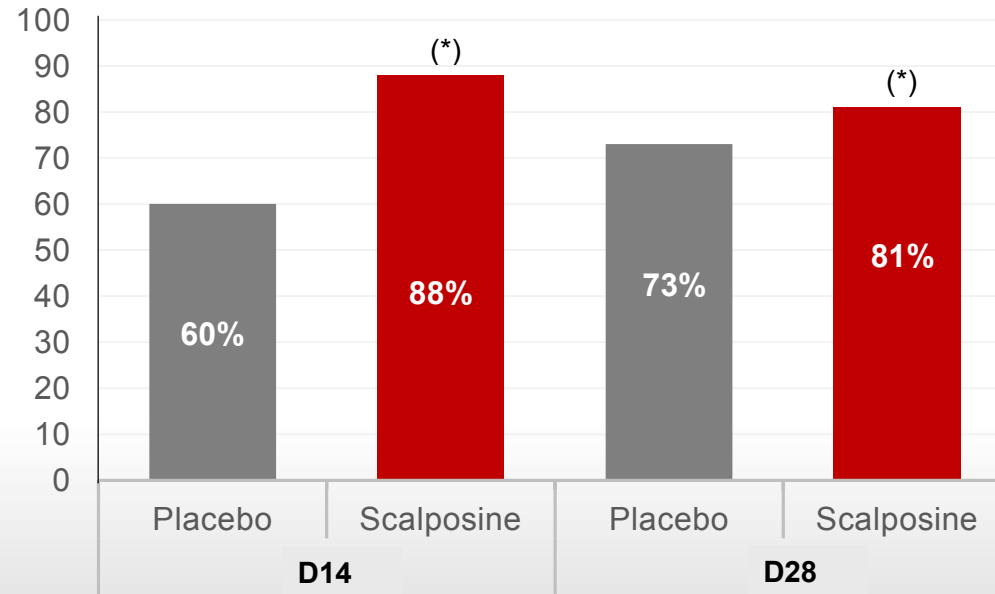


# Scalposine increases the comfort of the scalp



Scalposine at 1%, significantly soothes the scalp after 2 weeks and 1 month

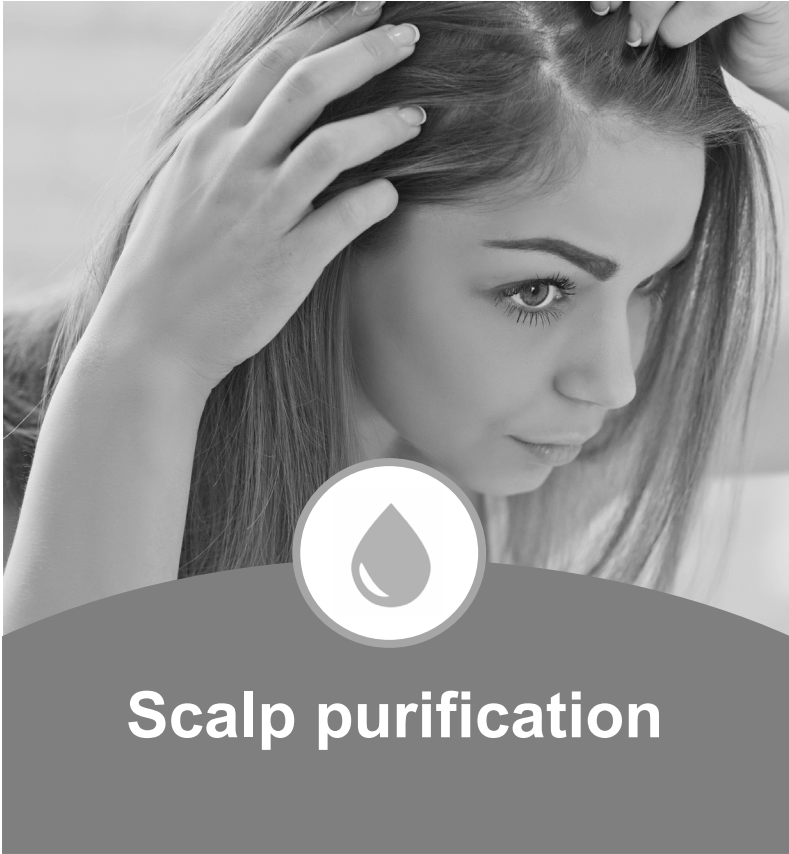
**Self-assessment:**  
perception of the volunteers after 2 weeks and 1 month on the reduction of itchiness (% of agreement)



Statistics:  
n = 10 (D14) and 11 (D28) for Placebo  
n = 16 (D14) and 17 (D28) for Scalposine  
Binomial test  
(\*) Significant majority  $p < 0.05$

With Scalposine, results on itchiness can be seen after just 2 weeks of treatment

# Scalposine: the solution for your hair detox



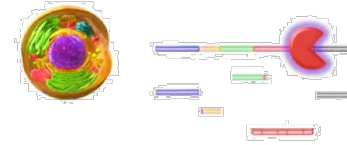




# BASF clinical study

## Comparison of the bacterial ecosystem for normal & oily scalp

▲  
Day 0



### Volunteer panel



- 2 groups of volunteers
  - 1 group N=27 with **oily scalp**\*
  - 1 group N=28 with **normal scalp**\*\*
- 18-65 years old
- Both genders

\* sebumeter >120

\*\* 50 < sebumeter <120

### Sampling



- Sampling by swabbing the scalp of the volunteers at Day 0
- DNA extraction
- Host DNA removal
- DNA Quality control

### Evaluation

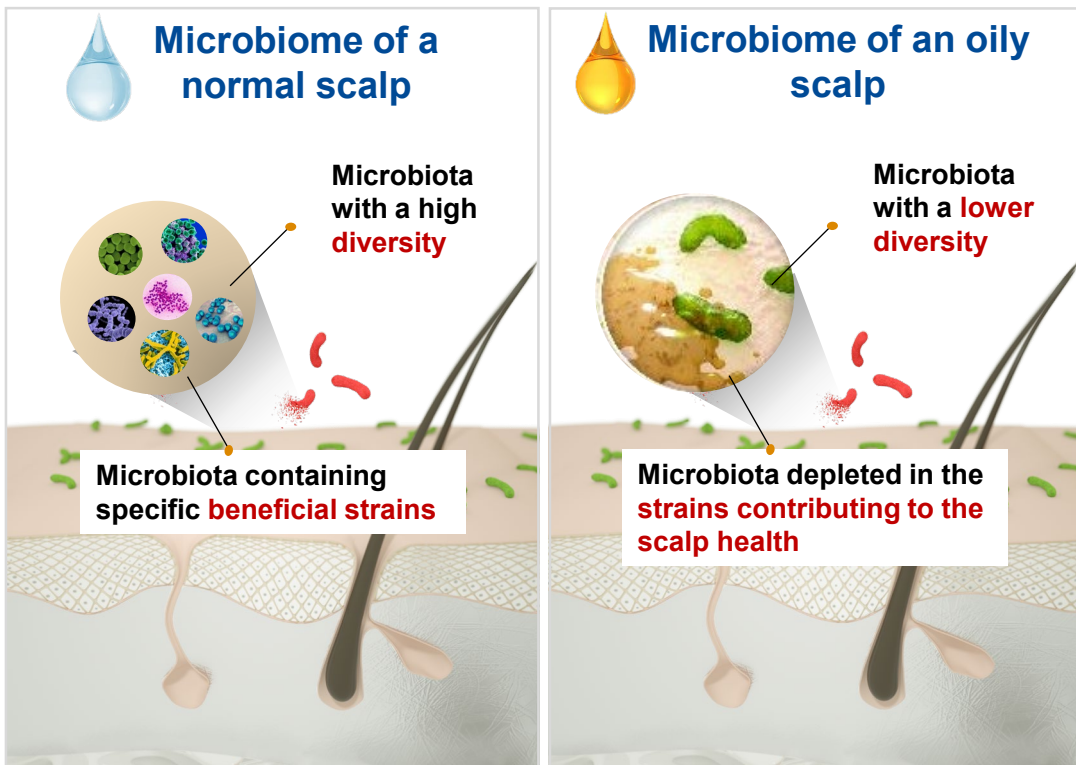


- Taxonomic analysis
- Diversity analysis
- Threshold value of 10<sup>-6</sup> for species representation
- volcano plot to identify differences in relative abundance between the groups.



# What is the microbial signature of a normal scalp?

BASF compared the microbiome of normal scalp with an oily scalp in a metagenomic study



Diversity decreases with oiliness <sup>(1)</sup>

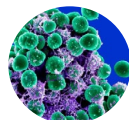
Type of study: metagenomic sequencing

DNA based approach to describe the bacterial ecology:

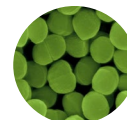
- detect the **abundance** of bacteria
- evaluate the **bacterial diversity**

BASF  
Discovery

Identification of 6 beneficial strains highly represented in the normal scalp and contributing to scalp health



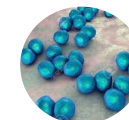
*Staphylococcus pasteurii*



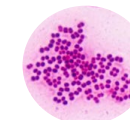
*Staphylococcus warneri*



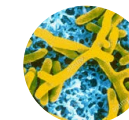
*Streptococcus australis*



*Veillonella parvula*



*Rothia aeria*



*Actinomyces Odontolyticus*

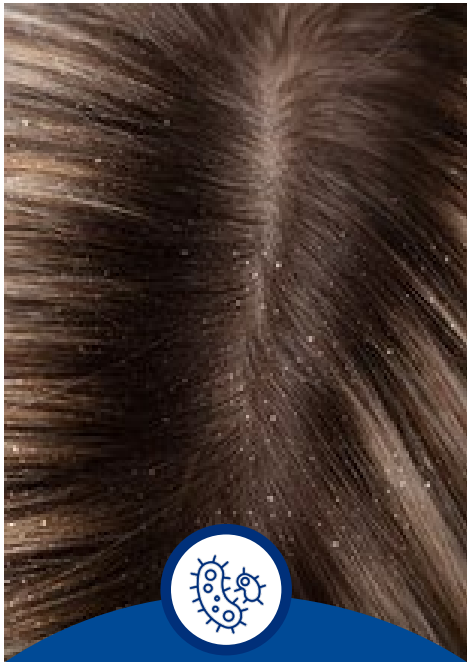
<sup>(1)</sup> Science. 2009 May 29; 324(5931): 1190–1192

BASF has discovered 6 strains linked to normal healthy scalp



# BASF clinical study

## Evaluation of the efficacy of Scalposine on the oily scalp



**Microbiome  
reset**

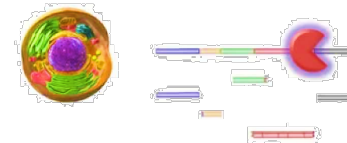
### Protocol



Volunteer panel	Test products	Sampling	Evaluation
<ul style="list-style-type: none"><li>Placebo controlled clinical study</li><li>2 groups of volunteers with oily scalp (sebumeter &gt;120)<ul style="list-style-type: none"><li>1 group of N=12 (Placebo)</li><li>1 group of N=17 (Scalposine)</li></ul></li><li>18-65 years old, multi-ethnic</li></ul>	<ul style="list-style-type: none"><li>Mask placebo</li><li>Mask + 1% Scalposine</li></ul>	<ul style="list-style-type: none"><li>Sampling by swabbing the scalp of the volunteers at D0, D28</li><li>DNA extraction</li><li>Host DNA removal</li><li>DNA Quality control</li></ul>	<ul style="list-style-type: none"><li>Taxonomic analysis</li><li>Diversity analysis</li><li>Threshold value of 10<sup>-6</sup> for species representation</li><li>Volcano plot to identify differences in relative abundance between the groups.</li></ul>

### Application

Application: In a mask (3-4x / week) followed by neutral shampoo & conditioner for 4 weeks



