

# RADIANCE RITUALS



Chemical Distribution

Focus on **luminous skin and glossy hair**. It focuses on **hydration, radiance, and smooth texture**, using products that deeply nourish while **enhancing light reflection**. Think glow or glass skin paired with healthy, **high-shine strands**—achieved through **moisture-rich skincare and shine-boosting hair treatments** for a bright, polished look.



## Viral Movement\*

#Hashtag	TikTok	Instagram	YouTube	Facebook	Total	
#Glowyskin	551,1k post	1,8M post	43k post	740k post	3,1M	
#RadiantSkin	209,1k post	1,9M post	69k post	2.1M post	4,2M	<b>12,9M</b>
#DewySkin	115,9k post	962k post	16kpost	319k post	1,4M	
#Glassskin	1,2M post	1k post	168k post	2.6M post	3,9M	
#Glassskin	61,1k post	1k post	2,1kpost	54k post	118,2k	

## Benchmark



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### Glycolic Gloss Sulfate free Shampoo

- Hair is shinier & smoother than ever before for all hair types
- Penetrates deep into the hair to improve hair quality
- Laminates hair with long-lasting shine
- Perfectly realigns cuticles to smooth & seal hair with a shine glaze



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### Body Care Bum Bum

- **Rapid absorption** smooths skin and **minimizes** the appearance of **pores**.
- Formulated with guarana to **reduce cellulite** and **boost circulation**.
- Enriched with nourishing ingredients for **deep hydration** and a **subtle glow**



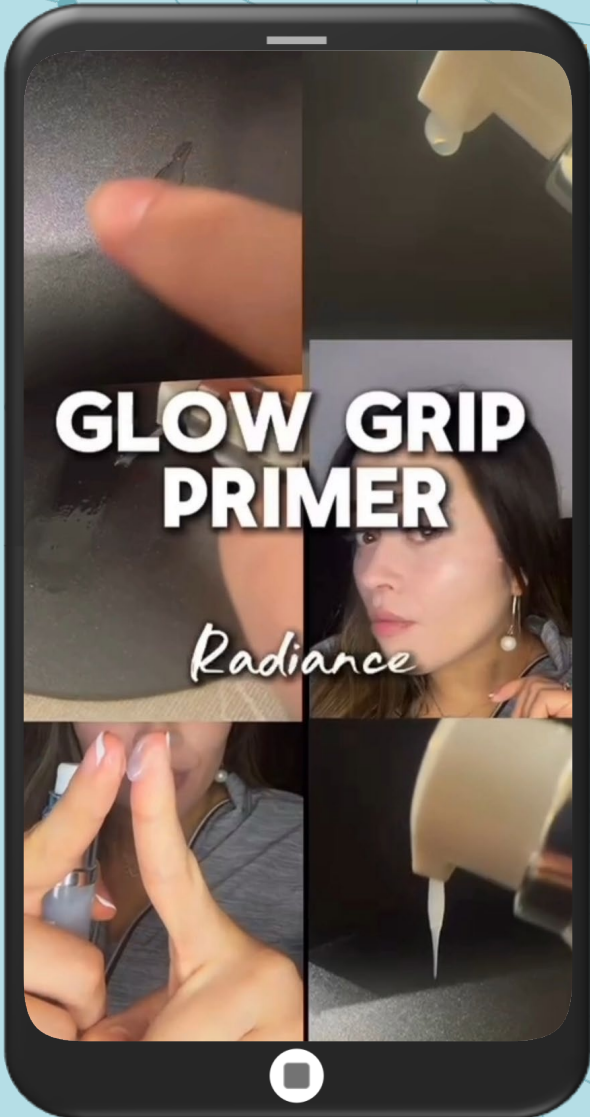
[Click here](#)

### Primer with Niacinamide

- **Lightweight gel formula** provides **essential hydration** while **prepping the skin** for makeup application.
- Ensures a smooth, **natural finish** that enhances the overall appearance of your complexion.
- Formulated to be non-comedogenic, making it **suitable for sensitive skin without clogging pores**.

# Glow Grip Primer

Glow grip primer combines advanced film-forming polymers, natural-origin thickeners, and hydration-boosting actives to create a smooth, **radiant base**. It **grips makeup** for **long-lasting wear** while delivering moisture and a natural glow finish for a **flawless complexion**.



