

Summer Issue 24

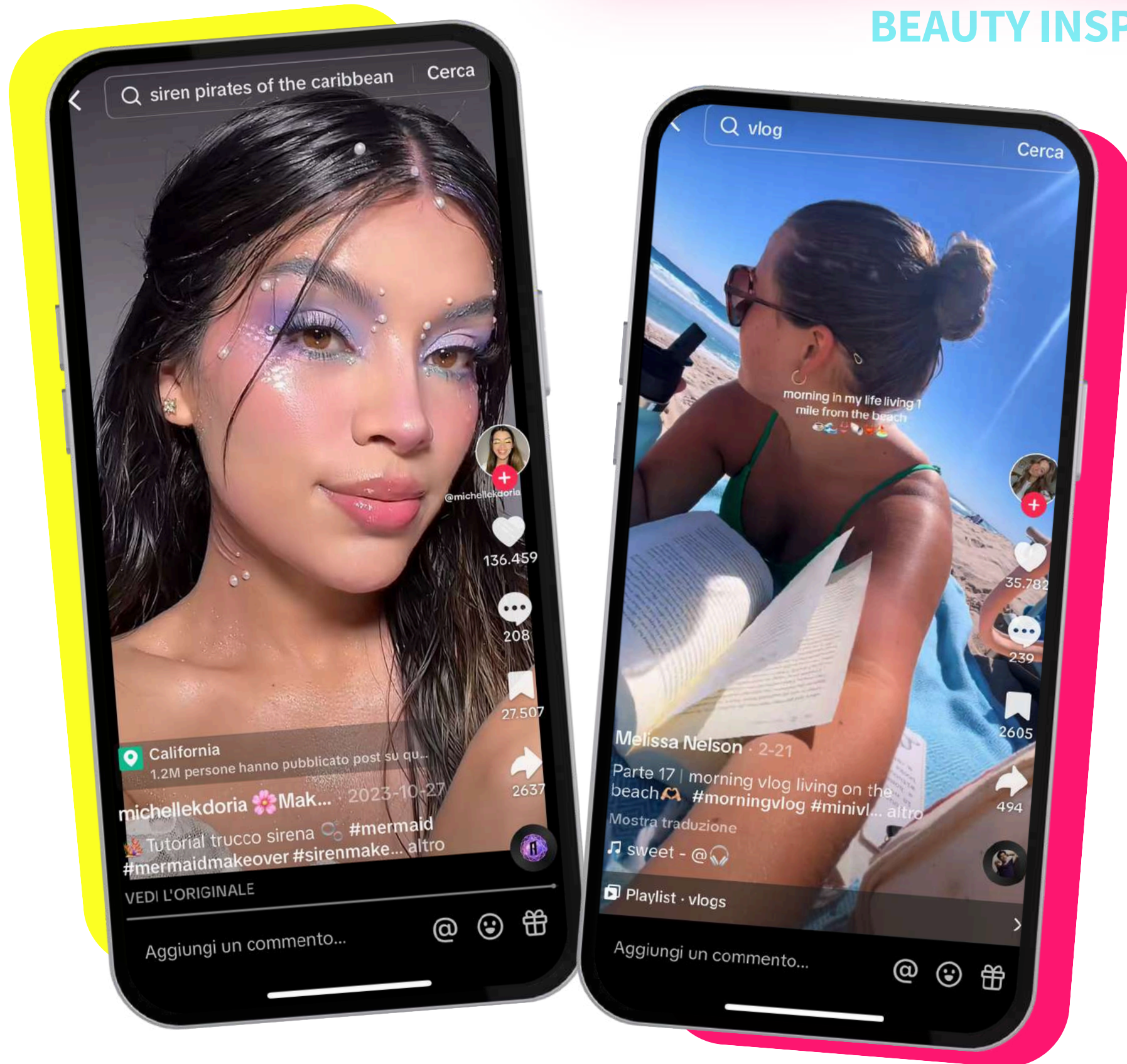
Let's peek in 3 summer trends!

