

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

No-Frizz Power Stick

A lightweight wax blend delivering **strong hold** and **smooth, silky texture** without grease or crunch. Controls frizz and flyaways for a **sleek finish**, with **long-lasting performance** and **zero residue** for a clean look anytime.

Main Claims

- ♥ Long-lasting performance.
- ♥ No residue, ensuring a clean finish.
- ♥ 98.7 % Natural Origin content**
- ♥ On-the-go and mess-free application.
- ♥ Silky, non-greasy texture with no crunch.
- ♥ Strong hold to tame dry and frizzy strands.

Viral Movement* 6,8M

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Product Highlights



Cutina® Shine

Complex ester of citric acid, stearylalcohol, pentaerythrit and coconut fatty acid. It is a **gloss enhancer** with excellent hydro-balance performance, and **very good film forming properties**. It can increase the **water-resistance**.

Cetiol® SoftFeel

Natural, soft-solid emollient made from 100% renewable ingredients, offering an effective alternative to cosmetic-grade petrolatum. In this formulation, it provides **smooth glide and a silky finish**, enhances spreadability, and helps maintain non-greasy, lightweight texture while **improving conditioning and softness** for a clean, polished look.

Verdessence® RiceTouch

Natural, biodegradable sensory powder from non-GMO rice, offering a soft, velvety feel and excellent oil absorption. In this wax stick formulation, **it helps reduce greasiness, supports a mattifying effect**, and improves texture and glide, delivering a lightweight, clean finish without residue—ideal for sleek, polished style.

Cegesoft® SB 45 TR

A high-melting-point fraction of natural shea butter that delivers structure and stability to solid hair wax formulations. It melts smoothly during application, providing **a soft, non-greasy feel while conditioning** and moisturizing the hair for a clean, polished look. Its natural origin and traceable sourcing support sustainable and ethical product claims.



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

No Frizz Power Stick



HB-DE-25-JS-0241-004				
Phase	Ingredients	INCI	% by weight	Function
A	Cegesoft® HF 62	Hydrogenated Vegetable Oil	8.00	Consistency agent
	Cutina® HR Flakes	Hydrogenated Castor Oil	27.00	Consistency agent
	Cutina® Shine	Dicocoyl Pentaerythrithyl Distearyl Citrate	5.00	Conditioning agent
	Cetiol® SoftFeel	C12-18 Alkanoyl Glycerin/Sebacic Acid Copolymer	5.00	Emollient
	Cegesoft® SB 45 TR	Butyrospermum Parki (Shea) Butter	5.00	Emollient
	Cegesoft® PS 6	Olus (Vegetable) Oil	15.00	Emollient
	Castor Oil (<i>Alexmo Cosmetic</i>)	Ricinus Communis (Castor) Seed Oil	10.00	Emollient
	Coconut Oil (<i>Gustav Heess</i>)	Cocos Nucifera (Coconut) Oil	15.00	Emollient
B	Verdessence® RiceTouch	Oryza Sativa (Rice) Starch	10.00	Oil absorbent

Specifications	
Appearance	Solid bar stick

Manufacturing Process
 1. Heat phase A to 85°C and stir until homogenous. 2. Add phase B to phase A under dispersion at 75°C and fill into suitable packaging (hot filling).

