

MEET OUR PRESENTERS



**Deanna
Mulicka**

Technical Marketing Manager
- Personal Care



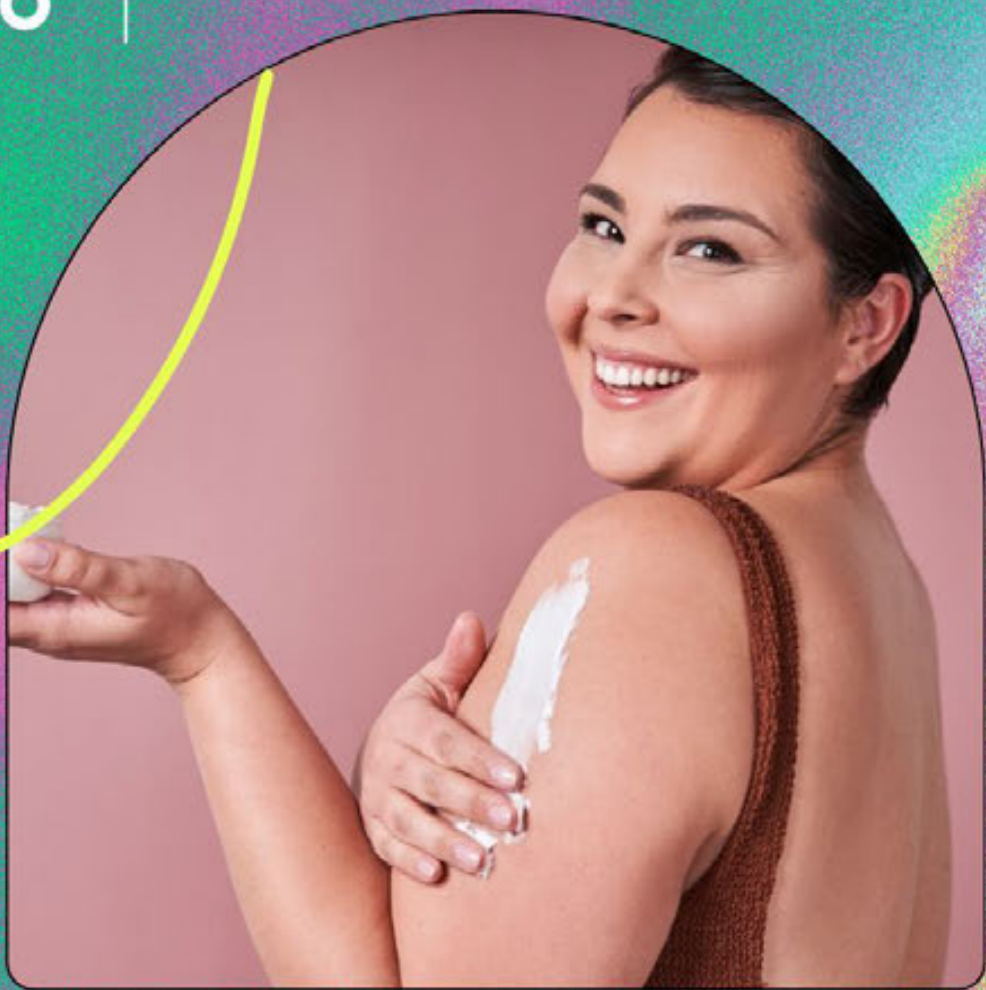
**Danielle
Russo**

Sr. Technical Services and
Application Chemist





ACME-HARDESTY



Showing Care and Attention
to the Skin below the Chin

BODY CARE 2.0





AGENDA

- Trends in Body Care
- Tackling Consumers' Concerns
- Formulations & Ingredients



TRENDS IN BODY CARE

SHOWING LOVE TO THE SKIN BELOW THE CHIN

- Traditionally, body care products like lotions, body washes, and scrubs have mainly targeted external concerns such as moisturization and exfoliation
- Consumers are now more aware and educated about the importance of maintaining healthy skin, not only on their faces but also throughout their bodies
- A rise in demand for body care products that provide the same level of care and attention as facial skincare routines



SKINCARE- INSPIRED BODY CARE

- A heightened awareness of toxic ingredients has pushed many conscious shoppers to reconsider their body care lineup
- Increase in demand for effective, results-driven body care formulas to target a wide range of active conditions like hyperpigmentation, acne, keratosis pilaris, and more
- Brands are offering a range of customizations that cater to different skin types, concerns, and preferences, allowing consumers to curate their body care regimens
- Body care products are being infused with active ingredients typically used in facial skincare to provide greater value



THE RISE OF BODY CARE CULTURE

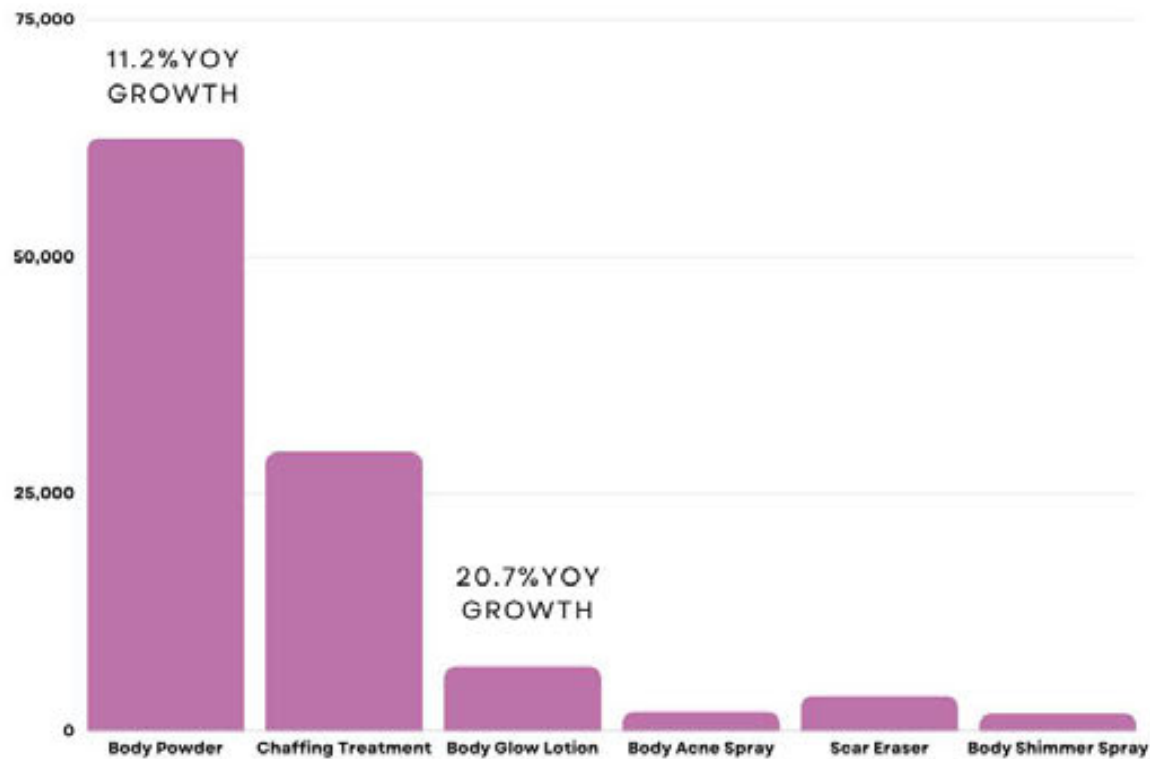
- Body care products are now formulated with advanced ingredients that were traditionally reserved for facial skincare
- Hyaluronic acid, retinol, niacinamide, and antioxidants are being incorporated into body care formats, providing enhanced hydration, anti-aging benefits, and overall skin rejuvenation
- Body-focused treatments like body masks and peels to body serums and oils that exfoliate, brighten, and tone the skin continue to gain favor with consumers
- Consumers are seeking products that are not only effective but also eco-friendly, cruelty-free, and free from harmful ingredients