BEAUTY INSPIRATIONS BY OBSERVATORY



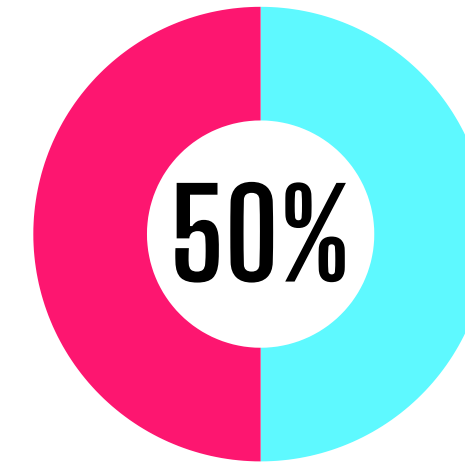
INSIGHTS FROM TIKTOK

BEAUTY INSPIRATION

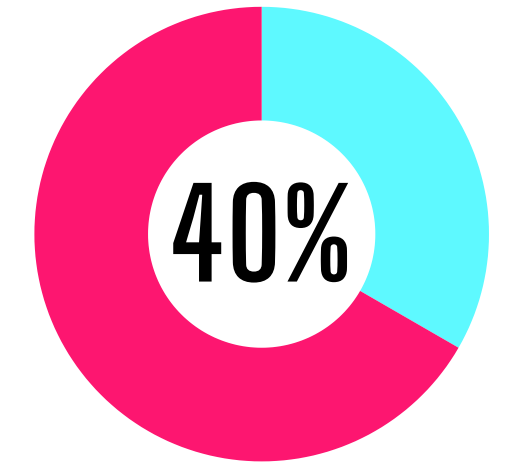


GEN Z BEAUTY

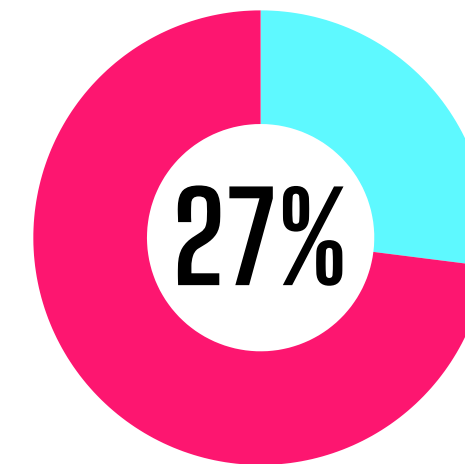
purchasing behaviours



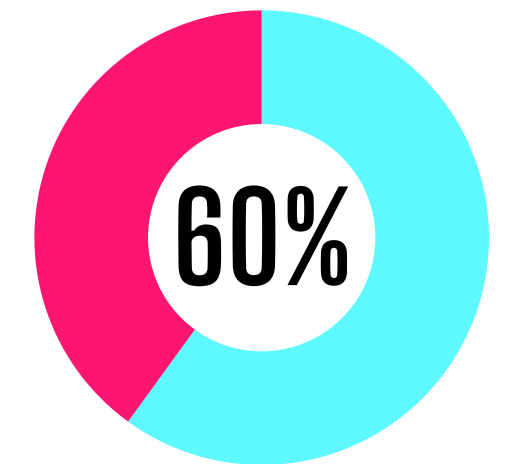
of Gen Z wouldn't purchase from a skin care or cosmetics brand that wasn't certified as "cruelty-free"¹



of Gen Z say that diversity and inclusion is the most important brand value to them when shopping for beauty products²



have deliberately bought skin care/cosmetics products because of the brand's sustainability initiatives¹

