

CLEAN LOOK



Emphasizing **healthy skin, simple but chic hairstyles, and understated makeup**, the "clean look" celebrates **natural** beauty. This **minimalist** aesthetic uses nourishing products to promote authenticity. In fashion, it favors classic styles that create a refined and effortless appearance.



Viral Movement*

#Hashtag	TikTok	Instagram	YouTube	Facebook	Total
#CleanGirl	1,1M post	479k post	64k post	219k post	1,8M
#NaturalLook	152,1k post	2,4M post	16k post	1,1M post	3,6M
#CleanLook	122,6k post	276k post	12kpost	137k post	547,6k
#SleekHair	58,3k post	495k post	7.3k post	204k post	764,6k
					6,8M

Benchmark



Cooling Water Jelly Tint

- **Fresh, skin-first finish:** instant cooling, bouncy jelly feel that melts in for a sheer, natural flush—**looks like skin, not makeup.**
- **Effortless minimalism** on-the-go: hydrating comfort for cheeks—swipe, blend, done.
- **Non-sticky glide that layers** softly for definition and stays put—no heaviness, no fuss.

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Glued Wax Stick

- Tames **frizz** and adds **shine** without **greasiness** for up to **24 hours.**
- Creates **long-lasting, sleek hairstyles effortlessly.**
- Convenient, **mess-free application** for on-the-go use

[Click here](#)

*Social Media Platform. Number of Post made by hashtag made until 18.12.2025

Hydra-Kiss Glitter Jelly Stick

An innovative **jelly texture** with lightweight emollients for a **smooth, non-greasy feel**. It delivers **soothing, long-lasting moisture** and skin barrier support, ensuring a **refreshing, buildable color glitter experience**.

Main Claims



- ♥ On-the-go application.
- ♥ 96.6 % Natural Origin content**
- ♥ Innovative texture: Unique soft jelly stick.
- ♥ Helps reduce TEWL and strengthens skin defense.
- ♥ Provides immediate and long-lasting moisturization.

Viral Movement* 6,8M

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

Product Highlights



Lameform® TGI

A nonionic water-in-oil emulsifier that provides excellent stability and a smooth, lightweight feel in formulations. It has the ability to create a uniform, stable texture while enhancing spreadability and moisture retention. This makes it ideal for **delivering a refreshing, hydrating experience without compromising on performance**.

Luvitol® Lite EM

Fast-spreading emollient based on Hydrogenated Polyisobutene, designed to deliver a light, silky, non-greasy feel. Enhance **spreadability** and creates a smooth, comfortable application with **quick absorption and a dry, weightless finish**. Additionally, its excellent wetting properties with pigments to improve the dispersion.

Verdessence® Xanthan

Natural, vegan xanthan gum that acts as a rheology modifier and thickening agent, ideal for stabilizing emulsions and surfactant-based formulations. Made from 100% renewable feedstocks, it is cold-processable, preservative-free, and COSMOS-approved. It has the ability to **create crystal-clear, ensuring suspension of pigments and a smooth, elastic feel**.

Hydrasensyl® Glucan Green

High-purity beta-glucan active derived from fermentation, designed to deliver deep, **long-lasting hydration and skin barrier repair**. Its unique structure combines the **water-binding properties of hyaluronic acid with the resilience of collagen-like triple helix**, making it highly stable and effective even under harsh formulation conditions. Provides immediate and sustained moisturization, soothe redness, and improve skin smoothness, while supporting TEWL reduction.



Hydra-Kiss Jelly Stick



CC-DE-25-ND-0001-001

Phase	Ingredients	INCI	% by weight	Function
A	Glycerin	Glycerin	8.00	Humectant
	Sorbitol (70% solution)	Sorbitol	0.50	Humectant
	Verdessence® Xanthan	Xanthan Gum	0.50	Rheology modifier
B	Water, demin.	Aqua	80.20	
C	Kelcogel CG-LA (CP Kelco)	Gellan Gum	3.00	Rheology modifier
D	Lanette® O	Cetearyl Alcohol	1.00	Consistency agent
	Lameform® TGI	Polyglyceryl-3 Diisostearate	1.50	Emulsifier (W/O)
E	AquaPearls Marshmallow (Alexmo Cosmetics)	Mica, Titanium Dioxide, CI 77019, CI 77891, CI 16035	0.50	Effect pigment
	Glittering passion in red-blue (Alexmo Cosmetics)	Synthetic Mica (Synthetic Fluorophlogopite), Titanium Dioxide (CI 77891), Iron (III) Oxide (CI 77491), Tin Oxide (CI 77861), Silicon Dioxide	0.50	Effect pigment
F	Euxyl PE 9010 (Ashland)	Phenoxyethanol, Ethylhexylglycerin	1.00	Preservative
	Perfume*	Parfum	0.10	Fragrance
G	Hydrasensyl® Glucan Green	Water, Pentylene Glycol, Beta-Glucan, Caprylyl Glycol	2.00	Active ingredient
	Luvitol® Lite EM	Hydrogenated Polyisobutene	0.90	Emollient
	SunCROMA D&C Red 17 C23-A204 (SunChemical)	CI 26100	0.30	Effect pigment

Specifications

Appearance Pink Solid Stick

Perfume* Classic Care Natura (Duellberg)
INCI: Citronellol, Geraniol, Linalool, Pelargonium Graveolens Flower Oil

Manufacturing Process

1. Premix phase A. 2. Heat phase B to 85°C and add to phase A while stirring. Allow to get homogenous. 3. Add phase C to A+B at 85°C while stirring, allow the gel to get homogeneous and homogenize shortly. 4. Premix phase D and heat to 85°C, add to phase A+B+C. 5. Add phase E while stirring and stir for 5 minutes. 6. Add phase F one after each other. 7. Premix phase G and add to the formulation. 8. Homogenize at 60°C and fill into suitable packaging

