



HALLSTAR
BEAUTY

TRANSPARENT
BEAUTY

“Perfect sincerity and transparency make a great part of beauty...”

Henry David Thoreau,
American poet, essayist and philosopher,
1817-1862

Advanced Formulated Solutions: Transparent Beauty

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Sun Care
Solutions



Specialty
Butters and Oils



Functional
Naturals



Active
Naturals



Performance
Ingredients

*Patented and Patent Pending

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The 'Clean and Natural' Trend: Essential and Evolving

The definition of clean beauty remains fluid. Even the influential market focus on natural products is beginning to change. Consumers' expectations are rising as they are no longer easily tricked by 'green-washing,' and are realizing that not all-natural ingredients are safe, efficient and sustainable.¹ Further, consumers are still prioritizing efficacy over natural formulations in skin and hair care, according to the 2018 Euromonitor Beauty Survey. Brands are increasingly tapping into so-called 'bio-designed beauty' that marries science and nature by using techniques of natural ingredient extraction and cultivation.

In this challenging environment, brands are navigating claims preferences by region, age group and product type. However, some overarching lifestyle megatrends across all global demographics are having a significant impact on product launches. Clean beauty claims are especially pertinent to three types of target customer:

The Label Reader

Consumers have more access to information than ever before and are looking for proof in the products they buy (2018 Mintel Trend Report, "Prove It"). A survey by US beauty brand Kari Gran entitled the Green Beauty Barometer, found that 55% of women and 62% of millennials in the US scrutinize beauty product labels in order to avoid specific ingredients. This has given rise to clean labels a concept that originated in food and has been widely adopted by beauty.²

The Clean Lifer

The impact of our lifestyles on the environment is on everyone's mind, and consumers are looking to make a change. They are adopting more clean-living, minimalist lifestyles where moderation and integrity are key. A new generation of 'straight-edge' consumers are keen to secure a more ordered existence for themselves. 70% of millennials are willing to spend more for brands that support causes they care about, while 60% of the same cohort feel they can make a difference through their choices and actions. "Not only do [millennials] look for transparency and traceability of product ingredients, but they are also curious about where ingredients originate and how products are made."³

The Natural Beauty

The perception of beauty has been significantly impacted by consumers' growing health focus, as very few link stereotypical associations such as glamour and status with the definition of 'beauty,' and instead are looking at beauty as an extension of health. How does this translate into new product development? The global rise of lightweight 'no-make-up' make-up: subtle tints instead of bold colors, dewy skin, natural rosy cheeks. Consumers want to look like themselves ... just on a good day!

¹Euromonitor, December 2018, "Competitive Strategies in Beauty and Personal Care."

²Mintel Insight, August 2018, "The Many Faces of Clean Beauty."

The Hallstar Approach

As eco-conscious consumers themselves as well as scientists, Hallstar product developers and formulators happily accept the challenge of creating responsible chemistry. We are committed to products that are safe for users as well as the environment, and we believe trust is developed through clear traceability, ethical sourcing, and no green-washing. "In the end," Rachel Grabenhofer points out in "'Clean Beauty' Sweeps Spring Ingredient Launches" (*Cosmetics & Toiletries*, May 2019), "it's all about being transparent with consumers, so they are empowered to decide what ingredients they put into or onto their bodies."

Hallstar calls this approach **Transparent Beauty**, by which we mean formulations that demonstrate:

- **Eco-friendliness**
Good faith steps taken to avoid environmental harm, such as ethical sourcing, bio-degradability, production efficiency, and local ingredients.
- **Application efficiency**
Created with multifunctional, clinically-substantiated Hallstar ingredients that enable consumers to streamline their routines and use fewer products for the same cosmetic benefits. Importantly, every product in the formulation has a specific purpose so there are no 'fillers.'
- **Clean, natural sensoriality**
A light, fresh feel that is not tacky or oily. When fragrances are present, they have a clean sensoriality and are achieved with natural ingredients.
- **Exclusion of specific chemicals**
No use of animal-origin raw materials, mineral oils, restricted ingredients or any preservatives of concern.

Hallstar has curated a collection of ten Transparent Beauty formulations that align with this approach. Several of the formulations in this collection have additional claims that can help differentiate brands in the crowded clean beauty space.



Simplicity: very few ingredients used in formulation



Natural look: lightweight cosmetics for a minimal make-up look, or skin care whose benefits allow less make-up to be used



Natural origin ingredients: according to ISO standards



Form + function: rare combination of highly-effective, active ingredients and excellent sensoriality



Transparency: see-through, exceedingly lightweight physical format

Of course, Hallstar's superior products give us an advantage when it comes to Transparent Beauty. 'Skintelligent' actives based on our patented Oléo-éco-extraction methodology (Oléoactif®, Oléobooster®), biomimetic naturals (Olivem®, Sensolene®, Eurol®, Oliwax®), sustainably-sourced natural butters and oils (Biochemica®), and sophisticated sun care chemistry that enables higher photoprotection within compliant sunscreens (HallBrite®, AvoBrite®, SolaStay®, Micah®) – Hallstar has been formulating with these hero products for years.

