

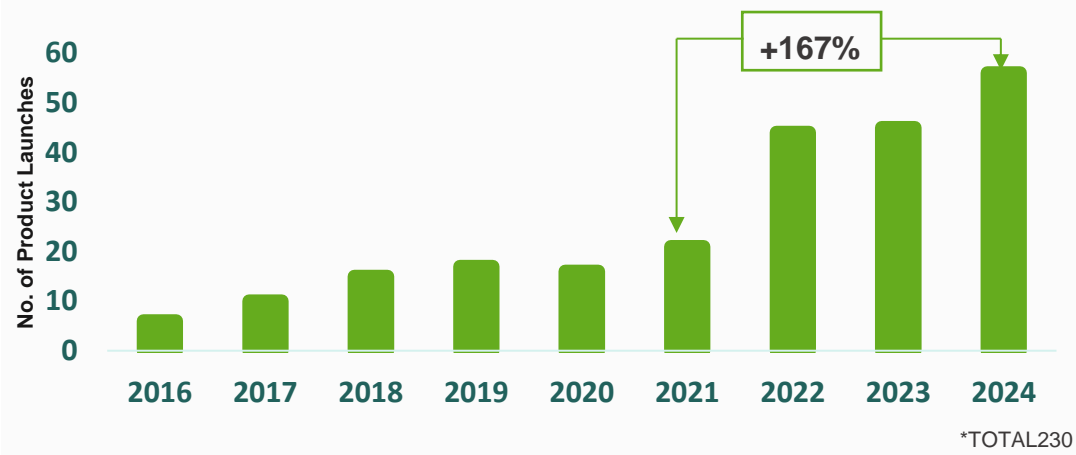


# Market trend: Caffeine Eye Serum

## Espresso Moments: Café tradition



New Facial and Eye Care Product Launches as serum in Italy



+ Caffeine



% Growth 2021-2024

Facial/Eye Care Product Launches with formulations containing Caffeine in Italy.

Natural Origin



% Growth 2021-2024

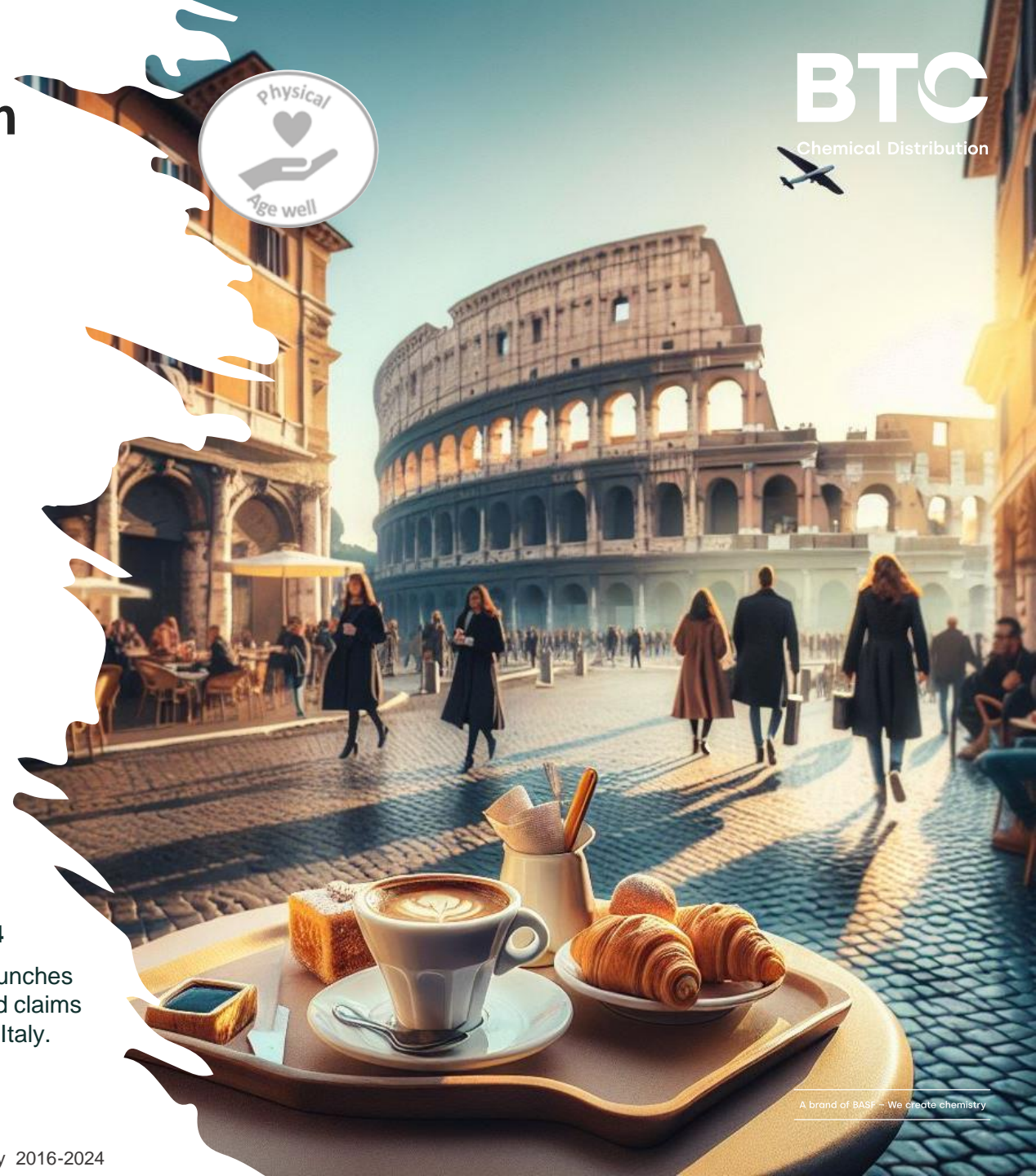
Facial/Eye Care launches claiming to have more than 90% Natural Origin Ingredients in Italy.

