

ISSUE JUNE 2024

# COSMETOPOLITAN



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# **RAHN**

Your partner for excellence

# Dear Readers,



Welcome to a new edition of Cosmetopolitan.

How are you feeling today?

Did you know that experiencing positive emotions on a regular basis is vital for our well-being? It improves mental health, reduces stress, and enhances resilience, creativity, and problem-solving abilities. Research shows that whether in a personal or professional context, humans thrive when they feel positive emotions such as happiness, hope, joy, compassion, and gratitude.

In the workplace, fostering positive emotions isn't just about feeling good; it's about performing better. These emotions are contagious, helping to reduce stress and fatigue and leading to a more optimistic and collaborative team environment. Beyond their inherent value, positive emotions also play a functional role in promoting organisational outcomes such as creativity, health, teamwork, leadership, and job performance. These resources, built while we are feeling good, are available to us in times of adversity.

My question to you, what have you done today to help someone experience a burst of positive emotion? It's often simpler than you think 😊

Yours,

Sandra

# WHO IS NEW?



A very warm welcome to the new colleagues joining our team:



**DORIANE BURGAT**  
Function  
Marketing & Event Manager  
Division  
Zürich HQ  
Joined  
1<sup>st</sup> January 2024



**PASCAL WYSS**  
Function  
Expert Regulatory Affairs Cosmetic Actives  
Division  
Zürich HQ  
Joined  
1<sup>st</sup> April 2024



**HEIKE UERLINGS-BAMBERGER**  
Function  
Technical Sales Manager Cosmetics  
Division  
Team Germany  
Joined  
1<sup>st</sup> January 2024



**ELISA STARACE**  
Function  
Expert Raw Material & Actives Development  
Division  
Zürich HQ  
Joined  
1<sup>st</sup> April 2024

Welcome aboard! Excited to have you on our team. We look forward to working with you all.

# RAHN – Behind the scenes!

## Not just any team ...

Who actually works in what department and what does the department do? Meet the team ...

### ALEXANDRA HAUCK



<b>Part of the team since?</b>	August 2019
<b>Responsible for?</b>	As a Technical Sales Manager, I offer my customers in Switzerland and Austria a colorful bouquet of raw materials. I support them in selecting the right raw material according to their needs, desired marketing claims, as well as meeting technical and regulatory requirements.
<b>How would you describe yourself in three words?</b>	Creative, enthusiastic, solution-oriented
<b>What are you passionate about?</b>	To answer with Goethe: there are at least two hearts beating in my chest 😊. I love discovering new things – whether it's experiences, insights, or ideas. I enjoy science programs, crafting, and upcycling furniture, as well as cultural trips and long walks.
<b>What do you like about RAHN?</b>	At RAHN, openness, mutual respect, and a passion for work intersect with flat hierarchies, a spirit of innovation, and state-of-the-art infrastructure. That's why we affectionately call ourselves the Rahn Family.

## RACHEL ROSS



<b>Part of the team since?</b>	January 2022
<b>Responsible for?</b>	Technical Sales Manager – Southern Region USA
<b>How would you describe yourself in three words?</b>	Adaptable, cheerful, go-getter
<b>What are you passionate about?</b>	Family, baking, traveling and healthy skin
<b>What do you like about RAHN?</b>	<p>I love the clinically proven actives that have strong data and a beautiful marketing story. When I'm passionate about what I sell, I'm more successful. RAHN allows me to be nerdy with a subject that I love!</p> <p>I also really appreciate the supportive team that allows me to thrive both personally and professionally. Fostering a proper work/life balance while also allowing me to advance my career is important to me.</p>

## RITA KÜNZLER



<b>Part of the team since?</b>	March 2009
<b>Responsible for?</b>	Customer Service. My responsibilities include processing orders from placement through to delivery, handling invoicing, and providing competent assistance to customers in case of inquiries.
<b>How would you describe yourself in three words?</b>	Helpful, friendly, happy
<b>What are you passionate about?</b>	<p>I am passionate about dancing in general, particularly ballet, which I love. As a child, I danced ballet and jazz, and later, I explored salsa, bachata, merengue, and rueda.</p> <p>Besides dancing, I enjoy staying active with sports such as inline skating, jogging, and hiking.</p>
<b>What do you like about RAHN?</b>	The familiar and collegial atmosphere.

# We love Sticks ...

## Welcome to the beauty stick revolution

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A common question we often receive revolves around the potential applications and formulations of sticks. In response to your curiosity, we've dedicated this article to exploring the versatility of sticks in beauty.

Introducing our **RAHN beauty on-the-go**: The perfect ethos of waterless beauty. From make-up applications to cleansing and skin care, these sticks redefine versatility. With their innovative design, they revolutionise your beauty routine, becoming your ultimate travel companion for a hassle-free experience wherever life takes you.



## What ingredients do we have in our portfolio?

Supplier	Name	INCI	Technology	Uniqueness
Ajinomoto	AJK OD2046	Dibutyl Ethylhexanoyl Glutamide, Dibutyl Lauroyl Glutamide, Octyldodecanol	AJK-OD2046 is a gelling agent premix of EB-21, GP-1 and Octyldodecanol. These gelling agents make a fiber network of microscopic size.	Highly transparent sticks possible, not suitable for natural cosmetics, hot production is necessary, but lower processing temperatures are possible compared to the direct use of GP-1 and EB-21
	EB-21	Dibutyl Ethylhexanoyl Glutamide	Derived from L-Glutamic acid, low molecular weight, molecules that self-assemble and trap oils in their mesh network.	
	GB-1	Dibutyl Lauroyl Glutamide	Derived from L-Glutamic acid, low molecular weight, molecules that self-assemble and trap oils in their mesh network.	
Elementis	THIXCIN® R PC	Trihydroxystearin	THIXCIN® R PC is a non-hygroscopic derivative of castor oil that imparts a high degree of thixotropic thickening in cosmetics oils.	Semi-transparency, suitable for certified natural cosmetics, hot and cold processing possible
Sisterna	A10E-C	Sucrose Tetrastearate Triacetate	Based on sucrose and vegetable fatty acids, Sisterna A10E-C can be used as lipidic phase modifier to influence the rheological and sensorial properties of oils and natural butters.	Non-transparent, great sensory profile, natural-based but not suitable for certified natural cosmetics



## A) Transparent Sticks

Transparent stick applications have gained significant attention due to their versatility in various beauty and personal care products. From clear sunscreen sticks to fragrance sticks and the latest trend of colour-changing lipsticks, these crystal-clear products exude elegance and convenience.