In addition to the formulations included in this publication, we have many more Transparent Beauty examples with region-relevant safety claims across all our product lines. Contact us at workwonders@hallstar.com to learn more.

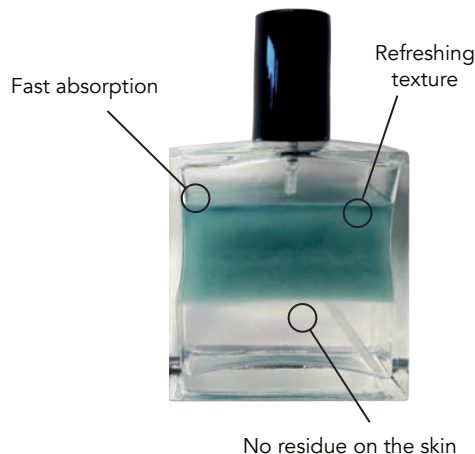
Biphasic Sea Glass Spray SPF 30

Formula Number: JZ13-99



This biphasic sunscreen spray has a light and fresh texture, and achieves stability without the use of an emulsifier. The combination of Hallstar® Octyl Isononanoate, SolaStay® S1, and HallBrite® BHB helps polarity, viscosity, and density, allowing the formation of two phases. The result is an extra-liquid sunscreen spray that is very easy to apply. Biphasic Sea Glass Spray can also protect hair against the drying effects of the sun. *In vivo* testing in a US laboratory (5 subjects) yielded static SPF 37. Colipa Guideline (2011) delivered SPF ~34 and PFA (PPD) ~11 performance. Critical wavelength = 375 nm.

Application - Shake before use until the two phases are evenly mixed. Do not spray directly onto the face.



SolaStay® S1

Provides very rapid and efficient excited state quenching of avobenzone, protecting it from photodegradation and improving sunscreen performance.

HallBrite® BHB

Provides sunscreen solvency and emolliency; dilutes UV package's high density to provide lighter skin feel.

HallStar® Octyl Isononanoate

A low density emollient that helps to separate oil phase and water phase, creating an attractive biphasic system/appearance.

BLUE® Oléoactif

Effectively protects cells from urban pollution and blue light.

Sensolene® Light ET

A 100% natural origin, COSMOS-approved, globally-compliant, sustainable alternative to silicones, provides an extremely light touch with good anti-oxidant benefits.

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Octocrylene [Octocrilene]		8.00	UV Filter/Sunscreen Agent
	Homosalate [Homosalate]		10.00	UV Filter/Sunscreen Agent
	Ethylhexyl Salicylate [Octisalate]		5.00	UV Filter/Sunscreen Agent
	Butyloctyl Salicylate	HallBrite® BHB	5.00	Sunscreen Solvent / Emollient
	Ethylhexyl Methoxycrylene	SolaStay® S1	0.75	Photostabilizer
	Ethyl Olivatate, Olea Europaea (Olive) Leaf Extract	Sensolene® Light ET	2.00	Multifunctional Emollient
	Glycine Soja (Soybean) Oil*, Polyglyceryl-3 Diisostearate, Oryza Sativa (Rice) Germ Extract, Oryza Sativa (Rice) Extract	BLUE Oléoactif®	1.00	Active Ingredient
Ethylhexyl Isononanoate	HallStar® Octyl Isononanoate	20.00	Emollient	
	Colorant(s)		a.n.	Colorant
B	Butyl Methoxydibenzoylmethane [Avobenzone]		3.00	UV Filter / Sunscreen Agent
	Poly C10-30 Alkyl Acrylate		0.25	Structuring Agent
C	Water (Aqua) (deionized)		Up to 100	Volatile Carrier
	Preservative		a.n.	Preservative
	Disodium EDTA		0.05	Chelating Agent
	Sodium Chloride		0.10	Stabilizing Agent

Preparative procedure

1. To a secondary vessel, add phase A and start mixing. Heat it to 60 - 70°C.
2. Add phase B into phase A and mix until uniform, and then start cooling.
3. To the main vessel add the liquids of phase C, start mixing; then add the EDTA and Sodium Chloride solid and mix until uniform.
4. Slowly add phase AB to phase C under gentle stirring.

Product characteristics (25°C)

- **Appearance:** Two-phase liquid

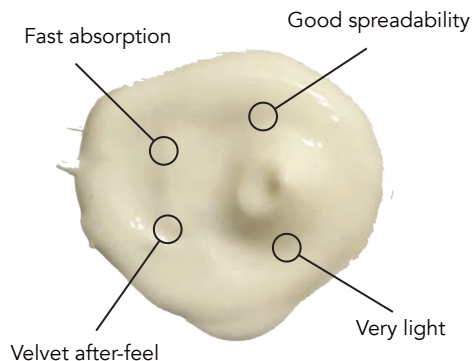
Clean and Light Lotion SPF 40

Formula Number: SZ-19034M2



Treat your skin with this light sunscreen lotion that offers a super light and refreshing skin feel. The emulsifier and stabilizer Olivem® 2020 G imparts pleasant hydration. Hallstar photostabilizers maximize UV filter photostability and enable safe and long-lasting sun protection. BLUE Oléoactif® help cells fight against urban pollution and blue light. The powerful antioxidant™ Micah® protects skin damage like magic.