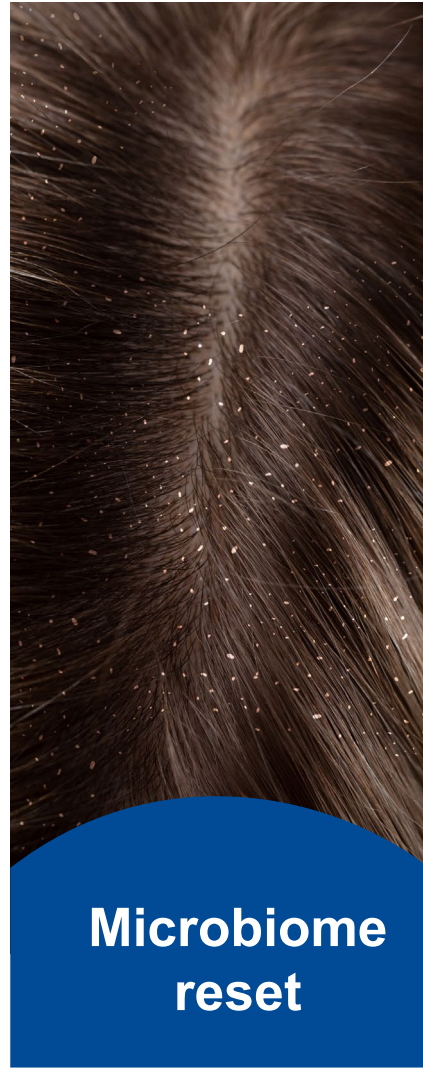
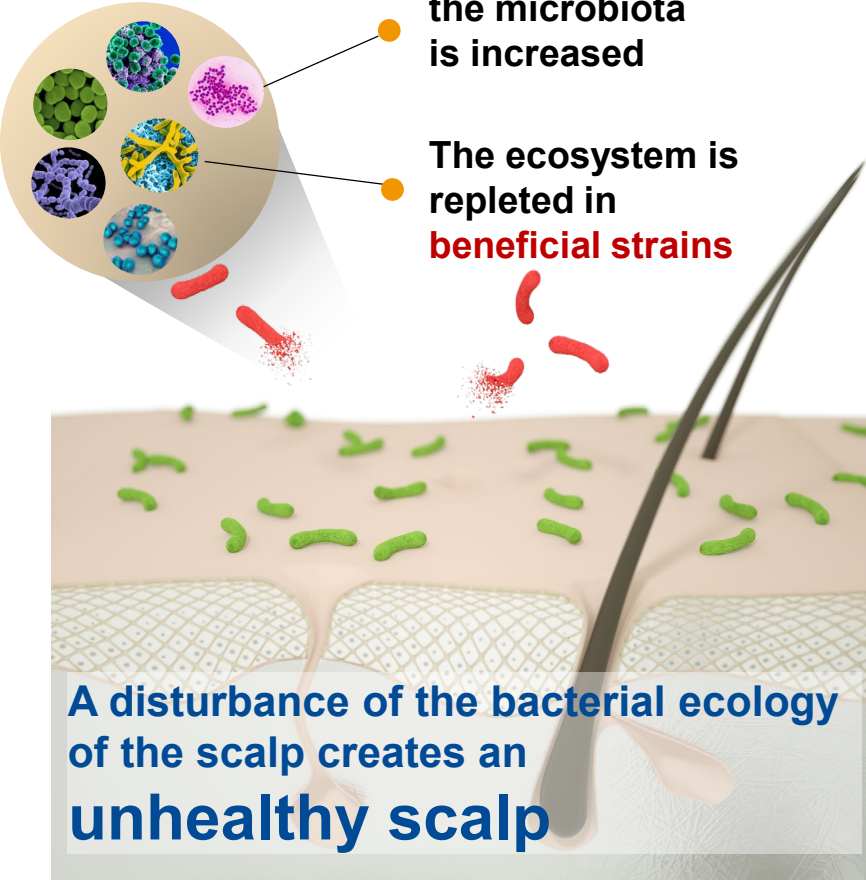


# Scalp microbiome reset

## With Scalposine

The **diversity** of the microbiota is increased

The ecosystem is repleted in **beneficial strains**



## Scalposine resets the scalp microbiome

*In vivo* study with Scalposine at 1% after 1 month

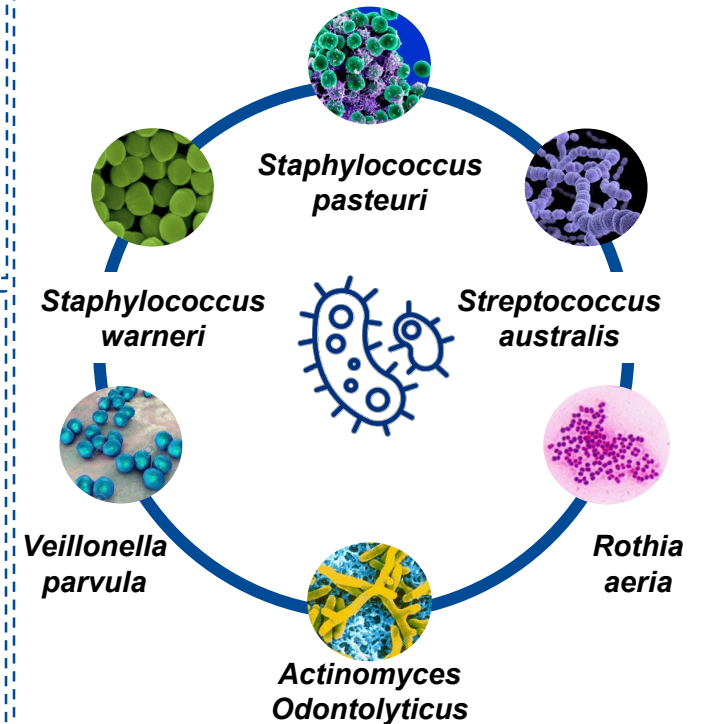


**Diversity increase (richness)**

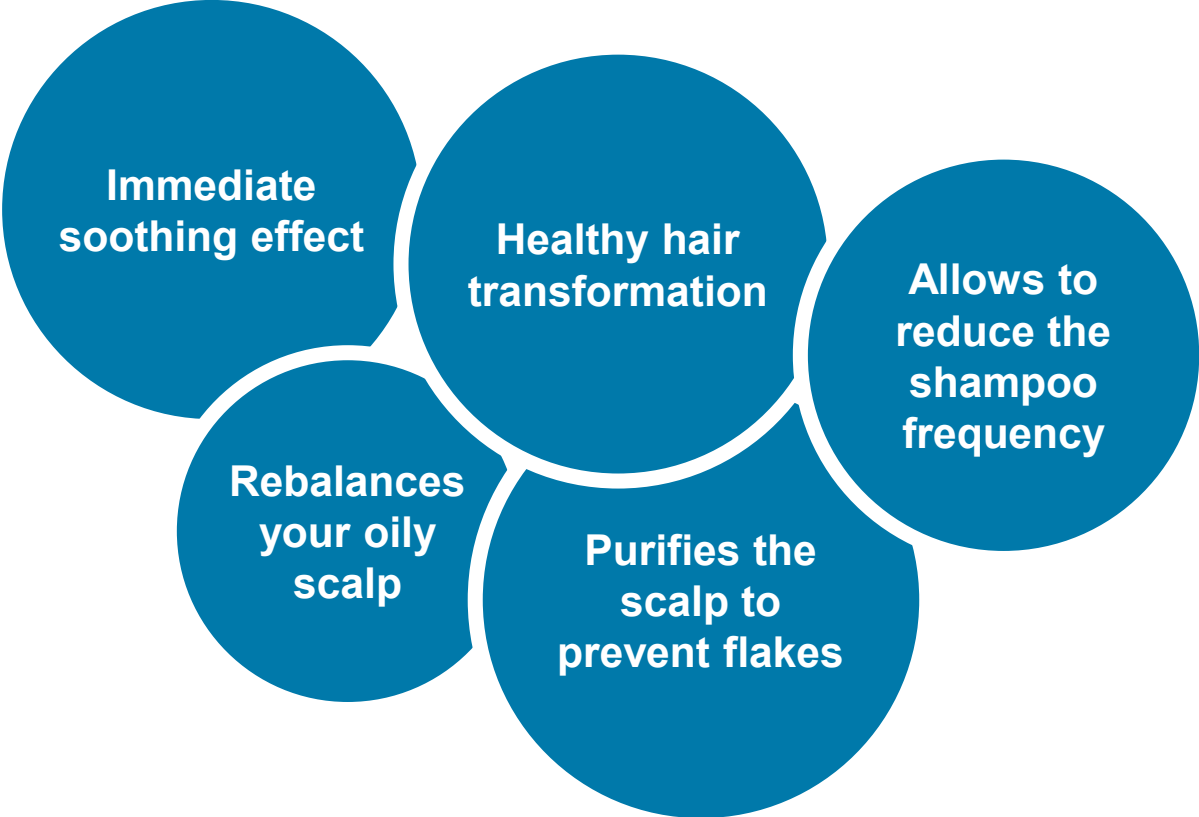
Taxa number **+36%**



**Prebiotic effect: boosts the recolonization by beneficial strains**

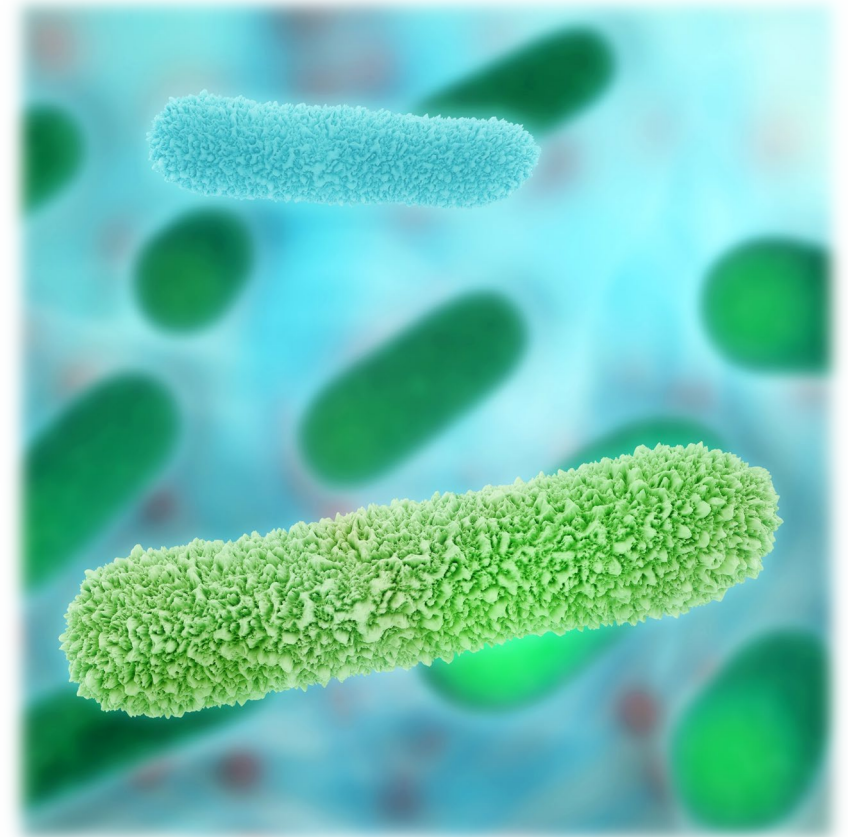


# Scalposine: potential claims on efficacy



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# Scalposine: potential claims on the microbiome



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# Scalposine: potential claims on the ingredient






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# Scalposine

## Product characteristics



Scalposine™	BC10101														
Description	Biomimetic amino-acid														
INCI	Glycerin (and) water (and) Sarcosine														
Dose of use	1%														
Aspect	Liquid														
Solubility	Soluble in water														
Preservative system	None														
Naturality	Synthetic molecule														
Regulatory data	<table border="1"> <thead> <tr> <th>PCPC</th> <th>IECSC</th> <th>IECIC 2015</th> <th>JP cosmetics</th> <th>QD additive</th> </tr> </thead> <tbody> <tr> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>X</td> </tr> </tbody> </table>	PCPC	IECSC	IECIC 2015	JP cosmetics	QD additive	✓	✓	✓	✓	X				
PCPC	IECSC	IECIC 2015	JP cosmetics	QD additive											
✓	✓	✓	✓	X											



# DISCLAIMER

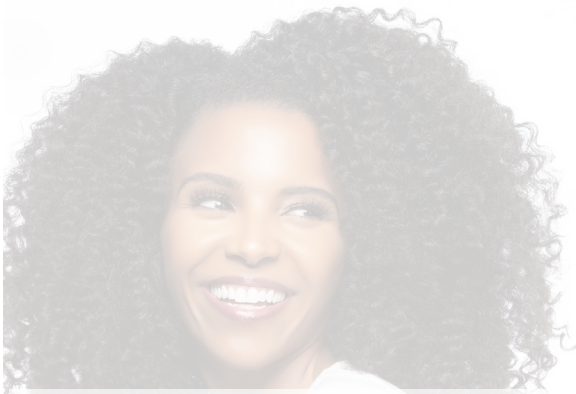
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We create chemistry