### Why we love them:

These transparent stick products bring so much joy to our beauty rituals. With their clean, clear formula, they effortlessly glide on without any stickiness or residue, ensuring a seamless application every time.

### Example Formulations:

- **Magic Lipstick (Colour Changing Lipstick)**

Gelling agent used: AJK OD2046

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	AJK OD2046	<b>Octyl Dodecanol, Dibutyl Lauroyl Glutamide, Dibutyl Ethylhexanoyl Glutamide</b>	<b>30.00</b>	<b>Ajinomoto, JP</b>
2	Panalane H-300E	Hydrogenated Polyisobutene	15.00	Vantage Personal Care, US
	Panalane L-14E	Hydrogenated Polyisobutene	25.70	Vantage Personal Care, US
	Eldew SL-205	Isopropyl Lauroyl Sarcosinate	5.00	Ajinomoto, JP
	Tegosoft TN	C12-15 Alkyl Benzoate	14.50	Evonik, DE
	HydraSynol DOI	Isosorbide Dicaprylate	2.00	Sytheon Ltd, US
	Eldew PS-203R	Phytosteryl / Octyldodecyl Lauroyl Glutamate	7.00	Ajinomoto, JP
	Flavor Creme-de-Coco	Aroma	0.50	several
	Red 27	Red 27	0.20	several
	Citric Acid 100 %	Citric Acid	0.10	several

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- **Red Fusion Fragrance Stick**

Gelling agent used: GP-1 and EB-21

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	GP-1	<b>Dibutyl Lauroyl Glutamide</b>	<b>2.40</b>	<b>Ajinomoto, JP</b>
	EB-21	<b>Dibutyl Ethylhexanoyl Glutamide</b>	<b>1.60</b>	<b>Ajinomoto, JP</b>
	Eutanol G	Octyldodecanol	20.00	BASF, DE
2	Panalane H-300E	Hydrogenated Polyisobutene	15.00	Vantage Personal Care, US
	Panalane L-14E	Hydrogenated Polyisobutene	19.00	Vantage Personal Care, US
	Eldew SL-205	Isopropyl Lauroyl Sarcosinate	5.00	Ajinomoto, JP
	Tegosoft TN	C12-15 Alkyl Benzoate	20.00	Evonik, DE
3	Eldew PS-203R	Phytosteryl / Octyldodecyl Lauroyl Glutamate	7.00	Ajinomoto, JP
	Red Fusion	Fragrance	10.00	Aromatic Flavours & Fragrances Europe Ltd., GB

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Picture source: <https://theklog.co/green-tea-cleansing-stick-next-level/>



## B) Cleansing Sticks

A well-known Korean beauty trend making waves in the skincare products market, cleansing sticks are solid face cleansers designed to revolutionise your skincare routine. These sticks offer a mess-free solution, effortlessly refreshing the skin with their fast and easy application method. Simply dampen hands and work in the cleanser to the targeted area of the skin before rinsing and patting skin dry.

Cleansing sticks serve as highly convenient travel-friendly cleansers, adept at dissolving makeup and eliminating impurities, ensuring your skin stays fresh and rejuvenated wherever you go.

### Why we love them:

A gentle yet effective cleanser in a versatile format for cleansing on-the-go that leaves skin feeling soft and moisturized.

### Example Formulations:

- **Coffee Scrub Stick**

Gelling agent used: A10E-C

St	Substance	INCI name USA	% [w/w]	Manufacturer	
1	Tego Alkanol 1618	Cetearyl Alcohol	27.60	Evonik, DE	
	TEGO Feel C 10	Cellulose	1.00	Evonik, DE	
	<b>Sisterna A10E-C</b>	<b>Sucrose Tetrastearate Triacetate</b>	<b>2.50</b>	<b>Sisterna B.V., NL</b>	
	Dermofeel Sensolv	Isoamyl Laurate	3.00	Evonik, DE	
	Coconut Oil refined, organic	Cocos Nucifera (Coconut) Oil	3.00	All Organic Trading GmbH, DE	
	Cacao Butter Pellets	Theobroma Cacao (Cocoa) Seed Butter	2.00	Henry Lamotte Oils, DE	
	Tego SMO V	Sorbitan Oleate	0.20	Evonik, DE	
	Virgin Prunus Oil	Prunus Domestica Seed Extract	5.00	Laboratoires Expanscience, FR	
	Organic Cold Pressed Coffee Bean Oil	Coffea Arabica (Coffee) Seed Oil	2.00	Biopurus, GB	
	Dermosoft GMCY	Glyceryl Caprylate	0.50	Evonik, DE	
	Dermofeel Toco 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0.20	Evonik, DE	
	2	Amisoft GS-11P	Sodium Stearoyl Glutamate, Sodium Cocoyl Glutamate	20.00	Ajinomoto, JP
		Elfan AT G	Sodium Cocoyl Isethionate	30.00	Akzo Nobel Chemicals GmbH, DE
Peeling Powder		Several	1.00	several	
3	Cappucino	Fragrance	2.00	Mystic Moments UK, GB	



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### • Solid to Milk Cleansing Stick

Gelling agent used: Thixcin® R PC

St	Substance	INCI name USA	%w/w	Manufacturer
A	Palmester 3595	Caprylic / Capric Triglyceride	37.00	KLK Oleo
	FANCOR® MEADOWFOAM SEED OIL	Limnanthes Alba (Meadowfoam) Seed	10.00	Elementis
	Tegosoft PC 41	Polyglyceryl-4 Caprate	10.00	Evonik
	Glycine Soja Oil	Glycine Soja (Soy Bean) Oil	10.00	several
	Lameform TGI	Polyglyceryl-3 Diisostearate	5.00	BASF
B	Lanette 18	Stearyl Alcohol	16.00	BASF
	<b>THIXCIN® R PC</b>	<b>Trihydroxystearin</b>	<b>12.00</b>	<b>Elementis</b>



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### C) Make-up Sticks

Make-up sticks are genuine lifesavers and our trusted partners in crime. From BB sticks to blushes, foundations, highlighters, or lipsticks, it seems there's a formula and product for everyone. These sticks are easy to apply and perfect to have in your bag when you're on the go.

#### Why we love them:

One of the main reasons why makeup sticks are so adored is their compactness. Not only can you take make-up sticks on the go, but they're also convenient for traveling. They are super easy to use without sacrificing any of their efficacy.