CONSUMER SEARCHES



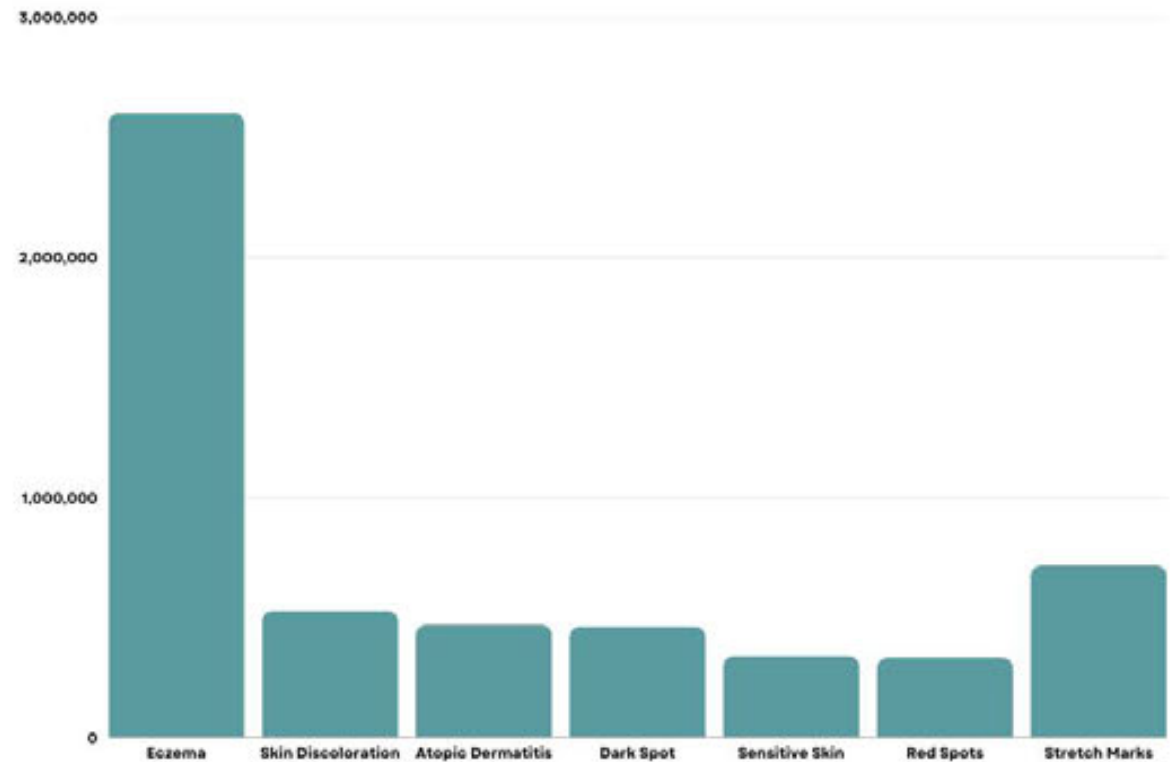
Category Trends: Body Care Products



AVERAGE RISING MONTHLY SEARCHES FOR BODY TREATMENTS

SOURCE: SPATE

Category Trends: Body Care Concerns



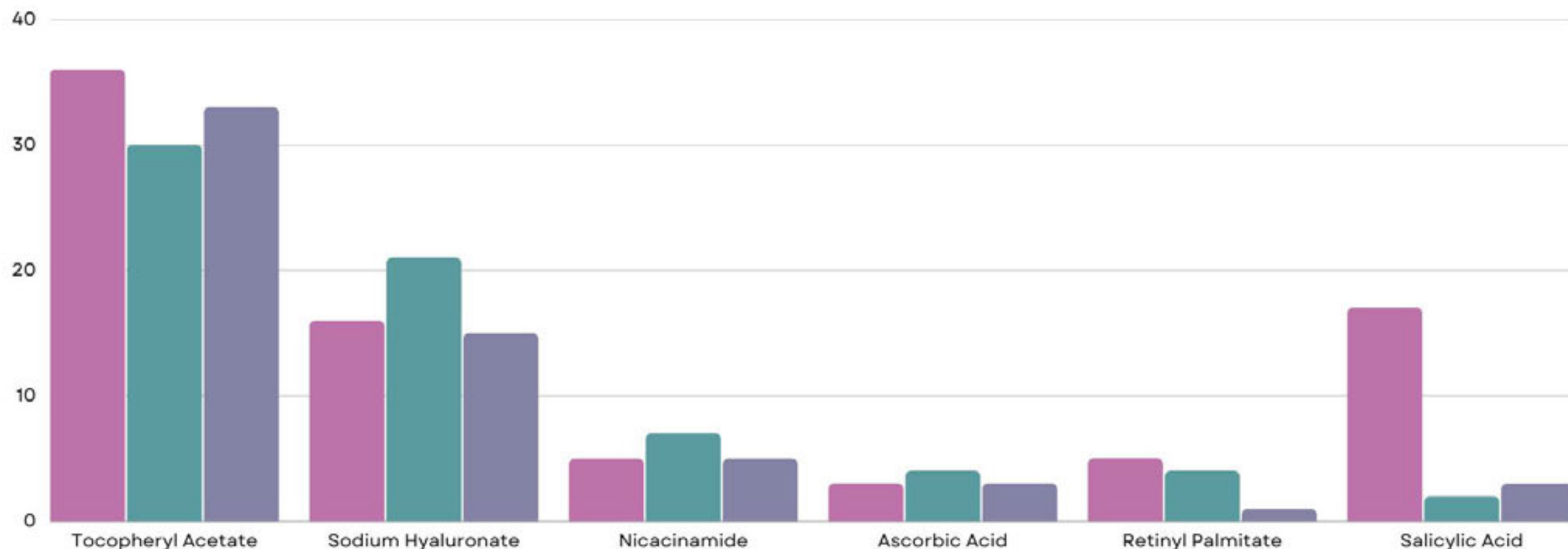
AVERAGES MONTHLY SEARCHES FOR BODY CARE CONCERN

SOURCE: SPATE

NEW PRODUCT LAUNCHES



Formulate with On-Trend Skincare Ingredients



MINTEL - NORTH AMERICA: BODY, HAND, & FOOT CARE LAUNCHES BY SELECT INGREDIENTS, 2022 - 2023

SOURCE: SPATE



TACKLING CONSUMERS' CONCERNS

ANTI-ACNE IN BODY CARE

- While facial acne often takes the spotlight, body acne can be just as frustrating and uncomfortable
- Pimples can pop up on the back, chest, and elsewhere on the body, and can be just as stubborn to treat as facial acne
- To eliminate below-the-neck pimples, a body care routine that minimizes excess dirt, oil, and skin inflammation is key





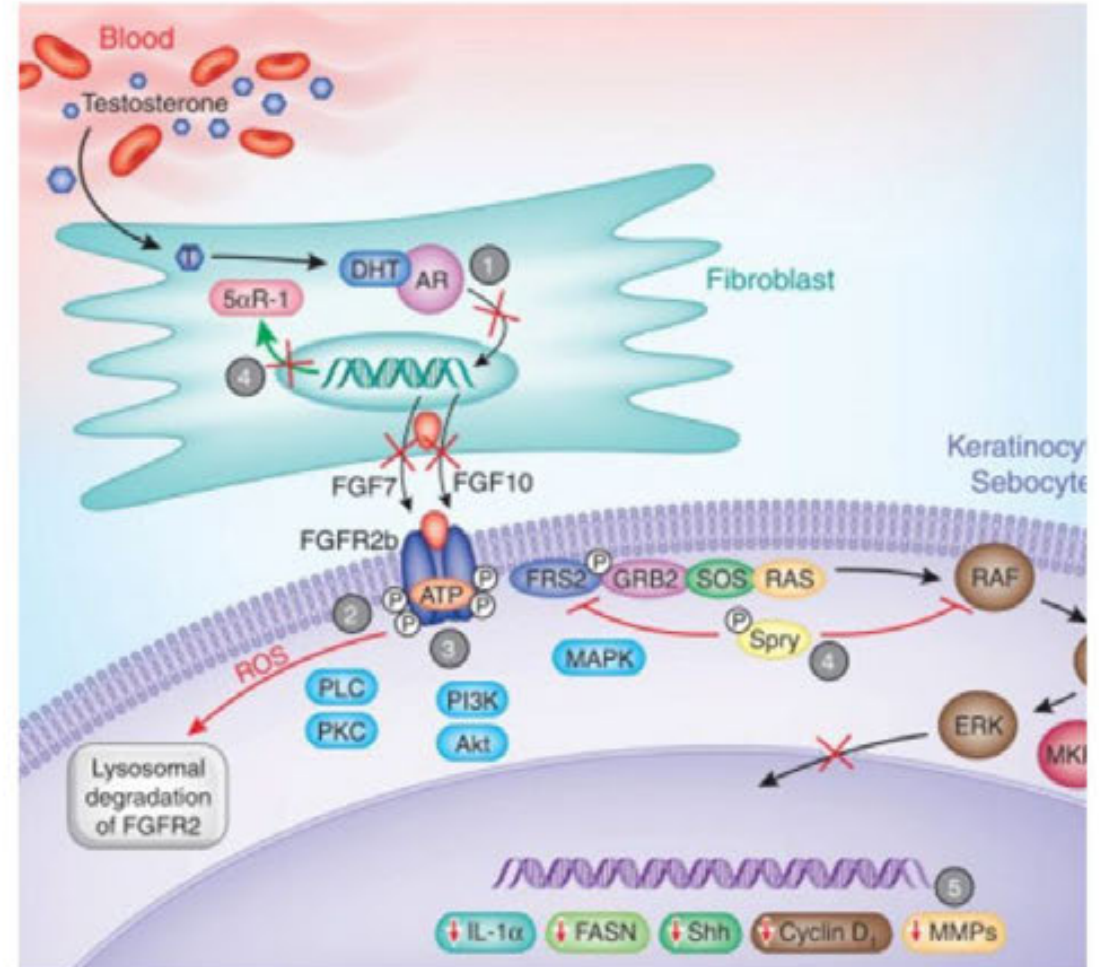
ENTIV[™] AZELAIC ACID

- Keratolytic and works deep within pores to gently exfoliate skin and remove dead cells
- Antibacterial properties help fight acne-causing bacteria to keep breakouts at bay
- Has been shown to increase cell turnover, making it an excellent anti-aging ingredient
- Comedolytic and serves as a natural alternative to salicylic acid
- Inhibits hyperkeratinization and hyperpigmentation
- Helps with stimulation of hair growth in conjunction with zinc ions
