



### COMMERCIAL TEAM FOCUS ITEMS

#### EMULSIFIERS

##### **Emulium® Delta MB:**

- Robust O/W emulsifier and versatile with excellent stabilizing capacity. Provides a velvety sensory experience. Forms liquid crystals. pH range from 3 to 13.

##### **Emulium® 22 MB:**

- O/W emulsifier with excellent dispersing capacity for filters and pigments, naturally increasing the SPF of the formulation.

##### **Emulium® Illustro:**

- Natural W/O emulsifier. Does not require a co-emulsifier and can be used from serums to creamy emulsions. Provides a smooth sensory experience and excellent playtime during product application on the skin, followed by a matte effect with a satin appearance and without tackiness.

##### **Emulium® Kappa MB:**

- Anionic natural O/W emulsifier, PEG-free. Provides a rich, silky sensory experience with moisturizing properties.

##### **Emulium® Dolcea MB:**

- 100% natural W/O emulsifier. Anionic and PEG-free. Allows the creation of robust formulations with a wide range of viscosities. High compatibility and stability. High smoothness sensory during application and after absorption. Immediate and prolonged hydration (48h).

##### **Emulium® Mellifera MB:**

- Natural PEG-free O/W emulsifier. It has prolonged moisturizing action, immediate soothing effect, long-term effectiveness, and proven anti-pollution effect. It adapts to different skin types and climates.

##### **\*2023 Launch: Emulium® Dermolea MB:**

- 100% natural and PEG-free O/W emulsifier. Sensory with high spreadability and low residual film. Long-lasting and prolonged hydration (48h). Adapted for sensitive skin, with long-term calming effect. Readily biodegradable.

# BUSINESS PLAN 2024

## PERSONAL CARE

---



### **SOLUBILIZER/ACTIVE CARRIER**

#### **Transcutol® CG:**

- Powerful solubilizer even for critical substances, active ingredient permeator increasing their efficacy, enhances the durability and intensity of hair colorings.

### **OIL THICKENER**

#### **Compritol® 888 CG ATO MB:**

- Oil phase thickener that improves heat stability in emulsions.

### **MICELLE FORMING SURFACTANT:**

#### **LAS MB:**

- Surfactant with a gentle touch and emollient properties. Excellent choice for aqueous makeup removers such as micellar water.

### **WAXY EMOLLIENT**

#### **Lipocire™ A SG:**

- Emollient texturizer 100% derived from sustainable palm oil and palm kernel oil, RSPO segregated level. Provides a melting sensation upon contact with the skin (melting effect) due to its low melting point. Enhances shine, sensory, and coverage in lipsticks and eyeliners.

### **TEXTURE AGENTS**

#### **Definicire®:**

- Innovative hair active ingredient. Provides protection, adds hydrophobicity to the hair fiber, helps protect against pollution, and leaves curly hair more disciplined, keeping strands frizz-free in high humidity.

#### **Acticire® MB (Water Sensation):**

- 100% active texture. Promotes prolonged hydration and allows for water incorporation in anhydrous formulas.

# BUSINESS PLAN 2024

## PERSONAL CARE

---



### ACTIVE INGREDIENTS

#### **Gatuline® Expression AF:**

- Immediate effect anti-expression lines active ingredient for lip contour. Redraws the lip contour, reducing vertical wrinkles "barcode" and reshaping the "cupid's bow".

#### **Cytobiol™ Lumin Eye:**

- Active ingredient for eye bags and dark circles composed of Niacinamide (B3), organic Silicon and Fraxinus Excelsior Bark plant. It is an active with strong protective vascular properties, improving cutaneous microcirculation.

#### **Mala'kite™:**

- Extracted from malachite from Africa, rich in copper. Powerful protective action due to its free radical activity against the superoxide anion. Stimulates glutathione reductase, possessing excellent detoxifying/antioxidant action. Natural and stable dye

#### **Gatuline® In Tense MB:**

- Firming and anti-wrinkle active with immediate smoothing effect. Acts on deeper wrinkles and improves facial contour. Plumping effect on the lips. Stimulates fibroblast functions increasing skin density and firmness. Clinical trials have proven its efficacy in increasing skin tone and firmness in the arms with 1% of the active ingredient.

#### **Gatuline® Spot Light:**

- Skin-lightening active that evens out skin tone. Acts on causes of blemishes that most skin-lightening actives do not address. Acts on the dermis and epidermis.