#### Example Formulations:

##### • Colour & Care Lipstick

Gelling agent used: Thixcin® R PC

St	Substance	INCI name USA	%w/w	Manufacturer
A	Organic Castor Oil	Ricinus Communis (Castor) Seed Oil	54.00	several
	FANCOR® MEADOWFOAM SEED OIL	Limnanthes Alba (Meadowfoam) Seed Oil	15.00	Elementis
	SunCROMA® Carmine C31-A919	CI 75470 (and) Glucose	5.00	Sun Chemical
	SunCROMA® Titanium Dioxide C47-052	CI 77891	3.00	Sun Chemical
	MEADOWESTOLIDE®	Meadowfoam Estolide	2.00	Elementis
B	<b>THIXCIN® R PC</b>	<b>Trihydroxystearin</b>	<b>10.00</b>	<b>Elementis</b>
	Beeswax White	Cera Alba	5.00	Koster Keunen
	Carnauba Wax T1	Copernicia Cerifera (Carnauba) Wax	3.00	Koster Keunen
	2039L Candelilla Wax	Euphorbia Cerifera (Candelilla) Wax	3.00	Kahl Wax

**Example Formulations:**

- **Glimmer-to-go Stick (for chest, cheeks, eyes, lips)**

Gelling agent used: EB-21 and GP-1

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	EB-21	Dibutyl Ethylhexanoyl Glutamide	2.00	Ajinomoto, JP
	GP-1	Dibutyl Lauroyl Glutamide	3.00	Ajinomoto, JP
	Eutanol G	Octyldodecanol	17.00	BASF, DE
2	Panalane L-14E	Hydrogenated Polyisobutene	22.00	Vantage Personal Care, US
	Eldew PS-203R	Phytosteryl/Octyldodecyl Lauroyl Glutamate	8.00	Ajinomoto, JP
	Tegosoft MM MB	Myristyl Myristate	15.00	Evonik, DE
	Panalane H-300E	Hydrogenated Polyisobutene	25.50	Vantage Personal Care, US
	HydraSynol DOI	Isosorbide Dicaprylate	3.00	Sytheon Ltd, US
3	Timiron Ice Crystal	Synthetic Fluorphlogopite, Titanium Dioxide, Tin Oxide	3.00	Azelis Kosmetik GmbH, DE
	Amihope LL	Lauroyl Lysine	1.50	Ajinomoto, JP



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Working on lipsticks and in need of inspiration?

Simply click the button, and we'll send you over the presentation on lipstick trends.



## D) Skin Care & Protection Sticks

These sticks are a game-changer, making a compelling case for portable beauty that's as quick and easy to apply as lip balm. They're perfect when you need an extra boost of moisture or glow in a quick, accessible way. Additionally, they provide a hands-free method of applying actives to the skin when you're on the move.

### Why we love them:

These sticks provide immediate relief from dryness and deliver moisturizing and energizing benefits in a convenient, targeted way.

### Example Formulations:

- **Apple-a-day Protecting Stick**

Gelling agent used: A10E-C

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	Beeswax yellow	Beeswax	18.00	Kahl GmbH & Co. KG, DE
	Lipocire A SG Pastillen	C10-18 Triglycerides	6.00	Gattefossé Schweiz, CH
	<b>Sisterna A10E-C</b>	<b>Sucrose Tetrastearate Triacetate</b>	<b>10.00</b>	<b>Sisterna B.V., NL</b>
	Cupuacu Butter Refined	Theobroma Grandiflorum Seed Butter	9.50	Laboratoires Expanscience, FR
	Coconut Oil refined, organic	Cocos Nucifera (Coconut) Oil	9.50	All Organic Trading GmbH, DE
	Cacao Butter Pellets	Theobroma Cacao (Cocoa) Seed Butter	5.00	Henry Lamotte Oils, DE
	Candelilla Wax	Candelilla Cera	9.50	several
	Virgin Maracuja Oil	Passiflora Edulis Seed Oil	9.50	Laboratoires Expanscience, FR
	Jojoba Oil, organic	Simmondsia Chinensis Seed Oil	5.00	All Organic Trading GmbH, DE
	Dermofeel Toco 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	1.00	Evonik, DE
2	Alpine Apple Seed Oil	Pyrus Malus (Apple ) Seed Oil	10.00	Bay House Ingredients, GB
	Apple Blossom Natural Fragrance	Fragrance	5.00	AROMANTIC, GB
	Sytenol A	Bakuchiol	2.00	Sytheon Ltd, US



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# Opacifying Effects

## with Amihope LL

Opacifiers and pearlescing agents are widely used to improve the appearance of shower gels and shampoos. Most current opacifying and pearlescing solutions are based on synthetic ingredients, such as: styrene/acrylate copolymers for opacifiers, glycol-stearate derivatives with fatty amides or mica-coated with a high refractive index metal oxide coating for pearlescing agents. They can also be difficult to use due to pH restrictions, need for high-temperature processes, and compatibility issues with other ingredients, particularly with cationics.

We are introducing Amihope LL, a natural-based, biodegradable, and microplastic-free solution that can replace synthetic opacifiers in shampoos and liquid soaps.

Amihope LL is an amino acid based organic powder derived from coconut fatty acid and naturally occurring amino acid.

#### Characteristics of Amihope LL:

1. Very smooth powder with soft and silky touch
2. Imparts hydrophobicity to hydrophilic powders
3. Reduces oil absorption of hydrophilic powders
4. Insoluble in water and oils



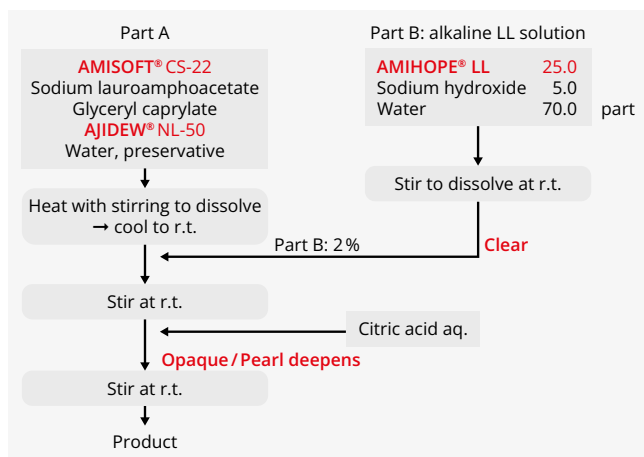
## Solubilisation Process

### How to incorporate AMIHOPE® LL into Liquid Cleansing Formulations?

There are two processing options:

