



BUSINESS PLAN 2024

PERSONAL CARE



FOCUS ITEMS:

Emolid® CC:

- 100% vegetable emollient with an extremely soft sensory experience during product application on the skin and a dry sensory feel after complete product absorption. Excellent solubilizer for organic sunscreens (prevents the re-crystallization of filters) and physical sunscreens. Increases skin hydration by up to 30%. Reduces the whitening effect left on the skin by deodorants.

Emolid® DD:

- Vegetable substitute for polyisobutene. Ester obtained from the reaction of dilinoleyl alcohol dimer and dilinoleic acid dimer, 100% derived from natural sources. Gloss effect, high tackiness, adhesiveness, and lubricity. In hair, it provides hydration, softness, and film formation, helping to control volume and frizz, improves the sensory feel of the hair after drying, and imparts a lot of shine. Also ideal for curls!

TOOLS:

Presentations:

Presentation of Emolid® CC
Brochure Emolid® CC Sun Care Efficacy Tests
Emolid® DD brochure
Emolid® DD + Definicire X Amodimethicone

Prototypes:

Skin/Body Care:
Precious Oil
Code: SKC 3.131219.ctd Nuxxe Oil Like: Body, Face, and Hair Oil (Emolid CC)

Sun Care:

Every sunscreen developed at MCassab as they all contain Emolid® CC (refer to the folder on the network: Formulations, MCassab Formulations, Sun Care)

Hair Care:

Gold Hair Mask (Emolid® DD) - HC 1.121222.ctd

Make-Up:

Colorful Hydrating Lip Gloss Code: MKP 1.050522.ctd (Emolid® DD)

SALES TEAM FOCUS

- Sun Care (Emolid® CC)
- Make up (Emolid® CC e Emolid® DD)
- Hair Care (Emolid® DD)
- Vegan, Natural, Organic, and Cosmos