



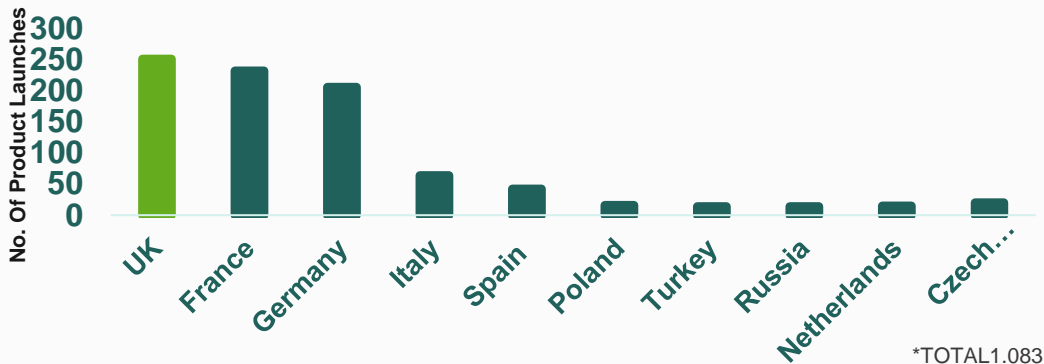
# Market trend: 2-Phase Toner

## Tea culture: from tea to toner



**BTC**  
Chemical Distribution

Top 10 Markets in Product Launches with Multi-phase format in Europe 2019-2024



**Silicone free formula**



**% Growth 2020-2024**

Growth in Facial Care Launches claiming no silicones in UK.

**Natural Origin**



**% Growth 2020-2024**

Facial/Eye Care launches claiming to have more than 90% Natural Origin Ingredients in UK

**Convenience**



**% Growth 2020-2024**

Claim to have a convenience claims such as easy to use in UK





## 2-Phase Toner

SC-DE-25-RC-0013-002

A lightweight, fluid texture that effortlessly blends upon shaking, creating a silky-smooth application that glides across the skin. Provides a refreshing burst of hydration to pore refine without any greasy residue.

### Main Claims:

- Cold Process.
- Innovative format.
- Alternative silicone based.
- 99.5 % Natural Origin content\*\*
- Minimalist formulation (10 INCI's).
- Lightweight fluid for easy application.

### Market trend:



UK is Top 1 Market with Personal Care Product launches in a format tri-phase or bi-phase across Europe

\*GNPD. Mintel search Beauty and Personal Care in Europe 2019-2024

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

# BTC

Chemical Distribution

A brand of BASF – We create chemistry

### Product Highlights:



#### Cetiol® Ultimate

Volatile, ultra fast-spreading and dry emollient; a 100% renewable-based alternative to Cyclomethicone. Ultra light hydrocarbon emollient, provides a silicone oil-like, powdery and waxy-dry skin feel.



#### Cetiol® OE

Fast spreading and flexible waxy-dry emollient. 100% renewable-based, readily biodegradable, suitable for alternative concepts for silicone. Approved by COSMOS, Nature and NPA, and suitable for Nordic Ecolabel leave on cosmetics



NAME

## 2-Phase Toner

FORMULATION NUMBER

**SC-DE-25-RC-0013-002**

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	80.65	
	Glycerin	Glycerin	3.00	Humectant
	<u>Bix'Activ® BC10050</u>	Maltodextrin (and) Bixa Orellana Seed Extract	0.25	Active ingredient
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Citric Acid (50% solution)	Citric Acid	0.30	pH Adjustment
B	<b>Cetiol® OE</b>	Dicaprylyl Ether	7.50	Emollient
	<b>Cetiol® Ultimate</b>	Undecane, Tridecane	7.50	Emollient
	Perfume*	Parfum	0.30	Fragrance

### Specifications

ASPECT

**2 Phase, transparent and light green**

PH VALUE (23°C)

**4.8**

PERFUME

**Düllberg: Fruity Time**



### Guide Tip

To achieve a richer skin feeling, a share of slow spreading emollients can be used.

### Manufacturing Process

1. Phase A: Mix Water and Glycerine until it is homogeneous. Add the other ingredient one by one. 2. Phase B: Mix all ingredients together until it is homogeneous. 3. Mix Phase A and B together in the final packaging.