Care  
Creations™



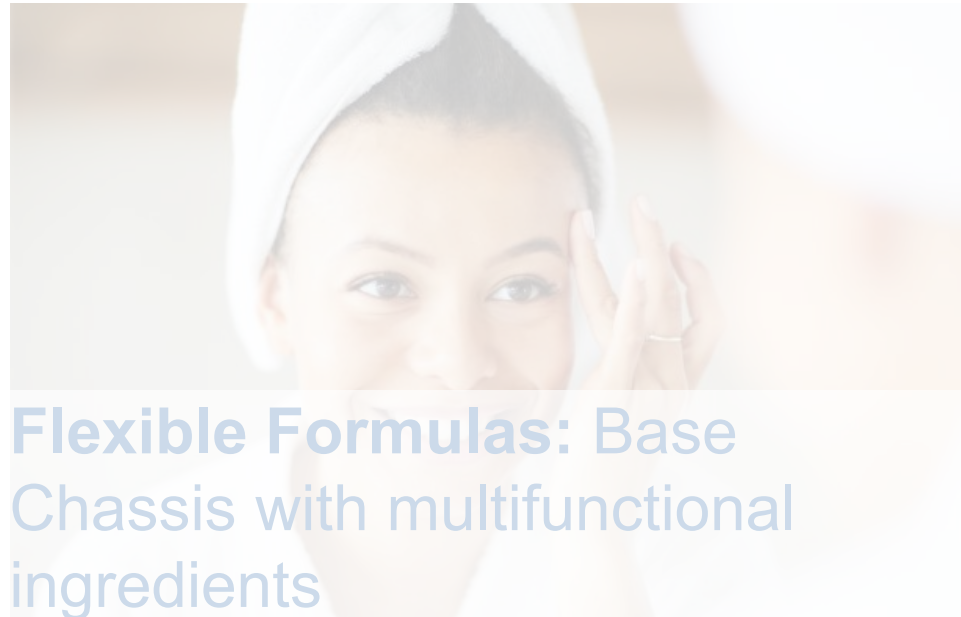
**Exclusively HerCare:**  
Tailored Hair Care for Her Curls  
and Coils



**Hydrasensyl Glucan Green®:**  
Multifunctional active



**Scalposine™:** The new detox  
ritual for your scalp



**Flexible Formulas:** Base  
Chassis with multifunctional  
ingredients



**Simplified**

**Inclusive**

**Personalized**

Care  
Creations™

■ - **BASF**  
We create chemistry

# Hydrasensyl® Glucan

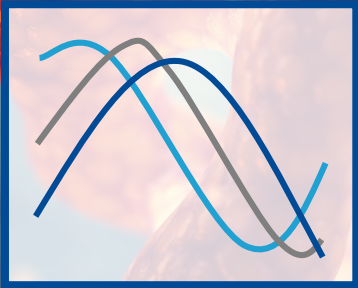
Economic multifunctional  
skin care active



# Merging the properties of hyaluronic acid and collagen

## Hydrasensyl® Glucan

Collagen-like  
3D structure



Triple helix

Structuring formulation texture

High stability towards pH, temperature,  
electrolyte load

Perceivable sensory improvement

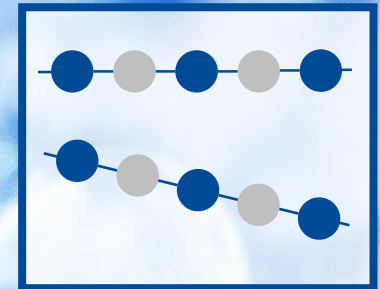
Short and long-term skin hydration

Increased skin smoothness



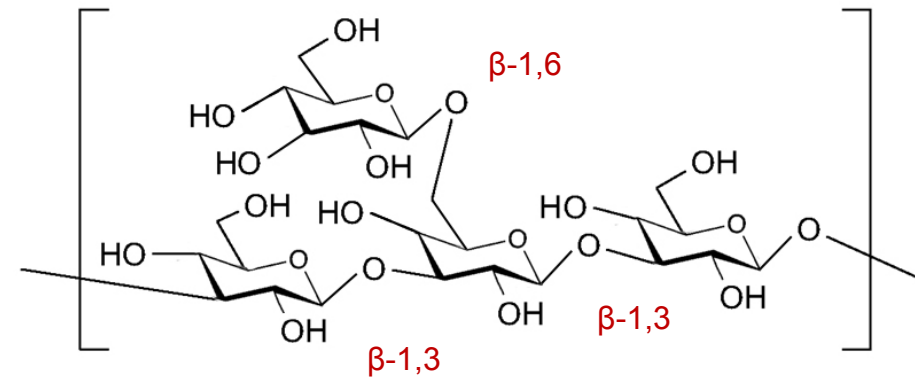
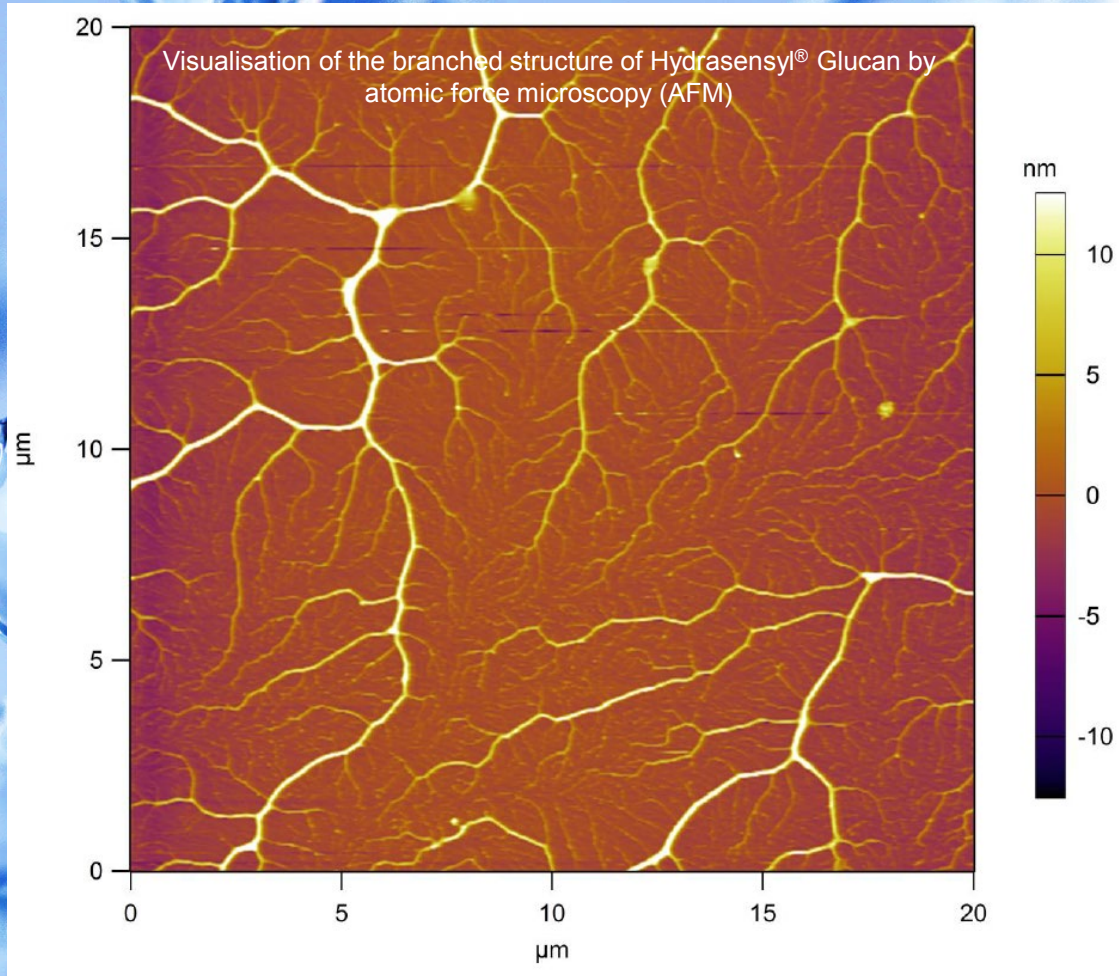
Reduces  
appearance  
of redness

Hyaluronic acid-like  
primary structure



Long chain of disaccharide  
units made of two glucose  
derivatives

# Structure of Hydrasensyl® Glucan



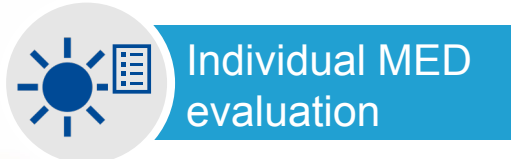
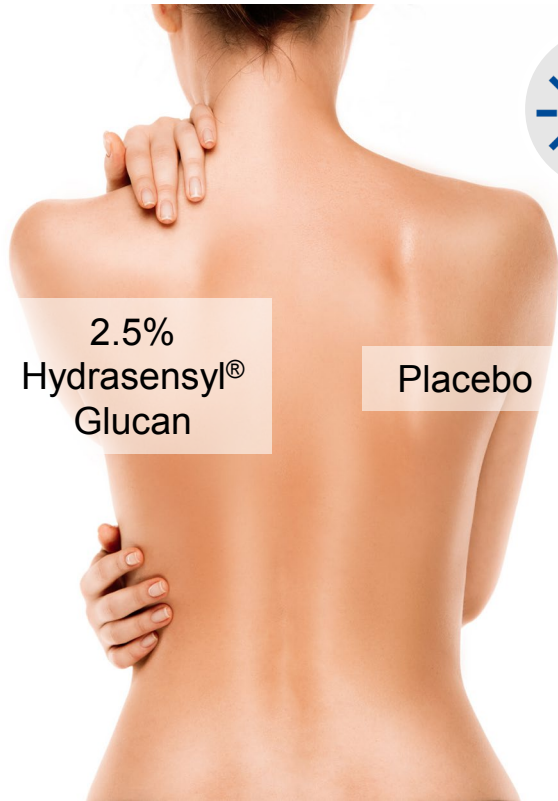
Structure of the  $\beta$ -1,3(1,6)-Glucan

## $\beta$ -Glucan in Hydrasensyl® Glucan

- Macromolecular chain with disaccharide units of glucose
- Molecular weight of several mio. Dalton
- Hydrogen bonds between chains
- High water binding capacity