Application - Evenly apply at least five grams of sun cream on the face and arms, and at least 25 grams on the rest of the body.



Olivem® 2020 G

A cold-process emulsifier that imparts pleasant hydration and great stability.

AvoBrite® and HallBrite® BHB

Maximize UV filter photostability and enable safe and long-lasting sun protection.

BLUE® Oléoactif

Helps cells fight against urban pollution and blue light.

Micah®

Protects the skin from aging and damage.

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Acrylates Copolymer	AvoBrite®	6.00	Photostabilizer
	Butyloctyl Salicylate	HallBrite® BHB	5.00	Sunscreen Solvent
	Ethylhexyl Salicylate [Octisalate]		5.00	UV Filter/Sunscreen Agent
	Homosalate [Homosalate]		5.00	UV Filter/Sunscreen Agent
	Ethylhexyl Olivate, Sodium Acrylates Copolymer, Polyglyceryl-4 Oleate	Olivem® 2020 G	3.00	Multifunctional Cold-Process Emulsifier
	Glycine Soja (Soybean) Oil*, Polyglyceryl-3 Diisostearate, Oryza Sativa (Rice) Germ Extract, Oryza Sativa (Rice) Extract	BLUE Oléoactif®	1.00	Active Ingredient
B	Bis(Cyano Butylacetate) Anthracenediylidene	Micah®	0.20	Active Ingredient
	Butyl Methoxydibenzoylmethane [Avobenzone]		4.00	UV Filter/ Sunscreen Agent
	Disodium EDTA		0.05	Chelating Agent
	Water (Aqua) (deionized)		up to 100	Volatile Carrier
	Butylene Glycol		1.00	Humectant
	Sodium Hydroxide		0.30	Neutralizer Agent
C	Phenylbenzimidazole Sulfonic Acid [Ensulizole]		2.00	UV Filter/Sunscreen Agent
	Preservative		a.n.	Preservative

Preparative procedure

- To a secondary vessel add phase A, start mixing and heat to 75°C. Add phase B when A is uniform.
- To the main vessel add the water of phase C, start mixing and add remaining ingredients in this phase.
- When both phases are homogeneous and at their designated temperatures, slowly add phase AB to phase CD with prop mixing. Start cooling batch after 5 minutes.
- Continue mixing until batch is at room temperature, add antioxidant, replace any water lost, adjust pH to 7-8 and homogenize with 5000 rpm for 3 minutes.

Fresh Clay Rinse-Off Mask

Formula Number: 136-19-03D



This green mask melts immediately in contact with the skin to purify clogged pores. It is specifically formulated for sensitive skin, leaving a matte effect without dehydration. The formula contains powerful yet gentle active ingredients such as mineral-based green clay, Euro!® BT, PLUMP Oléoactif®, and Sensolene® Care DD. After leaving this clay mask in place for 10 minutes, it can easily be rinsed off with warm water. 99% of this formula's content is of natural origin, according to ISO 16128-2:2017 standards.

Application - Apply the mask all over your face in a thin layer about a quarter inch (0.64 cm) thick. Wait 10 minutes before rinsing the mask off with water. Repeat the process one to two times a week for best results.



Euro!® BT and PLUMP Oléoactif®
Actively moisturize and restore skin's hydrolipid film.

Sensolene® Care DD
Provides soothing and nourishing activity.

Biochemica® Cranberry Butter
Imparts a gentle exfoliating effect.

Biochemica® Biovera 200x Aloe
Is a moisturizing, soothing agent.

Olivem® 1000
Works as a primary emulsifier, providing a creamy and nourishing texture.

Oliwax® LC
Liquid crystal promoter co-emulsifier; provides a unique after-feel and stabilizes the emulsion.

Biochemica® Rosehip Oil Refined and Olive Oil Extra Virgin Organic
Nourishing emollients with antioxidant and protective benefits for the skin.