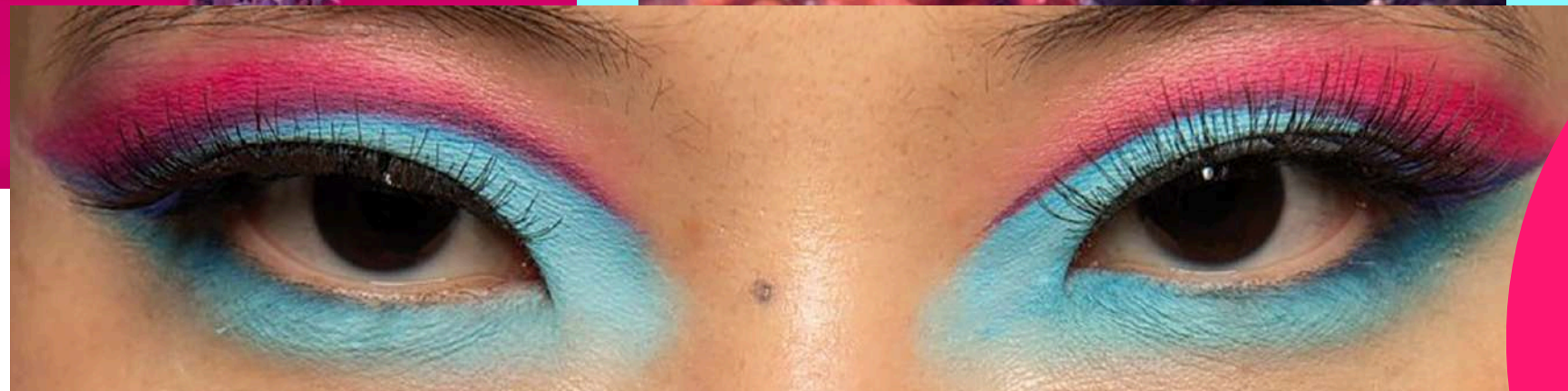


purchase a beauty product before they are 14 years old³

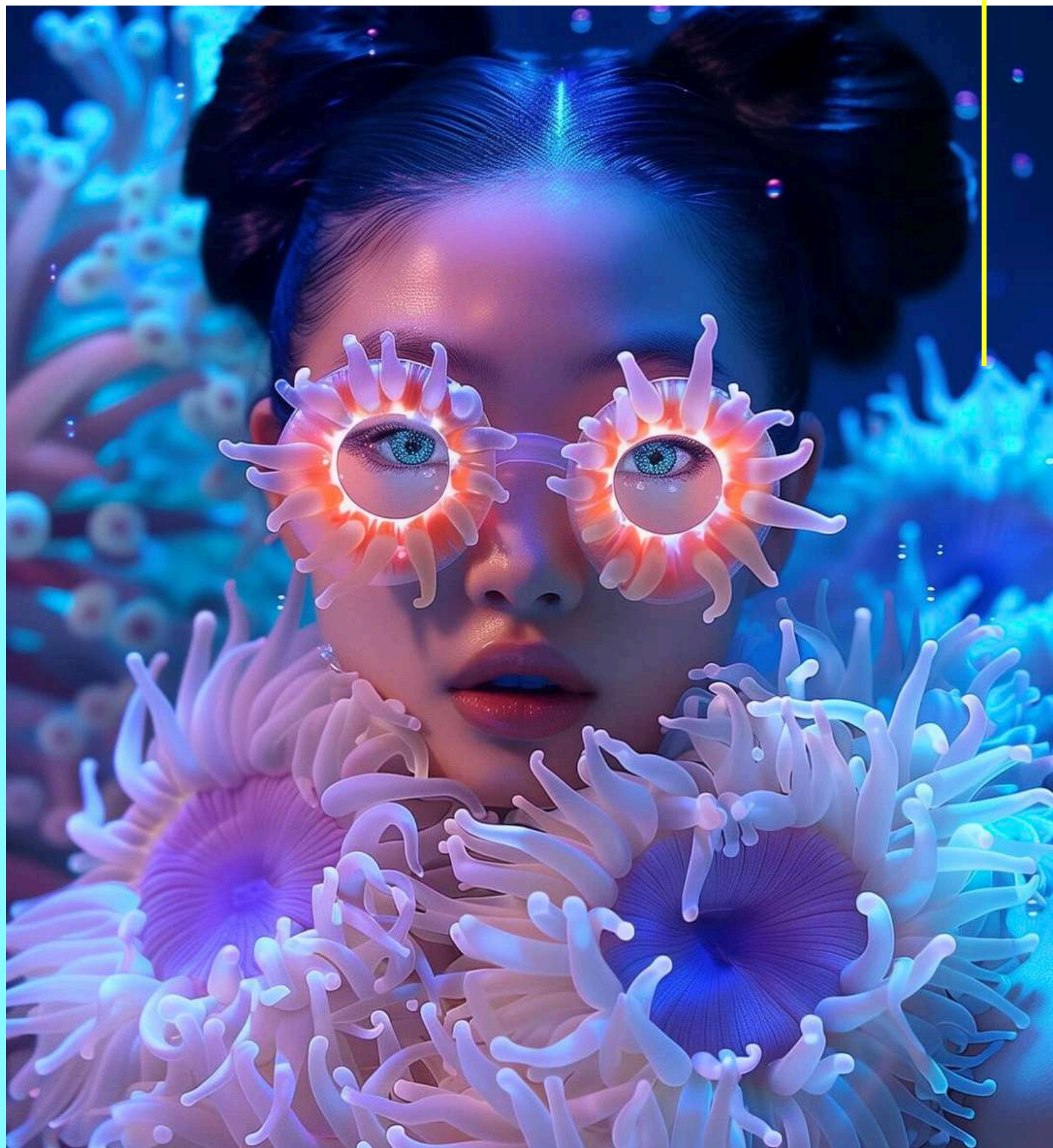
MYSTIC OCEAN



#surrealisticvegetation
#baroquewaves
#narcoticmermaid



**AUGMENTED
AQUEOUS
MYTH**



SEA SECRET COLOR

EMOTIONAL SEALIFE

Sensorial, dreamy and magical vision of magnified **underworld** gardens. Dreamlike immersive voyages to made up places. A fantastic inspiration for makeup, skincare, haircare mixed with digital. Moving from simplicity to electric exuberance

1. CONSUMERS

Needs: fantasy, hedonism, **expression**

2. WHERE IS IT COME FROM?

Due to urbanization and destabilizing global context consumers generated a need to **re-connect** with any form of fantasy and poly-sensorial stimulations

MERMAID INGREDIENTS

SeaBalance 2000



CARBONWAVE

INCI: Sargassum Fluitans/Natans Extract, Xanthan Gum, Pentylene Glycol

SeaBalance 2000 is an anionic O/W emulsifier obtained from the upcycle of Sargassum (Gulfweed) a floating seaweed. It is suitable for cold process and it works with a wide range of emollients.



Bichroma Violet



INCI: Bismuth Oxychloride, Mica, Manganese Violet, Magnesium Stearate

Bichroma Violet is a purple lustrous powder that is composed of Bismuth Oxychloride, Mica, Manganese Violet, and Magnesium Stearate. Bichroma Color Line offers a vibrant collection of colors based on Bismuth Oxychloride, and a Primary Colorant coated onto a small particle Mica. The result is a very elegant soft color with outstanding coverage and hiding power allowing imperfections to disappear under a soft veil of primary color. The Bichroma Colors are the ideal base for many products of inspired beauty.



MAKE UP

MERMAID INGREDIENTS

Majestic Plum

INCI: Mica, Manganese Violet

Majestic Plum is a fine particle size (10-60 μm) matte mica with concentrated coating of Manganese Violet. This pearl delivers fantastic coverage and is suitable for many cosmetic applications.