- Aids with inhibition of tyrosinase



ENTIV™ AZELAIC ACID

- Azelaic acid 15% foam could serve as a viable treatment option for facial acne
- Combined SA 20% and AA 20% are recommended at an early stage of treatment if patients have more inflammatory lesions
- Azelaic acid 15% foam was effective in treating moderate truncal acne and facial acne
- Innovative topical treatment for acne with AzA-loaded poly-DL-lactide/glycolide copolymer nanoparticles
- FGFR2 signaling plays a major pathogenic role in follicular hyperkeratinization and sebaceous gland hypertrophy in acne and azelaic acid inhibits mitochondrial ATP formation required for receptor tyrosine kinase phosphorylation
- AzA modifies follicle hyperkeratinization to unplug comedones
- AzA targets P. acnes



PRODUCTS WE LOVE



ZITSTICKA

SILKSHAKE™
Probiotic Body
Wash



KOSAS

Good Body Skin
AHA + Enzyme
Exfoliating Body
Wash



SKINFIX

Acne+ 2% BHA +
Azelaic Acid +
Niacinamide +
AHA Cleanser

BALANCED MICROBIOME FOR BODY

- Traditional cleansers can disrupt the skin's natural microbiome
- When the skin microbiome is disrupted, it can lead to imbalances that compromise the integrity of the skin barrier
- Microbiome-friendly cleansers are formulated to maintain the delicate balance of beneficial bacteria on your skin
- Prebiotic and Probiotic body care helps to soothe irritation and help bring balance to your skin