Time/Speed



% Growth 2021-2024

Serum Facial/Eye Care launches claim to have a time/speed claims such as fast absorption in Italy.



\*GNPD. Mintel search Face/Neck Care with format texture Serum in Italy 2016-2024



# Caffeine Eye Serum

SC-DE-24-DF-5280786-005

Eye serum revitalizes the delicate area by reducing fine lines and dark circles while targeting fatigue and aging. Its lightweight texture offers long-lasting hydration without a greasy residue.

# BTC

Chemical Distribution

A brand of BASF – We create chemistry

## Main Claims:

- Biopolymer based.
- Oil-free formulation.
- Emulsifier-free System.
- 95.8% Natural Origin content.\*\*
- Minimalist formulation (15 INCI's).
- Lightweight texture for smooth application.
- Immediate feeling of hydration and plumpness.

## Product Highlights:



### Caffeine Powder

Active ingredient with various functions, such as increase microcirculation of blood in the skin and with potent antioxidant properties.



### Verdessence® Alginate

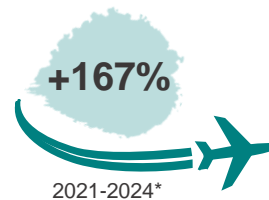
Multifunctional marine biopolymer. It can be used as a rheology modifier, sensory enhancer or film forming polymer – suitable for skin, hair care rinse-off and leave-on applications.



### Verdessence® Xanthan

Pure vegan Xanthan Gum, excellent stabilizer and thickener for emulsions and surfactant-based formulations. Improve film forming effect with Verdessence® Alginate.

## Market trend:



Growth in Eye Care product launches as serum in **Italy**.

\*GNPD. Mintel search Facial/Neck Care Serum in Italy 2021-2024

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



NAME

## Caffeine Eye Serum

FORMULATION NUMBER

**SC-DE-24-DF-5280786-005**

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	68.70	
	Glycerin	Glycerin	2.00	Humectant
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Calcium Chloride	Calcium Chloride	0.05	Complexing agent
	<b>Verdessence® Xanthan</b>	Xanthan Gum	0.50	Rheology modifier
	<b>Verdessence® Alginate</b>	Algin	0.50	Rheology modifier
	Disodium Hydrogen Phosphate	Disodium Hydrogen Phosphate	0.05	Complexing agent
	Aloe Vera	Aloe Vera	2.00	
B	Water, demin	Aqua	20.00	
	<b>Caffeine Powder</b>	Caffeine	3.00	Active ingredient
C	<u>Inolixir® BC10079</u>	Glycerin (and) Water (and) Inonotus Obliquus (Mushroom) Extract	1.00	Active ingredient
	<u>Seanactiv® BC10113</u>	Water (and) Fucus Vesiculosus Extract (and) Gluconolactone (and) Xanthan Gum (and) Sodium Chloride	1.00	Active ingredient
	Perfume*	Parfum	0.10	Fragrance
	Citric Acid (20% solution)	Citric Acid	0.05	pH Adjustment
	Copherol F 1300C	Tocopherol	0.50	
	Vitamin B12 ( <i>alexmo cosmetics GmbH</i> )	Cyanocobalamin	0.05	Colorant

### Specifications

ASPECT

**Light rose translucent serum**

PH VALUE (23°C)

**4.8**

VISCOSITY (Brookfield; RVT; spindle 5; 10 rpm; 23°C)

**6.000 mPa s**

PERFUME

**Düllberg: Cypress & Sea Fennel**



### Guide Tip

Be invited using different actives from our portfolio – e.g. for up-to-date peptide claims with Pepsensyal (*Peptides for slow aging*) or PeptAlde® 4.0 (*Peptides counteracting silent inflammation*)

### Manufacturing Process

1. Solve the Aloe Vera powder and all the salts in the water 60°C. Create a dispersion with the glycerin and bio polymer, put it into the water 2. Solve the Caffeine in the 20% water (60°C). When the gel has completely formed, phase A & B can be combined 3. Now you can combine all phases, adjust the pH at the end.