



High-performance products that keep you fresh and protected on the go. **Products to use for active life style**, cleansing solutions to **remove sweat** and impurities, and **concentrated formulas** that deliver maximum results with minimal quantity. Outdoor essentials with **high protection shield** skin and hair from sun and pollution—beauty that works anywhere, anytime



Viral Movement*

#Hashtag	TikTok	Instagram	YouTube	Facebook	Total
#Beautyonthego	22,8k post	119k post	3,2k post	116k post	261k
#sweatproofmakeup	11,6k post	49,3k post	6,2k post	32k post	99,1k
#LongwearMakeUp	13,8k post	27,6k post	1k post	20k post	62,4k
#GymMakeUp	9k post	5k post	400 post	4k post	18,4k
#waterproofMakeUP	93,9k post	8,8M post	50 k post	4,1M post	13,4M

Benchmark



Cleanse & Glow gel to oil to milk

- Transforms texture: gel → oil → milk for deep cleansing
- Removes SPF, dirt, pollutants, and makeup effortlessly
- Enriched with natural micelles for gentle yet effective cleansing



Kérastase Resistance Strengthening Shampoo

- Repairs hair fibers and internal structure for healthy, hydrated locks
- Renews split ends and brittle strands by enveloping hair
- Boosts strength and protects against further damage



Lipscreen SPF 50

- Keeps the skin in good condition.
- Protects from sun damage.
- Prevents moisture loss.
- Rich, velvety balm.
- Fragrance-free formula.

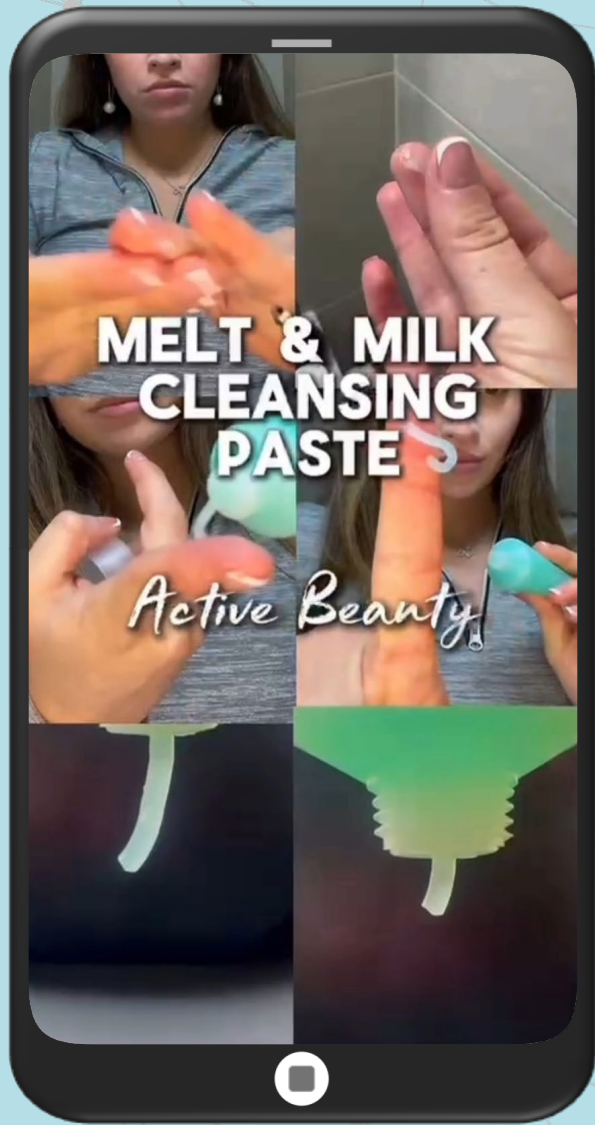
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Melt & Milk Cleansing Paste

The formula offers a **sensorial** cleansing **experience**, a **paste** that transforms into an **oil-gel** and then a **milky** emulsion. Rich and concentrated, it melts on contact and delivers high performance with minimal product. It provides a creamy and pleasant **foam performance** for a luxurious, sensorial cleansing experience.



Main Claims



- ♥ Alternative to silicones.
- ♥ Nourishing & caring skin feel.
- ♥ 99.4 % Natural Origin content**.
- ♥ Alternative oil thickening system.
- ♥ On-the-go & mess free application.
- ♥ Rich and creamy foam performance.
- ♥ Innovative texture: paste melts into oil-gel then milky finish.

Product Highlights



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.

Plantacare® 1200 UP

Mild, non-ionic surfactant derived from natural fatty alcohols and glucose. It is known for its excellent skin compatibility and high natural-origin content, making it ideal for gentle daily cleansing formulations. Thanks to **solubilizing properties for emollients supports the oil thickening system**.

Cetiol® Ultimate

Volatile, **ultra fast-spreading** and dry emollient; a 100% renewable-based **alternative to Cyclomethicone**. Ultra light hydrocarbon emollient, provides a **silicone oil-like, powdery and waxy-dry skin feel**. Gives the oil-gel phase a smooth, non-greasy finish.

Lamesoft® PO 65

A natural caring additive derived from 100% natural, renewable feedstocks. For skin cleansing it is The "Biolipid" that softens and moisturizes your skin. A lipid layer enhancer based on natural oils and mild surfactants. It is designed to not only **improving skin barrier protection and providing long-lasting hydration but also contributing to additional thickening**, helping achieve a richer, more stable texture while supporting a gentle, premium feel.

Viral Movement* 13,4M

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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

Melt & Milk Cleansing Paste



HB-DE-25-JS-0209-020

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	14.50	
	Uvinul® TS Hydro	Aqua, Terephthalylidene Dicamphor Sulfonic Acid	0.30	Stabilizer
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Puricolor Green SGR7 FDA (1% solution) <i>(sunchemical)</i>	CI 59040	0.10	Colorant
	Puricolor Blue ABL9 FDA (1% solution) <i>(sunchemical)</i>	CI 42090	0.05	Colorant
	Glycerin	Glycerin	8.00	Humectant
B	Sulfopon® 1214 G	Sodium Lauryl Sulfate	10.00	Surfactant
	Plantacare® 1200 UP	Lauryl Glucoside	25.00	Surfactant
C	Cetiol® Ultimate	Undecane, Tridecane	10.00	Emollient
	Myritol® 318	Caprylic/Capric Triglyceride	15.00	Emollient
	Cetiol® RLF	Caprylyl Caprylate / Caprate	9.75	Emollient
D	Lamesoft® PO 65	Coco-Glucoside, Glyceryl Oleate	6.50	Rheology modifier
	Perfume*	Parfum	0.30	Fragrance
	Citric Acid (50% solution)	Citric Acid	q.s.	pH Adjustment

Specifications

pH value (23°C)	4.5
Viscosity (Brookfield; RVT; spindle TE; 4 rpm; 23°C)	800 000 mPa
Perfume*	Fruity Mango Ntura (Duellberg)

Manufacturing Process

Cold process with Dissolver disk: 1. Premix phase A. 2. Add components of phase B one by one to phase A while stirring. 3. Premix phase C and add slowly while fast stirring to phase A+B. Stir for at least 15 minutes as viscosity will be build up slowly. 4. Add phase D and adjust the pH to 4.8-5.0