**+**  
Reduces  
appearance  
of redness

# Immediate visible soothing: Clinical study on redness reduction



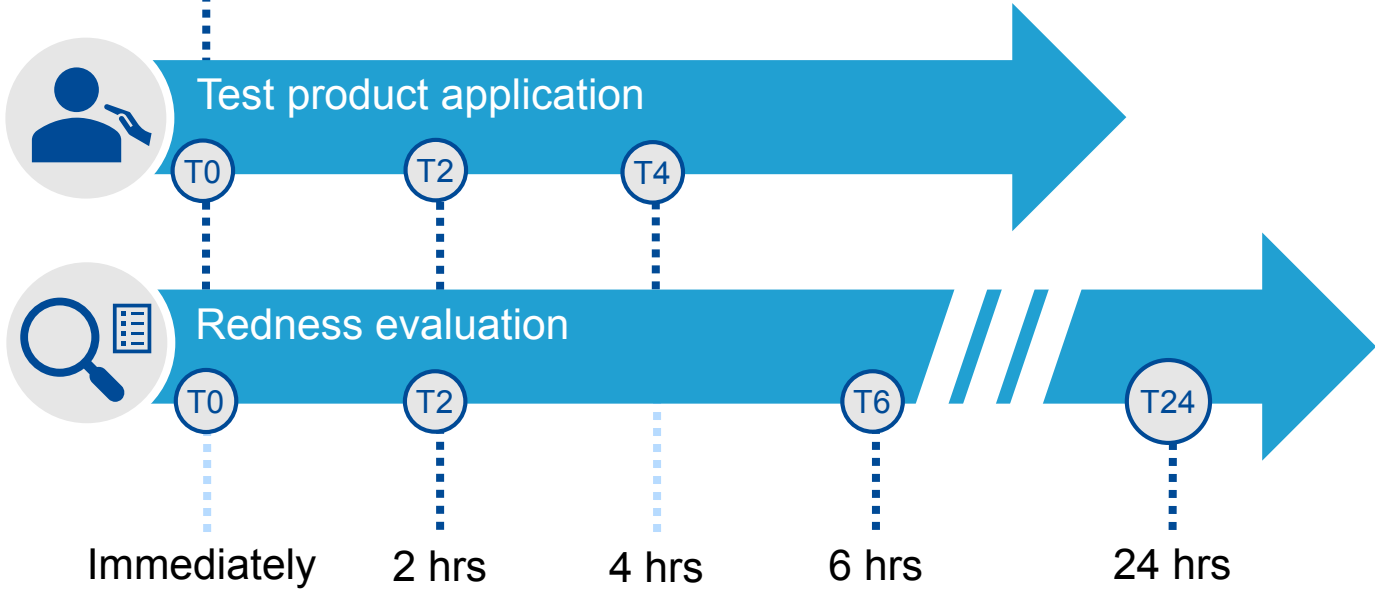
12 volunteers

**Individual MED evaluation:**  
Solar simulator, geometrical progression between each of 6 successive UV doses

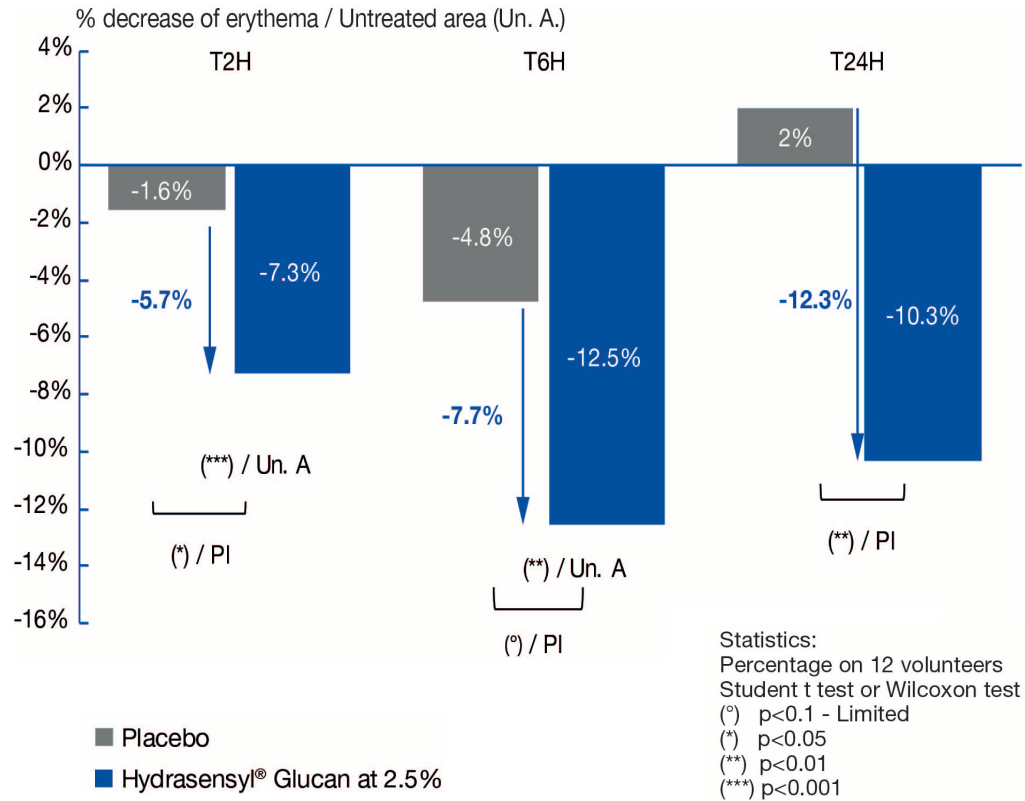
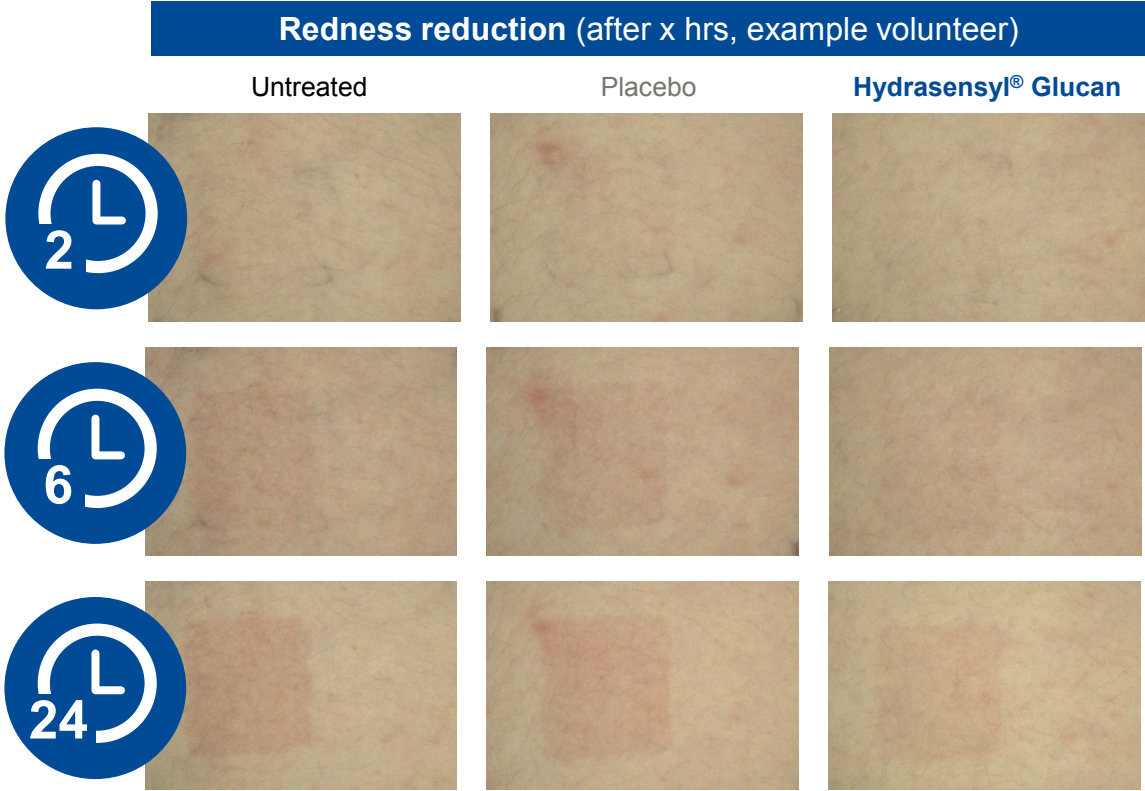
**Irradiation:**  
Performed on sub-sites on the back, solar simulator, 1.5 MED.

**Test product application:**  
Three standardized applications (2mg/cm<sup>2</sup>), double blind and intra-individual. An untreated area was used as control.

**Redness evaluation:**  
Skin colorimetric measurements with a Chromameter™ CR 400 Minolta, analyzed parameter a\* = green-red color axis