#### **Cytobiol™ Iris A2:**

- Anti-acne active. Reduces acne, shine, and enlarged pores. Improves skin texture.

#### **Gatuline® Radiance:**

- It's an ingredient with overall anti-aging properties, acting on the skin's microcirculation and is dedicated to the complexion. This active helps maintain an even skin tone, as well as improving the delicacy of the texture, luminosity, and brightness of the skin.



# BUSINESS PLAN 2024

## PERSONAL CARE

---



### **Energinius™:**

- Active ingredient that protects the skin from damage caused by artificial light emission. Combat digital pollution. \*New tests on increased skin elasticity.

### **Gatuline® Link N Lift:**

- Organic anti-wrinkle active for the eye area. Reduces wrinkles and promotes firmness with quick and impressive results.

### **EyeGlorious:**

- New oily active, anti-puffiness and dark circles - lançamento InCos EU 2

## **TOOLS**

### **Presentations:**

1. All in one (5-minute presentation)
2. EconoChic (Emulium Delta MB)
3. Emulium® 22 MB - Sun Care
4. Emulium® Illustro PT
5. Emulium® Kappa MB PT
6. Emulium® Dolce MB PT
7. Emulium® Mellifera MB microbiome tests
8. Emulium® Dermolea MB short version PT
9. Transcutol CG (Training)
10. Compritol™ 888 CG ATO PT
11. LAS MB Micellar Water
12. Lipocire™ A SG PT
13. Definicire™ PT
14. Acticire® MB 2020 PT version
15. Gatuline® Expression AF PT
16. Cytobiol™ Lumin Eye PT
17. Mala"kite™- Mineral Matters
18. Gatuline® In Tense MB PT
19. Gatuline® Spot Light PT
20. Cytobiol™ Iris A2 PT
21. Gatuline® Radiance PT
22. Energinius™ Presentation PT
23. Gatuline® Link N Lift PT
24. Make Me Natural
25. Color Cosmetics Essential

# BUSINESS PLAN 2024

## PERSONAL CARE

---



### Prototypes:

#### Sun Care:

1. Velvet Protection SPF 50+  
Cód BR 1615-2.31 (E.Delta)
2. Moisturizer SPF 30  
Code SKC 2.200121.ctd (E. Delta)
3. Body Sunscreen SPF 50 Code SUN 1.200421.ctd (E.Delta)
4. Sunscreen SPF 30  
Code SUN 1.300321.ctd (E22)
5. Body Sunscreen SPF 50 Code SUN 1. 280423.ctd (E. 22)
6. Sunscreen SPF 70  
Code SUN 1.230223.ctd (E.22)
7. Sunscreen Stick SPF 50  
Code SUN 1.260123.ctd (E.22)
8. Sunscreen Stick SPF 50 with color E.22  
Code SUN 2.260123.ctd (E.22)
9. Mineral Fluid Sunscreen SPF 50  
Code SUN 1.020921.ctd  
(\*SPF and UVA test) (E. Illustro)
10. Mineral Sunscreen SPF 30 with Color  
Code SUN 1.241120.ctd (E. Illustro)
11. Stick SPF 70 with color (E. Illustro)  
Code SUN 1.081122.ctd (E. Illustro)
12. Ultrafluid Sunscreen  
Code SPF 50 BR 2157-1.07 (E. Illustro)
13. Sunscreen Stick SPF 50  
Code SUN 1.310822.ctd (E. Dolcea)
14. Sunscreen SPF 30  
Code SUN 1.280121.ctd (E.Dolcea)
15. Sunscreen SPF 50  
Code SUN 1.050321.ctd (E. Dolcea)
16. Fluid Body Lotion SPF 50  
Code 2681-2.06 (E. Dermolea)
17. Urban City Misty SPF 50  
Code BR 1391 (E. Dermolea)

# BUSINESS PLAN 2024

## PERSONAL CARE

---



### **Hair Care:**

1. Hair & Scalp Mud Mask

Code HC 1.060521.ctd

(Definicire)

2. Hair Mask for Curly Hair

HC 1.140422.ctd

(Definicire)

### **Make up:**

1. Instant Radiance Tinted Cream

Code 2656-2.20 (E. Dermolea)

2. Natural Liquid Foundation

Code MKP 1.171022.ctd (E. Illustro)