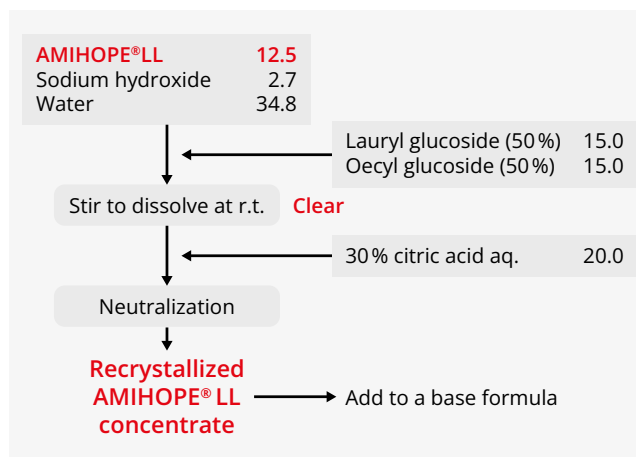
#### Process 1

Add Amihope LL as an alkaline solution to the formulation:



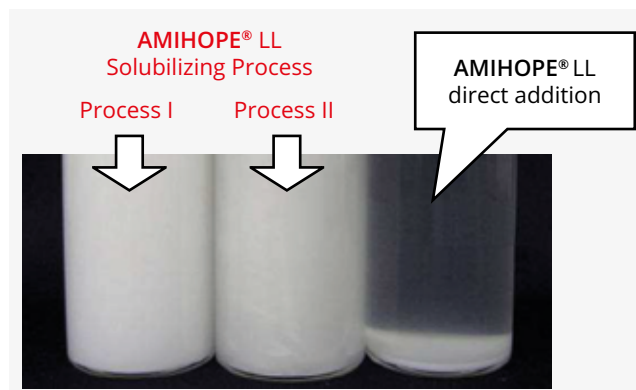
#### Process 2

Prepare a concentrate of recrystallised AMIHOPE® LL and add it to the formulation:



A transparent solution occurs after dissolving Amihope LL in alkaline conditions. The addition of NaOH is an effective way to solve Lauroyl Lysine. After pH value adjustment from neutral to slightly acidic conditions, the recrystallised Amihope LL creates an opacifying effect.

What does it look like?



What does it look like in a formulation?

### Pearl-Shampoo all-natural

St	Substance	INCI name USA	% [w/w]	Manufacturer
1	Water demin.	Water	53.30	several
	Dermosoft 1388 ECO	Glycerin, Water, Sodium Levulinate, Sodium Anisate	3.50	Evonik, DE
	Dermosoft GMCY	Glyceryl Caprylate	0.20	Evonik, DE
	CAE	PCA Ethyl Cocoyl Arginate	0.20	Ajinomoto, JP
	<b>Amihope LL</b>	<b>Lauroyl Lysine</b>	<b>0.50</b>	<b>Ajinomoto, JP</b>
	Plantacare 2000 UP	Decyl Glucoside, Water	10.00	BASF, DE
2	NaOH solution 10 %	Sodium Hydroxide, Water	7.00	several
	Keltrol CG-SFT	Xanthan Gum	1.00	CP Kelco, US
3	Amisoft CS-22	Sodium Cocoyl Glutamate, Disodium Cocoyl Glutamate, Water	10.00	Ajinomoto, JP
4	Eucarol AGE/EC	Disodium Cocopolyglucose Citrate	5.00	LAMBERTI S.P.A., IT
5	Water demin.	Water	5.00	several
	Citric Acid 100 %	Citric Acid	2.00	several
6	Symbiosolv clear plus MB	Caprylyl/Capryl Glucoside, Water, Sodium Cocoyl Glutamate, Glyceryl Caprylate, Citric Acid, Polyglyceryl-6 Oleate, Sodium Surfactin	2.00	Evonik, DE
	Natural Pleasure	Fragrance	0.30	Aromatic Flavours & Fragrances Europe Ltd., GB



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# The Impact of Colour Psychology in Makeup

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Why do we wear makeup? Makeup is more than a cosmetic enhancement; it holds a profound influence on the psyche. It is a form of self-expression and can influence confidence, self-perception, and the intricate connection between beauty rituals and mental well-being. Its purpose is to give tone to one's face and enhance its natural beauty. But does expertly applied eye shadow and the right shade of lipstick really have the ability to change how we feel about ourselves? According to research: Yes. Applying makeup is closely linked with our emotions. Since the purpose of makeup is to enhance people's beauty, it directly influences them.

Makeup is a tool for self-expression, allowing us to convey our personality and creativity to the world. Like the clothes you wear, you can use it to tell the world who you are or how you happen to feel on any given day. With makeup, you get to showcase your own individual style and then wash it off at the end of the day, ready to present a new version of yourself the next day.

You are probably wondering now about the psychological effects colors have when applying makeup. Have you heard of the Red Lipstick Effect? It refers to the psychological phenomenon where wearing red lipstick can boost a person's confidence and self-esteem. Research suggests that this is because the bold, attention-grabbing colour symbolises power, passion, and assertiveness.

Understanding the psychological effects of colour in makeup is essential. Just as red lipstick can boost confidence, different colors can evoke various emotions and perceptions. Let's explore the key colors for the 2025 season and their psychological effects. WGSN, a consumer trend forecaster, and Coloro – The Colour Code unveiled the key colors for the 2025 season.

[Let's get some application inspiration and discover their psychological effects.](#)



## 1) Colour of the Year 2025: Future Dusk (Coloro 129-35-18):

### Future Dusk Mascara



St	Substance	INCI name USA	% [w/w]	Manufacturer
A	Water demin.	Water	67.50	several
	BENTONE HYDROLUXE™ 360	Glyceryl Stearate Citrate, Cetearyl Alcohol, Hectorite, Xanthan Gum, Glyceryl Behenate	5.00	Elementis
	Glycerin 85 %	Glycerin, Water	0.50	several
B	Jeechem NDA-LC	C9-12 Alkane	5.00	Vantage
	Tego Filmstar One	Polyglyceryl-3 Stearate/ Sebacate Crosspolymer	1.50	Evonik
	FANCOR® ABYSSINIAN OIL	Crambe Abyssinica Seed Oil	2.00	Elementis
	THIXCIN®R PC	Trihydroxystearin	0.40	Elementis
C	C33-7011 SunPuro Black Iron Oxide	Black Iron Oxide	6.00	Sun Chemical
D	Euxyl PE9010	Phenoxyethanol, Ethylhexylglycerin	1.00	Ashland
	Tocopherol Acetate	Tocopheryl Acetate	0.10	several
E	SunPURO Deep Blue C83-1254	Mica, Titanium Dioxide	5.00	Sun Chemical
	Rice PO4 nat. 9031	Distarch Phosphate	5.00	Agrana
	Sunshine Crystal White	Synthetic Fluorophlogopite	1.00	Sun Chemical

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**Benefits:** This formulation is inspired by the WGSN/Coloro Color of the Year 2025, Future Dusk. This highly natural mascara lengthens, thickens, and volumizes lashes. It has a gentle, water-resistant formula that lasts all day without smudging or flaking.