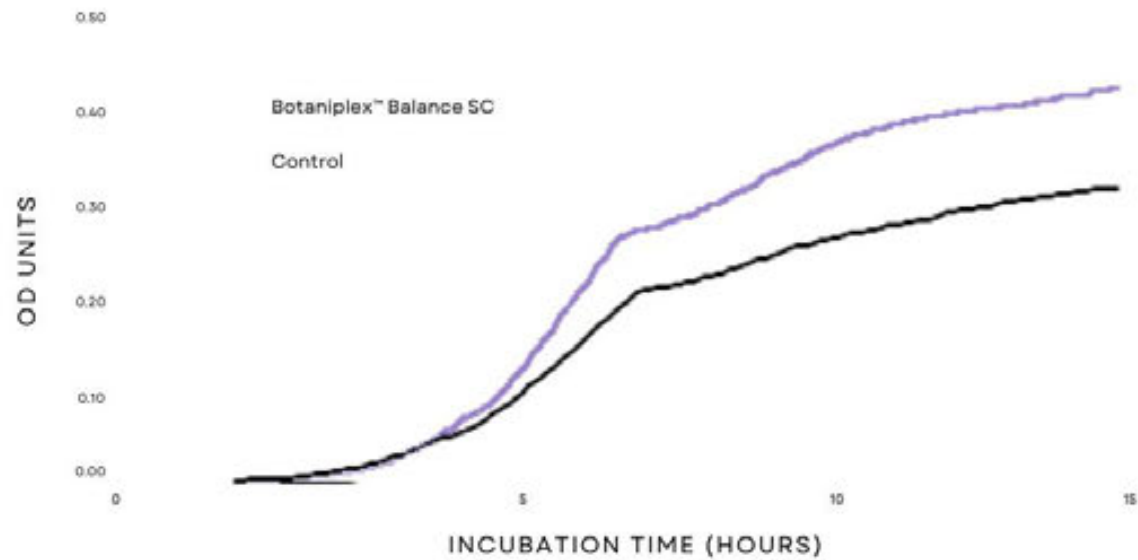
BOTANIPILEX™ BALANCE SC

- Synergistic mixture of the plant extracts of Phellodendron Chinese (Chinese Cork Tree) and Chrysanthemum Indicum (Indian Chrysanthemum)
- Designed to restore a healthy balance to damaged, irritated, oily skin and scalp. It also helps re-balance imbalanced skin due to fungal acne and dandruff often associated with *S. capitis*, *P. acnes*, and *Malassezia pathogenesis*
- Has prebiotic and antimicrobial effects that restore microbiome balance and helps alleviate both acne and dandruff
- Decreases secretion of pro-inflammatory cytokines
- Contains berberine, which is known to reduce sebum production

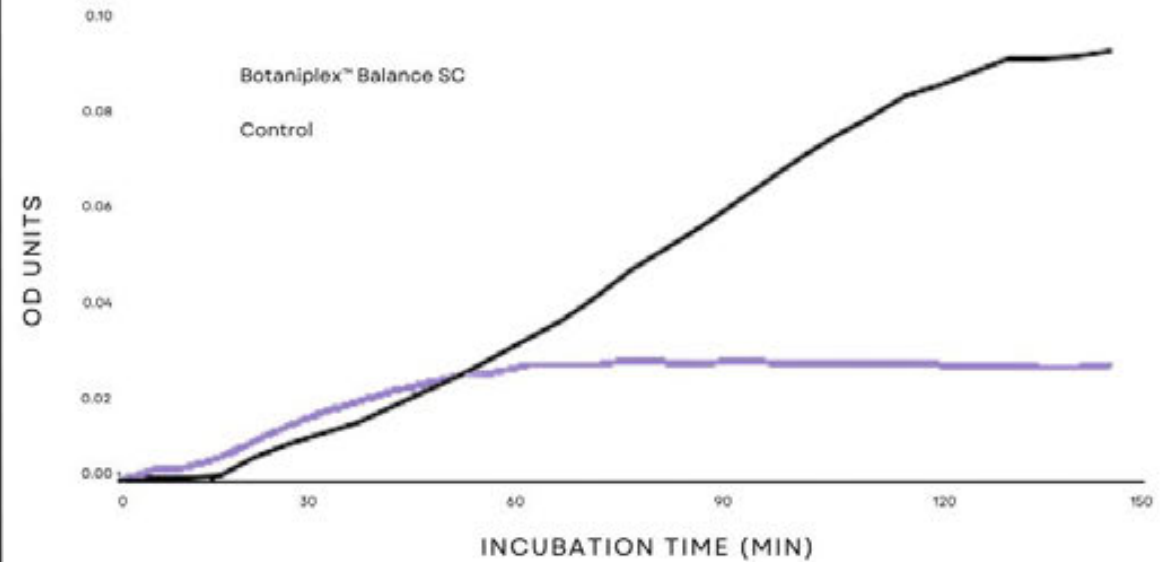
BOTANIPILEX™ BALANCE SC



PREBIOTIC EFFECT ON COMMENSAL BACTERIA *S. EPIDERMIDIS*



ANTIBIOTIC EFFECT OF PATHOGENIC BACTERIA *S. CAPITIS*



PRODUCTS WE LOVE



IOTA

Supervitamin
Body Wash+
Soothing



OUI THE PEOPLE

Health Food
Brightening Prebiotic
Body Lotion with
Squalane



BOSCIA

Prebiotic + Probiotic
Freshening All-over
Body Deodorant

TARGETING STRETCH MARKS

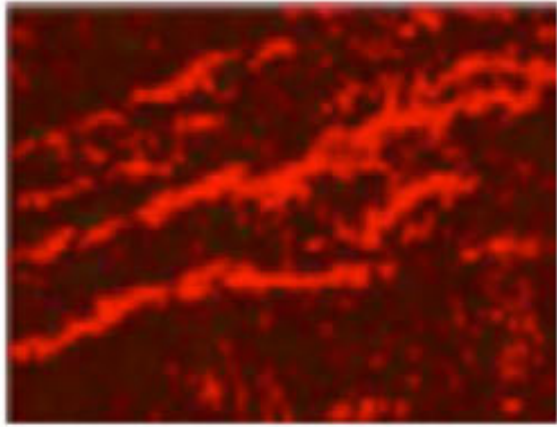
- Stretch marks, also known as striae, are a type of scar that looks like indented streaks on the skin
- Accelerated rate of skin stretching causes collagen and elastin to rupture
- As those ruptures heal, scars may appear in the form of stretch marks
- Commonly found around the abdomen, hips, buttocks, breasts, and thighs, stretch marks vary in color, size, and texture