## Main Claims



- ♥ Hydration Boost.
- ♥ Provides a natural glow finish.
- ♥ 76 % Natural Origin content\*\*.
- ♥ Blurs pores for flawless application.
- ♥ Strong makeup hold for long-lasting wear.
- ♥ Hybrid care - makeup performance with skincare benefits.

## Viral Movement\* 12,9M

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#GlassHair	61,1k	1k	2.1k	54k	118,2k

\*Social Media Platform (TikTok, Instagram, YouTube and Facebook). Number of Post made by hashtag made until 18.12.2025

\*\* Renewable Carbon % = Number of natural carbon atoms / Total number of carbon atoms (natural and non natural) X 100

## Product Highlights



### Niacinamide Care

A multifunctional and well-known ingredient that can support claims for skin care such as **improving skin barrier function**, **helps in skin lightening**, **moisturization**, **reduce skin oiliness** and signs of aging.

### Uvinul® TS Hydro

The water-soluble UVA filter and UV light stabilizer that **protects cosmetic formulas from UV-induced color degradation**. Protection of light sensitive fragrances and actives. It helps maintain color integrity, **prevents texture changes while supporting a lightweight and smooth feel**.

### Verdessence® Xanthan

Pure vegan Xanthan Gum, excellent stabilizer and thickener for emulsions and surfactant-based formulations 100% derived from renewable feedstocks. **It ensures smooth texture, stable viscosity, and uniform suspension of actives**, while being cold-processable, preservative-free, and COSMOS-approved for eco-friendly claims.

### Nephydrat® BC 10061

Hydration-boosting active derived from rambutan peel extract (Upcycled). It works by **reinforcing the skin barrier to reduce water loss** and improve resilience. It delivers long-lasting moisture, **supports skin energy and protection systems**, and helps maintain a smooth.

# Glow Grip Primer – Radiance Meets Long-Lasting



**BTC**  
Chemical Distribution

SC-DE-25-ND-0133-008

Phase	Ingredients	INCI	% by weight	Function
<b>A</b>	Water, demin.	Aqua	57.78	
	<b>Niacinamide Care (BTC)</b>	Niacinamide	3.00	Active Ingredient
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	<b>Uvinul® TS Hydro</b>	Aqua, Terephthalylidene Dicamphor Sulfonic Acid	0.30	Stabilizer
	Glycerin	Glycerin	15.00	Solvent
	Mircozest 25 Gardenia Blue ( <i>Lessonia</i> )	Gardenia Florida Fruit Extract, Maltodextrin	0.02	Colorant
	<b>Nephydrat® BC 10061</b>	Glycerin, Nephelium Lappaceum Peel Extract	2.00	Active Ingredient
<b>B</b>	<b>Verdessence® Xanthan</b>	Xanthan Gum	0.05	Stabilizer
<b>C</b>	1,2-Propylene Glycol Care	Propylene Glycol	10.00	Emollient
	Cosmedia® DC	Hydrogenated Dimer Dilinoleyl/Dimethylcarbonate Copolymer	0.50	Film forming agent
	Eumulgin® EO 33	PEG-150 Distearate	10.00	Rheology modifier
<b>D</b>	Perfume*	Parfum	0.30	Fragrance
	Citric Acid (50% solution)	Citric Acid	0.55	pH Adjustment

## Specifications

pH value (23°C)	4.5
Viscosity (Brookfield; RVT; spindle 5; 10 rpm; 23°C)	22.000 mPa s

Perfume*	Coconut Water & Coriander Leaf (Duellberg) INCI: Benzyl Salicylate, Citrus Aurantium Peel Oil, Lavandula Oil/Extract, Limonene, Linalool, Linalyl Acetate, Vanillin
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## Manufacturing Process

**1.** Heat phase A to 80°C and start stirring. **2.** Add phase B and to phase A while stirring. **3.** Allow phase A+B to build a homogenous gel. **4.** Heat phase C to 80°C and add to phase A+B while stirring. **5.** Homogenize at 45°C and add phase D below 40°C. **6.** Cool down while stirring and add phase E one after each other and adjust the pH value to 4.5.

