



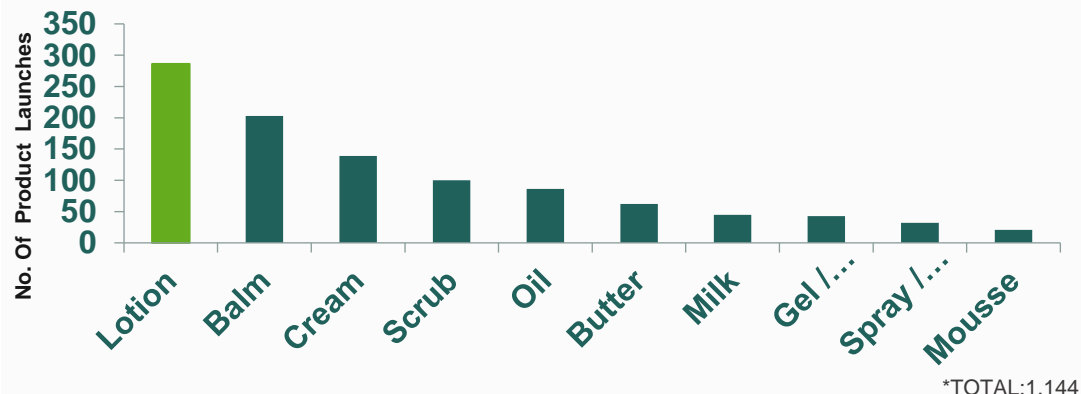
# Market trend: Cold Processable Body Lotion

Ice-Cold innovation with the power of cold processing



**BTC**  
Chemical Distribution

Top 10 Textures in New Body Care Launches in Poland (2019-2024)



## Natural Origin



% NPL 2022-2024

Body Care product launches are claiming to have more than 90% Natural Origin Ingredients in the formula in Poland

## Time/Speed



% NPL 2022-2024

Body Care product launches claiming or referring to time-speed such as fast absorption in Poland.

## Moisturising/ Hydrating



% NPL 2022-2024

Moisturization is by far the most important claim in Body lotions in Poland follow by firming with 17% in Poland.

\*GNPD. Mintel search Body Care in Poland 2019-2024





# Cold Processable Body Lotion

SC-DE-25-RC-0010-001

Lightweight formulation that spreads effortlessly and leaves a non-greasy finish. It provides deep hydration, leaving your skin silky-smooth, nourished, and with a radiant glow skin finish.

# BTC

Chemical Distribution

A brand of BASF – We create chemistry

## Main Claims:

- Cold Process.
- Biopolymer Based.
- Alternative silicone based.
- 99.4 % Natural Origin Content\*\*
- Easy to distribute with fast absorption.
- Smooth texture without greasy residue.

## Product Highlights:

-  **Emulgade® Verde 10 OL**  
Sustainable and mild emulsifier, Based on 100% renewable feedstocks, readily biodegradable and manufactured by a solvent-free process. Its mildness is dermatologically tested, it is suitable for sensitive skin, and it is skin microbiome friendly and non-comedogenic.
-  **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.
-  **Cetiol® Ultimate**  
Volatile, ultra fast-spreading and dry emollient; a 100% renewable-based provides a silicone oil-like, powdery and waxy-dry skin feel.

## Market trend:



Lotion is the top 1 textures in Body Care launches in Poland

\*GNPD. Mintel search Foot Care in Europe 2019-2024

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