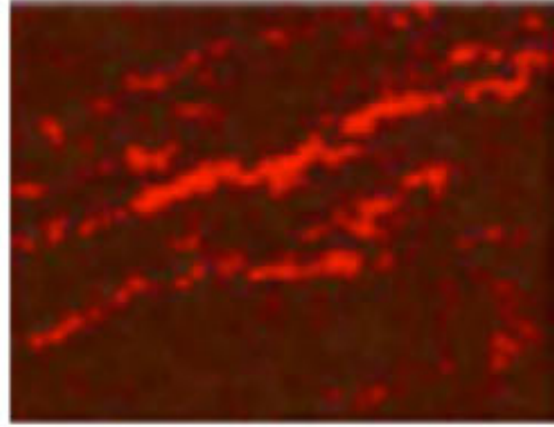
ALPHAIMPROVE BODY

- An innovative, 100% natural active plant complex with proven effectiveness in hydrating skin and reducing stretch marks
- Due to its richness in MCTs, it helps in the healing process, replacing damaged tissue and promoting skin elasticity and reconstruction
- It improves skin appearance, texture, roughness, length, and stiffness of stretch marks and it accelerates the regenerative process of the skin
- It forms a film on the epidermis, reducing the transepidermal water loss and maintaining the appropriate level of humidity in the stratum corneum

ALPHAIMPROVE BODY



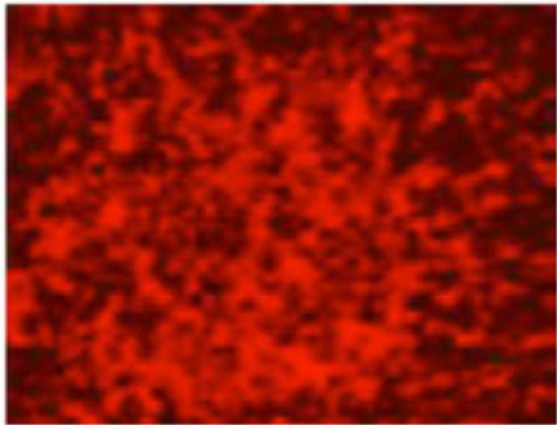
D0



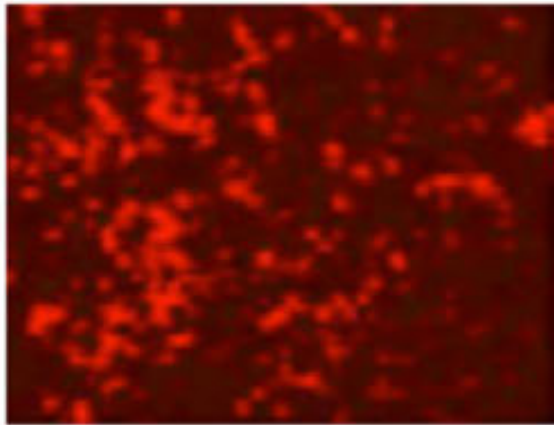
D30

EFFICACY AGAINST STRETCH MARKS BY IMAGE ANALYSIS

A statistically significant difference in the values of the area with stretch marks, proving the effectiveness of the product in the reduction of stretch marks, improving by 31% after 30 days of use



D0



D30

PRODUCTS WE LOVE



BIO-OIL

Skincare Oil



PETER THOMAS ROTH

PRO Strength Stretch
Mark Cream



REN CLEAN SKINCARE

AHA Smart Renewal
Body Serum

ECZEMA - FOCUSED BODY CARE

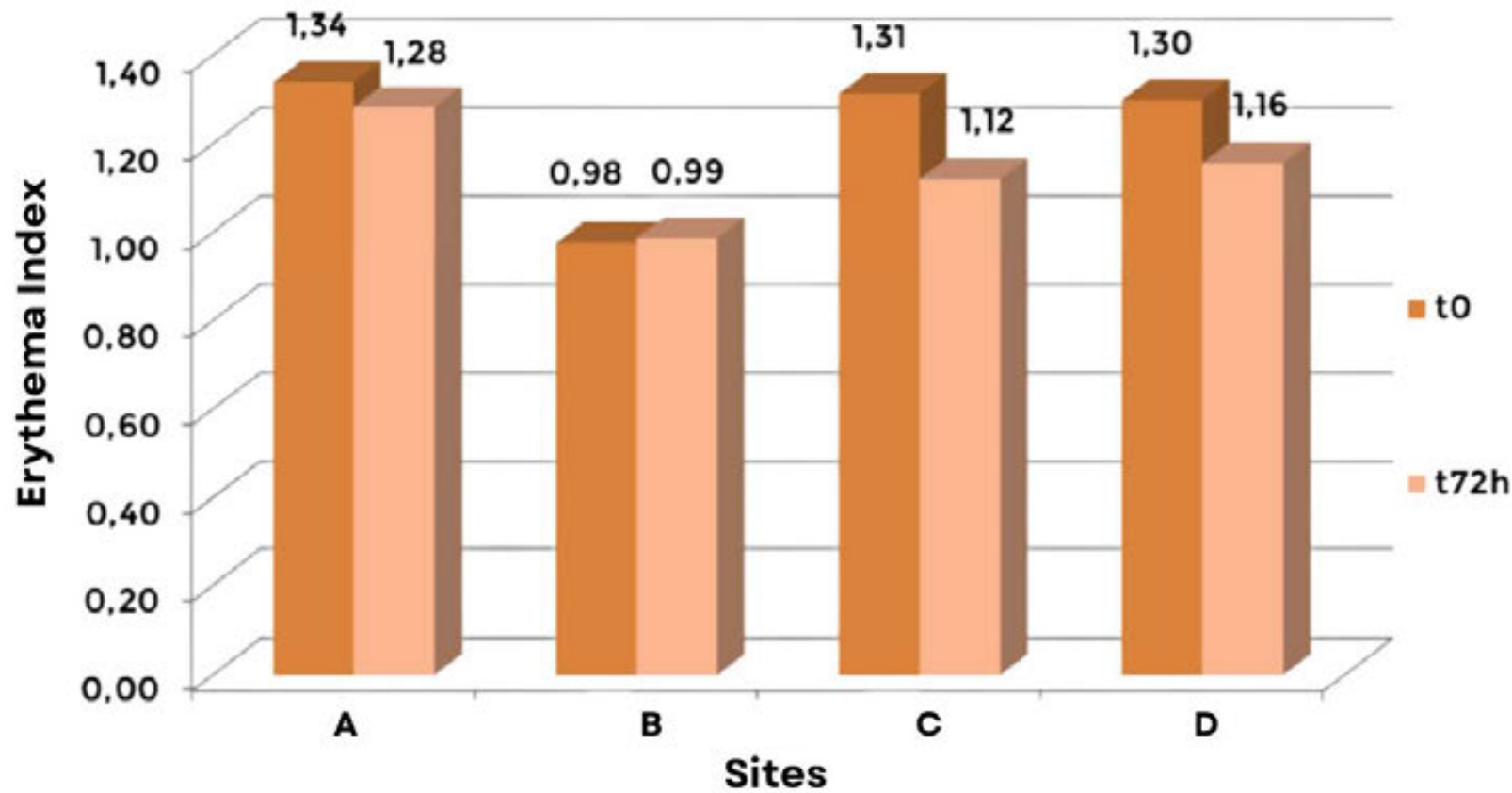
- Eczema, also known as atopic dermatitis, is characterized by an impaired skin barrier and heightened immune response
- Can cause dryness, itching, redness, and inflammation
- Keeping the skin well-hydrated is essential for eczema management - Opt for thick, emollient creams or ointments that lock in moisture and create a protective barrier