# Immediate visible soothing: Clinical study on redness reduction

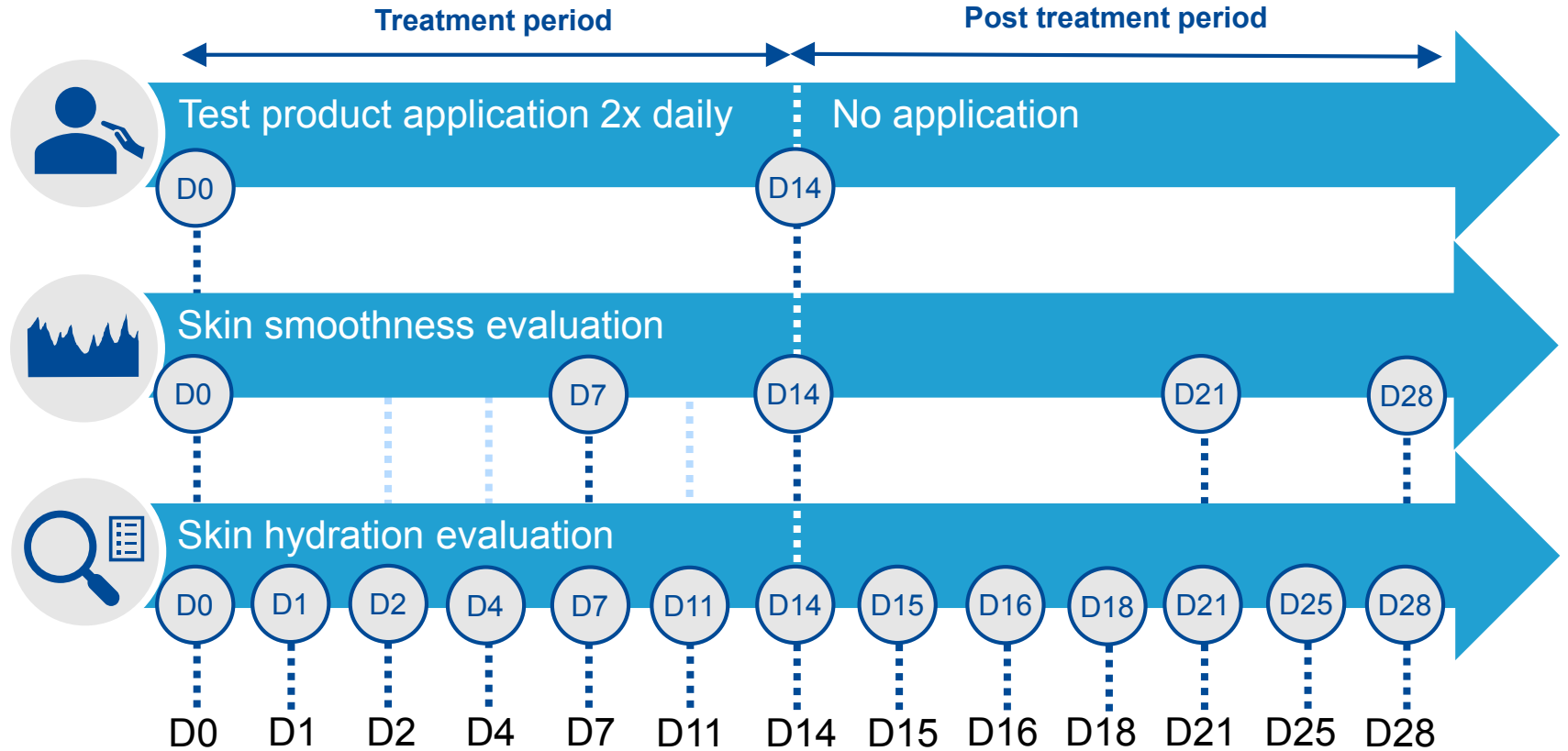




# Hydration & skin smoothness: Clinical study



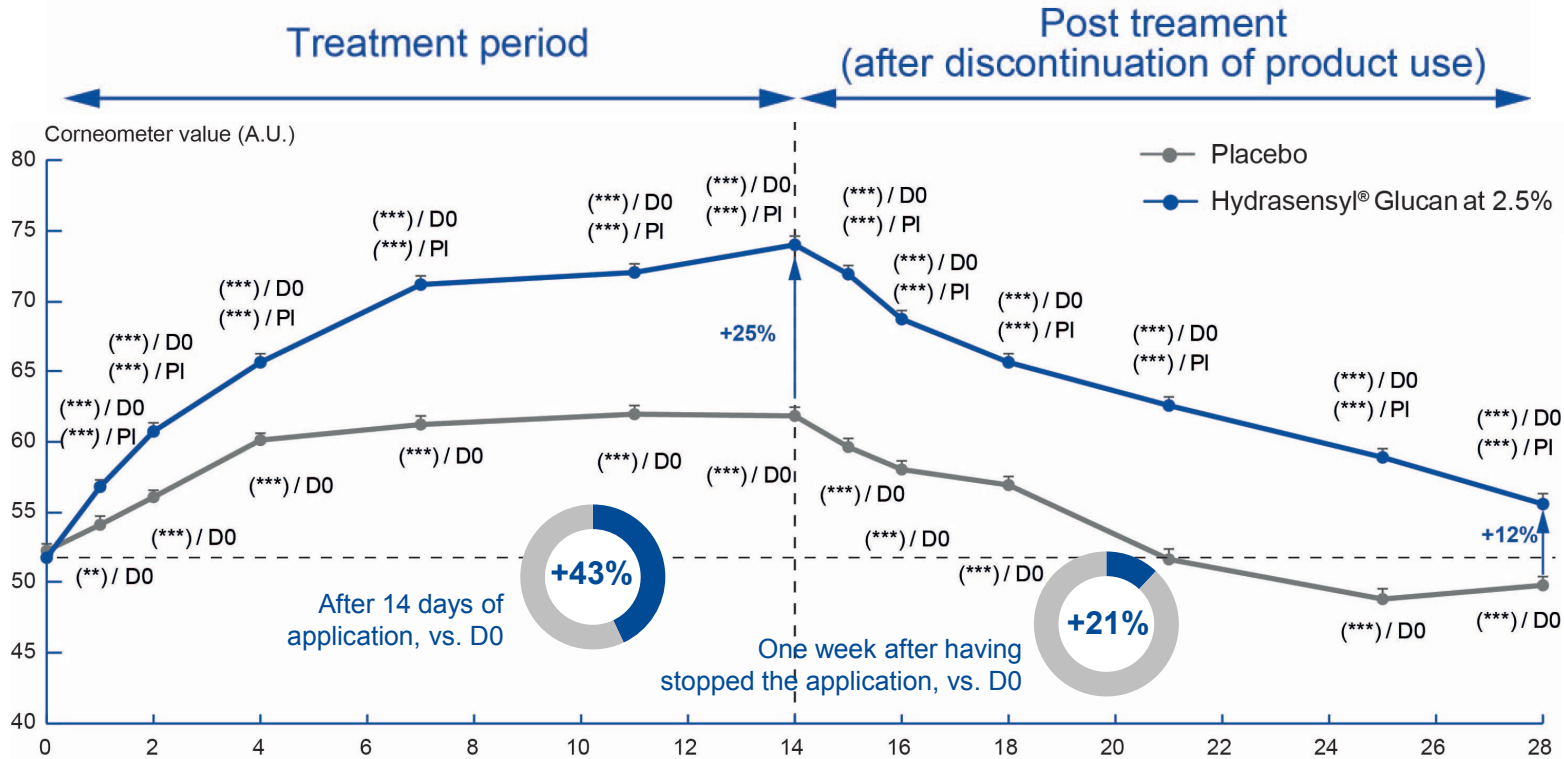
22 volunteers,  
25-55 years old,  
with dry skin on  
the inner side of  
the forearm  
(Corneometer®  
value < 60 A.U.)



# Short and long-term hydration: Clinical study



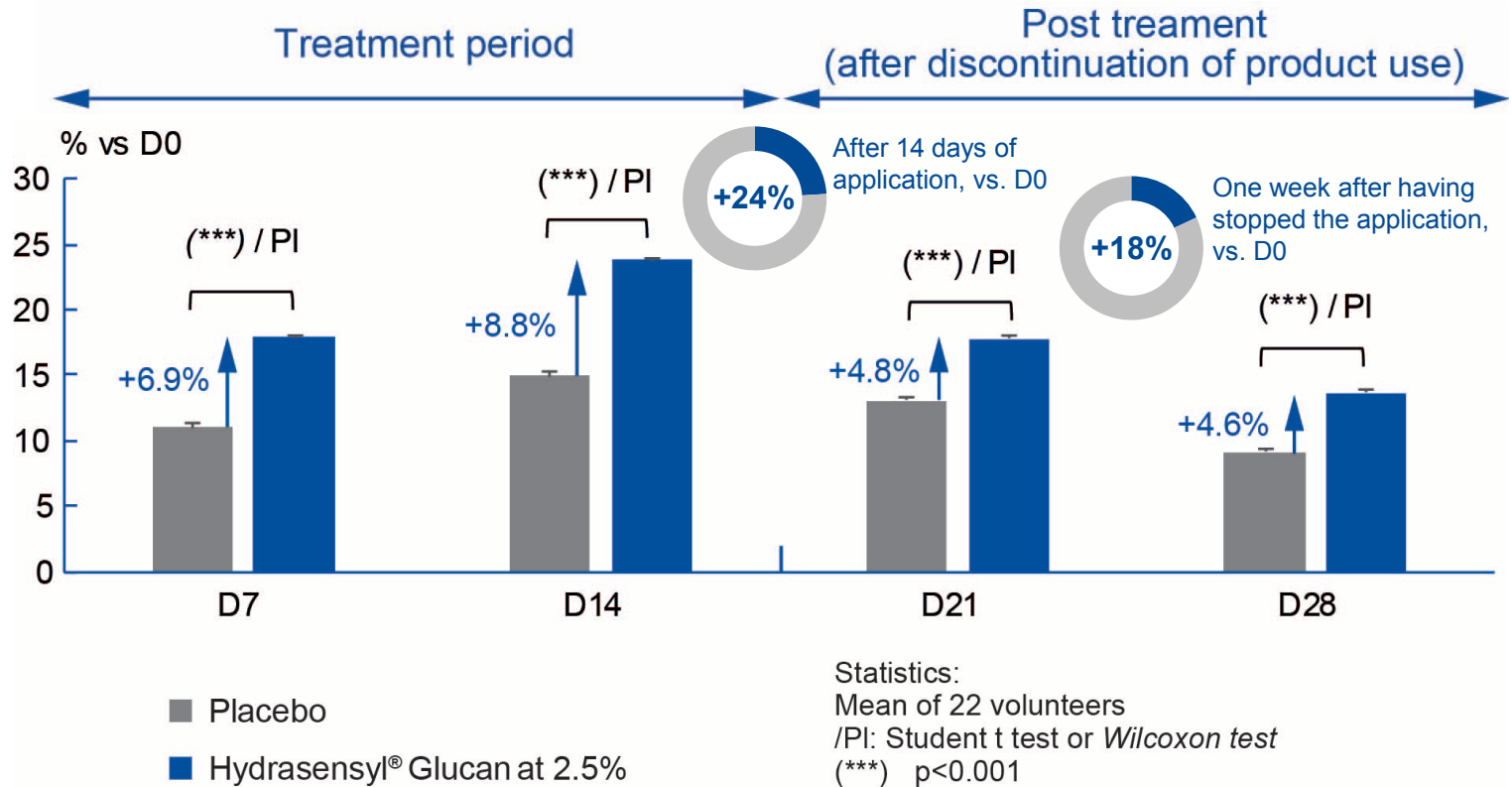
22 volunteers, 25-55 years old, with dry skin on the inner side of the forearm (Corneometer® value < 60 A.U.)



# Surface smoothness: Clinical study



22 volunteers, 25-55 years old, with dry skin on the inner side of the forearm (Corneometer® value < 60 A.U.)



# Sensory assessment: Spider diagram



## Free statements of the volunteers

“During distribution first smooth, then absorption.”

“Cools during distribution.”

“The distribution process was very nice, because it was so slippery.”

“The skin feeling was better and better.”

“Felt like a gel and became blunt/breaking very quickly during distribution. Wondered about the present beautiful skin feeling.”

“The first few seconds a different skin sensation. Then when it absorbs it is cool, because it ‘breaks open’. Pleasant skin feeling.”

## Protocol

- Test product: Hydrasensyl® Glucan
- Air-conditioned room at 40% rel. humidity and 22°C
- 17 volunteers, 40µl were distributed for 20 sec. on the volar forearm
- Volunteer feedback during distribution, after 1 min. and after 3 min.

# Hydrasensyl® Glucan: Manufacturing



Specific BASF proprietary manufacturing process to obtain the native polysaccharide



Exclusion of any toxic or ecotoxic solvents and chemicals during the production



No precipitation or drying leading to denatured structures, yielding a limpid and uncolored liquid



Isolation and purification process enriches the  $\beta$ -glucan and maintains its specific functionality



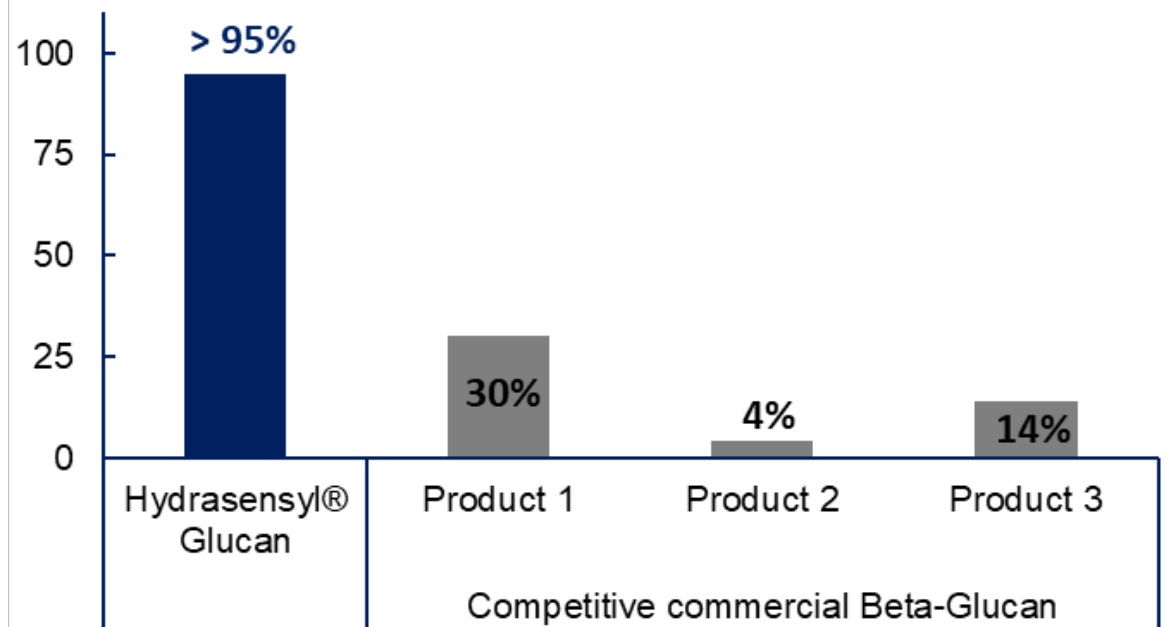
Highly consistent quality, characterized by an exceptional purity of the active matter

# Hydrasensyl® Glucan: Ultrapure Beta-Glucan

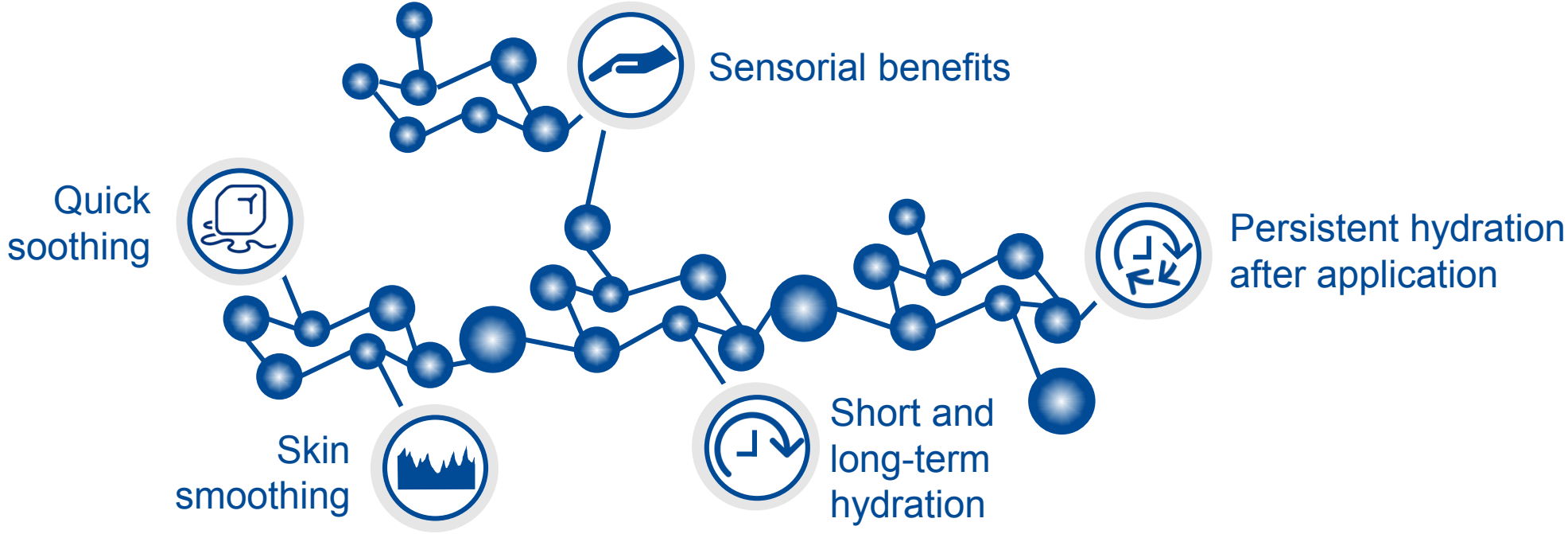
## Comparison with other commercial Beta-Glucans

- Fermentation process and purification by ultrafiltration assures an exceptional purity of the active matter
- Method for purity determination: Ratio of total sugars (BCS analytical method PR-124) / dry weight

Beta-glucan purity (%)



# Hydrasensyl® Glucan: Multiple effects



# Hydrasensyl® Glucan: Formulation and storage



## Storage conditions

**Storage conditions:**  
10-30°C, protect from moisture and heat

**Shelf life:**  
24 months

**Packaging:**  
30 kg plastic drums



## Formulation method

Dose of use: 2,5%

Hydrasensyl® Glucan can be easily added to the aqueous phase at ambient temperature. It retains its stability also when exposed to higher temperature and over extended time, and between pH 2 to 12.