GlassMira RVB87B

INCI: Calcium Aluminum Borosilicate, Titanium Dioxide, Tin Oxide

GlassMira RVB87B is a glass (borosilicate) based red-violet-blue pigment that has strong color traveling flops which create a glistening and eye catching look. Each color is highly attractive, original, and can be used anywhere a hypnotizing and dazzling effect is desired such as lip, nail and eye formulations.



MAKE UP

EYESHADOW

FANTASY PLUM



Phase	Ingredients	INCI	Supplier
A	Water	Aqua	/
	SeaBalance 2000	Sargassum Fluitans/Natans Extract, Xanthan Gum, Pentylene Glycol	Carbonwave
	Xanthan Gum	Xanthan Gum	/
	Surfac G995V	Glycerin	Surfachem
	CBP Inulin LC	Inulin	Cosun Biobased Experts
B	Cetearyl Alcohol	Cetearyl Alcohol	/
	Avocado Oil	Persea gratissima Oil	Vantage
	Jeechem NDA-5	C15-19 Alkane	Vantage
	Sebumol ODPC	Octyldodecyl PCA	Zschimmer&Schwarz
	Campo Bio Butanediol IPD	Lonicera Caprifolium Flower Extract (and) Lonicera Japonica Flower Extract 2,3-Butanediol, Isopentyldiol	Campo Research
C	Majestic Plum	Mica, Manganese Violet	Sandream Specialties
	Bichroma Violet	Bismuth Oxychloride, Mica, Manganese Violet, Magnesium Stearate	Sandream Specialties
	GlassMira RVB87A	Calcium Aluminum Borosilicate, Titanium Dioxide, Tin Oxide	Sandream Specialties
D	Tocopherol Acetate	Tocopherol Acetate	/
	Preservative	/	/
	Fragrance	/	/

BEACH WAVES INGREDIENTS

Quatin® 350 TQ-D Cosun

INCI: Hydroxypropyltrimonium inulin

Quatin® is a novel cationic biopolymer derived from chicory roots which provides conditioning and moisturization to hair, skin and shower products. It provides strong coacervation to deposit active ingredients, natural oils, or silicones and fragrances to the surfaces whether for hair or skin, without build-ups. It also provides creamy and rich foam to rinse-off applications.



