

## EDITORIAL

Dear customer,

London has hosted the In-Cosmetics edition this year. As always, a success! The number of visitors exceeded by 2% Barcelona 2015, the busiest after Paris, which is always the most attractive destination.

**COMERCIAL QUIMICA MASSO** has promoted its own range of products: the already recognized **MASSOCARE**, the sensorial agents **WARMFEEL** and **ICEFEEL** and the newest active ingredients **EFFICACTIF** with their recent **clinical tests**. You will receive detailed information about this very soon.

And this year's workshop, **WATERFUL & BEAUTIFUL, touch moisturization**, has been inspired by **K-Beauty**. An experience made by 9 **extremely hydrating** (and more) formulations with unique & surprising **watery textures**. The efficacy of the products is transmitted to the consumer through their texture. Do not hesitate to contact your nearest office to have the opportunity to go through that amazing workshop!



And as always, our **principals** have taken advantage of the In-Cosmetics platform to present their **latest releases**. In this newsletter we present them briefly, and we encourage you to request more detailed information of those that are of your interest. The **efficacy** of the ingredients, their **innovation** in both manufacturing processes and mechanisms of action and their approach to **natural cosmetics** from different angles are a constant in the novelties of this year.

We wish you a good reading and we remain at your disposal to provide you with more detailed information.

**Ferenc Elekes - Sales Manager**

## Special Edition



**GENENCARE™ OSMS MI**  
Protect and energize the skin



**PAUSEÎLE™**  
A retreat for stressed, dry and dull skin  
**SEADERMIUM™**  
Nourishing premium filler  
**SIRTALICE™**  
Instant lifting and V-reshape



**NATURA-TEC MARINE**  
**CELLSHIELD AP**  
Active shield against environmental pollutants  
**NATURA-TEC PLANTSIL**  
Effective make-up remover  
**NATURA-TEC VEGETABLE**  
**BEESWAX**  
Vegetable and sustainable alternative to beeswax



**TURMERIA ZEN<sup>PRCF</sup>**  
Relax the stress of the brain-skin connection

**GENENCARE™ OSMS MI**  
Protect and energize the skin

Nature has designed our skin to adjust to external stress factors by maintaining the water balance within skin cells with osmolytes. As an active osmolyte, Dupont's **GENENCARE® OSMS MI** (INCI: Inositol), is a strong **osmoprotectant** and **moisturizer**, but that's not all! This vitamin-like ingredient is a precursor molecule for important cell messengers and is proven to increase the skin cell metabolism, increasing **skin oxygenation** and **skin elasticity**.

Recent **clinical studies** have shown that in fact, **GENENCARE® OSMS MI** is a powerful skin care active ingredient, allowing not only moisturising claims, but also skin oxygenation and anti-aging activity. That is:

- ◇ A formulation with **0.4% GENENCARE® OSMS MI** increases **skin oxygenation** by **+10%** compared to placebo
- ◇ The increase of **skin elasticity** linked to the use of **GENENCARE® OSMS MI** has been evaluated comparing a formulation with **3.0%** active versus placebo. The results show that the maximum deformation of the skin decreases, the rate of elastic recovery increases by **10%** and the rate of elastic deformation significantly increases by **11%**.
- ◇ A formulation with **1% GENENCARE® OSMS MI** improves the average characteristics of **wrinkles** by **-13.4%**

**GENENCARE® OSMS MI** is ideal for all purpose skin care products as well as for colour cosmetics. Recommended **use level: 0.5% - 1.0%**. Globally approved ingredient, Ecocert and Cosmos compliant.



**PAUSEÎLE™**  
A Retreat for stressed, dry and dull skin



**PAUSEÎLE™** (INCI: Bacillus Ferment) by **Lipotrue** targets **stressed, dry and dull skin** for an indulging **hydrating reset**. With **PAUSEÎLE™** the skin takes a pause, a pampering retreat to recover **hydration, radiance and flexibility**.

**PAUSEÎLE™** induces proteins to **tight and reinforce skin barrier** and keep skin moisturised, soft and flexible. It enhances **filaggrin**, precursor of NMF molecules, upregulates **loricrin** and **SPRR1B** genes for a proper barrier function, induces **keratin** genes for good mechanical properties, inhibits **hyaluronidase** protecting hyaluronic acid and increases **ceramides** levels for a water sealed skin.