At temperatures below 10 °C, Hydrasensyl® Glucan forms a thermo-reversible gel. It is insensitive to the presence of electrolytes.





# Hydrasensyl® Glucan: Properties

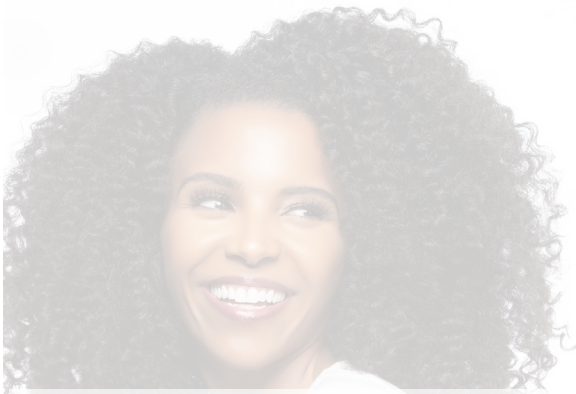


Hydrasensyl® Glucan									
Description	Purified solution of native $\beta$ -1,3(1,6)-Glucan derived from fermentation								
INCI	Water (and) Beta-Glucan								
Dose of use	2.5%								
Aspect	Colorless, clear to opalescent viscous liquid								
Solubility	Soluble in water								
Preservative system	Hydrasensyl® Glucan: 1% Phenoxyethanol Hydrasensyl® Glucan Green *: 2% Pentylene Glycol + 0.5% Caprylyl Glycol (both vegetal origin)								
Regulatory data	<table border="1"> <thead> <tr> <th>PCPC</th> <th>IECSC</th> <th>IECIC 2015</th> <th>JP cosmetics</th> </tr> </thead> <tbody> <tr> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> </tbody> </table> 	PCPC	IECSC	IECIC 2015	JP cosmetics	✓	✓	✓	✓
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✓	✓	✓	✓						

\* available as of Q1/2020

  
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Creations™



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**Flexible Formulas: Base  
Chassis with multifunctional  
ingredients**



**Simplified**

**Inclusive**

**Personalized**



We create chemistry

# Flexible Formulas

Base Chassis featuring Multifunctional  
Ingredients to meet Speed and Cost Targets

Spring 2020



# 1 | Why Focus on Base Chassis?

## 2 | Market Drivers

## 3 | Formulas and Featured Ingredients



# Why focus on base chassis?

Consumers are looking for NEW...



Brands need to deliver fresh innovation but keep cost competitive

...want premium benefits in body care...



Use economical chassis and actives to deliver premium benefits to body care

...and believe simple formulas are clean



Minimize the INCI list while still delivering on claims

**Flexible  
Formulas**

**Easily customizable leave on and rinse off chassis for face, body, and hair featuring multifunctional, clean ingredients**

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# Fast innovation and quick launch cycles are the new norm

## *Driven by Indie brands*

### Characteristics of Successful Indie brands



### Products launched in 2019 by select brands



“Companies can no longer wait six months or a year to develop, evaluate and optimize new products. They need to move at light speed to capitalize on trends in beauty.”

- Jenny Frazier, Senior Vice President, Nielsen's Innovation Practice

“Fast beauty brands are accelerating production cycles and thereby challenging the bigger and more established brands through this agility and speed.”

- Alexandra Rastall, Client Manager, Life & Style at global research agency Kantar Millward Brown

**NEED: Robust formulas that can be quickly customized for launch**



# Consumers still want products that deliver benefits – many “mass market” body care products now present “premium” benefits



“This effective yet gentle body scrub contains Salicylic Acid, a proven **acne-fighting** ingredient.”

Neutrogena® Body Clear® Oil-Free Body Scrub With Salicylic Acid (\$8.50)

Nubian Heritage® Goat's Milk & Chai Body Lotion (\$13)

“Fight off damage from free radicals and environmental stressors.”



Vaseline® Clinical Care Aging Skin Rescue Hand And Body Lotion (\$8)

“...improves resilience and elasticity of dry aging skin. It helps strengthen skin barrier and is suitable for sensitive skin.”



This hydrating multi balm, offering up to 12 hours of skin protection, is packed full of antioxidants and probiotics. It contains BHA, Vitamin E and aloe extract.

INC.redible Salve The Day Multi Balm (\$12)



Nails.INC Shine Bright Moisturising & Anti-Aging Hand Mask (\$8)

“...enriched with a blend of collagen and multivitamins, including retinol and vitamins B3, B5, C, and E to reduce the visible signs of aging”

## NEED: Ingredients that can support multiple functions and keep cost and number of ingredients low.



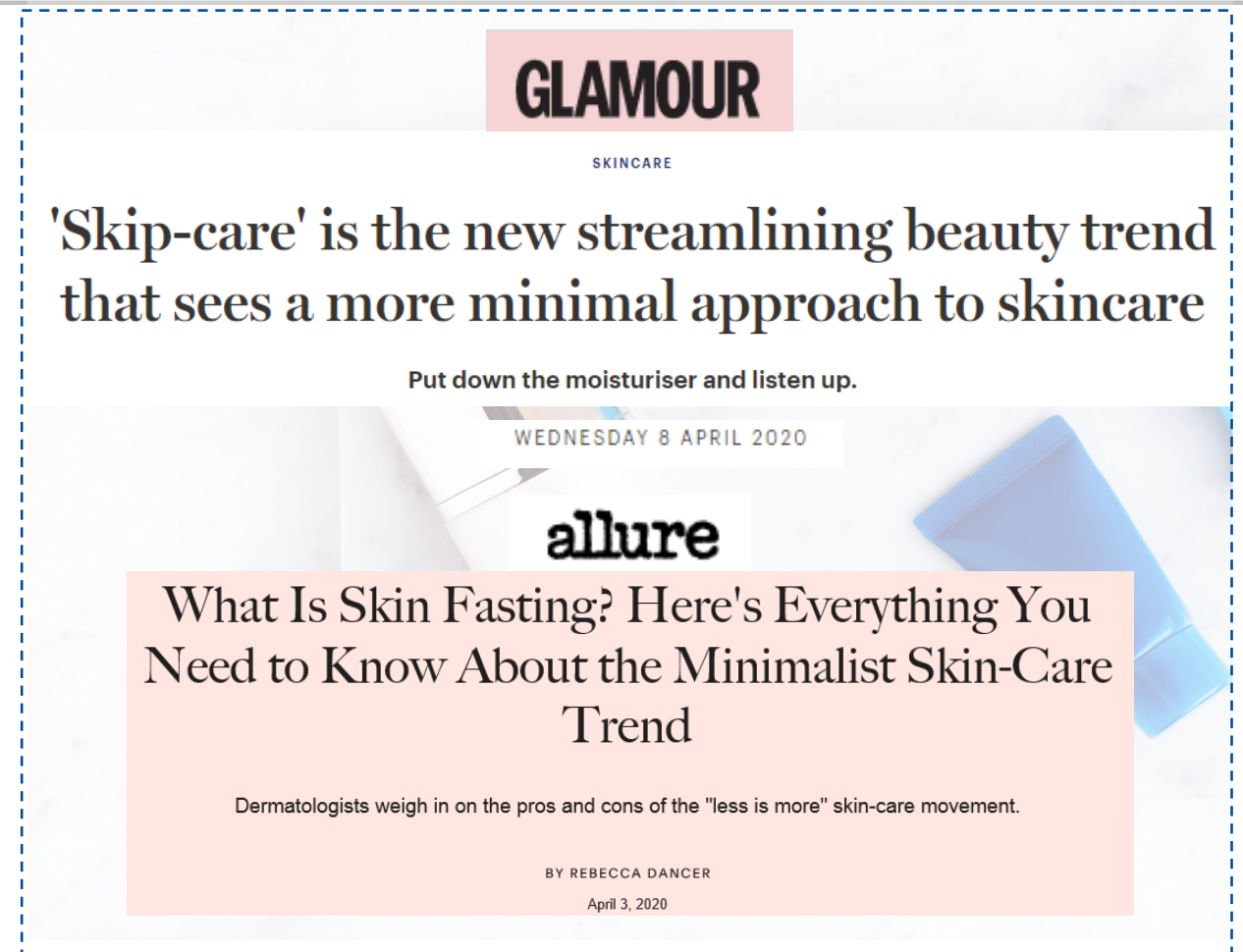
# Inspired by the wellness movement and food trends, consumers are seeking simpler skin care routines...

and products with fewer ingredients.

“As a dermatologist, I always tell my patients to keep it **simple**. A common issue I see in clinic is over-complicated skin regimens that leave skin irritated and dry.

“Looking for products that utilize fewer ingredients can help reduce sensitization and allergy.”

- dermatologist Dr. Justine Hextall



# Formulas with few ingredients are perceived as being **clean** and **suitable for sensitive skin**

“Sensitive skin has issues with all sorts of ingredients. When something has, like, 60 or 70 ingredients and you have a reaction to it, it's hard to figure out what was causing the problem.”

- Amy Wechsler, MD, Consulting Dermatologist, Chanel

“I'm a huge believer in the cliché ‘less is more,’ especially when it comes to skin.”

- Adina Grigore, Founder, S.W. Basics

This dry shampoo is **made of just four ingredients**. Its light-weight formula will help your hair stay fresh in between washes.



4 ingredients



7 ingredients



10 ingredients



10 ingredients

Made with just **10 ingredients**, this on-the-spot fast-acting solution helps dry up surface blemishes overnight.

## Multifunctional ingredients are key to delivering benefits in pared down formulas

1 | Why Focus on Base Chassis?