Spray-dried Sea Water AGRIMER

INCI: Maris sal

Derived from the Breton Sea the Spray-dried Sea Water is very pure and contains a lot of elements, such as macro-minerals (Calcium, Magnesium, etc.) and trace-elements (Iodine, Iron, etc.).



CBP Sugar Granulated Sugar Standard Cosun

INCI: Sucrose

CBP Sugar crystals can be used to mechanically exfoliate dead skin cell buildup, it is also beneficial for blemish control and helps to restore balance of the skin's natural oils.



HAIRCARE

OCEAN BREEZE CONDITIONER

HAIR
CONDITIONER



Phase	Ingredients	INCI	Supplier
A	Water	Acqua	/
	Campo Plantservative Wsr	Lonicera Caprifolium Flower Extract (and) Lonicera Japonica Flower Extract (and) Aqua (Water)	Campo Research
	Citric Acid Monohydrate F6000	Citric Acid	Surfachem
	Surfac G995V	Glycerin	Surfachem
	CBP Sugar Granulated Sugar Standard	Sucrose	Cosun Biobased Experts
B	Quatin® 350 TQ-D	Hydroxypropyltrimonium inulin	Cosun Biobased Experts
	Surfacare PG	Pentylene Glycol	Surfachem
	MgSO4 * 7 H2O	Magnesium Sulphate eptahydrate	/
	Spray-dried Sea Water	Maris sal	Agrimer
C	Alcohol denat.	Alcohol denat.	/
	PEG-40 Hydrogenated Castor Oil, Trideceth-9, Aqua	PEG-40 Hydrogenated Castor Oil, Trideceth-9, Aqua	/
	Fragrance	/	/

SUN-FORIA



#ri-injectpositive
#emotionaltwist
#FUNctional



EASY
HAPPYNESS



SUN SONG

As gender stereotypes are reinvented, the notion of love is renovated. A strong desire to establish connections rooted shared harmony rises: poetry, empathy, childhood and the power of innocence become **sunny** key inspirations. To get in touch with the senses

1. CONSUMERS

Needs: kindness & joy, empathy, mood-enhancing

2. WHERE IS IT COME FROM?

The world now is different than how humans are programmed. The body is made by energy and it needs to regain the states of perception. The future is feelings forward!

SOLAR FLARE COLOR

SUN PROTECTION INGREDIENTS

Heliopro Zn TG60



INCI: Zinc Oxide, Caprylic/Capric Triglyceride, Polyglyceryl-3 Polyricinoleate

Heliopro Zn TG60 is a zinc oxide dispersion suitable for sun emulsions and sticks. It can be used in combination with titanium dioxide, organic filters, or as a standalone sunscreen ingredient.



Mica Cosmetics C



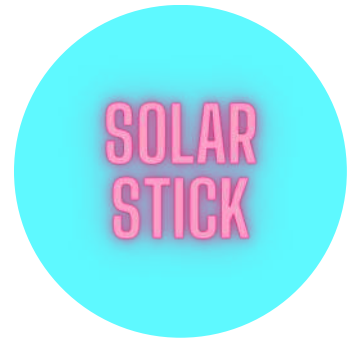
INCI: Mica

Mica is a soft mineral and so imparts a velvety skin feeling in cosmetics formulations and it has oil absorption properties. Mica C has the largest granulometry, for this reason can perform as an SPF booster.