The moisturising and skin tonicity efficacy of **PAUSEÎLE™** has been evaluated by a **clinical test**, comparing a cream with **2%** active versus placebo, with the following results:

- ◇ **24.0%** higher **moisture** in **28 days**
- ◇ **4.5%** and **7.0%** **TEWL** and **desquamation** reduction in **24 hours**, respectively
- ◇ **7.4%** **firmer skin** in **1 month**
- ◇ **22.1%** and **46.3%** **radiance** improvement in **24 hours** and **28 days**, respectively

**PAUSEÎLE™** **pampers** the skin, resetting its **radiance**, sealing the **barrier**, boosting **hydration** and retrieving its **tonicity**. Recommended **use level: 1% - 2%**. Globally approved ingredient.

**SEADERMIUM™**  
Nourishing premium filler

Lipotrue launched **SEADERMIUM™** (INCI: Bacillus Ferment), a **marine biotechnological** active ingredient that visibly **plumps** and **smoothes** deep wrinkles in **mature skin**. **SEADERMIUM™** restores and strengthens **skin integrity**.

**SEADERMIUM™** has been thoroughly studied to elucidate its **mechanism of action**. In fact, it increases the dermo-epidermal junction proteins and stimulates collagen and glycosaminoglycans.

The **clinical test** has proven the **anti-aging** properties of this innovative ingredient. A formulation with **4% SEADERMIUM™** was compared to placebo during 28 days with the following results:

- ◊ Excellent **plumping** and **smoothing** efficacy in **crow's feet**, **nasolabial fold** and **marionette lines**
- ◊ Average **decrease** of **10% volume** in **marionette lines** and **6% roughness**
- ◊ Outstanding results in **golden volunteers** (60-70) in **7 days**
- ◊ **Up to 20%** and **49% decrease** of **crow's feet depth** and **volume** respectively in **1 month**
- ◊ **Up to 45% wrinkle reduction** in **4 weeks**

**SEADERMIUM™** offers a complete approach to **mature beauty**. Recommended **use level**: **4%**. Globally approved ingredient.



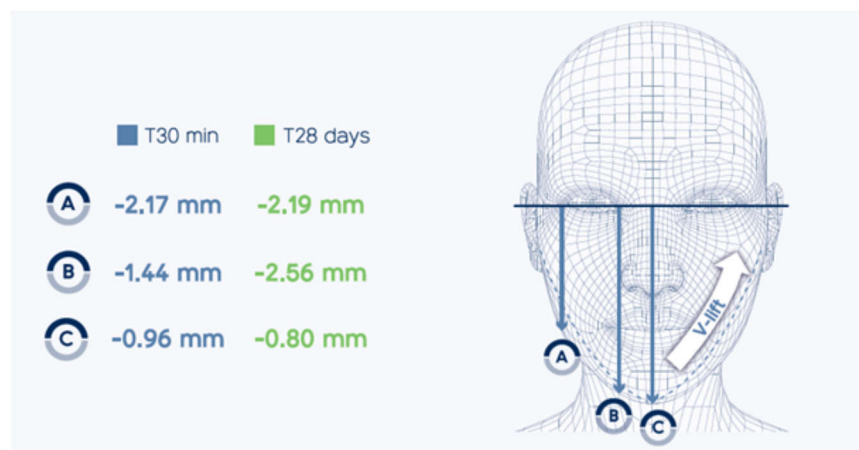
**SIRTALICE™**  
Instant lifting and V-reshape

**SIRTALICE™** (INCI: Bacillus Ferment) offers a revolutionary **instant lifting** and a **V-reshape** of face contours in only **30 minutes**: the dream for **tired** and **urban skin**. Its long-lasting efficacy provides a more **luminous** and **firmer** skin.

**SIRTALICE™** **recharges skin energy** inducing **skin protein synthesis** and thus, improving **strength** and **contraction** (up regulation of sirtuin 3 and talin 1, increased ATP, elastase inhibition, procollagen I induction).

The **clinical test** has proven the short term as well as the long-term properties of **SIRTALICE™**. The active was tested at **2%** versus placebo. The results are just amazing:

- ◊ **V-reshape lifting effect in 30 min**



- ◊ **22.3%** and **32.6%** **crow's feet** and **under eye wrinkle depth** decrease, respectively, in **30 minutes**
- ◊ **23.9%** and **33.9%** **crow's feet** and **under eye wrinkle depth** decrease, respectively, in **28 days**
- ◊ **10%** and **14%** more **radiant** and **hydrated skin** in **28 days**

**SIRTALICE™** is the right active to treat **tired skin**. Recommended **use level**: **2%**. Globally approved ingredient.

