

# 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**



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### 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**.

## Kerabooost Glycolic Shampoo

This advanced formula combines **gentle scalp renewal** with **deep hydration and superior conditioning** for smooth. Its **elegant pearl-shine** texture not only good combing work but also repairs from within while protecting the hair for lasting vitality.



### Main Claims



- ♥ Cold process.
- ♥ Self thickening system.
- ♥ 85 % Natural Origin content\*\*.
- ♥ Alternative to sulfate surfactants.
- ♥ Elegant white pearl shine appearance.
- ♥ Excellent wet and dry combing work.
- ♥ Viscous, homogeneous flow behavior.
- ♥ Strengthens and repairs hair.

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\*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



#### Euperlan® NL Pearl

First **natural wax-based Cosmos compliant pearlizer** on the market with **excellent** hair care performance on **combing, hair breakage and suppleness** measurement. Boost conditioning effect of cationic conditioning polymers.

#### AH® Care G-60

A gentle complex that combines the **exfoliating power** of glycolic acid with the **soothing benefits of arginine**, making it ideal for scalp care in a shampoo. It helps remove buildup and dead cells without irritation.

#### Dehyquart® Guar HP

**High Performance conditioning polymer** derived from guar flour. Its cationic nature allows it to bond to hair fibers, delivering superior conditioning, **improved wet and dry combability**, and reduced breakage. It enhances softness, manageability, and foam quality without buildup, making hair feel smoother and easier to style.

#### Kerasylium®

A plant-based keratin alternative that penetrates deep into the hair fiber to repair and strengthen from within. **It helps rebuild damaged structures, improves elasticity, and protects against daily stressors like heat, UV, and pollution.** The result is stronger, smoother, and shinier hair with long-lasting resilience—delivered through a sustainable, vegan ingredient.

# Keraboost Glycolic Shampoo



HB-DE-25-ND-0218-003

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	22.79	
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	<a href="#">Kerasylium® BC10195</a>	Maltodextrin, Silybum marianum Seed Extract	0.20	Active ingredient
B	Dehyton® PK 45	Cocamidopropyl Betaine	25.00	Surfactant
	Texapon® SB 3 KC	Disodium Laureth Sulfosuccinate	25.00	Surfactant
C	Plantacare® 1200 UP	Lauryl Glucoside	2.00	Surfactant
	Perfume*	Parfum	0.30	Fragrance
	Lamesoft® PO 65	Coco-Glucoside, Glyceryl Oleate	5.00	Rheology modifier
D	Water, demin.	Aqua	15.00	Conditioning agent
	<a href="#">Dehyquart® Guar HP</a>	Guar Hydroxypropyltrimonium Chloride	0.20	Conditioning agent
	Citric Acid (50% solution)	Citric Acid	0.01	Neutralizing agent
	<a href="#">AH-Care® G-60</a>	Water, Glycolic Acid, Arginine	2.00	Active ingredient
E	<a href="#">Euperlan® NL Pearl</a>	Hydrogenated Vegetable Oil, Cocamidopropyl Betaine, Glyceryl Oleate	2.00	Pearlizer

## Specifications

pH value (23°C)	4.2
Viscosity (Brookfield; RVT; spindle 5; 10 rpm; 23°C)	21.800 mPa s
Perfume	Cream of the Crop Natura (Duellberg)

## Manufacturing Process

**Cold Process:** 1. Premix phase A. 2. Premix phase B and add to phase A while stirring. 3. Premix phase C for solubilisation and after that, add phase C to A+B. Stir for 10 minutes. 4. Meanwhile prepare phase D ( activate the Guar with Citric Acid first and then add the AH-Care). 5. Allow phase D to get homogenous and stir for approx. 10 minutes. 6. Add phase D to phase A+B+C. Stir until homogenous. 7. Add phase E and check the pH value - it should be below 4.5.