SUNCARE

SUN KISSED STICK



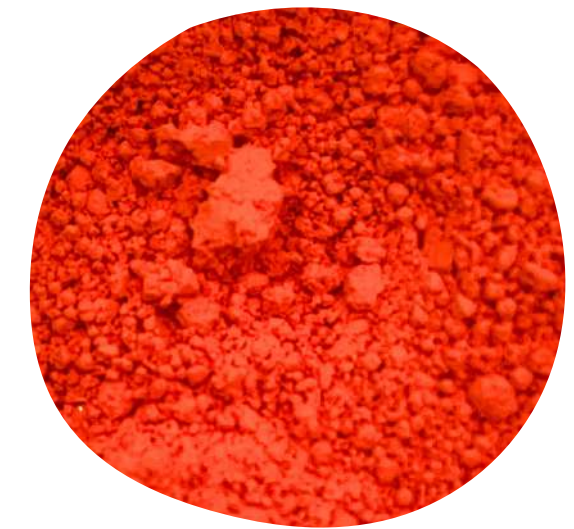
Phase	Ingredients	INCI	Supplier
A	Dermoil HDE	Isohexadecane, PPG-15 Stearyl Ether	Bregaglio
	Oxypon SP 15	PPG -15 Stearyl Ether	Zschimmer&Schwarz
	Jeechem CTG	Caprylic Capric Trygicerides	Vantage
	Jeechem NDA-CC	C13-14 Alkane	Vantage
B	Jeenate 3SW	Synthetic wax	Vantage
	Jeenate 5SW	Synthetic wax	Vantage
C	Sorbosil TC 15	Hydrated Silica	PQ Corporation
	Heliopro Zn TG 60	Zinc Oxide, Caprylic/Capric Triglyceride, Polyglyceryl-3 Polyricinoleate	Bregaglio
	Mica Cosmetics C	Mica	Aspanger
D	Fragrance	/	/

SOLAR INGREDIENTS

Majestic Carrot

INCI: Mica, CI 15985

Majestic Carrot is a free flowing orange powder based on mica and FD&C Yellow 6 Aluminum Lake. The small particle size and saturated pigmentation enables the formulator to achieve rich tones with ease.



Strataphix AOS PF



INCI: Caprylic/Capric Triglyceride (and) Camellia Sinensis Leaf (and) Lithospermum Erythrorhizon Root Extract (and) Haematococcus Pluvialis Extract (and) Glycyrrhiza Glabra (Licorice) Root Extract

A powerful antioxidant blend of botanical extracts at concentrations designed to provide optimal activity. It is oil-based and compatible with anhydrous systems and emulsions.



MAKE UP

SUNBEAM WHISPER



Phase	Ingredients	INCI	Supplier
A	Jeechem NDA-5	C15-19 Alkane	Vantage
	PureSyn 4	Hydrogenated Poly (C6-14 Olefin)	Sandream Specialties
	Sebumol ODPC	Octyldodecyl PCA	Zschimmer&Schwarz
	Sebumol PGPR	Polyglyceryl-3 Polyricinoleate	Zschimmer&Schwarz
	Sunflower Oil	Helianthus Annuus (Sunflower) Seed Oil	Vantage
	BP-Triluronic® Acid A	Ricinus Communis (Castor) Seed Oil (and) Sodium Hyaluronate (and) Helianthus Annuus (Sunflower) Seed Wax	Vantage
	Jeenate 3SW	Synthetic wax	Vantage
	Jeenate 4SW	Synthetic wax	Vantage
B	Sorbosil TC15	Hydrated Silica	PQ Corporation
	Mica Cosmetics F	Mica	Aspanger
	Majestic Carrot	Mica, Yellow 6 Lake (CI 15985)	Sandream Specialties
C	Strataphix AOS PF	Caprylic/Capric Triglyceride (and) Camellia Sinensis Leaf (and) Lithospermum Erythrorhizon Root Extract (and) Haematococcus Pluvialis Extract (and) Glycyrrhiza Glabra (Licorice) Root Extract	Vantage
	Aroma	/	/

META-SPORT



#purenotsimple
#activeconnection
#edonicbeauty



AI
EXPLORER

BEYOND WELLNESS

Wellness has 8 dimensions: emotional, intellectual, environmental, physical, financial, social, spiritual. The people's health is in the center of making cosmetics considering how the elements influence the quality of life. The 'indoor generation' spends around 89% of the life indoor, of which 64% house. **IA** will be a smart instrument to promote:

- **edonic** a dimension of pleasure link to positive vibes
- **eudaimonic** as the development of individual skills

1. CONSUMERS

Needs: experience (encountering beauty through the 8 dimensions and building a narrative around them)

2. WHERE IS IT COME FROM?

New order world with unpredictable technology



NEW AWARENESS COLOR

META-VITALITY INGREDIENTS

CBP Inulin



INCI: Inulin

CBP Inulin is a natural, soluble fiber extracted from chicory root, it has prebiotic and moisturizing properties to support the balance of microbiome.



Campo Tea Tree Oil



INCI: Melaleuca Alternifolia Leaf Oil

Campo Tea Tree Oil is a multi-functional emollient with moisturizing, smoothing and anti-bacterial properties.