**Psychological Colour Effect:** This colour usually radiates harmony and makes you feel calm and relaxed. Darker purple shades inspire also feelings of power and strength. It encourages introspection and creativity and may also make you feel more sensitive and compassionate.



## 2) Transcendent Pink (Coloro 021-80-08):

### Transcendent Pink Lip Gloss



St	Substance	INCI name USA	% [w/w]	Manufacturer
A	Organic Castor Oil	Ricinus Communis (Castor) Seed Oil	21.80	several
	BENTONE GEL® LIP V	Hydrogenated Polyisobutene, Distearidimonium Hectorite, Propylene Carbonate	15.00	Elementis
	Softisan 649	Bis-Diglyceryl Polyacyladipate-2	12.00	IOI Olio
	FANCOL® POLYISO 800-CG	Hydrogenated Polyisobutene	10.00	Elementis
	Eutanol G	Octyldodecanol	6.00	BASF
	Pelemol DISM	Diisostearyl Malate	5.00	Phoenix
	Pelemol DISD	Diisopropyl Dimer Dilinoleate	5.00	Phoenix
	COD-8008 Titanium Dioxide Castor Oil Dispersion	Castor Oil, Titanium Dioxide	3.00	Sun Chemical
	MEADOWESTOLIDE®	Meadowfoam Estolide	2.00	Elementis
	Silica Shells	Silica	2.00	Kobo
	COD-8006 Red Iron Oxide Castor Oil Dispersion	Castor Oil, Iron Oxides	0.15	Sun Chemical
	COD-8004 Black Iron Oxide Castor Oil Dispersion	Castor Oil, Iron Oxides	0.05	Sun Chemical
B	Permulgin 3220	Ozokerite	8.00	Koster Keunen
	Pelemol GTB	Tribehenin	4.00	Phoenix
	KahlResin 6723	Shore Robusta Resin, Octyldodecanol	4.00	Kahl Wax
	THIXCIN® R PC	Trihydroxystearin	2.00	Elementis

**Benefits:** This shiny lip gloss has a butter balm texture. This silky-smooth product delivers sheer coverage that melts onto your lips and is never sticky, leaving your lips soft, supple, and kissable. It features one of the WGSN trend colors of the year 2025 – transcendent pink.

**Psychological Colour Effect:** Shades of pink are associated with love, kindness, and femininity. It symbolises innocence and youthfulness and provides warm and comforting feelings. Studies have been conducted that confirm exposure to the colour pink has calming effects on our nervous system.



### 3) Aquatic Awe (Coloro 086-70-25)

#### Aquatic Awe Cream Eyeshadow



St	Substance	INCI name USA	% [w/w]	Manufacturer
A	Finsolv TN	C12-15 Alkyl Benzoate	36.50	Innospec
	BENTONE GEL® ISD V	Isododecane, Disteardimonium Hectorite, Propylene Carbonate	10.00	Elementis
	Isododecane	Isododecane	10.00	several
	OD75CJE	Titanium Dioxide, Octyldodecanol, Jojoba Esters, Trihydroxystearin	10.00	Kobo
	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	0.50	Schülke Mayr
	C61-1245 Sun- CROMA® Chrome Oxide Green	Chromium Oxide Green	2.00	Sun Chemical
B	THIXCIN® R PC	Trihydroxystearin	6.00	Elementis
C	Rice PO4 natural	Distarch Phosphate	20.00	Agrana
D	SunSHINE® Star Blue C83-3405	Synthetic Fluorophlogopite	5.00	Sun Chemical

**Benefits:** The trend colour Aquatic Awe aligns with the current TikTok trend of matcha latte makeup. This eyeshadow transforms from cream to powder when applied. It has a smooth, creamy texture that is easy to apply; it turns powdery after application, providing a pleasant sensory experience. For a more intense look, the cream can be layered, resulting in an opaque finish.

**Psychological Colour Effect:** Shades of green, with their connection to nature and life, are often seen as having a particularly calming and soothing effect and are closely linked to positive emotions. According to colour psychology, green enhances feelings of joy, optimism, inner peace, and qualities such as harmony, balance, and a sense of security.



## 4) Sunset Coral (Coloro 009-58-31):

### Sunset Coral Lip & Cheek Cream



St	Substance	INCI name USA	% [w/w]	Manufacturer
A	Water demin.	Deionized Water	53.10	several
	Glycerin 85 %	Glycerin, Water	5.00	several
	HyaCare®	Sodium Hyaluronate	1.00	Evonik
	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	1.00	Schülke & Mayr
	Sodium Chloride	Sodium Chloride	1.00	several
	Berry Flavor	Aroma	0.20	several
B	BENTONE® LUXE XO	C13-15 Alkane, Distearidimonium Hectorite, Polyglyceryl-3 Polyricinoleate	10.00	Elementis
	Cegesoft C 24	Ethylhexyl Palmitate	6.00	BASF
	OD75CJE	Titanium Dioxide, Octyldodecanol, Jojoba Esters, Trihydroxystearin	5.50	Kobo
	Palmeester 3595	Caprylic / Capric Triglyceride	5.00	KLK Oleo
	Cosmol 43V	Polyglyceryl-2 Triisostearate	5.00	Nissin Oillio
	D&C Red 6 Na Salt Synthetic Wax Dispersion SWD-4519	Synthetic Wax, Red 6	4.00	Sun Chemical
	D&C Red 7 Ca Lake Synthetic Wax Dispersion SWD-4511	Synthetic Wax, Red 6	1.20	Sun Chemical
	OD75RJE	Iron Oxides, Octyldodecanol, Jojoba Esters, Trihydroxystearin	1.00	Kobo
	MEADOWESTOLIDE®	Meadowfoam Estolide	1.00	Elementis

**Benefits:** Get ready for Spring/Summer 2025! Inspired by one of the key colors from WGSN/Coloro, this multi-use, nourishing product melts onto the skin, bringing a radiant, natural, and healthy colour to your lips and cheeks. Just dab with your finger and blend.