GALOLIVE® GREEN

- A PEG-Free functionalized emulsifying system capable of forming particularly fresh and light emulsions
- It is enriched with the eudermic functional properties of olive oil that helps to keep the skin hydrated
- It has anti-inflammatory properties that make it an excellent remedy for soothing irritated skin
- Can form liquid crystal lamellar structures regardless of the chemical structure and polarity of the substances present in the internal phase of the emulsion

GALOLIVE® GREEN



ERYTHEMA INDEX

GALOLIVE® GREEN reduces the erythema index (site D) thus proving a soothing effect against skin redness at t72h of about 9% (statistically significant).

PRODUCTS WE LOVE



TOPICALS

Like Butter Body
Hydrating and
Soothing Mist



SKINFIX

Eczema+ Foaming Oil
Body Wash



FIRST AID BEAUTY

Ultra Repair®
Cream Intense
Hydration

PROTECTING THE MOISTURE BARRIER

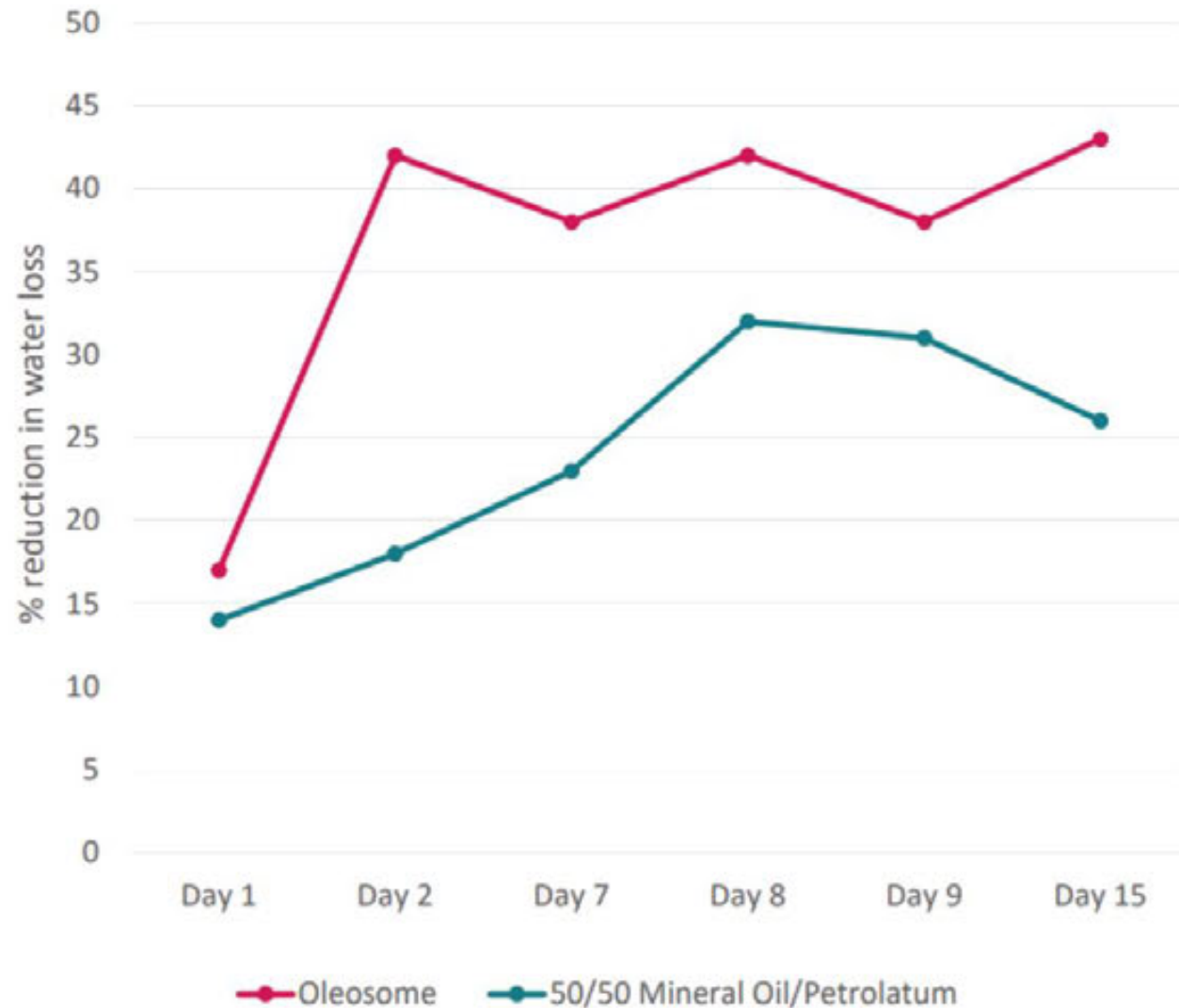
- The primary job of the moisture barrier is to prevent transepidermal water loss, block irritants, and maintain skin pH
- When the skin barrier is compromised, it can lead to dryness, sensitivity, itching, and other conditions
- Hydrating body care products can alleviate dryness, reduce the risk of irritation and itching, and help maintain the skin's natural elasticity and firmness



HYDRESIA®

- A natural emulsifier that provides a scientifically superior solution that feels exceptionally mild on the skin
- A moisture delivery system with unique extended-release characteristics provides formulations the ability to prolong moisturization with time-release properties
- An oleosome for loading UV filters, as well as fragrances and other actives
- Offers a sustainable, innovative ingredient that is cold-processable and meets any “green” story

HYDRESIA®



TRANSEPIDERMAL WATER LOSS (TEWL) STUDY

Compared to a traditional emulsion, Hydresia® oleosomes prevented water loss better over a 15 day period