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua) (deionized)		Up to 100	Volatile Carrier
	Olea Europaea (Olive) Leaf Extract, Water	Euro!® BT	0.50	Multifunctional Active Ingredient
	Glycerin		3.00	Humectant
	Xanthan Gum		0.50	Thickener (Aqueous)
	Bentonite		2.50	Thickener (Aqueous)
B	Aloe Barbadensis Leaf Juice	Biochemica® Biovera 200X Aloe	0.50	Active Ingredient
	Cetearyl Olivatate, Sorbitan Olivatate	Olivem® 1000	3.00	Self-Emulsifier/ Liquid Crystal Maker
	Cetyl Palmitate, Sorbitan Palmitate, Sorbitan Olivatate	Oliwax® LC	3.00	Stabilizing Agent/ Liquid Crystal Promoter
	Lauryl Olivatate	Sensolene® Care DD	2.00	Multifunctional Lipid
	Butyrospermum Parkii (Shea) Butter, Elaeis Guineensis (Palm) Butter, Simmondsia Chinensis (Jojoba) Seed Oil, Vaccinium Macrocarpon (Cranberry) Fruit	Biochemica® Cranberry Butter Organic	5.00	Emollient
	Olea Europaea (Olive) Fruit Oil	Biochemica® Olive Oil Extra Virgin Organic	2.00	Emollient
	Rosa Canina Fruit Oil	Biochemica® Rosehip Oil Refined	1.00	Emollient
	Simmondsia Chinensis (Jojoba) Seed Oil, Punica Granatum Flower Extract, Polyglyceryl-3 Diisostearate	PLUMP Oléoactif®	1.00	Active Ingredient
C	Tocopherol	Biochemica® Vitamin E Natural	0.20	Antioxidant Agent
	Talc		5.00	Absorbent
	Kaolin		5.00	Absorbent
D	Montmorillonite, Illite, Kaolin, Quartz		7.00	Purifying Agent
	Preservative		a.n.	Preservative
E	Lactic Acid (80%)		0.40	pH Adjuster
	Sodium Lauroyl Glutamate		1.50	Anionic Surfactant

Preparative procedure

1. Prepare phase A and heat it up to 80-85°C;
2. Prepare phase B and heat it up to 75-80°C;
3. Add phase B to phase A and homogenize, using a suitable dispersion unit (Silverson, Ultra Turrax) for 3 minutes at 2500 rpm;
4. Cool down under gentle stirring to room temperature;
5. Add phase C to phase AB and homogenize, using a suitable dispersion unit (Silverson, Ultra Turrax) for 3 minutes at 2500 rpm;
6. Add the ingredients of phase D one-by-one to phase ABC and homogenize, using a suitable dispersion unit (Silverson, Ultra Turrax) for 1 minutes at 2500 rpm;
7. Add phase E to phase ABCD and mix under stirring.
8. Adjust pH under 5.5.

Natural Finish Powder

Formula Number: 136-19-05E

This loose powder has a light and surprisingly silky texture. It covers small imperfections and gives the complexion a luminous, smooth and uniform appearance. The presence of HallBrite® BHB as a wetting agent improves the adhesion of the product on the skin, and skin-enhancing Sensolene® Light ET is used as a sustainable alternative to silicones. 98% of this formula's content is of natural origin, according to ISO 16128-2:2017 standards.

Application - A large powder brush or powder puff are the best tools to use. Start applying the powder in the center of your face, and then sweep the rest over the entire facial area.



BRIGHT Oléoactif®

Dedicated to skin brightening, whitening and reduction of hyperpigmentation.

Sensolene® Light ET

An active emollient which gives a smooth and uniform appearance.

HallBrite® BHB

Works as a wetting agent improving the skin adhesion and producing a creamy feel.

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Ethyl Olivatate, Olea Europaea (Olive) Leaf Extract	Sensolene® Light ET	1.00	Multifunctional Emollient
	Butyloctyl Salicylate	HallBrite® BHB	1.00	Emollient
	Brassica Campestris (Rapeseed) Seed Oil, Glycyrrhiza Glabra (Licorice) Root Extract, Polyglyceryl-3 Diisostearate, Althaea Officinalis Root Extract, Oryza Sativa (Rice) Bran Extract	BRIGHT Oléoactif®	1.00	Active Ingredient
	Silica		6.00	Absorbent
B	Mica		10.00	Texturizing Agent
	Talc		up to 100	Filler
	Distarch Phosphate		5.00	Mattifying agent
	Kaolin		5.00	Mattifying agent
	Silica, Titanium Dioxide, Iron Oxides		1.00	Soft Focus Agent
	Titanium Dioxide		3.50	Pigment
	Iron Oxides (yellow) (CI 77492)		0.94	Pigment
	Iron Oxides (red) (CI 77491)		0.47	Pigment
	Iron Oxides (Black) (CI 77499)		0.09	Pigment
	Preservative		a.n.	Preservative
Preservative		a.n.	Preservative	

Preparative procedure

1. Prepare the emollients of phase A and add slowly the silica, mixing with the spatula;
2. Mix the phase A under stirring (whip) for 5 minutes at 250 rpm;
3. Prepare phase B and mix using the blender for 15 seconds;
4. Add phase A to phase B;
5. Mix phase AB for 15 seconds;
6. Pick up the powder left on the blender sides;
7. Repeat steps 5 and 6 twice;
8. Sift and collect the resulting powder.

Product characteristics (25°C)

- **Appearance:** Rosy beige powder

Natural Look Concealer Stick for Dark Circles

Formula Number: 136-19-04B

This silicone-free stick concealer visibly corrects uneven coloring in the eye area, providing immediate coverage. Its yellow color is particularly suitable for masking the bluish tones of dark circles typically caused by broken capillaries. The pencil format is ideal for application to this delicate area. 96% of this formula's content is of natural origin according to ISO 16128-2:2017 standards.

Application - If necessary, after application, use your fingers to cover imperfections.



LOOK Oléoactif®

An active dedicated to rejuvenation of eye contour, decreasing dark circles and eye puffiness.