3. Multi Stick BBS

Code MKP 1.250822.ctd (G. IN-Tense)

4. Natural Mascara

Code MKP 1.260623.ctd (E. Dolcea, Definicire)

5. Baby Doll Cheecks

Code BR 2396-1.12 (E. Dolcea)

6. Energizing Primer

Code 2822-1.07

(E. Dermolea, Solastemis, Energinius)

7. Defini Lash Mascara

Code 2849-2.06 (E. Doclea, Definicire)

8. Hydra Boost Tinted Lip Balm

Code 2860-1.19 (E. Illustro e G. Expression AF)

9. Ulti-matte concealer 2739-1.08

(E. Illustro e G. LinkNLift)

10. Hight Coverage Foundation

Code 2790-1.03 (E. Illustro e G. Radiance)

11. Multi pourpose Eye shadow

Code 2714-1.07 (E. Dolcea e Lipocire A SG)

# BUSINESS PLAN 2024

## PERSONAL CARE

---



### Active Ingredients

1. Natural Beauty Butter

Code SKC 2.220120.ctd

(G.Expression AF)

2. Primer with Tensor Effect

Code MKP 1.030120.ctd

(G.Expression AF)

3. Eye cream

Code SKC 1.150223.ctd

(Cytobiol Lumin Eye, and G. LinkNLift)

4. Gel with Malachite and Energinius

SKC 3.280520.ctd

(Malakita e Energinius)

5. Pure Cristal Cream

Code SKC 1.220322.ctd

(G. IN-Tense)

6. Butt lift

Code BC 1.260822.ctd

(G IN-Tense)

7. Facial Even-Tone Serum

SKC 2.250124.ctd

(G. Spot Light)

8. Anti-Acne Moisturizer

Code SKC 3.250124.ctd

(Cytobiol Iris A2)

9. Body highlighter cream

BC 1.210922.ctd

(G.Radiance)

# BUSINESS PLAN 2024

## PERSONAL CARE



### SALES TEAM FOCUS

- Sunscreens - the classics (E. Delta MB, E. 22)
- Various sunscreens (E. Dolce MB, E. Demolea MB, E. Illustro)
- Solid sticks in all formats (E. Delta, E. 22, E. Dermolea MB, E. Illustro, E. Doclea, Lipocire A SG, Acticire MB, Definicire, Gatuline In-Tense)
- Follow up on budget and invoice within quarters
- Sunscreen filters volume and margin (E. Delta MB, E. 22)
- Various sunscreen (E. Dolce MB, E. Demolea MB, E. Illustro)
- Sensitive and Black Skin (E. Dermolea MB)
- Makeup and Mineral Sunscreen (E. Illustro)
- Self-tanner (Transcutol CG)
- Semi-permanent and fantasy hair dyes (Transcutol CG)
- Solubilizer for caffeine and salicylic acid (Transcutol CG)
- Stabilizer of oily load and sensory in sunscreens (Compritol 888 CG ATO)
- Micellar Water, Cleansing Oil, Makeup Removers (LAS MB)
- Sensory modifier (low cost and excellent performance - Lipocire A SG)
- Texture agent for hair, anti-frizz, 18MEA (Definicire)
- Long-lasting film former for sunscreens and thin layering film (Acticire MB)
- "Botox"-like, wrinkles around the lips, crow's feet (Gatuline Expression AF)
- Bags and dark circles - water-soluble active (Cytobiol Lumin Eye PT)
- Detox, Antioxidant Active, Natural Blue Dye (Mala"kite)
- Facial and body remodeling anti-aging, skin firmness (Gatuline In Tense MB)
- Brightening, anti-spot (Gatuline Spot Light)
- Anti-acne, anti-sebum, reduces pore size (Cytobiol Iris A2)
- Skin anti-aging illuminator (Gatuline Radiance)
- Protection from Artificial Light including Blue Light (Energinius)
- 3 types of wrinkles around the eyes (under-eye, tear trough, and crow's feet
- Gatuline Link N Lift)

### BUSINESS DEVELOPMENT TEAM OPPORTUNITIES (INNOVATION):

- Emulium® Dermolea MB
- EyeGlorious New Active - InCos EU 24 Launch
- EleVastin
- Gatuline® Skin Repair AF
- Gatuline® Renew
- Solastemis™
- Mineral Matters™
- Original Extracts™