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# Flexible Formulas concept features eight effective and efficient base formulas for face, body, and hair built on three chassis

## Face and Body Cleansing



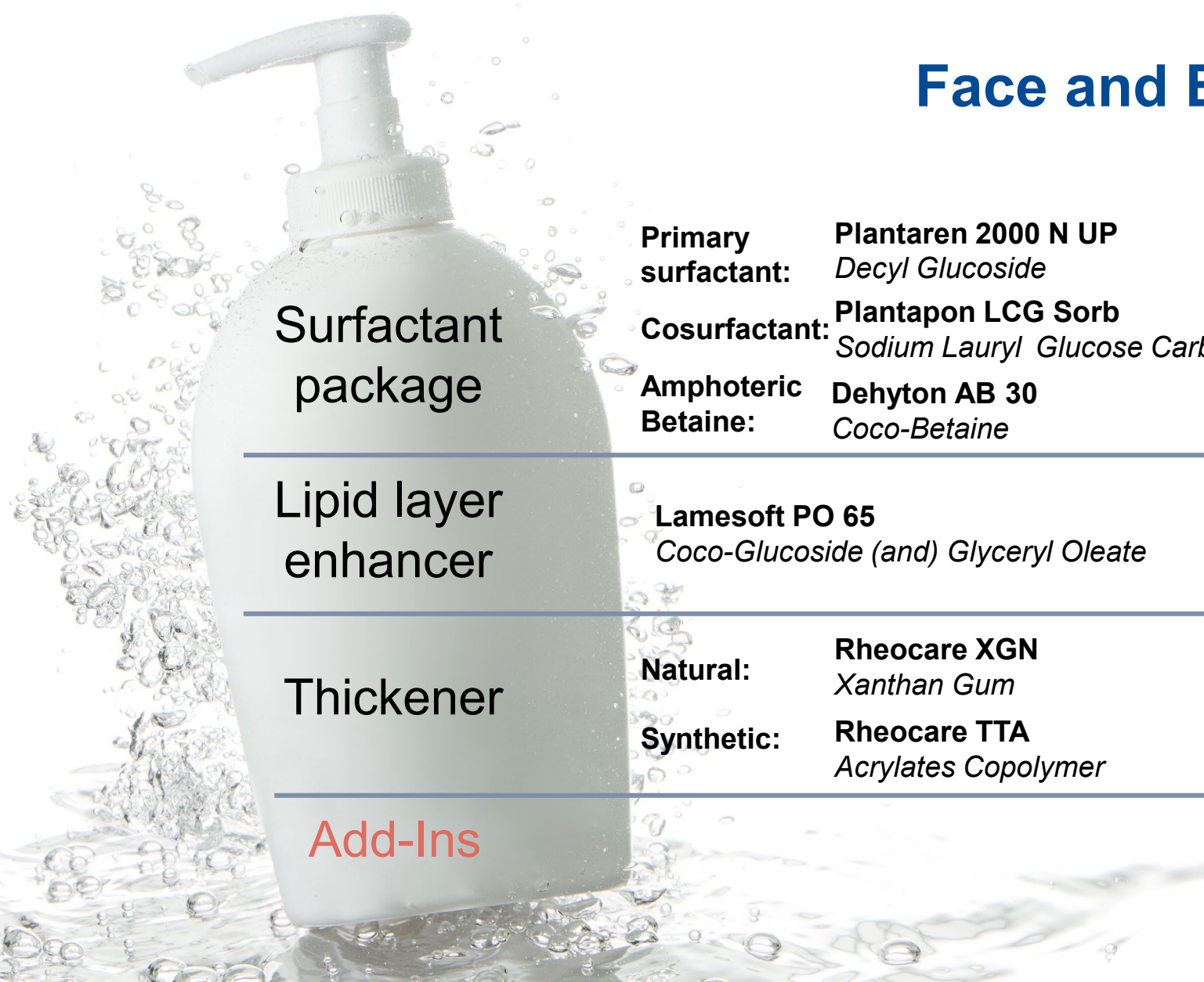
## Conditioning Hair Wash



## Facial Moisturizer and Body Lotion



# Face and Body Cleansing Chassis



Surfactant  
package

**Primary surfactant:** Plantaren 2000 N UP  
*Decyl Glucoside*

**Cosurfactant:** Plantapon LCG Sorb  
*Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside*

**Amphoteric Betaine:** Dehyton AB 30  
*Coco-Betaine*

Lipid layer  
enhancer

**Lamesoft PO 65**  
*Coco-Glucoside (and) Glyceryl Oleate*

Thickener

**Natural:** Rheocare XGN  
*Xanthan Gum*

**Synthetic:** Rheocare TTA  
*Acrylates Copolymer*

Add-Ins

**A stable surfactant  
chassis – choose your  
natural or synthetic  
thickener and add-ins  
for claims!**

# Face and Body Cleansing Chassis

Surfactant package

Lipid layer enhancer

Thickener

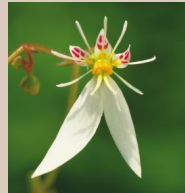
**Add-Ins**

## Face

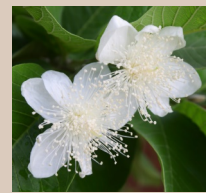
**Make it a Scrub:** **Cegesoft Peel**  
*Glycol Distearate*

**Add Claims:** **Dermawhite®**  
*A blend of flowering white plants brightens skin tone.*

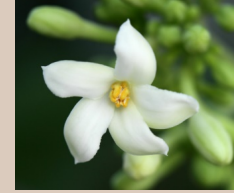
Clinically demonstrated brightening effect in a rinse-off formula.



**Saxifrage**  
Extract of entire plant



**Guajava**  
Fruit extract



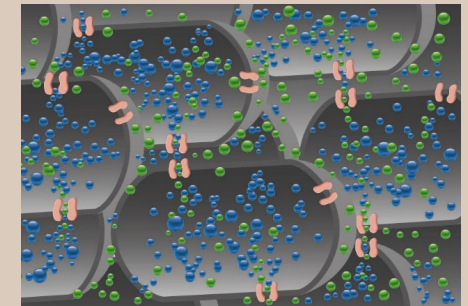
**Papaya**  
Fruit extract

## Body

**Make it Lux:** **Euperlan PK 1200 UP**  
*Coco-Glucoside (and) Glycol Distearate (and) Glycerin*

**Add Claims:** **Hydagen**  
**Aquaporin®**

*Boosts hydration efficacy of glycerin by boosting cellular water channels*



# Hair Wash Chassis

## Surfactant Package

**Primary Surfactant:** Plantaren 818 UP  
*Coco-Glucoside*

**Foam Booster:** Dehyton AB 30  
*Coco Betaine*

## Conditioner

**Cationic Conditioner:** Dehyquart Guar N  
*Guar Hydroxypropyltrimonium Chloride*

## Thickener

**Natural:** Rheocare XGN  
*Xanthan Gum*

**Synthetic:** Rheocare TTA  
*Acrylates Copolymer*

## Add-Ins

**A stable conditioning wash chassis – choose your natural or synthetic thickener and add-ins for claims!**



# Hair Wash Chassis



Surfactant  
Package

Conditioner

Thickener

Add-Ins

**Silicone-like  
Conditioning:**

**Plantasil Micro ®**

*Dicaprylyl Ether (and) Decyl  
Glucoside (and) Glyceryl Oleate*

**Add Claims:**

**Puricare ®**

*Natural pollution protection for hair  
from the Moringa seed*

Hair tress treated with Puricare showed  
35% less dust particles adhering to hair  
surface than with regular shampoo.

**Rambuvital ®**

*Natural extract of Rambutan seed provides  
freshness, vitality, and moisturization to  
scalp and hair*

In a consumer study, hair treated with  
Rambuvital repelled odor.



# Facial Moisturizer and Body Lotion Chassis

## Emollients

**Cetiol C5**  
*Coco-Caprylate*

**Myritol 312**  
*Caprylic/Capric Triglyceride*

**Cegesoft VP** Multifunctional!  
*Vegetable Oil (and) Hydrogenated  
Vegetable Oil (and) Euphorbia  
Cerifera (Candelilla) Wax*

## Emulsifier

**Emulgade 1000 NI**  
*Cetearyl Alcohol, Cetearth-20*

## Rheology Modifier

**Cosmedia SP** Multifunctional!  
*Sodium Polyacrylate*

## Add-Ins

### Multifunctional Ingredients for Face

**Hydrasensyl® Glucan Green**  
*High purity Beta Glucan merges  
the properties of hyaluronic acid  
and collagen*

Six unique benefits – reduces  
appearance of redness while  
providing structure to formulation  
and excellent skin feel.

### Multifunctional Ingredients for Body

**Hydagen 558 P**  
*Naturally-derived Algin is both  
rheology modifier and sensorial  
enhancer*

In a consumer test, felt more  
hydrating than glycerin 15 minutes  
after application. Provides  
hydration, great skin feel, and  
viscosity.

# Facial Moisturizer and Body Lotion Chassis

## Add Claims for Face

### Nephoria®

*Extract of sustainable Rambutan leaves promotes skin elasticity and reduced appearance of Crow's feet*

### Nephydrat®

*Extract of sustainable Rambutan peel increases cell moisture, preventing skin dehydration*



## Emollients

**Cetiol C5**  
*Coco-Caprylate*

**Myritol 312**  
*Caprylic/Capric Triglyceride*

**Cegesoft VP** Multifunctional!  
*Vegetable Oil (and) Hydrogenated Vegetable Oil (and) Euphorbia Cerifera (Candelilla) Wax*

## Emulsifier

**Emulgade 1000 NI**  
*Cetearyl Alcohol, Cetareth-20*

## Rheology Modifier

**Cosmedia SP** Multifunctional!  
*Sodium Polyacrylate*

## Add-Ins

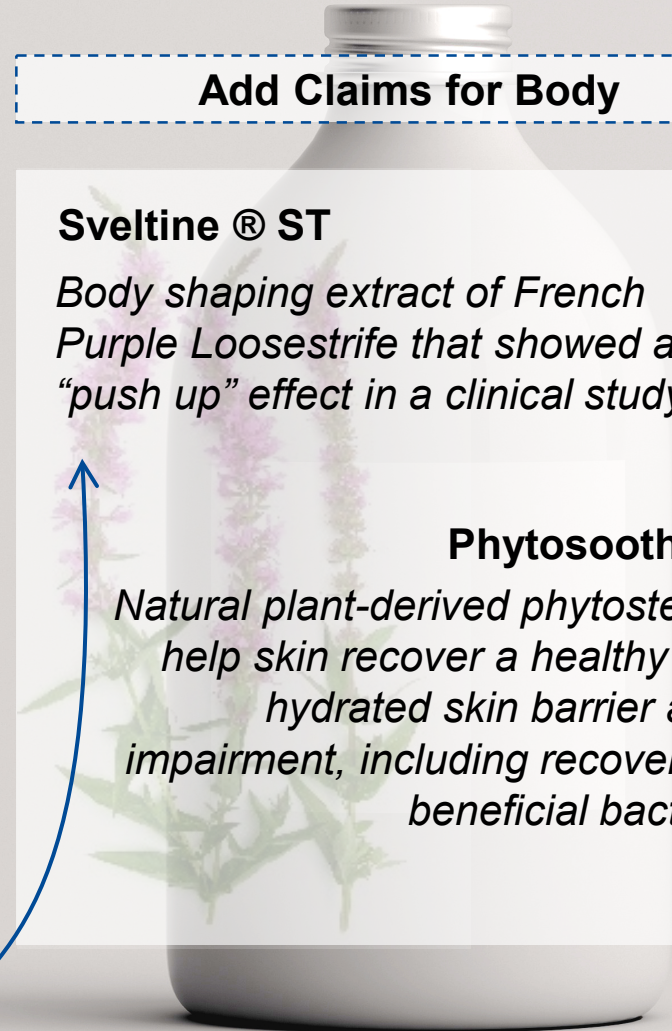
## Add Claims for Body

### Sveltine® ST

*Body shaping extract of French Purple Loosestrife that showed a "push up" effect in a clinical study*

### Phytosoothe®

*Natural plant-derived phytosterols help skin recover a healthy and hydrated skin barrier after impairment, including recovery of beneficial bacteria*



# Flexible Formulas

- ▶ Eight formulas – three chassis – hundreds of customizations!
- ▶ Designed to:
  - ▶ Meet fast launch targets
  - ▶ Keep costs low
  - ▶ Meet consumer demand for natural and simple formulas
- ▶ Multifunctional ingredients for simple formulas with big claims

**Easily customizable leave on and rinse off chassis for face, body, and hair featuring multifunctional, clean ingredients**

# Formulas

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# All Natural Facial Cleanser

HB-US-20-36032-56

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	64.45	Diluent
	<b>Rheocare XGN</b>	Xanthan Gum	1.25	Rheology modifier
	Citric Acid	Citric Acid	0.30	pH adjuster
	Sodium Benzoate	Sodium Benzoate	1.00	Preservative
	<b>Plantapon LGC Sorb NA</b>	Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside	8.00	Surfactant
	<b>Plantaren 2000 N UP</b>	Decyl Glucoside	20.00	Surfactant
	<b>Dehyton AB 30</b>	Coco-Betaine	3.00	Surfactant
	<b>Lamesoft PO 65</b>	Coco-Glucoside (and) Glyceryl Oleate	1.00	Skin Feel Modifier
	<b>Cegesoft Peel</b>	Glycol Distearate	1.00	Exfoliant

## Specifications

Viscosity (Brookfield; RVT; 5; 10 rpm; 23°C)	8,000-10,000 mPas*
pH value (23°C)	5.00– 6.00

## Manufacturing Process

Mix phase A in large beaker; add each ingredient one at a time in order, making sure each ingredient is homogeneous before adding next one.