Micah®

The antioxidant™ active ingredient stops the photo-aging process before it starts by preventing the formation of UV- and visible light-induced oxidative stress.

Biochemica® Coffee Butter and Matcha Green Tea Butter

Contain extracts that promote blood circulation.

Olivem® 900

Works as a suspending and gelling agent. Also as a wetting agent for pigment.

Oliwax®

Improves texture and consistency

Sensolene® Light ET

Improves the spreadability and makes the product light and comfortable

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Copernicia Cerifera (Carnauba) Wax		2.50	Structuring Agent
	Oryza Sativa (Rice) Bran Wax		10.00	Structuring Agent
	Hydrogenated Olive Oil, Olea Europaea (Olive) Fruit Oil, Olea Europaea (Olive) Oil Unsaponifiables	Oliwax®	10.00	Structuring Agent
	Sorbitan Olivivate	Olivem® 900	2.50	Structuring Agent
	Octyldodecanol		up to 100	Emollient
	Ethyl Oliviate, Olea Europaea (Olive) Leaf Extract	Sensolene® Light ET	5.00	Multifunctional Emollient
	Hydrogenated Vegetable Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Coffea Arabica (Coffee) Seed Oil	Biochemica® Coffee Butter	3.00	Emollient
	Prunus Amygdalus Dulcis (Sweet Almond) Oil, Hydrogenated Vegetable Oil, Camellia Sinensis Leaf Powder	Biochemica® Matcha Green Tea Butter	3.00	Emollient
	Tocopherol	Biochemica® Vitamin E Natural	0.20	Antioxidant Agent
	Oleic acid, Terminalia arjuna extract, Lecithin	LOOK Oléoactif®	1.00	Active Ingredient
	Bis(Cyano Butylacetate) Anthracenediylidene	Micah®	0.20	Active Ingredient
	Octyldodecyl Oleate, Titanium Dioxide		10.00	Pigment
	Octyldodecyl Oleate, Yellow Iron Oxide		5.00	Pigment
	Silica, Titanium Dioxide, Iron Oxides		5.00	Soft Focus Agent

Preparative procedure

1. Heat phase A up to 75-80°C and pour the product in proper packaging.

Product characteristics (25°C)

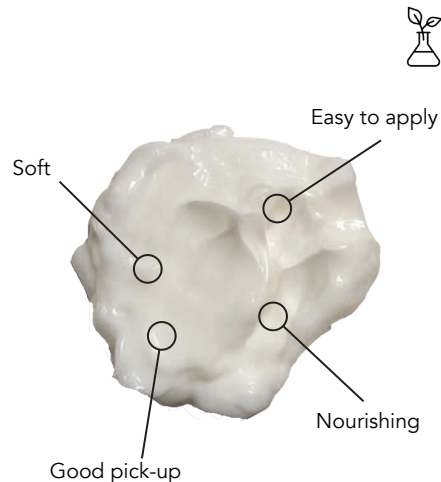
- **Appearance:** Yellow creamy anhydrous

Pearlescent Hair Mask

Formula Number: 136-19-06C

This creamy and nourishing mask is ideal for dry and damaged hair. It is enriched with Biochemica® Avocado Butter and Biochemica® Argan Shine and contains no silicones. Sensolene® Light ET deeply nourishes the hair, leaving it light and soft without weighing it down. Fortbase® Intense PRO-3 is a mixture of ready-to-use conditioning agents which detangles hair, making it easier to comb. HAIR Oléobooster® offers proven protection against sun and heat damage while maintaining radiance, thanks to its fusion of tamarind, shikakai and coconut oil 96% natural origin content according to ISO 16128-2:2017 standards.

Application - After shampooing hair, apply a generous amount of this mask, distributing it evenly from root to tip. Leave on for five minutes then rinse thoroughly with warm water.



Biochemica® Argan Shine and Avocado Butter

Deliver superior shine to hair.

Sensolene® Light ET

Promotes hair shine with a silky coating.

HAIR Oléobooster®

Offers proven protection against sun and heat damage.

Olivem® 1000

At low concentration imparts a very light touch.

Fortbase® Intense PRO-3

A mixture of ready-to-use conditioning agents which make it easier to comb and detangle hair.

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua)		Up to 100	Volatile Carrier
	Glycerin		3.00	Humectant
B	Cetearyl Oliviate, Sorbitan Oliviate	Olivem® 1000	2.00	Self-Emulsifier/ Liquid Crystal Maker
	Cetearyl Alcohol, Distearilyldimonium Chloride, Stearamidopropyl Dimethylamine Lactate, Behentrimonium Methosulfate	Fortbase® Intense PRO-3	5.00	Conditioning Agent
	Ethyl Oliviate, Olea Europaea (Olive) Leaf Extract	Sensolene® Light ET	4.00	Multifunctional Emollient
	Hydrogenated Vegetable Oil, Argania Spinosa Kernel Oil, Cetearyl Alcohol, Prunus Amygdalus Dulcis (Sweet Almond) Oil	Biochemica® Argan Shine	1.00	Shine Enhancer
	Persea Gratissima (Avocado) Oil, Hydrogenated Vegetable Oil	Biochemica® Avocado Butter	2.50	Emollient
	Cocos Nucifera (Coconut) Oil, Acacia Concinna Fruit Extract, Tamarindus Indica Fruit Extract	HAIR Oléobooster®	3.00	Active Ingredient
	Tocopherol	Biochemica® Vitamin E Natural	0.20	Antioxidant Agent
C	Fragrance (Parfum)		a.n.	Fragrance (Parfum)
	Preservative		a.n.	Preservative