**Psychological Colour Effect:** We have already mentioned the Red Lipstick Effect ... The colour red, overall, symbolises love, power, passion, and assertiveness. According to colour psychology, wearing red has a stimulating effect, enhancing confidence, self-esteem, and vitality.



## 5) Ray Flower (Coloro 037-82-32):

### Sunflower Ray Eyeshadow



St	Substance	INCI name USA	% [w/w]	Manufacturer
A	Dowsil 9041 Silicone Elastomer Blend	Dimethicone, Dimethicone Crosspolymer	24.50	Dow Chemical
	BENTONE GEL® ISD V	Isododecane, Disteardimonium Hectorite, Propylene Carbonate	10.00	Elementis
B	Seracite GMS-4C	Mica	8.00	Kobo
	ALT-White-B1	Titanium Dioxide, Triethoxycaprylsilane	8.00	Miyoshi
	SunCROMA® FD&C Yellow 5 AI Lake C69-002	Yellow 5 Lake	8.00	Sun Chemical
	Caress BN09	Boron Nitride	3.00	Kobo
C	Isododecane	Isododecane	38.00	several
D	Euxyl PE9010	Phenoxyethanol, Ethylhexylglycerin	0.50	Ashland

**Benefits:** The soft and bouncy eyeshadow cream formulation can help the skin feel hydrated, leaving a smooth and long-wearing finish. Quick & Easy to Apply: Simply sweep onto the eyelid using either a brush or your finger to blend.

**Psychological Colour Effect:** On a psychological level, yellow has a stimulating effect on people and is said to promote joy and interpersonal communication. Yellow is a colour that triggers feelings of happiness. It tends to enhance intelligence, wisdom, and creativity, and it is considered the most optimistic and hopeful colour, perhaps because it's associated with sunlight.



In exploring the psychological depths of makeup, we uncover not only its transformative power but also its ability to shape our daily experiences and perceptions. **So, what colour effect do you need today?**



Our partner Elementis has created a great presentation about colour cosmetics trends for the season 2024/25, including these formulations. Intrigued? Just click the button, and the presentation will be on its way to you.

# Bakuchiol and Water Solubility

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Sytenol® A may sound familiar to you. It features Bakuchiol, a naturally sourced ingredient that has gained attention as a milder alternative to retinol. With comparable benefits but without the potential for skin irritation, Bakuchiol in Sytenol® A offers a compelling option for skincare enthusiasts.

Sytenol® A is miscible in a wide variety of emollients (e.g., Caprylic/Capric Triglyceride, C12-15 alkyl benzoates, and mineral oils), vegetable oils (e.g., sunflower oil, jojoba oils, olive oil) and silicones.

What about its solubility in aqueous systems? In brief, the answer is no, as Bakuchiol is an oily component. Nevertheless, we can offer two potential solutions.



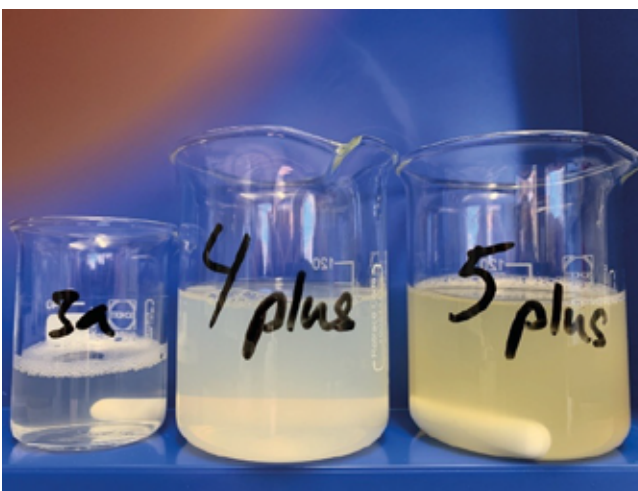
### 1) Symbio® solv clear plus MB

Incorporating Sytenol® A into a watery solution, such as a face tonic, can be challenging as it may result in a non-transparent solution. Although Polysorbate 20 can be used to address this issue, it is not widely accepted in Europe due to its non-natural ethoxylated (PEG) nature. However, through laboratory trials with more natural solubilizers, we have discovered a solution that enables the achievement of a clear, transparent Sytenol® A solution without PEG, which is also Natrue approved.

Symbio® solv clear plus MB can facilitate the attainment of a transparent solution with excellent solubilization and colour performance for Sytenol® A (see figure below). However, a high usage level of Symbio® solv clear plus MB is required to achieve this outcome. In our testing, a dosage of approximately 6.6% of Symbio® solv clear plus MB was necessary to solubilise 0.3% Sytenol® A.

**Recommended use level:** 5 – 8 %

**INCI:** Caprylyl/Capryl Glucoside, Aqua, Sodium Cocoyl Glutamate, Glyceryl Caprylate, Citric Acid, Polyglyceryl-6 Oleate, Sodium Surfactin



Sample 3a highlights the superior Sytenol A solubilization performance of Symbiosolv Clear Plus in comparison to other solubilizing agents.

### 2) PhytoVec®-Bakuchiol 7.5 %

PhytoVec® technology is a groundbreaking innovation by ERIGER that utilises the chlorophyll molecule to provide exceptional protection against external aggressors, surpassing the efficacy of liposomes. The PhytoVec vectorization technology optimises the performance of all active molecules. The technology uses chlorophyll as its base to encapsulate active molecules like vitamins and polyphenols.

One of the newest additions to the PhytoVec® range, PhytoVec®-Bakuchiol 7.5%, enhancing product stability and colour over time while also improving its efficacy on the skin by shielding it against external aggressors.

Furthermore, its exceptional dispersible and ready-to-use properties make it an excellent choice for products that do not require a transparent appearance, as the product remains milky.

