

RADIANCE RITUALS



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	12,9M
#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**.

PhytoShape BodyGlow

Rich cream that **absorbs quickly**, leaving skin deeply **hydrated**. It helps **firm, tone**, and **improve elasticity** while enhancing contours for a sculpted look. It leaves a **subtle glow** and a **velvet after-feel** with excellent skin acceptance, offering a luxurious sensory experience.



Main Claims



- ♥ Fast-absorbing texture.
- ♥ 89 % Natural Origin content**.
- ♥ Provides deep hydration and a subtle glow.
- ♥ Helps firm and tone the skin, improving elasticity.
- ♥ Velvety after-feel with excellent skin acceptance.
- ♥ Supports contouring and smoother texture for a sculpted look



Product Highlights

Emulgade® Verde 10 MS

Versatile green, robust and flexible emulsifier based on 100% renewable feedstocks which **provides enhanced stability in O/W creams**.

Cosmedia® HP Starch

An effective thickening agent **with texturizing properties** designed for emulsion preparations and different surfactant systems. Due to its nonionic nature it offers multifunctional benefits in diverse applications.

Elestan® PW LS 9879

Extract from the leaves of Manilkara multinervis contains flavonoids and catechuic tannins amongst other components. **It helps protects against the effects of elastase, enhances the synthesis of elastin associated proteins, and improves skin firmness and elasticity**. Ideally used for firming body care, and the prevention and correction of stretch marks.

Slim-Exces® A00073

Red algae hydrolysate, is a reshaping ingredient. It inhibits the activity of spermine and spermidine, which **leads to the stimulation of lipolysis, and inhibits both lipogenesis and preadipocyte differentiation**. Reduces the appearance of cellulite and is also clinically proven to reshape facial contour for a younger appearance.

Phytofir® Biotic BC10138

Fermented soybean extract, rich in peptides and lactic acid, with skin **firming and elasticity benefits demonstrated in a clinical study**. In vitro and in vivo testing has shown that helps to support the skin's natural production of collagen I, collagen V and elastin

Viral Movement* 12,9M

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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

PhytoShape BodyGlow



BTC
Chemical Distribution

SC-DE-25-ND-0119-004

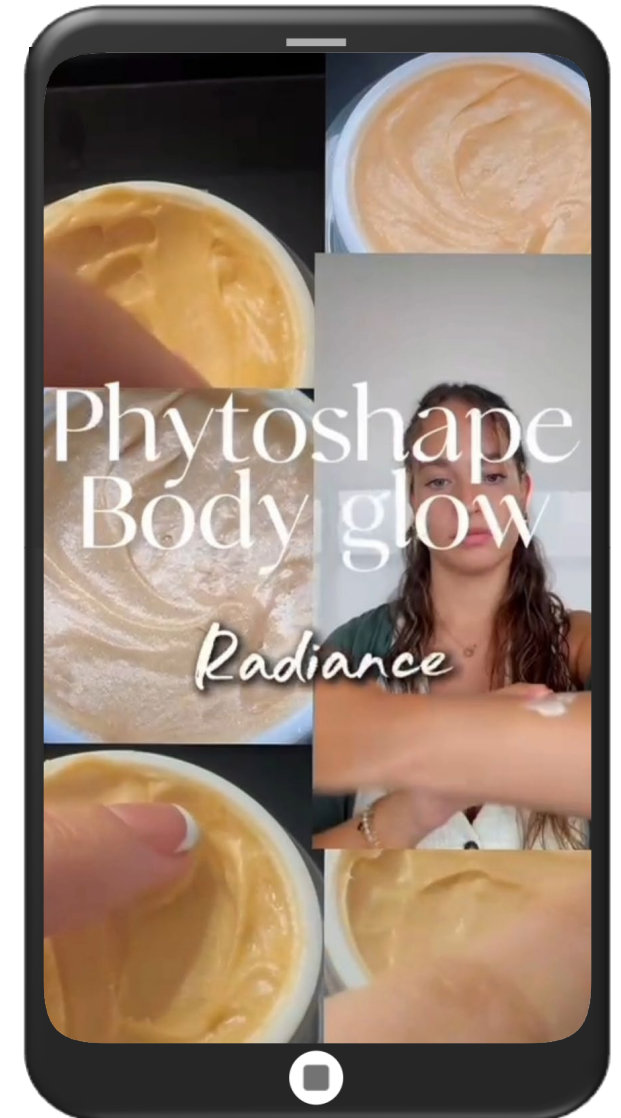
Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	46.95	
	Neutrol® MGDA	Trisodium Dicarboxymethyl Alaninate	0.20	Complexing Agent
	Caffeine Powder	Caffeine	3.00	Active ingredient
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
B	Glycerin	Glycerin	5.00	Humectant
	Verdessence® Xanthan	Xanthan Gum	0.20	Rheology modifier
	Cosmedia® HP Starch	Hydroxypropyl Starch Phosphate	1.30	Rheology modifier
C	Emulgade® Verde 10 MS	Polyglyceryl-10 Stearate	1.50	Emulsifier (O/W)
	Emulgade® PL 68/50	Cetearyl Glucoside, Cetearyl Alcohol	1.50	Emulsifier (O/W)
	Lanette® O	Cetearyl Alcohol	5.00	Consistency agent
	Cegesoft® SB 45 TR	Butyrospermum Parki (Shea) Butter	8.00	Emollient
	Cegesoft® PS 6	Olus (Vegetable) Oil	1.00	Emollient
	Myritol® 331 N	Cocoglycerides	8.00	Emollient
	Cetiol® Sensoft	Propylheptyl Caprylate	6.00	Emollient
	Cosmedia® Gel CC	Dicaprylyl Carbonate, Stearalkonium Hectorite, Propylene Carbonate	1.00	Skin Feel modifier
	D	Perfume*	Parfum	0.30
	Vitamin E Acetate Care	Tocopheryl Acetate	0.20	Active ingredient
E	Water, demin.	Aqua	3.00	
	Elestan® PW LS 9879	Manilkara Multinervis Leaf Extract, Maltodextrin	0.50	Active ingredient
	Slim-Excess® A00073	Water, Butylene Glycol, Sodium Chloride, Hydrolyzed Rhodophycea Extract, Xanthan Gum	3.00	Active ingredient
	Phytofirm® Biotic BC10138	Lactobacillus/Soybean Ferment Extract, Pentylene Glycol, Caprylyl Glycol	2.00	Active ingredient
	Cloisonné Sparkle Gold 222J	Mica, Titanium Dioxide, Iron Oxides (CI 77491)	0.85	Effect pigment
	Citric Acid (50% solution)	Citric Acid	1.00	pH Adjustment

Specifications

pH value (23°C)	4.5
Viscosity (Brookfield; RVT; spindle TE; Helipath: 4 rpm; 23°C)	137.500 mPa s
Perfume*	Sunny Sky Natura (Duellberg)

Manufacturing Process

1. Heat phase A to 80°C and start stirring. 2. Premix phase B and add to phase A at 80°C while stirring and allow to build a homogenous gel. 3. Heat phase C to 80°C and add to phase A+B. Allow the emulsification and cool down while stirring. 4. Homogenize at 45°C. 5. Add phase D one after each other at 40°C to phase A+B+C. 6. Premix water and Elestan PW LS 9879 and then add phase D, one after each other and adjust the pH value to 4.5-4.9.



A brand of BASF – We create chemistry