



A bold, nostalgic aesthetic inspired by early 2000s glam. It features radiant skin with highlighter, vibrant eyeshadows, thick eyeliner, and exaggerated lashes. Hairstyles include sleek ponytails with babyhair stylings. Confident and expressive, this movement celebrates individuality with a daring, statement-making vibe, bratz dolls beauty.



## Viral Movement\*

#Hashtag	TikTok	Instagram	YouTube	Facebook	Total
#baddiemakeup	53,9k post	74,4k post	3,7k post	21k post	153k
#Bronzemakerup	13,7k post	328k post	1,6k post	77k post	420,3k
#y2kAesthetic	679,4k post	2,2M post	4,1kpost	356k post	3,2M
#2000smakeup	26k post	17,9k post	1,3k post	6,8k post	52k
#BratzMakeUp	36k post	90,1k post	2k post	16k post	144,1k

4M

## Benchmark

### Baby Hair Formulation

- Maintains all-day hold for brows and baby hairs without leaving a sticky residue.
- Clear gel formula provides strong support while ensuring a natural look.
- Formulated with environmentally friendly ingredients, aligning with sustainable beauty practices



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## StyleBond Brows & Edges

An invisible, crystal-clear formula with easy application that delivers a high styling effect with minimal tackiness on wet hair. The product offers **excellent performance** during application and after drying, leaving **hair sleek, smooth, and naturally styled** without stiffness or residue.

### Main Claims



- ♥ 88 % Natural Origin content\*\*.
- ♥ Minimalist formulation (12 INCI's).
- ♥ Lightweight and non-greasy texture.
- ♥ Invisible hold for brows and baby hairs.
- ♥ Long-lasting control without stiffness or flaking.

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### Product Highlights



#### Luviquat® Supreme AT 1

A cationic styling polymer that provides **strong, long-lasting hold with a natural feel**. It enhances curl retention, **resists humidity, and protects delicate hair during styling**—perfect for sleek brows and baby hair.

#### Luviskol® K 90 AT 1

It delivers strong hold and excellent film-forming properties at just 1% usage. Its non-ionic nature **ensures compatibility with diverse ingredients, while providing clarity and viscosity** for smooth, defined brows and baby hair.

#### Kerasylium®

A plant-based, upcycled active inspired by keratin that penetrates deep into the hair fiber to repair and strengthen from within. Rich in low molecular weight peptides, it **helps rebuild damaged structures, improve elasticity, and protect against daily stressors** like heat, UV, and pollution. This dual action—repair and protection—reduces breakage and enhances shine.

\*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



# StyleBond Brows & Edges

## Sleek control plus repair benefits



HB-DE-25-ND-0168-004

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	60.00	
	Luviskol® K 90 AT 1 Sol. 20%	PVP	25.00	Fixative
	Luviquat® Supreme AT 1	Polyquaternium-68	10.00	Film forming agent
B	Eumulgin® HPS	Coceth-7, PPG-1-PEG-9 Lauryl Glycol Ether, PEG-40 Hydrogenated Castor Oil	3.00	Solubilizer
	Perfume*	Parfum	0.30	Fragrance
	Euxyl PE 9010(Ashland)	Phenoxyethanol, Ethylhexylglycerin	1.00	Preservative
C	Kerasylum® BC10195	Maltodextrin, Silybum marianum Seed Extract	0.20	Active ingredient
	D-Panthenol 75 W	Panthenol	0.50	Plasticizer

### Specifications

pH value (23°C) 6.5

Viscosity (Brookfield; RVT; spindle 4; 10 rpm; 23°C) < 100 mPa s

Perfume\* Mild Men Natura (Duellberg) INCI: Citral, Citrus Aurantium Peel Oil, Geraniol, Juniperus Virginiana Oil, Limonene, Linalool, Linalyl Acetate, Pinene

### Manufacturing Process

1. Add water into a vessel and add phase A one after each other and allow to dissolve completely. 2. Premix phase B separately and add to phase A. 3. Stir for at least 10 minutes, add phase C one after each other. 4. Control the pH value and fill into suitable packaging.