PRODUCTS WE LOVE



REN CLEAN SKINCARE

Evercalm™
Barrier Support
Body Balm



54 THRONES

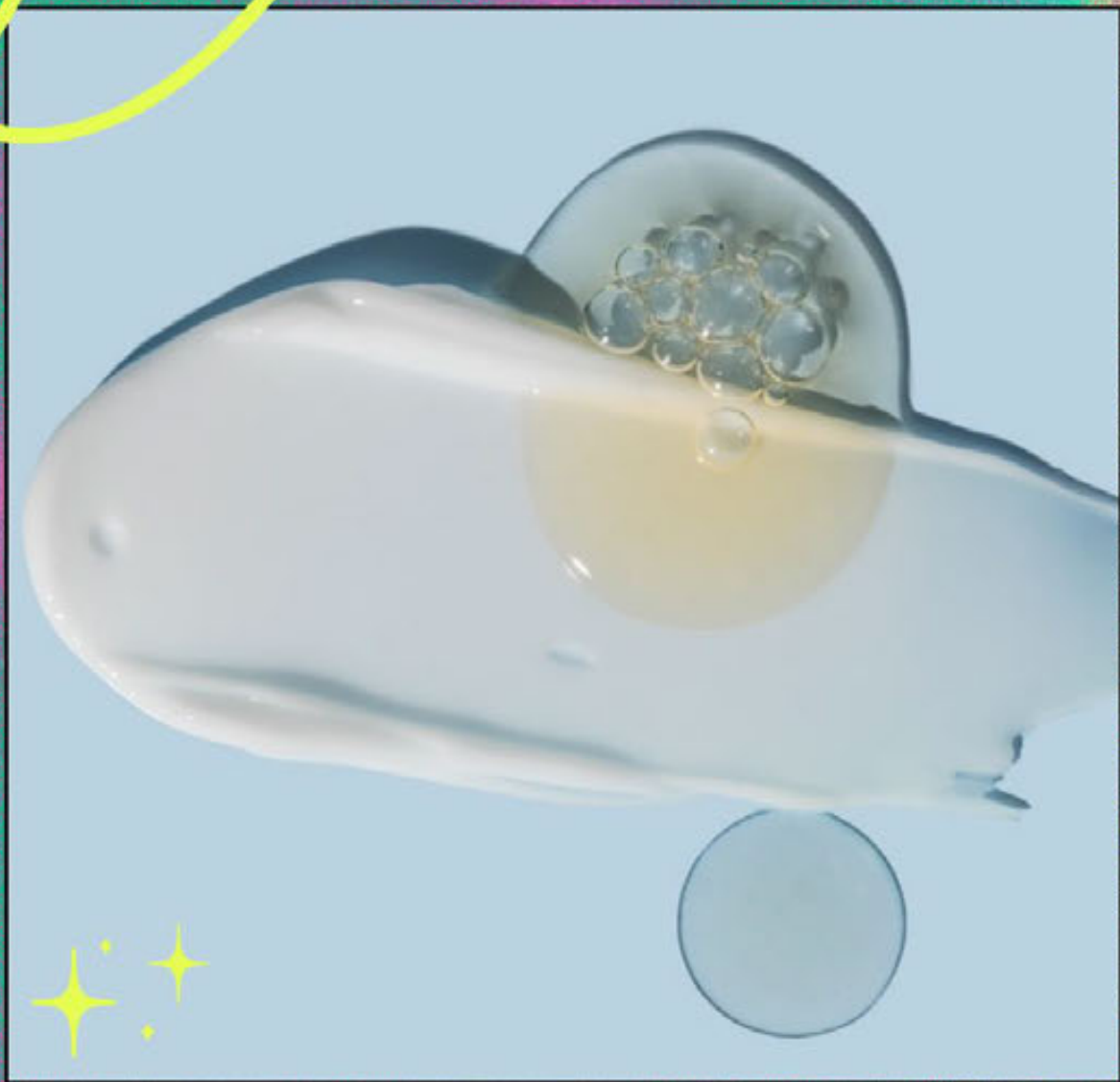
Barrier Repair
Cloud Body
Cream



SIDIA

The Body Serum

FORMULATIONS & INGREDIENTS



SOOTHING AFTER SUN GEL CREAM

Phase	Trade Name	INCI Name	%
A	DEIONIZED WATER	Aqua	79.75
	SEPIMAX ZEN	Polyacrylate Crosspolymer-6	1.25
	SHAROHYAL MATRIX	Water (and) Propanediol (and) Hydrolyzed Glycosaminoglycans (and) Glycerin (and) Sodium Hyaluronate (and) Hydrolyzed Hyaluronic Acid (and) Hyaluronic Acid (and) Sodium Hyaluronate Crosspolymer	2.00
B	HYDRESIA™ DULCE	Prunus Amygdalus Dulcis (Sweet Almond) Oleosomes (and) Glycerin (and) Aqua	10.00
	ALPHAIMPROVE BODY	Bisabolol, Pentaclethra macroloba seed oil, Orbignya oleifera seed oil	3.00
	MCT	Caprylic/Capric Triglyceride	2.00
	BOTANIPLEX™ BALANCE SA	Glycerol Formal (and) Ailanthus Altissima Bark Extract (and) Sanguisorba Officinalis Root Extract	1.00
C	SHAROMIX™ AM25	Phenoxyethanol (and) Didecylidimonium Chloride (and) Caprylyl Glycol (and) Chlorphenesin	1.00



INGREDIENT SUPERSTARS



SHAROHYAL MATRIX

A combination of 5 complex hyaluronic acid materials that work together to boost collagen synthesis and restore moisture to skin



ALPHAIMPROVE BODY

100% natural active plant complex that helps promote skin elasticity and reconstruction



HYDRESIA® DULCÉ

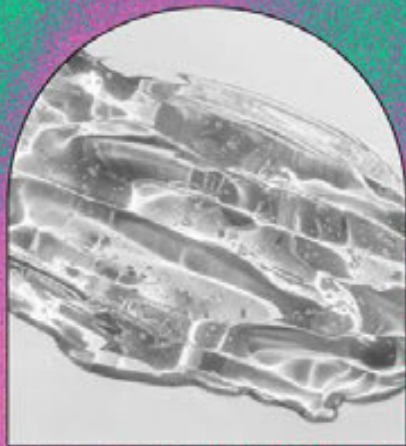
Unique, continuous moisture delivery system produced from sweet almond oleosomes that is an all-natural alternative to chemical emulsifiers and other irritating ingredients

SORBET BODY CREAM

Phase	Trade Name	INCI Name	%
A	DEIONIZED WATER	Aqua	80.8
	GLYCERINE	Glycerin	1.5
	EASYGEL SOL	Carbomer	0.40
B	GALOLIVE® OW	Polyglyceryl-4 Oleyl Ether Olivatate	4.00
	GOLDEN JOJOBA OIL	Simmondsia Chinensis (Jojoba) Seed Oil	3.00
	CARIBPURE™ SUNFLOWER OIL	Helianthus annuus (Sunflower) seed oil	1.00
	OCTYLDODECANOL	Octyldodecanol	2.00
	GALESAN® C	Isododecane (and) Hydrogenated Polydecene	3.00
	CETEARYL ISONONANOATE	Cetearyl Isononanoate	3.00
C	FLOWSTA ASO	Aluminum Starch Octenylsuccinate	0.50
	PANAX GINSENG EXTRACT 27%	Panax Ginseng Extract	1.00
D	SODIUM HYDROXIDE 10% SOLUTION	Sodium Hydroxide	to pH 6.5
E	SHAROMIX™ EG10	Phenoxyethanol (and) Ethylhexylglycerin	0.80
	LEMON ESSENTIAL OIL	Citrus limon peel oil	a.n.