**Recommended use level:** 0.1 – 2.0 %

**INCI:** Aqua, Phytol, Bakuchiol, Polyglyceryl-10 Laurate, Hydrogenated Lecithin, Sodium Stearyl Glutamate

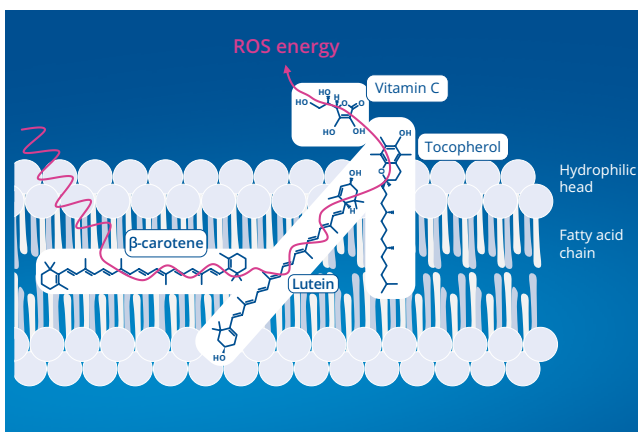
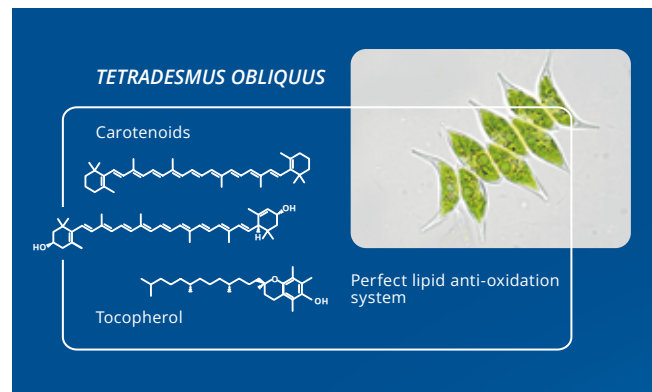


# A new 30 minutes self-care strategy for stressed skin with RADICARE®-GOLD

## DO YOU FEEL YOUR SKIN IS PERMANENTLY STRESSED?

Discover our powerful active RADICARE®-GOLD with short term effects.

RADICARE®-GOLD contains a specially balanced blend of beta-carotene and lutein carotenoids combined with tocopherol, naturally present in the extract of the freshwater algae *Tetrademus obliquus*. It is a natural shield against radiation such as WiFi, blue HEV light and UV light.



## SKIN PROTECTION THROUGH CAROTENOIDS

RADICARE®-GOLD – a complete lipid antioxidation system: The skin barrier is protected by carotenoids building a powerful antioxidant shield on top of the stratum corneum. β-carotene can deeply penetrate into the membrane while lutein stretches across it horizontally. Excessive energy or ROS can be directly eliminated to a certain extent by the carotenoids. When necessary, the system can be regenerated by the tocopherol floating on top of the membrane, which, in turn, is regenerated by vitamin C in the water phase. RADICARE®-GOLD replenishes the carotenoid depot of stressed skin and forms a unique antioxidant protection system.



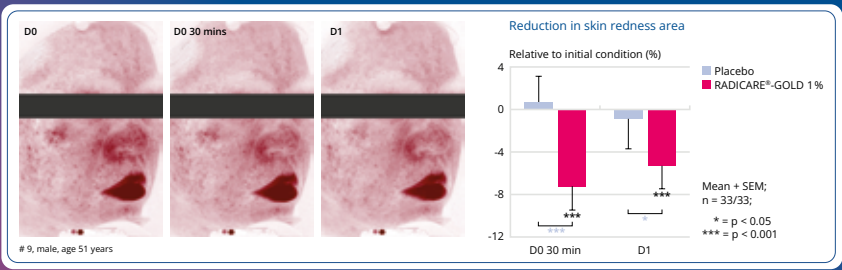
AIM OF OUR RESEARCH

In our study we aimed to show that providing the skin with a high quality antioxidant system that protects all fatty acid-based structures in the skin, i.e. the skin barrier and cell membranes, can have immediate effects. As the concentration of carotenoids is highest in the stratum corneum, topically applied carotenoids quickly reach their target site.

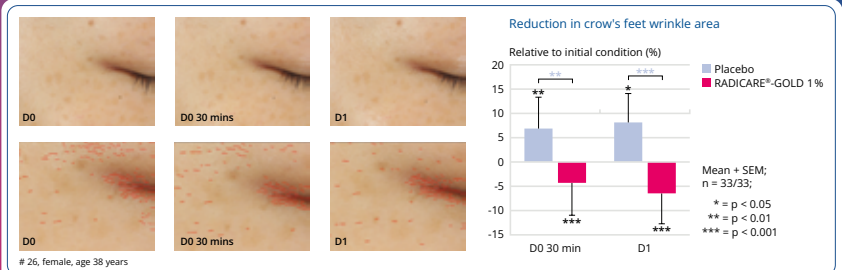
Results

One single application of 1% RADICARE®-GOLD quickly de-stresses the skin and provides luminous and evenly toned complexion.

EXPLORE MORE >



RADICARE®-GOLD immediately reduces skin redness. 30 minutes after application, the area of redness was reduced by 7.2%. After one day, there was still a 5.3% reduction in redness area.