Preparative procedure

1. Prepare phase A and heat it up to 80-85°C;
2. Prepare phase B and heat it up to 75-80°C;
3. Add phase B to phase A and homogenize, using a suitable dispersion unit (Silverson, Ultra Turrax) for 3 minutes at 2500 rpm;
4. Cool down under gentle stirring to room temperature;
5. Add phase C to phase AB and homogenize, using a suitable dispersion unit (Silverson, Ultra Turrax) for 3 minutes at 2500 rpm.
6. Adjust pH under 5.5.

Product characteristics (25°C)

- **Appearance:** Shiny white cream

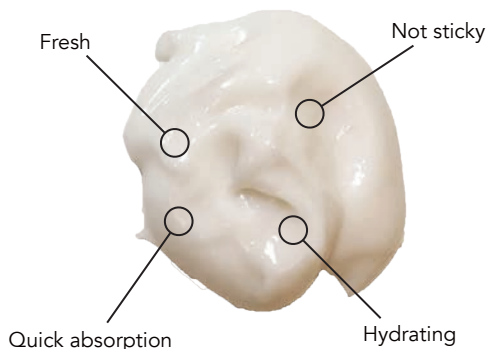
Simple by Nature Deodorant Cream

Formula Number: 136-19-01B



This soothing deodorant provides immediate hydration and nourishes the sensitive underarm area while providing effective and lasting natural odor protection, without clogging pores or compromising the body's natural functions. Simple by Nature, containing no silicones, aluminum or baking soda, is a soft, delicately fragrant cream that is absorbed quickly with no greasy feel and ensures long-lasting deodorizing effectiveness. 99% of this formula's content is of natural origin, according to ISO 16128-2:2017 standards.

Application - Best applied after showering or bathing. Apply a small amount of cream deodorant with your fingertip down the center of your armpit, rubbing gently until smooth.



Eurol® BT

Provides antibacterial action.

Sensolene® Light ET

An active emollient providing nourishing and anti-oxidant efficacy.

Olivem® 1000

Works as a primary emulsifier, providing a creamy and nourishing texture.

Biochemica® Biovera 200x Aloe

A moisturizing and soothing agent.

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Water (Aqua)		Up to 100	Volatile Carrier
	Propanediol		3.00	Humectant
	Olea Europaea (Olive) Leaf Extract, Water	Eurol® BT	0.25	Multifunctional Active Ingredient
	Aloe Barbadensis Leaf Juice	Biochemica® Biovera 200x Aloe	0.50	Active Ingredient
	Mentha Piperita (Peppermint) Leaf Extract, Water, Sodium Benzoate, Citric Acid		0.50	Active Ingredient
B	Xanthan Gum		0.35	Thickener (Aqueous)
	Cetearyl Oliviate, Sorbitan Oliviate	Olivem® 1000	5.00	Self-Emulsifier/ Liquid Crystal Maker
C	Triethyl Citrate		2.25	Active Ingredient
	Ethyl Oliviate, Olea Europaea (Olive) Leaf Extract	Sensolene® Light ET	1.00	Multifunctional Emollient
	Sunflower Wax		0.75	Structuring Agent
D	Preservative		a.n.	Preservative
	Fragrance (Parfum)		0.25	Fragrance (Parfum)
	Oriza Sativa Rice Starch		1.00	Absorbent

Preparative procedure

1. In the main vessel prepare phase A and heat up to 80-85°C;
2. In a secondary vessel prepare phase C and heat it up to 75°C;
3. Add the Olivem® 1000 flakes directly into the hot water of phase A, under magnetic stirring;
4. Stir for 3 minutes and then homogenize for 1 minute, using a suitable dispersion unit (Silverson, Ultra Turrax);
5. Add phase C to phase AB and homogenize using a suitable dispersion unit (Silverson, Ultra Turrax);
6. Cool down under gentle stirring;
7. Add the ingredients of phase D and homogenize using a suitable dispersion unit (Silverson, Ultra Turrax).

Sunshine Stick SPF 30

Formula Number: JZ13-192

This transparent stick formulation is designed to provide label SPF 30 performance. SolaStay® S1 provides photostabilization for Avobenzone while BRIGHT Oléoactif® and LIFT Oléoactif® provide anti-aging and skin brightening. HallBrite® BHB contributes to enhanced product feel. The combination of SolaStay® S1, HallBrite® BHB, Biochemica® Argan Oil Refined and Biochemica® Hemp Oil Refined provides the right polarity to form a transparent stick. *In vivo* testing in a US laboratory (5 subjects) yielded static SPF 39.6. Colipa Guideline (2011) delivered SPF ~38 and PFA (PPD) ~13 performance. Critical wavelength = 374 nm.