INGREDIENT SUPERSTARS



GLYCERINE

Powerful humectant that helps to improve the skin's texture, appearance, and barrier function. Helps to improve the skin's moisture levels, which can help to reduce the appearance of fine lines and wrinkles



GALOLIVE® OW

OW emulsifier based on olive oil and can form particularly light emulsions that are velvety to the touch and enriched with the eudermic functional properties of olive oil



GALESAN® C

Innovative alternative to volatile silicones that gives excellent tactile and sensorial sensation with a pleasant silky effect on the skin without being heavy or greasy

BODY OIL DROPS – “TWINKLING GOLD DELICIOUS”

Phase	Trade Name	INCI Name	%
A	TRIVENT OC-G	Tricaprylin	34.80
	PLANTASENS OLIVE SQUALANE	Squalane	18.00
	DUB LIQUIDE	Cetearyl Ethylhexanoate	10.00
	TEGOSOFT AC MB	Isoamyl Cocoate	5.00
	EWANOL JO-R	Simmondsia Chinensis Oil	2.00
	BIOCHEMICA BIOVERA ALOE OIL	Aloe Barbadensis Leaf Extract, Canola Oil	1.00
	TIXOGEL-IDD	Isododecane (and) Quaternium-90 Bentonite (and) Propylene Carbonate	25.00
B	MIRAGE TWINKLING GOLD	Calcium Sodium Borosilicate (and) Titanium Dioxide (and) Tin Oxide	3.00
	BANANA SPLIT	Fragrance	0.20
	TOCOMIX L50-IP	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	1.00



INGREDIENT SUPERSTARS



TIXOGEL IDD

A combination of Isododecane, Quaternium-90 Bentonite, and Propylene Carbonate that provides stable, predictable, reproducible thixotropic viscosity and pigment suspension in the formulation



MIRAGE TWINKLING GOLD

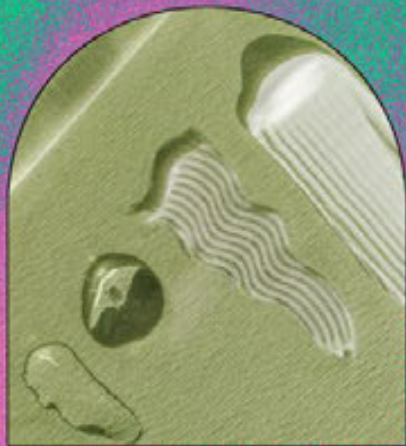
An intense pure gold color and eye-catching sparkle with an amazingly soft skin feel to create stunning golden glitter effects in personal care products

ORANGE ENERGY CLEANSING OIL

Phase	Trade Name	INCI Name	%
A	EMULPHARMA® ECOTECH	Polyglyceryl-3 Cocoate	15.00
	EMULPHARMA® PG20	Polyglyceryl-2 Diisostearate	3.00
	RESPLANTA® PHYTO PUMPKIN MB	Pumpkin Seed Oil Polyglyceryl-4 Esters	1.00
	TRIIOSOSTEARIN	Trisostearin	13.00
	SHAROFEEL® OLIVE	Olea Europea Oil Unsaponifiables	1.00
B	DICAPRYLYL ETHER	Dicaprylyl Ether	54.85
	MCT	Caprylic/Capric Triglyceride	7.50
	VITAMIN E	Tocopherol	0.20
	PAPRIKA EXTRACT	Capsicum Anuum Seed Oil	0.05
	ORANGE ESSENTIAL OIL	Citrus Sinensis Peel Oil Expressed	0.40
C	RESASSOL® APOSTROPHIE MB	Caprylyl/Capryl Glucoside, Polyglyceryl-3 Cocoate, Polyglyceryl 10 Laurate, Citric Acid, Aqua	3.00
	WATER	Aqua	1.00



INGREDIENT SUPERSTARS



EMULPHARMA® PG20

A natural-derived and PEG-free W/O emulsifier useful for obtaining creams with light and fresh textures with up to 80% water phase



RESPLANTA PHYTO PUMPKIN MB

A water-soluble derivative of Pumpkin seed oil with vegetable-sourced polyglycerol. It gives rich texture and good skin softening and refatting



RESASSOL® APOSTROPHIC MB

A high-performance natural solubilizer providing remarkable solubilizing properties for essential oils and fragrances.

HYDRATING LOTION BAR

Phase	Trade Name	INCI Name	%
A	MCT	Caprylic/Capric Triglyceride	17.50
	ENSENSE™ LUXE TO	Triolein	14.50
	BABACU OIL	Orbignya Oleifera Seed Oil	2.00
	CUPUACU BUTTER	Theobroma Grandiflorum Seed Butter	21.00
	CITRO UCUUBA	Virola Surinamensis Seed Butter	21.00
	CASTOR WAX MP 70	Hydrogenated Castor Oil	11.00
	SYNTHETIC BEESWAX	Synthetic Beeswax	12.00
	SHAROMIX EG-14	Ethylhexylglycerin (and) Phenoxyethanol	1.00



INGREDIENT SUPERSTARS



BABACU OIL

A natural oil that has strong moisturizing properties, hydrating the skin and decreasing transepidermal water loss to improve skin smoothness, improve the lipid barrier of the skin and enhance moisture retention



CUPUACU BUTTER

An emollient conditioner for hair and skin. It is a great alternative to lanolin providing excellent, long lasting hydration properties and improved elasticity



CITRO UCUUBA

Provides softness and hydration to the skin with a light, dry skin feel and velvety touch. It is sought after for its hydrating, antioxidant, anti-inflammatory, and soothing effects



THANK YOU .

For your time and attention



450 Sentry Parkway,
Blue Bell, PA 19422



800.223.7054



sales@acme-hardesty.com



www.acme-hardesty.com

Follow us on social media @acmehardestyco