This sulfate-free facial cleanser features mild APG surfactants that are gentle on the skin. The foam profile is so nice, you won't miss the sulfates! The whole formula is 100% naturally-derived, including gentle exfoliant Cegesoft Peel.

\*Viscosity and pH can vary

# Economical Facial Cleanser

HB-US-20-36032-63

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	56.57	Diluent
	<b>Rheocare TTA</b>	Acrylates Copolymer	7.10	Rheology modifier
	<b>Arlypon TT</b>	PEG/PPG-120/10 Trimethylolpropane Trioleate and Laureth-2	1.00	Rheology modifier
	Citric Acid	Citric Acid	0.50	pH Adjuster
	Euxyl PE 9010 (Schulke)	Phenoxyethanol (and) Ethylhexylglycerin	1.00	Preservative
	<b>Plantapon LGC Sorb NA</b>	Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside	8.00	Surfactant
	<b>Plantaren 2000 N UP</b>	Decyl Glucoside	20.00	Surfactant
	<b>Dehyton AB 30</b>	Coco-Betaine	3.00	Surfactant
	<b>Lamesoft PO 65</b>	Coco-Glucoside (and) Glyceryl Oleate	1.00	Lipid Layer Enhancer
B	<b>Cegesoft Peel</b>	Glycol Distearate	1.00	Exfoliator
	AMP-95	Aminomethyl Propanol	0.83	Neutralizing agent

## Specifications

Viscosity (Brookfield; RVT; 5; 10 rpm; 23°C)	6,900 – 8,900 mPas*
pH value (23°C)	6 – 6.5

## Manufacturing Process

Mix phase A ingredients one at a time making sure batch is homogeneous after each addition, neutralize with AMP-95 once all ingredients have been added.

A combination of mild surfactants make this economical formulation feel luxurious, while being gentle to facial skin. Rheocare TTA provides thickening and also helps suspend the Cegesoft Peel natural exfoliating beads. Effect Pigments could also be suspended in this formula, for example.

# All Natural Body Wash

HB-US-20-36032-57

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	63.45	Diluent
	<b>Rheocare XGN</b>	Xanthan Gum	1.25	Rheology modifier
	Citric Acid	Citric Acid	0.30	pH adjuster
	Sodium Benzoate	Sodium Benzoate	1.00	Preservative
	<b>Plantapon LGC Sorb NA</b>	Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside	8.00	Surfactant
	<b>Plantaren 2000 N UP</b>	Decyl Glucoside	20.00	Surfactant
	<b>Dehyton AB 30</b>	Coco-Betaine	3.00	Surfactant
	<b>Lamesoft PO 65</b>	Coco-Glucoside (and) Glyceryl Oleate	1.00	Skin Feel Modifier
	<b>Euperlan PK 1200 UP</b>	Coco-Glucoside (and) Glycol Distearate (and) Glycerin	2.00	Pearlizer

## Specifications

Viscosity (Brookfield; RVT; 5; 10 rpm; 23°C)	8,000-10,000 mPas*
pH value (23°C)	5.00– 6.00

## Manufacturing Process

Mix phase A in large beaker add each ingredient one at a time in order, making sure each ingredient is homogeneous before adding next one.

This sulfate-free body wash features mild APG surfactants that are gentle on the skin. The foam profile is so nice, you won't miss the sulfates! The whole formula is 100% naturally-derived. Euperlan PK 1200 UP gives a brilliant pearly effect to the formula.



# Economical Body Wash

HB-US-20-36032-64

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	55.57	Diluent
	<b>Rheocare TTA</b>	Acrylates Copolymer	7.10	Rheology modifier
	<b>Arlypon TT</b>	PEG/PPG-120/10 Trimethylolpropane Trioleate and Laureth-2	1.00	Rheology modifier
	Citric Acid	Citric Acid	0.50	pH Adjuster
	Euxyl PE 9010 (Schulke)	Phenoxyethanol and Ethylhexylglycerin	1.00	Preservative
	<b>Plantapon LGC Sorb NA</b>	Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside	8.00	Surfactant
	<b>Plantaren 2000 N UP</b>	Decyl Glucoside	20.00	Surfactant
	<b>Dehyton AB 30</b>	Coco-Betaine	3.00	Surfactant
	<b>Lamesoft PO 65</b>	Coco-Glucoside (and) Glyceryl Oleate	1.00	Lipid Layer Enhancer
	<b>Euperlan PK 1200 UP</b>	Coco-Glucoside (and) Glycol Distearate (and) Glycerin	2.00	Pearlizer
B	AMP-95	Aminomethyl Propanol	0.83	Neutralizing agent

## Specifications

Viscosity (Brookfield; RVT; 5; 10 rpm; 23°C)	6,900 – 8,900 mPas*
pH value (23°C)	6 – 6.5

## Manufacturing Process

Mix phase A ingredients one at a time making sure batch is homogeneous after each addition, neutralize with AMP-95 once all ingredients have been added.

This sulfate-free body wash features mild APG surfactants that are gentle on the skin. The foam profile is so nice, you won't miss the sulfates! Rheocare TTA helps thicken the formula and is effective at suspending particles, such as an exfoliator or effect pigment. Euperlan PK 1200 UP gives a brilliant pearly effect to the formula.

# All Natural Hair Wash

HB-US-20-36032-54

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	57.75	Diluent
	<b>Rheocare XGN</b>	Xanthan Gum	1.25	Rheology modifier
	<b>Dehyquart Guar N</b>	Guar Hydroxypropyltrimonium Chloride	0.50	Conditioning agent
	Sodium Benzoate	Sodium Benzoate	1.00	Preservative
	Citric Acid	Citric Acid	0.30	pH adjuster
	<b>Plantaren 818 UP</b>	Coco-Glucoside	13.20	Surfactant
	<b>Dehyton AB 30</b>	Coco-Betaine	25.00	Surfactant
	<b>Plantasil Micro</b>	Dicaprylyl Ether (and) Decyl Glucoside (and) Glyceryl Oleate	1.00	Conditioning agent

## Specifications

Viscosity (Brookfield; RVT; 5; 10 rpm; 23°C)	5,000-7,000 mPas*
pH value (23°C)	4.50– 5.50

## Manufacturing Process

Mix phase A in large beaker add each ingredient one at a time in order, making sure each ingredient is homogeneous before adding next one.

This sulfate-free, 100% natural conditioning hair wash features a great foam profile thanks to a combination of APG and betaine. Make this simple but effective formula even more lux with Plantasil Micro, which adds a silicone-like conditioning effect.

# Economical Hair Wash

HB-US-20-36032-55

Phase	Ingredients	INCI	% by weight	Function
<b>A</b>	Water, demin.	Aqua	52.58	Diluent
	<b>Rheocare TTA</b>	Acrylates Copolymer	5.29	Rheology modifier
	Citric Acid	Citric Acid	0.50	pH Adjuster
	Euxyl PE 9010 (Schulke)	Phenoxyethanol and Ethylhexylglycerin	1.00	Preservative
	<b>Plantaren 818 UP</b>	Coco-Glucoside	13.20	Surfactant
	<b>Dehyton AB 30</b>	Coco-Betaine	25.00	Surfactant
	<b>Dehyquart Guar N</b>	Guar Hydroxypropyltrimonium Chloride	0.50	Conditioning agent
	<b>Plantasil Micro</b>	Dicaprylyl Ether (and) Decyl Glucoside (and) Glyceryl Oleate	1.00	Conditioning agent
<b>B</b>	AMP-95	Aminomethyl Propanol	0.93	Neutralizing agent

## Specifications

Viscosity (Brookfield; RVT; 5; 10 rpm; 23°C)	6,000 – 8,000 mPas*
pH value (23°C)	6 – 7.00

## Manufacturing Process

Mix phase A ingredients one at a time making sure batch is homogeneous after each addition, neutralize with AMP-95 once all ingredients have been added.

This sulfate-free conditioning hair wash features a great foam profile thanks to a combination of APG and betaine. Make this simple but effective formula even more lux with Plantasil Micro, which adds a silicone-like conditioning effect. Rheocare TTA thickens the formula and also adds the ability to suspend particles, such as effect pigments.

# Clean Canvas Facial Moisturizer

SC-US-19-31208-106

Phase	Ingredients	INCI	% by weight	Function
<b>A</b>	Water, demin.	Aqua	87.35	Diluent
	Glycerin	Glycerin	2.5	Humectant
	<b>EDETA BD</b>	Disodium EDTA	0.05	Complexing agent
	Euxyl PE 9010 (Schulke)	Phenoxyethanol (and) Ethylhexylglycerin	1.00	Preservative
<b>B</b>	<b>Emulgade NI 1000</b>	Cetearyl Alcohol (and) Ceteareth-20	1.00	Emulsifier (O/W)
	<b>Lanette 18</b>	Stearyl Alcohol	0.75	Consistency agent
	<b>Cetiol C5</b>	Coco-caprylate	1.00	Emollient
	<b>Myritol 312</b>	Caprylic/Capric Triglyceride	3.50	Emollient
	<b>Cegesoft VP</b>	Vegetable oil (and) Hydrogenated Vegetable oil (and) Euphorbia Cerifera (Candelilla) Wax	2.00	Emollient
	<b>Cosmedia SP</b>	Sodium Polyacrylate	0.65	Thickener/Stabilizer
<b>C</b>	<b>Hydrasensyl Glucan Green</b>	Aqua (and) Beta Glucan	0.20	Active

## Specifications

Viscosity (Brookfield; RVT; TB; 10 rpm; 23°C)	25,000 – 40,000 mPas*
pH value (23°C)	6 – 6.5

## Manufacturing Process

Mix phase A in large beaker, begin heating to 75 C. Mix phase B in side beaker, begin heating to 80 C. Maintain mix until emulsifying. At temperature, add phase B to A with Silverson homogenization. Make sure all polymer from B goes into batch. Mix until uniform. Move to sweep blade and cool at 50-100 rpm. Add phase C below 30 C, mix until uniform. Drop batch.

\*Viscosity and pH can vary

This simple formula produces a rich, yet light emulsion. Several multifunctional ingredients support the formula. Cegesoft VP enhances the skin feel while adding body. Cosmedia SP enhances the skin feel while also thickening. Hydasensyl Glucan Green hydrates, reduces redness, and leaves skin feeling smooth. Be sure to rub in thoroughly to provide an effective base for color cosmetics.

# All Purpose Hydrating Body Lotion

SC-US-19-31208-106

Phase	Ingredients	INCI	% by weight	Function
<b>A</b>	Water, demin.	Aqua	87.35	Diluent
	Glycerin	Glycerin	2.5	Humectant
	<b>EDETA BD</b>	Disodium EDTA	0.05	Complexing agent
	Euxyl PE 9010 (Schulke)	Phenoxyethanol (and) Ethylhexylglycerin	1.00	Preservative
	<b>Hydagen 558 P</b>	Algin	0.20	Active
<b>B</b>	<b>Emulgade NI 1000</b>	Cetearyl Alcohol (and) Cetareth-20	1.00	Emulsifier (O/W)
	<b>Lanette 18</b>	Stearyl Alcohol	0.75	Consistency agent
	<b>Cetiol C5</b>	Coco-caprylate	1.00	Emollient
	<b>Myritol 312</b>	Caprylic/Capric Triglyceride	3.50	Emollient
	<b>Cegesoft VP</b>	Vegetable oil (and) Hydrogenated Vegetable oil (and) Euphorbia Cerifera (Candelilla) Wax	2.00	Emollient
	<b>Cosmedia SP</b>	Sodium Polyacrylate	0.65	Thickener/Stabilizer

## Specifications

Viscosity (Brookfield; RVT; TB; 10 rpm; 23°C)	12,000 – 28,000 mPas*
pH value (23°C)	6 – 6.5

## Manufacturing Process

Mix phase A in large beaker, begin heating to 75 C. Mix phase B in side beaker, begin heating to 80 C. Maintain mix until emulsifying. At temperature, add phase B to A with Silverson homogenization. Make sure all polymer from B goes into batch. Mix until uniform. Move to sweep blade and cool at 50-100 rpm. Drop batch below 35 C

\*Viscosity and pH can vary

This simple formula absorbs quickly into skin, leaving skin feeling moisturized without heavy residue. Several multifunctional ingredients support the formula. Cegesoft VP enhances the skin feel while adding body. Cosmedia SP enhances the skin feel while also thickening. Hydagen 558 P leaves skin supple, radiant, and baby smooth, while supporting the formula's viscosity.

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We create chemistry