BODYCARE

META-VITALITY INGREDIENTS

Mica Cosmetics M



INCI: Mica

Mica is a soft mineral and so imparts a velvety skin feeling in cosmetics formulations and it has oil absorption properties. Mica M has medium granulometry.



CBP Inulin LC



INCI: Inulin

CBP Inulin LC is a natural, soluble fiber extracted from chicory root. The longer chain length of CBP Inulin LC provides consistency to skincare products, adding texturizing properties, smoothness, and glide during application. It can also be used as anti-soaping agent.



BODYCARE

POWER FRESH CREAM

CREAM
DEODORANT



Phase	Ingredients	INCI	Supplier
A	Water	Aqua	/
	Protelan AG8 - EC	Disodium Capryloyl Glutamate	Zschimmer&Schwarz
	CBP Inulin	Inulin	Cosun Biobased Experts
	CBP Inulin LC	Inulin	Cosun Biobased Experts
B	Neofin NAT Vegan	Cetearyl Alcohol, Caprylic/Capric Triglyceride, Polyglyceryl-3 Stearate, Sodium Stearoyl Lactylate, Hydrogenated Coconut Oil, Octyldodecanol, Cetyl alcohol, Mangifera Indica Seed Butter, Euphorbia Cerifera Wax	Chemir
	Caprylic/Capric Triglycerides	Caprylic/Capric Triglycerides	/
	Campo Tea Tree Oil (odorless)	Melaleuca Alternifolia Leaf Oil	Campo Research
	Jeechem NDA-CC	C13-14 Alkane	Vantage
	Opuntia Oil	Opuntia ficus-indica seed oil	Bionap
	Cetearyl Alcohol	Cetearyl Alcohol	/
	Keran GMS 60	Glyceryl Stearate	Bregaglio
C	Mica Cosmetics M	Mica	Aspanger
D	Tocopheryl Acetate	Tocopheryl Acetate	/
	Preservative	/	/

FEET MASK INGREDIENTS

Campo Ceramide 3 (III) Liquid



INCI: Olea europaea fruit Extract, Ceramide NP

Campo Ceramide 3 (III) Liquid is a vegetal skin like ceramide obtained from olive oil that acts as a moisturizer and restores the skin barrier.



Campo Tea Tree Oil



INCI: Melaleuca Alternifolia Leaf Oil

Campo Tea Tree Oil is a multi-functional emollient with moisturizing, smoothing and anti-bacterial properties.

Surfacare® NA HA HW PLUS

Surfachem

INCI: Sodium Hyaluronate

Surfacare NA HA HW Plus is a high molecular weight Sodium Hyaluronate that promotes the regeneration of the cell tissue and has film forming properties.



BODYCARE

RESCUE YOUR FEET

FEET
MASK



Phase	Ingredients	INCI	Supplier
A	Water	Aqua	/
	Surfac G995V	Glycerin	Surfachem
	Campo Plantservative Wsr	Lonicera caprifolium flower Extract, Lonicera japonica flower Extract, Aqua	Campo Research
B	Citric Acid Monohydrate F6000	Citric Acid	Surfachem
C	Jeesperse Optiderm NCS	Cetearyl Alcohol (and) Glyceryl Stearate (and) Dehydroxanthan Gum (and) Cetearyl Glucoside (and) Triticum Vulgare (Wheat) Germ Oil (and) Salvia Hispanica Seed Oil	Vantage
D	Campo Ceramide 3 (III) Liquid	Olea europaea fruit Extract, Ceramide NP	Campo Research
	Campo Tea Tree Oil (deo dec)	Melaleuca alternifolia leaf Oil	Campo Research
E	Water	Aqua	/
	Surfacare® NA HA HW PLUS	Sodium Hyaluronate	Surfachem
F	Fragrance	/	/



ETERNAL PRESENT

SOCIAL & COSMETICS

It is not a secret, the beauty world is the most popular on TikTok and influences the ideal of beauty in the eternal present that we live in

'Today we experience the feeling of living a continuous present due to an excess of information and stimuli. An illusory but intense feeling that eliminates perspective on the future and the past. The solution?

Re-appropriate our time and space' **Marc Augé**

THE ETERNAL PRESENT INFLUENCES EVEN SOCIAL TRENDS

The Observatory in this **#series** observes the present and works on the cosmetic **here and now** for immediate application!



WHAT'S NEXT?



BREGAGLIO
Personal Care 
A Surfachem Company