Application - Apply several layers of the sunscreen to ensure effective skin protection.



SolaStay® S1

Provides photostabilization for avobenzone.

HallBrite® BHB

Contributes to enhanced product feel.

Sensolene® Light ET

Provides silicone-like after feel.

HallStar® Octyl Isononanoate

Improves spreadability.

BRIGHT Oléoactif® and LIFT Oléoactif®

Provides skin brightening and anti-aging benefits.

Biochemica® Argan Oil Refined and Hemp Oil Refined Organic

In combination with SolaStay® S1 and HallBrite® BHB, these emollients provide the right polarity to achieve transparency.

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Octocrylene [Octocrilene]		8.00	UV Filter/Sunscreen Agent
	Homosalate [Homosalate]		9.50	UV Filter/Sunscreen Agent
	Ethylhexyl Salicylate [Octisalate]		4.50	UV Filter/Sunscreen Agent
	Butyloctyl Salicylate	HallBrite® BHB	5.00	Sunscreen Solvent / Emollient
	Ethylhexyl Methoxycrylene	SolaStay® S1	2.00	Photostabilizer
	VP/Hexadecene Copolymer		1.00	Film Former
	Argania Spinosa Kernel Oil	Biochemica® Argan Oil Refined	Up to 100	Emollient
	Ethyl Olivat, Olea Europaea (Olive) Leaf Extract	Sensolene® Light ET	5.00	Multifunctional Emollient
	Brassica Campestris (Rapeseed) Seed Oil, Glycyrrhiza Glabra (Licorice) Root Extract, Polyglyceryl-3 Diisostearate, Althaea Officinalis Root Extract, Oryza Sativa (Rice) Bran Extract	BRIGHT Oléoactif®	1.00	Active Ingredient
	Carthamus Tinctorius (Safflower) Seed Oil, Astragalus Membranaceus Root Extract, Ubiquinone, Tocopherol, Spilanthes Acmella Flower/Leaf/Stem Extract	LIFT Oléoactif®	1.00	Active Ingredient
	Cannabis Sativa Seed Oil	Biochemica® Hemp Oil Refined Organic	10.00	Emollient
B	Butyl Methoxydibenzoylmethane [Avobenzone]		3.00	UV Filter/Sunscreen Agent
	Ethylhexyl Isononanoate	HallStar® Octyl Isononanoate	8.00	Emollient
	Polyamide-3		5.00	Structuring Agent
	Polyamide-8		23.00	Structuring Agent

Preparative procedure

1. Add Phase A to the main vessel, start center-stir (prop) mixing and heat to 100°C.
2. Add Phase B to Phase A and mix until uniform and clear to make sure phase B is totally dissolved.
3. Start cooling with mixing until 70°C. Stop mix and filling into containers.

Product characteristics (25°C)

- **Appearance:** Transparent stick

Tangerine Dream Lotion Bar

Formula Number: JH2-100B



This multi-purpose hand, face and lip natural moisturizer delivers a little burst of energizing, citrusy love in travel-friendly sized packaging. The aromatherapeutic Biochemica® Tangerine Butter stimulates the senses and helps minimize signs of acne, while Biochemica® Avocado Oil helps spreadability. Olivem® 900 stays on the surface of the skin as a protective barrier. This pocket-sized vegan lotion bar has a rich emolliency as it melts upon contact with skin, making it ideal for chapped lips or to soften dry cuticles.

Application - As you rub the lotion bar between your hands or massage it directly onto dry skin areas, your body heat will soften the bar, releasing skin-nourishing oils and enabling easy absorption.



Biochemica® Tangerine Butter

Stimulates the senses through aromatherapy.

Biochemica® Avocado Oil Refined

Exhibits excellent skin penetration and spreadability.

Olivem® 900

Imparts structure and contributes to waterproofing.

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Prunus Amygdalus Dulcis (Sweet Almond) Oil, Citrus Tangerina (Tangerine) Peel Oil, Hydrogenated Vegetable Oil	Biochemica® Tangerine Butter	37.40	Emollient, Aromatherapy
	Persea Gratissima (Avocado) Oil	Biochemica® Avocado Oil Refined	39.50	Emollient
	Sorbitan Oliviate	Olivem® 900	15.00	Structuring Agent
	Helianthus Annuus (Sunflower) Seed Wax		8.00	Structuring Agent
B	Tocopherol	Biochemica® Vitamin E Natural	0.10	Antioxidant Agent

Preparative procedure

1. Place phase A into the main vessel and heat contents to about 80°C while mixing.
2. When phase A is fully molten and homogeneous, add phase B and mix until batch is homogeneous.
3. Do not expose Tocopherol to a prolonged period of heating.
4. Promptly pour phase AB in a mold and allow to set at room temperature.