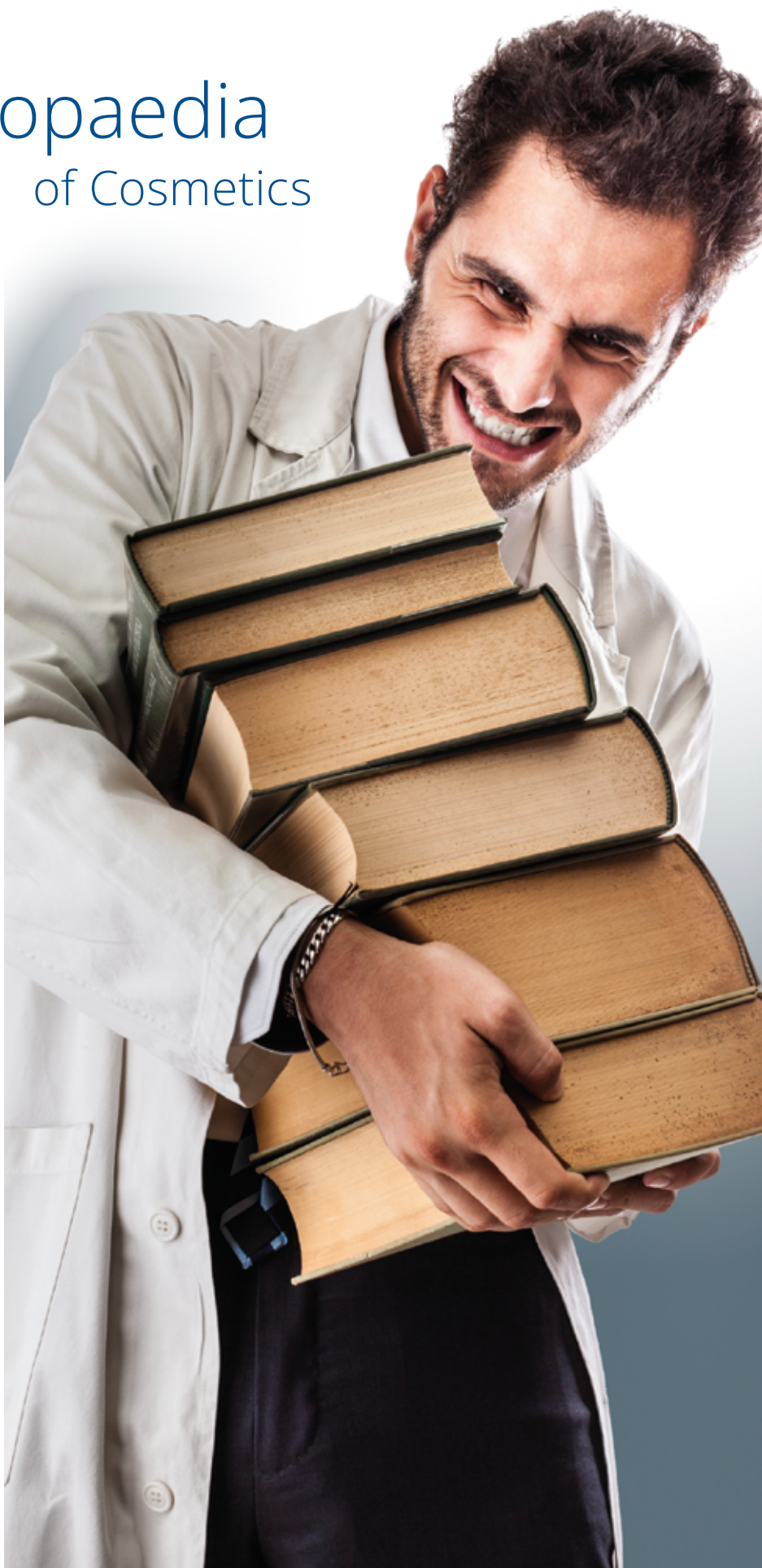
RADICARE®-GOLD instantly smoothes the crows' feet area. 30 minutes after application, the area of crows' feet was reduced by 4.3%. After one day, the crows' feet area was further reduced by 6.5%.



RADICARE®-GOLD immediately improves skin gloss. 30 minutes after application, skin gloss increased by 16.9%. After one day, the gloss increased by 31.3%.

Statistics: Wilcoxon signed rank test / Paired Student's t-test. The statistical values in black are the results of the comparison with baseline, while the blue values are the results of the comparison with placebo.

# The Encyclopaedia of Cosmetics



## U for ...

... **U**biquinone

... **U**DP-glucuronosyltransferase  
(UGT)

... **U**ltramarine Blue

... **U**nsaponifiables

... **U**rea

... **U**V (A, B, C) radiation

... **U**V Filter

... **U**V-VIS Spectrometry

## Ubiquinone

= (also known as coenzyme Q10) is a vitamin-like substance. It occurs naturally in every cell of the body and makes a vital contribution there. It's essential for energy production to fulfil the skin's basic functions such as regeneration and repair.

## UDP-glucuronosyl-transferase (UGT)

= a family of enzymes called "phase II" enzymes, in charge of detoxifying the organism, helping clear cells and tissues from insoluble and foreign molecules, by attaching glucuronic acid moieties to the substance to be cleared.

## Ultramarine Blue

= is a deep blue colour pigment that is often used in colour cosmetics and personal care products. It was originally made by grinding lapis lazuli into powder. The name comes from the Latin ultramarinus, literally 'beyond the sea', because the pigment was imported into Europe from mines in Afghanistan by Italian traders during the 14<sup>th</sup> and 15<sup>th</sup> centuries.

## Unsaponifiables

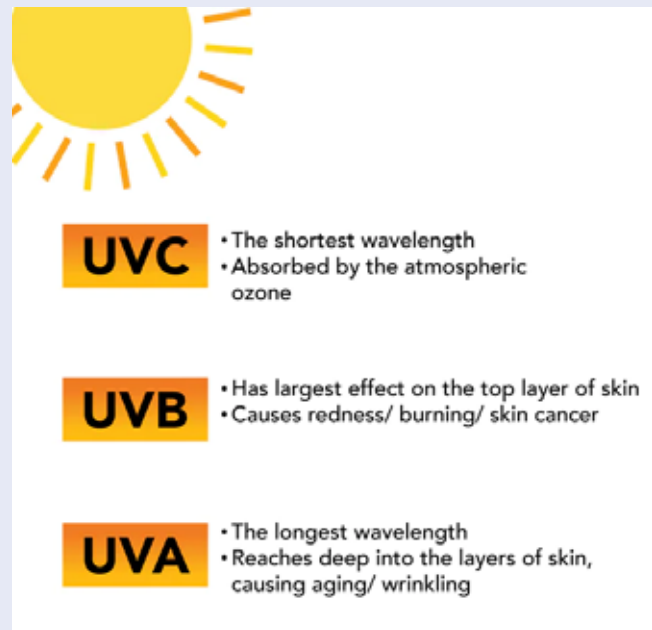
= part of a plant oil that is not saponifiable. While triglycerides break down into soap and glycerin during the saponification process, specific molecules like antioxidants, squalene or phytosterols are not affected by the added alkaline.

## Urea

= is a component of your skin's natural moisturizing factor (NMF), which is essential for maintaining a healthy and hydrated skin barrier. Urea is used in a variety of skin care products to target skin dryness, or medical conditions associated with dry or itchy skin.

## UV (A, B, C) radiation

= is classified into three types: ultraviolet A (UVA), ultraviolet B (UVB), and ultraviolet C (UVC), based on their wavelengths.



## UV Filter

= are ingredients that filter certain UV rays that are found in sunlight and, to a lesser degree, artificial light. UV filter is a general term that is used for sunscreen agents, ingredients used to protect the skin from UV rays, and ultraviolet light absorbers, ingredients used to protect products, packaging, and hair from UV rays.

## UV-VIS Spectrometry

= or also called Spectrophotometry, is a quantitative technique used to measure how much a chemical substance is UV-absorbent.



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