## NATURA-TEC MARINE CELLSHIELD AP

Active shield against environmental pollutants

The second algae derivative ingredient from **Natura-tec** is **NATURA-TEC MARINE CELLSHIELD AP** (INCI: Caprylic/Capric Triglyceride, Pavlova Lutheri Extract) Based on **Pavlova Lutheri** microalgae species and Rich in EPA, DHA (omega 3) and carotenoids.

**NATURA-TEC MARINE CELLSHIELD AP** assays on cell cultures has proven that this ingredient has amazing **anti-pollution** properties. At **2%**, it protects cells from **indoor dust** increasing **cell viability** to **20%**. At **0,5%**, it **inhibits completely** the pollution damage of **urban dust**.

**NATURA-TEC MARINE CELLSHIELD AP** is certainly an active that will play an important role in **anti-pollution** personal care preparations.

## NATURA-TEC PLANTSIL

Effective make-up remover

**NATURA-TEC PLANTSIL** (INCI: Hydrogenated Ethylhexyl Olivatate, Hydrogenated Olive Oil Unsaponifiables) is a well-known and appreciated **natural replacement of volatile silicones**. Now, **Natura-tec** have proven that this ingredient is also a powerful **make-up remover**.

**Natura-tec** have run an **in-vivo** test with **NATURA-TEC PLANTSIL** at **5%** as a make-up removal agent, in comparison to a placebo formulation. That test formulation was also compared to a commercial product. The results speak by themselves: **NATURA-TEC PLANTSIL** at **5%** allows the development of **effective make-up removal** formulations.

## NATURA-TEC VEGETABLE BEESWAX

Vegetable and sustainable alternative to beeswax

**Natura-tec** keep their focus on the development of vegetable and sustainable alternatives to compromised ingredients. **NATURA-TEC VEGETABLE BEESWAX** (INCI: Cetyl Stearate, Rhus Verniciflua Peel Cera, Copernicia Cerifera (Carnauba) Waxis) is the perfect **alternative / replacement of animal derived beeswax**.

**NATURA-TEC VEGETABLE BEESWAX** has the same colour and melting point than animal derived beeswax. At room temperature, it is hard and brittle, whereas at body temperature it is plastic and kneadable. In emulsion, it exhibits co-emulsifying and thickening properties, and in sticks or balms it is an excellent oil binder.

**Natura-tec** have compared **NATURA-TEC VEGETABLE BEESWAX** with animal derived beeswax in many different formulations (standard emulsion, lip balm, lipstick). Those studies show that **NATURA-TEC VEGETABLE BEESWAX** is the perfect alternative and can replace the animal one weight by weight in almost all the cases.

## TURMERIA ZEN<sup>PRCF</sup>

Relax the stress of the brain-skin connection



**TURMERIA ZEN<sup>PRCF</sup>** (INCI: Glycerin, Curcuma Longa (Turmeric) Callus Lysate, Pentylene glycol, Phytic acid), is the concentrated **metabolome** of **totipotent** cells from Curcuma longa rhizome. This metabolome is rich in **stress related cell factors** specially designed to act synergistically against **brain-skin connection induced stress**.

The most affected elements in this brain-skin connection are the **epidermal barrier** and the **skin hydration**. **TURMERIA ZEN<sup>PRCF</sup>** is the **emotional hydration manager** that avoids the immediate emotional damages (**dryness, inflammation** and **desquamation**) and prevents the accumulated damages (**wrinkles, elasticity loss**, failure of **epidermal barrier** and decrease in skin **defences**).

**TURMERIA ZEN<sup>PRCF</sup>** is a multi-active ingredient with anti-inflammatory, wound healing, soothing and protection properties. All those functionalities have been thoroughly proven in-vitro.

The clinical assays have been done with a cream containing **1% TURMERIA ZEN<sup>PRCF</sup>** vs placebo. The volunteers, subjected to psychosocial stress and with no dry skin conditions, used the product twice per day during 4 weeks. The results demonstrate that:

- ◇ **TURMERIA ZEN<sup>PRCF</sup>** significantly increased the average cutaneous **hydration** by **13%**, **4.3-fold higher** than placebo.
- ◇ **TURMERIA ZEN<sup>PRCF</sup>** significantly reduced the **depth of deep wrinkles** by **9%** with **14%** difference from the mean value of placebo.

**TURMERIA ZEN<sup>PRCF</sup>** is an “**emotional active**” to treat stress-related skin problems, so perfect for anti-stress skin treatments. Recommended **use level: 0.5% - 2.0%**. It is globally approved (including China) and Ecocert and Cosmos compliant. Preservative-free.