



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.

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

Pearl Protein Shampoo

Pearlescent shampoo that cleanses while delivering **exceptional care**. Its advanced conditioning system **strengthens and protects hair fibers, enhances elasticity, and improves manageability**. Perfect for active lifestyles, it **removes sweat and buildup without stripping moisture**, keeping hair fresh after every workout.

BTC
Chemical Distribution



Main Claims



- ♥ Cold Process.
- ♥ Biopolymer based.
- ♥ 77 % Natural Origin content**.
- ♥ Elegant white pearl shine appearance.
- ♥ Viscous, homogeneous flow behavior.
- ♥ Strengthens and protects hair fibers from within.
- ♥ Gently removes sweat and buildup without stripping moisture

Viral Movement* 13,4M

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

Product Highlights



Cosmedia® HP Starch

Versatile biodegradable, **non-ionic thickening agent** with good **texturizing properties**. It is designed to enhance the **viscosity and stability of formulations**, making it ideal for emulsions and surfactant systems. Its multifunctionality allows it to improve the sensory feel and application experience. Flexible in hot and cold processes.

Gludin®WLM Benz

A highly micronized wheat-based protein active that penetrates deeply into the hair shaft. It **forms a strong foundation for repair, restructuring, and protection from within**, while also creating a smooth, **protective film** on the hair surface to guard against daily stresses.

Gludin®Kera-P LM

The plant-derived protein that serves as **an ideal alternative to keratin**. It offers **deep micro-penetration** into the hair fiber, **helping reduce surface damage and providing long-lasting strength**. This mild ingredient is produced from 100% renewable feedstocks.

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.

Lamesoft® PO 65

A natural lipid-based refatting agent that works by depositing **caring lipids onto the hair and scalp during washing**, helping to restore moisture balance and prevent dryness. This ingredient is particularly suitable for shampoos and body washes that aim to **combine effective cleansing with gentle care**.

A brand of BASF – We create chemistry

Pearl Protein Shampoo



HB-DE-23-SB-4262542-024				
Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	20.79	
	Dehyquart® Guar N	Guar Hydroxypropyltrimonium Chloride	0.10	Conditioning agent
	Citric Acid (50% solution)	Citric Acid	0.10	Neutralizing agent
	Water, demin.	Aqua	43.11	
	Glycerin	Glycerin	5.00	Humectant
	Cosmedia® HP Starch	Hydroxypropyl Starch Phosphate	1.00	Rheology modifier
	Verdessence® Xanthan	Xanthan Gum	0.10	Rheology modifier
	Texapon® N 70	Sodium Laureth Sulfate	10.00	Surfactant
	Dehyton® PK 45	Cocamidopropyl Betaine	8.10	Surfactant
	Plantacare® 818 UP	Coco-Glucoside	3.90	Surfactant
B	Perfume*	Parfum	0.30	Fragrance
	Lamesoft® PO 65	Coco-Glucoside, Glyceryl Oleate	0.50	Conditioning agent
	Gluadin WLM Benz	Hydrolyzed Wheat Protein	1.00	Active ingredient
	Gluadin Kera-P LM	Hydrolyzed Vegetable Protein	1.00	Active ingredient
	D-Panthenol 75 W	Panthenol	1.50	Active ingredient
	Euperlan® NL Pearl	Hydrogenated Vegetable Oil, Cocamidopropyl Betaine, Glyceryl Oleate	3.00	Pearlizer
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Citric Acid (50% solution)	Citric Acid	q.s.	pH Adjustment
	Sodium Chloride	Sodium Chloride	q.s.	Rheology modifier

Specifications

pH value (23°C)	4.8
Viscosity (Brookfield; RVT; spindle 4; 10 rpm; 23°C)	~16000 mPa s
*Perfume	"COTTON TOUCH DC10420" (Symrise)

Manufacturing Process

Cold Process: 1. Add Dehyquart Guar to water while stirring, add citric acid to dissolve. 2. Prepare Phase B until it becomes homogeneous. 3. Pre-mix Phase C until homogeneous and add to Phase B. 4. Add phase A to phase C+B while stirring gently. 5. Add phase D step by step. 6. Adjust the pH value to 4.6 ~ 4.8. 7. Adjust the viscosity with NaCl.