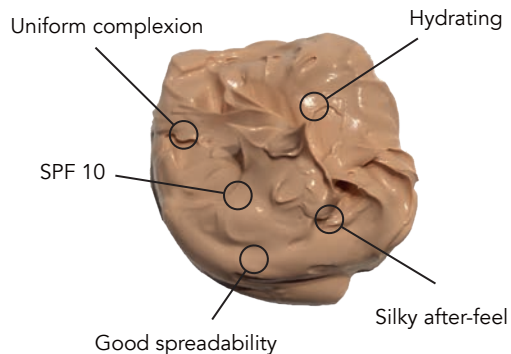
True Skin BB Cream SPF 10

Formula Number: 136-19-02Q



This BB cream with SPF 10 (*in vitro* test) is a lightly-colored foundation that adapts to most complexions and reduces discoloration. It mattifies, moisturizes and protects the skin, thanks to Sensolene® Light ET and to CLEAR Oléoactif®. Its velvety, non-greasy, comforting texture, developed without mineral oil nor non-nano zinc oxide, leaves skin soft and controls shine. True Skin BB Cream ensures a uniform, natural-looking complexion throughout the day.

Application - Apply the BB cream all over your face with your (clean) fingers or blending brush.



Sensolene® Light ET

A multifunctional active emollient with anti-oxidant action and silicon-like after feel.

CLEAR Oléoactif®

Active ingredient that minimizes imperfections and smoothes the skin.

HallBrite® EZ FLO ZDX

A highly stable, easily pourable dispersion that delivers elegant, smooth consistency without any perception of particulates.

Euro!® WHT

Combines skin brightening and gentle skin care.

Phase	INCI Name [INN/SAN] (Other Information)	Trade Name	% Wt	Function
A	Ethyl Olivatate, Olea Europaea (Olive) Leaf Extract	Sensolene® Light ET	3.50	Multifunctional Emollient
	Zinc Oxide [Zinc Oxide] (60%), Butyloctyl Salicylate, Triceteareth-4 Phosphate, Triethoxycaprylylsilane	HallBrite® EX FLO ZDX	8.00	UV Filter/ Sunscreen Agent/ Photostabilizer/ Carrier System
	Aluminium Stearate		1.20	Structuring Agent
B	Octyldodecyl Oleate, Titanium Dioxide, Red IO, Black IO, Yellow IO		2.00	Pigment
	Cyclopentasiloxane		15.00	Volatile Carrier
	Dimethicone, Dimethicone/PEG-10/15 Crosspolymer		3.00	Emulsifier
	Cetyl PEG/PPG-10/1 Dimethicone		1.00	Emulsifier
	Cyclopentasiloxane, Distearidimonium Hectorite, Propylene Carbonate		5.00	Thickener
C	Water (Aqua) (deionized)		Up to 100	Volatile Carrier
	Propylene Glycol		3.00	Humectant
	Aloe Barbadensis Leaf Juice	Biochemica® Biovera 10x Aloe	0.50	Active Ingredient
	Glycerin, Water, Olea Europaea (Olive) Leaf Extract, Arctostaphylos Uva Ursi Leaf Extract	Euro!® WHT	0.50	Active Ingredient
	Trisodium Ethylenediamine Disuccinate (37% active)		0.30	Chelating Agent
	Sodium Chloride		0.15	Stabilizing Agent
D	Dimethicone/Vinyl Dimethicone Crosspolymer, Silica		3.00	Texturizing Agent
	Preservative		a.n.	Preservative
	Camelina sativa seed oil, Thymus Vulgaris Flower/Leaf/Stem Extract	CLEAR Oléoactif®	1.00	Active Ingredient

Preparative procedure

1. Prepare phase A and heat it up to 70-75°C for 10 minutes, then cool it down under 40°C;
2. Prepare phase B and add phase A to phase B;
3. Mix phase AB and homogenize, using a suitable dispersion unit (Silverson, Ultra Turrax) for 2 minutes at 2500 rpm;
4. Prepare phase C and add to phase AB very slowly under stirring;
5. Homogenize phase ABC, using a suitable dispersion unit (Silverson, Ultra Turrax) for 2 minutes at 2500 rpm;
6. Add phase D to phase ABC and homogenize, using a suitable dispersion unit (Silverson, Ultra Turrax) for 2 minutes at 2500 rpm.

Product characteristics (25°C)

- **Appearance:** Rosy beige cream

IN THE US 51% of consumers would pay more for a product from a socially responsible company

IN THE UK 65% of consumers try to live a more ethical lifestyle than a year ago

IN CHINA 51% of self-identified Mintropolitans* (middle-class consumers) make efforts to reduce their carbon footprint

IN BRAZIL 20% of middle-class consumers say they would pay more for products from environmentally responsible brands

IN THE US 33% of consumers associate environmental friendliness with how ethical a company is

Base: 2,000 US internet users aged 18+; 2,000 UK internet users aged 16+; 3,000 Chinese internet users aged 20-49; 829 Brazilian internet users aged 16+ from the C12 socioeconomic group; 2,000 UK internet users aged 16+; 2,000 US internet users aged 18+ Source: Lightspeed/Mintel From Mintel, "Defining Clean" March 2019 Report

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