



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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SunFit Lip Balm SPF 50

High-performance sun protection meets everyday care in this SPF 50 lip balm. Perfect for an active lifestyle, it delivers **superior UV defense, hydration, and a smooth, non-sticky finish**—beauty and protection in one swipe.

Main Claims



- ♥ Alternative to petrolatum.
- ♥ Suitable for EcoSun Pass® certified.244
- ♥ Ideal for active lifestyles and outdoor use.
- ♥ Smooth, non-greasy texture for easy application.
- ♥ Long-lasting hydration and moisture barrier support.



Product Highlights

Cetiol® SoftFeel

Natural, soft-solid emollient made from 100% renewable ingredients. Effective alternative to cosmetic-grade petrolatum. It offers occlusive properties comparable to petrolatum for up to 4 hours, **helping to reduce trans epidermal water loss** and maintain lip hydration. Unlike petrolatum, it is **firmer in the container** for a stable structure, yet becomes **easy to distribute upon rub-in**, ensuring smooth application and a pleasant sensorial experience in lip balm formulations.

Cetiol® ABV

It is a medium-spreading emollient with excellent solubilizing properties for crystalline UV filters. In a lip balm formulation, its main benefit is **ensuring uniform dispersion and stability of high-performance UV filters**, while providing a smooth, comfortable texture and enhancing overall formulation aesthetics.

Uvinul® A Plus

The only photostable UV-A filter on the market for **reliable and long-lasting protection**. **Efficient shielding against UVA radiation**, easy achievement of EU recommendation (UVA-PF/SPF $\geq 1/3$). It is free of preservatives and highly efficient at low concentration ideal for long-lasting sun care products with anti-aging efficacy.

Tinosorb® M

The advanced, photo-stable UV filter based on micro-fine organic particle technology. It provides **broad-spectrum protection against UVA and UVB rays**, ensuring maximum defense even at low concentrations. The **photo-stable UV filter functions in the water phase and thus combines soluble components in the oil phase**.

Viral Movement 13,4M

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SunFit Lip Balm SPF 50



UV-DE-24-KP-153-0046-5-1

Phase	Ingredients	INCI	% by weight	Function
A	Dehymuls® PGPH	Polyglyceryl-2 Dipolyhydroxystearate	5.00	Emollient (W/O)
	Cetiol® SoftFeel	C12-18 Alkanoyl Glycerin/Sebacic Acid Copolymer	10.00	Emollient
	Cutina® HR Powder	Hydrogenated Castor Oil	3.00	Consistency agent
	Cetiol® CC	Dicaprylyl Carbonate	14.00	Emollient
	Cetiol® B	Dibutyl Adipate	14.00	Emollient
	Cetiol® ABV	C12-15 Alkyl Benzoate	5.00	Emollient
	Microcrystalline Wax (<i>Paramelt</i>)	Cera Microcristallina	15.00	Structurant
	<i>Castor Oil (Merck)</i>	Ricinus Communis (Castor) Seed Oil	4.70	Emollient
	Uvinul® A Plus	Diethylamino Hydroxybenzoyl Hexyl Benzoate	8.00	UV-A filter
	Uvinul® T 150	Ethylhexyl Triazone	4.00	UV-B filter
	Tinosorb® S	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	3.50	Broad spectrum UV filter
	B	Water, demin.	Aqua	2.80
Magnesium Sulfate Heptahydrate		Magnesium Sulfate	0.50	Stabilizer
Euxyl PE 9010 0.5% (<i>Ashland</i>)		Phenoxyethanol, Ethylhexylglycerin	0.50	Preservative
Tinosorb® M		Methylene Bis-Benzotriazolyl Tetramethylbutylphenol (nano), Water, Decyl Glucoside, Propylene Glycol, Xanthan Gum	10.00	Broad spectrum UV filter

Specifications

Appearance Cream Balm

Performance

EcoSun Pass 244 (Environmental Evaluation of Sunscreen Products)	244
SPF in silico (BASF Sunscreen Simulator-in silico determination of the sun protection factor)	52
SPF in vivo (ISO 24444 - In vivo determination of the sun protection factor)	83
UVA-PF in silico (BASF Sunscreen Simulator - in silico determination of the in vitro UVA-PF)	22.5

Manufacturing Process

1. Heat components listed under A at 80-85°C and stir until uniform. 2. Heat the components listed under B to 40-50°C and stir until uniform. 3. Add phase B "slowly" to phase A while stirring, homogenize with Ultra Turrax device for 3 min, 8000 rpm. 4. Fill the jars.

